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Exploring the Path for Cultivating Customer Mindset of "Yuyue Brewing" Brand Based on NVivo Qualitative Analysis

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Abstract This study focuses on the "Yuyue Brewing" brand and employs grounded theory in conjunction with NVivo 11 software analysis to identify the key factors and dimensions influencing the cultivation of customer mindset, thereby constructing a theoretical model. The findings suggest that the three fundamental components of an entrepreneur's personal mindset—energy, ability, and wisdom—collectively constitute the foundation of entrepreneurial leadership. Establishing a clear brand positioning and developing its core values accordingly are essential aspects of the brand mindset. Furthermore, articulating the customer mindset involves comprehending the emotions and perspectives of target customers within specific contexts. The success of a brand depends not only on the product itself but also on the synergistic interaction among the entrepreneur's personal mindset, the brand mindset, and the customer mindset.

Key words Yuyue Brewing, Grounded theory, Entrepreneur's personal mindset, Brand mindset, Customer mindset

0 Introduction

In the contemporary highly competitive business landscape, the scarcity of consumer attention has emerged as a defining characteristic. Although enterprise growth may seem stable superficially, underlying volatile forces render the environment unpredictable and continuously evolving. As markets experience ongoing cycles of renewal, it is imperative for brands to cultivate profound recognition in the consumer mindset by creating compelling and irreplaceable reasons for purchase[1]. In this context, an increasing number of entrepreneurs and founders have begun to actively advocate for their brands. What significance do the waistcoat and load hold as "essential attire" for Chen Xudong, the leader of the Lishui Yuyue Brewing brand, when he appears in public? How has he fostered the dynamic vitality of "Yuyue Brewing"? What underlying rationale informs the principles he promotes, such as the concepts of "eschewing the pursuit of ranking among the top 100 in favor of aiming for longevity spanning a century", and "brewing unnoticed by others yet recognized by heaven"? Furthermore, how can an entrepreneur's personal mindset be shaped through brand mindset to ultimately secure a strong and enduring position in the customer mindset?

The mindset is the embodiment of individuals' psychology and wisdom, encompassing psychological activities such as cognition, memory, reasoning, and innovation[2]. Marketing scholars categorize consumers' mental perceptions of brands into two dimensions: thinking and feeling[3]. Mental models are the fundamental elements of cognition and reasoning and frequently manifest in activities related to decision-making, organizational learning, and creative problem-solving[4]. The progression from the entrepreneur's personal mindset to the brand mindset, and subsequently to the customer mindset, encompasses three interconnected and sequential stages. This article utilizes the "Yuyue Brewing" brand as a case study to examine the realization process of this path.

Lishui Yuyue Brewing Food Co., Ltd. is the largest brewing food production enterprise in Lishui. Its predecessor, Desheng Jiangyuan, was established in 1919, marking a history spanning 105 years. The enterprise is also recognized as the first "Time-honored Chinese Brand" enterprise in the urban area of Lishui. This distinction reflects a century of dedication and heritage, embodying the hard work and perseverance of successive generations of the Yuyue community. In recent years, Yuyue has evolved from a traditional food production enterprise into a comprehensive organization encompassing cultural tourism development and operations. Currently, in addition to primarily marketing products such as yellow wine, soy sauce, vinegar, liquor, and soybean paste, the Yuyue park area has established several tourist exhibition halls, including the Postal Stories of Party Building Hall, the Yuyue Brewing Museum, the Yuyue Intangible Cultural Heritage Experience Workshop, the Yuyue Art Museum, and the Yuyue Science Popularization Museum. The site has been successfully designated as a provincial industrial tourism demonstration base, a provincial study and research base, and a national 3A-level tourist attraction. Yuyue has evolved from a traditional industrial enterprise into a comprehensive industrial park that integrates industry, agriculture, culture, commerce, and tourism. Its marketing strategy has shifted from solely selling products to a multifaceted approach encompassing catering services, lectures, exhibitions, conferences, and study tour activities. Over the past three years, the enterprise has attracted an average of 50 000 visitors annually, with its revenue growth rate consistently achieving double-digit increases. This case exemplifies the transformation of Yuyue Brewing from the entrepreneur's personal mindset to the brand mindset

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and ultimately to the customer mindset.

1 Literature review and question statement

1.1 Entrepreneur's personal mindset In the contemporary era, the entrepreneur's personal mindset is intricately linked not only to the development of enterprises but also to the broader transformation of national economic growth. This mindset has progressed from superficial competencies to an emphasis on social responsibility, ultimately culminating in a foundational spiritual strength[5]. Attributes such as courage, resilience, risk-taking, innovation, an internal locus of control, stress management, and a deep passion for their ventures constitute the personal mindset that represent the most concrete and personified expression of an enterprise's brand and attribute as the strongest bond connection between brand and users[6-8]. Throughout this process, abilities progressively accumulate as energy, which is continuously expended outward to support entrepreneurs in ongoing creation. This energy is essential for managing uncertainties and ensuring the sustainable survival of enterprises within the new development pattern. Entrepreneurial energy is characterized by dynamic sustainability, inclusiveness of conflicts, and multifaceted influence[9]. Wisdom lies in respecting the natural essence of things and the fundamental laws governing their development, rather than engaging in actions that contravene the essence of nature and human nature through excessive human intervention[10]. The degree of wisdom possessed by entrepreneurs influences both the pattern and height of enterprise development[11].

1.2 Brand mindset The core value of a brand represents the fundamental pursuit and associated requirements established by an enterprise, grounded in its unique brand characteristics and objectives. It embodies the integration of functional positioning and cultural themes[12]. The brand mindset strategy, which is articulated through core value appeals, constitutes a critical step in securing consumer brand recognition and constructing a coherent brand image. Furthermore, it serves as a tool and approach for brands to investigate consumer mindsets and facilitate meaningful, in-depth communication with consumers[13]. Brands must continuously consolidate and enhance their brand positioning accomplishments by employing various brand mindset-oriented strategies, including personification shaping, brand image development, and brand story dissemination. Even brands with well-defined positioning and substantial influence must secure a favorable position in the consumer mindset through sustained investment[14-16]. A study conducted with a sample of 400 senior executives from various companies demonstrated that the implementation of positioning strategies through brand mindset orientation can establish an irreplaceable cognitive advantage for brands within consumers' memory[17].

1.3 Customer mindset The customer mindset refers to the brand perception deeply embedded in consumers' minds. These perceptions comprehensively reflect consumers' values and individual propositions and are conceptualized in a manner consistent with their vested interests[18]. The customer mindset encompasses the total memories of "fact and emotions" associated with brand-related terms in consumers' cognition. An effective brand mindset should constitute a rich and interconnected memory network rather than isolated and fragmented memory points[19]. In the pursuit of satisfying their psychological needs, consumer mindsets play a predominant regulatory role in shaping their purchasing consciousness, thereby influencing and determining their choice of consumption objects at the cognitive level[20]. By fulfilling its commitments and demonstrating professional expertise and core competencies, a brand establishes a strong reputation among stakeholders. Through effective communication characterized by internal and external collaboration and mutual understanding, it gradually cultivates consumers' habitual psychological perceptions of the enterprise, brand, and products, collectively referred to as the customer mindset[17]. The customer mindset directly influences their purchasing behavior and, akin to consumers' purchasing power, is inherently limited. Consequently, the customer mindset exhibits characteristics of scarcity and competitiveness. These attributes necessitate considering the customer mindset as a critical strategic resource, warranting efforts to cultivate and capture this resource[21-22].

1.4 Literature review The energy, ability, and wisdom of entrepreneurs exert a significant influence on brand development[23-24]. A positioning strategy that is oriented toward brand mindsets is essential for achieving effective execution of brand strategy[25]. Brands create distinctive brand memories and establish customer mindsets by aligning with specific consumer needs, values, and experiences[26]. This paper aims to explore the path of brand cultivation, tracing the progression from the entrepreneur's personal mindset to the brand mindset, and ultimately to the customer mindset.

2 Research design and implementation

2.1 Data collection This study employed the qualitative research methodology of grounded theory and conducted semi-structured interviews with 11 participants, including Chen Xudong, the 10th generation leader of "Yuyue Brewing", regional employees, channel partners, and consumers. These interviews yielded over 30 000 words of original material. The data collection spanned one week, with a total recording time of approximately 17 h, averaging about 1.5 h per interviewee. Following each interview, the audio recordings were transcribed to produce the original textual data for each participant.

2.2 Extraction of variables Word frequency analysis was performed on the interview transcripts of 11 participants, followed by cluster analysis to identify different levels of variables and their corresponding degrees of concerns (Fig. 1, only the top 30 results).

Based on the aforementioned clustering results, a subjective extraction of variables yielded 30 types of concerns, including soy sauce, craftsmanship, historical traditions, taste, innovation, brewing, enterprise culture, and emotional factors. In accordance with the research objectives, irrelevant information was subjective-

ly excluded, and similar categories were consolidated, resulting in the identification of seven secondary variables: energy, ability, wisdom, brand value, brand image, brand personality, and core customer perception. These were subsequently synthesized into three primary variables: personal mindset, brand mindset, and customer mindset.

Fig. 1 Clustering analysis of words in the interview

2.3 Data analysis NVivo 11 was utilized as the auxiliary software for collecting, analyzing, and coding the interview data. The theoretical model of influencing factors was progressively developed following the grounded theory methodology. Initially, open coding was performed using NVivo 11 to code the original interview transcripts line by line. This process led to the initial conceptualization of the data, resulting in a set of 20 preliminary concepts, which were organized into corresponding free nodes. Selected results of the open coding process are presented in Table 1.

Next, axial coding was conducted. This process involved organizing and synthesizing the primary categories to elucidate the relationships among various conceptual terms. The 20 free nodes identified during open coding were classified into seven categories, as presented in Table 2.

Table 1 Open coding conceptualization (partial)

Initial concept	Interview text (representative language)
C1 Courage	The success of the enterprises around us is not a matter of chance, and it is the outcome of sustained effort over time.
C2 Enthusiasm	A sense of attachment and passion for one's work can only be cultivated through genuine love for it.
C3 Desire	I am merely a temporary custodian of Yuyue, and my primary intention is to ensure his well-being and protection.
C4 Cognitive ability	Powerful regulators, mature consumers, and honest managers
C5 Action ability	A cultural industrial park has been established, and the 3A-level scenic area has been opened to visitors nationwide.
C6 Creativity	A lifetime is devoted to a singular pursuit-a sip of wine, a spoonful of vinegar, a dash of sauce.
C7 Understanding the truth	Opportunity favors the prepared mind; what one contemplates will inevitably find a response.
C8 Turning obstacles into resources	Hardship and mistakes are inevitable, and the journey is continuous.
C9 Rational value	Maintaining a nutritious diet and wearing appropriate warm clothing, promoting health and wellness, balancing both material and spiritual abundance

Table 2 Axial coding results

Category	Initial concept
B1 Energy	C1 Courage, C2 Enthusiasm, C3 Desire
B2 Ability	C4 Cognitive ability, C5 Action ability, C6 Creativity
B3 Wisdom	C7 Understanding the truth, C8 Turning obstacles into resources
B4 Brand value	C9 Rational value, C10 Emotional value, C11 Social value
B5 Brand image	C12 Enterprise image, C13 Product image, C14 Symbol image, C15 User image
B6 Brand personality	C16 Brand role, C17 Brand prototype
B7 Core customer perception	C18 Customer, C19 Scenario, C20 Feeling

Finally, selective coding was conducted. Through an in-depth analysis of the relationships among various thematic catego-

ries, these categories were progressively refined into three more meaningful and conceptual main categories: the entrepreneur's personal mindset, brand mindset, and customer mindset. Ultimately, a core coding framework illustrating the progression from the "entrepreneur's personal mindset" to the "brand mindset" and subsequently to the "customer mindset" was developed, as presented in Table 3.

Table 3 Core coding results

Primary variables	Secondary variables	Specific definition
A1 Entrepreneur's personal mindset	B1 Energy	With courage, strength and a sense of stability
	B2 Ability	Reaction skills, methods, *etc.*
	B3 Wisdom	Profound insight, acting following natural law, *etc.*
A2 Brand mindset	B4 Brand value	Integration of brand functional positioning and cultural themes
	B5 Brand image	Comprehensive associations that brand products, producers, and users evoke in consumers
	B6 Brand personality	A brand, like a real person, possesses emotions, attitudes, its own lifestyle, and values
A3 Customer mindset	B7 Core customer perception	Involving market segmentation, customer profiling, marketing scenarios, and customer perceptions

The three primary variables, A1, A2, and A3, were encoded at both the word and sentence levels using NVivo 11. Subsequently, these were categorized into their respective nodes, resulting in the formation of three distinct corpora. Based on this classification, cluster analysis was conducted on the three corpora, followed by a Pearson correlation test (Table 4).

Table 4 Pearson correlation coefficients of the three variables

Node A	Node B	Pearson correlation coefficient
Node\A1 Entrepreneur's personal mindset	Node\A2 Brand mindset	0.803 475
Node\A1 Entrepreneur's personal mindset	Node\A3 Customer mindset	0.646 701
Node\A2 Brand mindset	Node\A3 Customer mindset	0.601 131

Based on a review of the literature and the data presented in Table 4, the following hypothesis is proposed. There exists a strong correlation between an entrepreneur's personal mindset and the brand mindset; similarly, the brand mindset is strongly correlated with the customer mindset. Furthermore, the entrepreneur's personal mindset is directly and strongly associated with the customer mindset. Specifically, the entrepreneur's personal mindset influences the customer mindset both indirectly, through the partial mediating effect of the brand mindset, and directly, by driving the formation and reinforcement of the customer mindset.

2.4 Construction of theoretical model Following the completion of three analytical stages, including open coding, axial coding, and selective coding, three primary categories have been distinctly identified: the entrepreneur's personal mindset, brand mindset, and customer mindset (Fig. 2). Through correlation analysis, the relational structure among these categories has been largely established. Building upon these findings, a conceptual theoretical model delineating the progression from the "entrepreneur's personal mindset" to "brand mindset development" and subsequently to "customer mindset acquisition" is proposed (Fig. 3). Based on the identification of the core category, the study performed a theoretical saturation test on the grounded theory results using the remaining 1/4 of the in-depth interview data. During this evaluation, it was observed that the original concepts were predominantly reiterated, and no new concepts emerged. Consequently, the proposed dimensions and relationships are considered to have achieved theoretical saturation.

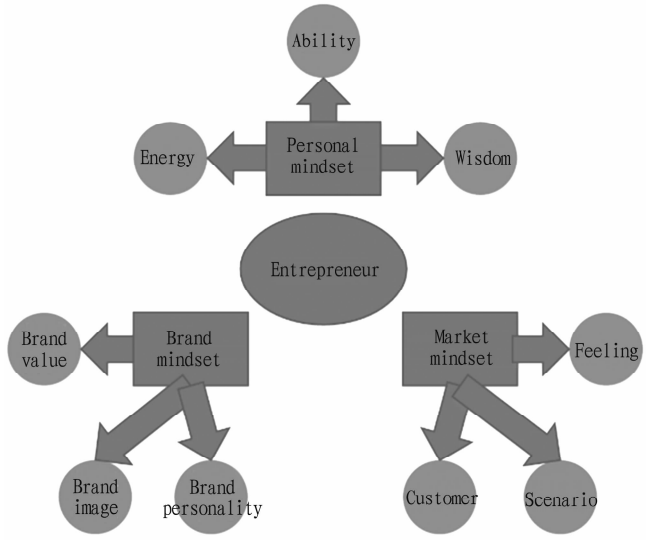

Fig. 2 Initial visualization of the coding results

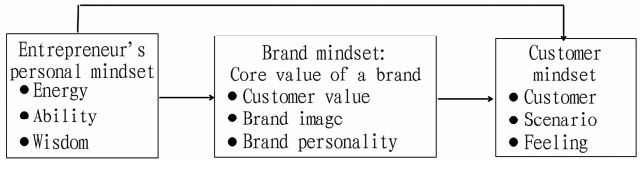

Fig. 3 Theoretical model of "entrepreneur's personal mindset—brand mindset—customer mindset"

3 Conclusions and discussion

3.1 The three essential elements of an entrepreneur's personal mindset: energy, ability and wisdom The three ele-

ments of an entrepreneur's personal mindset—energy, ability, and wisdom—collectively form the foundation of entrepreneurial leadership. Energy serves as the driving force, ability functions as the instrument, and wisdom provides the guiding direction. The integration of these elements enables entrepreneurs to effectively lead their enterprises toward success within a complex and dynamic market environment[23].

The tenth leader of Yuyue envisions integrating traditional brewing techniques with modern innovations and firmly believes that high-quality products garner market respect. Research indicates that the spiritual energy he embodies at a personal mental level resonates with all individuals he encounters. His dedication and passion for the brewing industry serve as the driving forces that continuously propel him forward. He said that "Yuyue has accompanied the growth of several generations and embodies my childhood memories of soy sauce mixed rice. The traditional culture associated with this time-honored brand should not simply vanish amid the rapid changes of the contemporary era." Motivated by his passion for brewing techniques, in September 2006, Chen Xudong assumed control of Lishui Yuyue Brewing Food Co., Ltd. (formerly the state-owned Lishui Brewing Factory), which was on the verge of bankruptcy. Upholding the craftsmanship ethos, characterized by "dedication, skill, and meticulous workmanship", he restored traditional brewing methods dating back to Qin Guan of the Northern Song Dynasty. Furthermore, he maintained the fundamental principle of "brewing culture with emotions and fermenting products with time". He is not only a "dreamer" who cherishes tradition but also a "visionary" who actively pursues his dreams with courage and unwavering persistence. Despite encountering widespread opposition at the time, he remained steadfast in his original aspirations, refused to accept the status quo, and was resolute in his determination to establish a career. When confronted with difficulties and challenges, he consistently sustained the motivation to progress, demonstrating firm willpower and relentless perseverance without retreat.

Over 18 years, he successfully transformed a state-owned soy sauce factory, which was on the verge of bankruptcy, into a cultural industrial park that integrates Party building education, production research and development, cultural tourism, science popularization, and research-based learning. The park includes a Time-honored Brand Museum, an Intangible Cultural Heritage Exhibition Hall, a Brewing Science Museum, and a Postal History of Party Building Hall. The preservation of intangible cultural heritage was the foundational vision for the industrial park. Through the display of numerous old stuffs and historical photographs, the century-old history of Yuyue brewing illustrates the evolution and legacy of its brewing traditions. He also integrated Party building efforts, philatelic culture, and enterprise culture into a unified framework, establishing the Postal History of Party Building Hall within the Yuyue 1919 Cultural Industry Park. The hall comprises three sections: the postal history reflecting a century of Party history, the postal history illustrating the Party's original aspiration and mission, and the postal history representing a culture of integrity and uprightness. Utilizing over 4 000 stamps, the hall narrates the illustrious journey of the Communist Party of China, thereby serving as a pioneering platform for the dissemination of Party building culture nationwide. Yuyue's enterprise culture has garnered extensive recognition, attracting visitors nationwide to engage with its distinctive appeal. Over the past three years, the park has hosted 200 000 domestic and international guests. This accomplishment was not merely the result of enthusiasm. It demanded resolute commitment, the boldness to eliminate retreat options, and most importantly, a forward-looking strategic vision coupled with unwavering determination. By precisely understanding the core dynamics of the industry and employing a governance philosophy centered on non-intervention aligned with contemporary trends, the enterprise has successfully fostered the synergistic development of both its business operations and cultural identity.

3.2 Core element of brand mindset: core value of the brand

The essence of cultivating a brand mindset resides in establishing a clear brand positioning and developing its rational and emotional values accordingly. A brand mindset strategy holds substantial importance in the process of brand development. The mindset represents the origin of the market, the category serves as the foundation of the brand, and positioning constitutes the core of competitive advantage[17].

Yuyue Brewing is positioned as a high-quality, health-oriented traditional brewed product designed to cater to consumers' desire for a healthy lifestyle. Its core value emphasizes the "preservation and continuation of brewing culture". The brand mindset of Yuyue reflects an extension of Chen Xudong's personal philosophy, incorporating his innovative spirit and commitment to quality into the brand's fundamental values, thereby establishing a distinctive brand gene. The target customers of Yuyue are individuals who aspire to cultivate a better and more meaningful life and continuously strive toward this goal. The brand serves as a tangible embodiment of a particular life attitude and value system. When the target audience resonates with the mission embodied by the brand, they are more inclined to identify with it and express their higher values through their engagement with the brand. Through the comprehensive integration of traditional brewing with agriculture, culture, and tourism, Yuyue provides individuals with a diverse array of novel experiences, including sensory enjoyment, narrative engagement, emotional connection, and role-playing. This approach enables individuals to directly perceive the brand's concept of "brewing culture with emotions and fermenting products with time". By preserving taste, craftsmanship, memory, and spirit, Yuyue generates sustained cultural value for the community and allows consumers who seek a high-quality lifestyle to deeply appreciate the brand's cultural heritage, classical legacy, and innovative vitality in every interaction with Yuyue.

In response to the issue that consumers are frequently misled by "appealing, inexpensive, yet substandard" food products due to their limited knowledge of food safety, Yuyue has dedicated

many years to the promotion of food safety education, positioning social responsibility as a fundamental principle. Through systematic and responsible practices, the enterprise has cultivated a compassionate brand image and thoroughly developed the concept of a caregiver brand that embodies "selfless care for others", thereby establishing a core brand identity characterized by care, warmth, and reassurance[17]. At the beginning of 2008, the enterprise established the Yuyue Science Popularization Hall and formed the Yuyue Food Safety Propaganda Team to conduct public welfare campaigns on food safety, offering free educational resources to consumers. Since its inception, the initiative has organized over 100 sessions annually, educating more than 200 000 individuals in total. Meantime, the team annually visits and provides support to disadvantaged individuals and Party members, offers care to elderly community members in need, sponsors children in orphanages and economically disadvantaged college students, and actively engages in disaster relief efforts. The total value of donated materials has exceeded 3 million yuan, thereby fulfilling its brand responsibility through tangible actions. Upon the announcement of the college entrance examination results, the enterprise will host the Yuyue Longmen Lvgu Qiongye Zhuangyuan Wine Sealing Ceremony for students in Lishui who achieve scores exceeding 680 points. This event not only acknowledges the students' diligent efforts but also embodies the brand's core values of time accumulation, meticulous craftsmanship, and the inheritance of integrity.

3.3 Core element of customer mindset: market discourse power Customer mindset refers to the subconscious and habitual psychological perceptions that users hold toward enterprises, brands, and products[18]. Roland Berger Consulting Company emphasizes that building sustainable brand strength requires prioritizing consumers' perceptions of the brand. To effectively capture customer mindsets, brands must comprehend consumers' psychological processes and decision-making behaviors through scenario-based analysis. A successful brand can embody a representative scenario that stimulates the needs of target customers and seamlessly integrates the product into consumers' daily lives. By constructing scenarios aligned with consumer needs, brands are able to more effectively communicate their values and deliver meaningful experiences.

Yuyue segments its target customers based on typical scenarios, including children's amusement park, young people's insights, and the elderly's nostalgia. By effectively communicating value to these groups, the enterprise secures a strong presence in the minds of local consumers and establishes a dominant market position in the Lishui region. Upon entering the Yuyue 1919 Cultural Industry Park, visitors of all ages can engage with experiential offerings tailored to their individual preferences, ensuring that "everyone enjoys the experience and derives value from it". Data indicate that the repurchase rate among customers who have visited the Yuyue Cultural Industry Park reaches as high as 90%, underscoring the significant effectiveness of scenarized mental occupation.

3.3.1 Children's amusement park: dual drive of parent-child interaction and knowledge enlightenment. Yuyue Brewing has developed an immersive parent-child experiential environment within its 1919 Cultural Industrial Park, specifically designed for family visitors. The park not only manufactures products such as soy sauce, wine, and vinegar but also places significant emphasis on the preservation of intangible cultural heritage skills and the promotion of red education. This approach enables children to acquire knowledge about brewing in an engaging and enjoyable manner. The activities encompass visits to museums to explore intangible cultural heritage, farming culture, and brewing culture, alongside parent-child interactive games designed to enhance children's practical skills and foster emotional communication between parents and children. Specific events include the "Soy Sauce Time" event in autumn harvest and winter storage; a parent-child study tour commemorating the anniversary of the founding of the Communist Party of China; and a parent-child activity centered on nurturing a childlike spirit.

3.3.2 Young people's insights: dual empowerment of cultural identity and value resonance. The Yuyue brand has emerged not only as a window through which young people engage with traditional culture but also as a significant avenue for them to comprehend life, values, and responsibilities. (i) Comprehending the way of coexistence between humans and nature. The brewing process of Yuyue soy sauce exemplifies a profound harmony with nature: the water, air, sunlight, grains, microorganisms, and the passage of time essential for fermentation all derive directly from natural sources. This artisanal method demands considerable patience and embodies a deep respect for and alignment with natural rhythms. Through this experiential practice, young individuals gain insight into the philosophical concept of "harmony between humanity and the natural world". (ii) Experiencing the inheritance and innovation of traditional culture. This setting allows young individuals to directly experience the distinctive appeal and contemporary significance of traditional culture, thereby deepening their understanding of their intrinsic connection to it and fostering a desire to engage in cultural innovation. As an intangible cultural heritage, the brewing techniques and historical culture of Yuyue soy sauce have been revitalized with renewed vitality in the modern era. Such dedication to preserving and rejuvenating historical culture encourages young people to actively appreciate and safeguard their local cultural heritage. (iii) Comprehending the core values of integrity and responsibility. The entrepreneurial story and practical initiatives of the leader of Yuyue, who upholds integrity as a fundamental principle and embraces responsibility as a guiding commitment to revitalize the century-old brand, embody core values such as honest business practices, dedication to craftsmanship, and accountability to the younger generation. These values serve as a moral compass and source of inspiration throughout their developmental process.

3.3.3 Nostalgia of the elderly: dual satisfaction of emotional nostalgia and cultural belonging. For the elderly, the century-old history and culture embodied by Yuyue Brewing evoke memories

and nostalgia for the past, enabling them to revisit earlier times and experience the warmth of traditional culture within a contemporary society. The strategic approach centers on eliciting a profound connection between childhood memories and the flavors of their hometown. (i) Awakening memories of childhood soy sauce mixed rice. For many elderly individuals, Yuyue soy sauce mixed rice represents the most cherished flavor of their youth. This taste not only embodies the essence of their hometown but also evokes the emotions and memories shared by many. (ii) Inheriting the cultural heritage of a century-old brand. Established in 1919, Yuyue soy sauce is a venerable enterprise whose products serve not only as condiments but also as vessels of cultural transmission. This heritage embodies both a reverence for historical tradition and a steadfast dedication to traditional craftsmanship and classic flavors. (iii) Establishing deep emotional connections. By highlighting the traditional gene and superior quality of its products, Yuyue has effectively cultivated a strong emotional bond with elderly consumers. For this demographic, who have lived through various historical periods, Yuyue soy sauce serves not only as a daily condiment but also as an emotional anchor, a symbol of nostalgia, and a comforting reflection on the past.

4 Implications

This case illustrates the transformation process from the entrepreneur's individual mindset to the brand mindset, and subsequently to the customer mindset. The entrepreneur's personal vision and innovative spirit have imbued the brand with distinctive genes, while the embodiment of the brand mindset and strategic market approaches have enabled the brand to secure a robust position within the local market. It is evident that a brand's success extends beyond the product itself, arising instead from the dynamic interaction and mutual reinforcement among the entrepreneur's mindset, the brand identity, and the customer mindset. Entrepreneurs must strive to attain a harmonious alignment between their brands and the market by engaging in continuous self-improvement and strategic adaptation.

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