

Research on Marketing Strategy of Tea Companies under the Background of “Internet +”

You Qingshan

Chongqing Vocational Institute of Engineering, Chongqing, China

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Abstract: With the rapid development of Internet technology, more and more enterprises apply Internet technology to the process of enterprise product and brand marketing. In particular, the proposal of “Internet +” has promoted many enterprises to make full use of the Internet platform, combine modern information network technology with enterprise marketing activities, and increase enterprise popularity and marketing efforts. Based on the “Internet +” background, this paper analyzes the current situation of China’s tea market in the “Internet +” era, and puts forward the marketing strategy of tea products in the “Internet +” era.

1. Introduction

China has a history of tea culture for thousands of years and has become one of the most important tea sources in the world. For many tea enterprises in China, although they may have some differences in business scale and capital strength, there are gradually homogenization characteristics in their tea products. For consumers, these tea products lack obvious differentiation and brand characteristics. Therefore, it is very important for tea enterprises to reflect their own brand characteristics through good marketing strategies. Enterprises should continue to optimize their traditional marketing strategies in combination with the “Internet +” background, so that enterprises can better adapt to the trend of the times.

2. Current situation of Tea Production and Marketing in China under the Background of “Internet +”

Tea is a natural and healthy drink. It has a long history of drinking tea in China. China is the largest producer of tea, and the output of tea is the first in the world. Since 2018, China's tea production has shown a steady growth trend. As shown in Figure 1, China's tea production increased from 2.616 million tons in 2018 to 3.064 million tons in 2021, an increase of 78000 tons over 2020, a year-on-year increase of 2.61%. The sales of dry wool tea was 2.243 million tons, a year-on-year increase of 1.9%.

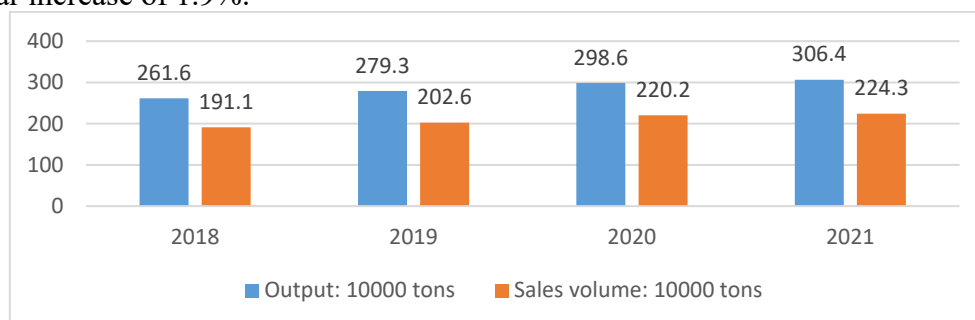


Figure 1 Statistical chart of production and sales of dry wool tea in China from 2018 to 2021

3. Dilemma of Product Marketing of Tea Companies under the Background of “Internet +”

3.1. The Aggregation Degree of Tea Industry is not High

Tea industry as a part of agriculture, due to historical reasons, the concentration of tea industry is low, the scale of tea enterprises is generally small, and the financial and technical strength is insufficient. Many famous and high-quality tea producing areas in China are still dominated by family workshop production, and the mode of small-scale peasant production exists in a wide range. In recent years, governments at all levels have continuously improved the concentration of tea industry organizations and made some achievements, but on the whole, the effect is not very obvious.

3.2. The Update Speed of Tea Products is too Slow

There are six main types of tea in China: Green tea, Oolong tea, Black tea, Dark tea, White tea and Yellow tea. Among them, Green tea, Oolong tea and Black tea account for about 86.9% of the output. From the perspective of product grade, it is mainly divided into famous and high-quality tea and bulk tea. The production processes of famous and high-quality tea or bulk tea are mostly traditional processes, and the product innovation is insufficient. “Xiaoqinggan” appeared in recent years has innovated on the basis of Mandarin tea products and integrated the attribute of convenient drinking, which has aroused the enthusiasm of consumers in the market. However, the phenomenon of “Xiaoqinggan” did not cause a sensation. “Xiaoqinggan” was positioned as a specific regional brand tea product in the publicity process. The innovation of tea products is confined to the inherent attributes of regional specialties. In the current market environment, it is impossible to form well-known brand products, and the final result is still a niche product.

3.3. The Marketing Concept is Conservative

Because many tea enterprises take short-term sales performance as the evaluation point of marketing performance, and lack of understanding of enterprise brand, consumer loyalty and social awareness, tea enterprises always emphasize the excellence of products in marketing activities, and sometimes even exaggerate the function of products and hide the deficiency of products. The homogenization of tea marketing methods is obvious, the marketing methods of tea enterprises learn from each other, and the marketing activities are lack of creativity.

3.4. The Consumption Guidance of Tea Enterprises is Weak

Due to the large number of tea enterprises in China, tea enterprises are reluctant to invest too much energy in guiding consumers. If a tea enterprise guides, there will be a free ride for other tea enterprises. Out of consideration of their own interests, tea enterprises just want to sell their products without considering the cultivation of the tea market.

4. Marketing Strategy of Tea Companies under the Background of “Internet +”

4.1. Integrating Industrial Forces and Establishing Cooperative Marketing Mechanism

4.1.1. Integrating Industrial Forces in Various Ways

In order to solve the problem of power dispersion in the development of tea industry, the company can consider integrating industrial power from different levels. On the one hand, integrate the power of the industrial chain. Industrial chain integration can make full use of the advantages of the two integration methods through the combination of vertical and horizontal methods. Industrial integration should pay attention to the construction of cluster industrial chain, because the cluster industrial chain is based on the networking organization of division of labor, cooperation and industrial connection, and has the characteristics that vertical and horizontal is complementary. In the cluster industrial chain, enterprises mainly cooperate in the same industrial chain. For example, the growers of the tea industry form a planting alliance through cooperation, which will have a

more discourse power in the processing and sales of products upstream of the industrial chain and form a benign competitive relationship within the industrial chain. This competition and cooperation relationship not only makes the cluster industrial chain full of vitality, but also stimulates the development and innovation power of enterprises in the industrial chain, so as to promote the strategic upgrading of the whole tea industrial chain and promote the healthy and sustainable development of the tea industry. On the other hand, integrate the government, industry associations, universities, scientific research institutes and other social forces. The healthy development of tea industry is inseparable from the support of the government, the participation of industry associations and the intellectual support of colleges and universities and scientific research institutes. In the Internet era, various institutions can establish a virtual organizational structure through online platforms, and the institutions in them perform their respective duties and work together to solve the problems existing in reality.

4.1.2. Establishing Cooperative Marketing Mechanism

Cooperative marketing is an activity in which enterprises and relevant institutions share the expenses in marketing activities through cooperation, jointly build the brand of products or services, implement joint marketing, and finally realize the mutual sharing of market resources. In terms of power integration, tea industry practitioners focus on marketing cooperation, and enterprises share expenses reasonably through the construction of mechanism and system. Then, enterprises concentrate on recruiting professional mobile internet marketing talents to plan creative marketing activities for tea products.

4.2. Innovating Tea Products and Attracting Social Attention

4.2.1. Innovating Tea Product Forms

In the Internet era, consumers' demand for products is diversified. When experiencing some products or services, they hope to get the benefits brought by the core functions of the products, as well as new benefits such as beauty, security, comfort, and even health care. Consumers in the Internet market are mainly young people, who are easy to accept all kinds of new, strange and special products. Therefore, in the process of tea product form innovation, we should be guided by the needs of consumers and aim to meet the constantly updated needs.

4.2.2. Innovating Tea Product Positioning

The innovation of tea products must consider the market positioning, and the positioning in line with the market demand is the requirement of product innovation. In the Internet era, the convenience of lifestyle makes people have higher requirements for convenience. Convenience is the direction of tea product development. In the Internet era, consumers' efficacy positioning of tea products may be a convenient drink, a green food, and drinking tea is a symbol of identity or a way of life. Therefore, enterprises need to conduct in-depth market research, understand consumer demand points, and then meet consumer demand points.

4.3. Innovating Marketing Concepts and Carrying out Online and Offline Marketing Activities

In the background of "Internet +", consumers' discourse and choice power have been fully demonstrated, and consumers' personalized pursuit and self assertion have been highly valued by enterprises. Enterprises with internet thinking should innovate marketing concepts and fully mobilize consumers' enthusiasm in product design, positioning and marketing activities. In the marketing process of tea products, online and offline resources can be comprehensively used.

First of all, the marketing activities of tea enterprises can adopt the methods of online promotion and offline experience. Online promotion can use the current popular new media technology for extensive publicity, so that consumers can understand the tea products of the enterprise. Offline should provide consumers with corresponding experience channels, such as opening chain operated tea product stores offline, or allowing tea products to enter shopping malls and supermarkets, so as

to make tea products from virtual to reality and let consumers really experience products.

Secondly, tea enterprises can promote offline and sell online. Offline marketing is an important mode of marketing promotion. Tea enterprises can participate in a series of on-site activities such as business fairs and tea culture festivals to improve the popularity and exposure of tea products in different places. In addition, with the vigorous development of tourism, tea enterprises can develop tea products into tourism commodities for promotion. In addition, in the Internet era, online sales are more convenient, so we should actively carry out online sales. Tea enterprises strengthen online and offline interaction, and can provide consumers with product information in an all-round way to meet consumer demand.

4.4. Leading the Consumption Trend and Cultivating Consumers' Consumption Habits

The leading of consumption demand is an important way for tea enterprises to improve the consumption capacity of tea products. From the key characteristics of integrated marketing, we can cultivate the consumer market from the following five aspects.

Firstly, deeply understand the needs, preferences and lifestyles of consumers, including potential consumers, so as to determine how to convey the information of tea products to consumers. In the Internet era, consumers' demand for product information has changed from passive acceptance to active search. In this case, tea enterprises can guide consumers to search for tea product information through interesting activities, so as to better understand the products in the search.

Secondly, effectively disseminate tea product information through a variety of ways to create a good communication situation. In the Internet era, new media and traditional media have their own advantages in communication effect. Tea enterprises need to make full use of Microblog, Wechat and other media to provide consumers with as much product information as possible. In the process of product publicity, tea enterprises should pay attention to creating a good communication situation and carry out communication at an appropriate place and time, because not all the information transmitted in all situations can arouse the interest of consumers.

Thirdly, pay attention to the unity of product information in multiple media communication caliber. In the Internet age, information dissemination is efficient and fast. If the information of products on different media is inconsistent, it is easy to cause confusion and it is difficult to establish a good product image in the hearts of consumers.

Fourthly, cultivate consumers' fun of drinking tea. People's consumption behavior is always affected by habits. Cultivating consumers' daily tea drinking habits is an effective means of marketing. The cultivation of consumer market is very important for the sustainable development of the whole industry. Marketing in the Internet era can not only aim at brand publicity, because the effect of brand publicity will gradually decline, while the formation of social tea drinking habits can always drive the consumption of tea products. Tea enterprises should pay attention to the cultivation of consumers' tea drinking habits in the process of brand publicity, so that tea drinking has become an important part of many consumers' daily life.

5. Conclusion

Under the background of continuous changes in marketing methods, tea enterprises should fully understand the relationship between tea products and consumer needs, adapt to market changes through the innovation of organization, products, positioning and ideas, arouse consumers' desire with innovative marketing activities, further expand the tea consumption market and get out of the sales dilemma of the tea industry. Use the Internet platform to establish a stable relationship with consumers, pay attention to the cultivation of consumers' tea drinking habits, and promote the healthy development of the tea industry.

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