

# ***Research on the Marketing Strategy of HEYTEA***

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**Abstract:** With the continuous improvement of people's material living standards, the current tea industry has gradually gained people's attention. Relying on the advantages of the fresh taste of the products, the exquisite packaging appearance and the comfortable layout of the store, it has won the hearts of many consumers. HEYTEA, the pioneer of the new tea beverage industry, stands out in the highly competitive ready-made tea industry. HEYTEA's successful marketing strategy is a major reason for its success. The purpose of this paper is to explore the different marketing strategies of HEYTEA to make it a leader in the development concept of current consumption trends. This research adopts the method of reading literature to browse various literature related to HEYTEA, and summarizes the successful marketing strategy of HEYTEA. This study found that HEYTEA's marketing strategies can be divided into three aspects: brand innovation, market expansion and hunger marketing.

**Keywords:** HEYTEA, industry, marketing, strategy, consumers

## **1. Introduction**

People's life rhythms are accelerating, and work pressure is increasing; people are increasingly pursuing a healthy lifestyle, and the tea industry's development is improving as people realize that drinking tea is beneficial to their health. New tea drinks are gradually developed with people's improving consumption levels. Therefore, HEYTEA's unique marketing strategy is an essential factor for its success. This research adopts the form of a literature review, taking the product marketing strategy of HEYTEA as the research object. This paper will explore what impacts of HEYTEA's marketing strategies have on the development of the HEYTEA company in aspects of products, consumers, and markets. This paper provides a reference for the marketing methods and marketing ideas of catering enterprises in the future for the consumption habits of the corresponding consumer groups, as well as online marketing planning and brand planning and other marketing strategies.

## **2. Products**

### **2.1. Price of the Products**

Products should bring customers a more cost-effective experience. In terms of pricing, HEYTEA is priced at 20-40 yuan. Compared to "a little" and "CoCo" milk tea, the price is high, but compared to Starbucks coffee and other well-known coffee brands, the price is lower [1]. The overall price is within the public's acceptable range. However, given that price is not the main focus of HEYTEA's

marketing, and that HEYTEA's strength lies in the high quality of product production, beautiful product appearance and storefront, price does not greatly affect HEYTEA's successful marketing strategy. In addition, the relatively low price of other brands of products, the taste experience is weaker than HEYTEA's, more reflective of HEYTEA's advantage in the product experience. The higher price helps HEYTEA establish a high-end product image in the eyes of consumers.

## **2.2. Products Innovation**

HEYTEA's production promotes a simple and elegant style. The color of the cups is the same, which is white or gray. There are no fancy decorations on the cups except for the presentation of HEYTEA's logo. Compared to "Hongu's Tea" and "Lele Tea" HEYTEA's outer cup is made of ring-shaped plastic, which helps consumers easily observe the appearance of the audio, and the brightly colored audio appears in front of consumers' eyes, which has the effect of attracting them to buy.

When drinking traditional milk tea, consumers tend to drink it with ordinary straws. The order in which consumers drink is the tea under the milk cap first. After drinking the tea, all that's left is the milk cap. The taste of the milk cap is relatively greasy, and the combination of the fragrance of the tea and the cream will produce a good taste. Therefore, HEYTEA took advantage of this detail and designed a rotating lid, so that tea and milk can be consumed separately, increasing the taste experience of consumers and enriching their palate. Moreover, it can also reduce the risk of the milk cap spilling out from the cup when opening the lid.

## **3. Markets**

### **3.1. Widen the Consumer Market**

#### **3.1.1. Location of the Stores**

Tea drinks are commonly found throughout the country as opposed to coffee shops, which have the advantage of "high traffic", and are commonly found throughout the country. Store locations are mostly built in shopping malls, pedestrian streets, and other high-traffic venues. These are the locations of consumer shopping and leisure, therefore giving more opportunities for consumers to shop. There is more foot traffic in some places, which guarantees a certain number of potential customers. Moreover, HEYTEA will set up more stores in large cities such as Beijing, Shanghai and Guangzhou. Consumers in these cities have high consumption power, which is a good location for high-end product positioning brands such as tea.

#### **3.1.2. Third Space Innovation Design**

HEYTEA has designed the third space with the user's emotional day as the core, balancing the design and experience sense. Since emotional experience is subjective and can be influenced by experience, education and family background, there are uncertainties in the design of the third space. [2] Therefore, the design of the third space must adopt the following three perspectives. 1) create a spatial structure relationship, 2) determine the theme of the space, 3) create an interactive space. HEYTEA retains the design and theme of traditional tea culture, while incorporating Zen and minimal The simple style is integrated into the design of the store, with a richer structural relationship of the store design, enriching the characteristic "spiritual" place belonging to HEYTEA.

### 3.1.3. Innovative Design of Diverse Social Tea Drinking Space

According to the interpersonal research of American anthropologist Edward Hall, the distance in space will directly affect people's social styles and degree of relationship. In a traditional tea-drinking social space, decentralized seats provide people with a private way to communicate but distance themselves from public socializing and interpersonal psychological distance in space. In order to ensure that consumers can have a high-end consumer experience. The store adopts a younger design thinking method, such as the space design of the "Daydream Project". This is an interaction design based on Zen concepts [2]. Here, consumers can experience many interesting interactions. In the "Daydream Plan", the tea drinking space of each store is in two colors of white and gray, with built-in tables and chairs of different shapes, which breaks the traditional pattern. At the same time, these shops are mainly decorated with green plants, green bamboo, etc., and integrate modern methods into traditional tea culture to create a third space. These novel social sense combination arrangements shorten the distance between customers and add more possibilities for social interaction. To accentuate its "Zen" concept, the connecting parts of each table are specially equipped with greenery. The landscape runs through the guest table, creating a sense of privacy while adding a humanistic atmosphere.

*Create spatial structure relationship.* The space design of people's daily lives is related but not limited to the internal structure of daily space, breaking the traditional layout of furnishings, enriching the sense of space hierarchy, and making the overall space design more humane.

*Determine the space theme.* HEYTEA determines the spatial theme of the store and establishes a sense of space. Space theme is the embodiment of space soul. The space design gives full play to its own advantages and characteristics, and uses different themes to bring different experiences to consumers. These designs not only show the advantages of thematic features, but also enrich people's senses and thinking from the perspective of human experience. Therefore, the emotional experience of consumers has a sense of belonging, the design theme creates a natural expression in the space, and also creates a space atmosphere with affinity and appeal.

*Create interactive space.* Space design according to the emotional connection between the subject consumers and the object space, the use of some technical means or emotional elements to stimulate consumers' multiple senses such as sight, sound, touch and smell, so as to strengthen the emotional interaction between consumers and the space. HEYTEA has strengthened the emotional interaction between consumers and space.

## 4. Consumers

### 4.1. Hunger Marketing

#### 4.1.1. Cooperate with New Media

Before HEYTEA opened its store, the company's official WeChat publicity left a good impression on consumers. At the same time, the company will spread the word through "Dianping", so that the public can accept the concept of HEYTEA's good in-store experience and high-quality products. At the same time, WeChat is aimed at young consumer groups, which is in line with the company's market positioning.

#### 4.1.2. Enhance Brand Awareness

In addition to media promotion, HEYTEA has also tried to cooperate with other brands to reach more customers and enhance brand awareness. For example, before opening a store in Shanghai, HEYTEA

not only focused on marketing where young people gather, but it also cooperated with Shenzhen Airlines to provide hot tea and services to morning crew members.

#### **4.1.3. Female User Portrait**

The establishment of consumers' basic brand awareness is usually influenced by their short video marketing content. If they think that the product functions can meet their own needs, they will have a pleasant experience, which will increase their desire to make purchase decisions [3]. The narrative content of short video images is rich in the humanities. While creating a good psychological and empathetic experience for users, it also accurately conveys the high-quality image of the brand. reach the user. For example, in the video "I Like Peach" with the highest number of likes on the HEYTEA WeChat video account, the video picture is of movie-level quality. The video features a retro group dance at night. A peach was placed on the table and was taken away by the guards. This scene shows that a girl has the courage to show herself. Although the entire video has no lines, the dynamic dance music has witnessed the transformation of ordinary girls, and the narrative content and the language of the camera are harmonious and unified. Because the promotion of the short video encourages the courage to let go of burdens, self-appreciation, and gain confidence, the drink "Zhizhi Taotao" has been successfully imprinted in the memories of young women.

#### **4.2. Content-led Emotionalization**

In Internet communication, brands often adopt emotional marketing strategies to allow users to participate in the co-creation of brand value driven by emotional identity, so as to effectively build a common semantic space and enhance user stickiness [4]. As the main body of short video dissemination, content includes themes, attitudes, emotions and other elements. If the video content tends to convey real and different emotional information, it will produce stronger interactivity. For example, China was mentioned in the video work "Happy Delivery 1.0" on HEYTEA's WeChat account. The representative of the HEYTEA brand "Chacha" personally visited a pair of loyal fans of the brand, Wanaka & Max. In the pure white villa with a full sense of design, a counter imitating the HEYTEA store was built, but the decoration style is more luxurious than that of the general store. The protagonist of the video, Wanaka, has repeatedly revealed that he likes to share this private tea room with friends and loved ones, and can say slogans such as "scan the code to order" Audio-visual language can greatly arouse users' empathy and bring consumers into the picture at that time. This video not only shows a fan's emotional expression of brand loyalty, but also implies that the brand pays attention to the details of user emotional interaction. Image narrative, from emotional resonance to value co-creation, is a joint effort between the social consumer groups of short video marketing communication and brand marketing strategies. The video style focuses on the design and atmosphere of the picture, and the content emphasizes the emotional relationship based on human interaction.

#### **4.3. Control Purchase**

For a catering business with a low price per customer such as a tea shop, it is still necessary to queue up to drive passenger flow. When applying the hunger marketing strategy, HEYTEA takes appropriate measures to control purchases to promote queuing, thereby creating an atmosphere of short supply and further stimulating customers' desire to purchase. The most obvious measures to control purchases are meal control, limit control and purchase condition control. And tea formally use these points to stimulate the consumer's desire to buy.

#### 4.3.1. Take Meal Control

Most milk tea shops are dine-in ordering and pick-up, and customers will pick up a cup when they are ready. The practice of HEYTEA is to make 8 cups and then ask customers to pick them up at the same time. Customers who have ordered orders will wait next to them first, and the store has been backlogged by people waiting to take orders. In the era of mobile Internet, online payment and ordering can be realized by means of WeChat service accounts, or a queuing reservation system can be used to avoid queuing. However, HEYTEA has not adopted online self-service measures to reduce queuing.

#### 4.3.2. Limit Control

As soon as HEYTEA was launched, it attracted a large number of customers, and the consumer demand was strong. HEYTEA limited the number of drinks sold, and HEYTEA will increase the price for additional units of drinks. For instance, It may take 2-3 hours to buy a cup of HEYTEA in a central location store. So there was the emergence of HEYTEA the buying agent. The purchasing agent clearly marked the price: queuing for 1 minute, the price of the meal will be increased by five yuan on the basis of the original price, and some will charge 80 to 100 yuan per cup depending on the location [5]. Some the buying agents will take several orders at the same time, buying more than a dozen cups at a time, and the customers in the back line are full of complaints. Due to the increasing scale of purchasing agents, which affects the fairness of the queue, HEYTEA has formulated a rule: one queue number can only buy 2 drinks.

#### 4.3.3. Purchase Condition Control

The high popularity of HEYTEA and the queuing scene may cause customers to suspect that it is the queuing childcare arranged by the merchant. In order to avoid suspicion, HEYTEA has formulated a rule: real-name registration and purchase. This move, on the other hand, further stimulated consumers' desire to buy.

### 5. Conclusion

This paper analyzes the marketing strategy of HEYTEA in the new tea beverage industry from three aspects: brand innovation, customer mastery, and effective market development. Based on the relevant marketing data of HEYTEA, this paper analyzes the relevant strategy content and effects of the data, tries to summarize its excellent marketing strategy compared with other beverage brands, and obtains the marketing methods that online tea brands can learn from. However, this paper is flawed in its analysis and does not provide valid and accurate evidence in the form of data on the effectiveness of each marketing approach.

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