STUDY ON CONSUMER BEHAVIORS AND MARKETING STRATEGIES IN YUNNAN TEA MARKET

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Abstract

Title: Study on Consumer Behaviors And Marketing Strategies in Yunnan Tea Market

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Tea, as the most extensive drinks in life, loved by the public, tea market has been very active. Tea Since Shennong found its medicinal value since the medicinal, drinking, hospitality to today's most of the tea products, planting in China's Yunnan as the center to the surrounding transplant, the development of China's more than a dozen provinces, the whole The world dozens of countries to grow. According to the 2016 Chinese Academy of Agricultural Sciences data show that: the national tea consumers about 470 million people, of which 260 million urban areas; rural 210 million people. Tea industry and the depth of the integration of the Internet is still lagging behind other industries, the current Internet for a number of simple B2C intermediary platform. Distribution in the tea wholesale market across the country for the traditional way, high-end tea sales in more than tea culture around the experience of teahouses, Chazhuang majority, and the brand tea to buy the main shop, and the face of the consumer name of the consumer The name of the tea wine shop, the main producing areas of tea outlets and other major types of tea shops and other major forms of sales of tea.

Yunnan terrain is high, the air is moist, abundant rainfall, the four seasons such as spring, the soil is rich in organic fertilizer, was weak acid, etc, these are tea growth and development are particularly like the conditions. Menghai County Bada area has a tea tree, 34 meters high, 1.21 meters in diameter, has 1700 years of history,

known as the "tea king". According to information, the world can be used to produce tea varieties of 23 species of 23 genera, which are distributed in Yunnan, there are 15 genera and 260 species. Yunnan tea to color, smell, taste, shape and superb, and rich in protein, amino acids, vitamins, caffeine, aromatic oil and other active ingredients, renowned at home and abroad. Yunnan tea to the latitude 25 degrees line is divided into two kinds, the South for the large leaf species, such as Mengku large leaf tea, Fengqing large leaf tea, green Chunma tea, Yunlongshan large leaf tea , There are Kunming Shili Xiang, Zhaotong moss tea, Yiliang Baohong tea and so on.

At present, the main problems of Yunnan tea enterprises are small and complete, vicious competition, low prices, low quality and so on. The tea industry market competition is the economic strength, marketing ability, talent, technology, management and other aspects of competition. In reality, the market calls for large enterprises with super tea brands, standardized production (cultivation, picking, processing, packaging, etc.), industrial ecological chain complete (tea farmers, processing plants, consumers). The main problems of tea standardization are the backwardness of the concept, the degree of attention is not enough, etc .; in the processing of standardization, there are mainly processing plant, technology, equipment, management and other issues. In this regard, the development of tea processing technology standards, tea processing machinery standards, tea production line standards, tea processing plant standards; strengthen the implementation of tea processing standards and supervision. China tea deep processing industry development overview is in the tea resources extraction, enrichment, separation, purification for tea polyphenols, theaflavins, etc., through functional development, applied research, derived from natural medicine, health food, daily chemicals, etc. Traditional agriculture to modern high-tech industry, modern health industry three superposition.

From the above analysis can be seen, Yunnan tea industry is now facing the industrial transformation, from the production of low-quality tea to high-quality high value-added tea products change, the Chinese tea industry enterprises in this process to achieve their own brand of progress must be in-depth Understand the status of China's tea industry, and constantly improve their own problems, to develop a complete development plan in order to be in the future tea market invincible.

Key words: Yunnan tea industry, consumer behavior, marketing

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During my two-year education, under the great support of teachers and friends, I have led a bitter but fruitful course. Upon the very conclusion of this thesis, there are a myriad of thoughts on my mind, and I can hardly be calm in a very long while.

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As I am about to complete my thesis, I feel really excited. After all, from the very start of the project to the final completion, countless respectable friends have offered me help. So here, please accept my sincere thanks!

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STUDY ON CONSUMER BEHAVIORS AND MARKETING STRATEGIES IN YUNNAN TEA MARKET

CHAPTER 1

INTRODUCTION

1.1 Research Background

Since Shennong's discovery of its medicinal value, tea has developed from medicine, drink to tea products nowadays, and its previously Yunnan-centered planting also spread out all around to more than 10 provinces in China and scores of countries in the world. Data from Chinese Academy of Agricultural Sciences in 2016 shows that: there are about 470 million tea consumers in China, among which 260 million are in cities and 210 million in rural areas. The deep integration of tea industry and the Internet still lags behind other industries (Nakamoto, 2014). Presently, most B2C intermediary platforms on the Internet are quite simple; most tea wholesale trading markets across the country still adopt traditional means of transaction, while mid-high end tea is largely sold in tea-culture experiential teahouse and tea shops, branded tea specialty shops as well as famous cigarette, wine and tea stores catering to gift consumers. There are more than 70,000 small-scale tea business entities, while the most influential ones, such as China Tea, TenFu,

TaeTea, can only generate over one billion in annual sales, and there are no more than 100 billion-strong enterprises. As the world's largest tea enterprise, Lipton sees a global sales turnover of more than 20 billion, only 100 million of which came from China in 2016.

For China, the country that produces tea, tea is the main product of foreign economic transactions. The development of traditional civilization is also the inheritance of Chinese culture by the tea industry, so that the world can learn more about China. According to statistics, from January to August 2016, China's tea export volume reached 220,000 tons, a year-on-year increase of 16%. In recent years, the sales volume of tea in China has continuously increased. In order to expand the export trade of tea and increase the competitiveness of tea companies in market development, tea companies must study innovative marketing strategies. Therefore, tea companies must continue to innovate the tea marketing strategy in the market.

1.2 Research Objectives

As a proverb goes, "Famous tea grows in cloudy high mountains." Yunnan, with humid air, plentiful rainfall and mild spring-like climate, is high in latitude and enjoys weak-acid soil rich in organic fertilizer, which are all favorable conditions for growth of tea trees. In Bada District of Menghai County, a tea tree, 34 meters in height and 1.21 meters in diameter, boasts a history of 1700 odd years and is

honored as the “king of tea tree”. Based on existing information, there are 23 genera and 380 species of plants available worldwide for tea production. Yunnan tea enjoys high reputation at home and abroad for its superb color, smell, taste and shape as well as rich protein, amino acids, vitamins, caffeine, aromatic oil and other active ingredients. Yunnan tea is divided by 25 degrees north latitude into two varieties: first, large-leaf variety in the south, such as Mengku large-leaf tea, Fengqing large-leaf tea, Lvchun Mayu tea and Yunlongshan large-leaf tea; second, medium-and-small-leave variety mostly in the north, such as Kunming Shilixiang, Zhaotong Tai tea and Yiliang Baohong tea. Besides, Tea sales through e-commerce channels can reduce intermediate costs and prices, but will run into price wars, which, plus pre-stage investment and promotion costs, result in difficulties for over 90% of tea e-commerce retailers to make a profit (Jiang, 2014). To take Taobao platform for example, the unit price of tea, mainly mid-low end products, was between 60 and 180 yuan in 2016, and saw a huge gap with the single user consumption of 300 to 500 yuan in physical stores. Reasons, such as the fact that consumers of mid-high tea tend to sample it before purchase, are also restricting the expansion of tea e-business market.

In addition, this article discusses the innovation strategy of tea enterprise marketing, and further analyzes the marketing strategy of tea market in China from the characteristics of tea and the development of

the market, so as to provide an effective method for improving the healthy development of China's industrial market. Countermeasures.

1.3 Research Significance

Tea, as the most widely consumed drink in life, is popular among the public, and the tea market has always been quite vigorous. Tea is considered as one of the most popular beverages across the globe. The consumption of tea is a daily practice to heighten calm alertness. The increasing demand for hot beverages is anticipated to boost the demand for tea in the forecast period. The growing awareness regarding the benefits of consuming tea, economic advantages, and the presence of flavonoid antioxidant content in tea are some of the key factors that are anticipated to cause a surge in the growth of the global tea market throughout the forecast period.Problems confronting the sustainable development of China's tea industry include: overcapacity, quality and safety of tea products, environmental safety, low exports and consumption, etc. In the face of these problems, it is necessary to boost structural adjustment of tea products, introduce the concept and processing technology of food industry, and create more new tea products. To achieve transformation and upgrading of the tea industry, the product structure should be properly adjusted in accordance with the market, conduct vigorous publicity and promotion, bolster consumption, fit tea industry into other industries like health, leisure, culture, tourism and

food, and expand the scope of tea industry.

Currently, the major problems of Yunnan tea enterprises are: “small but all-inclusive”, vicious competition, low prices, poor quality and so on. Competitions in the tea market are manifested in a variety of aspects, such as economic strength, marketing capability, talent, technology, operation and management. In reality, the market is awaiting large enterprises with superb tea brands, standardized production (cultivation, plucking, processing, packaging, etc.) and complete industrial ecological chains (tea growers, processing plants, consumers). The chief problem existing in the standardization of tea lies in the backward concept and scant attention; problems in the standardization of processing primarily arise in processing plants, techniques, facilities and management. In this regard, we should develop and improve tea processing technical regulations, tea processing machinery standards, tea production-line standards, and tea processing plant standards; and strengthen implementation and supervision of tea processing standard. The general development situation of tea deep processing industry in China is as follow: After being abstracted, concentrated, separated and purified into tea polyphenol, tea resources can be turned into natural medicine, healthy food and daily-use chemicals via function development and application research, thereby attaining the tertiary superposition from traditional agriculture, modern high-tech industries to modern health care

industry.

It follows from the above analysis that Yunnan tea industry is now facing an industrial transformation from producing low-quality tea to producing high-quality, high value-added tea products. To achieve progress of their brands in this process, China’s tea enterprises must delve into the status quo of China's tea industry, continuously improve some problems in themselves, and develop complete development plans, so as to remain invincible in future tea market.

1.4 Theoretical Framework

The research contents of this thesis are primarily divided into six parts:

Chapter 1 Introduction: a brief description of the background, significance, research contents and methods of this thesis. Yunnan tea market has a huge impact on tea market in Yunnan Province. The status of Yunnan tea market is just like the barometer of the status of tea market in Yunnan Province. Being very important, Yunnan tea market is also of typicality and research value. This thesis aims to study factors influencing the behavior of tea consumers, and conducts a systematic analysis on those factors.

Chapter 2 Literature Review of Relevant Studies at Home and Abroad: it first introduces relevant definitions like the consumption theory, influencing factors and model of consumer behavior, then presents

the research status quo of consumer behavior at abroad and home respectively, and finally related studies on tea consumption theory and tea industry economy.

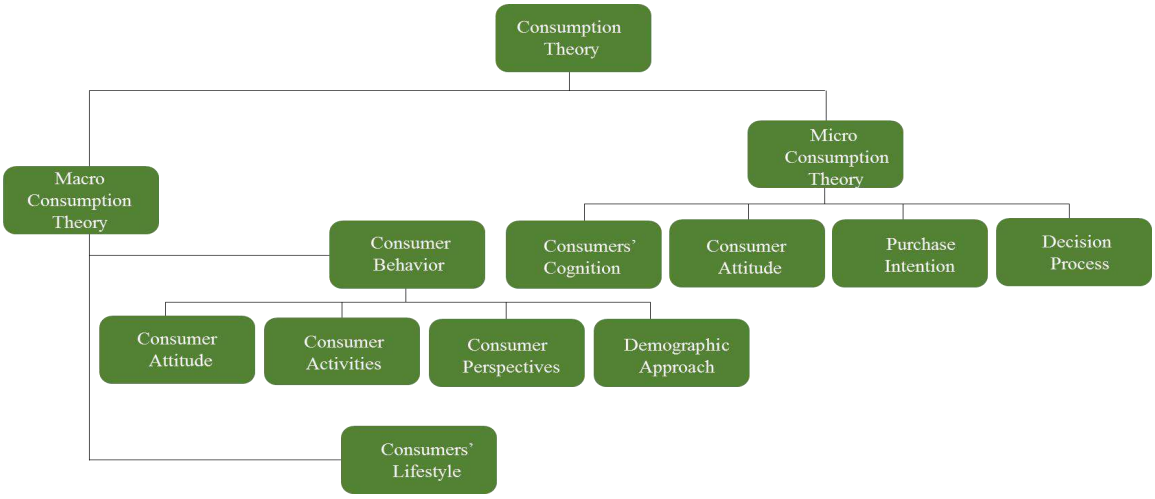
Chapter 3 Analysis of the Characteristics of Consumer Behavior in Yunnan Tea Industry: this is a questionnaire-based horizontal analysis, which covers the impact of factors like age, gender, resident income on tea consumption, and characteristics like categories and demands of residents' tea consumption, including the tea consumption level in Yunnan, tea yield and purchasing power, the impact of population on tea consumption.

Chapter 4 Analysis of the Characteristics and Influencing Factors of Consumption in Yunnan Tea Market: an elastic analysis of economic factors affecting Yunnan tea consumption, which include price elasticity of demand, income elasticity and price elasticity of supply of tea in Yunnan market.

Chapter 5 Analysis of the Marketing Strategies in Yunnan Tea Market: Based on the study of intrinsic characteristics and laws of tea consumer behaviors of Yunnan residents, this part discusses the marketing strategies in Yunnan tea market from the perspectives of market segmentation, product structure, price positioning, promotion methods, brand establishment and green marketing.

Chapter 6 Research Conclusions and Future Prospects

Figure 1 Theoretical Framework of this thesis



1.5 Operationalization of Concepts

Consumer behavior refers to the various reactions and activities that consumers take when they obtain goods or services they need by money, credit or other means, including the interactions between perception, cognition, behavior and environmental factors. In developing marketing strategies, enterprises should seriously study the real needs of consumers, so as to satisfy consumers' demand, quickly capture the market with their products, and scale up themselves. Consumer behavior is an action with specific significance, which is carried out in a certain social environment and economic conditions (Lu, 2012). A variety of factors have an impact on consumer behavior, and will promote or restrict its progress. Therefore, consumer behavior is influenced by various factors, which are mainly individual characteristics of consumers: gender, age, occupation, education level; internal and external attributes of product, such as product quality, value, structure, packaging, name,

trademark and price; social and economic factors such as social and political conditions, social atmosphere, customs and habits, social income level and social consumption level; market environment such as market structure, sales service, operation mode, and advertising means.

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CHAPTER 2

LITERATURE REVIEW

2.1 The Status Quo of Foreign Research on Consumer Behavior

(1) Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. It examines how emotions, attitudes and preferences affect buying behaviour (Kahle, 2014).

Study of consumer theory. As far as the research level is concerned, Western studies of consumer are usually conducted at both macro and micro levels. At macro level, consumer behavior, linked to the concept of consumer lifestyle, is usually a description of characteristics of consumer group demographic and consumption behavior, and they are mostly descriptive research. Most surveys of Chinese consumer behavior at present are lifestyle survey by means of measuring the four dimensions of lifestyle proposed by Engel etal., including attitude, activity, opinion, demographic, to describe consumers' lifestyle. According to performance of the four dimensions, consumers are generally divided into several types (Feng, 2013). VALS2, developed by SRI International in the United States, is a well-known lifestyle measurement tool, but its

usefulness has been questioned by interpretivists. Studies found that this classification method could not differentiate consumers' lifestyles, and moreover, this method was rarely used in countries except the United States. Tea can be defined as a hot beverage made by infusing or decocting the dried leaves of the Camellia sinensis plant. In 2015, the global tea market was valued at US$ 13,847.4 Mn and is estimated to reach a value of US$ 14,448.3 Mn by the end of 2016, reflecting Y-o-Y growth rate of 4.0%. By 2024, the global tea market is expected to reach a value of US$ 21,329.7 Mn, registering a CAGR of 5.0% over the forecast period.At micro level, consumer behavior is usually associated with consumers' cognition, attitude, purchase intention, and specific purchasing behavior in decision-making process. Related studies, mostly interpretive research, tend to interpret and explain consumers' behavior in specific information communication, purchasing decision, product use and brand attitude. For marketers, consumers 'purchasing decisions are easier to directly observe, so consumer behavior, in the eyes of a marketer, is more of consumers' consumption behavior expressed in advertising cognition, information communication and purchasing decision. With the development of behavioral consumption theory, behavioral consumption economists have carried out a range of amendments to the hyperbolic discounting model, the most important of which is Laibson's introduction of Phelps's method to study intergenerational altruism into personal

decision-making issues and proposal of quasi-hyperbolic discounting model. In this model, discount factors are differentiated into long-term and short-term ones, in which β is the short-term discount factor while δ is the long-term discount factor, with $\beta < 1$ and $\delta < 1$ in general (Guo, 2014). According to this model, we can come to conclude a high short-term discount rate and low long-term discount rate of the behavioral agent, and it is indicated that only if the short-term discount rate is 1, the result of neoclassical index discounting can be correct (Fu, 2014).

(2) Study of consumer behavior science. As a vital discipline in market sociology, consumer behavior science is a cross-disciplinary comprehensive subject which primarily involves fields of specialty like sociology, psychology, economics and marketing. Accordingly, consumer behavior science covers multiple disciplines, domains and research methods, and different scholars have different definitions and opinion towards it.

In the late 19th and early 20th centuries, American social scientist Veblen put forward the concept of conspicuous consumption and its social meaning, which marked the beginning of consumer behavior research. In the 1960s and 1970s, Fishbein et al. studied the relationship between attitude and behavior relationship; Sheth et al. presented a study on the protection of consumers' rights and interests; Cox and Rosurce, Roselius et al. further conducted studies on consumer behavior,

considering that consumer behavior involves a series of decisions made by consumers in purchasing, using products or services while defining all related activities when consumers are purchasing products or services as consumer behavior (Zhou, 1996). Consumer behavior refers to the various reactions and activities that consumers show by money, credit or other means to obtain goods and services they need, including the interactions between perception, cognition, behavior and environmental factors. In developing marketing strategies, enterprises should seriously study the real needs of consumers, so as to satisfy consumers' demand, quickly capture the market with their products, and scale up themselves. The study on factors influencing consumer behavior is an essential part of domestic and foreign scholars' research on consumer behavior. Factors that influence consumer behaviors are primarily as follows: 1. Individual characteristics of consumers: the health status of different consumers affects their access to security information. Such characteristics are mainly manifested as gender, age, occupation, income, education level and so on. 2.Internal product information: intrinsic attributes of product refer to internal clues that influence consumers' perceived value and hence purchasing intentions, including the product's intrinsic quality, value in use and quality characteristics, etc.3.External product information: external factors irrelevant to the product's intrinsic property, including price, brand, certificate, etc. 4.Consumption situational factors:

the living environment and characteristics of individual consumers are important factors affecting individual consumption.5.Socio-economic factors: under certain purchasing power, market demand is the functional relationship between population, purchasing power and purchase intentions (Lin, 2011). Foreign research scholars generally study consumer behavior mode from macro and micro perspectives. After in-depth research, various different consumption patterns have been proposed, which mainly include theory, Nicosia model, Kotler model, etc.

(3) Theoretical research on tea industry economy. In 2003, Rohan T. published a paper on the relationship between changes in factor productivity and land degradation in tea production sector. Taking Sri Lanka as the research object and 1960-2005 as the time sample, the author analyzed the relationship between changes in local tea production technology and land degradation from an economic angle. By measuring changes in total factor productivity of tea production of the tea sector during the 36 years came to the conclusion while relating losses of productivity to land degradation, he came to the conclusion that between 1960 and 1995, total factor productivity of tea production sector in Sri Lanka had achieved an annual growth rate of 1.8% . In the same year, also taking Sri Lanka for example, Wickramasinghe et al. conducted a detailed analysis of the diseconomies of scale in its tea production sector, discovering that small farms performed better than large farms in land

productivity and labor productivity in Sri Lanka, that is, small farms saw higher production efficiency and benefits than big farms, indicating a paradox of economies of scale there, which means that big farms failed to achieve more efficient production due to their size than small farms and the inherent economies of scale have not shown up. The phenomenon has aroused discussions in academia, which deem that the diseconomies of scale there may relate to land degradation. In other words, the expansion of tea plantation cannot maintain high economic benefits for long, for it must pay for the ensuing ecological damages and internalize short-term environmental costs, so compared with small farms, the plucking costs of big farms were higher, and their benefits naturally would not grow exponentially. This theory has well explained the paradox in economies of scale in Sri Lanka. In 2009, Deepananda Herath published The Role of Government Policies in Restructuring Tea Production from Big Farms to Small Farms in Sri Lanka: Traditional tea operations in Sri Lanka were vertically integrated, and then gradually developed to petty-farmer management, and the role of policies in this process was mainly reflected in transaction costs, management costs and technology-determined production costs, indicating that government regulation and the proposal of corresponding policies have played an active role in promoting the development of tea industry (Chen, 2009).

2.2 The Status Quo of Domestic Research on Consumer Behavior

(1) Domestic research on consumption theory. In an increasingly open social and market environment, the behavior of Chinese consumer is constantly changing. Since the 1990s, this issue has attracted attention of scholars, especially those from Hong Kong and Taiwan. They have conducted some studies on the characteristics of Chinese consumer behavior, including the study of consumers' lifestyle and of relevant research methods (Li, 2013). These scholars seem to pay much attention to the comparative study of consumers in China, Hong Kong and Taiwan. Besides, the indigenous research of Chinese consumers also has also gained increasing concern, whose core is to get rid of the theories and method routines of Western consumer behavior research, seek theories and methods suitable for social and cultural psychology of Chinese consumers, and to study the unique behavior patterns of Chinese consumers. In China, Professor Lu Taihong started to recruit the first batch of PhD students in the orientation of "Consumer Behavior and Marketing in China" since 1999, and devoted himself to studying behavior of Chinese consumers with indigenous methods. At present, there are three PhD graduates, who have conducted in-depth studies on the lifestyle of Chinese younger generation, the temperament and behavior mode of consumers, and the self-concept of Chinese female consumers respectively. Meanwhile, Marketing in China and Marketing

in China II were published in 2001 and 2002 respectively (Michael, 2014). Not only did these two books sold tens of thousands of copies, but also went popular in Taiwan and Japan, which shows that for foreign companies which intend to enter the Chinese market, the characteristics of Chinese consumers' behavior are information of great concern for them. It follows that the study of Chinese consumer behavior has just started out, and many areas are to be filled. As China accessed to WTO, the competition between Chinese and foreign enterprises rests with whether they can accurately and thoroughly grasp Chinese consumers' behavior. Researchers on consumer behavior should study and draw lessons from Western theories of consumer behavior, and in respect of methodology, seek ingenious methods more appropriate for social and cultural environment in China (Du, 2011).

(2) Study of tea industry consumption theory. Fan Yuanjing studied on the relationship between demand, supply and price under certain market conditions in 1997. Market demand for a product is related to factors such as price of the product, price of consumer goods, income and population. Fan Yuanjing also estimated the price elasticity of tea supply: based on the average annual additive increase rate of tea yield as well as the average annual additive increase rate of tea purchasing price index between 1979 and 1995, it is estimated that the average price elasticity is 0.4428, while the price elasticity of famous and superior tea

supply is 1.7647 in 1995. The high price elasticity of famous and superior tea has implied vigorous price and demand in domestic market and a vibrant momentum of enterprises' production of such tea. Based on data concerning domestic market price and sales of tea, CPI, per capita tea consumption and domestic tea retail price prior to 1997, Su Zhicheng et al. in 2001 estimated our domestic tea consumption, and the research results show that per capita tea consumption in China is significantly correlated with national income. Generally speaking, with an increase of income, the increase rate of per capita tea consumption witnesses a decline relative to the changes in income. At a lower income, tea demand is elastic to changes in income, and with the increasing income, tea demand features a lack of elasticity. Therefore, on current income level, in the traditional mode of tea consumption, there is little room for domestic tea demand to rise as income increases, and the increase in domestic market demand for tea will chiefly depend on the natural population growth. In economics analysis of the development of China's tea industry, related analysis of tea consumer demand in our country within a year was carried out (Zhao, 2010). The analysis argues that, from the angle of China's tea demand, there is a positive correlation between domestic tea demand and income, and tea supply is highly elastic. Tea consumption takes up an overall upward trend, while being influenced by factors like consumers' preferences, tea price, price of

related products, residential areas, and income, among which preferences is the cardinal influencing factor, followed by the income. For rural residents, the impact of income on tea consumption is greater than that in rural areas, while as for the price elasticity of tea demand, rural residents react to price more sensitively than urban residents. In aspect of the overall tea supply, it fits the "divergent" cobweb model of general agricultural products (Cheng, 2015).

(3) Study of tea industry economy. Despite an early start, domestic research on tea industry economy is restricted to economic benefits while rarely taking environmental costs into account. In 1987, Chen Gongmiao conducted an exploratory analysis of economies of scale of our tea industry, and reached the conclusion that with a scale of two growers, the optimal operation scale of the tea plantation should be 4.5-9 mu. Two years later, Weng Shounan, Zhong Guangming also carried out discussion on proper operation scale of tea in China . In 1994, Xia Guirong and Liu Zusheng took Linan County as the research object, and analyzed the proper operation scale of local tea growers, arriving at the conclusion that it is most proper for local tea farmers to manage a tea plantation of 2~3 mu .The studied the scale of tea plantations in Langxi County, Anhui Province. Their paper adopted the research method that combines mathematical comprehensive assessment with analytic hierarchy process, reaching the conclusion that a tea plantation of 10~15

mu can help local tea growers gain maximum economic outcomes, and such a scale can also be expanded for 5~10 mu . However, but the data samples used in this study are based on data of the state-owned tea plantations in 1995, which markedly differs from that of farmers' independent operation currently. Tang Heping, Liu Fuzhi, Huang Yehuan et al. linked the operation scale and benefits of tea plantation to the responsibility system for production for the first time, indicating that different contracting duration, input costs and tea plantation area will affect the economic benefits of tea growers. However, if the contracting duration is quite long, tea growers should plan the tea plantation over a lengthening time span, and take later benefits and environmental costs into account, which can promote tea growers to focus more on protection of tea plantation environment; the area of tea plantation will also affect benefits, especially that of big farms. Based on existing technical conditions, the larger the area, the shorter the hours that each mu is taken care of and the lower yield within a certain scope, hence a decline in economic benefits obtained by tea growers. This thesis finally integrates multiple factors, and believes that the proper operation scale of tea plantation should be 1200 ~ 1800 mu (Guo, 2014).

The above literature focuses on the operation and planning of mass-market tea products and famous and superior tea. This thesis also reviews some scholars' theoretical and empirical research results of

consumer behavior, and summarizes a number of theoretical and empirical studies. We can draw the following conclusions: First, the research focus gradually shifts to consumers, and especially consumers' experience has been taken more seriously; Second, more emphasis on the application of theories and preferences in marketing perspectives with greater demand and higher application value; Third, seeking more effective methods. Based on the mainstream scientific empirical methods, a variety of new qualitative research methods have been highlighted. Finally, the extension and transfer of research objects, that is, research on emerging markets, and notably, the research on consumer behavior in China has shown an upward trend.

2.3 Research Hypotheses

A hypothesis (plural hypotheses) is proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can it. Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories.

(1) The relationship between consumer behavior and marketing is interactive. 1. The impact of consumer behavior on marketing is primarily reflected in marketing decisions or strategies, and a good marketing decision must be based on a comprehensive understanding of consumer behavior, and can achieve a macro mastery of consumer preferences, such as how to develop market segmentation, product, price, channel, marketing strategy from the analysis of consumer behavior. 2. The impact

of marketing on consumer behavior is mainly reflected in influencing what is popular among consumer groups via marketing strategy, and promoting consumers to consume.

(2) The 300 samples of the questionnaire are quite representational. A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. The questionnaire was invented by Statistical Society of London in 1838.Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. These 300 samples being surveyed cover people from different districts and counties in Yunnan Province. And the choice of age, gender, income, culture level, occupation and preference of tea is of certain representativeness, and provides reference value for analysis in this thesis.As a result, green marketing has a substantial body of academic research. The purpose of our paper is to synthesize and provide a comprehensive overview of individual-level consumer behavior theories in green marketing. We begin by defining the term green marketing. Next, we conduct a large-scale review of more than 20 consumer-level theories grouped into six categories. For each theory, we present its definition, application in green marketing, and

suggestions for future areas of research.

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CHAPTER 3

RESEARCH METHODS

3.1 Research Design

In order to ensure a scientific and comprehensive consumption market in tea industry, this thesis takes means like survey, literature research and data analysis, selects 300 samples from various districts and counties in Yunnan Province for investigation, issues questionnaire in densely-populated downtown areas, which cover structural differences in age, gender, cultural level, occupation and income, and are of certain representativeness. This research mainly adopts the following research methods:

(1) Questionnaire survey method. As a common and effective method in social science research, questionnaire survey method should follow the specific trend, development tendency, satisfaction of consumer demand via practical investigation. The thesis analyzes individual samples of Yunnan tea consumption through sampling survey method, and specifically, a questionnaire survey was carried out from December 2016 to May 2017: the investigation team was divided into three groups to investigate different sampled districts and countries, and issued questionnaires in densely-populated downtown areas. The random sampling survey method (one person for one copy) was adopted, and a total of 400 copies were distributed, and 300 valid questionnaires were

recovered. Respondents include a variety of consumer groups of different gender, age, occupation, and education level.

(2) Literature analysis method. This thesis consults, summarizes and sorts domestic and foreign literature on consumer behavior, tea market research, tea consumption and factors that influence consumer behavior, and draw on relevant research models and methods to apply to this study, hence promoting the ensuing progress of the study. On the theoretical basis of consulting relevant literature, the thesis has analyzed the consumer behaviors and marketing strategies in Yunnan tea market.

(3) Case analysis method. This thesis obtains a large amount of data via the Internet, interview and survey, and on this basis, adopts charts, graphs to analyze the variety structure, group consumption patterns and changes for an overall analysis of the characteristics of Yunnan tea consumption.

3.2 Research Tools

The main data of this thesis is the collected, analyzed statistical data recovered from the market questionnaire. For the recovered questionnaire, this study primarily applies software to analyze and draw the research results.Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student's research prowess to prepare them for future jobs or reports. To test the validity of instruments, procedures, or

experiments, research may replicate elements of prior projects or the project as a whole (David, 2011).

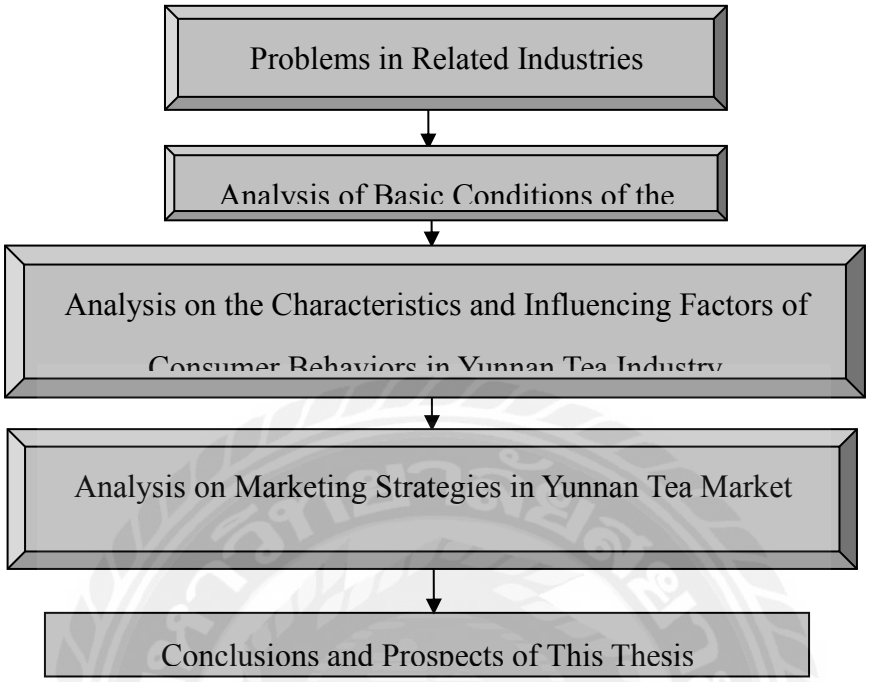
3.3 Research Methods

1. Specific use of the questionnaire survey method. The questionnaire survey was carried out from December 2016 to May 2017: the investigation team was divided into three groups to investigate different sampled districts and countries, and issued questionnaires in densely-populated downtown areas. The random sampling survey method (one person for one copy) was adopted, and a total of 400 copies were distributed, and 300 valid questionnaires were recovered. Respondents include a variety of consumer groups of different genders, ages, occupations, and education levels.

2. Data analysis method. The analysis, summary and statistics of all the data in this thesis have been conducted on the computer, while statistical package for social sciences and econometric software were employed as supplementary statistical tools.Scientific research is a systematic way of gathering data and harnessing curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world. It makes practical applications possible. Scientific research is funded by public authorities, by charitable organizations and by private groups, including many companies（Donnis, 2010）.

3.4 Research Process

Figure 2 The research process of this thesis is shown as follow: the process of this research



CHAPTER 4

RESULTS AND ANALYSIS

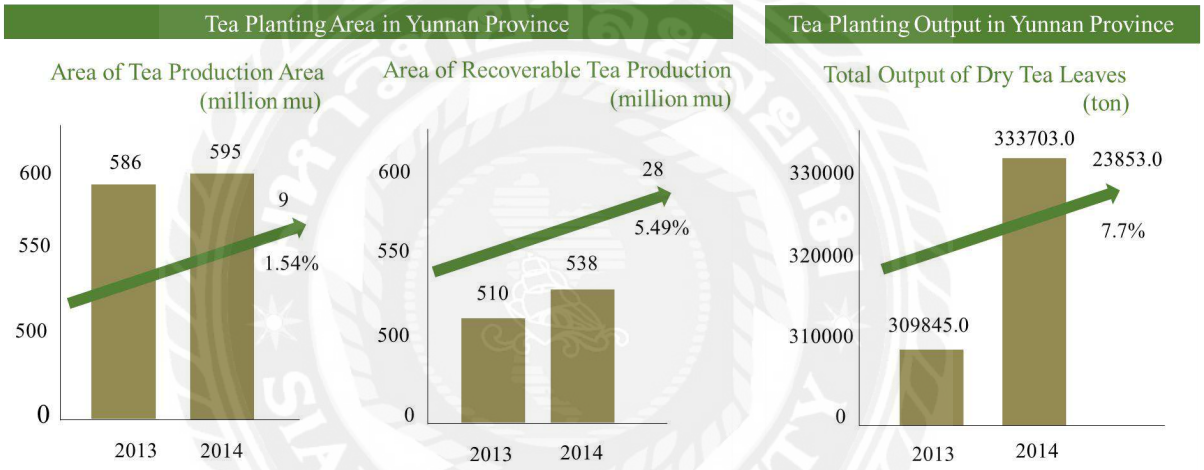
4.1 Statistics of Basic Conditions of Yunnan Tea Market

Basic situations of Yunnan tea industry market. In 2014, the planting area of tea in Yunnan Province reached 5.95 million mu, with a total output of 333700 tons and a combined output value of 37.1 billion yuan, ranking the second in both area and output while third in combined output value in our country, among which the output of Pu'er tea reached 114,300 tons and saw an increase of 17,000 tons from a year earlier. The output value of Pu'er tea exceeded 10 billion yuan for the first time, reaching 10.13 billion yuan. The output value of more than 170 tea enterprises in the province was over 10 million yuan, in which the output of 20 odd ones was over hundreds of million yuan. Tea products were sold in 31 provinces (city and district) in China and more than 30 countries (regions) in the world, and the tea industry is striding its way from serving primary industry solely towards a new path of integrated development of primary, secondary and tertiary industries (Zhu, 2011). In national cross check of pesticide residues in tea led by the Ministry of Agriculture these years, the qualification rate of Yunnan tea has always come out on top. According to the introduction, Yunnan tea products are chiefly divided into Pu'er tea, black tea and green tea, as well as little Oolong tea. Pu'er tea is endemic to Yunnan, and its output was up to

110,000 tons, accounting for around 1/3 of the total output of tea in the province. Pu'er tea is recognized by increasing consumers owing to its favorable health care effect. Over the past years, Pu'er tea has been successively selected as one of the top ten regional public brands in China, while its brand value reached 5.21 billion yuan in 2014, and ranked the first in market competitiveness. Yunnan black tea boasts a long history and good quality, and serves as an important product in national tea export during the planned economy period. Yunnan black tea, with brand value of 1.161 billion yuan, achieved an output of more than 50,000 tons in 2014. At present, nine trademarks in Yunnan tea enterprises have been awarded as “China Well-Known Trademark” while more than 100 as “Famous Trademark in Yunnan Province”, and four tea enterprises, including Tae, Dianhong, Xiaguan Tuocha, Mengku Rongshi, are awarded as “National Key Leading Enterprises in Agricultural Industrialization”. Pu'er City won the titles of “World Tea Source” and “Tea City in China”, while Lincang City won the title of “Capital of Black Tea in China”. According to statistics, there are more than 8,000 primary tea processing factories and more than 1000 intensive processing plants in Yunnan Province. The scale of fine and further processing ranks the second in China, and three tea-based industrial complexes named Menghai, Fengqing and Cuiyun Munaihe respectively have been preliminarily formed. Also, the preliminary statistics show that at present,

there are more than 20,000 Yunnan tea agents and outlets in China, with around 30,000 to 40,000 marketers. In the meantime, tea enterprises such as Tae, Dianhong and Lancang Gucha have stepped into the international market, and set up offices in foreign countries, and exports of Yunnan tea are also rising steadily. In 2014, tea exports (including re-exports) in the province reached nearly 30,000 tons, and earned foreign exchange of nearly 100 million US dollars.

Figure 3 Tea Planting Area / Output in Yunnan Province



Area of Tea Production Area Area of Recoverable Tea Production Area

Region Amount of Increase or Decrease Increase or Decrease

Total Output of Tea Industry in Yunnan Province Total Output of Dry Tea Leaves (ton)

Source: China Tea Circulation Association

4.2 Analysis of Reliability and Validity

Reliability refers to the consistency, stability and reliability of test

results, and is usually indicated with internal consistency. With the increasing of integration level and complication of operating environment, the reliability of electronic products have been paid more and more attention, reliability distribution is a key issue for the reliability design of an electronic system. Validity refers to the extent to which the measured results can reflect the contents to be examined. The better the measured results agree with the contents, the higher the validity will be; otherwise, the lower the validity is. Validity is divided into three types: content validity, criterion validity and structure validity. Market analysis strives to determine the attractiveness of a market, currently and in the future. Organizations evaluate future attractiveness of a market by understanding evolving opportunities, and threats as they relate to that organization's own strengths and weaknesses.

Table 1 Analysis Chart of the Reliability and Validity of Survey Samples

Reliability Analysis	
Reliability Statistics	
Cronbach's Alpha	Number of Items
0.623	41

Validity Analysis		
KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure		0.597
Bartlett’s Sphericity Test	Approximate Chi-Square	4691.047
	df	820

	P	<0.001

It follows that: The reliability statistics of the survey involves 41 items, with a credit of 0.0623. Based on KMO and Bartlett's test, Kaiser-Meyer-Olkin measure is 0.597, while the approximate chi-square of Bartlett's sphericity test is 4691.047, with df value of 820 and P value of less than 0.001.

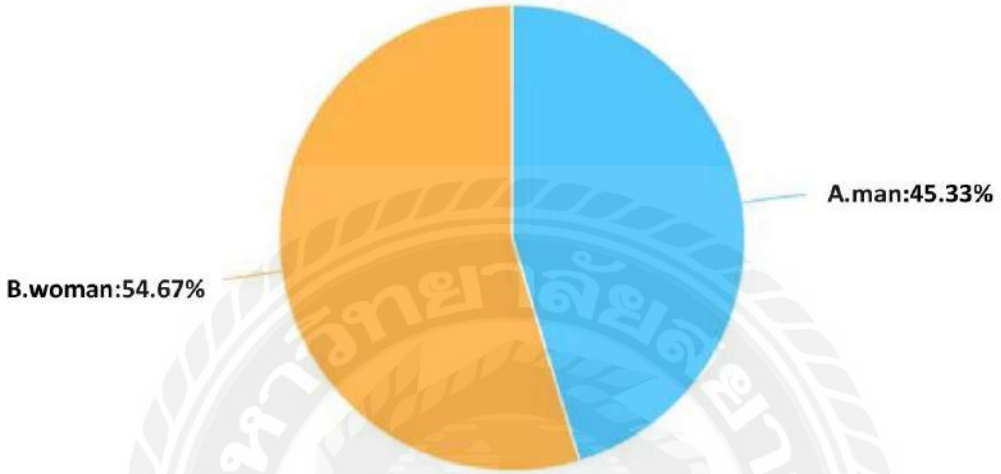
4.3 Basic Situations Analysis of Samples

4.3.1 Basic Situations like Gender, Age and Education Level of Samples

In this statistics of 300 samples, there are 136 males, accounting for 45.33% of the total, in which 21 persons are under 20 (7%), 147 persons are between 20 and 35 (49%), 108 persons are between 35 and 50 (34%), 23 persons are between 50 and 65 (7.67%), and 1 person is above 65 (0.33%); 19 persons have high school diploma (6.33%), 248 persons have bachelor degree (82.67%), 33 persons have a master degree (11%) and there is no doctor (0%). A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The market analysis is also known as a documented investigation of a market that is used to inform a firm's

planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

Figure 4 Structure and Proportion Chart of the Gender of Survey Samples



The natural structure of population mainly refers to the age and gender structure of the population. Changes in age structure have shaped consumer market demand at different age levels, while changes in gender structure have led to consumer demands at different gender groups, which witness all the more significant differences in consumption of tea, a Chinese traditional drink, seem all the more significant, which provides business opportunities for merchants and hence brings about segmentation and prosperity of tea consumer market. In addition to the impact of population, characteristics such as age, geographical distribution, marital status, occupational distribution, and cultural and educational background of residents will produce a profound impact on

the market, for example, the geographical distribution of tea consumption in Yunnan Province: in major origins of Yunnan tea and its economically developed areas, people's tea consumption is clearly higher than that in other areas.

Figure 5 Structure and Proportion Chart of the Age of Survey Samples

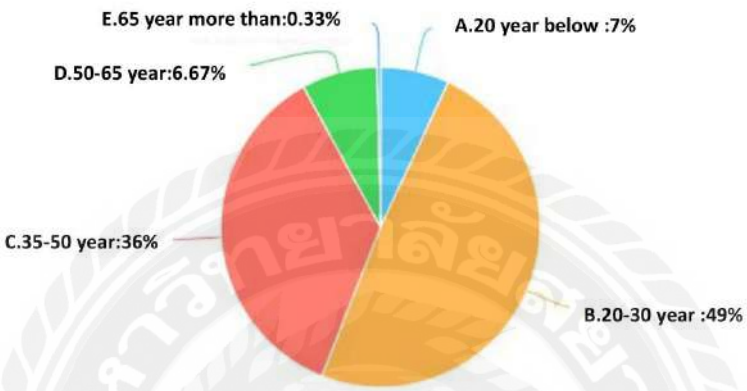
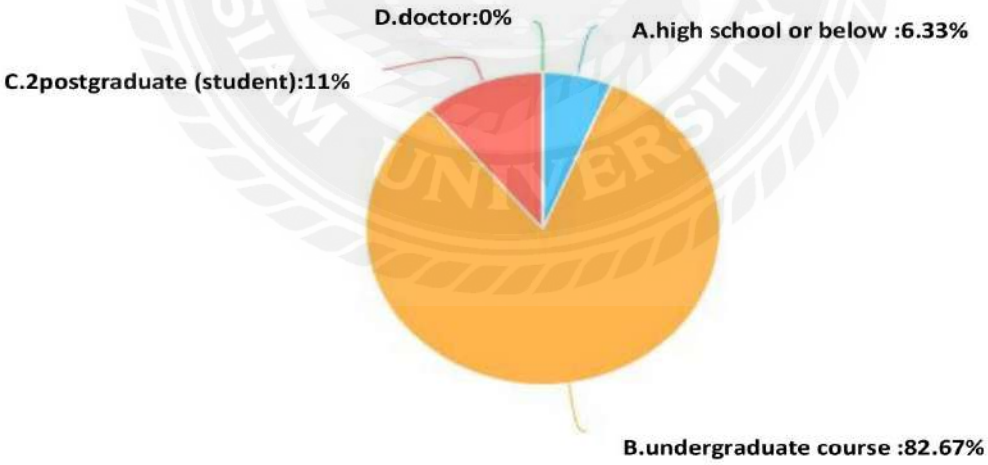


Figure 6 Structure and Proportion Chart of the Education Degree of Survey Samples

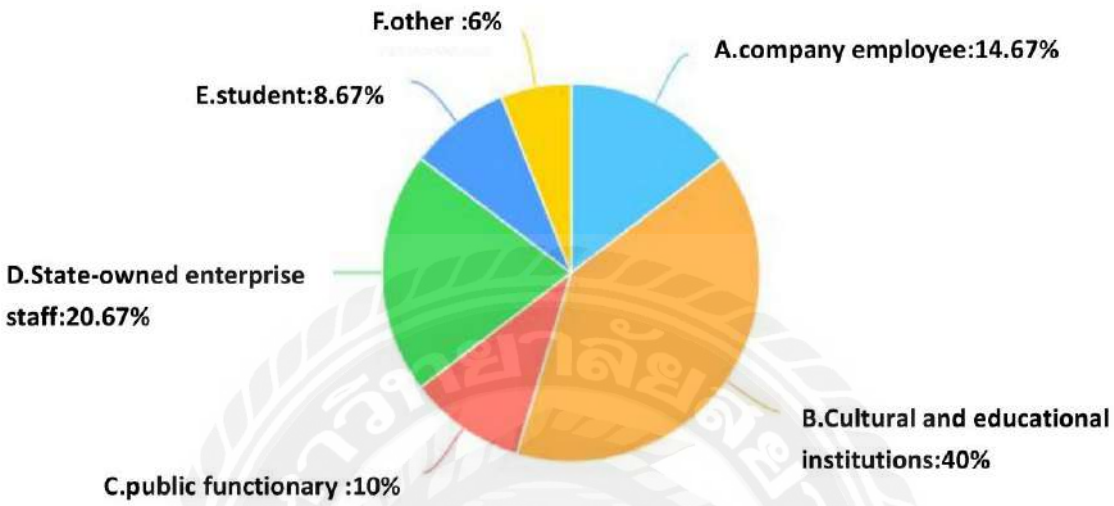


4.3.2 Analysis of Occupation Groups

Among the 300 people being surveyed, there are 44 company employees (14.67%), 120 employees in cultural, educational and health

institutions (40%), 30 civil servants (10%), employees in state-owned enterprises (20.67%), 26 students (8.67%) and others (6%).

Figure 7 Structure and Proportion Chart of the Occupation of Respondents



Among the buyers, the proportions of both students and others are less than 10%, and tea consumers are mostly employees in cultural, educational and health institutions, company employees, employees in state-owned enterprises, and civil servants. It can be seen from the data that Yunnan is a traditional culturally-nurtured tea region where office staff in most cities have the experience of tea drinking, and that there is an association between tea consumption and occupational income. Behavioral Analysis of Markets is a new area of study, proposed by James Gregory Savoldi, closely related to behavioral finance, behavioral economics and socionomics. Unlike traditional models of behavioral analysis which typically integrate insights from psychology with

neo-classical economic theory, Behavioral Analysts of markets focus entirely on the psychology of actual market participants and how their present moods control market price movement.

Table 2 Chart of the Income of Survey Samples

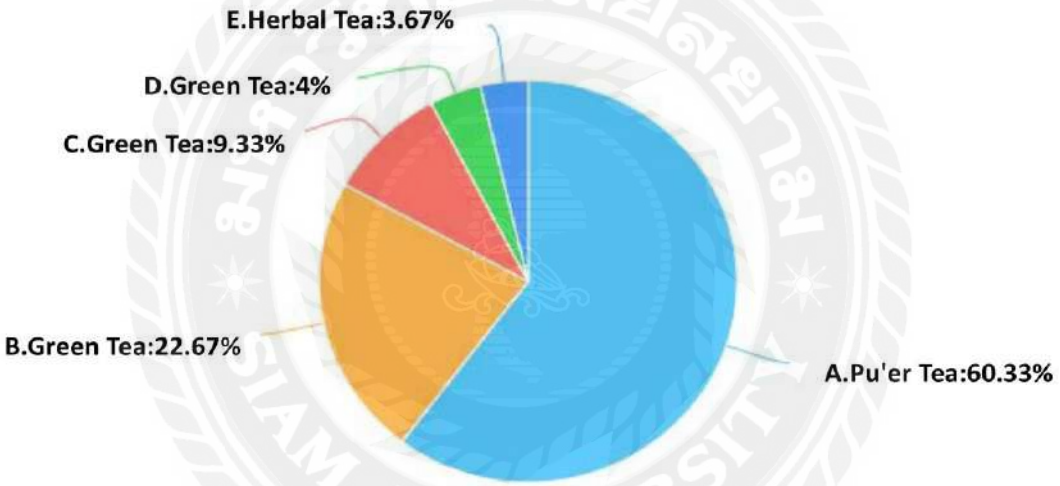
Option	Subtotal	Proportion
A Less than 3000 yuan	47	15.67%
B3000-5000 yuan	94	31.33%
C5000-8000 yuan	108	36%
D8000-12000 yuan	43	14.33%
E More than 12000 yuan	8	2.67%
The Number of Effective Answers	300	

4.3.3 Respondents' Understanding and Drinking Habits of Tea Leaves

Types of tea. Consumer preferences for tea are affected by spending habits, product quality, and many other factors. The 300-sample survey shows that in the consumption of Yunnan tea, 181 people (60.33%) chose Pu'er tea, 68 people (22.67%) chose green tea, 28 people (9.33%) chose black tea, and 12 people (4%) chose dark tea, and 11 people (3.67%) chose herbal tea. It follows from the survey that Pu'er tea is a major choice for consumers, while supplemented by green tea, black tea, dark tea and herbal tea. Pu'er tea, as the representative of Yunnan tea industry, boasts promising consumption potential and market, and hence greater market advantages.

Figure 8 Structure and Proportion Chart of the Tea Species Drunk by Respondents

Option	Subtotal	Proportion
A Pu'er Tea	181	60.33%
B Green Tea	68	22.67%
C Green Tea	28	9.33%
D Green Tea	12	4%
E Herbal Tea	11	3.67%
The Number of Effective Answers	300	



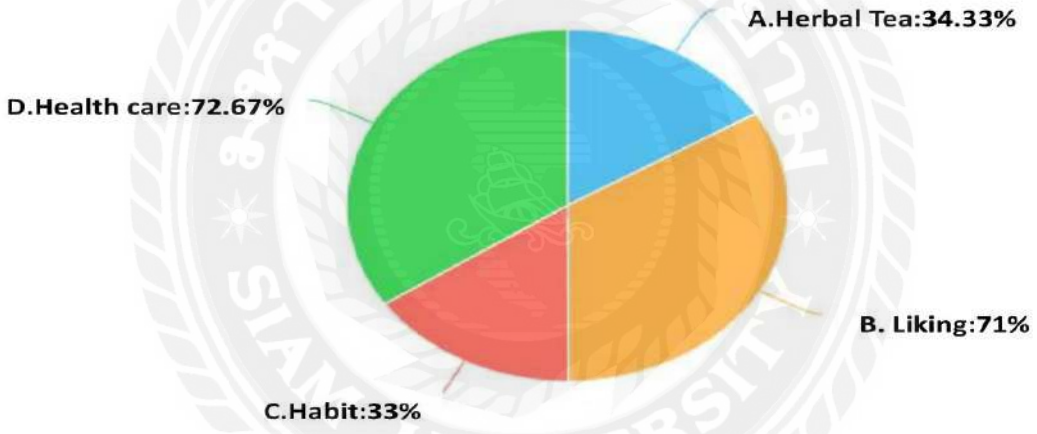
4.3.4 Respondents' Understanding and Drinking Habits of Tea

Purposes of drinking tea. Tea has various effects. It can not only quench thirst, protect health but also cultivate people's sentiments. Among the 300 samples, 103 people drink tea for quenching thirst (34.33%), 213 people have a liking for drinking tea (71%), 99 people have the habit of tea drinking (33%), and 218 people drink tea for health care (72.67%). It follows that the purpose of drinking tea is diversified, and varies from person to person, and the majority of people drink tea due

to their preference for liking and health care.

Figure 9 Structure and Proportion Chart of the Tea-drinking Purposes of Respondents

Option	Subtotal	Proportion
A Herbal Tea	103	34.33%
B Liking	213	71%
C Habit	99	33%
D Health care	218	72.67%
The Number of Effective Answers	300	

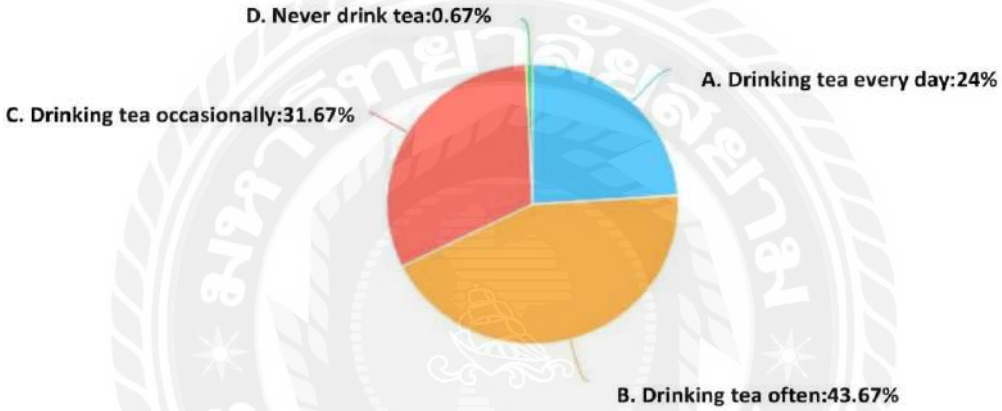


The frequency of tea drinking. Scientific research demonstrates that in addition to that tea leaves boasts health care effect, the frequency of drinking tea is also closely related to health care. Among the 300 samples, 72 people (24%) drink tea every day, 131 people (43.67%) often drink tea, 95 people (31.67%) occasionally drink tea.

Figure 10 Structure and Proportion Chart of the Tea-drinking Frequency

of Respondents

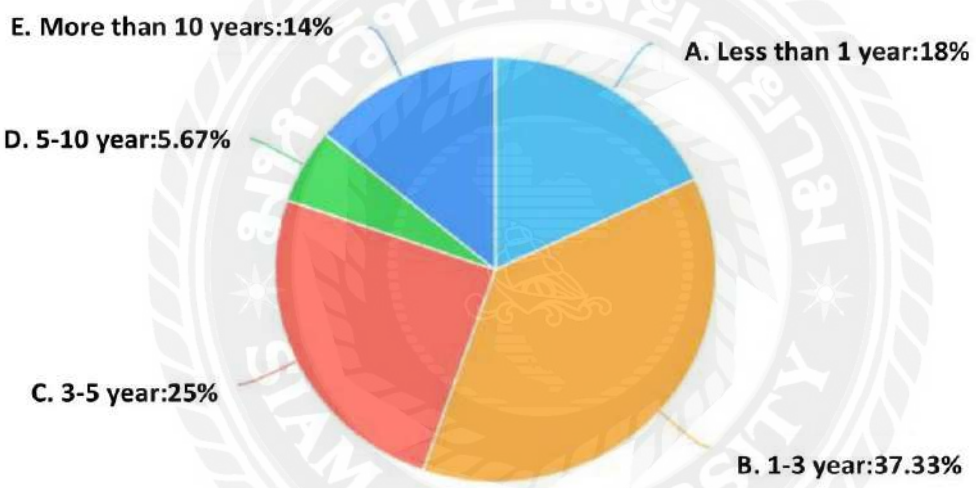
Option	Subtotal	Proportion
A Drinking tea every day	72	24%
B Drinking tea often	131	43.67%
C Drinking tea occasionally	95	31.67%
D Never drink tea	2	0.67%
The Number of Effective Answers	300	



Length of tea drinking. Among the 300 samples, 54 people (18%) have drunk tea for less than one year, 112 people (37.33%) for one to three years, 75 people (25%) for three to five years, 17 people (5.67%) for five to ten years, and 45 people (4%) for more than 10 years. It follows that the distribution of tea drinking length of Yunnan people is quite average, and shows a gently upward trend. Combined with the previous distribution chart of age structure, we can easily find that Yunnan is a place with profound tea-drinking culture and time-honored tea-drinking history.

Figure 11 Structure and Proportion Chart of the Tea-drinking Length of Respondents

Option	Subtotal	Proportion
A Less than 1 year	54	18%
B1-3 year	112	37.33%
C3-5 year	75	25%
D5-10 year	17	5.67%
E More than 10 years	42	14%
The Number of Effective Answers	300	



4.4 Survey of Consumers' Purchasing Behaviors

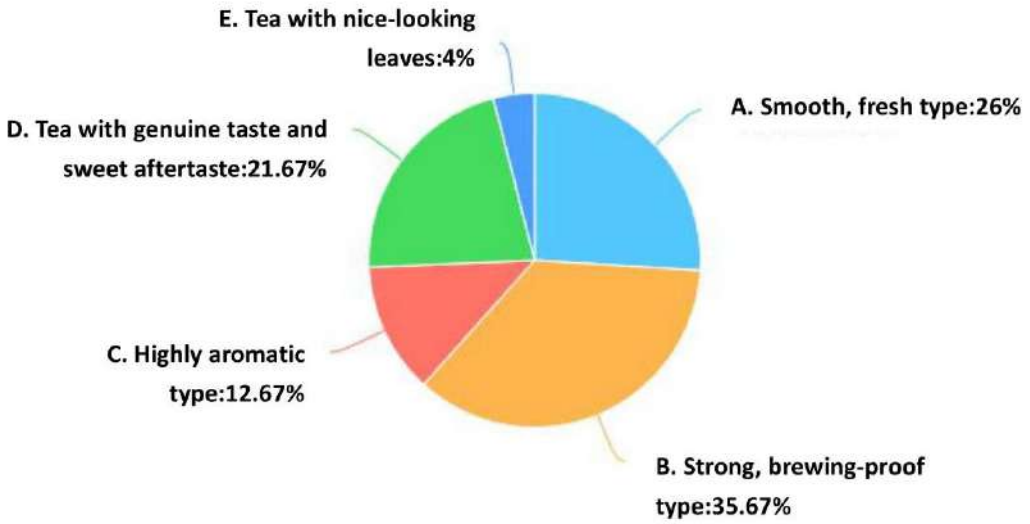
Consumers' purchasing behavior is a comprehensive behavioral performance affected by many factors. The focus of this survey is to judge consumers' preference for tea taste, criterion to measure the quality, purchasing channels and shopping district, the frequency of tea purchase, monthly tea intake of family, considerations in purchasing tea, the amount of monthly consumption, tea brands and types, price positioning of tea for

personal use and gifts.

Taste preferences. Among the 300 samples, 78 people (26%) chose the smooth, fresh type, 107 people (35.67%) chose the strong, brewing-proof type, 38 people (26%) chose the highly aromatic type, 65 people (21.67%) chose tea with genuine taste and sweet aftertaste, 12 people (4%) chose tea with nice-looking leaves consumers' preferences and tastes can provide guidance for tea enterprises in product development, and thus help them make more targeted products that can be accepted by the market more easily.

Figure 12 Structure and Proportion Chart of the Tea-drinking Taste Preference of Respondents

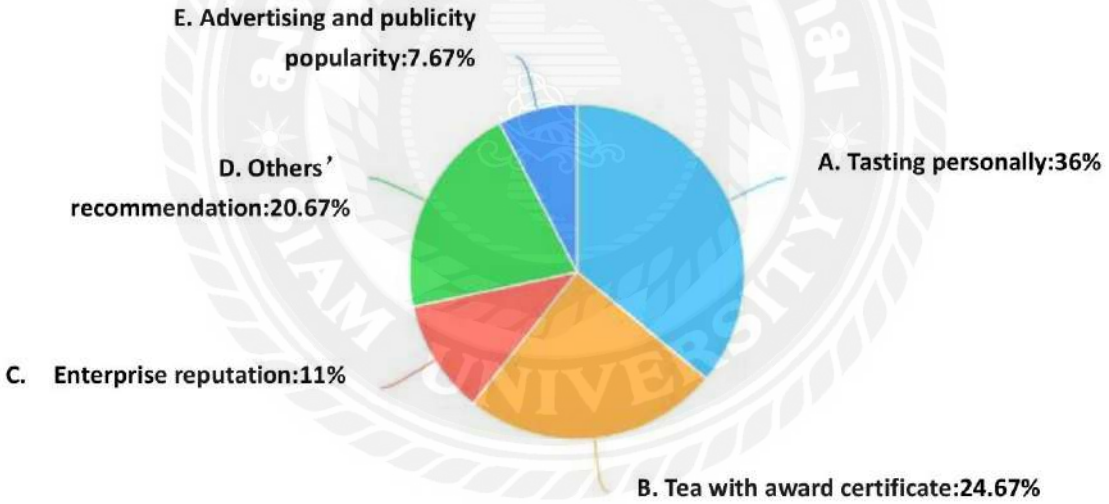
Option	Subtotal	Proportion
A Smooth, fresh type	78	26%
B Strong, brewing-proof type	107	35.67%
C Highly aromatic type	38	12.67%
D Tea with genuine taste and sweet aftertaste	65	21.67%
E Tea with nice-looking leaves	12	4%
The Number of Effective Answers	300	



Criterion of tea quality measurement. Consumers' criterion to measure tea quality acts as an important factor in their purchase of tea. Among the 300 samples, 108 people (36%) measure tea quality by tasting personally, 74 people (24.67%) measure tea quality on the basis of award certificate, 33 people (11%) measure tea quality according to enterprise reputation, 62 people resort to others' recommendation (20.67%), and 23 people (7.67%%) measure tea quality in terms of the advertising and publicity popularity. Tea is an enjoyment of sensory experience, so the evaluation of tea quality chiefly relies on sensory appraisal, and thus tasting serves as a main criterion for the masses to measure tea quality; since sensory appraisal can hardly be mastered, many consumers also turn to others' recommendation as the criterion to measure tea quality; although award certificate of tea products, enterprise reputation and advertising publicity cannot gain much trust from consumers, they can form a more favorable impression of product quality.

Figure 13 Structure and Proportion Chart of the Components of Respondents' Criterion for Tea Quality Measurement

Option	Subtotal	Proportion
A Tasting personally	108	36%
B Tea with award certificate	74	24.67%
C Enterprise reputation	33	11%
D Others' recommendation	62	20.67%
E Advertising and publicity popularity	23	7.67%
The Number of Effective Answers	300	

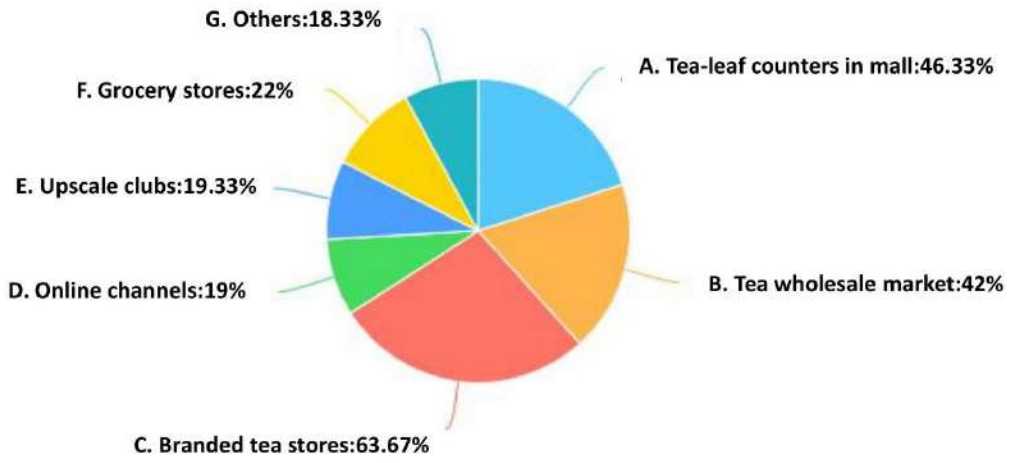


Channels of tea purchase. Among the 300 samples, 139 people (46.33%) buy tea in tea-leaf counters in mall, 126 people (42%) buy tea in tea wholesale market, 191 people (63.67%) buy tea in branded tea stores, 57 people (19%) buy tea through online channels, 58 people (19.33%) buy tea in upscale clubs, 66 people (22%) buy tea in grocery stores, 55 people (18.33%) buy tea through other means. It follows that

branded tea stores, tea retail stores, tea-leaf counters in mall and tea wholesale market are still consumers' primary channels to purchase tea. With the rise of consumers' brand awareness, increasing consumers now choose branded tea stores; and the rapid development of e-commerce in recent years also allows more consumers to try to purchase tea via online channels.

Figure 14 Structure and Proportion Chart of the Tea Purchasing Channels of Respondents

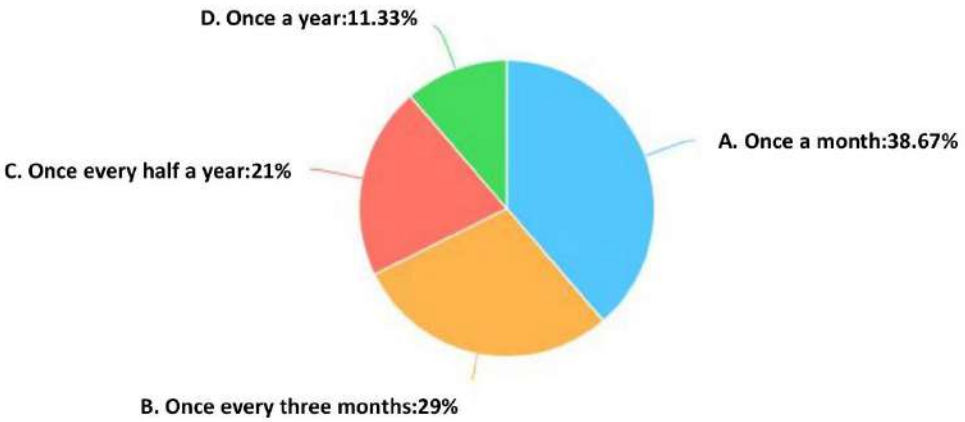
Option	Subtotal	Proportion
A Tea-leaf counters in mall	139	46.33%
B Tea wholesale market	126	42%
C Branded tea stores	191	63.67%
D Online channels	57	19%
E Upscale clubs	58	19.33%
F Grocery stores	66	22%
G Others	55	18.33%
The Number of Effective Answers	300	



The frequency of tea purchase. Among the 300 samples, 116 people (38.67%) buy tea once a month, 87 people (29%) buy tea once every three months, 63 people (21%) buy tea once every half a year, 34 people (11.33%) buy tea once a year. It follows that purchasing tea once a month takes up a quite big share.

Figure 15 Structure and Proportion Chart of the Tea Purchasing Frequency of Respondents

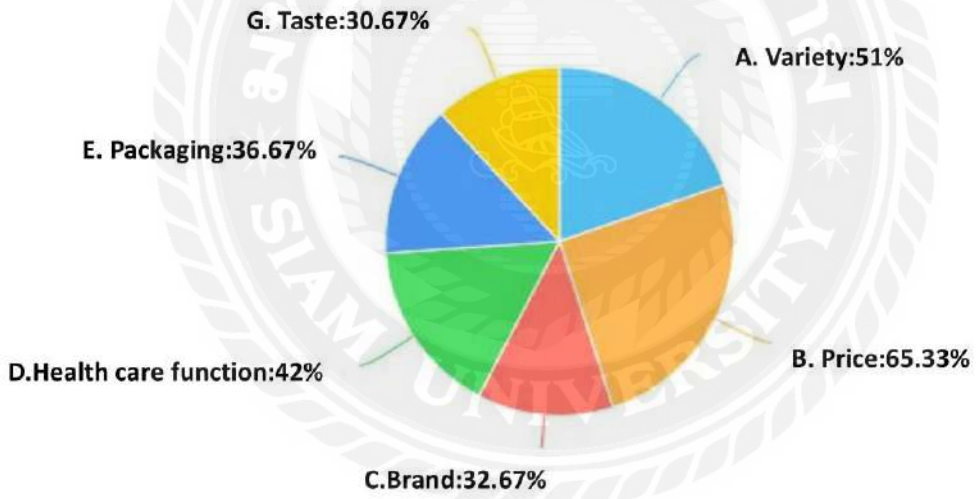
Option	Subtotal	Proportion
A Once a month	116	38.67%
B Once every three months	87	29%
C Once every half a year	63	21%
D Once a year	34	11.33%
The Number of Effective Answers	300	



The priority in purchasing tea. Consumers will take many factors into consideration when purchasing a product, but due to differences in personal habits and preferences, factors that are considered vary. Among the 300 samples, the order of factors that consumers give priority to in purchasing tea is: 153 people chose variety (51%), 196 people chose price (65.33%), 98 people chose brand (32.67%), 126 people chose health care function (42%), 110 people chose package (36.67%), and 92 people chose taste (30.67%). Data shows that the major concern of 300 consumers being investigated is the variety, followed by product price, brand and health care function; packaging is the least concern for consumers. Rational consumption of tea is taking shape. Tea is to be drunk and tasted, and different varieties have different quality characteristics. Rational consumption allows consumers to pay more attention to price and brand of products. As more and more people attach importance to their health and food safety, the health care function gradually becomes an attention focus of consumers and the purpose of their purchase of tea.

Figure 16 Structure and Proportion Chart of the Tea Purchasing Factors of Respondents

Option	Subtotal	Proportion
A Variety	153	51%
B Price	196	65.33%
C Brand	98	32.67%
D Health care function	126	42%
E Packaging	110	36.67%
G Taste	92	30.67%
The Number of Effective Answers	300	

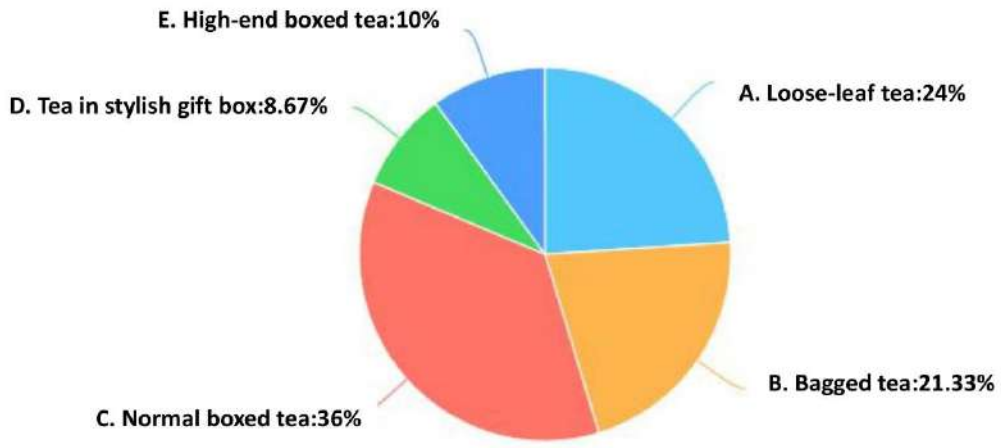


Choice of packaging when purchasing tea. Packaging not only plays a role in protecting the goods, but can also beautify the products and promote the sales. However, excessive packaging will trigger consumers' resentment and affect the sales of goods. Among the 300 samples, 72 people (24%) chose loose-leaf tea, 64 people (21.33%) chose

bagged tea, 108 people (36%) chose normal boxed tea, 26 people (8.67%) chose tea in stylish gift box, and 30 people (10%) chose high-end boxed tea. It follows that consumers mostly focus on packaged tea, accounting for 76% of the total. Nice tea packaging only represents good tea quality but can also make consumers feel happy, and looks classy and dear when being given as gifts. The increasingly rational consumption concept turns moderate packaging into the first choice of consumers, among which normal boxed tea is the most popular, followed by cleanly and easily packaged bagged tea and stylishly-packaged gift box tea rank the second and third, and there is very little demand for high-end, luxurious and stylish gifted tea

Figure 17 Structure and Proportion Chart of the Packaging Choice of Respondents

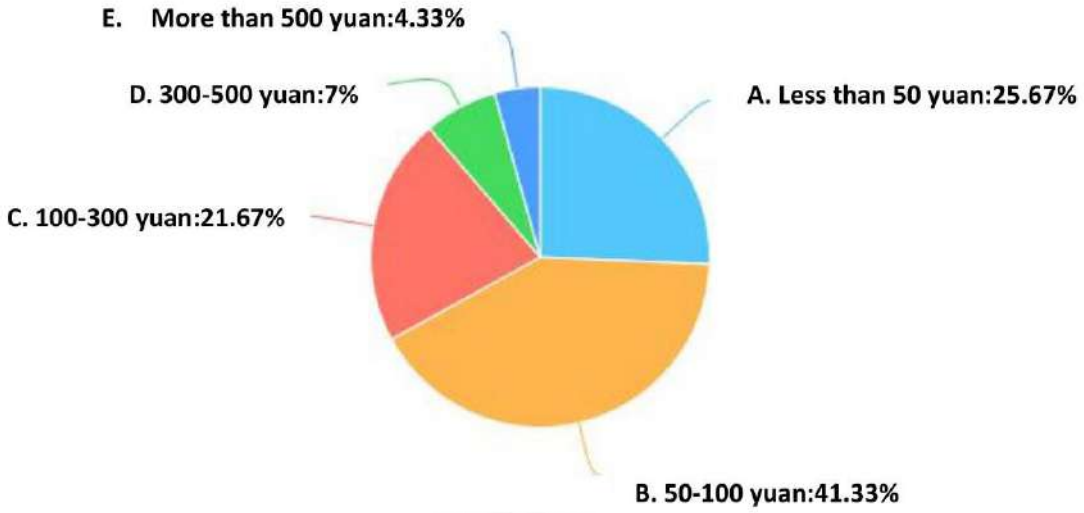
Option	Subtotal	Proportion
A Loose-leaf tea	72	24%
B Bagged tea	64	21.33%
C Normal boxed tea	108	36%
D Tea in stylish gift box	26	8.67%
E High-end boxed tea	30	10%
The Number of Effective Answers	300	



Monthly expense of tea consumption. In terms of monthly expense of tea consumption of the respondents, 77 people (25.67%) spent less than 50 yuan per month, 124 people (41.33%) spent 50 to 100 yuan per month, 65 people (21.67%) spent 100 to 300 yuan per month, 21 people (7%) spent 300 to 500 yuan per month, and 13 people (4.33%) spent more than 500 yuan per month.

Figure 18 Structure and Proportion Chart of the Monthly Tea Consumption of Respondents

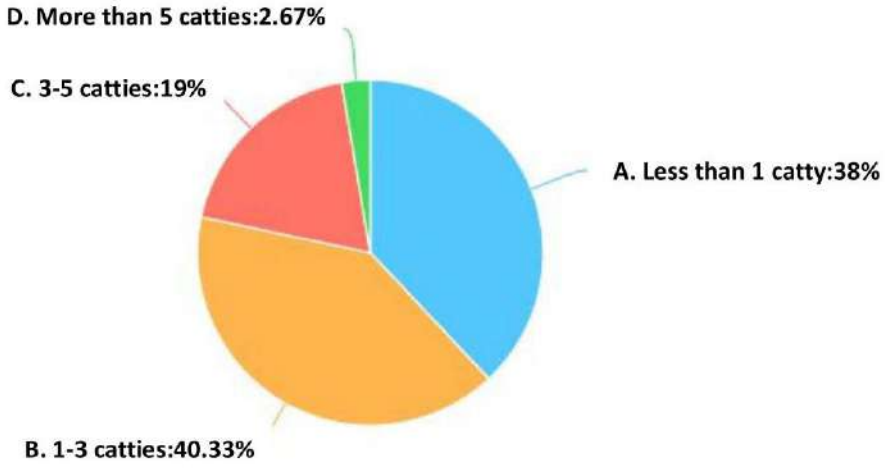
Option	Subtotal	Proportion
A Less than 50 yuan	77	25.67%
B 50-100 yuan	124	41.33%
C 100-300 yuan	65	21.67%
D 300-500 yuan	21	7%
E More than 500 yuan	13	4.33%
The Number of Effective Answers	300	



The amount of monthly tea consumption. Among the 300 samples, 114 people (38%) consumed less than 1 catty, 121 people (40.33%) consumed 1 to 3 catties, 57 people (19%) consumed 3 to 5 catties, and 8 people (2.67%) consumed more than 5 catties. It follows that consumers would consume about 1 to 3 catties per month.

Figure 19 Structure and Proportion Chart of the Monthly Tea Consumption Amount of Respondents

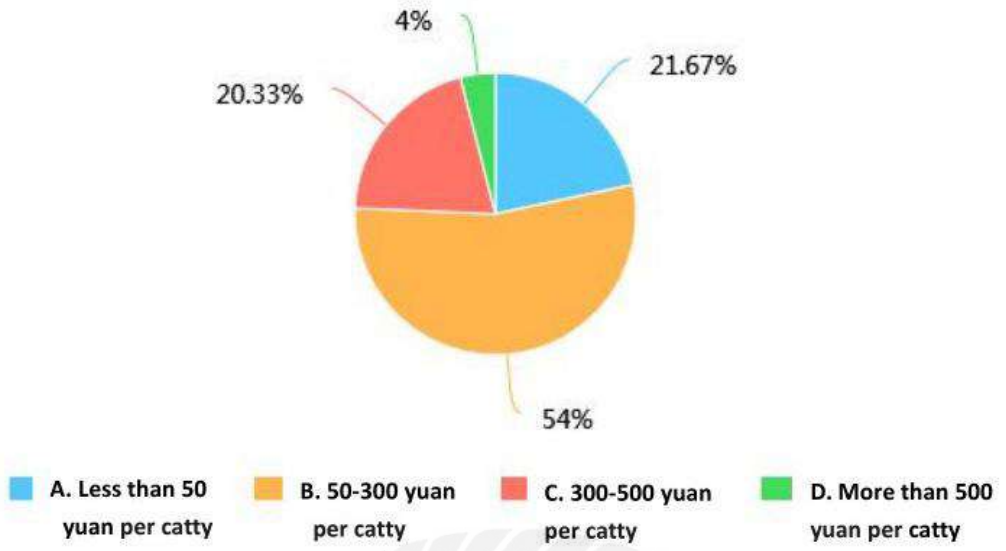
Option	Subtotal	Proportion
A Less than 1 catty	114	38%
B 1-3 catties	121	40.33%
C 3-5 catties	57	19%
D More than 5 catties	8	2.67%
The Number of Effective Answers	300	



The price range of purchasing house-use tea. Among the 300 samples, 65 people (21.67%) purchased tea at a price below 50 yuan per catty, 162 people (54%) purchased tea at 50-300 yuan per catty, 61 people (20.33%) purchased tea at 300-500 yuan per catty, and 12 people (4%) purchased tea at more than 500 yuan per catty. It follows that the price of monthly consumption for house-use tea is around 50-300 yuan per catty, so the consumption of house-use tea tends to be more rational.

Figure 20 Structure and Proportion Chart of the House-use Tea Consumption Price of Respondents

Option	Subtotal	Proportion
A Less than 50 yuan per catty	65	21.67%
B 50-300 yuan per catty	162	54%
C 300-500 yuan per catty	61	20.33%
D More than 500 yuan per catty	12	4%
The Number of Effective Answers	300	

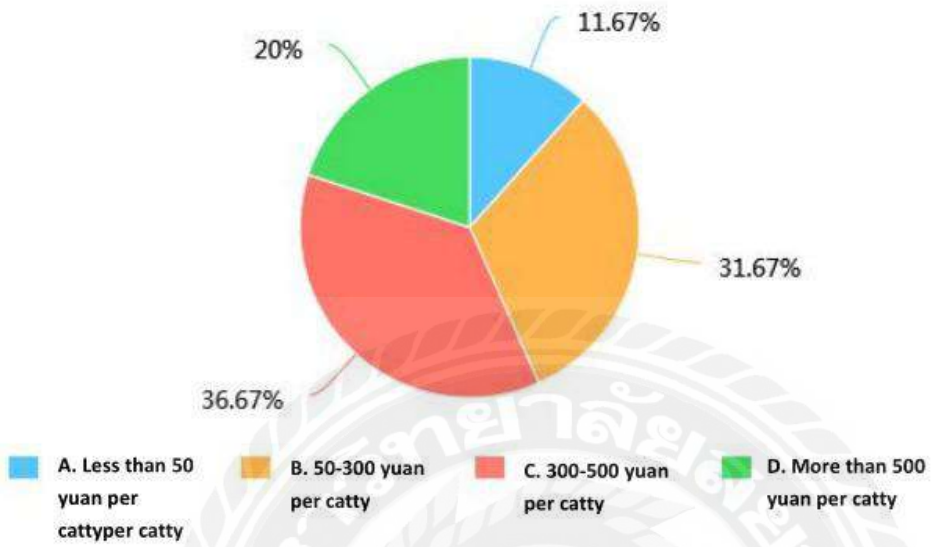


The price range of purchasing gift tea. Tea is our Chinese culture, and sending tea as gifts can not only embody Chinese culture but also boasts monumental significance. Among the 300 samples, 35 people (11.67) sent gift tea at a price of less than 50 yuan, 95 people (31.67%) sent gift tea at a price of 50-300 yuan, 110 people (36.67%) sent gift tea at a price of 300-500 yuan, and 60 people (20%) sent gift tea at a price of more than 500 yuan. It follows that most people would choose to purchase gift tea at a price of 300-500 yuan.

Figure 21 Proportion Chart of the Price Range of Gift Tea Purchased by Respondents

Option	Subtotal	Proportion
A Less than 50 yuan per catty	35	11.67%
B 50-300 yuan per catty	95	31.67%
C 300-500 yuan per catty	110	36.67%
D More than 500 yuan per catty	60	20%

The Number of Effective Answers	300	

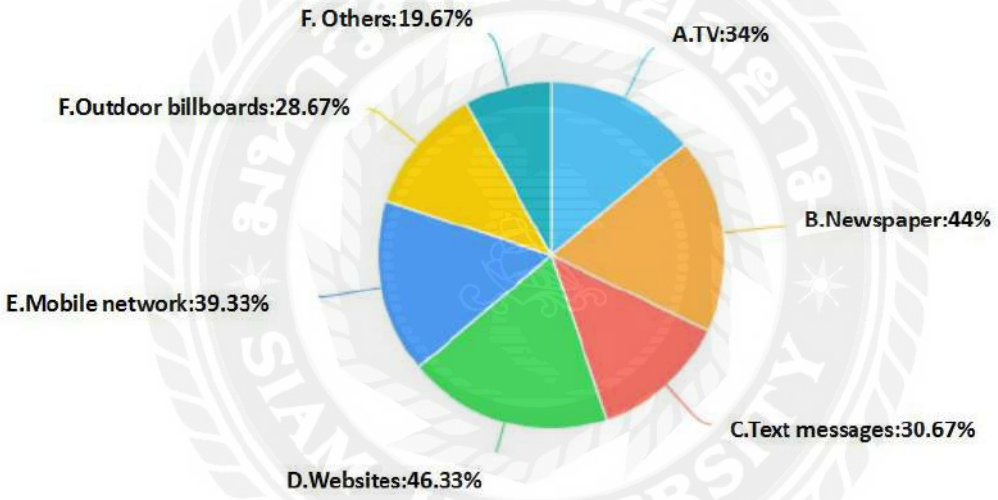


Channels to know tea information. In the survey, channels to know tea information include TV, newspapers, text messages, websites, mobile network and outdoor billboards, in which 102 people (34%) chose TV, 132 people (44%) chose newspaper, 92 people (30.67%) chose text messages, 139 people (46.33%) chose websites, 118 people (39.33%) chose mobile network, 86 people (28.67%) chose outdoor billboards, and 59 people (19.67%) chose other channels. It follows that websites, mobile network, TV and text messages are main channels of consumers to know tea, and websites is the primarily channel.

Figure 22 Structure and Proportion Chart of the Channels for Respondents to Know Information about Tea

Option	Subtotal	Proportion
A TV	102	34%

B Newspaper	132	44%
C Text messages	92	30.67%
D Websites	139	46.33%
E Mobile network	118	39.33%
F Outdoor billboards	86	28.67%
G Others	59	19.67%
The Number of Effective Answers	300	

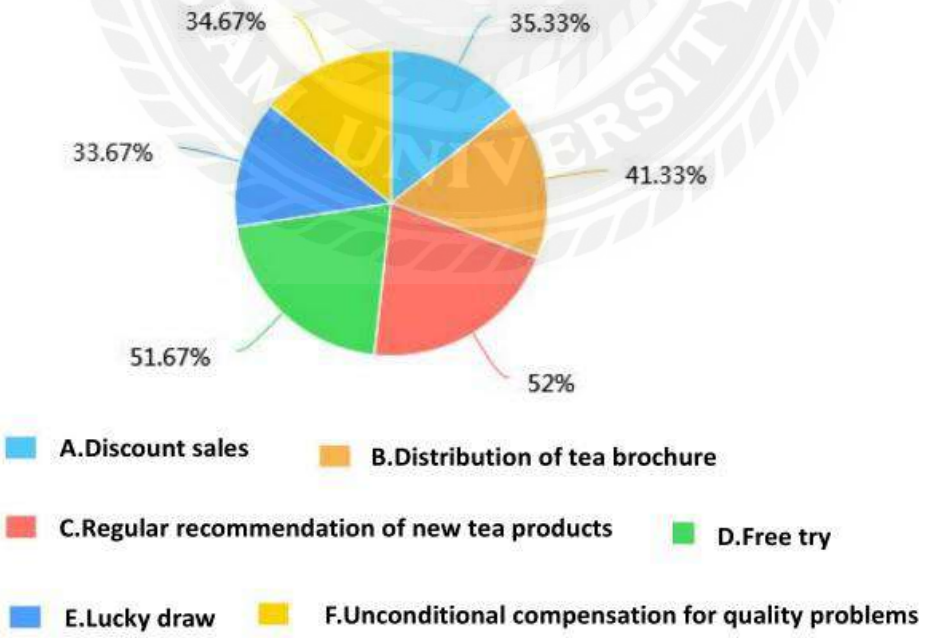


Promotion means of business. Among the 300 samples, 106 people (35.33%) chose discount sales, 124 people (41.33%) chose distribution of tea brochures, 156 people (52%) chose regular recommendation of new tea products, 155 people (51.67%) chose free try, 101 people chose lucky draw (33.67%), 104 people (34.67%) chose unconditional compensation for quality problems. It follows that consumers are more interested in promotion means like regular publicity

of new tea products and free try.

Figure 23 Structure and Proportion Chart of the Discount and Promotion Means Interested by the Respondents

Option	Subtotal	Proportion
A Discount sales	106	35.33%
B Distribution of tea brochure	124	41.33%
C Regular recommendation of new tea products	156	52%
D Free try	155	51.67%
E Lucky draw	101	33.67%
F Unconditional compensation for quality problems	104	34.67%
The Number of Effective Answers	300	



4.5 Correlation Analysis

Age and consumption structure. We present a general method

using kernel canonical correlation analysis to learn a semantic representation to web images and their associated text. The semantic space provides a common representation and enables a comparison between the text and images. In the experiments, we look at two approaches of retrieving images based on only their content from a text query. We compare orthogonalization approaches against a standard cross-representation retrieval technique known as the generalized vector space model. Different consumers consume different amounts of tea. As shown in the chart, the age structure of tea consumers is mainly concentrated in the age group aged 20-35. Based on the analysis, the correlation coefficient between the two is 0.162, indicating that there is a positive correlation between age and monthly consumption. The correlation intensity is weak, but the coefficient failed to pass the significance test, indicating an insignificant correlation between them. In other words, there are consumers who spend much on tea in any consumer group.

Figure 24 Age Structure of Consumers

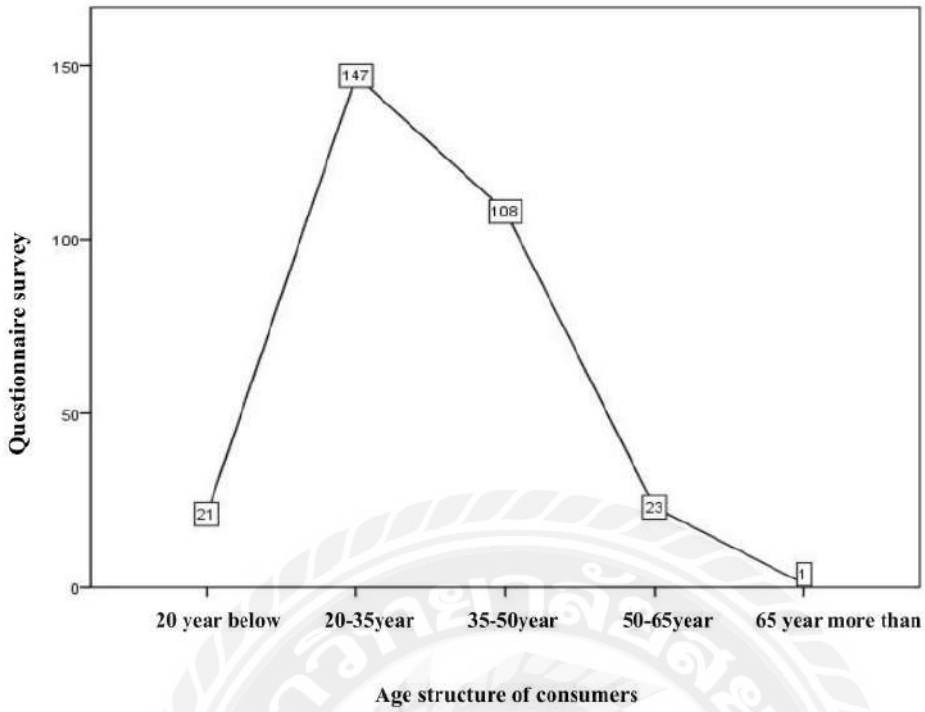


Table 3 Chart of Correlation between Age and Monthly Consumption

		Age	Monthly Amount of Consumption
Age	Pearson Correlation	1	0.162
	Significance (Both sides)		0.005
	N	300	300

The correlation between gender and monthly consumption. Due to differences in life concept, geography, education and cultural level, there is a great difference between male and female consumption concept. In China, owing to personal habits and social activities of male consumers, tea consumption of males holds a leading post. Nowadays, due to enhancement of females' Nowadays, women's tea consumption is also rising, and women are also gradually becoming a dominant consumer power in China's tea consumption market. As can be seen from

the chart, the correlation coefficient between gender and monthly amount of tea consumption is 0.069, which implies that based on the significance test, women have taken up a certain share of consumption market

Table 4 Chart of Correlation between Gender and Monthly Amount of Consumption

		Gender	Monthly Amount of Consumption
Gender	Pearson Correlation	1	0.069
	Significance (Both sides)		0.230
	N	300	300

Analysis of correlation between education background and monthly tea consumption. Academic background also has relevance to tea consumption. As can be seen from the chart below, the correlation value between education background and consumption is 0.049, which is of no significance.

Table 5 Chart of Correlation between Education Background and Monthly Amount of Consumption

		Education Background	Monthly Amount of Consumption
Education Background	Pearson Correlation	1	0.049
	Significance (Both sides)		0.400
	N	300	300

Correlation between per capita monthly income and amount of

consumption. Consumers' income, to a great extent, affects their consumer behavior. Normally, high-income consumers have relatively higher spending power and purchasing intention. Compared with low-income consumers, high-income consumers, high-income consumers can afford high-quality, high-priced tea products, and their consumption is more freewheeling. Low-income consumers have to take into account more issues[Φ]. As can be seen from this chart, the correlation between per capita monthly income and monthly amount of consumption is -0.243.

Table 6 Chart of Correlation between Per Capita Monthly Income and Monthly Amount of Consumption

		Per Capita Monthly Income	Monthly Amount of Consumption
Per Capita Monthly Income	Pearson Correlation	1	.243**
	Significance (Both sides)		2.02977E-05
	N	300	300

The correlation between tea price and monthly amount of consumption. Tea price relies on market supply and demand, so it affects monthly amount of consumption in tea market. As shown in the chart, the correlation index between tea price and monthly amount of consumption."The relationship between the data and what they describe merely reflects the fact that certain kinds of statistical statements may

have truth values which are not invariant under some transformations. Whether or not a transformation is sensible to contemplate depends on the question one is trying to answer"

Table 7 Chart of Correlation between Tea Price and Monthly Amount of Consumption

		Tea Price	Monthly Amount of Consumption
Tea Price	Pearson Correlation	1	-0.045
	Significance (Both sides)		0.437
	N	300	300

4.6 Hypothesis Testing

This chapter mainly assumes that the empirical analysis of Yunnan tea industry market is of certain representativeness. Asymptotic distribution theory is the primary method used to examine the properties of econometric estimators and tests. We present conditions for obtaining cosistency and asymptotic normality of a very general class of estimators (extremum estimators). Consistent asymptotic variance estimators are given to enable approximation of the asymptotic distribution. Asymptotic efficiency is another desirable property then considered. The author has conducted a survey of 300 samples by means of questionnaire, and analyzed data from varied factors like age, gender, culture, occupation, income and consumer behavior, which provides data support for analysis of consumer behaviors and marketing strategies in Yunnan tea industry.

A statistical hypothesis, sometimes called confirmatory data analysis, is a hypothesis that is testable on the basis of observing a process that is modeled via a set of random variables.

CHAPTER 5

ANALYSIS OF MARKETING STRATEGIES IN YUNNAN TEA MARKET

5.1 Product Strategies

Product strategy is defined as the road map of a product. This road map outlines the end-to-end vision of the product, particulars on achieving the product strategy and the big picture context in terms of what the product will become. Companies utilise the product strategy in strategic planning and marketing to identify the direction of the company's activities. The product strategy is composed of a variety of sequential process in order for the vision to be effectively achieved. The company must be clear in terms of the target market of the product in order for them to plan the activities needed in order to reach the destination and to achieve its goals.（Xu. 2007）.

As for product, the most important thing is to ensure the quality of tea products. Quality is life, so without good quality, any product or business will fail to survive for long in the market. To keep pace with international standards and create international brands, China's product quality standards must be strict and advance with the times, especially for tea products. Product and industry can be standardized and qualified only by raising people's awareness of standard.

On the one hand, the quality of tea leaves must be guaranteed

from the source, that is, technical guidelines should be put in place strictly in cultivation, conservation, plucking, production and packaging. We should strengthen knowledge training of tea growers, and develop related system of regular tracking of technical staff and guidance upon growers' tea cultivation and management. On the basis of inheriting the outstanding, unique traditional techniques, we should also boost improvement and innovation in techniques.

On the other hand, we should attach importance to broadening product line, and value the depth, length and width of products. In previous parts, we have analyzed that tea is of great economic value, cultural, ornamental and social significance, and other vital, exploitable values. In terms of economic significance, we must strengthen scientific research foundation, carry out finishing and in-depth development of tea leaves that can be made into a wide variety of tea drinks, tea food, tea health products, and tea artwork, which have significantly enhanced the development value of tea leaves. As far as cultural and ornamental significance are concerned, we can vigorously develop artistic and business activities like tea plantation exposition and tourism based on tea products and tea plantations, and strengthen exploitation of tea culture and tea tourism. Third, to refine tea products. In order to avoid low tea quality, single product variety and product homogenization, tea market can be further segment tea market based on age structure, gender

structure, cultural level, and occupational classification, for example: try beauty tea for women, introduce health tea to the elderly, and launch market tea for young people. Therefore, the added value of tea can be developed, and its intrinsic value has also been greatly enhanced. Of course, the implementation of these methods is based on and guaranteed by the standardization and improvement of quality standards throughout the industry, the enhancement of practical application of technical standards and technologies, the promotion of operation and management, the perfection and support of national policies and regulations.

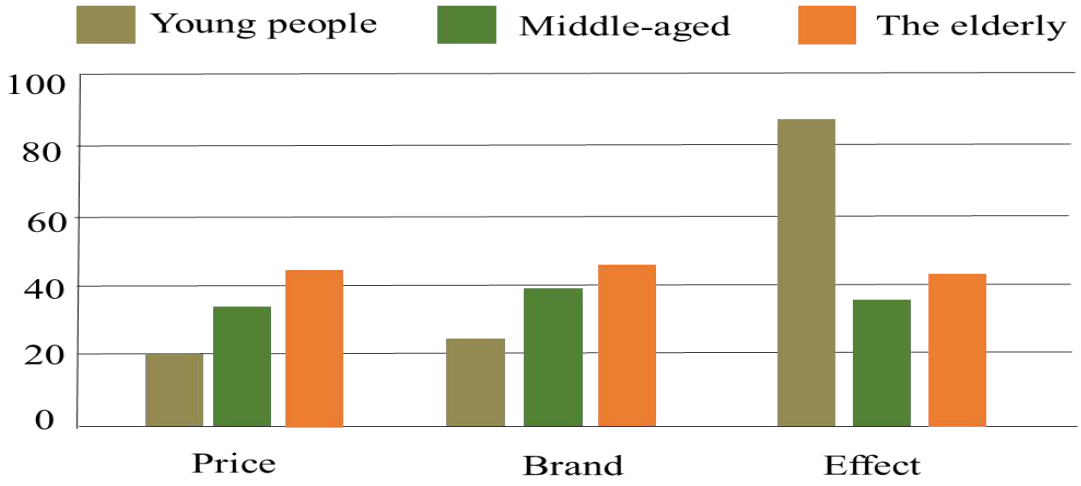
5.2 Price Strategies

Since the ups and downs of tea price in the 1980s, it is now still unpredictable. Due to the lack of uniform national standards, confusion in grades of high-quality tea, and blurred prices, ex-factory price and wholesale price for master distributors remain quite stable, while the retail price for consumers is usually casually set to extraordinarily high or fails to match the product quality, so consumers cannot judge the true value and price of tea commodities. As a result, to undermine the ambiguity in tea price and maintain the integrity and pricing transparency serves as an important way to further explore the potential of tea market.

As for price, pricing strategy can be segmented according to the market. It follows that this has reflected the non-standardization of our tea industry. Chaotic prices not only fail to develop the value and

significance of tea, but also harm the benefits of businesses, and more importantly, undermine the interests of growers and ultimately devastate their initiatives. In the long run, this is detrimental to the development of local agricultural economy and market. At present, many tea growers in Yunnan Province prefer to abandon tea plantations and are not willing to plant tea and manage tea farms anymore, which has said to be said to be an enormous waste of resources. The survey shows that consumers of different age groups have different levels of consumption. Therefore, businesses should adopt flexible and different tea pricing strategies. For example, the consumption level of the elderly consumers is the lowest, so for them, businesses should hold a bulk-cheap strategy, the tea price should not be too high, and discounts can be provided if necessary. The design mode of "mid-low end as the principal, supplemented by mid-high end" can be adopted to meet consumer needs of the elderly. The consumer psychology of young and middle-aged people is to require novelty and fun and pay less attention to price, especially for male consumers who value tea brand much and female consumers who regard effects of tea as important. Accordingly, businesses can launch tea with specific effects for female-targeted market, such as beauty tea and slimming tea.

Figure 25 Structural Analysis Chart of Preferences of Different Groups in Survey Samples



At the same time, you can also carry out pricing strategies based on the product itself. High-end tea consumer groups are relatively fixed, a large proportion of gift gifts, the price elasticity of small, so higher pricing, in order to maintain the precious image of tea. Bulk tea in the low-end products are mass consumer goods, the price elasticity of large, should adhere to the puerile, take the amount of the principle of pricing, the pursuit of mass-scale economies of scale. Strengthen the sales channels and terminal price management and supervision, the implementation of the wholesale price of tea merchandise, retail guidance, encourage and guide distributors to follow the industry price rules. To avoid the abnormally high prices that hurt the interests of consumers and reduce shipments, or low-priced zero-crossing, cross-border stock prices caused by the chaos of the price, brand image damage. Since the mid-century the tea production and marketing policy liberalization, enterprises have full price autonomy, tea

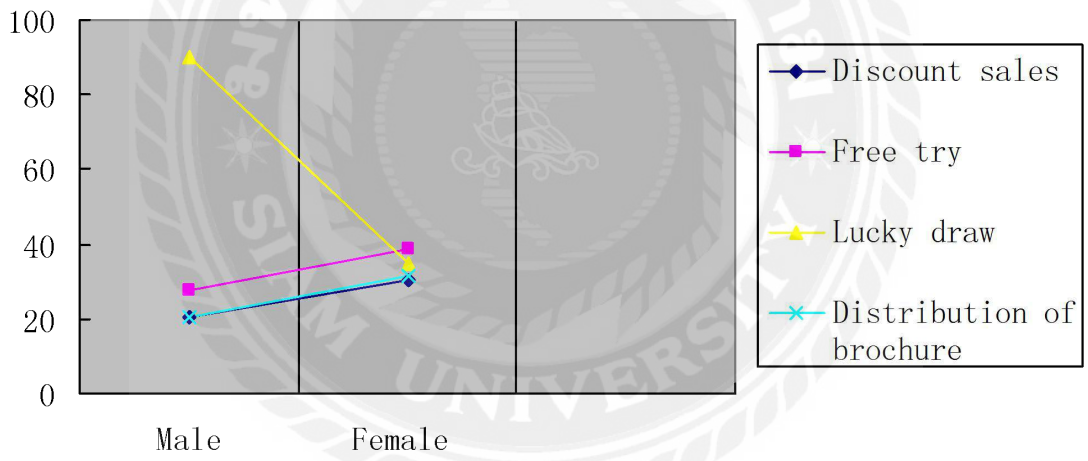
5.3 Promotion Strategies

In marketing,promotion refers to any type marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four P's: price, product, promotion, and place (Rajagopal , 2007).

Reasonable media types play a crucial role in product promotion. The survey shows that most consumers acquire tea consumption information form TV and the network. Different marketing strategies should be adopted for different consumers. Some consumers purchase tea after friends' recommendation, so businesses should pay attention to the impact of word of mouth. Young consumers spend most of their time online, so they get more information from the Internet. For this group of consumers, businesses can adopt marketing means to explore the potential of online marketing through market promotion. For the elderly consumers, businesses should choose influential magazines and television channels for publicity, for these consumers are in contact with the media above most of the time, which can help the elderly consumers to make choice. The most commonly promotion means include the following three types: 1. Adding price-based value, including discounts and markdowns, coupons, cashback (such as accumulated rebates), and the improvement

of payment conditions. 2. Adding product-based value, including free samples, diversified portfolios and diversified purchases (such as discounted price for product portfolio), increasing product quantity, etc. 3. Tangible value-added promotion, including rewards (such as prize for uncapping), coupons, etc. Based on conversations with consumers during the investigation and survey results, the following strategies are put forward for promotion of tea products:

Figure 26 Chart of Promotion Strategies Chosen by Survey Samples in Different Genders



1. Free try strategy. Free try is the most effective food promotion method. It refers to raising consumers' recognition of promotion and facilitating purchases by allowing them to try products for free. Nowadays, free try, as a promotion strategy, has been increasingly perceived and widely used by those insightful businesses and brands, and is creating objective profits not only in the field of digital economy but

also traditional physical market. The means of launching free try include direct home delivery, outdoor sample distribution, gift dispatch by voucher, etc.

2. Prize-winning promotion strategy. Prize-winning promotion, as a promotion strategy, is often employed by enterprises. It makes use of consumers' psychology of pursuing incentives and hoping for winning cash, prizes or products through drawing raffle, and can strengthen consumers' desire to buy a certain product and achieve the purpose of product sales. At present, prize-winning promotion strategy is widely employed, and has achieved favorable promotion results..

3. Distribution of tea-drinking brochure. The survey also shows that consumers are more inclined to the distribution of tea-drinking brochure, indicating that their consumer awareness is gradually rising, and hope to learn more knowledge about tea through some channels. These consumer groups have also become consumers with great potential in Yunnan tea market.

5.4 Cultural Strategies

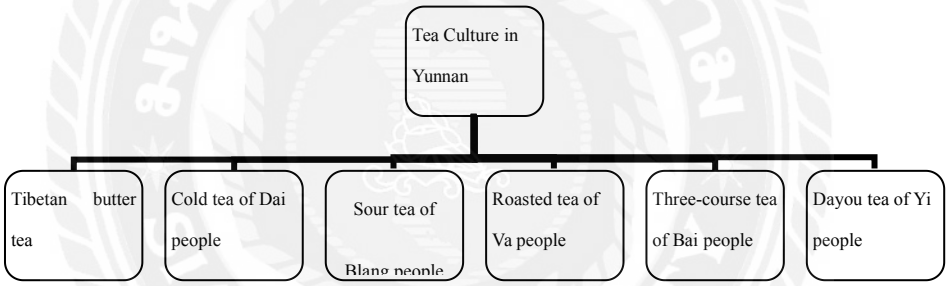
Tea culture, originated in China, means the cultural characteristics formed during tea drinking activities, including tea ceremony, tea morality, tea spirit, tea couplets, tea books, tea sets, tea paintings, tea studies, tea stories, tea arts and so on. China is the hometown of tea. It is said that Han people started to drink tea since the

Shennong era more than 4,700 years ago. Until now, Chinese Han compatriots still have the custom of serving tea for etiquette. Han people's preparation of tea is varied: Xundou tea in Taihu, flavored tea in Suzhou, ginger salt tea in Hunan, Gaiwan tea in Chengdu, Dongding tea in Taiwan, Longjing tea in Hangzhou, Oolong tea in Fujian, etc (Zhao, 2013).

People from more than 100 countries and regions around the world love drining tea. Tea culture varies from nation to nation. China's tea culture reflects the long-standing civilization and etiquette of the Chinese nation. The culture of tea, which is one of the carriers of Chinese culture, should be highlighted in the selling process. Pu'er tea in Yunnan was an exemplar in cultural marketing, and caravan carrying tea to Beijing and the mothering visit of Pu'er tea in the Forbidden City have achieved favorable commercial results. Yunnan tea sales should also focus on cultural marketing, so tea companies should fully explore the cultural connotation of tea. Enterprises can hold tea-tasting, tea-fight cultural festivals, tea shows, tea knowledge contests and many other cultural activities that reflect the tea culture in Yunnan. Meanwhile, they can develop tea culture tourism, which is a new eco-tourism mode. Tea is not only the primary source of economic income of ethnic tea farmers in Yunnan Province, but also an indispensable living material in life. Based on the living environment and background, ethnic customs, religious

beliefs and other factors, tea custom and culture of different styles have taken shape, such as Tibetan butter tea, cold tea of Dai people, sour tea of Blang people, roasted tea of Va people, three-course tea of Bai people, dayou tea of Yi people and the like. The tea culture eco-tourism in Yunnan is rich in contents and profound in connotations. Different social, economic and cultural development stages of the 26 ethnic groups in Yunnan are different, reflecting the varied epochal characters of tea culture. At the same time, this dynamic process has also extracted, disseminated and developed the essence of tea culture.

Figure 27 Chart of Ethnic Groups' Cultural Tea Branches in Yunnan



5.5 Brand Strategies

In the great tide of industrial upgrading in China, the tea industry's transformation from wholesale market type to mall experiential type is not only an inevitable change of industry reform, but also turns out to be an antidote for filling the gaps in the market and improving tea business brands. Brand is the business name given by businesses to their own products, which is of great value. Brand building can offer the goods with a higher visibility, make connections with consumers, and develop consumers with brand loyalty (Cai, 2007). For example, when young

consumers are buying products, they will not consider other factors too much, but buy at their will so long as the brand is good, whereas middle-aged consumers are more impressed with and trust the products and brands they have used, and then become loyal consumers of the brand. Therefore, brand building is essential to the business, which is an urgent problem to be resolved by Yunnan tea market.

Figure 28 Curve Chart of Age and Tea Choice of Survey Samples

Area Chart Tea Quality/Brand

Brand marketing must attach importance to the establishment and dissemination of the core image of differentiated tea industry brands, hence forming the brand competitiveness of marketing. In terms of Yunnan Province, the positioning of tea enterprises should aim at mid-high end gift tea and low-end tea for personal demand, so enterprises should adjust and optimize their product structure based on such positioning. Meanwhile, in the light of the marketing characteristics of fast-moving consumer goods, enterprises must strengthen market research

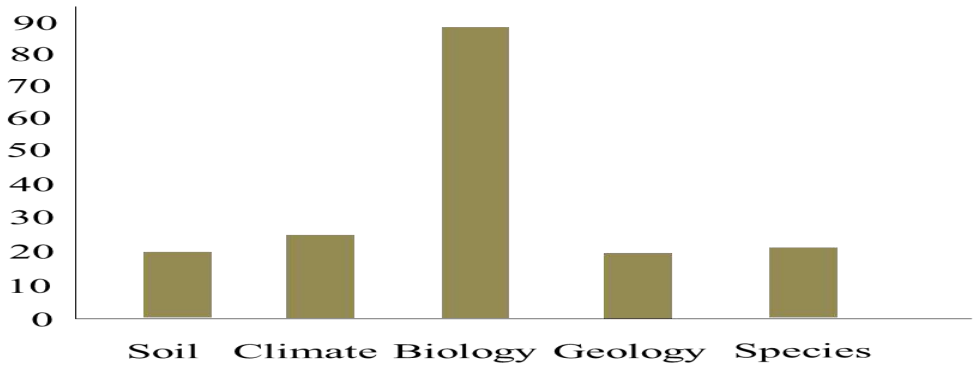
and product research and development, form brand competitiveness through product differentiation, and maintain the innovation and extension of tea product line; introduce new products from aspects like raw materials, processing technology and equipment to meet the consumer demand of segmented market, and deeply expand the market space of branded tea products. In addition, from the angle of product packaging, as demand for tea consumption is dynamically changing, research and development of tea packaging should also keep pace with the times. It needs to be scientific, economical, normative, brand-oriented, decorative and environmental-friendly, and keeps differentiated technological innovations. Packaged tea boast large appreciation space, strong profitability, and vigorous consumer demand, so the development trends of personalized, artistic, engineering and scale-up tea packaging should be followed, and businesses should continuously launch series packaged tea that conforms to trend of the times and meets market demand, explore and grasp greater market opportunities.

5.6 Ecological Marketing Strategies

With the establishment of the long-term mechanism “eight-point code” by the Central Government, the marketing mode dependent on gift giving, public-funded group purchases and benefits from public organs and institutions have come to a dead end, and is replaced by the new marketing mode based on online and experiential marketing. Currently,

the most urgent task of professional tea market and tea merchants is to reconstruct marketing channels, so that tea can return back to its original position as one of people's daily necessities. Besides, the branding and standardization of tea industry also await solution. Ecological marketing is a new strategy for sustainable development. Ecological marketing refers to the product pricing, promotion, distribution planning and implementation process in which enterprises pay attention to protection of the ecological environment, and promote coordinated development of economy and ecology, thereby ensuring sustainable operation of enterprises and realizing the unity of their benefits, consumers' interests and ecological interests (Zhang, 2014). There are good mountains, waters in the main producing areas of tea in Yunnan. Such a superb ecological environment is a unique resource endowment for the development of tea industry. Plus all-round factors such as climate, soil, biology, geography and tea tree varieties, the unique, non-copyable style of Pu'er tea was thus formed, and the same goes for famous mountains and tea here, which is exactly the advantage of Yunnan tea.

Figure 29 Chart of Components of the Ecological Yunnan Tea

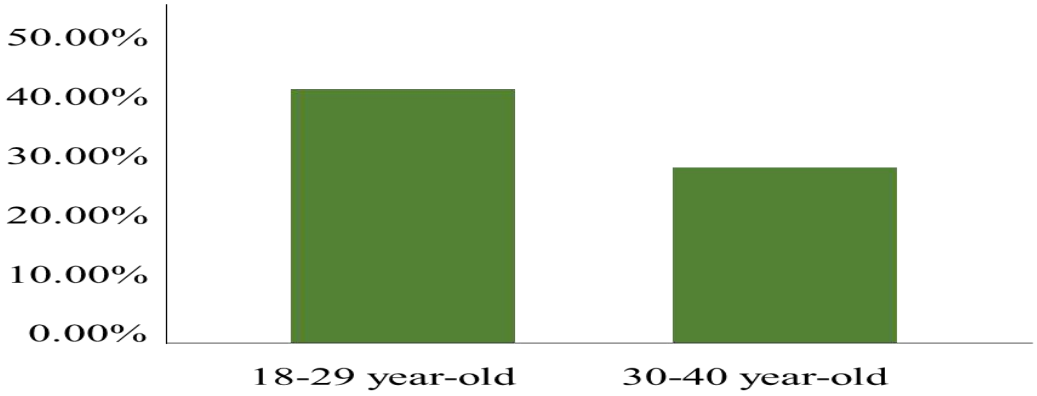


Therefore, following the green, environment-friendly principle in each section will be the final destination of tea marketing.

5.7 Internet +Marketing Strategy

With the development of Internet + strategy, it becomes a new trend for e-business to purchase and sell tea. Compared with the fact that the traditional broad-sense mass media is undergoing the impact of dissemination fragmentation, the commercial value of industry media or industry information services is extending in multiple directions. Tea E-Commerce Micro-Report 2015 points out that more and more young people are now drinking tea. Data shows that 2015 “11.11 shopping festival” witnessed a substantial increase in visibility of tea than the same period in 2014: the total page views was about 25.22 million, which rose 92.94% from a year earlier. Consumers aged 18-29 accounted for 43.25%, while consumers aged 30-40 for 18.32%, and the two accounted together for 61.57%.

Figure 30 Chart of Proportion of Consumers at Different Ages in“11.11 Shopping Festival” in 2015



Tea Consumption

The total output value of tea in China, though insignificant, cannot be neglected, and e-commercialization of tea is bound to bring several changes as follows: First, the price transparency of tea will become a general trend, in that people can find out which business can earn the greatest profits at a glance when they compare prices on their mobile. Second, confusion in tea quality. Once businesses enter the competition of cheaper prices, ordinary buyers can thus hardly clearly discern the quality behind tea products. Third, the lack of supervision over tea. Most regular branded tea manufacturers have indicators of detection like pesticide residues, but after e-commercialization, it becomes difficult for authorities to place supervision and for the general public to identify indicators of tea quality. Yunnan has a lot of resources vertical to the industry, while there are also quite many enterprises that are running Internet upgrading, so if tea enterprises are to carry out Internet marketing successfully, they must also concentrate their efforts in public relations activities and customer service. Due to the

authoritativeness and universality of news media, introducing enterprises and products in new media can not only save advertising costs, but also achieve more effective publicity than sole advertising. Tea enterprises can also quickly and timely collect information from, communicate with, and answer questions from consumers in real time through e-bulletin boards, online discussions and E-mail, hence achieving follow-up services. Consumers can express their opinions and suggestions on products, services and prices. Such a two-way interactive means of communication can improve involvement and enthusiasm of consumers, and enterprises can then accurately understand the consumption psychology and dynamics of consumers, make reasonable decisions, and fundamentally enhance consumers' satisfaction.

CHAPTER 6

CONCLUSIOSN, DISCUSSION AND SUGGESTIONS

6.1 Conclusions

Based on the study above, the following conclusions can be drawn:

1. Yunnan tea industry is now facing an industrial transformation from producing low-quality tea to producing high-quality, high value-added tea products. To achieve progress of their brands in this process, Yunnan tea enterprises must delve into the status quo of China's tea industry, continuously improve the problems in themselves, and develop complete development plans, so as to remain invincible in future tea market.

2. Based on the survey of 300 individual tea consumer samples, the author has analyzed via SPSS and come to the conclusion that there is some correlations between age, gender, income, tea consumption and other intrinsic factors in consumers.

3. Yunnan tea marketing strategy is a systematic work that should be comprehensively planned from different angles like market segmentation, product structure, price positioning, promotion means, brand building, ecological marketing and the network, thereby forming the portfolio marketing strategy.

6.2 Research Limitations

1. Limited by research time and ability, there are some limitations and impacts in this thesis on consumer behaviors and marketing strategies in Yunnan tea market.When the period of time specified in a statute of limitations passes, a claim might no longer be filed, or, if filed, may be liable to be struck out if the defense against that claim is, or includes, that the claim is time-barred as having been filed after the statutory limitations period. When a statute of limitations expires in a criminal case, the courts no longer have jurisdiction（Yue, 2008）.

2. The 300 samples of the questionnaire quite representational. These 300 samples being surveyed cover people from different districts and counties in Yunnan Province. And the choice of age, gender, income, culture level, occupation and preference of tea is of certain representativeness, and provides reference value for analysis in this thesis. However, the analysis dependent on solely 300 samples is somewhat limited in studying consumer behaviors and marketing strategies in Yunnan tea market, which may have an impact on the research results of the thesis.

6.3 Research Suggestions

1. Suggestion is the psychological process by which one person guides the thoughts, feelings, or behavior of another person. Nineteenth-century writers on psychology such as William James used

the words "suggest" and "suggestion" in the context of a particular idea which was said to suggest another when it brought that other idea to mind. Early scientific studies of hypnosis by Clark Leonard Hull and others extended the meaning of these words in a special and technical sense . Further delve into the analysis of consumer behaviors and marketing strategies in Yunnan tea market. From an academic point of view, improving and conducting scientific investigations and analyses of consumer behaviors and marketing strategies in Yunnan tea market can help and provide reference value for the development of Yunnan tea industry and economy.

2. Give full play to resource advantages of Yunnan. Consumption of tea is affected by a variety of complicated factors such as consumers' personal habits, culture, consumer attitudes and geography. However, these factors' impact on tea consumption is temporary and relative, and income seems to have a more direct impact on the increase of tea consumption. As income rises, residents' consumption of tea increases, and thus will become more demanding of tea quality.

3. Enhance tea quality and promote tea branding. Brand marketing has a huge impact on consumers, and a good brand can stimulate consumers' consumption. Brand can not only enhance the interests of consumers, but also effectively protect consumers. For example, Banan Yinzhen has strengthened its brand building in recent

years, and the impact of its brand significantly boosts the consumption. Advertising should also be employed for promoting tea products. Enterprises can publicize via TV advertising, the Internet, WeChat, Weibo and other media to enhance the confidence of consumers and hence realize an increase in consumption.

4. Establishing experiential tea marketing strategy. In the great tide of industrial upgrading in China, the tea industry's transformation from wholesale market type to mall experiential type is not only an inevitable change of industry reform, but also turns out to be an antidote for filling the gaps in the market and improving tea business brands. Xu Qiuxin said, "In this upgrading of tea industry, experiential shopping malls with tea culture will be the mainstream consumption premises of mass consumption. In our product design, we focus on building tea-culture experiential public space demanded by the mass consumer groups in shopping, combine with the portfolio of tea-themed operation and tea culture derivatives, increase the atrium, catering zone, tea-culture experiencing hall, tea-culture leisure platform, business office facilities and the like; in regard to meeting tea merchants' need, we have added central air-conditioning, parking lot, large warehousing logistics and other supporting hardware facilities, so as to truly cater for the masses' one-stop consumption experience and create a safe and reassuring business environment for tea businesses. In creating the atmosphere of tea

culture, we intend to make it a tea-culture-themed shopping mall that integrates various functions like tea tasting, tea appreciation, social intercourse and experience." It can be seen here that the emergence of tea-culture shopping-oriented experiential tea mall will play a decisive role in the upgrading of tea market, the promotion of tea brands, and the prosperity of tea industry.

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Appendix

Questionnarie of Consumers in Yunnan Tea Market

1. Gender [One-Choice][Required Question]

○ A Male ○ B Female

2. Age [One-Choice][Required Question]

○ A. Below 20 years old ○ B. 20-35 years old ○ C.35-50 years old ○ D.50-65 years old ○ E. Above 65 years old

3. Education background [One-Choice][Required Question]

○ A High school or below ○ B Bachelor ○ C Master ○ D PhD

4. Occupation[One-Choice][Required Question]

○ A Company employee ○ B Employee in cultural, educational and health institutions ○ C Civil servant

○ D Employee in state-owned enterprises ○ E Student ○ F Others

5 . Monthly income [One-Choice][Required Question]

○ A Less than 3000 yuan ○ B 3000-5000 yuan ○ C 5000-8000 yuan ○ D 8000-12000 yuan ○ E More than 12000 yuan

6. Tea type for drinking [One-Choice][Required Question]

○ A Pu'er tea ○ B Green tea ○ C Black tea ○ D Dark tea ○ E Herbal tea

7. Purpose of drinking tea [Multiple-Choice][Required Question]

☐ A Quenching thirst ☐ B Liking ☐ C Habit ☐ D Health care

8. Frequency of tea drinking [One-Choice][Required Question]

○ A Drinking tea every day ○ B Drinking tea often ○ C Drinking tea occasionally ○ D Never drink tea

9. Length of tea drinking [One-Choice][Required Question]

○ A Less than 1year ○ B1-3 years ○ C3-5 years ○ D5-10 years ○ E More than 10 years

11. Criterion of tea quality measurement [One-Choice][Required Question]

○ A Tasting personally ○ B Tea with award certificate ○ C Enterprise reputation

○ D Others' recommendation ○ E Advertising and publicity popularity

12. Channels of tea purchase [Multiple-Choice][Required Question]

☐ A Tea-leaf counters in mall ☐ B Tea wholesale market ☐ C Branded tea stores ☐ D Online channels

☐ E Upscale clubs ☐ F Grocery stores ☐ G Others

15. Choice of packaging when purchasing tea [One-Choice][Required Question]

○ A Loose-leaf tea ○ B Bagged tea ○ C Normal boxed tea ○ D Tea in stylish gift box ○ E High-end boxed tea

16. Montly expense of tea consumption [One-Choice][Required Question]

○ A Less than 50 yuan ○ B 50-100 yuan ○ C 100-300 yuan ○ D300-500 yuan ○ E More than 500 yuan

17. The amount of monthly tea consumption [One-Choice][Required Question]

○ A Less than 1 catty ○ B 1-3 catties ○ C 3-5 catties ○ D More than 5 catties

18. The price range of purchasing house-use tea [One-Choice][Required Question]

○ A Less than 50 yuan per catty ○ B 50-300 yuan per catty ○ C 300-500 yuan per catty ○ D More than 500 yuan per catty

19. The price range of purchasing gift tea [One-Choice][Required Question]

○ A Less than 50 yuan per catty ○ B 50-300 yuan per catty ○ C 300-500 yuan per catty ○ D More than 500 yuan per catty

20. Channels to know tea information in normal times [Multiple-Choice][Required Question]

☐ A TV ☐ B Newspaper ☐ C Text messages

☐ D Websites ☐ E Mobile network ☐ F Outdoor billboards

☐ G Others

21. Which promotion means of business are you more interested in [Multiple-Choice][Required Question]

☐ A Discount sales

☐ B Distribution of tea brochure

☐ C Regular recommendation of new tea products

☐ D Free try

☐ E Lucky draw

☐ F Unconditional compensation for quality problems

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