

OPTIMIZATION OF RIZHAO TEA MARKETING STRATEGY

Liang Youchen

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาประชากรศาสตร์ลักษณะของผู้บริโภคในมณฑลซานตงที่มีอิทธิพลต่อการซื้อชาอู๋จ้าว (2) ศึกษาอิทธิพลของส่วนประสมทางการตลาดต่อการซื้อชาอู๋จ้าวของผู้บริโภคในมณฑลซานตง

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ กลุ่มตัวอย่างคือผู้บริโภคชาอู๋จ้าว 400 รายจากมณฑลซานตงที่ซื้อชาอู๋จ้าว บทความนี้ใช้วิธีการสำรวจแบบสอบถามเพื่อรวบรวมและวิเคราะห์ข้อมูลทางสถิติ ได้แก่ ความถี่ เปอร์เซ็นต์ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน วิถีทางสถิติที่ใช้ในการทดสอบสมมติฐานคือการทดสอบค่าเฉลี่ยและค่าเบี่ยงเบนมาตรฐาน

ผลการวิจัย พบว่า (1) ลักษณะทางประชากรของผู้บริโภคที่มีอิทธิพลต่อการซื้อชาอู๋จ้าว ในมณฑลซานตงของผู้บริโภค อายุมีผลกระทบอย่างมีนัยสำคัญต่อการตัดสินใจของผู้บริโภคในการซื้อชาอู๋จ้าว และรายได้ของผู้บริโภคในมณฑลซานตงก็ส่งผลต่อว่ามีกิจกรรมส่งเสริมการขายสำหรับชาอู๋จ้าว (2) อิทธิพลของกลยุทธ์ส่วนประสมทางการตลาด เช่น ผลิตภัณฑ์ ราคา สถานที่ ผู้คน การส่งเสริมการขาย กระบวนการ และสินค้าทางกายภาพต่อการตัดสินใจของผู้บริโภคในการซื้อชาอู๋จ้าว ในมณฑลซานตง มีนัยสำคัญทางสถิติที่ 0.05

คำสำคัญ: ชาอู๋จ้าว กลยุทธ์ทางการตลาด

ABSTRACT

The objectives of this research were : (1) to study the demographic characteristics of consumers in Shandong Province that influence the purchase of Rizhao tea. (2) to study the influences of the 7Ps marketing mix on consumers' purchasing of Rizhao tea in Shandong Province.

This research is quantitative research. The sample group consists of 400 consumers from Shandong province who purchased Rizhao tea. This article uses a questionnaire survey method to collect and analyze statistical data, including frequency, percentage, mean, and standard deviation. The statistical methods used in testing hypotheses are mean and standard deviation test.

Main research results:(1) Consumers' demographic characteristics have an influence on consumers' purchase of Rizhao tea in Shandong province. Among them, age has a significant effect on consumers' decision-making in purchasing Rizhao tea and the income of consumers in Shandong Province has an effect on whether there are promotional activities for Rizhao tea. (2) The influence of marketing mix strategies such as product, price, place, people, promotion, process and physical goods on consumers' decision to buy Rizhao tea brands in Shandong Province is statistically significant at 0.05.

Keywords: Rizhao Tea , Marketing Strategy

Research Background

In China, tea culture has a long history and has been integrated into traditional Chinese culture. As early as in Lu Yu's "Tea Classic", it was written: "Tea for drinking, from Shennong's". It can be seen that tea is not only loved by the literati and writers, but also the daily consumption of ordinary people. It has become one of the essential drinks of the Chinese people, and has been rated as the national drink of the Chinese nation.

In recent years, with the rapid development of the economy and the continuous improvement of people's living standards, health and food safety is more and more highly valued by the public, green, organic, healthy products are highly sought after by the Chinese people. Tea is formally a natural and organic products, with heat detoxification, meditation, soften blood vessels and weight loss, etc. It contains tea phenols, vitamins and minerals and other substances

that are very beneficial to the human body. Therefore, it has a good sales market and development prospects. At the same time, the Chinese government vigorously develops the agricultural economy, promotes the high-quality development of specialty agriculture, produces "three products and one standard" agricultural products, and builds the protection project of geographical indication agricultural products. This provides favorable conditions for Chinese farmers to grow tea and accelerates the development of green agriculture in China.

Rizhao tea is a kind of famous tea in China, and its production area is mainly distributed in Donggang District, Lanshan District and Wulian County of Rizhao City. Rizhao tea was initially famous for Rizhao green tea, but nowadays Rizhao tea is more diversified, including green tea, black tea, white tea, yellow tea and black tea. Other teas are in recent years in the green tea on the basis of the gradual success of trial production. Rizhao green tea with bright soup colour, leaf bottom tender green, taste fresh mellow fragrance known as "China's new green tea", tea contains high amino acids, tea polyphenols and other anti-inflammatory and antiseptic, reduce cardiovascular disease efficacy, etc. In 2006, Rizhao Green Tea has been named Rizhao's geographical indications of agricultural products, nowadays "Rizhao green tea" as the public brand of green tea in Rizhao City, the brand value of the first in Shandong Province, there are "snow green" and other well-known trademarks in China, and in 2020 "Rizhao Green Tea" success! Rizhao green tea" in 2020 successfully selected by the European Union certification of China's geographical indications protection catalogue. Rizhao tea is very popular in both domestic and international markets due to its excellent quality and mellow taste, which is loved by

the majority of consumers. According to incomplete statistics, the annual sales volume of Rizhao tea is about 2,000 tonnes, of which the export volume accounts for about 30% of the

total sales volume. The main export markets of Rizhao tea include Europe, America and Southeast Asia.

In recent years, the total area of tea plantations in Rizhao has been steadily increasing, but the growth rate is small. The total output value of tea in 2017 was 2.06 billion yuan, the total output value of tea in 2018 was 2.12 billion yuan, the total output value of tea in 2019 was 2.14 billion yuan, and the total output value of tea in Rizhao City in 2020 was 2.16 billion yuan. It can be seen that the value of the tea industry in Rizhao City has been increasing year by year, and its development prospect is very promising. On the other hand, compared with the tea in other areas of Shandong Province, Rizhao tea is the largest tea category with the largest value of the regional brand of tea in Shandong, which has a greater advantage. The 2021 China Tea Regional Public Brand Value Assessment Report shows that the brand value of Rizhao green tea in 2021 ranked 50th in the country, and compared with 2020, the regional public brand value increased by 170 million yuan. However, there is a big gap between Rizhao tea and tea in the southern region. In the assessment of the brand value of tea in all regions of China in 2021, the top 5 are Xihu Longjing in Zhejiang Province, Pu'er tea in Yunnan Province, Xinyang Maojian in Henan Province, Xiaoxiang tea in Hunan Province and Fuding white tea in Fujian Province, with a brand value of more than 5 billion yuan, and the brand value of Xihu Longjing tea is as high as 7,403 million yuan, which is more than three times as much as that of Rizhao green tea.

In summary, Rizhao green tea regional brand in Shandong Province has great competitiveness, but in the national tea regional brand public value rankings only 50th, compared with the tea in southern China, Rizhao green tea regional brand there is a big gap. And the current Rizhao tea market fragmentation, did not form a unified planning, product information is more and mixed, consumers lack of Rizhao tea lack of knowledge, and did not mobilise the taste of

the tea buyers. How to promote consumers to buy Rizhao tea, improve the sales volume of Rizhao tea has become the main demand of producers, processors, sellers, but also the government and relevant departments need to solve the problem.

Based on this, this paper explores the influence of individual consumer characteristics and 7P marketing mix strategies on consumers' behaviour in purchasing Rizhao tea from consumers' point of view, and analyses their purchasing decision-making process, with a view to providing suitable marketing strategy suggestions for Rizhao tea sellers, tea farmers and other stakeholders, and expanding the brand influence of Rizhao tea.

1.2 Research objective

This paper takes consumers' purchase behavior of Rizhao tea as the research object.

1.2.1 to study personal factor affecting consumers' decision to purchase Rizhao tea in Shandong Province.

1.2.2 to study the marketing mix that affects the consumers' decision to purchase Rizhao tea in Shandong Province using 7P marketing mix strategies. And to study the decision-making behavior to purchase Rizhao tea in Shandong Province using Consumer purchasing behavior theory .

1.2.3 to guide the development of marketing strategies for tea Rizhao stakeholders.

1.3 Research Scope

1.3.1 Content Scope

Focus on the study of factors including:

Independent :

1. Demographic

1.1 Age

1.2 Gender

1.3 Income

1.4 Educational background

1.5 Profession

2. 7P

2.1 price

2.2 product

2.3 place

2.4 promotion

2.5 People

2.6 Process

2.7 Physical evidence

Dependent : Decision to purchase

1.3.2 Area Scope: Shandong province

1.3.3 Population Scope

In order to understand the decision-making process, purchasing behavior and its influencing factors of consumers buying Rizhao tea products in Shandong Province, China, this paper selects consumers who have lived in or come from Shandong Province since 2023 as survey respondents. According to the "2022 Statistical Bulletin on National Economic and Social Development of Shandong Province" released by the Shandong Provincial Bureau of Statistics, the permanent population of Shandong Province at the end of 2022 was **101.6279 million**.

The sample group of the study is consumers from Shandong Province. Use stratified random sampling technique to select the respondents, total 400 persons. According to Taro Yamane's formula $n = \frac{N}{1 + Ne^2}$ (1973), a total of 400 valid samples were screened with a confidence level of 95% and a tolerance level of 5%. Substitute numbers in formula :

$$\text{Formula } n = \frac{N}{1 + Ne^2}$$

1.3.4 Time Scope

September 8, 2023 to January 8, 2024

1.4 Definitions of specific terms

1.4.1 7P marketing mix strategies

7P marketing mix strategies is a marketing strategy that combines seven elements: product, price, channel, promotion, people, process and physical evidence. The strategy is widely used in marketing with the aim of increasing a company's sales and profits while satisfying consumer needs. The following is a specific description of each element:

(1) Product: refers to the product or service that a company provides to consumers. Quality, features, design and packaging are all important considerations for the product element. In this study, product refers to Rizhao tea.

(2) Price: involves the selling price of the product, pricing strategy and discounts. Price determines the competitiveness of the product in the market and the purchasing decision of consumers. In this study, price refers to the final amount that consumers need to pay for Rizhao tea.

(3) Place: refers to the sales channel and distribution channel of the product. It includes sales outlets, distributors, online channels, etc., to ensure that the product can be smoothly circulated to consumers. In this study, we mainly analyze the sales channels and market-oriented distribution channels of the products.

(4) Promotion: refers to the use of various communication means and tools by enterprises to promote their products, such as advertisements, promotional activities, public relations, and so on. In this study, it mainly refers to a series of advertisements and promotions to publicize Rizhao tea, event marketing and other activities.

(5) People: refers to the interactions and relationships between companies and consumers. In this study, it mainly includes people such as buyers and sellers of Rizhao tea.

(6) Process: refers to the process of business operation and service. The efficiency of the process and the goodness of customer experience have an important impact on consumer satisfaction and loyalty. In this study, it mainly refers to certain procedures, mechanisms and activities developed to promote consumers to buy Rizhao tea.

(7) Physical Evidence: refers to the physical environment related to products or services, in this study, it mainly includes the information traceability of Rizhao tea, product packaging, etc.

1.4.2 Consumer purchase behavior

Consumer purchasing behaviour refers to the decision-making process and behaviour of consumers when purchasing products or services, which is influenced by the interplay of various internal and external factors, and has the characteristics of dynamism, impulsiveness and transactionality. In a narrow sense, the theory of consumer behaviour refers to consumer purchasing behaviour as well as actual consumption. In a broad sense, consumer behaviour refers to all the decision-making processes and behavioural processes of consumers in purchasing and consuming products. Relevant researches mainly focus on the following aspects:

(1) The influence of cultural and social factors on consumer buying behaviour. Researchers have explored the influence of macro factors such as culture, society and cultural background on consumer purchasing behaviour, for example, by comparing the purchasing behaviour of consumers in different cultural and social backgrounds, and exploring the influence and mechanism of cultural and social factors on consumer behaviour.

(2) The mechanism of different consumers' purchasing decision-making process. Before purchasing a product or service, consumers usually go through a decision-making process, including the stages of need identification, information search, evaluation and comparison, decision-making and action. Researchers study the behavioural characteristics and influencing factors of consumers at different stages through surveys, experiments and observations in order to better understand the nature and laws of consumer buying behaviour.

(3) Differentiated buying patterns and characteristics of different consumers. By analysing consumers' purchasing history, consumption preferences, attitudes and values, researchers classify consumers into different types, such as price-sensitive, brand-loyal, novelty-seeking, etc., in order to better predict and explain consumer purchasing behaviour.

(4) Consumer satisfaction and loyalty. After purchasing a product or service, consumers will evaluate and give feedback, which affects their loyalty and satisfaction with the brand. Researchers study the influencing factors and mechanisms of consumer satisfaction and loyalty through methods such as surveys and experiments to help companies develop better marketing strategies and improve consumer satisfaction and loyalty.

1.4.3 Consumer decision making process

Consumer decision-making process refers to a series of steps and decision-making processes experienced by consumers when purchasing goods or services. Generally speaking, the consumer decision-making process includes the following stages:

(1) Needs identification: consumers begin to realize the need to buy a certain product or service when they perceive that they have certain needs or problems. This stage is usually caused by internal or external stimuli.

(2) Information Search: After identifying a need, consumers begin to look for relevant information to fulfill their needs. Information search can be carried out by consulting friends and relatives, checking the media and searching the Internet.

(3) Evaluation and Comparison: After collecting enough information, consumers evaluate and compare different products or services to determine which one best meets their needs and expectations.

(4) Purchase Decision: After evaluating and comparing, consumers make a purchase decision and choose to buy a particular product or service. This usually involves the choice of purchasing channels, payment methods, etc.

(5) Post-purchase Behavior: After the purchase is completed, the consumer will use and

evaluate the purchased product or service. This stage includes consumer satisfaction, loyalty and word-of-mouth influence on the enterprise.

1.4.4 Rizhao Tea Specialty Agricultural Products

Rizhao tea refers to tea produced in Rizhao City, Shandong Province, China, and is a variety of tea that is influenced by many factors, including geography, climatic conditions, and human factors. Located in the southeastern part of Shandong Province, Rizhao is a coastal city with a warm and humid climate, four distinct seasons, abundant rainfall and fertile soil, which is very favourable for the growth of tea.

Rizhao tea has a long history, as early as the Tang Dynasty, began to plant tea, by the Ming Dynasty, Rizhao tea has become a local speciality. Rizhao tea is mainly distributed in Rizhao City, Donggang District, Lanshan District, Wulian County and other places, of which Xihu Town, Donggang District, Jufeng Town, Lanshan District, Songbai Town, Wulian County and other places are most concentrated.

Rizhao tea is characterised by its emerald green colour, fresh aroma, sweet taste and turquoise soup colour, which is of excellent quality and mellow taste, and is well received by the majority of consumers. Rizhao tea varieties are mainly green tea, oolong tea, black tea, etc., of which green tea is the main varieties of tea in Rizhao, but also the representative of Rizhao tea. Known as "China's newest green tea", the tea contains high amino acids, tea polyphenols and other anti-inflammatory and antiseptic, reduce cardiovascular disease and other effects. Compared with the southern tea, due to the temperature difference between the climate of Rizhao Ambassador Rizhao tea grows slowly, the tea contains more trace elements conducive to good health.

1.4.5 Brand Image

Brand image is consumers' overall cognition and impression of a brand. It is shaped by the brand's core values, brand story, brand logo, product quality, service level and other aspects together. A good brand image can help enterprises establish credibility, increase market competitiveness and attract consumer attention and loyalty. A successful brand image should have the following characteristics:

1.Uniqueness: The brand image should be differentiated from competitors to stand out in the marketplace.

2.Consistency: The brand image should be consistent across channels and media to ensure that consumers perceive the brand consistently.

3.Target Group Catering: The brand image should be in line with the needs and preferences of the target group in order to attract their attention and loyalty.

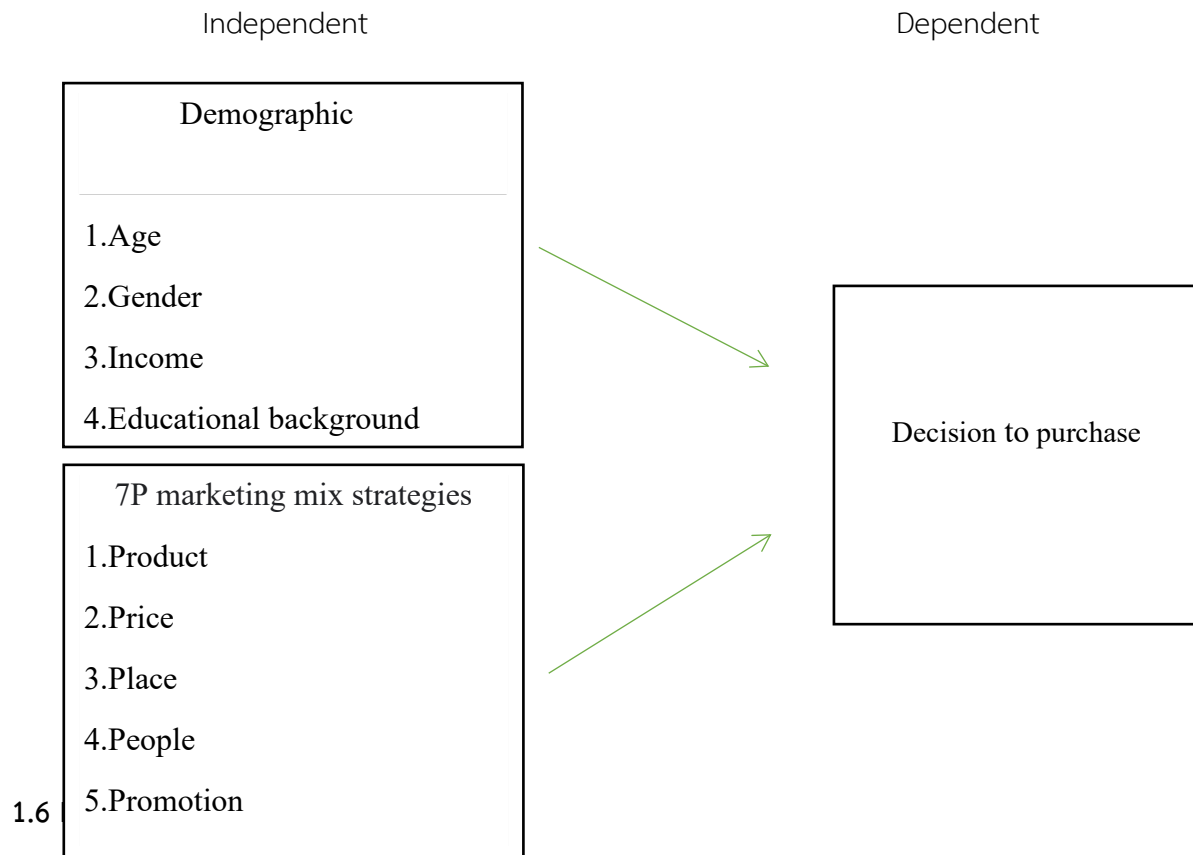
4.Quality Assurance: The brand image should match the quality of the product and the level of service in order to build consumer trust in the reliability and value of the brand.

5.Communicating Values: The brand image should be able to communicate the core values and mission of the brand in order to make consumers empathize with the brand.

6.Awareness and Reputation: The brand image should have wide awareness and good reputation in the minds of consumers in order to enhance market competitiveness.

Brand image shaping requires long-term and sustained efforts involving brand promotion, advertising, product design, market positioning and other aspects. Through effective brand image shaping, an enterprise can establish a solid market position and succeed in a competitive market

1.5 Research Framework



1.6.1 Enrich the framework system

This paper takes consumers in Shandong Province as the entry point to study the problem of consumer purchasing behavior of characteristic agricultural products Rizhao tea, through the review and combing of existing literature at home and abroad, found that consumers are more rich in influencing factors on the purchasing behavior of characteristic agricultural products, but did not specifically on the Rizhao tea, a specific characteristic agricultural product for marketing research. Therefore, this paper from the 7Ps marketing mix and consumer purchasing behavior to study the influence factors of consumers to buy specialty agricultural products Rizhao tea, enriching the framework system of consumer purchasing behavior of tea, enriching the research methodology in the field of consumer purchasing behavior of specialty agricultural products.

1.6.2 Enhance the core competitiveness

This paper starts from the consumer purchasing behavior to Rizhao tea as the research object, through the review of relevant information to understand the development status quo and problems of Rizhao tea, and through the questionnaire survey to understand and analyze the status quo of consumer purchasing behavior in Shandong Province, to test the factors affecting the consumer purchasing behavior of tea in Rizhao, the study aims to put forward targeted countermeasure suggestions based on the results of the study, which is conducive to the enhancement of the Rizhao tea its This study aims to propose targeted countermeasures based on the results of the study, which is conducive to the enhancement of Rizhao tea's core competitiveness.

1.6.3 Provide guidance for the development of Rizhao tea

In addition, I found that because Rizhao tea is an emerging tea variety, it lacks theories in terms of market norms, market size, guidance and suggestions. this study also provides useful guidance for the government, industry and related departments to make decisions on the development of the Rizhao industry, establish a good brand image of Rizhao tea, and enhance the brand advantage of Rizhao tea characteristics of agricultural products.

Literature Review:

The topic of this research is the factors influencing consumers' purchase of Rizhao tea in Shandong Province. The literature review to make the research findings useful and realize the established is divided into 6 parts:

2.1 Marketing Overview

2.2 Demographics

2.3 7P marketing mix strategies

2.4 Behavior and decision making

2.5 Rizhao Tea

2.6 Related research

Research Methodology

In order to understand the influencing factors and purchasing behaviours of consumers buying Rizhao tea in Shandong Province, as well as to understand the decision-making process of purchasing Rizhao tea, and to optimize the marketing strategy of Rizhao tea, the target of this paper is the people in Shandong Province of China since 2023, and data are collected from multiple cities in Shandong Province as far as possible.

Use stratified random sampling technique to select the respondents, total 400 persons , which suitable under the formula of Taro Yamane (1973), $n = \frac{N}{1 + N(e)^2}$, n refer to the sample size, N refer to the number of people in the population and error at 5%

Formula $n = \frac{N}{1 + Ne^2}$)

When

n = number of samples

N = population

E = tolerance between the sample and the accepted population mean, set to 0.05.

Therefore, replace the value with the formula :

$$n = \frac{18730000}{1 + (18730000)(0.05)^2}$$

The number of samples n is 399.991458 \approx 400.

Research Tools

The study subject The influencing factors of consumer trust in food delivery business in China. By using a questionnaire to collect information from a sample as follows.

1. The general information of the interviewees is the senior management, middle management and grass-roots employees of Guangdong semiconductor listed companies;
2. The respondent's opinion is to evaluate the effectiveness of the company's human resources management activities. The Likert scale is used to divide them into five levels, namely 5=strongly agree, 4=agree, 3=neutral, 2=disagree, 1=strongly disagree.
3. Suggestions

Data Collection Methods

The data collected by the researchers in this study are as follows:

1. Collect the primary data of the questionnaire from the sample group.
2. Secondary data, researchers collect data from the study of relevant documents

The Statistics Used in Data Analysis

Descriptive statistics analysis. Questionnaire part 1 used the frequency, percentage, and mean and questionnaire part 2 used the mean and standard deviation to describe general information from the sample and analysis of opinion data, independent variables, and dependent variables.

In analyzing the data, the collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Conclusions

Influence of ProductFactor on Consumers' Purchase of Rizhao Tea Leaves in Shandong Province, China

Currently, the nutritional benefits of Rizhao tea are a factor of great concern to consumers in Shandong Province, China, when purchasing Rizhao tea. This is related to consumers' increasing concern about health and the concepts of green, organic and wellness. Therefore, in order to expand the brand influence of Rizhao tea, Rizhao tea enterprises should fully promote its nutritional benefits and explain the difference

with southern tea, so that consumers have the correct purchase cognition, so as to make the purchase decision to buy Rizhao tea.

5.2.2 Influence of Price Factor on consumers' purchase of Rizhao tea in Shandong Province

The core factor that determines the price of Rizhao tea is the consumer's perception of the value of the tea. If the value of Rizhao tea can match the price, then consumers will be willing to buy Rizhao tea, even if there is a certain fluctuation in the price, but it can not exceed the market price range. Therefore, enterprises in pricing and adjusting the price of Rizhao tea, should be as close as possible to the consumer's perception of value. Consumers will consider the price of similar tea of other brands when purchasing Rizhao tea. Therefore, when pricing, sellers should consider the pricing of similar products in addition to the pricing strategies of competitors. At the same time, for different individual characteristics of consumers, the

development of appropriate pricing strategy, according to the quality of tea and batch, etc. sub-ladder pricing, to meet the purchase needs of more consumers.

5.2.3 The Influence of Place Factor on Consumers' Purchase of Rizhao Tea Leaves in Shandong Province

On the side of the place factors of Rizhao tea, consumers think that there are more places to buy Rizhao tea, and the convenience of buying is the most important factor. It can be seen that currently there are fewer merchants selling Rizhao tea, or they do not know how to buy Rizhao tea with good quality and genuine guarantee. Therefore, retailers of Rizhao tea should provide consumers with convenient ways to buy, with the development of Internet technology, sellers should pay more attention to direct sales and network marketing methods. Secondly, they should establish a good image, not to make the second best, and establish a reliable brand information in order to win the trust of consumers.

5.2.4 The Influence of Promotion Factor on Consumers' Purchase of Rizhao Tea in Shandong Province

Respondents believe that promotion factors are very important factors in purchasing Rizhao tea and play a crucial role in their purchasing decisions. Among them, respondents believe that sellers develop promotional activities for Rizhao tea leaves during holidays is the primary factor, including some free, complimentary and discounted promotional activities, but also through online shopping carnival, Jieyin Netflix live with goods, which can stimulate their desire to buy Rizhao tea leaves, so retailers can take advantage of all kinds of traditional holidays or e-

commerce shopping festivals to carry out a wide range of promotional activities in order to attract consumers and promote their purchasing behaviour.

5.2.5 Influence of People Factor on Consumers' Purchase of Rizhao Tea Leaves in Shandong Province

In terms of Shandong Province consumers' recognition of Rizhao tea products, they believe that merchants' promotions have a great influence on their purchasing behaviour. When faced with many tea brands, consumers do not know how to choose the variety of tea and will be influenced by merchants' on-the-spot promotions. Secondly friends and family around them also have an influence on their shopping experience. Therefore, Rizhao tea sellers should pay more attention to their own publicity and promotion of their products, which can be done by designing publicity posters and setting up product signboards of Rizhao tea to display Rizhao tea products eye-catchingly.

5.2.6 Influence of Physical Evidence Factor on Consumers' Choice of Rizhao Tea Leaves in Shandong Province

In terms of tangible displays, respondents believe that it is very important for Rizhao tea to have traceable information. Consumers can scan the code to obtain the whole process of planting, picking, processing, packaging and transporting of tea, so as to have a comprehensive understanding of the product, so that they can buy and drink with peace of mind. At the same time, this traceability mechanism also helps to maintain the market order, preventing fake and

substandard Rizhao tea, misleading consumers to buy, bringing bad shopping low carbon and losing the desire to buy again.

5.2.7 Influence of Process Factor on Consumers' Purchase of Rizhao Tea Leaves in Shandong Province

With the progress of society, consumers not only pay attention to the product itself, but also pay attention to the whole process of purchasing the product, including the service provided by the seller at the time of purchase and after-sales service. It can be seen that sellers can gain consumer satisfaction and loyalty by creating unique services to obtain new customers and retain old customers. In the market of various products in Shandong Province, sellers' product services and after-sales services, etc. have taken a qualitative leap in recent years. It is no longer the same as before. Although profit is the ultimate driving force of a business, customer demand is the first purpose of a business.

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