

The Marketing Strategy of Cha Yan Yue Se

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Abstract: In contemporary society, marketing plays a vital role in promoting products. As a new style tea drink brand, Cha Yan Yue Se attracts more and more consumers' attention. The purpose of this study is to analyze Cha Yan Yue Se's marketing strategy in the current environment. The results of the study show that Cha Yan Yue Se's marketing strategy is effective in increasing product awareness. Through unique product design and promotional activities, Cha Yan Yue Se succeeded in establishing an emotional connection with consumers and stimulating their desire to buy. However, Cha Yan Yue Se's marketing strategy also faces challenges such as fierce competition and a gradually saturated market environment. In response to these problems, this paper offers some valuable suggestions. First, the brand needs to improve the quality and attractiveness of its products. Secondly, it is necessary to grasp the advantages of the brand's price strategy. Finally, in terms of publicity and promotion, brands can adopt various forms of activities to attract more attention and participation from potential consumers. In addition, the brand should also strengthen its interaction and communication with consumers and continuously improve and optimize its marketing strategy.

Keywords: Marketing, Brand Positioning, Chinese Tea, Pricing Strategy, Direct Management.

1. Introduction

As a milk tea brand that exists almost exclusively in Changsha, Cha Yan Yue Se has successfully entered the list of China's top ten tea drink brands in 2020. The brand has opened more than 300 stores of different functions in Changsha, and there is even a store every 500 meters in the more densely trafficked commercial areas. A beverage brand that exists almost exclusively in one city has created a huge appeal across the country. This phenomenon has attracted more attention.

Some researchers have already investigated the success of the brand from a marketing perspective. Despite the considerable progress made in the research, there are still some issues that have not been focused on and addressed. Previous studies have not taken into account the fact that the strengths that exist in the way Cha Yan Yue Se is marketed can also be a very important shackle that limits its growth.

Therefore, the overall goal of this thesis was to explore the advantages of Cha Yan Yue Se's marketing strategy, further improve the brand's shortcomings in the market competition, increase the brand's influence and competitiveness in the industry, and provide a reference value for it to become a more classic brand.

This paper will be divided into three parts. First of all, it is worth considering the position of products. Secondly, it is also important for the brand to utilize a low-cost strategy. Finally, there are the advantages of the brand's direct model and the limitations of its outward expansion.

2. Product Positioning

Product positioning is one of the key aspects of marketing, which determines the position and image of the brand in the minds of consumers. In the process of building a new Chinese tea beverage brand, it is very important to focus on product quality. Focusing on product quality in product positioning can give competitiveness and core advantages to the brand of Cha Yan Yue Se and establish a solid brand relationship with the target consumers to stand out in the fierce competition in the market [1].

2.1. "Chinese Tea Made in the West", the Integration of Dietary Habits of Innovation

As a new Chinese tea beverage brand, product positioning should highlight the dual characteristics of tradition and innovation. Tradition is the essence of Chinese culture, which can be reflected in the selection of classic tea varieties, drawing on traditional tea production techniques. Innovation, on the other hand, can be demonstrated in terms of product flavor, packaging design, service experience, etc., so that consumers can feel the distinctive experience of tea culture.

The cultural integration of Chinese and Western tea is an important topic in the marketing of Cha Yan Yue Se. As an ancient and diverse beverage, tea carries the traditions and values of many different cultures. Chinese tea and Western tea represent two different tea cultures, each with its own unique characteristics and consumer groups.

In Chinese tea culture, tea is regarded as an expression of art and spirituality. The Chinese have a long history of tea culture. Tea performances, tea ceremonies, and the study of different types of tea are all important parts of Chinese tea culture. Chinese tea culture focuses on the quality of the tea, the art of making tea, and the Zen of tea. This cultural value is also reflected in Cha Yan Yue Se Marketing. For example, Cha Yan Yue Se will emphasize the ceremonial sense of the tea-making process, create a professional atmosphere of tea art, and provide high-quality tea to meet the consumers' pursuit of tea quality.

Western tea culture, on the other hand, emphasizes the social function and health value of tea. Westerners use tea more as a social drink, focusing on the pleasure of savoring tea with friends or family. Western tea culture also associates tea with health, promoting it as a beverage with antioxidant and health benefits. This cultural value is also reflected in the marketing of Cha Yan Yue Se. For example, some Cha Yan Yue Se beverage outlets emphasize the nutritional value and natural ingredients of their beverages to appeal to Western consumers who are looking for a healthy diet.

The following strategies can be adopted to realize the cultural fusion of Chinese and Western teas in the marketing of Cha Yan Yue Se. Firstly, innovative tea beverages with a blend of Chinese and Western elements can be introduced to integrate the characteristics of Chinese and Western tea to meet the needs of consumers from different cultural backgrounds. Secondly, it can create a consumption scene that integrates Chinese and Western tea cultures through store decoration and publicity, and promotion to attract more consumers to experience and participate. In addition, the company can also deepen consumers' understanding and recognition of Chinese and Western tea cultures through cultural exchange activities, tea culture lectures, and other forms.

Through the cultural fusion of Chinese and Western tea, the tea industry can achieve wider market coverage and consumer attraction. It also helps to promote the spread and popularization of tea culture and enhance the understanding and exchange between different cultures. While promoting traditional tea culture, Cha Yan Yue Se's marketing also provides new opportunities for the innovation and development of tea culture.

2.2. Focus on Product Quality and Flavor

The quality and taste of a product are crucial aspects in marketing related to food and drink. The quality of the product is fundamental to a brand's survival in the marketplace, and consumers have high expectations of quality and taste, so brands should always prioritize these two elements in their product development and manufacturing processes.

First and foremost, focusing on the quality of the product is critical to enhancing the consumer experience and earning their trust. The industry that Cha Yan Yue Se is in is highly competitive, and only by providing high-quality products can it stand out in a competitive market. To ensure product quality, companies should strictly control the selection of raw materials and supply chain management to ensure that every link from source to end meets high standards. In addition, strict quality control and testing mechanism is also an important means to ensure product quality. Enterprises can establish a quality management system and conduct regular quality inspections and tests to ensure that their products meet customers' expectations and requirements.

Secondly, taste is one of the core selling points of Cha Yan Yue Se products. Consumers have different needs and preferences for the taste and flavor of Cha Yan Yue Se products. Therefore, the brand needs to deeply understand the taste preferences of target consumers, and conduct product development and innovation according to market demand. Continuously launching new flavors and providing diversified choices can meet the taste needs of different consumers and expand market share. In addition, compared with traditional tea beverages, Cha Yan Yue Se products usually have more customized options, allowing consumers to mix and match and adjust according to their taste preferences. Compared to other beverage brands that make unchanging drinks, Cha Yan Yue Sai is at the forefront of the industry. By offering personalized flavors, the brand can also attract more consumers.

If a brand wants to grow for a longer time, it must not neglect the after-sales service. The ordering media of Cha Yan Yue Se has a section of "I want to complain" and "I want to praise". Customers can respond to the brand through WeChat or Weibo and make suggestions [2]. These channels are not just empty titles but are implemented in the "food safety self-inspection report" that the brand publishes every month. China's restaurant industry is often overseen by both the government and customers, but Cha Yan Yue Se adds to both by monitoring itself. Demonstrating that it has problems and will seriously address them. Instead of damaging the brand's image, this has earned the brand more valued fans.

In conclusion, focusing on the quality and taste of the product is a key and integral factor in the marketing of Cha Yan Yue Se. By ensuring that product quality meets high standards and offering a diverse and personalized selection of flavors, companies can increase consumer acceptance and satisfaction with their products, thereby maintaining a competitive edge in a highly competitive market.

2.3. Continuously Improve the Research and Development of Explosive Single Product

On the way forward of Cha Yan Yue Se marketing, the continuous improvement of the development of explosive single products is a crucial part. How to effectively carry out the research and development of an explosive single product plays a key role in the future of the brand, and Sagami will provide some suggestions and strategies to address this issue.

The first is to conduct comprehensive market research and analysis before starting to develop the explosive single product. By understanding the needs and preferences of target consumer groups and the product characteristics of competitors, we can more accurately grasp market trends and opportunities. With the help of various market research tools and data analysis methods, we can identify potential consumer insights, market gaps, and product innovation points.

Secondly, innovative product design is key when developing products. We need to think about how to differentiate Cha Yan Yue Se products to attract consumers' attention and interest. This includes aspects such as appearance design, taste experience, and recipe innovation. By combining elements such as fashion, health, and personalization, we can improve the uniqueness and market competitiveness of our products. For example, Cha Yan Yue Se's classic single product is the first to include animal cream as an important part of the drink, which is the first of its kind in the entire market. Cha Yan Yue Se has seized this opportunity well and has successfully increased the brand's share of the market.

In addition, rapid trial and error and continuous optimization are essential strategies in the product development process. By conducting small-scale market tests and collecting feedback, we can quickly understand consumers' opinions and suggestions on the products. Based on the feedback results, necessary improvements and adjustments are made. This continuous trial and error and optimization process can make the product more in line with the market demand and improve its market acceptance and reputation.

Finally, it is important to market the new product as soon as possible after it is developed. Effective marketing strategies, such as offline demonstration activities, social media campaigns, and word-of-mouth marketing, can increase product awareness and reputation. At the same time, building and maintaining a good brand image and reputation is key to attracting consumers' [3]. By conveying the core values and unique selling points of the product, it strengthens consumers' identification and loyalty to the product.

3. Price Strategy

Price is one part of marketing that cannot be ignored by any party. The right price allows a business to make a profit while avoiding negative consumer sentiment. Thin profit is one of the common pricing strategies, setting the price of the product at a relatively low level in order to attract more consumers and promote the growth of sales.

3.1. Lower Prices Compared to Competitors, Forming a Competitive Barrier

Price is one part of marketing that cannot be ignored by any party. The right price allows a business to make a profit while avoiding negative consumer sentiment. Thin profit is one of the common pricing strategies, the strategy by setting the price of the product at a relatively low level, to attract more consumers and promote the growth of sales.

Throughout China's beverage market, the price of tea drinks is rising. The market for new tea drinks in first-tier cities is gradually saturated, but the income level in more second-and third-tier cities in China is much lower than that of first-tier cities, and the high price of milk tea, which can easily cost nearly \$30, has not become a consumer product for the general public in the vast number of lower-tier cities in China. HEYTEA (a Chinese new tea drink chain brand), also known for its good marketing, has a price range of around \$25 to \$35, while Cha Yan Yue Se's unit price is around \$19 to \$32. However, when the brand sinks to the lower end of the market and fights a price war, Cha Yan Yue Se's price advantage will stand out. Moreover, the service quality of Cha Yan Yue Se is not lower than that of HEYTEA, so the vast majority of consumers, will naturally not consider purchasing HEYTEA when Cha Yan Yue Se is available. We will show the price difference between Cha Yan Yue Se and other common beverage brands in the first quarter of 2021 in the table 1 below.

Table 1: China's Tea Drink Prices in the First Quarter of 2021 [4]

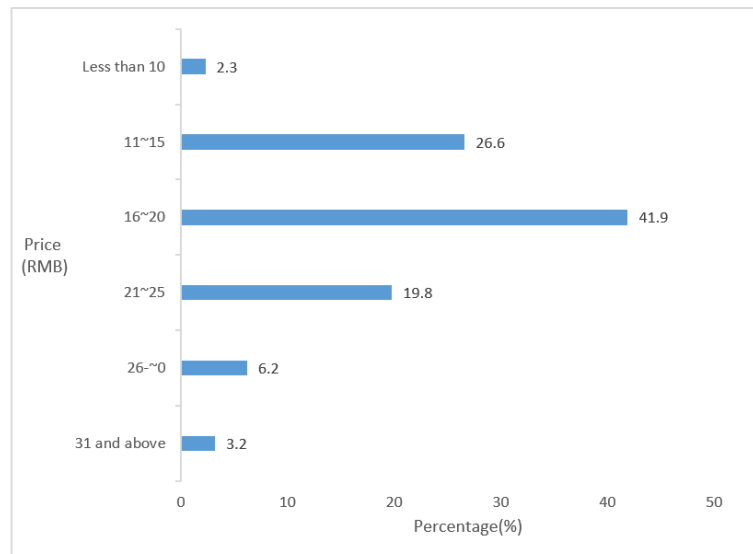
Brand	Highest Price(RMB)	Lowest Price(RMB)	Average Price(RMB)
Mixuebingcheng	12	6	7~8

Table 1: (continued).

Yihetang	16	6	8~10
Shuyi Tealicious	18	9	10~14
CoCo	22	9	12~16
Cha Yan Yue Se	26	12	15~16
Baichadao	26	8	15~20
A Little Tea	28	8	16~20
Happy Formula	25	14	17~20
Auntie Jenny	32	8	17~22
Lelecha	34	15	22~28
HEYTEA	37	16	24~28
Nayuki	38	13	25~30

Source: AskCI.

In Figure 1, the 2022 research data shows that \$16-20 is the range of the highest customer unit price acceptable to consumers of new-style tea drinks, accounting for 41.9% of the total. Consumer awareness of the new-style tea drinks market has deepened, and most new-style tea drinks consumers can accept the highest unit price of \$16-20, and the average price of Cha Yan Yue Se's brand is exactly in this range.



Source: iimedia

Figure 1: Maximum Acceptable Unit Price for Chinese New Tea Consumers in 2022

By offering relatively low prices, Cha Yan Yue Se can break the traditional high-end pricing in the tea beverage industry and attract more consumers to try and buy its products. In this way, consumers will perceive Cha Yan Yue Se as a brand that focuses on consumer needs and is reasonably priced, thus building consumer recognition and goodwill toward the brand.

Secondly, adopting a cost-effective strategy can help Cha Yan Yue Se achieve the goal of selling more products at a lower profit margin. When determining the price of a product, the brand needs to take into account the cost and quality of the product to ensure that it is cost-effective. This means that the price of the product should reflect its quality and value, while also being relatively competitive.

By offering a cost-effective product, Cha Yan Yue Se can attract consumers and establish differentiation from other competitors.

In addition to the price itself, Cha Yan Yue Se can use other strategies to add value to the product during the sales process. For example, additional services or add-ons such as coupons, shopping points, and giveaways can be offered to further increase the value for money of the product. In addition, Cha Yan Yue Se can also use marketing activities, such as discount promotions and limited-time offers, to attract consumers to buy and increase sales.

3.2. Insist on Price Stability

Insisting on no price increase is a kind of consumer strategy followed by Cha Yan Yue Se Joyful Colors, which is of great significance to the long-term development of the enterprise.

Insisting on no price increase helps to maintain the good image of the brand and customer trust. When consumers find that the brand always maintains a stable price, they will feel that the brand is honest and reliable and are willing to support the brand in the long run. A stable pricing policy enhances customer identification and loyalty to the brand, thus gaining a competitive advantage in the market competition.

By insisting on no price increase, the Cha Yan Yue Se brand can enhance the value of its brand. When customers realize that the price of the product or service offered by the brand remains the same, they will perceive it as a cost-effective option. This will increase customer repeat business and potentially lead to the attraction of more new customers.

In today's highly internet-connected society, the role of social media communication is increasingly important. By sticking to the strategy of not increasing prices, the Cha Yan Yue Se brand has the opportunity to build good social word of mouth. Customers can share their favorable comments about the brand's price stability on social media, thus helping the brand expand its reach and awareness. This positive social word-of-mouth will further propel the brand and bring in more potential customers [5,6].

Not just Cha Yan Yue Se, but any brand should be prudent with its pricing strategy and focus on brand image building. It has already achieved the goal of building a high level of trust and repeat customer rate, and should also actively take advantage of social media and word-of-mouth communication while optimizing cost control and supply chain management, to achieve a long-term sustainable competitive advantage in the market.

3.3. Designed a Number of Interesting Promotional Activities

Cha Yan Yue Se has a strong market potential as a unique beverage brand. To attract the attention of target consumers and increase sales, designing interesting promotions is also an essential marketing strategy.

Currently, Cha Yan Yue Se has developed a special mobile application through which customers can get special offers, points, or more information about Cha Yan Yue Se. For example, you can set your birthday in your personal information, and every customer can get a free drink the day after your birthday, but of course, this is based on the fact that you have at least consumed a drink with this account.

Cooperating with other related industries for promotional activities is also a good sales tool [7]. For example, Cha Yan Yue Se has previously co-branded its products with UNIFON (a Chinese skincare brand that produces mainly mask-based skincare products.). Both are local brands in Hunan province, and both have a Chinese-style brand culture. One of the co-branded products is tea-based, trying to ship out the beauty of Chinese style to customers. The two brands used microblogging and other media platforms to publicize the topic and launched co-branded products that incorporate the

characteristics of each brand. The co-branding was a great opportunity for both Cha Yan Yue Se and UNIFON to raise brand awareness, and it did increase the exposure and spread of the products, meeting the diversified needs of different consumers.

Through innovative and clever promotional strategies, they can attract more target consumers, build brand image and increase product sales. However, it is also important to flexibly adjust the sales approach according to the actual situation of the brand and the needs of the target audience, to achieve the best market results.

4. Sales Channel

The direct sales model is a common marketing strategy, which refers to companies selling products or providing services through their stores or direct sales channels.

4.1. Insisting on Direct Management and Focusing on Changsha

Through direct management, Cha Yan Yue Se can better control product quality, service standards, and brand image. Despite the advantages of the direct management model, there are some limitations to be aware of.

4.1.1. Disadvantages of the Direct Management Model

Firstly, the cost of the direct sales model is high, as it usually requires companies to build and maintain their stores, which involves a variety of expenses such as rent, decoration, staff wages, and daily operating costs. Compared to other sales channels, such as agents or distributors, the direct sales model often requires companies to invest more money and resources.

Not only that, the expansion of the direct sales model requires companies to constantly open new stores or expand new direct sales channels. This involves human resource investment, market research, supply chain management, and other challenges. For some SMEs, expanding the direct sales model may face greater difficulties.

The direct sales model requires companies to be responsible for the management and operation of their stores. This includes staff training, inventory management, customer service, and other aspects. For larger enterprises, managing multiple stores may pose certain difficulties. At the same time, the management and supervision of employees require more effort and resources.

The direct sales model usually requires companies to open stores or direct sales channels in different regions. However, adapting to market demand and consumption habits in different regions may pose certain challenges. At the same time, cross-regional operations also face logistics and distribution issues, which may increase a company's operating costs. This is why Cha Yan Yue Se, which has more than 300 stores in Changsha, is very rare in other cities.

4.1.2. How to Utilize the Advantages of Direct Mode

When Cha Yan Yue Se chooses the direct management mode, it needs to consider its advantages and limitations comprehensively. At the same time, combining market demand and enterprise resources, adopting a flexible approach, and applying the direct mode scientifically will be more helpful to the enterprise's market development and the establishment of competitive advantages. In the Changsha market, Cha Yan Yue Se can focus on the following aspects:

First of all, Cha Yan Yue Se can establish its tea plantation in Changsha, selecting high-quality tea leaves for picking and processing to ensure the quality of raw materials and taste of the products. At the same time, Cha Yan Yue Se can cooperate with local tea farmers to establish a stable supply chain to ensure that it can continue to provide high-quality tea products.

Secondly, under the directly managed model, Cha Yan Yue Se can better control service standards and provide customers with an excellent service experience. Cha Yan Yue Se can invest in the training of its staff to equip them with professional tea knowledge and a good service attitude. In addition, Cha Yan Yue Se can design comfortable store environments to provide customers with a pleasant dining environment and enhance consumers' trust and sense of belonging to the brand [8].

Cha Yan Yue Se can also open flagship stores or experience stores in Changsha through direct management to strengthen the brand influence. Cha Yan Yue Se can use various marketing activities, such as new product launches, brand cooperation, and online and offline promotion, to increase brand awareness and reputation. In addition, Cha Yan Yue Se can actively utilize social media platforms to interact with consumers, obtain user feedback, and promote interaction and communication between the brand and consumers.

Not only that, Cha Yan Yue Se can carry out value innovation in the Changsha market and differentiate itself from its competitors by providing unique product features and personalized customized services [9,10]. Cha Yan Yue Se can carry out market research and analysis to understand consumers' needs and preferences and continuously innovate and upgrade its products to provide tea drink products and services that meet consumers' expectations.

4.2. Variety of Store Types

Diversification of store types is an important topic in the context of Cha Yan Yue Se marketing. As the Cha Yan Yue Se industry continues to grow and develop, a variety of different types of stores are emerging, providing consumers with more choices and personalized experiences. In the following section, we will discuss the diversification of Cha Yan Yue Se store types and analyze its role in marketing.

First, we will introduce the main types of Cha Yan Yue Se stores. These types can include traditional brick-and-mortar stores, franchise chains, mobile stores, and online platforms. Each type of store has its unique features and functions that attract different types of consumer groups. We will analyze the features of each store type, such as physical stores providing face-to-face experience and communication, chain franchise stores bringing chain brand effect, mobile stores providing a convenient shopping experience, and online platforms providing online socialization and customization needs.

Next, we will explore the impact of the diversification of store types on the marketing of Cha Yan Yue Se. First of all, the diversification of store types can meet the individual needs of consumers and provide more diversified product and service choices. Different store types can provide different flavors of Cha Yan Yue Se products, different styles of store decoration, and different shopping experiences according to consumers' preferences and needs. This helps attract a wider range of consumers and increase sales.

Secondly, the diversification of store types also brings a competitive advantage to Cha Yan Yue Se's marketing. By opening different types of stores, the brand can reach a wider range of geographies and demographics, increasing brand awareness and market share. At the same time, different types of stores can also cooperate to form a complementary effect and improve the overall brand image and influence.

Finally, we will discuss the challenges and strategies to deal with the diversification of store types. When dealing with different types of stores, Cha Yan Yue Se needs to manage and operate a diverse store model to ensure consistency and quality of products and services. Strategies for brand standardization, training, and management are essential.

4.3. Utilizing Online E-commerce to Broaden the National Market

The marketing of Cha Yan Yue Se is a vast field, and the use of online e-commerce to broaden the national market is an important part of it. How to utilize online e-commerce platforms to promote Cha Yan Yue Se products and expand market share nationwide is a key issue facing Cha Yan Yue Se.

First, we will focus on the importance of choosing the right online e-commerce platform. Faced with numerous e-commerce platforms, we have to choose the most suitable one based on factors such as the positioning of Cha Yan Yue Se's products, target audience, and pricing strategy. We can consider large-scale integrated e-commerce platforms, such as Taobao, Jingdong, etc., which have a large user base and a perfect logistics and distribution system. At the same time, we can also consider specialized e-commerce platforms that are tailored to the characteristics of Cha Yan Yue Se's products, such as cosmetic e-commerce platforms, to increase product exposure and meet the needs of specific audiences.

Secondly, we will discuss the branding and promotion strategy of the online e-commerce platform. As an emerging beauty brand, it is crucial to know how to publicize and promote effectively on e-commerce platforms. We can shape the brand image and enhance consumer trust through beautiful product display pictures, detailed product information descriptions, and real user reviews [11]. In addition, utilizing social media platforms to collaborate with KOLs (Key Opinion Leaders) for branding and promotion is also an effective strategy. By partnering with opinion leaders in the industry, Cha Yan Yue Se can leverage its influence to attract a wider target audience and expand brand awareness.

Finally, we will discuss how to optimize the operation and sales strategy of online e-commerce. Cha Yan Yue Se can attract consumers' desires by designing promotions and offering special shopping discounts and gifts together with its partners. At the same time, establish a good customer service system and after-sales service to deal with users' feedback and complaints on time to improve users' satisfaction and loyalty. In addition, through data analysis and market research to understand the competitors' industry dynamics and changes in consumer demand, timely adjust the marketing strategy and product positioning to maintain a competitive advantage in the market.

By utilizing an online e-commerce platform to broaden the national market, Cha Yan Yue Se can reach more potential consumers, increase brand awareness, and achieve sales goals. However, this requires the support of a sound marketing strategy and an operations team focused on user experience. Taking full advantage of the online e-commerce platform can provide more opportunities and challenges for Cha Yan Yue Se's marketing and lay a solid foundation for the brand's successful development.

5. Conclusion

In this essay, we discuss the core elements of Cha Yan Yue Se's marketing, including brand identity and positioning, product innovation and differentiation, and channel and promotion strategies. We believe that brand identity and positioning are the cornerstones of successful marketing for Cha Yan Yue Se and that by establishing a clear brand image and values, Cha Yan Yue Se is able to effectively attract and retain target consumers.

For product innovation and differentiation, we have proposed a number of strategies, including the improvement and adjustment of classic products, the development of new flavors and formulas, and the provision of personalized and customized services in order to meet the diversity of consumer needs. In addition, the choice of channels and promotion strategies is crucial. From online to offline, from social media to physical stores, Cha Yan Yue Se needs to find the most effective way to interact and communicate with consumers.

There are also some shortcomings in the research process. For example, many of the results of the study currently exist only in the theoretical stage, and there are no actual experiments and data to verify whether these suggestions can improve the marketing of Cha Yan Yue Se. The methodology of the study also needs to be improved, without many field visits, mainly relying on data analysis for reasoning and exploration.

As an emerging strategy, Cha Yan Yue Se Marketing has great potential for development. Through in-depth research and practice, we believe that Cha Yan Yue Se can achieve long-term success in the market and bring more wonderful experiences to consumers. We hope that this paper can provide valuable references for related industry practitioners and researchers and promote the further development and innovation of Cha Yan Yue Se Marketing.

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