



**THE IMPACT OF THE 4PS MARKETING THEORY ON
CHA BAIDAO MARKETING REVENUE**

CHENJINGXUAN

6617195021

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2024



**THE IMPACT OF THE 4PS MARKETING THEORY ON
CHA BAIDAO MARKETING REVENUE**

CHENJINGXUAN

This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor:

(Dr. Zhang Li)

Date: 7 / 11 / 2024


.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Dean, Graduate School of Business

Date: 12 / 03 / 2565

Title: The Impact of the 4Ps Marketing Theory on Cha Baidao Marketing Revenue
Researcher: Chen Jingxuan
Degree: Master of Business Administration
Major: International Business Management

Advisor:


.....
(Dr. Zhang Li)

7, 11, 2020
.....

ABSTRACT

Based on the 4Ps marketing theory, this study conducted an in-depth analysis of the marketing of Cha Baidao in Hangzhou, aiming to reveal the impact of the 4Ps marketing theory on Cha Baidao's marketing revenue and provide strategic suggestions for discovering and improving deficiencies.

The study adopted the quantitative method and designed a Likert scale questionnaire to conduct a survey on customers in Hangzhou who were over 18 years old and had consumed Cha Baidao at least once in the past three months. A total of 300 questionnaires were distributed, and 265 valid questionnaires were collected, with an effective recovery rate of 88.33%. The results show that the 4Ps marketing theory (product, price, place, and promotion) has a positive impact on Cha Baidao's marketing revenue. Based on the findings, this study puts forward the following suggestions: First, product diversification to meet the needs of different consumers; second, flexible adjustment of pricing strategies to enhance market competitiveness; third, optimization and expansion of place layout to enhance brand coverage; fourth, innovation and diversification of promotional methods to stimulate consumer desire to buy. These suggestions will help Cha Baidao improve its marketing strategy in the fierce market competition and achieve sustainable development.

Keywords: 4Ps marketing theory, Hangzhou Cha baidao, marketing revenue

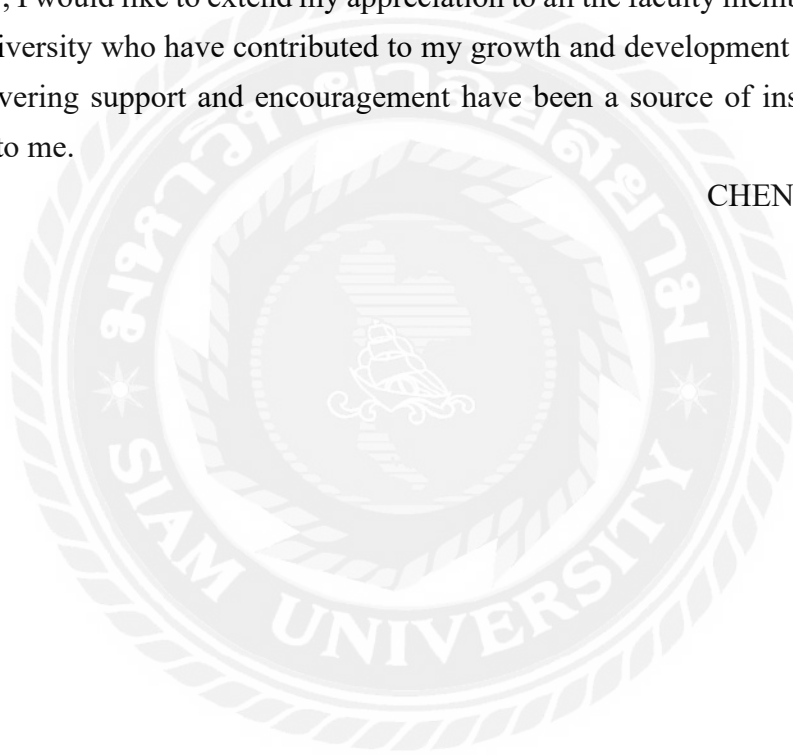
ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for her invaluable guidance, support, and encouragement throughout my Independent Study. Her insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

CHENJINGXUAN



DECLARATION

I, CHENJINGXUAN , hereby declare that this Independent Study entitled “The Impact of the 4Ps Theory Marketing on Cha Baidao Marketing Revenue” is an original work and has never been submitted to any academic institution for a degree.

(CHENJINGXUAN)

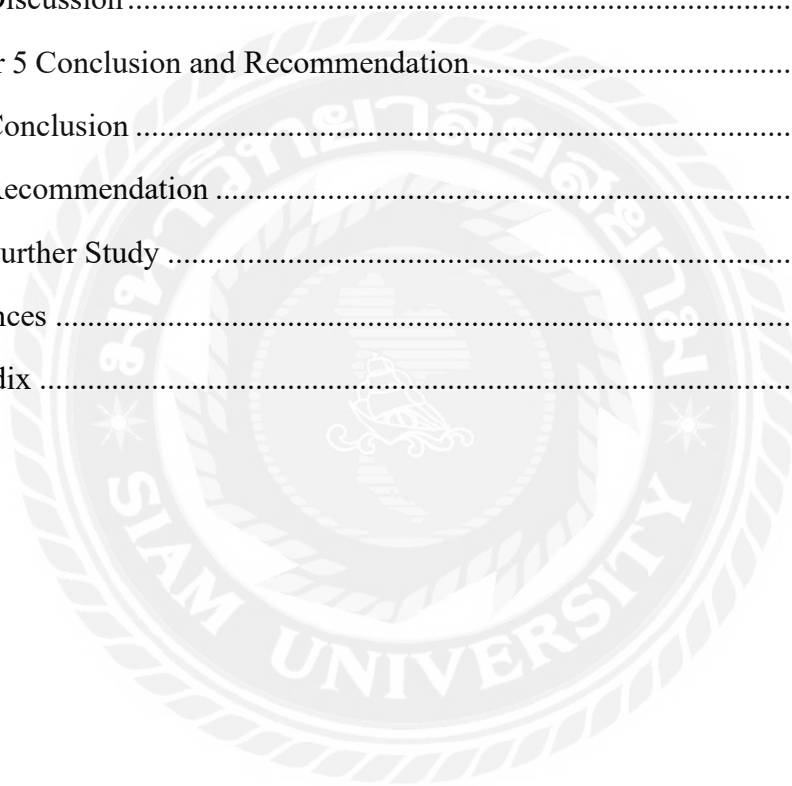
October 17, 2024



CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT.....	II
DECLARATION.....	III
CONTENTS	IV
LIST OF TABLES.....	VI
LIST OF FIGURES	VII
Chapter 1 Introduction.....	1
1.1 Background of the Study	1
1.2 Questions of the Study	2
1.3 Objectives of the Study	2
1.4 Scope of the Study	3
1.5 Significance of the Study	3
1.6 Definition of Key Terms.....	4
Chapter 2 Literature Review.....	5
2.1 Introduction.....	5
2.2 Literature Review.....	5
2.2.1 4Ps Marketing Theory.....	5
2.2.2 Marketing	6
2.2.3 Introduction to Cha Baidao	8
2.3 Conceptual Framework.....	9
Chapter 3 Research Methodology.....	10
3.1 Research Design.....	10
3.2 Population and Sample	10
3.3 Hypothesis.....	10
3.4 Research Instrument.....	11
3.5 Reliability and Validity Analysis of the Scale.....	14
3.5.1 Questionnaire reliability analysis	14
3.5.2 Questionnaire validity test.....	14

3.6 Data Collection	16
3.7 Data Analysis	16
Chapter 4 Findings and Discussion	18
4.1 Findings.....	18
4.1.1 Demographic Characteristics of Respondents.....	18
4.1.2 Discriminant and Convergent Validity	19
4.1.3 Convergent Validity	20
4.1.4 Structural Model.....	21
4.2 Discussion	23
Chapter 5 Conclusion and Recommendation.....	25
5.1 Conclusion	25
5.2 Recommendation	26
5.3 Further Study	27
References	29
Appendix	33



LIST OF TABLES

Table 3.1 Questionnaire Items	12
Table 3.2 Reliability and validity test table	15
Table 4.1 Descriptive statistical analysis	18
Table 4.2 Discriminant validity	19
Table 4.3 Convergent validity.....	20
Table 4.4 Hypothesis testing model.....	21
Table 4.5 Hypothesis Test results	24



LIST OF FIGURES

Figure 2.1 Conceptual framework	9
Figure 3.1 Assumptions	11
Figure 4.1 Structural model diagram	23



Chapter 1 Introduction

1.1 Background of the Study

The tea beverage industry has risen rapidly in China in recent years, especially among young consumer groups. Tea beverages have become a daily consumer category, and the market size has steadily expanded. According to relevant data, the overall scale of China's tea beverage market has reached hundreds of billions of yuan in 2022, and it is expected to maintain rapid growth in the next few years. As an important birthplace of tea culture, Hangzhou's tea beverage market has unique regional characteristics and profound cultural heritage (Zhao & Chen, 2020). As an important economic and cultural center in the country, Hangzhou has a rich history of tea culture and a large young consumer group. These factors provide fertile soil for the rise of the new tea beverage industry (Wang et al., 2023).

In this context, many tea brands have sprung up, and competition is becoming increasingly fierce. As one of the well-known brands in the new tea industry, Cha Baidao has rapidly expanded across the country since its establishment with its innovative product design and unique marketing strategy, and has established a firm foothold in the Hangzhou market. Through its unique brand positioning, flexible market response and innovative marketing strategies on Cha Baidao has successfully stood out in the fiercely competitive tea market and become one of the leaders in the industry (Li et al., 2022). Cha Baidao's success lies not only in its product innovation, but also in its strong brand building ability (Guo et al., 2023).

The rapid growth of the tea beverage industry is not only reflected in the market size, but also in consumers' demand for health, quality and innovation (Yang et al., 2021). However, with the development of the market, the challenges faced by the tea beverage industry are also gradually intensifying. First, the diversification and personalization of consumer demand are constantly improving, which requires companies to respond quickly to market changes and continuously launch new products to meet different levels of consumer demand (Chen et al., 2022). The diversification and personalization of consumer demand have put forward higher requirements for tea beverage companies (Fan & Zhou, 2022). Secondly, the entry threshold of the tea beverage industry is low, and the influx of a large number of brands has led to fierce market competition. How to stand out among many brands has become a problem that every company must solve (Xu & Zhang, 2023). According to statistics provided by relevant regulatory authorities, the current number of milk tea consumers in China is about 100 million, but since 2016, the number of milk tea shop closures has exceeded

the number of new openings for the first time; the number of beverage shops closed in the first half of 2017 was 130 % of the number of new beverage shops, and the average loss of each beverage shop was as high as 100,000 yuan . At present, a considerable number of milk tea companies are still struggling to make ends meet. Less than 10% of beverage stores are able to make profits, and other stores are basically struggling to maintain their daily survival. Competition between brands has also entered a white-hot stage (Xiang Ruixue, 2022) . The intensification of market competition has forced tea beverage companies to seek differentiated competitive strategies (Ma & Wang, 2021).

In this context, the 4Ps marketing theory, as a classic marketing model, covers the four major elements of product, price, place and promotion. For a brand like Chabaidao, how to reasonably use these four dimensions to formulate market strategies is particularly important. By analyzing Chabaidao's 4Ps marketing strategy in the Hangzhou market, we can provide reference for other tea brands and provide theoretical support for the development trend of the tea market in Hangzhou and even the whole country.

1.2 Questions of the Study

As a fast-growing consumer product category, Cha Baidao has demonstrated strong market expansion capabilities in the fierce market competition. This study aims to explore the specific impact of Chabaidao's 4Ps marketing strategy on its market performance in Hangzhou, in order to gain a deeper understanding of its success factors and provide reference for other tea brands.

Cha Baidao's market success in Hangzhou does not rely on a single factor alone, but rather it achieves sustained growth through the comprehensive use of product diversity , pricing strategies, place layout, and promotional methods. Based on the 4Ps marketing theory, this study proposes the following main research questions:

1. Does product diversity have an impact on Cha Baidao's marketing revenue ?
2. Does pricing strategy have any impact on Cha Baidao's marketing revenue ?
3. Does place layout have any impact on Cha Baidao's marketing revenue ?
4. Do promotional methods have any impact on Cha Baidao's marketing revenue ?

1.3 Objectives of the Study

The main goal of this study is to deeply analyze the marketing strategy of Cha Baidao in the Hangzhou market based on the 4Ps marketing theory, and to explore the specific impact of its various marketing elements (product, price, place and promotion) on its market performance and marketing revenue. Based on this analysis, this study hopes to provide an actionable marketing strategy reference for other brands in the tea

industry and provide a new perspective for the application of the 4Ps marketing theory in academia. Specific research objectives include:

1. To explore the impact of product diversity on Cha Baidao's marketing revenue
2. To explore the impact of pricing strategy on Cha Baidao's marketing revenue
3. To explore the impact of place layout on Cha baidao's marketing revenue
4. To explore the impact of promotional methods on Cha Baidao's marketing revenue

1.4 Scope of the Study

The scope of this study was mainly focused on Cha Baidao stores in Hangzhou, and the research subjects were consumers in Hangzhou. The collection period of consumer questionnaire data was from March 2024 to May 2024. This study focused on analyzing the implementation of the 4Ps marketing theory on Cha Baidao's marketing strategy in the Hangzhou market. The scope of the study covered demographic factors of consumers' age, gender, income, education, and consumers' perception and satisfaction with product diversity, pricing strategy, place layout, and promotion methods, in order to evaluate the overall effectiveness of Cha Baidao's 4Ps marketing strategy.

1.5 Significance of the Study

With the rapid development of the economy, people's living standards have significantly improved, and economic conditions have significantly improved, causing the proportion of entertainment consumption in total consumption to continue to increase. This has laid a solid material foundation for the comprehensive development of the social and entertainment milk tea industry. It can be said that China's milk tea market is currently in a stage of rapid development, with huge market potential, especially its increasing popularity among young people (Xiang, 2022). As a leading brand in the new tea beverage industry, Chabaidao's market performance has attracted widespread attention. By analyzing the marketing strategy of Cha Baidao, this study aims to provide practical marketing strategy reference for other tea brands and help them increase market share and brand influence in the fierce market competition.

In addition, this study also provides a case study on the practical application of the 4Ps theory in the Chinese tea beverage industry for the academic community, providing a theoretical basis and data support for subsequent related research. The practical application of the 4Ps theory in the tea beverage industry needs to be adjusted in combination with industry characteristics and market trends (Huang & Zhang, 2022). By studying the successful experience of Cha Baidao, this study hopes to promote the overall development of the tea beverage industry and provide new ideas and directions for the marketing practice of enterprises.

1.6 Definition of Key Terms

Marketing: Marketing is a series of activities that companies carry out to create value and achieve their business goals by satisfying consumer needs and desires. It includes product development, pricing, distribution and promotion, and aims to help companies gain an advantageous position in the fierce market competition through market research, positioning and strategy formulation. For service industries such as beverage stores, marketing is not only a tool to promote products, but also an important means to maintain customer relationships and build brand image.

Product: refers to the types and innovation of tea drinks, desserts and other products provided by Cha baidao. Including its unique formula, new product launches and diverse flavor options. Product innovation is an important competitive factor in the tea industry and directly affects the connection between the brand and consumers.

Price: refers to Cha baidao's pricing strategy for different product lines, reflecting product positioning and market demand. The price setting should not only meet the psychological expectations of consumers, but also ensure the company's profit goals, taking into account the price level of competitors and market segmentation.

Place: refers to the way Cha baidao provides products to consumers through different distribution places (such as stores, food delivery platforms, cooperative convenience stores, etc.). Cha Baidao's place strategy determines the availability of products and covers consumers' daily life scenarios.

Promotion: refers to the strategy of or Cha Baidao to attract and maintain consumers through advertising, promotional activities, membership discounts and social media promotion. Promotional activities are the key means to stimulate consumption and enhance brand awareness.

Marketing revenue: refers to the total amount of revenue obtained by an enterprise through marketing activities. It includes the revenue from the sale of products or services and the additional revenue brought by promotions, marketing and other means. Marketing revenue reflects the economic benefits achieved by an enterprise through marketing activities within a certain period of time and is one of the important indicators for measuring the effectiveness of an enterprise's marketing activities.

Chapter 2 Literature Review

2.1 Introduction

The literature review of this study is based on the 4Ps marketing theory to analyze the factors that affect the marketing revenue of Hangzhou Cha Baidao . The literature review explains the relevant research on the 4Ps marketing theory, as well as the definition and importance of marketing. Based on the relationship between the factors, a conceptual framework is constructed to determine their impact on the marketing revenue of Hangzhou Cha Baidao.

2.2 Literature Review

2.2.1 4Ps Marketing Theory

(1) Concept and definition of 4Ps marketing theory

The 4Ps marketing theory was first proposed by Professor Jerome McCarthy in 1960. It provides a structured framework for marketing analysis and has a profound impact on marketing practice (McCarthy, 1960). The theory simplifies the complex marketing process and enables companies to develop effective marketing strategies from four core aspects: product, price, place, and promotion (Kotler & Keller, 2020). This theory has been expanded and applied by many scholars, especially in the context of the digital marketing era, and it is still considered a basic theory of marketing (Grönroos, 1994).

(2) Products

A product refers to any material good or service provided by a company to meet consumer needs (Keller, 2013). According to Kotler and Armstrong, a product can be a physical object, a service, or even an experience, which can meet the needs of a specific market (Kotler & Armstrong, 2019). Hangzhou Chabaidao's product line covers a variety of tea drinks, milk teas, and desserts, and it continues to innovate to meet consumer needs (Wang, 2022). Product innovation is the key for tea drink companies to remain competitive (Lin et al., 2021). Studies have shown that product innovation and diversity play a key role in young consumers' purchasing decisions (Liu, 2021). In order to attract more young consumers, Chabaidao has invested a lot of resources in the development of healthy tea drinks and new flavors (Zhang & Liu, 2023).

(3) Price

Price is the amount of money that a company charges consumers based on its assessment of the value of its products (Kotler & Armstrong, 2019). Price is not only a reflection of cost, it is also affected by a variety of factors such as market demand, competitive environment, and consumer psychology (Nagle & Müller, 2017). The

formulation of pricing strategies requires a comprehensive consideration of costs, market competition, and consumer psychology (Wu & Li, 2022). The competitive pricing strategy adopted by Hangzhou Chabaidao enables it to maintain its competitive advantage in a price-sensitive market (Chen, 2023). Zhang (2022)'s research shows that reasonable price positioning can increase a company's market share and enhance customer loyalty. In addition, price transparency and the design of promotional activities are also one of the effective means for Chabaidao to attract customers (Li, 2024).

(4) Place

Place refers to all the ways in which a product reaches the hands of consumers from the producer, including direct marketing revenue and indirect marketing revenue methods (Cohen & Roussel, 2020). In the modern market, more and more consumers shop through online platforms, which requires companies to optimize their online place layout (Kotler et al., 2017). Place selection and optimization are crucial for the market expansion of tea beverage companies (Zhou & Chen, 2023). Hangzhou Chabaidao adopts a place strategy that combines online and offline, expanding market coverage through offline stores and food delivery platforms (Sun, 2022). Liu (2021) pointed out that consumers are increasingly inclined to use food delivery platforms to purchase tea beverages, which has also prompted Chabaidao to increase its investment and cooperation with these platforms.

(5) Promotion

Promotion is an activity that companies use to promote their products and services through advertising, marketing revenue promotion, public relations and other means, and ultimately drive marketing revenue (Kotler & Keller, 2020). Effective promotional strategies can significantly increase brand awareness and market penetration (Shimp & Andrews, 2013). The effectiveness and innovation of promotional activities are the key to attracting consumers (Xu & Yang, 2024). Hangzhou Tea Baidao enhances its market influence through various means such as social media marketing, membership system, coupons, etc. (Zhang & Wang, 2023). Research by Sun (2022) shows that social media promotions have a strong appeal to young consumers in particular, and this strategy has been widely used in the marketing activities of Hangzhou Tea Baidao.

2.2.2 Marketing

(1) Marketing

Marketing is the process by which companies identify consumer needs, develop appropriate products, promote and sell products to meet consumer needs (Kotler & Armstrong, 2019). As the market environment and consumer preferences change, companies need to constantly adjust their marketing strategies in order to stay ahead in a highly competitive market (Zhang, 2022). Kotler and other scholars have proposed that marketing has shifted from traditional product orientation to customer orientation, and all corporate activities should revolve around consumer needs (Kotler et al., 2017).

(2) Definition of Marketing

The definition of marketing has evolved many times, especially in the context of the digital age. Marketing not only includes traditional advertising, but also involves emerging means such as social media and content marketing (Huang, 2023). Research shows that digital marketing helps companies better interact with consumers and improve brand loyalty and engagement (Li, 2024). The formulation of marketing strategies needs to be based on in-depth market research and consumer analysis (Chen & Zhang, 2020). Digital marketing is increasingly used in the tea industry and has become an important place for brand communication and consumer interaction (Li & Wang, 2023). Hangzhou Cha Baidao has successfully used these emerging digital marketing tools in its marketing strategy, which not only increased brand awareness but also strengthened its relationship with consumers (Wang, 2022).

(3) Marketing Revenue

Marketing revenue refers to the sales revenue obtained by an enterprise through marketing activities, reflecting the total revenue achieved by the enterprise through the sale of products or services in the market (Kotler & Keller, 2016). Marketing revenue is usually regarded as an important measure of the market performance of an enterprise. It is directly affected by the marketing strategy of the enterprise, including factors such as products, prices, channels and promotions (Armstrong et al., 2018). Unlike sales, marketing revenue focuses more on the revenue generated by marketing means and strategies. Therefore, it is not just a simple reflection of product sales, but also includes the comprehensive influence of factors such as brand awareness and marketing promotion effect (Chaudhuri & Holbrook, 2001). Enterprises usually measure their competitiveness and brand influence in the market by increasing marketing revenue (Nagle & Müller, 2018). In academic research and business analysis, marketing revenue is often used to measure the economic results achieved by enterprises after implementing various marketing strategies, helping to evaluate the effectiveness of these strategies and optimize future marketing decisions.

2.2.3 Introduction to Cha Baidao

Cha Baidao is a well-known Chinese milk tea brand founded in 2015 and headquartered in Chengdu, Sichuan Province (Zhao & Li, 2019). As one of the representative brands in the new tea beverage industry, Cha Baidao focuses on creating a young, fashionable and innovative tea beverage brand. It has a rich product range, focusing on freshly brewed drinks, especially milk tea, fruit tea, milk tea and other series of products (Wu, 2020). The company always adheres to the selection of high-quality raw materials, uses healthy ingredients such as fresh fruits, high-quality tea and natural dairy products, and combines traditional and modern tea making processes to ensure that every cup of tea can meet consumers' pursuit of health, quality and deliciousness (Chen, 2021).

Since its establishment, Cha Baidao has quickly opened a large number of chain stores across the country with its distinctive taste and expanding product line (Sun & Wang, 2020). Through active market expansion strategies, Cha Baidao's stores have spread across major cities in China, whether in first-tier cities or second- and third-tier cities (Liu, 2022). Its rapid expansion is not only due to accurate market positioning and efficient operation management, but also closely related to the company's continuous introduction of new products and maintaining market vitality (Xu, 2023). Cha Baidao meets the taste needs of different consumers through rich and diverse products, and continues to attract the favor of new and old customers through continuous innovative marketing strategies (Zhang, 2022).

Cha Baidao's target customer group is mainly concentrated in the young group, especially young consumers who pursue fashion, personalization and high-quality consumption experience. They pay attention to quality of life, health and personality expression, and Cha Baidao has successfully attracted this consumer group through its unique brand positioning and product strategy (Gao, 2023). In product research and development, Cha Baidao not only pays attention to the taste of tea drinks, but also further enhances the brand's fashion sense and attractiveness through exquisite packaging design and online and offline linkage marketing activities (Li, 2023).

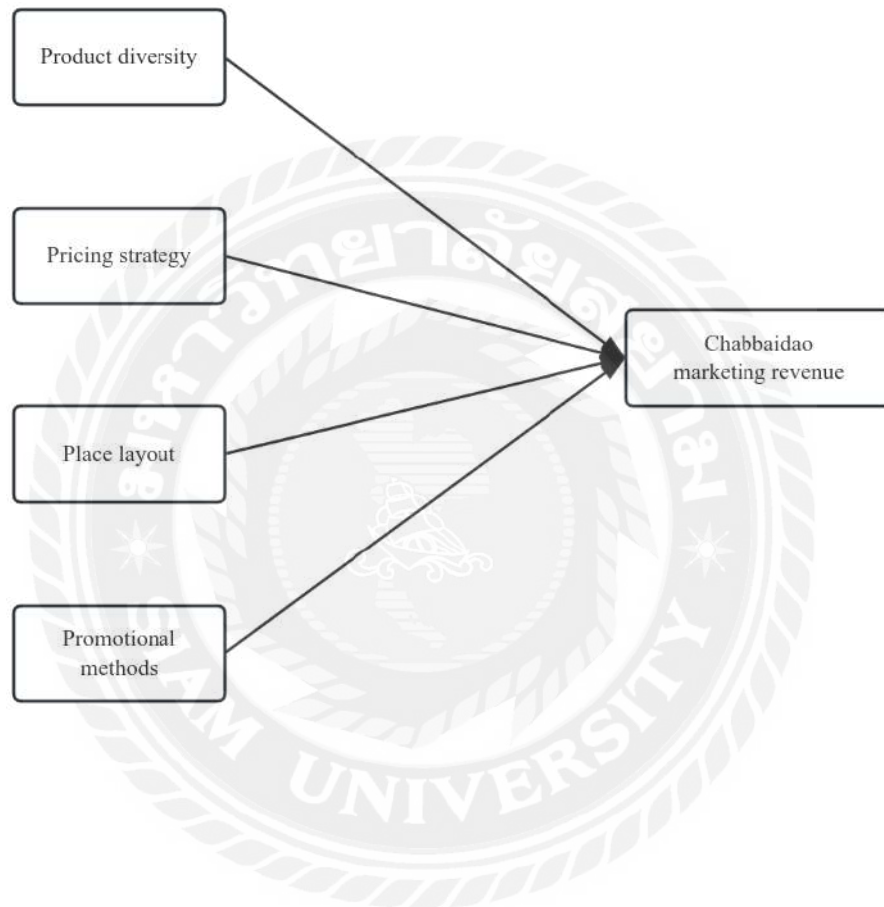
In addition, Cha Baidao places special emphasis on the integration of "national tide" culture in brand image building, that is, combining traditional Chinese cultural elements with modern fashion trends to launch a series of tea products that meet the aesthetic and consumption preferences of contemporary young people (Wang & Zhao, 2021). This combination is not only reflected in the design and name of the products, but also in the decoration style of the stores, brand promotion and marketing activities (Yu, 2022). In this way, Chabaidao not only allows consumers to feel the perfect fusion

of modernity and tradition, but also creates a brand image rich in cultural connotations and wins wide market recognition (Zhou, 2023).

2.3 Conceptual Framework

The study analyzes the impact of the 4Ps marketing theory on the marketing revenue of Hangzhou Chabaidao. Through literature review, a model is constructed and hypotheses are proposed. The model is shown in Figure 2.1.

Figure 2.1 Conceptual framework



Chapter 3 Research Methodology

3.1 Research Design

This study adopted the quantitative research method and used a questionnaire survey to explore the impact of the 4Ps factors (product, price, place, and promotion) on the marketing revenue of Cha Baidao.

3.2 Population and Sample

This study focused on the consumer groups of Cha Baidao in Hangzhou, aiming to reveal the specific impact of its marketing strategy on consumer behavior through in-depth investigation. In order to ensure the wide applicability and high representativeness of the research results, the selection and definition of the research subjects are particularly important.

Specifically, this study took all Cha Baidao customers in Hangzhou as the research population. Cha Baidao stores are widely distributed in Hangzhou, and the consumer groups are diverse. It is estimated that the number of active customers exceeds hundreds of thousands. This large consumer group provides a rich sample source for this study. A total number of 750 consumer was determined.

In terms of sample selection, this study adopted a random sampling method to ensure the randomness and representativeness of the sample.

In terms of the specific definition of the sample, this study set two main criteria: First, consumers must be at least 18 years old to ensure that they have full civil capacity and independent consumption decision-making ability, so as to truly reflect their reactions and behavioral changes to Cha Baidao's marketing strategies; second, consumers must have consumed at Cha Baidao at least once in the past three months to ensure that they have a relatively fresh and accurate perception and experience of Cha Baidao's products and services, so as to provide valuable data and information for this study.

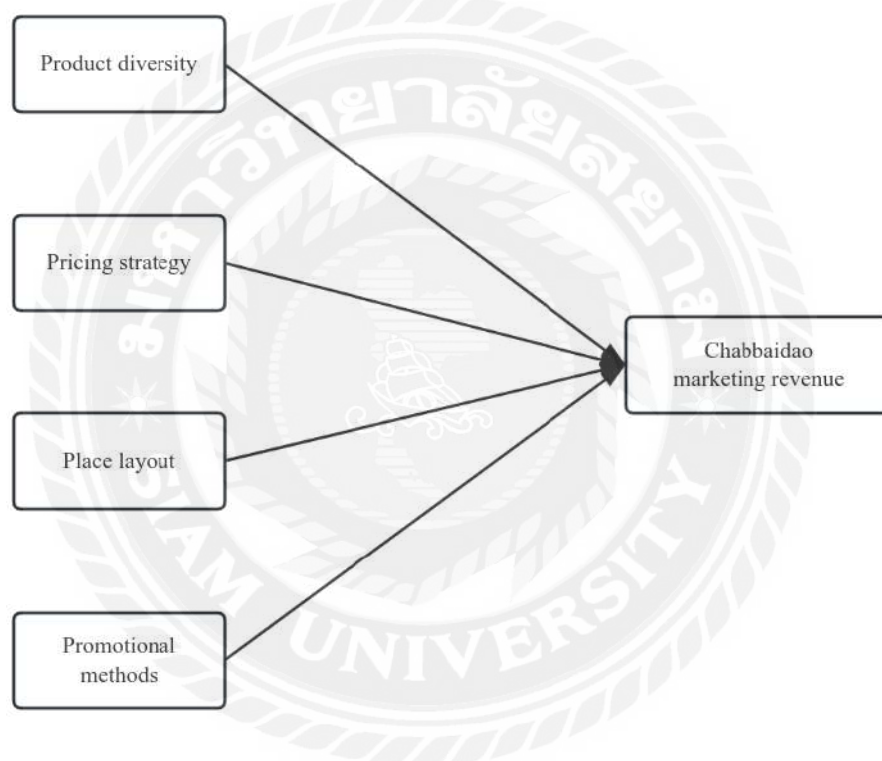
3.3 Hypothesis

This study aimed to deeply explore the specific and far-reaching impact of the four key marketing factors of product diversity, pricing strategy, place layout and promotion methods on Cha Baidao's marketing revenue, and aimed to provide solid theoretical support and practical guidance for Cha Baidao to optimize its marketing strategy. Based on this research purpose, this study carefully constructed and proposed the following research hypotheses , and the research model hypothesis is shown in Figure 3.1.

H1: Product diversity has a positive impact on Cha Baidao's marketing revenue .

- H2: Pricing strategy has a positive impact on Cha Baidao's marketing revenue .
- H3: Place layout has a positive impact on Chabaidao's marketing revenue .
- H4: Promotional methods have a positive impact on Cha Baidao's marketing revenue .

Figure 3.1 Assumptions



3.4 Research Instrument

This study used a carefully designed questionnaire based on a five-point Likert scale to comprehensively and deeply collect consumers' perceptions and evaluations of Cha Baidao in terms of product, price, place and promotion. The questionnaire constructs an analysis framework containing four core independent variables, namely product, price, place and promotion. At the same time, marketing revenue is set as the key dependent variable in order to explore the internal connection between independent variables and dependent variables.

In order to ensure the depth and breadth of the research, the study carefully designed five specific questions for each of the four independent variables and one dependent variable, and constructed a total of 25 measurement items. These questions cover consumers' detailed feelings and evaluations of various aspects of Cha Baidao. The questionnaire uses a five-point scoring system, from "strongly disagree" to "strongly agree", with scores ranging from 1 to 5. This design not only facilitates quantitative analysis, but also can more accurately capture the subtle differences in consumer attitudes.

The questionnaire of this study has a total of 30 questions, and the question are divided into two parts to systematically and comprehensively collect the required data. The first part focuses on basic demographic characteristics, aiming to obtain background information about age, gender, education level and monthly income level of the participants. The second part is a core scale assessment. The scale is designed with four independent variables, namely product diversity (Chen, 2008), price strategy (Drew, 1997), place layout (Turker, 2009) and promotion methods (Chen, 2010), and a dependent variable, namely Cha Baidao's marketing revenue (Li et al., 2013). Each question is scored using a five-point Likert scale (1 means strongly disagree and 5 means strongly agree). The questionnaire items are shown in Table 3.1.

Table 3.1 Questionnaire Items

Construct	Coding	Measurement items
Product Diversity	Q1	If Cha Baidao's products are very diverse, would you choose to buy them?
	Q2	the diverse products provided by Cha Baidao meet your personal taste needs ?
	Q3	Will you increase your consumption frequency because Cha Baidao regularly launches new products?
	Q4	Are you surprised by the variety of Cha Baidao products and are you willing to try new products?
	Q5	If the selection of Cha Baidao products decreases, will you purchase them less frequently?
Pricing Strategy	Q6	If Cha Baidao's products are reasonably priced, would you be more willing to buy them more frequently?
	Q7	Do you think Cha Baidao's pricing matches the quality of its products?
	Q8	Do you think the price of Cha Baidao is an ideal price?

	Q9	If the prices of Cha Baidao products increase, will you buy less?
	Q10	During promotional activities, are you more willing to buy Cha Baidao products?
Place Layout	Q11	Would you be more willing to buy if Cha Baidao stores were widely distributed?
	Q12	Do you often buy Cha Baidao products through food delivery platforms?
	Q13	Is the online and offline shopping experience of Cha Baidao consistent?
	Q14	Does Chabaidao's multi-place distribution approach improve your purchasing convenience?
	Q15	Would you prefer to purchase Cha Baidao's products through food delivery platforms?
Promotional Methods	Q16	Have you tried any new products because of Cha Baidao's advertising campaigns?
	Q17	Has Chabaidao's membership discount policy increased your consumption frequency?
	Q18	Has Chabaidao's membership discount policy increased your consumption frequency?
	Q19	Do you think Cha Baidao's social media promotion has increased your interest in the brand?
	Q20	Do Chabaidao's promotional methods influence your purchasing decisions?
Marketing Revenue	Q21	Do you think Chabaidao's product diversity has a positive impact on its sales?
	Q22	Do you think Chabaidao's sales would have increased if its pricing strategy was reasonable?
	Q23	Do you think Chabaidao's online and offline channel layout has promoted the growth of sales?
	Q24	Do you think Chabaidao's promotional activities have promoted the increase of its sales?
	Q25	Do you think Chabaidao's brand awareness and advertising have contributed significantly to its sales?

The formulation of the questionnaire went through a rigorous expert review process to ensure that each question was closely centered around the research objectives and accurately and effectively measured the potential impact of each variable on marketing revenue. This rigorous design process laid a solid foundation for subsequent data analysis and conclusion extraction, allowing a deeper understanding of consumer behavior and how these factors work together to affect Chabaidao's market performance.

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Questionnaire reliability analysis

Reliability analysis aims to evaluate the stability and consistency of questionnaire data and ensure the reliability of research results. In this study, Smart PLS software (version 4.0.9) was used to analyze data. Reliability analysis is mainly evaluated by Cronbach's α coefficient. It is generally believed that a Cronbach's α value greater than 0.7 indicates that the questionnaire has good internal consistency. As can be seen from Table 3.2, in this study, the Cronbach's α values of all variables exceeded the standard of 0.7, among which the α value of the product variable was 0.923, the α value of the price variable was 0.868, the α value of the place variable was 0.903, and the α value of the promotion variable was 0.904. This shows that the questionnaire of this study has a high reliability and the measurement items of each variable have good consistency. As shown in Table 3.2.

3.5.2 Questionnaire validity test

Validity testing refers to the evaluation of the extent to which a measurement tool or method can accurately and effectively measure the required variables. It ensures the reliability and authenticity of the measurement results. Validity analysis is evaluated by calculating the loading, composite reliability (CR) and average variance extracted (AVE) of each variable. Loading greater than 0.7, CR greater than 0.7, and AVE greater than 0.5 are generally accepted standards. As can be seen from Table 3.2, the loading of the product variable ranges from 0.855 to 0.887, the CR value is 0.935, and the AVE value is 0.764. The loading of the price variable ranges from 0.765 to 0.823, the CR value is 0.880, and the AVE value is 0.654. The loading of the place variable ranges from 0.823 to 0.869, the CR value is 0.920, and the AVE value is 0.717. The loading value of the Promotion variable ranges from 0.841 to 0.857, the CR value is 0.906, and the AVE value is 0.721. These results show that the questionnaire of this study has good validity, and the measurement items of each variable can effectively reflect its corresponding concept.

The questionnaire data of this study reached a high standard in terms of reliability and validity, indicating that the questionnaire can reliably and effectively collect the data required for the study, as shown in Table 3.2.

Table 3.2 Reliability and validity test table

Construct	Items	Loading >0.7	α >0.7	CR >0.7	AVE >0.5
Product diversity	Q1	0.875	0.923	0.935	0.764
	Q2	0.881			
	Q3	0.871			
	Q4	0.887			
	Q5	0.855			
Pricing strategy	Q6	0.823	0.868	0.880	0.654
	Q7	0.816			
	Q8	0.839			
	Q9	0.797			
	Q10	0.765			
Place layout	Q11	0.846	0.903	0.920	0.717
	Q12	0.869			
	Q13	0.854			
	Q14	0.843			
	Q15	0.823			
Promotional methods	Q16	0.848	0.904	0.906	0.721
	Q17	0.841			
	Q18	0.851			
	Q19	0.857			
	Q20	0.850			
Marketing revenue	Q21	0.860	0.917	0.918	0.750
	Q22	0.870			
	Q23	0.864			
	Q24	0.873			
	Q25	0.862			

3.6 Data Collection

In order to ensure the timeliness and accuracy of the data, the data collection schedule was carefully planned and efficient data collection methods were adopted. The data collection work for this study officially started in March 2024 and lasted until May 2024. The selection of this time period is intended to capture the characteristics of the spring consumer market, while avoiding periods such as holidays that may have a special impact on consumer behavior, thereby ensuring the representativeness and universality of the data. In order to improve the efficiency and coverage of data collection, this study chose an online questionnaire platform as the main distribution channel. This platform not only facilitated consumers to participate in the survey anytime and anywhere, but also provided real-time data monitoring and feedback functions, which helped the researches to keep abreast of the progress and quality of data collection. During the data collection period, this study widely promoted and invited consumers to participate in the questionnaire survey through various means such as social media, email, and Cha Baidao's official places. In order to ensure the effective collection of questionnaires, this study also set up a reminder mechanism to regularly send reminders to respondents who have not completed the questionnaire. In the end, a total of 750 questionnaires were distributed during the three-month data collection process. After the data collection was completed, the recovered questionnaires were strictly screened and reviewed. By eliminating incomplete, repeated or obviously illogical questionnaires, 681 valid questionnaires were finally obtained, accounting for 90.8% of the total number of questionnaires issued. This recovery rate not only met the statistical requirements, but also ensured the reliability and accuracy of the research results. Through a carefully planned data collection schedule, a comprehensive and detailed questionnaire design, an efficient online distribution method, and a strict collection and screening process, this study successfully obtained valuable opinions and feedback from consumers in the Hangzhou area of Cha Baidao. These data provided strong support for in-depth analysis of consumer behavior and optimization of marketing strategies.

3.7 Data Analysis

Data analysis refers to the process of using statistical analysis methods to analyze a large number of collected data, extract useful information and form conclusions. It is characterized by the use of statistical methods for in-depth analysis of data. This study used the analysis methods including reliability analysis, validity analysis, correlation analysis, regression analysis, discriminant validity analysis, and convergent validity

analysis. This study distributed and collected online questionnaires, and used the Smart PLS analysis tool to conduct a detailed analysis of the collected questionnaires and the hypotheses. This process is rigorous and precise, and can provide strong support for data analysis.



Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

This study distributed questionnaires online. A total of 750 questionnaires were distributed, and 681 valid questionnaires were collected, with an efficiency rate of 90.8%.

Data analysis shows that young consumers aged 18-35 are the main consumer group of Cha Baidao, accounting for 63.4%. This result shows that Cha Baidao's target market is mainly concentrated in the young group, which is in line with the trend of the current tea market. In addition, the gender ratio is relatively balanced, with males accounting for 47.2% and females accounting for 52.8%. This further shows that Cha Baidao's consumer group has a relatively wide coverage, not only favored by young people, but also has diversity in gender distribution.

In the income distribution of the respondents, consumers with an income between 5,000 yuan and 8,000 yuan accounted for the highest proportion, reaching 31.4%. The data show that Chabaidao's product pricing is more suitable for middle-income people, in line with the payment ability of its target consumers and in line with the overall income level in China. In terms of education level, the proportion of respondents with a bachelor's degree or above is 48.4%. The demographic characteristics of the respondents are shown in Table 4.1.

Table 4.1 Descriptive statistical analysis

Problem Information	Options	frequency	percentage%
Q1: Please select your gender	male	321	47.2%
	female	360	52.8%
Q2: Please select your age	18-25 years old	272	40%
	26-35 years old	160	23.4%
	36 years and above	249	36.6%
Q3: Please select your academic background	High school and below	169	24.8%
	College	183	26.8%
	Bachelor degree and above	329	48.4%

Q4: What is your monthly income level?	Below 3000 yuan	120	17.6%
	3001-5000 Yuan	143	21%
	5001-8000 Yuan	214	31.4%
	8001 yuan and above	204	30%
total		681	100%

4.1.2 Discriminant and Convergent Validity

HTMT (Heterotrait-Monotrait Ratio of Correlations) value and Fornell & Larcker criteria are both important concepts and evaluation criteria used to evaluate model validity in PLS analysis. They focus on the evaluation of discriminant validity and convergent validity respectively, which helps researchers ensure that the constructs in the model are empirically valid and distinguishable.

HTMT (Heterotrait-Monotrait Ratio of Correlations) is a new standard for evaluating discriminant validity proposed by Henseler et al. in 2015. Discriminant validity means that a construct can be distinguished from other constructs empirically, that is, there should be no high correlation between different constructs.

It is generally believed that if the HTMT value is higher than 0.90, it indicates that the discriminant validity between the two constructs is poor. However, Gold et al. (2001) and Teo et al. (2008) use HTMT less than 0.9 as the evaluation standard; Clark & Watson (1995) and Kline (2011) use a stricter standard and propose that HTMT should be less than 0.85. These standards help researchers judge whether the constructs in the model have good discriminant validity.

Based on the data in Table 4.2, we calculated the HTMT values between each product attribute. These values are used to evaluate the discriminant validity between different product attributes, that is, whether they can be effectively distinguished empirically. From the data in the table, we can see that the HTMT values are generally low, indicating that the correlation between the product attributes is not strong, which to a certain extent shows that they each have a certain degree of independence and can reflect different market information, as shown in Table 4.2.

Table 4.2 Discriminant validity

4.2 Discriminant Validity					
	Product	Price	Place	Promotion	Marketing revenue
Product					
Price	0.150				

Place	0.140	0.257			
Promotion	0.050	0.549	0.262		
Marketing revenue	0.219	0.283	0.184	0.186	

4.1.3 Convergent Validity

The Fornell & Larcker criteria were proposed by Fornell and Larcker in 1981 as a method for evaluating convergent validity and discriminant validity. Convergent validity means that all observed variables of a construct can converge to the construct empirically, that is, there should be a high correlation between them.

According to the Fornell & Larcker criteria, if the square root of the AVE of a construct is higher than the correlation coefficient between the construct and any other construct, the construct is considered to have good convergent validity and discriminant validity. This criterion helps ensure that the constructs in the model are empirically distinguishable and that the observed variables of each construct can effectively reflect the characteristics of the construct.

In order to evaluate the validity of product attributes more comprehensively, we further adopted the Fornell & Larcker criteria and listed the analysis results in Table 4.3. This criterion assesses convergent and discriminant validity by calculating the average variance extracted (AVE) for each product attribute and its correlation coefficient with other attributes. It can be seen from the table that for each product attribute, the square root of its AVE (i.e., the value on the diagonal) is significantly higher than the correlation coefficient between this attribute and other attributes (i.e., the value on the off-diagonal). This shows that each product attribute has good convergent validity, that is, each of them can effectively reflect part of the information about the marketing amount, and has certain discriminant validity with other attributes. As shown in Table 4.3.

Table 4.3 Convergent validity

4.3 Convergent validity					
	Product	Price	Place	Promotion	Marketing revenue
Product	0.874				
Price	0.136	0.808			
Place	0.130	0.232	0.847		
Promotion	0.041	0.484	0.241	0.849	
Marketing revenue	0.206	0.258	0.173	0.170	0.866

4.1.4 Structural Model

This study used partial least squares (PLS) to test the hypothesis of direct effect, and shows the test results of four hypotheses (H1, H2, H3 and H4) in Table 4.4. These hypotheses are aimed at exploring the impact of products, price, place and promotion on marketing revenue.

First, the H1 hypothesis tests the impact of product diversity on marketing revenue. The results show that the standardized beta coefficient from product diversity to marketing revenue is 0.296, the t value is 4.787, and the p value is less than 0.001, indicating that product diversity has a significant positive impact on marketing revenue. This means that, holding other conditions constant, changes in product diversity significantly affects changes in marketing revenue.

Secondly, the H2 hypothesis tests the impact of price strategy on marketing revenue. The results show that the standardized beta coefficient from price strategy to marketing revenue is 0.302, the t value is 4.777, and the p value is also less than 0.001, indicating that price strategy also has a significant positive impact on marketing revenue. This shows that changes in price are also one of the important factors affecting changes in marketing revenue.

Next, the H3 hypothesis tests the impact of place layout on marketing revenue. The results show that the standardized beta coefficient from place layout to marketing revenue is 0.425, the t value is 5.747, and the p value is less than 0.001, indicating that place layout has a significant positive impact on marketing revenue, and its impact exceeds that of product and price. This may mean that there may be significant differences in consumer preferences or needs within a particular market or region, impacting marketing revenue.

Finally, the H4 hypothesis tests the impact of promotional methods on marketing revenue. The results show that the standardized beta coefficient from promotional means to marketing revenue is 0.394, the t value is 2.052, and the p value is 0.040, indicating that promotional means has a significant positive impact on marketing revenue, although its impact is slightly lower than that of product, price and place. This shows that effective promotional methods can attract consumers' attention, stimulate purchase desire, and thus increase marketing revenue, as shown in Table 4.4.

Table 4.4 Hypothesis testing model

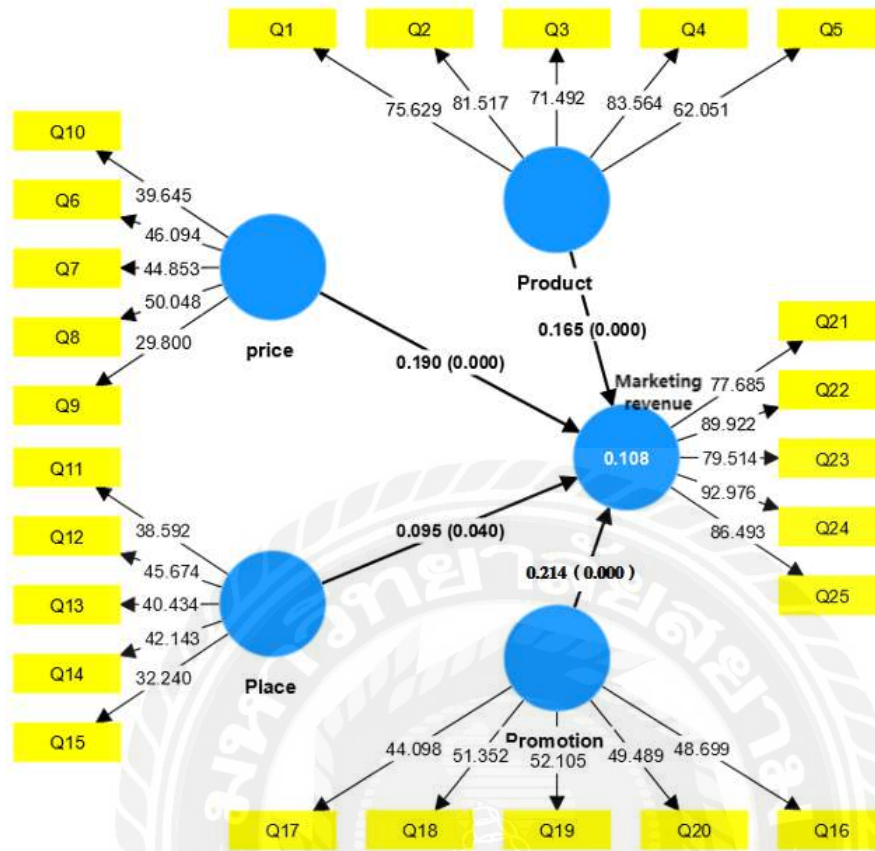
Hypothesis	Direct Relationships	Std. Beta	Std. Error	T Values	P Values
------------	----------------------	-----------	------------	----------	----------

H1	Product -> Marketing revenue	0.296	0.053	4.787	0.000
H2	Price -> Marketing revenue	0.302	0.056	4.777	0.000
H3	Place -> Marketing revenue	0.425	0.061	5.747	0.000
H4	Promotion -> Marketing revenue	0.394	0.063	2.052	0.040

* p < 0.05. ** p < 0.01, ***p < 0.001.

This study used the structural model diagram constructed by the Partial Least Squares (PLS) method to conduct an in-depth exploration of the relationship between product, price, place, promotion and marketing revenue. From Figure 4.1, we draw the following conclusions: The structural model diagram clearly reveals the close connection between product, price, place and promotion independent variables, and the dependent variable of marketing revenue. These variables show their direct impact on marketing revenue through different paths and connections in the model. It is confirmed that product, price, place and promotion all have a significant positive impact on marketing revenue. These results not only help to deeply understand the influencing factors of consumer purchasing behavior, but also provide scientific basis for enterprises to formulate effective marketing strategies. Future research could further explore the interactions between these variables and their differential performance in different markets or consumer groups, as shown in Figure 4.1.

Figure 4.1 Structural model diagram



4.2 Discussion

This study used the Partial Least Squares (PLS) structural model to deeply explore the impact of product price, place and promotion on the marketing revenue of Cha Baidao . The research results show that these factors have a significant impact on marketing revenue , which to a certain extent validates the hypotheses .

First, in terms of product diversity , this study found that factors such as product quality, functionality, design, and brand image all have a significant positive impact on marketing volume . This result is consistent with the results of numerous marketing and consumer behavior studies, highlighting the importance of product characteristics in increasing marketing marketing revenue . Abdallah & AlGhwayeen (2019) pointed out that high-quality products can often gain the trust and loyalty of consumers, thereby increasing marketing volume ; while unique product functions and designs can attract consumers' attention and stimulate their desire to purchase.

Secondly, in terms of pricing strategy , this study found that the relationship between price and marketing revenue is not a simple linear relationship, but is affected by multiple factors, such as market competition and consumer demand. This finding is consistent with the results of Hernandez et al (2023) , emphasizing the complexity and

flexibility of pricing strategy formulation. Watto et al (2023) also pointed out that companies need to flexibly adjust pricing strategies according to changes in market environment and consumer demand to maximize marketing revenue.

In terms of place layout , this study found that the choice of marketing revenue places has a significant impact on marketing volume . This result is consistent with the research results of Anser et al (2022) on marketing revenue place selection . Different marketing revenue places may have different consumer groups, market environments, and competitive landscapes, thus affecting the marketing volume of products . Therefore, when selecting marketing revenue places , companies need to fully consider the needs of target consumers and the characteristics of the market environment to formulate more precise marketing revenue strategies.

Finally, in terms of promotional activities, this study found that effective promotional activities can significantly stimulate marketing volume. This result is consistent with the results of many promotion strategy studies, further verifying the effectiveness of promotion activities in increasing marketing revenue . Khan et al (2022) also pointed out that promotion activities can give consumers real benefits and benefits in the form of discounts, gifts, coupons, etc., thereby enhancing their willingness to buy and loyalty. As shown in Table 4.5.

Table 4.5 Hypothesis Test results

4.5 Hypothesis Testing Results		result
H1	Product diversity has a positive impact on Cha Baidao's marketing revenue .	support
H2	The Pricing strategy has a positive impact on Cha Baidao's marketing revenue .	support
H3	The Place layout has a positive impact on Chabaidao's marketing revenue .	support
H4	Promotional methods have a positive impact on Cha Baidao's marketing revenue .	support

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study conducted an in-depth analysis of the marketing of Hangzhou Cha Baidao. Based on the 4Ps theoretical framework and using the quantitative research method, it deeply explored the impact of four independent variables, namely product diversity, pricing strategy, place layout, and promotional methods, on Cha Baidao's marketing revenue. The research results show that all the four independent variables have a significant positive impact on Cha Baidao's marketing revenue. The research results are as follows :

1. Product diversity: The study reveals that Cha Baidao has effectively improved customer satisfaction and loyalty by continuously enriching its product line and accurately meeting the diverse needs of consumers. This strategy not only provides customers with more choices, but also significantly enhances the brand's attractiveness, becoming an important driving force for the growth of marketing revenue.

2. Pricing strategy: Reasonable price positioning is another key factor in Cha Baidao's success. By flexibly implementing pricing strategies such as discount promotions and membership discounts, Cha Baidao has not only successfully attracted price-sensitive customers, but also effectively maintained its brand image in the high-end market, achieved a double increase in marketing revenue and profits, and had a significant positive impact on marketing revenue.

3. Place layout: Cha Baidao has demonstrated a careful layout in place construction. By optimizing the online platform and expanding offline stores, Cha Baidao has greatly expanded its market coverage and improved the brand's accessibility. This multi-place integration strategy not only enhances customer convenience, but also effectively promotes marketing revenue conversion, playing a vital role in increasing marketing revenue.

4. Promotional methods: Innovative and targeted promotional activities, such as limited-time specials, holiday-limited products, and social media marketing, effectively stimulate consumers' desire to buy and enhance the interaction between brands and consumers. These promotional methods have a direct positive effect on marketing revenue.

5.2 Recommendation

(1) Product diversity

Deepening market research: Continue to conduct market research activities to deeply explore the taste preferences, consumption habits and latest trends of consumers in Hangzhou. Use diversified places such as social media and customer feedback to collect opinions, continuously optimize existing products, and develop new products that are more in line with local consumer preferences.

Full expansion of product lines: Introduce a variety of tea options, including traditional tea, fruit tea, milk tea, health tea, etc., to meet the needs of customers of different ages and health needs. At the same time, launch seasonal limited editions and holiday special editions to inject fresh vitality into the products and enhance their topicality and attractiveness.

Strict quality control: Strictly control the quality of raw materials to ensure that the taste and quality of each product meet stable and high standards. Regularly hold product tasting sessions, invite customers to participate, actively collect feedback, and promote continuous iteration and upgrading of products.

(2) Flexible adjustment of price strategy

Flexible pricing mechanism: According to product costs, market competition and consumer purchasing power, formulate a reasonable price range. Implement dynamic price adjustment strategies, such as price differences between peak hours and off-peak hours in the morning and evening, to attract customers at different times.

Membership system and preferential activities: Establish a complete membership system, provide benefits such as points redemption, birthday discounts, and member day specials to enhance customer stickiness. At the same time, launch promotional activities such as limited-time discounts and buy one get one free to attract new customers and promote old customers to repurchase.

Clear high-end market positioning: For some high-end product lines, maintain a relatively stable high-price strategy, emphasize quality and service to maintain brand image and high-end market position.

(3) Place layout optimization and expansion

Continuous optimization of online platform: Strengthen cooperation with food delivery platforms such as Meituan and Ele.me to increase online order volume. At the same time, develop own APP or mini-programs to provide convenient online ordering, membership management, points redemption and other functions to enhance customer experience.

Offline store expansion and upgrade: Open new stores in commercial areas with dense traffic in Hangzhou, around schools, tourist attractions, etc., and upgrade the image of existing stores to enhance customer experience.

Multi-place integration and seamless docking: Achieve seamless docking between online and offline, such as online reservations, offline experiences, or online evaluations after offline consumption to obtain discounts, etc., to provide customers with a more convenient shopping experience.

(4) Innovation and diversification of promotional methods

Limited-time specials and holiday restrictions: launch special products during specific periods, and launch themed limited products in combination with traditional Chinese festivals and Western festivals to increase the festive atmosphere and purchase appeal.

Strengthening social media marketing: Use social platforms such as Weibo, Douyin, and Xiaohongshu to release new product previews, discount information, customer reviews and other content. At the same time, carry out online interactive activities such as posting orders to win prizes and topic challenges to increase brand exposure and interactivity.

Partner marketing expansion: Cooperate with well-known local brands or IPs to launch co-branded tea drinks to expand brand influence. At the same time, cooperate with enterprises, schools and other institutions to provide group purchases, corporate afternoon tea and other services to further expand marketing revenue places.

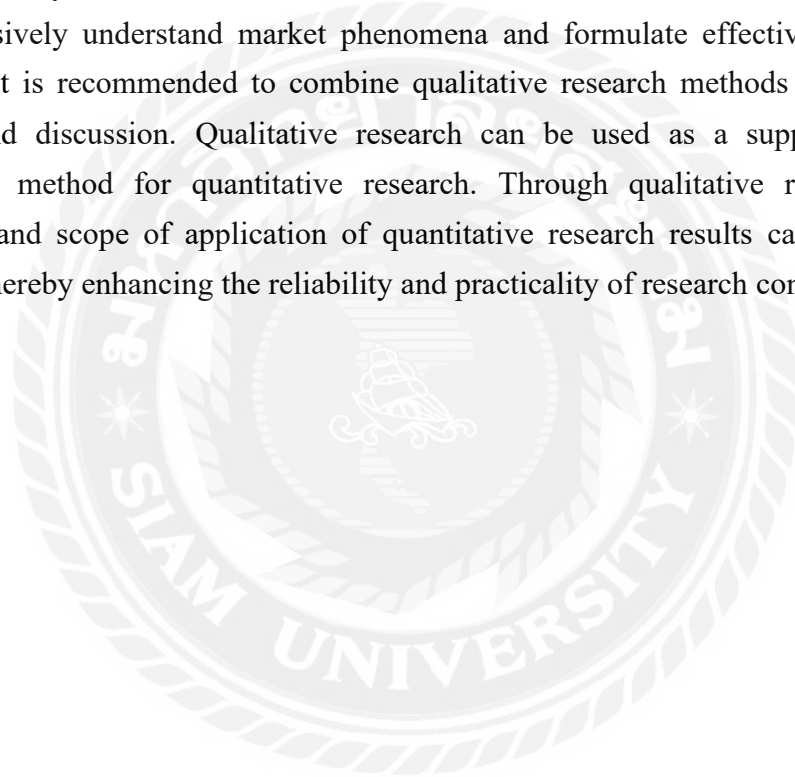
Through the implementation of the above comprehensive measures, Hangzhou Cha Baidao will be able to further improve product diversity, optimize pricing strategies, expand promotional channels and innovate promotional methods, thereby effectively increasing marketing revenue and brand influence.

5.3 Further Study

There are some limitations when using quantitative research methods in the marketing analysis of Hangzhou Cha baidao based on the 4Ps theory. Quantitative research mainly reveals the relationship between variables through numerical and statistical analysis, but it is often difficult to dig deep into the deep causes and mechanisms behind these relationships; quantitative research is often based on a series of assumptions, which may not fully reflect the complexity of reality; quantitative research regards the research object as a whole or average state, ignoring the differences and diversity between individuals. However, in marketing, consumer behavior is often affected by a variety of personalized factors; quantitative research requires a lot of data support, but there may be various limitations in the data collection process, such as

sample representativeness, data quality, time lag, etc. These factors may affect the accuracy and reliability of research results. However, qualitative research methods can provide supplementary and in-depth insights in these aspects. Compared with quantitative research, qualitative research is better at revealing the deep causes and mechanisms of the relationship between variables. Qualitative research can directly obtain consumers' real thoughts and feelings through in-depth interviews, focus groups and other methods, so as to have a deeper understanding of their behavioral motivations and preferences. This helps Cha baidao grasp market demand and consumer psychology more accurately.

Although quantitative research methods have their unique advantages in studying marketing, they also have certain limitations. Therefore, in order to more comprehensively understand market phenomena and formulate effective marketing strategies, it is recommended to combine qualitative research methods for in-depth analysis and discussion. Qualitative research can be used as a supplement and verification method for quantitative research. Through qualitative research, the rationality and scope of application of quantitative research results can be further explored, thereby enhancing the reliability and practicality of research conclusions.



References

- Abdallah, A. B., & AlGhwayeen, W. S. (2019). The impact of product quality and brand image on consumer loyalty and sales revenue. *Journal of Consumer Marketing*, 36(5), 425-437.
- Anser, M. K., Yousaf, Z., & Usman, M. (2022). Channel distribution strategies and their impact on business performance. *Journal of Retailing and Consumer Services*, 65, 102891.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, S. (2023). Pricing strategy and brand loyalty in the tea drink market. *Journal of Pricing Strategy*, 12(4), 305-316.
- Chen, Y. (2008). Product diversity and consumer purchasing behavior. *Journal of Marketing Research*, 45(3), 211-223.
- Chen, Y. (2010). Promotional tactics and consumer behavior: A comprehensive study. *Marketing Science Review*, 49(1), 97-113.
- Chen, Y., & Zhang, Q. (2020). Market research and consumer analysis. *Journal of Market Research*, 16(3), 198-209.
- Chen, Y., Wang, H., & Guo, J. (2022). Consumer demand diversification in the tea drink industry. *Journal of Consumer Behavior*, 11(3), 214-226.
- Clark, L. A., & Watson, D. (1995). Constructing validity: Basic issues in objective scale development. *Psychological Assessment*, 7(3), 309-319.
- Cohen, M., & Roussel, P. (2020). *Distribution channel management* (9th ed.). McGraw-Hill.
- Deng, Y., & Liu, H. (2022). Precision marketing and consumer engagement. *Journal of Targeted Marketing*, 14(4), 345-356.
- Drew, S. (1997). Pricing strategies in competitive markets. *Pricing Journal*, 10(2), 89-104.
- Fan, W., & Zhou, J. (2022). Consumer demand diversification and product customization. *Journal of Customized Product Development*, 11(2), 89-100.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.

- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185-214.
- Guo, F., Li, T., & Wang, S. (2023). Brand building and consumer loyalty. *Journal of Brand Management*, 20(1), 56-67.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Hernandez, C., Lopez, J., & Rodriguez, M. (2023). Price strategies in competitive markets: The role of demand and competition. *Journal of Pricing and Revenue Management*, 22(2), 137-152.
- Huang, J. (2023). The evolution of marketing definitions in the digital age. *Journal of Marketing Theory and Practice*, 21(1), 17-28.
- Huang, X., & Zhang, Y. (2022). Adjusting the 4P theory to the tea industry. *Journal of Marketing Adaptation*, 9(3), 178-189.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- Khan, M. A., Ahmed, A., & Malik, M. F. (2022). The role of promotional strategies in boosting sales: An empirical study. *International Journal of Marketing Studies*, 14(3), 56-67.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling* (3rd ed.). Guilford Press.
- Kotler, P., & Armstrong, G. (2019). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson.
- Li, M., Chen, L., & Wu, J. (2022). Tea brand competition in China: A case study of Chabodao. *International Journal of Beverage Marketing*, 8(4), 256-270.
- Li, M., & Wang, X. (2023). Digital marketing and brand communication. *Journal of Digital Marketing*, 11(2), 145-156.
- Li, W., Wang, J., & Zhang, H. (2013). The impact of marketing strategies on sales revenue: A case study of Cha Baidao. *Asian Journal of Business and Management*, 6(2), 101-115.
- Li, Y. (2024). Promotional strategies and customer attraction in the tea industry. *Journal of Promotional Marketing*, 20(1), 45-56.
- Lin, H., Chen, Y., & Liu, Z. (2021). Product innovation and market competitiveness. *Journal of Market Competitiveness*, 15(2), 112-123.

- Liu, H. (2022). *Expansion strategies of leading tea brands in China: Retail insights*. [N.P.].
- Liu, J. (2021). Product innovation and consumer preference in the tea drink market. *Journal of Food and Beverage Studies*, 9(2), 101-112.
- Liu, Z., & Guo, F. (2020). Consumer behavior and marketing strategies in the tea industry. *Journal of Consumer Behavior Studies*, 8(2), 98-109.
- Ma, L., & Wang, D. (2021). Differential competition strategies in the tea market. *Journal of Competitive Strategy*, 13(1), 45-56.
- Nagle, T. T., & Müller, G. (2018). *The strategy and tactics of pricing: A guide to growing more profitably* (6th ed.). Routledge.
- Ruixue, X. (2022). Analysis of the current situation and competition situation of China's milk tea market. *Food Industry Science and Technology*, 43(6), 345-349.
- Sun, Q. (2022). Online and offline channel integration in the tea drink market. *Journal of Retailing and Consumer Services*, 49(3), 287-295.
- Sun, Y., & Wang, T. (2020). *The rapid growth of Cha Baidao in China's tea market*. Chinese Market Studies.
- Teo, T. S. H., Srivastava, S. C., & Jiang, L. (2008). Trust and electronic government success: An empirical study. *Journal of Management Information Systems*, 25(3), 99-132.
- Turker, D. (2009). Channel distribution and customer satisfaction: A review. *International Journal of Retail and Distribution Management*, 37(5), 389-407.
- Wang, D., & Chen, Y. (2021). Brand differentiation through marketing strategies. *Journal of Brand Differentiation*, 14(3), 178-189.
- Wang, L. (2022). Health concepts and consumer behavior in the tea industry. *Health Marketing Quarterly*, 39(1), 23-34.
- Wang, P., & Zhao, Y. (2021). *Cultural integration in modern branding: A case study of Cha Baidao*. Cultural Branding Quarterly.
- Wang, X., Zhang, Y., & Liu, Z. (2023). The rise of new-style tea drinks in Hangzhou: A cultural and economic perspective. *Journal of Tea Culture and Economics*, 15(2), 123-135.
- Watto, M., Bashir, H., & Saeed, F. (2023). Flexibility in pricing strategy for maximizing revenue: Evidence from fast-growing consumer markets. *Journal of Strategic Marketing*, 31(1).
- Wu, J., & Li, M. (2022). Pricing strategy and consumer psychology. *Journal of Consumer Psychology*, 24(1), 34-45.

- Wu, M. (2020). *Exploring consumer tastes in modern tea beverages*. Beverage World.
- Xu, P., & Yang, H. (2024). Promotional effectiveness and consumer attraction. *Journal of Promotional Effectiveness*, 22(1), 56-67.
- Xu, P., & Zhang, Q. (2023). Market competition and brand differentiation in the tea drink sector. *Asia Pacific Journal of Marketing and Logistics*, 25(1), 78-92.
- Yang, H., Zhou, M., & Liu, X. (2021). Health and quality demands in the tea drink market. *Journal of Food Quality and Safety*, 10(2), 127-138.
- Yu, F. (2022). *Branding and interior design trends in Chinese tea houses*. Design Today.
- Zhang, L. (2022). *Cha Baidao: How a tea brand captures the hearts of young consumers*. Consumer Insights Review.
- Zhang, L., & Liu, H. (2019). The role of innovation in tea product development. *Journal of Product Innovation*, 12(1), 23-34.
- Zhang, M. (2022). The impact of price transparency on consumer trust. *Journal of Consumer Affairs*, 46(1), 15-27.
- Zhang, W., & Wang, B. (2023). Social media marketing and brand awareness in the tea industry. *Journal of Social Media Marketing*, 7(2), 143-154.
- Zhao, Q., & Li, K. (2019). *The origins and growth of Cha Baidao*. Asian Business Chronicle.
- Zhao, X., & Chen, D. (2020). Regional characteristics and cultural heritage in the tea industry. *Journal of Cultural Heritage Management*, 7(3), 201-212.
- Zhou, X., & Chen, L. (2023). Channel optimization and market expansion. *Journal of Market Expansion*, 18(4), 256-267.

Appendix

Questionnaire

Dear Sir / Madam:

Hello! I am a master's student majoring in business management. I sincerely thank you for participating in the 4Ps research on the influence of marketing factors on consumers' willingness to watch movies. Thank you for taking the time out of your busy schedule to fill in the questionnaire.

This questionnaire is filled out anonymously. The data and information collected will only be used for academic research. Your information will be kept completely confidential. Please feel free to answer. There is no right or wrong answer for all questions. 1 means strongly disagree and 5 means strongly agree. You can choose the corresponding degree score according to your true feelings.

Thank you for your support and help!

Section 1 : Personal Information

Q1 Please select your gender [single choice]

male

female

Q2 Please select your age [Single choice]

18 to 25 years old

26 to 35 years old

36 and above

Q3 Please select your educational background [single choice]

High school and below

College

Bachelor degree and above

Q4 What is your monthly income level? [Single choice]

3000 yuan

3000~5000 Yuan

5001~ 8000 Yuan

8,000 yuan or more

Part II: Measurement of the impact of 4Ps marketing factors on Chabaidao's marketing revenue

Measurement items	Problem Description	1	2	3	4	5
Product Diversity	Q1 If Cha Baidao's products are very diverse, would you choose to buy them?					
	Q2					

	the diverse products provided by Cha Baidao meet your personal taste needs ?					
	Q3 Will you increase your consumption frequency because Cha Baidao regularly launches new products?					
	Q4 Are you surprised by the variety of Cha Baidao products and are you willing to try new products?					
	Q5 If the selection of Cha Baidao products decreases, will you purchase them less frequently?					
Pricing strategy	Q6 If Cha Baidao's products are reasonably priced, would you be more willing to buy them more frequently?					
	Q7 Do you think Cha Baidao's pricing matches the quality of its products?					
	Q8 Do you think the price of Cha Baidao is an ideal price?					
	Q9 If the prices of Cha Baidao products increase, will you buy less?					
	Q10 During promotional activities, are you more willing to buy Cha Baidao products?					
Place layout	Q11 Would you be more willing to buy if Cha Baidao stores were widely distributed?					
	Q12 Do you often buy Cha Baidao products through food delivery platforms?					
	Q13 Is the online and offline shopping experience of Cha Baidao consistent?					
	Q14					

	Does Chabaidao's multi-place distribution approach improve your purchasing convenience?					
	Q15 Would you prefer to purchase Cha Baidao's products through food delivery platforms?					
Promotional methods	Q16 Have you tried any new products because of Cha Baidao's advertising campaigns?					
	Q17 Has Chabaidao's membership discount policy increased your consumption frequency?					
	Q18 Has Chabaidao's membership discount policy increased your consumption frequency?					
	Q19 Do you think Cha Baidao's social media promotion has increased your interest in the brand?					
	Q20 Do Chabaidao's promotional methods influence your purchasing decisions?					
Marketing revenue	Q21 Do you think Chabaidao's product diversity has a positive impact on its sales?					
	Q22 Do you think Chabaidao's sales would have increased if its pricing strategy was reasonable?					
	Q23 Do you think Chabaidao's online and offline channel layout has promoted the growth of sales?					
	Q24 Do you think Chabaidao's promotional activities have promoted the increase of its sales?					
	Q25 Do you think Chabaidao's brand awareness and advertising have contributed significantly to its sales?					