A STUDY OF THE INFLUENCING FACTORS OF NEW STYLE TEA MARKETING - A CASE STUDY OF HEY-TEA

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This Independent Study has been approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

Marketing has an important influence on new tea beverage enterprises. Taking Hey-Tea as an a case of study, this study explored the influencing factors of its marketing and their relationship. The three research objectives of this study were: 1) To examine the influence of product quality on consumer purchasing intention; 2) To examine the influence of publicity methods on consumer purchasing intention; 3) To examine the influence of brand image on consumer purchasing intention.

This study adopted the quantitative analysis method. Through a questionnaire survey, 190 questionnaires were successfully collected from consumers. Based on these data, the following conclusions have practical guiding significance: 1) Product quality influences consumer purchasing intention; 2) Publicity methods influence consumer purchasing intention; 3) Brand image influences consumer purchasing intention. Hey-Tea should further optimize the product quality, strengthen the selection of raw materials and production technology, and ensure the product safety and consistency of taste. At the same time, publicity methods should make full use of social media and online and offline activities to enhance brand influence. In addition, Hey-Tea should continue to build a unique brand image and enhance consumer recognition and loyalty to consolidate its market position and achieve sustainable development.

Keywords: Hey-Tea, new style tea drink, marketing

ACKNOWLEDGEMENT

DECLARATION

I, Shi Guoyin, hereby certify that the work embodied in this independent study entitled "A Study of the Influencing Factors of New Style Tea Marketing - A Case Study of Hey-Tea" is result of original research and has not been submitted for a higher degree to any other university or institution.

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June 17, 2023

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Chapter 1 Introduction

1.1 Background of the Study

Tea drink is one of the most popular drinks in Chinese market at present. Tea has a long history and cultural origin in China. With the improvement of technology and living standards, tea drinks are also developing towards diversification and innovation, and new style tea drink have become consumers' new favorites. New style tea drink are popular among young people and develop rapidly in the market because of their innovative taste and taste and fashionable packaging. Among them, Hey-Tea is a very popular brand of new style tea drink (Bao, 2016). As an influential tea brand, Hey-Tea has achieved great success in the market. However, the ensuing competition has become particularly fierce, which makes Hey-Tea face new challenges. In order to maintain the market position and develop continuously, it has become an important research topic to understand the influencing factors of tea drink marketing. This study takes Hey-Tea as a case study, and through the research on the influencing factors of tea drink marketing, it aims to provide guidance for the development of tea drink industry.

With the increase of new tea brands in the market, it is increasingly difficult for brands to gain high recognition and repeat customers. How to effectively market consumers and make them willing to buy their own products and services is a difficult problem that every beverage enterprise needs to solve (Bai, 2016). The factors affecting marketing are very complicated and involve many aspects. As a leader in the tea drink industry, Hey-Tea's successful marketing model deserves further study. Over the years, Hey-Tea has continuously innovated its products and services to ensure interaction with consumers and satisfy their taste preferences, and has created a strong brand image through online and offline integrated marketing strategies. In addition, the clever use of Hey-Tea on social media has stimulated consumers' desire to buy through various activities and offers, further promoting the development and expansion of the brand. Therefore, studying the marketing influencing factors of Hey-Tea brand can provide valuable reference and enlightenment for other tea drink enterprises.

As a new consumer product, tea drink has not been fully explored and understood in marketing. As a new brand of tea drink, Hey-Tea's marketing activities have a particularly important influence on consumers' buying behavior. Therefore, in-depth study of the marketing influencing factors of Hey-Tea brand in theory and practice can reveal the potential laws and market mechanisms behind the tea drink market and provide more scientific and effective marketing strategies for tea drink enterprises. At

the same time, it will also play a positive role in promoting the development of tea drink industry (Chi & Chen, 2016).

1.2 Questions of the Study

In today's society, the competition in the new tea drink market is becoming increasingly fierce, and major brands are trying to find a breakthrough to enhance their competitiveness (Cheng, 2006). As one of the representative brands of new tea, Hey-Tea has made some achievements in China market. However, with the constant change of consumer demand and the intensification of market competition, Hey-Tea needs to further understand the factors affecting its marketing effect in order to formulate more accurate marketing strategies. Therefore, the purpose of this study is to explore the influencing factors of new tea drink marketing, and take Hey-Tea as an example to deeply analyze the effectiveness and improvement direction of its marketing strategy.For Hey-Tea, it has certain advantages in brand image, product quality and marketing strategy. However, in the face of the constant changes in the market and the diversification of consumer demand, the marketing strategy of Hey-Tea also needs constant adjustment and innovation. Therefore, this study not only helps to understand the influencing factors of new tea drink marketing, but also provides valuable marketing strategy reference for new tea drink brands such as Hey-Tea, and promotes the sustainable development of brands. Based on this, the following three questions are introduced for research:

1. Does product quality influence the consumer purchasing intention?

2. Do publicity methods influence the consumer purchasing intention?

3. Does brand image influence the consumer purchasing intention?

1.3 Objectives of the Study

The main research objectives of this study are as follows:

1. To examine the influence of product quality on consumer purchasing intention.

2. To examine the influence of publicity methods on consumer purchasing intention.

3. To examine the influence of brand image on consumer purchasing intention.

1.4 Scope of the Study

This study adopts the method of quantitative analysis, through 190 questionnaires, aiming to explore the marketing factors of Hey-Tea, including product quality, publicity methods, brand image and their relationship, and provide innovative solutions for the sustainable development of Hey-Tea.

1.5 Significance of the Study

With the social development and sustained economic growth, consumers' demands for healthy diet have gradually increased, and the new tea drink market has sprung up. However, in this highly competitive market, the marketing strategies and effects of various brands are also very different. Therefore, it is of great significance to study the influencing factors of new tea drink marketing, which can not only provide relevant marketing guidance for enterprises, but also promote the sustainable and healthy development of new tea drink market.

1. Theoretical Significance

The new tea drink market is full of vitality and has a strong demand for innovation. Therefore, the study of its marketing factors can not only provide new materials and ideas for the development of marketing field, but also provide a broader and more favorable space for researchers and practitioners to deeply think and discuss marketing theory. By studying the influencing factors of new tea drink marketing, we can find and analyze its interactive relationship with other economic, social and cultural factors, thus expanding and expanding the vision of marketing analysis. The expansion of this vision will not only help to improve the depth and breadth of theoretical research, but also provide a more comprehensive, accurate and flexible reference for the formulation and implementation of enterprise marketing strategies. With the continuous change of

science and technology and society, the marketing environment of the new tea drink market is also constantly changing and innovating. Therefore, in the study of the influencing factors of new tea drink marketing, it is necessary to closely combine the current consumption trend and market situation to promote the innovation and promotion of marketing practice.

2. Practical Significance

New tea drink enterprises need to face complex market environment and fierce competition, and it is difficult to gain market competitive advantage without proper marketing strategy. Therefore, the research on the influencing factors of new tea drink marketing can provide practical marketing decision-making basis for enterprises in this industry and help them gain a relatively stable position and development in the market competition. By studying the influencing factors of new tea drink marketing, we can understand the consumption habits and psychological characteristics in this market, so as to optimize product design and marketing strategies and improve product market share and consumer purchasing intention. This can not only promote the healthy development of the new tea drink market, but also help to promote the overall upgrade and promotion of the beverage market. With the rise of the new tea drink market, the beverage industry has also experienced drastic changes and competition. Therefore, in the study of the influencing factors of new tea drink marketing, it is necessary to fully consider the coordinated development and common interests within the beverage industry, and promote the cooperation and exchange between industries to promote the overall development and innovation of the industry.

1.6 Limitation of the Study

This study aims to explore the influencing factors of new tea drink marketing, taking Hey-Tea as an example, but there are some limitations in this study.

First of all, this study mainly took Hey-Tea as a research case, but there are differences in the characteristics, operating strategies and target groups of different tea companies, so the research results cannot be generalized. Perhaps a more comprehensive study needs to use multiple tea companies as cases for comparative study or more detailed empirical analysis.

Secondly, this study adopted the questionnaire survey method, and the survey sample was not extensive. In the actual situation, due to factors such as time, cost and

sample controllability, the tea industry and consumers can only be investigated within a certain limit, which may lead to the particularity of the research sample and the results can not fully reflect the overall situation of the industry.

Finally, this study mainly focused on the exploration of marketing influencing factors and marketing strategies, without considering the influence of other factors on marketing, such as economy, politics, culture and technology. In fact, these factors have obvious influence on marketing. Different factors are intertwined, and the mechanism and degree of influence on the industry need further study.

In a word, although this study fully focused on the influencing factors and strategies of new tea drink marketing, which has certain practical guiding significance, there are still some shortcomings in this study for a comprehensive and in-depth understanding of the mechanism and trend of tea drink market. More market-based, deepening research methods, perfecting research design and better implementing comprehensive research will certainly inspire the development of this field.

1.7 Definition of Key Terms

Product Quality: Product quality refers to the product in the use of the process to meet the user's needs and expectations of a variety of characteristics and attributes of the integrated embodiment. It not only includes product performance, reliability, safety and other basic functions, but also covers the appearance, design life, after-sales service and other factors. At the same time, product quality also reflects the enterprise's production management level, technical capabilities and the degree of attention to customer needs, is one of the core elements of enterprise competitiveness.

Publicity Methods: Publicity methods refer to the transmission of information, ideas or values to the target audience through various means and channels to achieve the purpose of increasing awareness, shaping the image, promoting sales or promoting some kind of behavioral change. It covers a wide range of methods from traditional advertising, PR campaigns, and publicity tools to modern social media marketing, content creation, and word-of-mouth communication.

Brand Image: Brand image refers to the comprehensive impression and cognition that consumers form of a brand, and it is an intangible asset that encompasses the brand name, logo, design style, values, cultural connotations, and the experience conveyed by

the product or service, among other aspects. Brand image is not only the presentation of visual symbols, but also the embodiment of reputation, word of mouth and emotional connection accumulated by the brand in long-term market activities.

Consumer Purchasing Intention: Consumer purchasing intention refers to the preference, inclination or habitual choice pattern shown by consumers in the process of purchasing decision, which reflects the degree of consumers' preference for specific products, brands or services as well as the possibility of purchasing. This tendency is influenced by a variety of factors, including the individual's economic situation, lifestyle, values, cultural background, social environment and the role of marketing activities.

Chapter 2 Literature Review

2.1 Introduction

This chapter mainly analyzes the scholars' research on this study's topic from four aspects: product quality, publicity mode, brand image and consumer purchasing intention. By understanding the specific situation of Hey-Tea, the experience of scholars is summarized, which provides theoretical support for the following discussion.

2.2 Literature Review

Hu (2018), taking Hey-Tea as a case study, deeply analyzed the role of product quality, publicity mode and brand image in the success of Hey-Tea brand. In terms of product quality, the study found that the product quality of Hey-Tea was highly recognized by consumers, which directly promoted consumers' buying behavior. In terms of publicity methods, the study found that Hey-Tea successfully attracted a large number of consumers' attention and participation through social media advertising promotion, online and offline promotion activities and cooperation with well-known bloggers. In terms of brand image, the study found that Hey-Tea paid attention to brand positioning and shaping, and built a young, fashionable and healthy brand image through well-designed storefront image, product packaging and service quality.

2.2.1 Product Quality

Product quality refers to the sum of features and characteristics of products that meet the specified requirements and potential needs. It includes not only the physical, chemical and mechanical properties of the product, but also the appearance, packaging, safety, reliability and durability of the product (Chandrakar & Pathak, 2023)。 High-quality products should meet the design requirements, meet the established quality standards, and meet the needs of consumers stably and reliably during use. Product quality is the cornerstone of an enterprise's survival and development, which is related to its reputation, market share and sustainable competitiveness. Therefore, enterprises should attach great importance to product quality and constantly improve the quality level of products to meet the expectations of consumers and changes in the market. Product quality is one of the important factors that affect consumers' purchase and consumption behavior of new tea drinks. In order to deeply explore the influence of product quality on the marketing of new tea drinks, many scholars have conducted relevant research. The following will introduce several academic studys related to the

influence of product quality on the marketing of new tea drinks.

Hua (2014) studied consumers' perception of the quality of new tea drinks and the influence of product quality on brand awareness and brand identity through questionnaire survey. The results show that consumers' perception of product quality will directly affect brand awareness and brand identity, and consumers with high product quality perception are more likely to identify and choose brands.

Li (2017) discussed the influence mechanism of product quality on consumers' purchase intention. The results show that product quality has a significant positive impact on consumers' purchase intention, and high-quality new tea drinks can arouse consumers' interest and willingness to buy. Lu & Lin (2014) found in his research that product safety has a significant impact on consumers' purchasing intention. Consumers can obtain product safety information through various channels, such as official standards, third-party test reports and user comments. This information can affect consumers' purchasing decisions, thus affecting the market performance of products. In addition, the research also shows that the manufacturing process also has an important impact on consumers' purchasing intention. Consumers generally tend to choose products with beautiful appearance, excellent structure and long service life, and these characteristics are often closely related to the manufacturing process. If the manufacturing process of the product is fine, consumers can trust the quality of the product more, thus increasing the purchase tendency.

Zhou (2007) analyzed the influence of product quality on consumers' purchasing intention. Based on the Indian market, this study explores the influence of consumers' different perceptions of product quality on their purchasing tendency through questionnaires and data analysis. It is found that consumers' purchasing intention is influenced by the perception of product quality. Consumers are more inclined to buy products that they think are of better quality. In terms of product quality perception, research shows that consumers' perception of product appearance, function, performance, reliability, ease of use and maintenance will affect their purchasing tendency.

To sum up, these academic studies have conducted in-depth research on the influence of product quality on the marketing of new tea drinks. They discuss the relationship between product quality and brand awareness, brand identity, willingness to spread word of mouth, willingness to buy, consumer purchasing intention and loyalty from different angles and methods. Through these studies, we can better understand the role of product quality in the marketing of new tea drinks and provide theoretical basis

for enterprises to formulate marketing strategies. At the same time, these studies also call on enterprises to pay attention to the improvement of product quality in order to meet consumer demand and enhance brand competitiveness.

2.2.2 Publicity Methods

Publicity methods refers to a series of communication means and channels adopted by enterprises or organizations to promote products, services or ideas (Lu, 2011). These means can include traditional media such as TV, radio, newsstudys and magazines, or modern social media such as Weibo, WeChat and Tik Tok. In addition, publicity activities, sponsorship activities and word-of-mouth marketing are also common publicity methods. The choice of publicity methods should be comprehensively considered according to the target audience, communication content, budget and effect evaluation. Effective publicity methods can enhance brand awareness, enhance consumer awareness, promote sales growth, and achieve the marketing goals of enterprises or organizations. With the improvement of people's living standards and lifestyle changes, new tea drinks have become highly sought after products in the market. In the face of fierce market competition, the choice of publicity methods mode has become an important strategy for successful marketing of enterprises. Next, we will analyze and discuss the marketing influence of publicity methods on new tea drinks, taking academic studys as an example.

Li (2008) studied the influence of social media marketing on brand loyalty of new tea drinks through questionnaire survey. The results show that social media marketing plays a significant role in improving brand loyalty. Among them, product information, instant interaction, user participation and product emotional factors have become the key factors to improve marketing effect. Le (2008) explored the influence of WeChat marketing on the ideological recognition of new tea beverage brands. By means of questionnaire survey and interview, it is found that WeChat marketing can help enterprises to convey brand information, shape brand image and enhance brand value, which has played a positive role in brand ideology recognition.

Leopizzi (2023) focused on the influence of publicity channels on consumers' purchasing intention. They found that traditional media and digital media can influence consumers in different ways. Traditional media (such as TV, radio and magazines) have a wide coverage, which can enhance brand awareness and build trust. Digital media (such as search engines, social media and online advertisements) are more personalized and interactive, which can better communicate with consumers and urge them to take action. According to this study, in addition to traditional media, hi-tea can pay more

attention to the promotion on digital media to attract more young consumers. Sahlan & Taufik (2023) focused on the influence of publicity effect on consumers' purchasing intention. They found that the characteristics and effects of publicity will affect consumers' evaluation of products and their purchasing tendency. For example, publicity can attract consumers' attention and increase their purchasing motivation by creating a sense of urgency and uniqueness. In addition, emotional expressions and brand stories in publicity can also increase consumers' sense of identity with products, thus increasing their purchasing tendency. According to this research, Hey-Tea can design unique and attractive publicity content, emphasize the characteristics and stories of products, and improve consumers' purchasing intention.

The above four studys reveal the influence of different publicity methods on the marketing of new tea drinks. Although these studies have their own limitations, for enterprises in the tea beverage industry, learning and absorbing these marketing strategies can help them convey product information more effectively, enhance brand value, promote sales growth, and further strengthen corporate brand and market competitiveness.

2.2.3 Brand Image

Brand image refers to consumers' overall perception and impression of a brand, which covers brand awareness, reputation, loyalty and other aspects (Tang, 2018). Brand image is usually composed of the brand's visual recognition system (such as logo, font, color, etc.), the quality of the brand's products or services, the brand's reputation and reputation and other factors. A positive, unique and consistent brand image can enhance consumers' sense of identity with the brand, enhance the market competitiveness of the brand, and create greater commercial value for enterprises. Therefore, the shaping and maintenance of brand image is very important for the long-term development of enterprises. Brand image is one of the indispensable factors in the marketing of new tea drinks. In order to deeply explore the influence of brand image on the marketing of new tea drinks, many scholars have conducted relevant research.

Wang (2022) mainly discussed the influence of brand image on consumer brand loyalty. Through questionnaire survey and empirical analysis, the results show that brand image has a significant positive impact on consumer brand loyalty, among which "brand reputation" and "brand awareness" have the most significant impact. Wang (2013) discussed the influence mechanism of brand image on consumers' purchase intention. Through empirical analysis, it is found that brand image significantly affects

consumers' purchase intention, in which "brand image characteristics" play an important role. The results suggest that enterprises should pay attention to brand image building in order to improve consumers' willingness to buy new tea drinks.

Wu (2010) paid attention to the influence of brand awareness on consumers' purchase decisions. He pointed out that brand awareness refers to the familiarity and cognitive level of consumers to a certain brand. Relatively speaking, consumers are more inclined to buy familiar and reputable brands. In this study, Keller puts forward a model called "brand ladder", which divides the level of brand awareness into four levels: brand awareness, brand awareness, brand image and brand perceived quality. When consumers make purchase decisions, the level of brand awareness will have an impact on their decisions. Wang & Liu (2007) focused on the influence of brand preference on consumers' purchasing intention. They believe that the reasons for consumers' preference for a brand may include many factors such as brand quality and price, personal experience and social influence. When brand preference is formed, consumers will tend to choose the brand's products and even accept higher prices. Therefore, the formation of brand preference is one of the important factors of consumers' purchasing intention.

Shi (2023) studied the role of brand image in consumer decision-making and how to manage the value of brand assets. It is found that brand image is one of the important factors in consumers' purchase decision. A good brand image can bring consumers a sense of trust and identity, making them more inclined to buy the products of this brand. Brand image can also affect consumers' perceived value of products, making them willing to pay higher prices. A good brand image can build the trust and loyalty of consumers, and then promote the purchase behavior. Enterprises need to pay attention to the construction of brand reputation, correctly manage brand association and improve consumers' cognitive level of brand, so as to shape a positive brand image.

The above research results show that brand image has a significant positive impact on the marketing of new tea drinks, which is mainly manifested in the improvement of brand loyalty, purchase intention and relationship of consumers. Enterprises can enhance the brand image of new tea drinks, attract more consumers and improve market competitiveness by strengthening brand image building, brand awareness and brand trust.

2.2.4 Consumer Purchasing Intention

Consumer purchase intention refers to the tendency or willingness of consumers to make purchase decisions when facing a specific product or service. It reflects consumers' preference for a product or service, and determines whether they will actively choose to buy the product or service (Xu, 2010). Consumer purchase tendency is a comprehensive concept, which is influenced by many factors, including product characteristics, brand awareness, marketing, price strategy, consumer demand and so on. Consumers' purchasing intention can be influenced by both internal and external factors, and it will also change with the change of time and environment. The study of consumers' purchasing intention is of great reference significance for enterprises to formulate marketing strategies, product promotion and brand building.

With the rise of tea culture, more and more new tea brands have appeared in the tea market, among which hi tea is the representative. Ye (2023) explored consumers' dietary preferences and purchase decisions, and extended the scope and theme of the survey to the emerging restaurant industry. In the study, they made an in-depth understanding of consumers' eating behavior by investigating consumers' opinions on the importance of food audit standards and their cognition of new restaurant brands, and put forward the following conclusions:

(1) The sensory stimulation provided by products has a great influence on consumers' purchase intention. Especially in the case of high competition and market saturation, consumers are easily attracted by the decoration, music and product color of shops.

(2) Consumers' trust in services and drinks also have a certain impact on their purchase behavior. The taste and quality of products exceed the consideration of price, so the improvement of product quality is an important way to attract consumers.

(3) Consumers' awareness of the restaurant's brand and the reputation of its brand image are also issues that restaurant operators need to consider. Merchants should pay attention to the image-building of physical stores and improve their exposure on social media for image marketing.

Zhang (2009), based on consumer preferences and psychological factors in decision-making, discussed the influence of brands and other elements on consumers' choice behavior and loyalty in the tea market. The researchers turned their eyes to emerging markets, such as the tea market in Asia-Pacific region and Britain, in order to explore the factors that consumers choose tea brands. It is considered that the quality and taste of tea are more important factors for consumers to consider. Under the trend

of quality-oriented market, consumers' trust and loyalty to tea brands will be improved accordingly.

Based on the above research, it can be concluded that the influencing factors of consumers' purchasing intention are the sensory stimulation of products (such as appearance and taste), the trust, awareness and reputation of restaurants or brands, and the comprehensive consideration of product quality and price. For a new tea brand like Hey-Tea, it can attract consumers' attention and loyalty by providing high-quality and delicious products, excellent service and brand building activities, so as to promote consumers' purchase. New tea brands should stand on the consumers' point of view, pay attention to consumers' needs and preferences, improve product quality and brand reputation, and constantly innovate, develop and expand the market in order to gain greater market share and consumer loyalty.
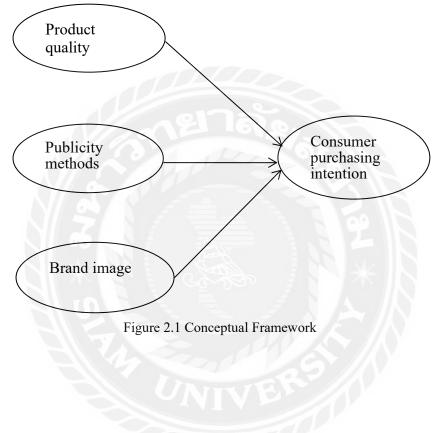
2.3 Hey-Tea Introduction

Hey-Tea, the pioneer of new tea industry, is a brand founded by Shenzhen Meixixi Catering Management Co., Ltd., headquartered in Shenzhen, Guangdong. The website of the company is https://www.heytea.com/. Hey-Tea was born in Jiangbianli, Jiangmen, Guangdong Province in 2012. By using real milk and real tea, it pioneered cheese tea and created the whole new tea industry. All along, Hey-Tea insists on using high-quality raw materials such as "real milk, real original tea, real fruit and real sucrose" to launch many real-quality teas, including cheese tea series, succulent grape family, Zhizhi raspberry, cool blackberry mulberry and roasted black sugar bobo milk. At the same time, by shaping and spreading the brand in user contacts such as brand content and store space, Hey-Tea has accumulated a strong brand potential, brought the brand experience that inspires joy to more mass users, and also promoted the industry to enter the brand era.

Hey-Tea, formerly known as ROYALTEA, was upgraded to a registered brand "Hey-Tea HEYTEA" on February 26th, 2016 because it was unable to register its trademark. As of January 2022, Hey-Tea has opened more than 800 stores in nearly 70 cities around the world. Among them, the number of stores in Shanghai and Shenzhen has exceeded 100. In 2016, Hey-Tea received an investment of 100 million yuan from IDG Capital and angel investor He Boquan; In July, 2021, Hey-Tea completed a round of financing of $500 million, breaking the financing record of China tea industry, with a valuation of 60 billion yuan. On August 4, 2023, Hey-Tea announced the opening of the first store in the UK. It is reported that Hey-Tea has more than 2,000 stores around

the world.

2.4 Conceptual Framework

Through the analysis of the influencing factors of new tea beverage marketing, it is found that the consumer purchasing intention of hi-tea is influenced by product quality, publicity mode and brand image. Therefore, the theoretical framework of this study is as follows:

Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Introduction

This study used the quantitative analysis methods. This chapter first explains the research design, then elaborates the sample size, data collection methods, and analyzes the reliability and effectiveness of the survey scale. This series of work laid a solid foundation for subsequent data processing and analysis.

3.2 Research Design

With the improvement of living standards, the tea beverage industry has experienced rapid development in the past few years, and new tea beverages have gradually become one of consumers' favorite drinks. As a leader in the tea beverage market, Hey-Tea has become the "online celebrity Tea Brand" in consumers' minds with its unique brand image, product quality and marketing strategy. Taking Hey-Tea as a case, this study aims to explore the factors affecting the marketing of new tea drinks, provide effective strategic guidance and provide useful reference for the development of tea beverage industry enterprises. In order to achieve the purpose of this study, this study adopted the questionnaire survey method, and distributed questionnaires to the subjects to collect data, Finally, the reliability and validity of the questionnaire were adopted by SPSS software, which provides a basis for the formulation of problems and strategies. The scales involved in this study are mainly as follows:

3.2.1 Product Quality Scale

Zhang (2020) found through social investigation and control experiments that traditional tea drinks such as green tea, Longjing tea and Pu 'er tea have high reputation and loyalty in the market. Among the new tea drinks, fresh juice tea and milk tea with sweeter taste are relatively popular. When producing and marketing tea drinks, enterprises should take into account the traditional preferences of the market and the popular trend of new markets, and pay attention to the taste innovation of products and the combination with traditional tea culture. Therefore, on the basis of scholars' experience, the relevant scales are shown in Table 3.1.

Table 3.1 Product Quality Scale

Security	You think the selection of raw materials and the production process of Hey-Tea drinks have been certified and supervised.
	You won't feel unwell after using Hey-Tea drinks.
Manufacture craft	You think the taste of Hey-Tea drinks meets your expectations.
	You think the taste of Hey-Tea drinks is susceptible to the consideration of production technology.

3.2.2 Publicity Methods Scale

Zhang (2018) studied the influence of social media marketing on the tea consumption of middle-aged and elderly netizens in China. It is found that social media publicity can effectively increase the attention and recognition of the majority of middle-aged and elderly audiences to new tea drinks, stimulate the willingness to consume, and create a good brand reputation for enterprises. Therefore, enterprises should pay attention to the effect of social media publicity methods when marketing new tea drinks, and carry out targeted -marketing activities in combination with the preferences of middle-aged and elderly audiences and the characteristics of netizens' consumption behavior to improve marketing efficiency. Therefore, on the basis of scholars' experience, the relevant scales are shown in Table 3.2.

Table 3.2 Publicity Methods Scale

Publicity channel	You think Hey-Tea has a rigorous advertising channel.
	You have seen the advertisement for tea, which has a great influence on your purchase of tea.
Publicity effect	You think that the advertisement of Hey-Tea has increased your goodwill towards the brand.
	You think the advertisement of Hey-Tea can accurately attract you to the store.

3.2.3 Brand Image Scale

Tirtayasa et al., (2021) found that brand image plays an important role in the marketing of new tea beverage market, which affects consumers' willingness to buy and the price they are willing to pay by establishing cultural brand personality, improving customers' basic brand assets and establishing brand dependence and trust. Therefore, in the new tea beverage market, enterprises need to pay attention to the establishment of personalized image with cultural brand characteristics, so as to improve customers' basic brand assets, establish brand dependence and trust, and improve the emotional connection between brand image and consumers, thereby increasing product sales and profits. Therefore, the related scales are shown in Table 3.3.

Table 3.3 Brand Image Scale

Brand awareness	You know more about the brand experience of Hey-Tea.
	The brand image of Hey-Tea makes you feel different from other brands.
Brand preference	When other brands launch drinks similar to Hey-Tea, you will give priority to Hey-Tea brand.
	If Hey-Tea introduces new products, you are willing to try.

3.2.4 Consumer Purchasing Intention Scale

Filieri & Xu (2022) believed that leaving a deep and diverse brand impression on consumers can promote their purchasing tendency. In this process, it needs to start from the perspectives of brand attributes, brand image, brand promise, brand contacts and brand quality. In addition, if we can convey the actual value and experience value of hi-tea products, it will help consumers to buy. Therefore, the related scales are shown in Table 3.4.

Table 3.4 Consumer Purchasing Intention Scale

Consumer purchasing intention	You will recommend Hey-Tea products to friends or family.
	If there are enough discounts, you are willing to join the Hey-Tea membership system.

3.3 Hypothesis

1. H1: Product quality influences the consumer purchasing intention.

2. H2: Publicity methods influence the consumer purchasing intention.

3. H3: Brand image influences the consumer purchasing intention.

3.4 Sampling and Sample Size

A sample survey was adopted and a questionnaire was sent to 200 people online. In this study, the factors influencing the marketing of hi-tea were investigated and analyzed in detail, and the corresponding results were obtained through data collection and analysis.

3.5 Data Collection

The questionnaire distribution process lasted for one month, during which 200 questionnaires were distributed, and finally 190 questionnaires were successfully recovered, with a recovery rate of 95%.

3.6 Data Analysis

3.6.1 Reliability Analysis of the Questionnaire

When evaluating the reliability of the questionnaire, we refer to Kellenbach's α coefficient standard, which holds that when the reliability coefficient of the questionnaire exceeds 0.7, it can be judged as good. In order to deeply evaluate the reliability and internal consistency of the questionnaire questions, a professional reliability analysis method is used to test them. Especially, this study quantifies the internal consistency of the scale by calculating Kehlenbach's α coefficient. The results show that the reliability coefficient of the scale is higher than 0.70, which indicates that the scale has a high reliability level. In addition, the α coefficient of Kellenbach is further tested, and it is confirmed that the results of all questionnaires exceed the threshold of 0.7, so it can be sure that this questionnaire is reliable.

Table 3.5 Questionnaire Reliability Analysis

	Cronbach's Alpha	Number of terms
Product Quality	0.751	4
Publicity Methods	0.761	4
Brand Image	0.709	4
consumer purchasing intention	0.746	4

3.6.2 Questionnaire Validity Analysis

When KMO value is higher than 0.7, it shows that the validity of the questionnaire is worth further exploring. It can be clearly seen from Table 3.6 that the KMO values of all the factors involved in this study exceeded 0.8, and successfully passed the Bartlett sphericity test, and its significance level reached 0.000, which fully met the statistical requirements. These data fully prove the validity of this research questionnaire.

Table 3.6 Questionnaire Validity Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
		Approx. Chi-Square	Df	Sig.
Product Quality	0.841	246.492	6	.000
Publicity Methods	0.821	261.569	6	.000
Brand Image	0.863	256.569	6	.000
consumer purchasing intention	0.854	215.796	6	.000

3.6.3 Analysis of Questionnaire Data

In this study, descriptive statistical analysis, correlation analysis and regression analysis were used to analyze the questionnaire data, so as to fully reveal the internal relationship among the influencing factors of new tea marketing.

Descriptive statistical analysis was the starting point of the study. By sorting out and summarizing the questionnaire data, the basic characteristics and distribution of the sample were provided. This analysis clearly presented demographic information including gender, age and income level of respondents, which provided background support for research.

Correlation analysis was used to explore the interrelationships between the variables. By analyzing the correlation between product quality, promotional methods and brand image with consumer purchase intention, the study reveals the relationship between these factors and consumer purchase intention.

Regression analysis further deepened the understanding of causality between variables. By taking consumer purchasing intention as the dependent variable and product quality, publicity methods and brand image as the independent variables, the study made a multiple regression analysis, and quantified the influence of various factors on consumer purchasing intention. This analysis method not only verified the influence of various factors on consumer purchasing intention, but also provided specific direction and basis for enterprises to formulate marketing strategies.

Chapter 4 Findings

4.1 Introduction

This chapter makes an in-depth analysis and summary of data, aiming to clearly identify the specific problems in the marketing process of Hey-Tea, deeply explore its marketing factors, analyze the internal relationship between variables, and verify the validity of the hypotheses.

4.2 Demographic Characteristics of Respondents

According to Table 4.1, the comsumers who like tea are mainly young people, and they prefer to drink new tea drinks. In addition, the proportion of female consumers is as high as 70%, which is significantly higher than that of male consumers. In terms of income, the number of consumers with 3000-5000 yuan is relatively large, accounting for 42%, and the income level is lower than the middle level.

Table 4.1 Descriptive Statistics of the Characteristics of Respondents

Survey Items	Category	Number of people	Percentage (%)
Gender	Male	60	30%
	Female	140	70%
Age	Under 18 years old	40	20%
	18-25 years old	78	39%
	25-30 years old	63	31.5%
	30 years old or above	19	9.5%
Income Level	Below 3000 yuan	45	22.5%
	3000-5000 yuan	84	42%
	5000-10000 yuan	37	18.5%
	More than 10000 yuan	34	17%

4.3 Product Quality Influences Consumer Purchasing Intention

In this study, the correlation between the two dimensions of product quality and consumer purchasing intention was deeply explored by using the correlation analysis method. The results are shown in Table 4.2. The table clearly shows that there is a positive correlation between the variables investigated, and the correlation coefficients are 0.756 and 0.726 respectively. At the same time, P values are all below the

significance level of 0.01, which pass the significance test. Therefore, this study strongly proves that there is a significant positive correlation between product quality and consumer purchasing intention.

Table 4.2 Correlation Analysis of Product Quality and Consumer Purchasing Intention

Dimension	security	Manufacture craft	consumer purchasing intention
Security	1		
Manufacture craft	.643**	1	
Consumer purchasing intention	.756**	.726**	1

4.4 Publicity Methods Influence Consumer Purchasing Intention

Through correlation analysis, this study examined the correlation between the two dimensions of publicity methods and consumer purchasing intention. As shown in Table 4.3, the analysis results show that the correlation coefficients of all variables are positive, with specific values of 0.761 and 0.726, and the p values are both less than 0.01. This statistical result means that the relationship between these variables passes the significance test. Based on the above analysis, this study concludes that there is a significant positive correlation between publicity methods and consumer purchasing intention, and this correlation is relatively strong.

Table 4.3 Correlation Analysis of Publicity Methods and Consumer Purchasing Intention

Dimension	Publicity channel	Publicity effect	consumer purchasing intention
Publicity channel	1		
Publicity effect	.643**	1	
Consumer purchasing intention	.761**	.726**	1

4.5 Brand Image Influences Consumer Purchasing Intention

In this study, the correlation between the two dimensions of brand image and consumer purchasing intention was deeply examined by using the correlation analysis method, and the analysis results shown in Table 4.4 are obtained. It can be clearly seen from the table that the correlation coefficients between the two variables are positive, the specific values are 0.749 and 0.825 respectively, and the p values are both less than

0.01, which indicates that the relationship between them passes the significance test. Therefore, this study concludes that there is a significant and strong positive correlation between brand image and consumer purchasing intention.

Table 4.4 Correlation Analysis of Brand Image and Consumer Purchasing Intention

Dimension	Brand awareness	Brand preference	consumer purchasing intention
Brand awareness	1		
Brand preference	.645**	1	
Consumer purchasing intention	.749**	.825**	1

4.6 Multivariate Regression Analysis

In the further regression analysis, product quality is the independent variable and consumer purchasing intention is the dependent variable to explore the specific relationship between them. From the results of regression analysis in Table 4.5, the R^2 value of the model is 0.568, which means that product quality can explain 56.8% of the change of consumer purchasing intention. At the same time, the results of F test show that the model has passed the significance test, which further confirms that product quality has a significant impact on consumer purchasing intention. In addition, the value of regression coefficient b is 0.758, and the value of p is less than 0.05, which further strengthens the conclusion that there is a significant positive impact between product quality and consumer purchasing intention.

In the following regression analysis, the publicity methods is set as the independent variable and consumer purchase intention is set as the dependent variable. As shown in Table 4.5, the R^2 value of the regression model is 0.564, which means that publicity methods mode can explain 56.4% of the change of consumer purchasing intention. At the same time, the results of F-test show that the model has passed the significance test, which further verifies that publicity modes has a significant impact on consumer purchasing intention. In addition, the value of regression coefficient b is 0.736, and the value of p is less than 0.05, which further confirms that there is a significant positive impact between publicity methods and consumer purchasing intention.

In the following regression analysis, brand image is set as the independent variable and consumer purchase intention is set as the dependent variable. As shown in Table 4.5, the R^2 value of the regression model is 0.586, which means that brand image can explain 58.6% of the changes in consumer purchasing intention. At the same time, the results of F test show that the model passes the significance test, which further verifies that brand image has a significant impact on consumer purchasing intention. In addition, the value of regression coefficient B is 0.768, and the value of P is less than 0.05, which further confirms that there is a significant positive impact between brand image and consumer purchasing intention.

Table 4.5 Multivariate Regression Analysis

	Non-standardized coefficient		Standardized coefficient	t	p	R^2	AdjustingR^2	F
	B	Standard Error	Beta					
(Constant)	.645	.085	-	5.496	.000			
Product quality	.758	.035	.784	10.558	.000	.568	.548	253.954
Publicity methods	.736	.038	.749	10.564	.000	.564	.536	246.591
Brand image	.768	.081	.735	14.641	.000	.586	.515	136.495

Chapter 5 Conclusion and Recommendation

5.1 Introduction

In the previous chapter, the correlation between variables is discussed in depth, and an insightful conclusion is drawn. According to these conclusions, a series of improvement measures and safeguard suggestions are carefully formulated to promote the sustainable development and prosperity of Hey-Tea in the future.

5.2 Conclusion

5.2.1 Product Quality Influences the Consumer Purchasing Intention

According to the empirical data collected and analyzed, it can be observed that the P value between product quality and consumer purchasing intention is far below 0.01, which strongly indicates that the relationship between them is statistically significant at the level of 10%. Specific to the two dimensions of product quality (safety and manufacturing technology), their correlation coefficients with consumer purchasing intention are 0.756 and 0.726 respectively. This figure clearly shows that there is a significant positive relationship between product quality and consumer purchasing intention, and this correlation is relatively high. These results not only provide valuable reference for the quality management of enterprises, but also point out the direction for the improvement of consumer purchasing intention.Therefore, Hey-Tea can be improved by the following suggestions, so as to improve the product quality.

The market competition is fierce, and product quality is one of the key factors for the development of Hey-Tea brand. To improve the quality of products, it is necessary to strengthen the selection of raw materials and quality control. When selecting raw materials, hi-tea should choose high-quality tea and other raw materials to ensure the taste and quality of the products. At the same time, Hey-Tea should also strengthen supply chain management and establish long-term cooperative relations with reliable suppliers to ensure the quality and stable supply of raw materials. Secondly, we should pay attention to the control of production technology and production process. Formulate strict production process and standard operating procedures, strengthen the monitoring of production links, and ensure the consistency of taste and quality of each cup of tea beverage. At the same time, Hey-Tea should also strengthen the training of employees to improve their understanding and attention to product quality. Improve the quality

level of products through scientific operation and strict quality control.

In addition to strengthening the selection of raw materials and quality control, Hey-Tea can also improve the product quality by introducing advanced production equipment and technology. Modern production equipment and technology can improve production efficiency and product quality, reduce the interference of human factors and reduce the variability of products. Hey-Tea can invest a certain amount of money, introduce advanced equipment and technology into the production line, and improve the production efficiency and consistency of products. In addition, Hey-Tea can also use information technology to improve the quality management level of products. Establish a comprehensive information management system, monitor the quality data of raw materials and finished products in real time, find problems in time and take corresponding measures. Through the application of information technology, Hey-Tea can better grasp the dynamic changes of product quality and improve the timeliness and accuracy of quality management.

Finally, Hey-Tea should also pay attention to consumer feedback and evaluation, and improve product quality and customer satisfaction through continuous improvement and upgrading of products. Hey-Tea can establish a perfect customer feedback mechanism to encourage customers to make comments and suggestions. For customer feedback and evaluation, Hey-Tea needs to receive and respond in time and take targeted improvement measures. By introducing new technology, adjusting the proportion of raw materials and improving the production process, the quality and taste of products are continuously improved to meet the needs and expectations of consumers. In addition, Hey-Tea can also carry out brand activities and promotional activities, improve product visibility and reputation, and increase consumers' trust and recognition of product quality. By actively improving and maintaining good interaction with consumers, Hey-Tea can improve product quality and promote the long-term development of the brand.

5.2.2 Publicity Methods Influence Consumer Purchasing Intention

Based on the above empirical data, the P value between publicity methods and consumer purchasing intention is obviously lower than 0.01, which proves that the relationship between them is significant at the level of 10%. Further analysis of the two dimensions (publicity channel and publicity effect) of publicity mode shows that their correlation coefficients with consumer purchasing intention are 0.761 and 0.726 respectively. This result clearly reveals that there is a significant positive correlation between publicity methods and consumer purchasing intention, and this correlation is

strong.Therefore, Hey-Tea can be improved by the following suggestions, so as to optimize the publicity methods.

With the gradual development of tea market, consumers' requirements for brands and products are also constantly improving. As a leading brand in the industry, Hey-Tea needs to improve its brand awareness and reputation through effective publicity to attract more consumers. First of all, Hey-Tea should establish perfect publicity channels and expand its brand influence through various communication channels. For example, we can use online platforms such as official website, Weibo and WeChat official account to carry out online publicity activities to attract more netizens' attention and participation. At the same time, Hey-Tea should also actively participate in all kinds of tea exhibitions and activities to enhance the display and promotion of brands. In terms of offline publicity, display cabinets and promotion tables can be set up in crowded places such as business districts, office buildings and schools to show consumers the characteristics and advantages of products.

In addition to establishing diversified publicity channels, Hey-Tea should also actively operate and optimize the existing publicity methods to improve the publicity effect. For example, Hey-Tea can enhance the communication and interaction between brands and consumers through the interactive function of social media. Introduce interesting publicity content and activities on social media platforms such as Weibo and WeChat to attract the attention and forwarding of netizens and improve brand exposure. At the same time, hi-tea should also pay attention to differentiation and personalization in publicity content, and attract more young consumers' attention through unique creativity and expression techniques. In terms of the choice of publicity methods, Hey-Tea can also adopt a new media marketing model, and use professional social media groups and organizations to conduct more accurate publicity to specific groups.

Hey-Tea should also make full use of brand image and cultural resources to create a brand image and culture that conforms to its own characteristics. Starting from brand style, color tone, graphics and other aspects, we will create a brand image and cultural label that conforms to the market trend and has its own unique characteristics. In the publicity content, the concept and culture of hi-tea brand are conveyed, and the material and spiritual values of the brand such as green, health, fashion and nature are emphasized. By establishing a broad and in-depth brand image and culture, Hey-Tea can attract more consumers' attention and recognition, and improve product sales and customer loyalty. At the same time, hi-tea can also combine traditional China cultural elements to inject more distinctive cultural flavor into the brand. Through excellent brand image and culture, Hey-Tea can form its own unique brand style and competitive

advantage.

5.2.3 Brand Image Influences the Consumer Purchasing Intention

Based on the above empirical data, it can be observed that the P value between brand image and customer satisfaction is much lower than 0.01, which clearly points out that the relationship between them is significant at the level of 10% significance. When we further explore the two dimensions of brand image (brand cognition and brand preference), the correlation coefficients between them and consumer purchasing intention are as high as 0.749 and 0.825 respectively. This data clearly reveals a significant and strong positive correlation between brand image and consumer purchasing intention.Therefore, Hey-Tea can be improved by the following suggestions to establish a good brand image.

In the increasingly competitive environment of tea market, brand image is one of the important factors for Hey-Tea to stand firm in the market. Brand image building needs to consider many factors, such as brand culture, brand characteristics, brand reputation and so on. Hi-tea should use visual design and other means to create a unique brand image and attract consumers' attention. For example, you can design a LOGO and packaging that conforms to the Hey-Tea style, with lines and colors that are full of vitality, fashion and health as the main features, so that the brand image has vivid, emotional and artistic charm. At the same time, hi-tea can also be promoted by celebrity endorsements, advertisements, music, art programs and other forms to inject more cultural and creative elements into the brand image and improve the brand connotation and value.

In addition to creating a visual brand image, Hey-Tea should also establish a brand image with quality, credibility and stability, and improve the good reputation of the brand image and the recognition of consumers. In improving the brand image quality, Hey-Tea needs to control the product quality, improve the service level and maintain the stability of the original brand concept, and resolutely put an end to the negative effects of false publicity methods and bad word of mouth. Hey-Tea can also improve the operation efficiency and product quality through various management means, such as ERP and other information management systems, monitoring R&D technology, production process, sales channels and after-sales service, so as to improve brand quality and brand management efficiency.

Hey-Tea also needs to make full use of Internet marketing in all aspects of its image to enhance the coverage and interactive level of its brand image. By establishing

effective brand promotion channels on the Internet, including official website, Weibo, WeChat and other social media, Hey-Tea can let more consumers know about the brand, know the brand and improve the brand exposure. In addition, Hey-Tea can also expand the influence and spread of the brand online through the online platforms of many industries such as food, tourism, fashion and health. At the same time, under the network environment, Hey-Tea should make full use of the interactivity and sociality of consumers, carry out online marketing activities, enhance the interactivity between brands and consumers, and improve brand reputation and trust. Through network and Internet marketing, Hey-Tea can reduce the cost of brand building more effectively, expand brand exposure and improve brand awareness and reputation.

5.3 Recommendation

The research on the influencing factors of new tea beverage marketing can be carried out from two aspects in the future. First of all, the consumer behavior and demand of new tea drinks can be further studied. Secondly, we can explore the factors that affect the new tea beverage market from the perspective of marketing strategy and brand image construction.

Consumer behavior and demand are one of the key factors affecting the new tea beverage market. With the improvement of consumers' health concept, the consumption demand for tea drinks is constantly changing. Future research can be carried out from the following aspects. First of all, we can deeply study the preferences and demand differences of different consumer groups for new tea drinks. There may be differences in the demand for tea drinks among different age, gender, region and other consumer groups. Understanding these differences can provide reference for enterprises to formulate targeted products and marketing strategies. Secondly, we can explore consumers' purchasing motives and behavioral characteristics for new tea drinks. Understanding consumers' motivation and behavior of buying tea drinks can help enterprises to formulate appropriate marketing and product positioning strategies.

Marketing strategy and brand image building are also important factors affecting the new tea beverage market. Future research can be carried out from the following aspects. First of all, we can study the effective ways and strategies of brand promotion of new tea drinks. With the intensification of competition in the new tea beverage market, enterprises need to find more effective promotion ways to attract consumers. The research can explore the application of new media platforms, the organization of online and offline activities and other strategies, as well as the impact on brand awareness and reputation. Secondly, we can study the strategy of brand image

construction of new tea drinks and its influence on consumers. Brand image construction involves many aspects such as visual communication, verbal communication and behavior performance of the brand. The study can deeply explore how to shape the unique atmosphere and story of the new tea beverage brand to attract consumers' attention and love.

Future research can be carried out from two aspects: consumer behavior and demand, marketing strategy and brand image building. Through in-depth study of these factors, we can provide more accurate and targeted marketing strategies and brand image building methods for the new tea beverage market and promote the healthy development of the market.

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Appendix

Dear sir/madam, hello! In order to gain a better insight into the marketing elements of the new tea beverage market and their mutual relations, we are conducting a questionnaire survey on hi-tea brands. Your insights and experiences are very important to our research. Please take the time to fill in this questionnaire according to your knowledge and feelings about tea. Each of your answers will provide an important reference for our research. Here, we express our heartfelt thanks to you and look forward to your full support and cooperation.

Part I: Basic information

1 Your gender:

☐ Male

☐ female

2 Your age:

☐ below 18 years old

☐ 18-25 years old

☐ 25-30 years old

☐ 30 years old or above

3 Your income level is:

☐ Below 3000 yuan

☐ 3000-5000 yuan

☐ 5000-10000 yuan

☐ More than 10000 yuan

Part II: Please choose the most suitable option for the investigation of the influencing factors of new tea drink marketing.

Questionnaire on Influencing Factors of Hey-Tea Marketing

Factors	Title item	Degree of agreement				
		1	2	3	4	5
security	You think the selection of raw materials and the production process of Hey-Tea drinks have been certified and supervised.					
	You won't feel unwell after using Hey-Tea drinks.					
manufacture craft	You think the taste of Hey-Tea drinks meets your expectations.					
	You think the taste of Hey-Tea drinks is susceptible to the consideration of production technology.					

Publicity channel	You think Hey-Tea has a rigorous advertising channel.					
	You have seen the advertisement for tea, which has a great influence on your purchase of tea.					
Publicity effect	You think that the advertisement of Hey-Tea has increased your goodwill towards the brand.					
	You think the advertisement of Hey-Tea can accurately attract you to the store.					
Brand awareness	You know more about the brand experience of Hey-Tea.					
	The brand image of Hey-Tea makes you feel different from other brands.					
Brand preference	When other brands launch drinks similar to Hey-Tea, you will give priority to Hey-Tea brand.					
	If Hey-Tea introduces new products, you are willing to try.					
consumer purchasing intention	You will recommend Hey-Tea products to friends or family.					
	If there are enough discounts, you are willing to join the Hey-Tea membership system.					