

Analysis on the Marketing Strategy of Milk Tea Market Based on Consumption Preference Analysis

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Abstract: Milk tea, which combines the advantages of milk and tea, is widely loved by consumers all over the world and has become one of people's daily drink choices. Studying consumer psychology is helpful for enterprises to produce products that customers like and choose the right marketing methods according to customer psychology, so as to expand sales and improve corporate profits and benefits. Once the consumption habits are formed, it is difficult to change, and consumers are more willing to shop according to their own habits. How to cultivate consumers' consumption habits, so as to use this habit psychology to achieve sales goals needs careful consideration by enterprises. Consumer psychology can affect consumers' behavior in consumption, so that consumers can decide what products to choose. Based on this, this paper takes the sales of milk tea market as an example to analyze the marketing strategy of milk tea shop from the perspective of consumption preference, in order to provide reference for the optimization and innovation of marketing strategy of milk tea shop.

Keywords: Consumption preference, Milk tea, Marketing strategy.

1. Introduction

People are the main body of consumption, and every consumption behavior seems simple, repetitive and dull, but there are very complicated psychology and behaviors behind consumers, which contain many uncertain factors, such as perception, cognition, environment, customs and so on [1-2]. Consumer psychology can affect consumers' behavior in consumption, so that consumers can decide what products to choose.

Studying consumers' psychology will help enterprises to produce products that customers like according to their psychology and choose the right marketing methods, so as to expand sales and improve the profits and benefits of enterprises [3]. As a new trend, milk tea has experienced a period of change and development. The pattern of tea industry is produced to meet the current consumption demand and social and economic development, and has experienced a long time of change and development as a new trend. Based on this, this paper takes the sales of milk tea market as an example to analyze the marketing strategy of milk tea shop from the perspective of consumption preference, in order to provide reference for the optimization and innovation of marketing strategy of milk tea shop.

2. Consumer Behavior Analysis

Consumer behavior refers to the behavior of consumers in the process of finding, buying, using, evaluating and disposing of products and services that they hope to meet their needs. Consumption behavior pattern is the conceptual system and basic structure used to analyze consumption behavior. The most representative theory to study consumers' buying behavior is the stimulus-response model [4]. There are two kinds of external stimuli to buyers: one is the stimulus of enterprise marketing mix; The other is the stimulation of uncontrollable factors, including economy, technology, policy and culture. These external stimuli enter the "consumer black box" and produce a series of visible consumer reactions, such as product selection, brand selection, dealer selection,

purchase time selection and purchase quantity selection.

In addition to consumers' strategic behavior, it is also necessary to consider consumers' risk preference behavior when modeling [5-6]. Risk preference behavior is one of the irrational behaviors of the research object, which refers to the psychological tolerance to the uncertainty of future events in order to achieve a certain goal. The more customers prefer risk, the greater the fluctuation of product valuation or the greater the fluctuation of random demand for products, the more favorable it is for merchants to implement unconditional return strategy. When a consumer decides to buy a product or service, his behavior usually follows the seven steps shown in Figure 1.

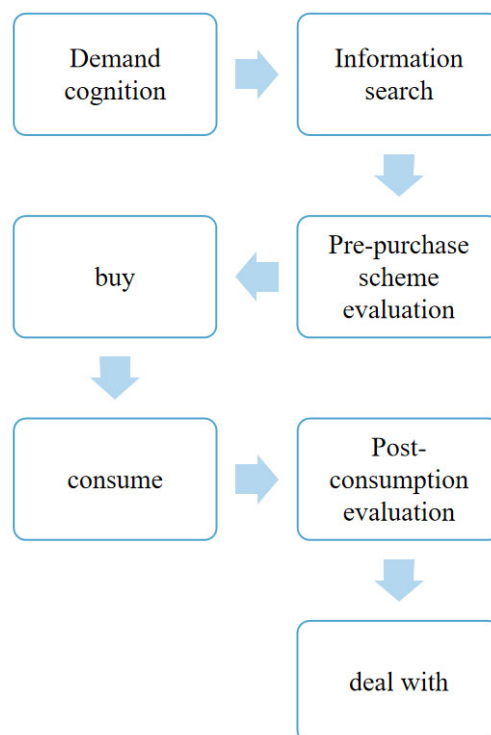


Figure 1. Consumer's decision-making process

Consumers' choice or non-choice, like or dislike of a certain product are all influenced by consumers' emotional psychology, which is the true feelings of consumers. These emotions are often subconscious and difficult to change easily, and they are also obtained by enterprises through various marketing means [7]. Consumers prefer to buy products from companies that are law-abiding, adapt to national policies and conform to their own values. Once the consumption habits are formed, it is difficult to change, and consumers are more willing to shop according to their own habits. How to cultivate consumers' consumption habits, so as to use this habit psychology to achieve sales goals needs careful consideration by enterprises.

3. Analysis of Consumption Preference in Milk Tea Market

Based on the theory of consumption preference and SPSS analysis, this study summarizes the core of consumers' purchasing decisions such as consumption motivation, return and value, and provides feasible improvement plans for tea shop operators. The following assumptions are made by

consumers' consumption experience in purchasing milk tea products: the attributes of milk tea have a significant impact on the experience; Experience has a significant impact on consumption value; The properties of milk tea have a significant impact on the consumption value.

The survey object of this study is all milk tea consumers, using random sampling method. The form of this survey is an online questionnaire, which consists of 18 questions, 17 of which are closed questions and 1 is open questions. This paper mainly asks four questions about consumer characteristics, consumption attitude, consumption motivation and consumption preference, and analyzes the behavior research of milk tea consumers in different dimensions. All the questionnaire data were imported into SPSS for descriptive statistical analysis.

As can be seen from the data in Figure 2, the main reason why consumers choose a certain brand of cup milk tea is that the product tastes good and is convenient to buy, followed by the reasonable price and good product concept. It can be seen that the most important factors to retain consumers and improve their purchase rate and loyalty are products and channels, followed by factors such as price.

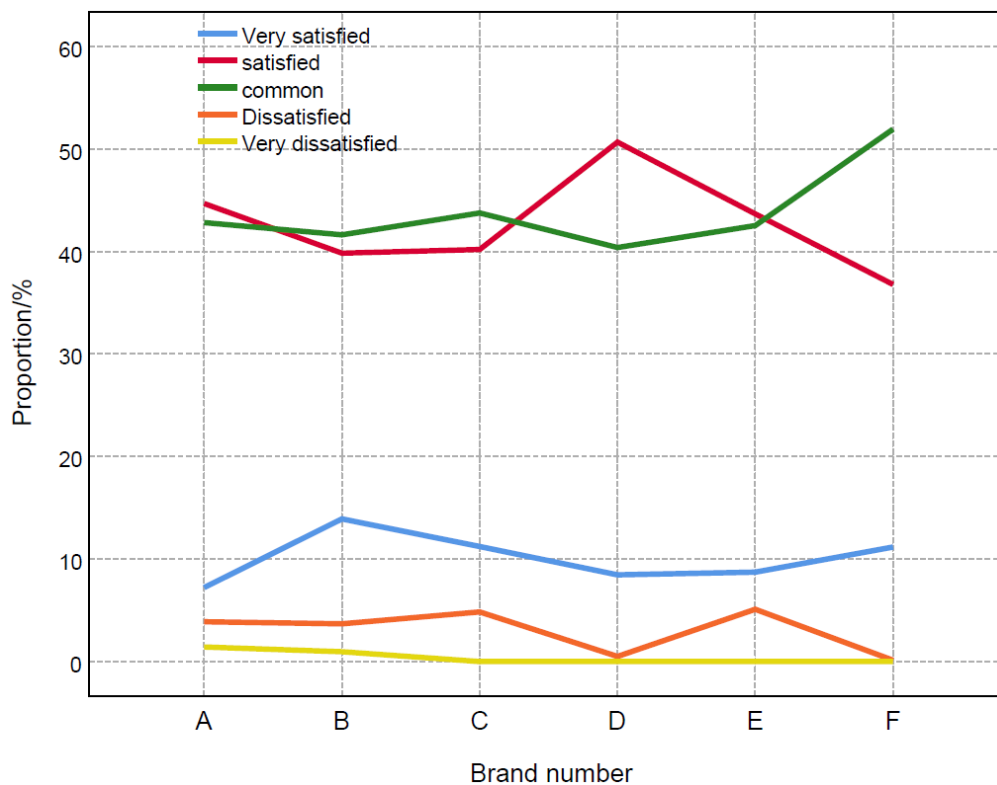


Figure 2. Reasons for choosing a cup of milk tea

In terms of product types and functions, cup milk tea, as a leisure drink, has a wide variety of alternative drinks in the market. In the beverage market, the existing types including carbonated drinks, water drinks, tea drinks, fruit juice drinks and functional drinks are powerful substitutes for cup milk tea. At present, the main forms of milk tea products on the market are milk tea made in milk tea shops, instant milk tea in small bags, bottled or canned milk tea and cup milk tea. According to the survey data, consumers' main cognition of cup milk tea is its variety of taste choices, good brand reputation and

convenient use.

In this questionnaire, the topics mainly involved in the preference of milk tea consumers are: the way consumers buy milk tea, the time they are used to drinking milk tea, the price range where they spend more, the favorite preferential activities, whether they like music in the store and the sweetness of milk tea they like. The statistical results of consumption preference of milk tea consumers are shown in Figure 3:

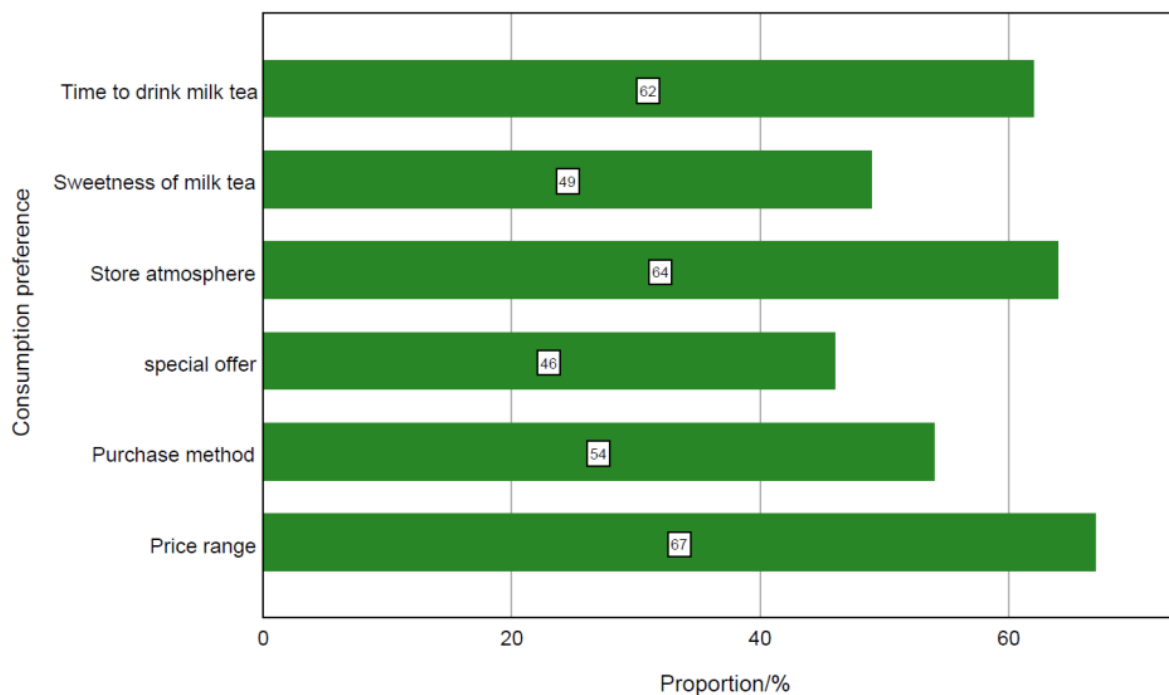


Figure 3. Statistics of consumption preference of milk tea consumers

In the process of milk tea sales, many companies raise the price of milk tea to get more profits, resulting in the loss of some consumer groups. Therefore, it is suggested that enterprises related to milk tea can treat the production and marketing process of milk tea more scientifically and intelligently. Consumers not only meet their own material needs, but also pursue a kind of psychological satisfaction and intimacy with the product itself. There is a great difference in essence between experiencing products personally and learning about products on advertisements and TV, so consumers prefer to pursue spiritual pleasure in experience and pleasure in shopping.

4. Marketing Strategy of Milk Tea Market Based on Consumption Preference Analysis

4.1. Brand marketing

Brand marketing means that the public image of the enterprise is firmly engraved in the hearts of consumers, and the key of brand marketing is to find irreplaceable core values for the enterprise, so that consumers can think of the brand as soon as they mention a certain industry [8-9]. Nowadays, consumers are easily attracted by the value of products, so they choose to buy according to the cost performance of products. Enterprises should do a good job in design issues such as products and packaging, and firmly grasp the customer's psychology of pursuing value.

Brand culture is the endogenous factor of a brand, and a brand can't exist without culture. Any brand includes its own brand culture, tangible product culture with a certain product form as the material performance, and intangible value culture with brand value, brand appeal and brand association as the performance. At the same time, enterprises should constantly innovate the core value of consumer preference products from the spiritual level, improve the taste and grade of consumer preference products from the aspects of product design, packaging and naming, so that consumers can get

emotional attachment and appeal from products. Research and develop the popular concept of consumer preference products from the social perspective, create a new and fashionable consumption mode of consumer preference products, and promote the popularization and sales of consumer preference products to lead the sustainable development of the core connotation of consumer preference.

4.2. Expand network marketing

In the process of implementing the marketing strategy of milk tea, we must learn to change the marketing concept. In the era of rapid development of internet e-commerce, we should actively learn from the marketing methods of competitors, and it will also be a good choice to adopt online marketing with low cost but relatively good communication effect. The low price brought by e-commerce to consumers has attracted widespread attention from consumers. Therefore, milk tea can also follow the trend of the times and actively cooperate with group buying websites to develop its online sales model. In addition, brands can also choose to interact well with consumers on the online public platform, actively create hot topics, invite celebrity endorsements to use their own traffic to drive the consumption of fans and promote brands in more dimensions.

According to the above consumption habits and preferences of milk tea consumers, it can be seen that most consumers will consider the brand awareness of milk tea when buying milk tea products. Therefore, the marketing strategy of milk tea shops must include improving brand awareness. Only with high brand awareness can products be better marketed and attracted to consumers. Strengthen social media marketing to attract consumers with humorous and funny words. By adopting the network marketing scheme, milk tea can help enterprises to establish good public relations, create a good business environment, improve consumers' brand awareness and satisfaction with milk tea, and finally achieve the goal of economic growth of enterprises [10].

4.3. Pay attention to the quality of milk tea

With the popularization of people's awareness of healthy economic development and the improvement of people's living standards, the influence of price factors of food products is gradually weakening, and health, nutrition and safety are what modern consumers really care about. Therefore, merchants can ensure the quality and safety of raw materials, and appropriately strengthen the publicity of product quality and safety to reduce people's worries, thus expanding their brand reputation and promoting sales. Tea shops must abide by the relevant regulations of the health department, apply for health permits, employees should apply for health certificates, etc., and always keep the storefront and working environment in good health. The development of science and technology has also accelerated the pace of product upgrading. In order to survive and develop, enterprises must constantly improve their products and innovative products, and constantly enter new markets to meet the diverse needs of consumers and increase their income and profits.

5. Conclusions

As a new trend, milk tea has experienced a period of change and development. The pattern of tea industry is produced to meet the current consumption demand and social and economic development, and has experienced a long time of change and development as a new trend. Consumers' choice or non-choice, like or dislike of a certain product are all influenced by consumers' emotional psychology, which is the true feelings of consumers. These feelings are often subconscious and difficult to change easily, and they are also obtained by enterprises through various marketing means. In the future development and confrontation, how to actively understand the consumption preferences of regional consumers, adopt corresponding competitive means and strategies to expand their own advantages, gain consumers'

brand loyalty and occupy high market share are the key points for enterprises to think and develop.

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