

# The Influence of Tea Brand Image Building on Marketing

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## Abstract:

This study focuses on the influence of tea brand image building on marketing, and deeply discusses the importance of brand image in tea market through case and literature analysis. It is found that brand image is the key factor for the success of tea brand, which not only enhances the product recognition, but also enhances the market competitiveness of the brand. The study uses the case of tea and tea Yan Yue as examples to analyze how they stand out in the fierce market competition through their unique brand image design and marketing strategies. The results show that the shaping of brand image is very important to enhance the competitiveness of the brand in the market. Although the study has limited sample size and insufficient analysis of negative effects, it provides a valuable reference for the formulation of future brand image building strategies and marketing execution, especially in the application direction of digital media and emerging technologies.

**Keywords:** Tea; brand image; marketing.

## 1. Introduction

In today's highly competitive beverage market, tea occupies an important position with its rich taste and unique cultural charm, and the influence of tea brand image on marketing is increasingly prominent. According to the "2023 New Tea Drink Research Report" issued by CCFA and Meituan, the market size of new tea drink in China is expected to reach 149.8 billion yuan in 2023, and the chain rate is overall stable. The new tea consumption market is expected to further expand to 2015 billion yuan, and the number of stores is growing rapidly, especially in first tier and new first-tier cities. This shows that the competitiveness of tea brands in the market has become stronger.

The NCBD report points out that the tea industry is likely to usher in a major shakeout, with healthy drinks becoming more popular. It shows that the concept of consumers is further developing, and tea brands need to constantly improve their image and gain a firm foothold in the market.

It can be seen that a good brand image can enhance product awareness, and in many tea products, a unique brand image can be quickly recognized and remembered by consumers. This study mainly starts from the impact of tea brand image building on marketing and uses literature analysis to search and read relevant literature and materials. The advantage of this method is that it can well analyze the precise market positioning and brand image design required by tea brands, and study various marketing means

and channels. For example, the cooperation between social media and some public figures and big data analysis technology can be used to build a deep image of the brand in the minds of consumers and gain consumer recognition, so as to gain competitiveness in the market, and then analyze the dilemma of brand building and solution strategies. The ultimate purpose of this study is to deepen the brand management theory, enrich the existing brand theory and provide new perspectives and ideas by studying the influence of brand image building on marketing. Secondly, the study combined with the actual cases of tea brands to sum up the successful experience of brand building. These summaries provide full guidance for how tea brands build their image, and these cases can help tea brands build their brand image more effectively.

## 2. Overview

### 2.1 Brand Image Overview

According to Aaker's brand equity model proposed in 1991, brand image is one of the core components of the concept of brand equity. Brand image refers to a series of associations that consumers have about the brand's characteristics, positioning, and the importance it occupies in the minds of consumers. Aaker believes that brand image is not about the design and quality of the product itself, but more about the culture and personality that the brand conveys to consumers, which are not expressed on a material level. Based on the conclusions drawn from "*The Impact of Corporate Social Responsibility on Brand Image and Brand Value and Its Influence on Consumer Satisfaction*", it is known that brand image affects consumer choices, and a good brand image is favored by consumers [1]. For tea beverage brands, what consumers value is not only the product itself but also the culture and lifestyle attitude that the brand image brings. Therefore, shaping the brand image plays an important role in marketing.

### 2.2 Overview of Tea Brands

#### 2.2.1 Characteristics of tea brands

In recent years, with the changes of the times and the popularity of fast-paced and social cultures, the trend of milk tea has rapidly developed in the young market. Many characteristics of the contemporary young consumer group are also reflected in this new type of beverage. Firstly, in terms of personalization, the "Generation Z" youth admire self and pursue individuality, hoping to be different from others. Milk tea offers a high degree of self-selection, allowing choices in product types, sweetness, temperature, cup size, and toppings, which satisfies

the new generation of young consumers' attitude of "being themselves."

Secondly, there is innovation. With the development of tea beverage brands, their products have more possibilities for innovation. Some tea beverage brands have added materials such as Chinese medicine and alcohol, which are widely recognized as unrelated to tea beverages, into their drinks, deeply attracting contemporary consumers and gaining a great response in the market. The innovation of tea beverages is not only reflected in their products but also in their brands. Some tea beverage brands collaborate with different IPs to create unique experiences for consumers, resonating with the young consumer group and the general market, and expanding their brand recognition [2].

#### 2.2.2 Status of tea brand logo shape

In today's highly competitive market environment, brand logos are not only representatives of products but also visual expressions of brand images and values. An innovative and unique brand logo can not only quickly catch consumers' attention but also convey the core concepts and cultural connotations of the brand [3]. For example, Auntea Jenny, whose logo features a woman wearing a cheongsam, with double buns, and full of charm, resonates with the "auntie" in the brand name. At the same time, through the evolution of the image, it shows the brand's youthful development, gradually transforming from the original fashionable auntie image to a more modern "young married woman" or "sister" image, making it easier for consumers to remember the brand.

Some brands also reflect the product characteristics in the shape of their logos. For instance, the new logo of Booky Burned Grass Tea features not only a rabbit image but also the phrase "Plant-based New Tea Beverage," clearly conveying the brand's development positioning in the direction of plant-based new tea beverages. This not only increases the brand's recognition but also highlights the product's features.

#### 2.2.3 Influencing factors of tea brand status

In recent years, the tea market has attracted many new entrants, and various tea brands have sprung up. For example, in addition to the common brands such as ancient tea, Shuyisao Xiancao, Chabaidao, and Hicha, there are many emerging brands that continue to join the competition, resulting in a large number of brands in the market and fierce competition. Moreover, the tea products they provide are similar in category, such as bubble tea, fruit tea and other common drinks, and the difference in taste is not significant. This has led to consumers' continuously rising demands for tea beverage quality and consumption

experience. New tea beverage brands are actively exploring innovative methods to meet consumers' diverse needs. Recently, various cross-border collaborations of new tea beverage brands have covered multiple fields, including games, TV dramas, blind boxes, intangible cultural heritage, and more rather than the uniqueness of the product itself [4].

### 3. Research, Design and Analyze Its Success Factors

Taking HeyTea as an example, from the perspective of brand positioning, the target customer group of HeyTea is mainly positioned at the young generation of consumers, especially the urban young people who pursue fashion and quality life. They usually focus on the consumer experience and are willing to pay a premium price for high-quality, innovative products. In terms of brand design, HeyTea has created a high-end brand image by providing high-quality tea drinks and a comfortable store environment, which sets it apart from other tea brands in a differentiated competition. Its product pricing is relatively high, with the price per cup positioned in the mid-to-high end of the tea beverage market, meeting consumers' pursuit of quality. At the same time, the store design is unique, diversified and creative, creating a sense of fashion with simple lines and bright colors. HeyTea in the product packaging design is also very careful, its cup body design is simple and generous, brand logo eye-catching, easy to recognize. At the same time, according to different seasons, festivals and joint activities, the Tea Party will launch the corresponding special edition packaging. In terms of product communication, HeyTea fully utilizes social media platforms such as Weibo, WeChat, and TikTok for brand dissemination. By posting exquisite product photos, interesting videos, store activities, and other content, it attracts consumer attention and sharing. For example, Heytea will release new product previews, production process displays, etc., on social media, triggering consumer curiosity and discussion, expanding the brand's influence. At the same time, Heytea cooperates with many popular film and television, animation, and game IPs, holding various co-branded activities, attracting media and consumer attention. For instance, the collaboration with "Genshin Impact", based on the characteristics and elements of the characters in the game, introduces special drinks, allowing players to feel as if they are in the game world when tasting the drinks, attracting a large number of game fans.

### 4. Case Analysis of Tea Sexytea and

### HeyTea Brand Building

As the representative brands of China's new tea drinks, Sexytea and HeyTea, how they build their brands to enhance their popularity in the market is worth analyzing. As the popularity of national trend culture continues to soar, various new-style tea beverage brands are taking advantage of the trend and integrating Chinese traditional elements or representative elements into product packaging design [5].

With its unique Chinese style design and exquisite product packaging, Sexytea has successfully attracted the attention of young consumers. Such as "Sexytea" cup packaging is a highlight of its brand. The "Ancient famous painting Series" package launched in 2018, "Tea Yan Yue Color" bought the right to use a batch of collection paintings from major museums across the country, and used famous paintings such as "A Thousand Li River and Mountains", "Fuchun Mountain Residence", "Han Xizai Night Banquet" and "Ruihe Map" to beautify and redesign the pictures. On the basis of these legendary paintings, the content related to its brand attributes will be adjusted and combined. With modern transformation design to convey the charm of traditional Chinese culture. For example, taking the partial background of the "Book of Flowers and Birds" as the background, while retaining the lifelike birds and blooming flowers in the original painting, the background color of the original picture is changed to a more spring blue-green, and the branches of the tree are made into a raised texture effect. The flowers and birds in the picture are more prominent, and the visual effect is strong, so that consumers can enjoy the quality and charm of milk tea while enjoying the flowers and birds. With the partial background of "A Thousand Li of Rivers and Mountains", a large area of green and purple is chosen to emphasize the distance between heaven and earth and the beauty of space. When selecting the picture of Ruizhe as the background, the original cranes flying in the air are retained, and the eaves of the palace below are weakened. The free flight of cranes is emphasized, as well as the wealth and auspice conveyed by them, and the auspicious meaning is also conveyed to consumers [6]. By combining traditional culture with modern aesthetics, the brand creates a unique brand personality, which not only enhances the purchasing experience of consumers, but also enhances the market competitiveness of the brand. HeyTea has won the favor of consumers by cooperating with a popular IP. The brand satisfies consumers' pursuit of freshness by constantly launching joint new products [7]. For example, in 2022, in joint cooperation with Hiroshi Fujiwara, a Japanese trend leader active in fashion, art, design and other fields, the special new black TEA was launched. In this cooperation,

the all-black product packaging has attracted the attention of consumers, and at the same time, the representative lightning symbol of fragment design is integrated into the tea drinking logo image, forming a highly recognizable tea packaging design, which expresses the cool attitude exclusive to the young generation. In addition to the launch of this special cup, it also derived a joint name of the perimeter. The two TEA residue inspiration cups created with the theme of black Tea have become the carrier of Fujiwara Hiroshi to connect the trend thinking with People's Daily life. Inspired by the sustainable TEA residue recycling process, paired with a bucket bag suitable for everyday styling, together form the Black TEA Tea residue inspired accompanying cup set, Sustainable design is an activity aimed at developing sustainable solutions. This activity takes into balanced consideration elements such as aesthetics, economy, and the environment [8]. A clever idea of multi-purpose, so that this black TEA tea residue inspired multi-functional art cup came into being. Taking inspiration from traditional Chinese tea sets, Hiroshi Fujiwara uses the tea leaves regeneration process combined with the natural texture of black pottery to create the unique shape of the mother cup, making it both a drink cup and a smokeless aromatherapy holder with diffuser stones and essential oils.

The two brands can gain a firm foothold in the tea market and attract consumers, both reflect a good brand, whose positioning, design, communication and other aspects need to be carefully planned and executed. The Chinese style design of Sexytea and the IP joint name of HeyTea are both means of shaping the brand and further expanding the influence of the brand in marketing.

## 5. Discussion

As environmental issues become increasingly severe, consumers are paying more attention to environmental protection and sustainable development. Therefore, the importance of shaping a sustainable brand image is highlighted in "Research on Green Brand Strategy Based on the Concept of Sustainable Development." Companies that actively practice the concept of sustainable development can enhance their social responsibility and reputation, attracting more consumer attention and support. At the same time, sustainable environmental protection is one of the components of CSR, which has a profound significance for the development of the brand. On the one hand, practicing sustainable environmental protection can show the social responsibility of the enterprise to the society, conveying the attitude of the enterprise's responsibility for environmental protection. This brand image helps to enhance the brand's position in the hearts of consumers

and can also attract those environmental protectors with the same concept, forming a unique fan group. It brings differentiated competitive advantages in the fierce competition of the tea beverage market and stands out. On the other hand, sustainable environmental protection can also promote good cooperation with other stakeholders, cooperate with government departments to promote the implementation of environmental protection policies, and participate in environmental protection public welfare activities with social organizations. Attracting investors with a sense of social responsibility can not only enhance the brand's social influence but also bring greater benefits to the enterprise. It can also create a more favorable external environment for the sustainable development of the brand. The importance of customer brand experience. While enterprises focus on brand image and product itself, they should also pay attention to consumer experience. The service quality of stores, the comfort of the dining environment, and the convenience of online and offline ordering are important factors affecting consumer experience. A good consumer experience can enhance consumers' favorability, loyalty, and competitiveness in the market. In today's highly homogenized tea beverage market, products themselves achieve differentiation. Therefore, consumers will pay more attention to the consumer experience. A high-quality consumer experience can make it stand out among many brands. Therefore, brand experience is crucial, and tea beverage brands should pay more attention to it.

According to the above viewpoints, several suggestions are made for the future development of tea beverage brands.

Firstly, according to "How Tea Beverage Shops Can Create Brand Advantages," the memory advantage of brand text LOGO is relatively weak compared to pattern LOGO. Brands can use pattern LOGO and IP image design to increase brand recognition [9]. While enhancing brand image recognition, it is also necessary to strengthen brand experience management, train employees, and enhance employee service quality. The service of employees plays an important role in consumers' experience [10]. Enterprises should regularly organize employee service training to ensure that employees can warmly welcome every consumer and provide professional and meticulous services. Continuously optimize the store environment, pay attention to the beauty and comfort of the store environment. Providing a good consumption place for consumers can enhance consumer satisfaction. In "A Review of Experience Marketing Research Literature," the concept, strategy, and methods of experience marketing are elaborated, with similar cases and theoretical analyses as references, such as enterprises should create a comfort-

able and cozy consumption atmosphere. At the same time, enterprises should strengthen the cleaning work of the store to provide consumers with a clean and comfortable consumption environment. Improve the convenience of ordering and optimize the ordering system. Improving the convenience of ordering not only saves consumers' time but also greatly improves the efficiency of employees. Enterprises can add more personalized options in the ordering system, such as consumers can choose sweetness, ice volume, ingredients, etc., according to their taste preferences, to meet the different needs of consumers. At the same time, it also reduces the time cost of communication with the clerk. Secondly, practice the concept of sustainable development. Use sustainable environmental protection materials and reduce environmental damage. Focus on cooperation with environmental protection material suppliers, choose degradable and recyclable materials, and reduce environmental damage. In product production, reduce the use of disposable products and reduce waste to maximize resource utilization. Organize and participate in environmental protection public welfare activities. Cooperate with environmental protection organizations and regularly participate in various natural protection public welfare activities to enhance the brand's sense of social responsibility.

## 6. Conclusion

This study analyzes the background of the Chinese tea beverage market and explores the role and impact of brand image in market marketing. Through case analysis, the impact factors of brand image on market marketing are analyzed. The results show that brand image is one of the key factors for the success of tea beverage brands, enhancing the brand's market competitiveness.

The successful cases of Sexytea and HeyTea provide valuable experience and insights for other tea beverage brands. Although this study has conducted an in-depth analysis of the impact factors of tea beverage brand image, there are still some shortcomings. First, the sample size of the study is limited and may not fully represent the entire tea beverage market. Secondly, the study mainly focuses on the positive impact of brand image, but the analysis of the negative impact of brand image is insufficient.

In the future, the sample size can be expanded, and the research can cover a wider range of tea beverage brands and markets to draw more universal conclusions. At the same time, it can further explore the long-term impact of brand image on consumer behavior, and also pay attention to the

role of digital media in brand image shaping, and how to use big data and artificial intelligence technology to optimize brand image shaping.

The results of this study show that brand image has a significant positive impact on the market marketing of tea beverage brands, and further conclude that the shaping of brand image is crucial for enhancing brand competitiveness and market share. This study provides a lot of valuable reference significance for future research in this direction, mainly affecting the formulation of brand image shaping strategies and the implementation of market marketing. Future research should focus more on the long-term effects of brand image, changes in consumer behavior, and the application direction of digital media and emerging technologies in brand image shaping for in-depth exploration.

### Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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