



A Study on the new Media Marketing Strategies of new Tea Beverage Companies: A Case Study of KF Cha

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Abstract

The proliferation of new media platforms, coupled with the burgeoning growth of the new tea beverage market, has engendered a fiercely competitive business environment. This study investigates the marketing strategies of KF Cha, a notable player in the industry, by employing a mixed-methods approach that includes a questionnaire survey and strategic analysis tools such as PEST and SWOT. The questionnaire, comprising 25 items across four dimensions—demographics, purchasing behavior, marketing perceptions, and feedback—yielded a 90.5% response rate with 181 valid returns. The analysis reveals deficiencies in KF Cha's marketing approach related to the principles of engagement, consumer benefit, interactivity, and personalization. The research culminates in the formulation of tailored enhancement strategies aimed at addressing these identified gaps.

Keywords: Brand personalization, Consumer engagement, Marketing strategy, New media, New tea beverage industry.

JEL Classification: E2; E3; M1; M3.

1. Introduction

The swift advancement of internet technology in recent years has precipitated the rise of new media, which is noted for its rapid dissemination, interactive nature, and precision in targeting. These characteristics present both novel opportunities and significant challenges for corporate marketing strategies. The widespread penetration of new media has spurred companies to harness its platforms for market expansion and brand promotion.

Coinciding with this technological surge, the growth of the national economy and the elevation of citizens' living standards have triggered substantial changes in consumer behavior. There is an increasing emphasis on individuality and wellness among consumers, which has fuelled a rising demand for innovative tea beverages. The new tea beverage sector experienced a sudden boom in 2010, and by 2022, the market had exceeded the 2900 billion RMB threshold in China. As of now, the industry's estimated market value stands at approximately 3333.8 billion RMB (Wang, 2023), with a consistent upward growth trend.

This vigorous expansion has substantially influenced the economic chain and business landscape of the new tea beverage industry. In the realm of brick-and-mortar establishments, the market in tier-one cities has approached saturation, prompting leading brands to shift their gaze towards tier-two, three, and even four cities in pursuit of fresh avenues for growth. The market's foray into these "lower-tier" cities has seen a proliferation of street brands, intensifying competitive dynamics (Yuan et al., 2024).

In light of these developments, securing a competitive edge in the bustling market requires new tea beverage companies to continually refine and innovate their marketing approaches. This study endeavors to conduct a thorough analysis of the challenges faced by KF Cha in its business operations and to devise targeted optimization strategies. The findings are intended to offer insights for the strategic development of not only KF Cha but also other brands within the new tea beverage sector.

2. Literature Review

The New Tea Beverage Industry: Research on the new tea beverage industry primarily focuses on the study of well-known chain beverage stores. Kim and Park (2021) investigated the marketing strategies of global coffee companies such as Starbucks and Blue Bottle in the context of modern consumer characteristics and global franchise space design, identifying aesthetics, interactivity, and value as the three marketing characteristics of space design that meet the needs of modern consumers and enhance the unique value of the brand. Wang (2021) studied the different marketing strategies of Starbucks and Luckin Coffee in the coffee industry, analyzing the varying impacts of different pandemic periods on Starbucks and the countermeasures adopted by the company. In recent years, tea beverage consumption has gradually gained popularity in China, becoming a fashionable demand and culinary culture. Wang Yingchang (2020) argues that new tea beverage companies should develop high-quality

products, reasonable prices, and marketing strategies with their own corporate characteristics to win over the majority of consumers. By continuously innovating products and keeping up with consumer trends to meet customer needs, marketing success can be achieved. Tan Yanzhi and Peng Zhaoxia (2023) analyzed the marketing strategies of "Mixue Bingcheng," identifying optimized marketing strategies such as precise market positioning, integration of the long tea beverage industry chain, and establishment of a modern management system, proposing a suitable development direction for the marketing process of tea beverage companies.

New Media Marketing: Research on new media marketing began at the turn of the century. Yantian and Ahmad et al. (2022) confirmed the significant role of new media social software such as Instagram in marketing. Additionally, they validated the applicability of the new generalized diverse Weibull distribution model in new media marketing. Yi Nuo (2022) pointed out that although new media marketing applications are increasingly widespread, traditional media marketing cannot be completely replaced by new media marketing. Utilizing new media technology can address the shortcomings of traditional media marketing, such as poor flexibility, inability to obtain user data, and understanding customer preferences, thereby achieving integrated marketing leveraging both traditional and new media. Guo Chaoshe (2021) analyzed the characteristics of new media marketing in the internet era, such as rich marketing channels, targeted marketing, and alignment with modern behavior habits, proposing that the practice of new media marketing requires expanding marketing channels, enriching content, integrating resources, and enhancing online-offline interaction. Zhong Nana (2022) believes that new media marketing possesses advantages that traditional marketing does not, such as more comprehensive presentation forms, flexible information delivery, diverse content, and interactive communication. It can break through the constraints of time and space, delivering multi-dimensional marketing information to consumers at any time and place through multiple paths.

New media marketing is a marketing model based on digital information technology and internet technology, where companies use new media to disseminate information targeting user needs, planning and executing content or online activities with high communication value to guide users to identify with a certain concept or idea. iResearch (2020) considers new media marketing to be supported and operated jointly by industry chain marketing service providers, advertisers, key opinion leaders, multi-channel networks, and new media platforms, with Key opinion leaders (KOLs) as the main body conducting content marketing activities on social media, short video platforms, and other new media platforms. Chen Xiao (2021) believes that new media marketing is based on the appeal of products and services, using new media platforms for dissemination and promotion, guiding consumers to understand and identify through content in the form of text, images, and videos, thereby achieving marketing objectives.

4I Internet Marketing: The 4I internet marketing within integrated marketing communication encompasses four marketing principles: Interesting, Interests, Interaction, and Individuality (Schultz & Schultz, 2013). It emphasizes the need to focus on customer differentiation and personalization during marketing activities, maintain good interaction with customers, plan activities that attract customer interest, and benefit customers. The 4I model highlights the efficient use of marketing methods in the internet context, shifting the communication model from "subject-centric" to "audience-centric." 4I is generated in the context of the internet, with its core being the user, focusing on studying interaction with users and adapting to the fragmented development of online activities (Li, 2021).

3. Current Marketing Strategies of the Case Study

3.1. Company Overview

Kung fu Cha (KF Cha ; KF Tea), a leading brand in China's tea beverage industry, was established in 2008 by Hengsheng Herui Industrial Group Co., Ltd. With its deep cultural heritage rooted in Chengdu, Sichuan, the brand quickly distinguished itself in the market and by 2024 had achieved an impressive milestone of surpassing 8,000 stores nationwide, covering more than 330 cities.

In terms of brand image, inspired by the iconic symbol of Chengdu, the Cha, KF Cha created its own IP, "Ding Ding Cat," as the brand logo, endowing the brand with a friendly and approachable image. The company consistently selects high-quality ingredients to ensure the freshness and nutrition of its products, and it uses unique formulas to create delicious and healthy beverages that meet consumers' pursuit of quality and health.

KF Cha's brand mission is to be "everyone's favorite everyday drink," with the core philosophy of "quality tea as the base, creating freshness." To achieve this goal, the company adheres to an independent product development model, focusing on product conceptualization and continuously exploring the perfect combination of Chinese tea and natural ingredients. KF Cha is dedicated to continuously meeting consumers' demands for quality, health, and enhanced experiences, and to creating a more diverse range of beverage flavors and cultural experiences, driving the brand's continuous progress and development (KF Cha, 2024). (See Table 1).

Table 1. Development history of KF Cha.

Year	Development milestones
2008	Brand establishment and commencement of operations
2009	Trademark registration and opening of the second direct store
2010	Initiation of chain marketing and opening of multiple stores in Chengdu
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2009	Trademark registration and opening of the second direct store
2010	Initiation of chain marketing and opening of multiple stores in Chengdu
2012	Improvement of the logistics system, surpassing 50 franchise stores
2013	Establishment of franchise supervision, cold chain transportation systems, and beginning of brand upgrade
2016	Strategic upgrade of brand positioning, 6 direct stores, and over 120 franchise stores
2017	Improvement of the cold chain transportation system, 12 direct stores nationwide, over 160 franchise stores

2018	Brand VI upgrade, opening of over 500 stores nationwide, and entry into overseas markets
2020	Announcement of a round of financing worth hundreds of millions, further accelerating expansion
2021	Full corporatization and winning the "2021 Chengdu-Chongqing Catering Benchmark Brand Award"
2023	Hosted the brand upgrade press conference, announcing the surpassing of 7,000 stores covering over 330 cities
2024	Surpassing 8,000 stores

3.2. Analysis of the Current 4I New Media Marketing Status

KF Cha employs the 4I principles of new media marketing to build brand influence.

3.2.1. Interesting

Cha IP Image: Using the "Ding Ding Cat" as the core, creating an interesting image to bridge the gap with consumers.

Content Creation: Launching series such as "Ding Ding Cat's Daily Life" and "Ding Ding Cat Tastes China" to enhance brand playfulness.

3.2.2. Interests

Online Discount Activities: Offering group purchases on platforms like Meituan and Douyin, and providing student discounts through the WeChat public account.

Public Welfare Activities: Participating in the Meituan Rural Children's Playground Public Welfare Program, donating funds to support disaster-stricken areas, and establishing a positive social image.

3.2.3. Interaction

Online Event Interaction: Launching new product launches and official challenges on platforms like Xiaohongshu and Douyin to enhance user engagement.

IP Co-Creation Marketing: Using the Ding Ding Cat image for interaction, collecting consumer feedback, and building long-term stable customer relationships.

3.2.4 Individuality

Cross-Industry Collaboration: Collaborating with well-known IPs such as the TV series "Chang Xiang Si" and the secondary game "Undecided Incident Book," launching co-branded products and peripherals to meet consumers' individual needs and enhance the brand's unique image.

4. Results

4.1. Survey Design

The questionnaire for this study was primarily designed based on the opinions of KF Cha's marketing director and was categorized into four types: basic information, purchasing information, marketing information, and feedback evaluation, which were further subdivided into 25 options. The survey was created using the Questionnaire Star mini-program and was distributed online through links and QR codes. A total of 200 questionnaires were distributed, and 181 valid questionnaires were collected, resulting in a response rate of 90.5%.

4.2. Reliability and Validity Analysis

4.2.1. Reliability Analysis

The reliability analysis of this study used Cronbach's Alpha coefficient to determine whether the empirical data for each latent variable met the requirements of internal consistency. The questionnaire contained 25 questions, of which 11 were scale questions. As shown in Table 2, the Cronbach Alpha coefficient is 0.930, which is greater than the standard of 0.7, indicating that the quality of the research data's reliability is good.

Table 2. Cronbach's reliability analysis.

Items	Sample size	Cronbach α
11	181	0.930

4.2.2. Validity Analysis

The study used the KMO and Bartlett tests for validity verification. As shown in Table 3, the KMO test value for the survey data is 0.953, which is greater than 0.7, indicating that the questionnaire is suitable for factor analysis. The Bartlett sphericity test results show an approximate chi-square value of 1125.45, with a significance probability of 0.0, thus rejecting the null hypothesis of the Bartlett sphericity test. It is considered that the scale is suitable for factor analysis, and the validity structure is good.

Table 3. KMO test and Bartlett's test.

KMO Value	Approximate chi-square	df	P
0.953	1125.450	55	0.000

4.3. Descriptive Statistics

As shown in Table 4, the gender ratio is approximately 4:6, with male consumers gradually increasing their presence. The age distribution of the respondents indicates that 13.81% are under 20 years old, 51.93% are between 21-30 years old, and 19.89% are between 31-40 years old, suggesting that the main consumer group for new tea beverages is increasingly shifting towards the post-'95 and '00 generations. In terms of occupation, students account for 33.7%, and employed individuals account for 51.38%, which aligns with the majority of the post-'95 and '00 generations still being in school or having just entered the workforce. Monthly disposable income below 2000

RMB accounts for 33.70%, and 2000-5000 RMB accounts for 38.12%, which fits the profile of the main consumer group being the post-'95 and '00 generations.

Table 4. Basic information of respondents.

Name	Option	Frequency	%
Gender	Male	75	41.44
	Female	106	58.56
Age	Under 20	25	13.81
	21-30	94	51.93
	31-40	36	19.89
	41	26	14.36
Occupation	Student	61	33.70
	Employed	93	51.38
	Other	27	14.92
Monthly disposable income/RMB	Under 2000	61	33.70
	2000-5000	69	38.12
	5000-8000	34	18.78
	Above 8000	17	9.39
Total		724	100.00

As shown in Figure 1, purchasing 1-2 times per month accounts for 30.39%, 3-5 times accounts for 40.33%, and 6 times or more accounts for 29.28%. This indicates that new tea beverages have gradually become a regular consumption item for people, reflecting the habit of leisure consumption.

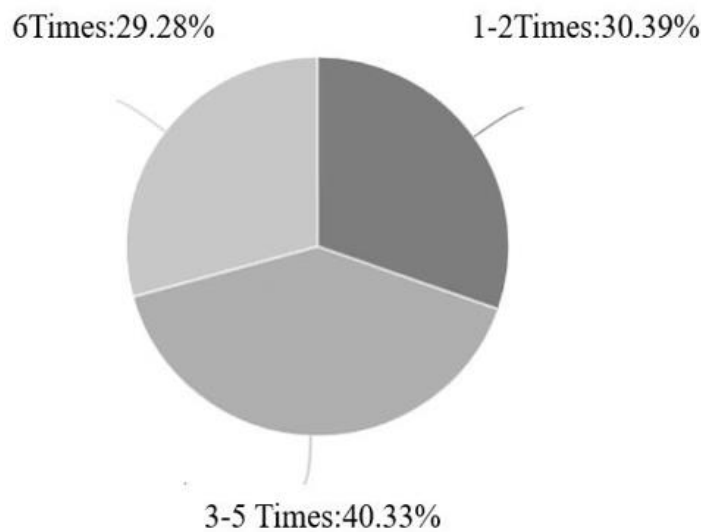


Figure 1. Frequency of product purchases/Month.

As shown in Figure 2, the highest consumption is in the middle price range of 10-20 RMB, with the willingness to pay more than 20 RMB being the lowest, accounting for only 10.5%. The price range distribution aligns with KF Cha's positioning as a mid-range brand in the new tea beverage market.

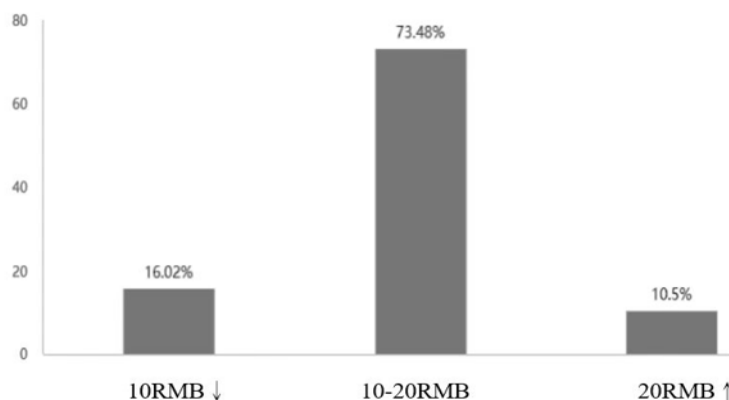


Figure 2. Product price range.

As shown in Figure 3, the proportion of offline stores (OS) accounts for 56.91%, and the proportion of online ordering platforms (ORP) is 60.77%, indicating a relatively balanced distribution of purchase channels. Among them, the brand's mini-program (BM-P) accounts for the largest number of users in the channel, at 82.32%.

Among the selected mini-programs, the brand assistant accounts for the highest percentage of channel users at 82.32%.

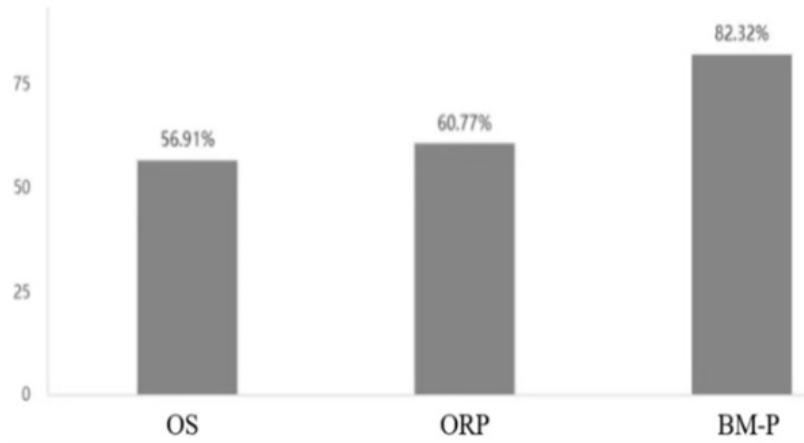


Figure 3. Channels commonly used to purchase products.

As shown in Figure 4 below, consumers have a high level of satisfaction with the classification and quantity of KF Cha products, with 38.12% being satisfied and 31.49% being neutral, which aligns with the product strategy of not having best-sellers and frequently launching new seasonal products.

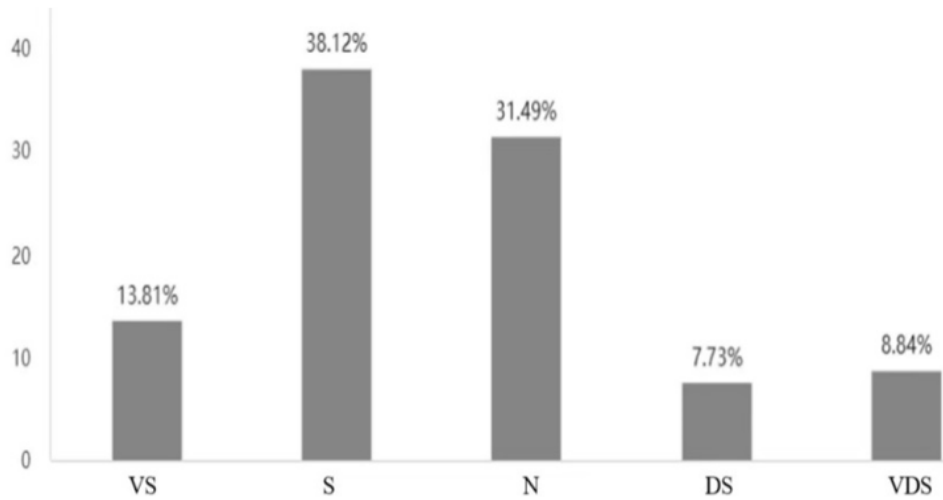


Figure 4. Satisfaction with product classification and quantity.

As indicated in Figure 5 below, consumers have a high level of satisfaction with the differences between KF Cha and other tea brands, with 11.6% being very satisfied (VS), 35.36% being satisfied (S), 34.25% being neutral (N), 8.84% being dissatisfied (DS), and 9.94% being very dissatisfied (VDS). Firstly, the unique IP image of the Sichuan Chengdu Cha is highly recognizable. Secondly, the generous portion of drink toppings has been affectionately referred to as "KF Cha."

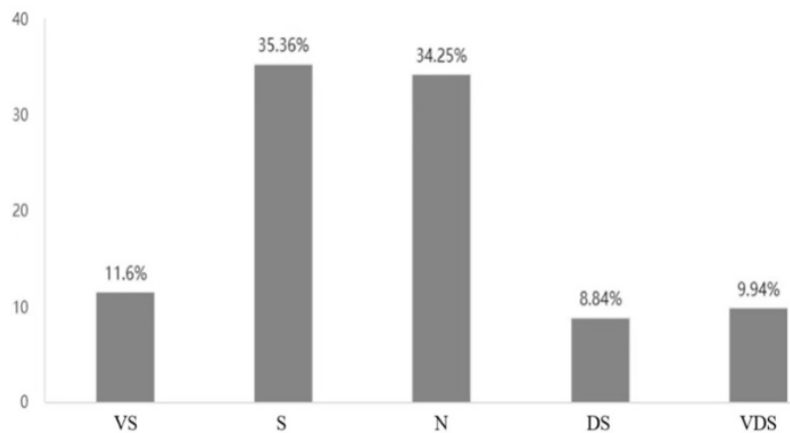


Figure 5. Satisfaction with tea brand differences.

As shown in Figure 6 below, consumers have a lower level of satisfaction with the convenience and experience of purchasing KF Cha, with 29.83% being neutral, 31.49% being dissatisfied, and 20.99% being very dissatisfied.

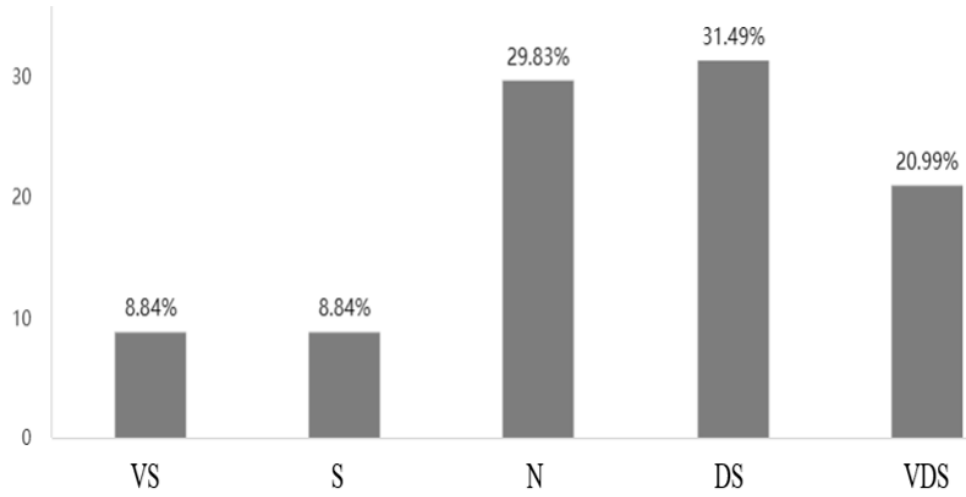


Figure 6. Satisfaction with the convenience and purchasing

According to Figure 7 below, the main factors for consumers to purchase KF Cha products are service quality (SQ) at 64.64%, followed by cost-effectiveness (CE) at 58.01% and good reputation (GR) at 52.49%. However, the factors of product taste (PT) at 40.88% and promotional activities (PA) at 31.49% are relatively less significant.

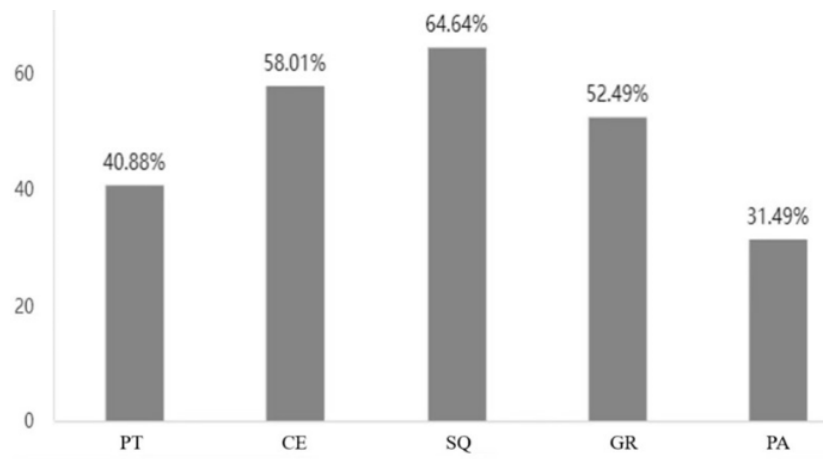


Figure 7. Factors for purchasing products.

As indicated in Figure 8 below, the main factor that consumers dislike about purchasing KF Cha products is food safety issues, accounting for the highest proportion (HP) at 62.98%. Followed by poor service quality (PSQ) at 54.14%, bad reputation (BR) at 46.96%, high price (HP) at 46.41%, and the lowest being poor product taste (PPT) at 36.46%.

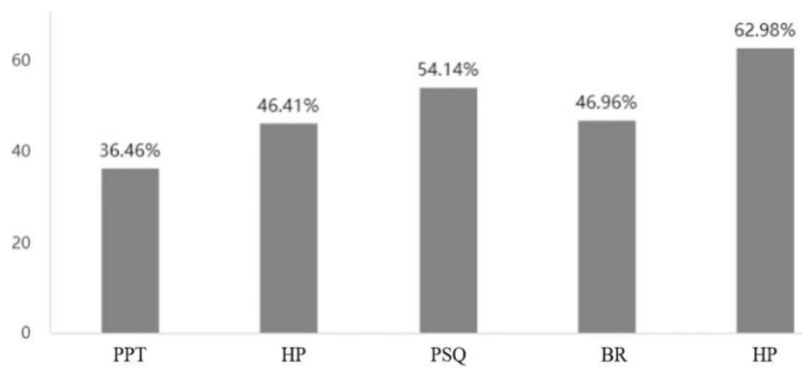


Figure 8. Dislike factors for purchasing products.

As shown in Figure 9 below, social media (SM) accounts for the highest proportion at 74.59%, followed by short video platforms (SVP) at 64.64%, both of which are new media. Search engines (SE) account for 37.57%, and portal websites (PW) account for 33.15%, with friend recommendations (FR) being the lowest at 22.%. This shows that marketing through new media has gradually become a trend.

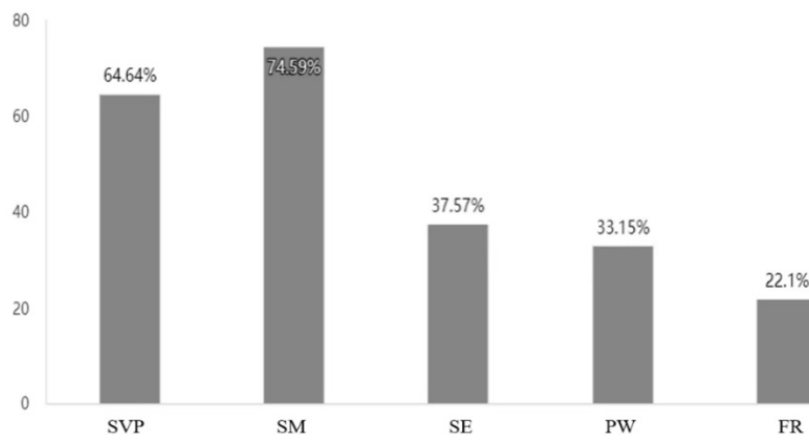


Figure 9. Channels of KF Cha.

As shown in Table 5, in terms of promotional content, consumers have a higher level of attention to new product launches at 128% and joint activities at 79.01%, but less attention to the Dingding Cat IP at 37.57% and public welfare activities at 28.73%, indicating that consumers are more inclined towards promotions that are more beneficial to themselves. In terms of influencing purchases: the highest is buy one get one free at 66.85%, followed by group purchase discounts at 59.67%, half-price for the second cup at 52.49%, and the lowest is free gifts with purchase at 48.62%. In terms of promotional efforts: 58.01% think the communication channels are monotonous, followed by content richness at only 23.76%; insufficient communication efforts at 13.81%, suggesting that the communication channels should be expanded and various new media platforms should be used for more efficient communication.

Table 5. Promotion and publicity analysis.

Name	Option	Frequency	%
Promotion content	New product	128	70.72
	Dingding cat IP	68	37.57
	Joint activity	143	79.01
	Public welfare activity	52	28.73
Impact on purchase	Buy one get one free	121	66.85
	Half price for second cup	95	52.49
	Group purchase discount	108	59.67
	Free gifts with purchase	88	48.62
Promotional efforts	Didn't pay attention	8	4.42
	Insufficient communication efforts	25	13.81
	Monotonous communication channels	105	58.01
	Informative	43	23.76

As shown in Table 6, the survey data on KF Cha shows that the percentages of neutral, dissatisfied, and very dissatisfied are relatively high. Among them, the feedback channels account for 30.39% + 13.81, the intensity of comment interaction for 32.60% + 18.23%, and the maintenance of user relationships for 29.28% + 13.81%. All three aspects are less satisfying. It is evident that attention should be given not only to the product itself but also to enhancing interaction with consumers. Only by understanding consumer needs and clearly identifying consumer feedback can products and services that consumers love be created.

As shown in Figure 10, the proportion of consumers who feel 'average' about their consumption experience at KF Cha is 35.36%, and those who feel 'dissatisfied' account for 33.7%. Overall, the satisfaction level of consumers' overall consumption experience is not high

Table 6. Interactive feedback analysis.

Name Option	Feedback Channels		Intensity of Comment		Maintenance of User	
	Frequency	%	Frequency	%	Frequency	%
VS	9	4.97	16	8.84	17	9.39
S	17	9.39	14	7.73	14	7.73
N	75	41.44	59	32.60	72	39.78
DS)	55	30.39	59	32.60	53	29.28
VDS	25	13.81	33	18.23	25	13.81

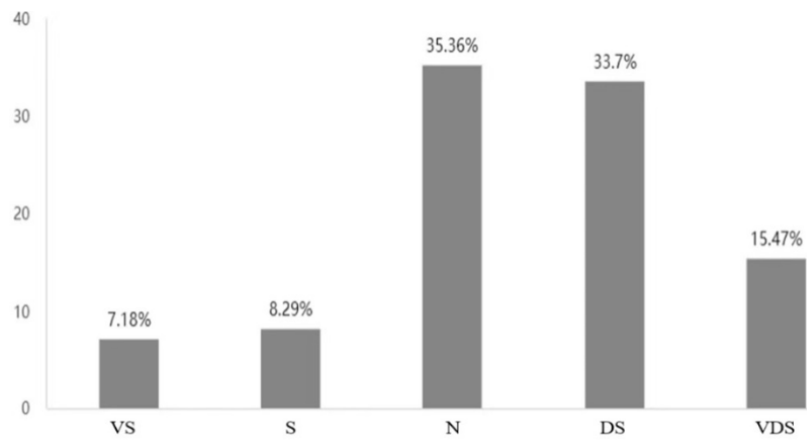


Figure 10. Satisfaction with consumption experience.

The data in Table 7 shows that the proportions of 'dissatisfied' and 'very dissatisfied' are high in terms of food hygiene and health (code FHH) at 32.60% + 22.1% and the event handling plan for changing the taste period of raw materials (EP) at 39.78% + 25.41%. Additionally, the marketing related to food hygiene and safety after the 315 incidents (M311) at 30.39% + 13.26% and the increased promotional efforts after the 315 incidents (P311) at 34.81% + 18.23% are also less satisfying, indicating the importance that consumers place on food safety in the catering industry.

Table 7. Food hygiene and safety analysis.

Name option	FHH		EP		M311		P311	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
VS	17	9.39	11	6.08	14	7.73	13	7.18
S	14	7.73	17	9.39	17	9.39	18	9.94
N	51	28.18	72	39.78	71	39.23	54	29.83
DS	59	32.60	46	25.41	55	30.39	63	34.81
VDS	40	22.1	35	19.34	24	13.26	33	18.23

As shown in Figure 11, the surveyed subjects believe that KF Cha should focus on improving the following three aspects: purchase channels (Purchase channels; PC) at 80.11%, environmental sanitation (ES) at 71.82%, and feedback channels (FC) at 68.51%. The aspects that are still recognized include customer needs (CN) at 29.28% and marketing activities (MA) at 23.2%.

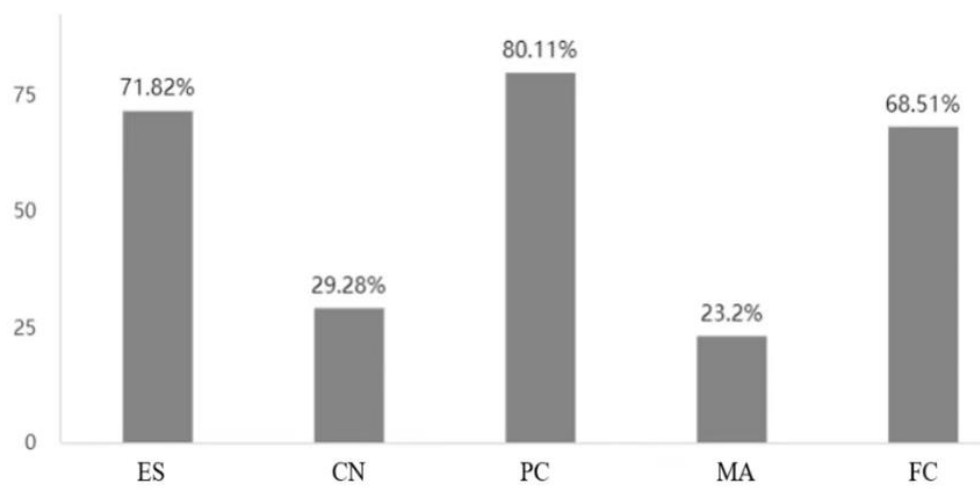


Figure 11. Areas for improvement.

5. Marketing Environment Analysis

KF Cha faces a marketing environment full of opportunities and challenges:

5.1. Macroenvironment Analysis -- PEST

5.1.1. Politics -- P

National policies support the high-quality development of the catering industry, providing KF Cha with favorable development opportunities (Ministry of Commerce of the People's Republic of China, 2024).

5.1.2. Economy -- E

The continuous growth of the national economy and the increase in residents' income have brought broad market space for the new tea beverage industry. The total market size is expected to reach 1498 billion RMB, with the number of new tea beverage stores exceeding 500,000. By 2025, the market size of new tea beverages is expected to exceed two trillion RMB (National Bureau of Statistics, 2024).

5.1.3. Society -- S

The trend of consumption upgrade is evident, with consumers placing greater emphasis on health, quality, and experience, which aligns with KF Cha's product philosophy.

5.1.4. Technology -- T

The development of automation and intelligent technology offers the possibility of improving efficiency and reducing costs for the new tea beverage industry, while the internet and food delivery platforms have expanded sales channels.

5.2. Industry Competitive Environment

5.2.1. Intense Competition

The new tea beverage market is highly competitive, with brands like Yidiyi and Guming posing competition in the mid-market segment. In 2023, the market size of freshly made tea beverages in China was 2473 billion RMB. The top five participants accounted for about 40.2% of the market share by retail sales. KF Cha holds approximately a 6.8% market share, ranking third (Jin, 2024).

5.2.2. Little Product Differentiation

New tea beverage brands face significant product homogeneity, making it difficult to stand out with brand characteristics, and there is a need to further strengthen product differentiation strategies.

5.2.3. Substitute Competition

There is also competitive pressure from other beverages such as coffee and bottled drinks, necessitating continuous innovation to enhance brand competitiveness.

Summary: KF Cha needs to seize the opportunities presented by the macroenvironment while actively addressing the challenges of industry competition. By strengthening product differentiation, enhancing brand image, and optimizing the user experience, KF Cha can consolidate its competitive advantage in the market and achieve sustainable development.

5.3. Environmental Analysis (SWOT)

KF Cha, as a rapidly growing tea beverage chain brand, faces unique strengths and challenges in its internal and external environments.

5.3.1. Strengths--S

Strong Brand Influence: Through the creation of the "Dingding Cat" IP and the dissemination of related content, KF Cha has successfully established a distinct brand image and continuously enhances brand recognition and influence through collaborative efforts.

Product Diversification: A rich product matrix is in place, covering classic, seasonal, and regional tea beverages, with an emphasis on healthy, low-sugar products that cater to various consumer needs.

Mature Franchise System: A comprehensive franchise system and preferential policies attract a large number of franchisees, enabling rapid expansion. A robust supply chain management system and standardized processes ensure product quality and cost control.

5.3.2. Weaknesses--W

Severe Product Homogeneity: The tea beverage industry is highly competitive, and product homogeneity is widespread, necessitating an enhancement of product innovation capabilities and competitive advantages.

Insufficient Franchise Supervision: There is a need to strengthen the supervision of franchise stores to ensure food safety and service quality, preventing negative incidents.

5.3.3. Opportunities--O

Increased Consumer Health Awareness: Consumers are placing more importance on health, quality, value, and brand, providing opportunities for KF Cha's development.

Application of Automation and Intelligent Technology: The use of automation and intelligent equipment can improve production efficiency and product quality, reduce costs, and provide technical support for KF Cha's development.

5.3.4. Threats--T

Intense Industry Competition: The continuous emergence of new tea beverage brands intensifies competition, necessitating the enhancement of KF Cha's own competitiveness to meet industry challenges.

Substitute Competition: The tea beverage industry also faces competition from other beverage industries, such as coffee and bottled drinks, and KF Cha must actively address substitute competition.

5.3.5. Recommendations

Strengthen Product Innovation: Develop products with greater differentiation and uniqueness to meet the diverse needs of consumers.

Enhance Brand Image: Further cultivate the "Dingding Cat" IP to enhance brand image and value.

Strengthen Franchise Supervision: Establish a comprehensive franchise management system to ensure food safety and service quality.

Embrace Technology: Actively adopt automation and intelligent technology to improve production and operational efficiency.

Summary: KF Cha possesses unique strengths but also faces challenges such as product homogeneity and franchise supervision. By strengthening product innovation, enhancing brand image, strengthening franchise supervision, and embracing technology, KF Cha can seize development opportunities and address industry challenges, achieving sustainable development. SWOT Analysis and Strategy Selection

KF Cha's main strengths currently lie in its high brand recognition, diverse product offerings, and mature franchise system (see Table 8). However, there are still issues with product homogeneity and franchise supervision. The future strategy will focus on SO as the primary long-term growth strategy, while also relying on the WO strategy to firmly maintain market share under the advantages of brand and scale, and further explore the development of new markets.

Table 8. KF Cha marketing environment analysis.

Internal factors external factors	Strength (1) High brand recognition (2) Diverse product offerings (3) Mature franchise system	Weakness (1) Severe product homogeneity (2) Lack of franchise supervision
Opportunity 1) Enhanced health consciousness among consumers 2) Development and application of automation and intelligent technology	SO Design healthy products, apply automation and intelligent technology to product production	WO Create distinctive and healthy products, strengthen online and offline franchise supervision
Threats 1) Increasing homogenous competitors, intense industry competition 2) Competition from other types of opponents in the same industry	ST Fully leverage strengths to gain consumer favor, Enhance existing advantages, build a professional image	WT Create products with unique brand characteristics, appropriately expand product categories, Strengthen online and offline franchise management, establish a positive brand image

6. Optimization Plan for New Media Marketing Strategies

KF Cha, as an emerging tea beverage brand, faces intense market competition and changing consumer demands while experiencing rapid development. To further enhance brand influence and user engagement, it is necessary to continuously optimize its new media marketing strategies. The following are optimization plans based on the principles of fun, interest, interaction, and individuality:

6.1. Optimization Strategies for the Fun Principle

Trigger Keyword Push: Set up product-related keywords so that when users trigger these keywords on social media, the platform automatically pushes KF Cha's marketing content, achieving precision marketing.

Enrich Product Feature Content: Use various forms (images, text, videos, animations) to showcase product features, such as ingredients, origin, efficacy, etc., and increase interest through stories, songs, etc., to attract users to delve deeper into the products.

6.2. Optimization Strategies for the Interest Principle

Strengthen Food Safety Supervision: Continuously update the progress of food safety supervision on social media platforms, encourage user participation in supervision, and offer rewards to enhance consumer trust in the brand.

Provide Preferential Promotions: Regularly launch promotional activities, such as coupons, discounts, limited-time offers, etc., to stimulate user consumption and increase conversion rates.

6.3. Optimization Strategies for the Interaction Principle

Expand Feedback Channels: Set up a dedicated feedback window on official accounts and arrange for someone to handle feedback information, respond to user questions promptly, and improve user satisfaction.

Value Consumer Feedback: Actively reply to user comments and feedback on social media, offer rewards, encourage user interaction, and increase user engagement.

6.4. Optimization Strategies for the Individuality Principle

Develop a Dedicated APP: Collect user data through the APP, analyze user preferences, and provide personalized recommendations and custom services, such as default frequent sizes, top-purchased products, pop-up promotional information, etc., to enhance the user experience.

Add Online Verification Function: Add an online verification function to various purchase channels, allowing users to choose store verification, delivery, etc., and provide personalized options to improve user convenience and experience.

Conclusion: Through the above optimization strategies, KF Cha can better utilize new media platforms for marketing, enhance brand influence, increase user engagement, and achieve sustainable development.

7. Conclusion

The research results indicate that KF Cha's new media marketing has issues in the fun principle, interest principle, interaction principle, and individuality principle, which are insufficient new media marketing of products, neglecting consumer interests, limited consumer feedback channels, insufficient attention to consumer comments, and limited online purchase channels, respectively. To address these issues, optimization strategies such as setting up trigger keyword pushes, enriching product marketing content, deepening consumer interest perception, expanding feedback channels, valuing consumer feedback, developing a dedicated APP, and adding online verification functions have been proposed. The future of the new tea beverage industry will place greater emphasis on health concepts, focus on new media marketing, and actively apply automation and intelligent technologies.

The optimization of KF Cha's new media marketing strategy is an ongoing process that requires continuous exploration and innovation. Through the implementation of optimization strategies, new media platforms can be better utilized for marketing, brand influence can be enhanced, user engagement can be increased, sustainable development can be achieved, and contributions can be made to the development of the new tea beverage industry. This study helps the case company improve its marketing capabilities, increase user engagement, and achieve sustainable development. It also provides a reference for the marketing operation management of the new tea beverage industry and promotes the healthy development of the industry.

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