

Analysis of marketing strategy of milk tea industry-Taking CHAGEE as an example

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Abstract:

This study combines the 7P marketing theory with the SWOT analysis method, using the emerging tea brand CHAGEE as an example, it explores its marketing strategies in the Chinese tea market and the influence of consumer behavior. Through a questionnaire survey (103 valid samples) and secondary data analysis, the study found that the main motivations for consumers to choose CHAGEE were novelty-seeking (51.5%) and trend-following (44.7%), and the frequency of female consumers was significantly higher than that of male consumers. The 7P model analysis shows that product taste (38% of respondents rated it as 'extremely attractive') and material health (31.1%) are core competencies, and offline billboard (55.3%) and online ordering (52%) constitute the main channel advantages. In the promotion strategies, discount coupons (55.3%) and celebrity endorsements (68%) have significant effects. The study also found that the attractive store decoration integrating traditional and modern elements (55.3%) and high-quality after-sales service (83.5% satisfaction rate) effectively enhanced brand loyalty. This research provides empirical evidence for the optimization of marketing strategies in the tea industry and suggests that CHAGEE should further expand its product lines and strengthen digital marketing.

Keywords: milk tea industry, 7P marketing theory, consumer behaviour, SWOT analysis, CHAGEE

1. Introduction

In recent years, China's milk tea industry has rapidly acquired popularity nationwide, leading to a growing number of consumers. The milk tea industry began to develop in 1990, evolving from milk tea bags to the rise of COCO and ChaPandao in 2005 (which used inexpensive tea and creamer), and further to premium brands like CHAGEE, A LITTLE BIT around

2020, which emphasized high-quality ingredients (ChinaIRN, 2024). In recent years, with changing consumption habits, an increasing number of young people opt for milk tea when shopping, watching movies, or celebrating special occasions. In 2024, the scale of current tea drinking is expected to reach 349.5 billion yuan, and will continue to maintain a high growth momentum and continue to expand (Yi,

2024).

CHAGEE, as a nascent milk tea brand, has garnered a significant young consumer base by emphasizing the use of healthy ingredients. The brand not only focuses on the health-conscious aspect of its products but also distinguishes itself through a unique logo and packaging design, effectively building its market identity. Given these factors, CHAGEE's remarkable success in a short period warrants further exploration of the strategies and approaches behind its achievements.

This study aims to investigate the marketing strategy of CHAGEE. In addition, the 7P marketing theory will serve as the primary framework to analyse CHAGEE's strategy, while SWOT analysis will be used as a supplementary tool to understand why CHAGEE has attracted consumers and rapidly acquired popularity in the milk tea market, and the study employed a questionnaire based on the 7P model.

2. Literature

2.1 Milk tea industry and CHAGEE

The history of milk tea - a popular drink among consumers - can be traced back to the 1980s in Taiwan. First, milk tea came as bubble tea, and it quickly became popular in Taiwan because of its unique taste and rich ingredients (Sohu, 2017). In the 1990s, milk tea was introduced to the Chinese mainland and gradually developed into a popular drink on street corners. Entering the 21st century, the milk tea market ushered in rapid growth.

From a market size perspective, the new-style tea beverage market is substantial. In 2023, the market size for new-style tea beverages reached 193.3 billion RMB, with a year-on-year growth of 15.7% (Zhongshang Industrial Research Institute, 2024). Additionally, iMedia Research (2024) predicts that the market size of the Chinese new-style tea beverage market will reach 354.72 billion RMB in 2024, with an expected breakthrough of 400 billion RMB by 2028.

In terms of development trends, the milk tea industry is experiencing an increasing rate of chain store expansion, with the chain store penetration rate in the Chinese tea beverage sector reaching 49.1%. It is expected to reach 51.6% by 2024 (Thepaper, 2024). At the same time, the milk tea industry is undergoing intense brand competition and market consolidation. In 2023, the number of new milk tea-related catering businesses reached 52,000 (Thepaper, 2024). However, some brands have experienced large-scale store closures and are gradually exiting the market. This will further increase the concentration within the industry.

The protagonist of this study, CHAGEE, also performs well in the milk tea market. CHAGEE focuses on the con-

cept of an Oriental new tea shop, combining traditional and modern tea-drinking culture. The product base has been upgraded in recent years, achieving zero creamers, zero vegetable oil, and zero hydrogenated vegetable oil, which is more in line with the needs of modern consumers for a healthy diet. CHAGEE also launched a physical version of the 'product ID card', marking the caloric value, nutritional content and GI value on the product cup, becoming the first tea brand in China to provide such a logo CHAGEE, with a GMV (Gross Merchandise Volume) of 10.8 billion RMB in 2023, ranks after Mixue Ice City, Gu Ming, and ChaPanda (these three are the leading milk tea brands in China), CHAGEE's health-driven approach and innovative transparency have given it a strong market position. Moreover, its success depends on expanding into new regions, diversifying its products, and staying responsive to changing consumer preferences (Sohu, 2024).

2.2 Theoretical base: 7P marketing theory and SWOT analysis

The purpose of the 7P model is to help enterprises research all aspects of marketing to achieve market objectives and meet consumer needs. The 7P model is an important theory in marketing, which comprises seven elements: product, price, place, promotion, people, process, and physical evidence (Lian, 2022).

Product refers to the tangible or intangible goods or services that a business provides to the market. Price is the monetary amount paid by a consumer to obtain a product or service. Place refers to the transfer path of products or services from producers to consumers (Sun, 2024). Moreover, promotion is an activity in which enterprises convey product information to consumers through advertising, public relations, promotion and personal sales to stimulate the desire to buy and promote sales. In addition, in the milk tea industry, personnel include shop assistants, customer service, etc. Process refers to the process that a consumer goes through during the purchase of a product or service (Nie, 2024). Lastly, physical evidence refers to the tangible objects or environments provided by enterprises to consumers that can convey brand information and service characteristics. The decoration style and product packaging of milk tea shops belong to tangible displays (Liu, 2022). In this research, the marketing strategy of CHAGEE will be analysed based on the 7P model.

SWOT analysis is the analysis of the research object's strengths, weaknesses, opportunities and threats (Xu, 2018). The strengths of CHAGEE are its use of natural ingredients, and attraction to customers by blending traditional tea culture with modern trends. CHAGEE has created a distinctive and appealing brand image (Tian&Bai, 2025). The weakness of CHAGEE is that focusing on milk tea in the face of market saturation or changing

trends may limit its ability to diversify (Li&Zhang, 2020 ; Wang, 2024). CHAGEE has huge growth potential, and it has access to the global market, which is an opportunity for CHAGEE (Li, 2024). As more and more milk tea shops open in China, there will be greater competition and price pressure on the milk tea market, and economic instability may also reduce discretionary spending on premium beverages (Sheng&Sheng, 2024).

2.3 Previous research on marketing strategies

The development of the milk tea industry has been the subject of extensive academic research, with various scholars discussing its market dynamics, marketing strategies, and consumer behavior. For example, Zhao (2020) analysed the factors influencing the popularity of the milk tea industry, highlighting marketing tactics such as social media promotion, celebrity endorsements, and experiential marketing as key drivers of consumer engagement. Similarly, Pan (2020) conducted a strategic analysis of the milk tea sector, emphasizing the importance of brand differentiation and the adoption of innovative marketing strategies to acquire a competitive edge in a highly saturated market. Scholars like Zeng and Jingze (2023) examined the current development trends of the milk tea industry, noting the increasing competition and the shift toward healthier alternatives in consumer preferences. They also highlighted the growing significance of digital marketing, particularly in the post-pandemic era, as a crucial factor for brand success in the industry.

Moreover, it was found that CHAGEE adopts the concept of 'healthy sugar control' to integrate into the healthy life of consumers and meet the requirements of more segmented and higher standard consumption of current users. According to Hu (2024), CHAGEE's rise as a 'hot brand' in the tea beverage sector can be attributed to its innovative marketing strategies and strong product differentiation, particularly its focus on health-conscious ingredients and transparency. Yao (2024) compared CHAGEE with another leading brand, Chayan Yuese, to assess which brand could claim the title of 'industry leader', noting that CHAGEE's unique approach to health-focused products and branding may give it a competitive advantage in the long run.

2.4 Summary

In summary, the milk tea industry has experienced a development process from its origin to explosive growth, and several well-known brands have emerged. CHAGEE has won wide love from consumers with its unique product positioning, health concept and innovative marketing

strategy. While there has been extensive research on the milk tea industry, it has limited focus on emerging brands like CHAGEE that have rapidly acquired market share. This study not only focuses on the overall development of the milk tea industry but also analyses CHAGEE's development history and marketing strategy in depth.

3. Methodology

3.1 Primary research

This study examines the marketing strategies of CHAGEE, which will be analysed based on the 7P model. Online questionnaire collection will be more convenient, with faster recycling and more samples. The questionnaire was released on January 18 and closed on January 25.

The questionnaire has 22 questions, which are divided into three main parts. The 1st part is demographic information of consumers such as age and gender. The second section is about consumer behavior and habits, such as the frequency of drinking milk tea or the price of drinking milk tea. The third part is how CHAGEE marketing methods attract consumers, such as CHAGEE staff clothing, store decoration, and milk tea packaging, and these questions are based on the 7P model.

The survey collected 103 responses, of which 103 were deemed valid. The questionnaire Star software was used to analyse valid data. The analytical techniques used include descriptive statistical analysis and correlation analysis, which aim to understand the basic characteristics of consumers and the impact of marketing strategies on the consumer decision-making process.

3.2 Secondary research

This study uses secondary research to explore how the marketing approach of the 7P model affects the choice of consumers when purchasing CHAGEE. Data sources for this paper include but are not limited to the Guancha network, Mckenzi literature, various industry reports and market analysis, including Zhongshang Industrial Research, and CNKI. Institute, Thepaper, etc. This paper extracts important insights by conducting keyword searches on the 7P model, the milk tea industry, CHAGEE's marketing strategies and consumer behavior. To ensure the reliability of the research results, the CRAAP principle was used for evaluation.

4. Results

1. Consumer preferences

Table 1 The reason why drinking CHAGEE.

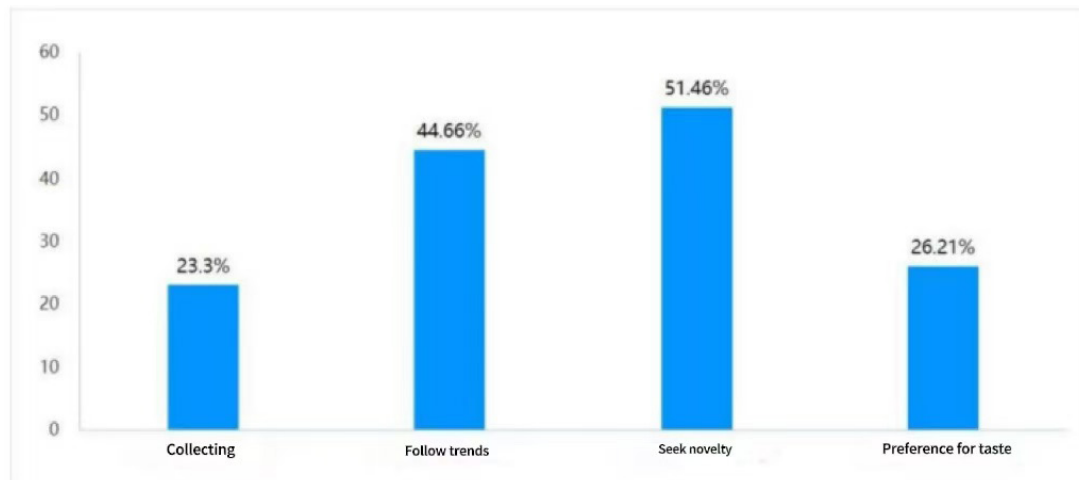


Table 1 indicates that the main reasons for consumers to drink CHAGEE are novelty-seeking and trend-following, which are 51.5% and 44.7%, respectively. The reasons for focusing on collecting and consuming are very similar, both approximately 25%.

Table 2 Frequency of drinking milk tea in men and women.

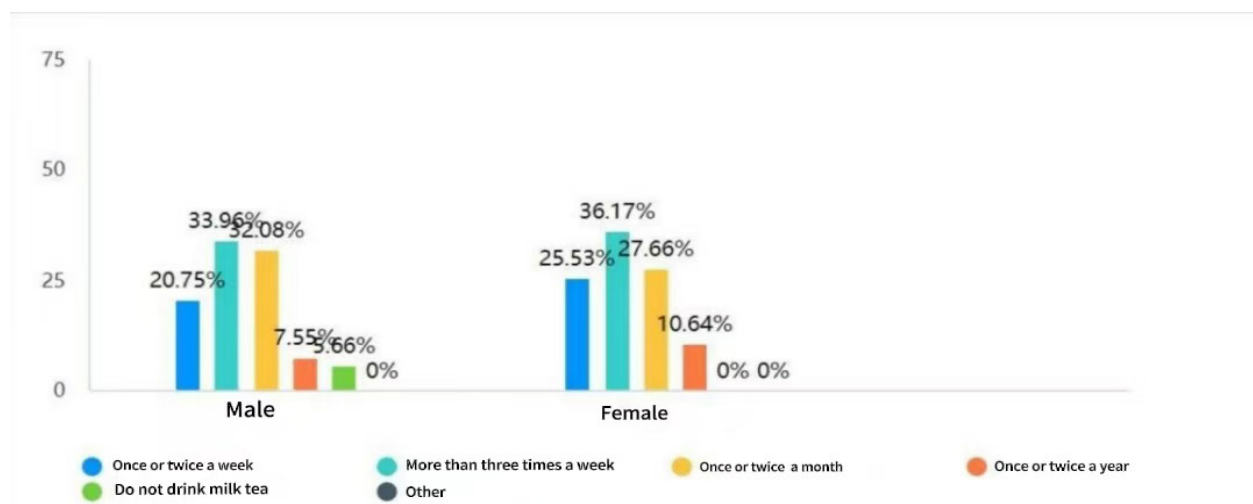


Table 2 gives information about this bar chart and cross-analyses the gender and purchase frequency of customers. Overall, female consumers buy milk tea more frequently than men. For consumers who buy more than

three times a week, the number of women (36.2 %) is higher than that of men (34.0%). However, for consumers who have not drunk milk tea, male consumers (5.7%) are higher than that of female consumers (0%).

Table 3 The relationship between age and the amount of consumption.

How much do you usually spend on milk tea?		
Your age	correlation coefficient	0.052
	P-value	0.606
	sample size	100

* $p < 0.05$ ** $p < 0.01$

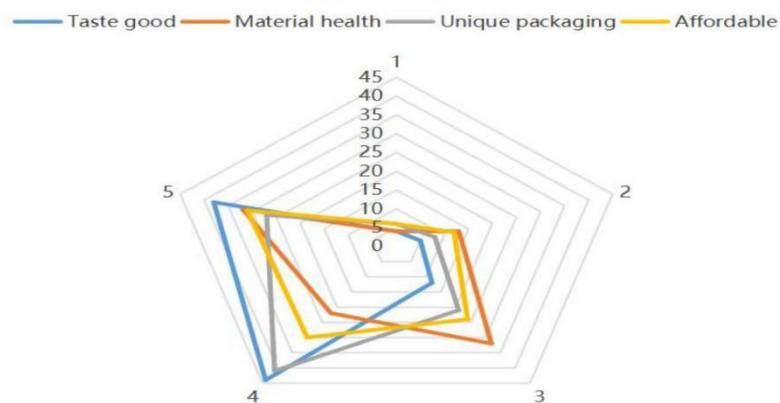
Table 3 shows the relationship between age and the amount of consumption ($p < 0.05$), so it turns out they do not correlate.

2. Marketing strategies based on 7P

- Product

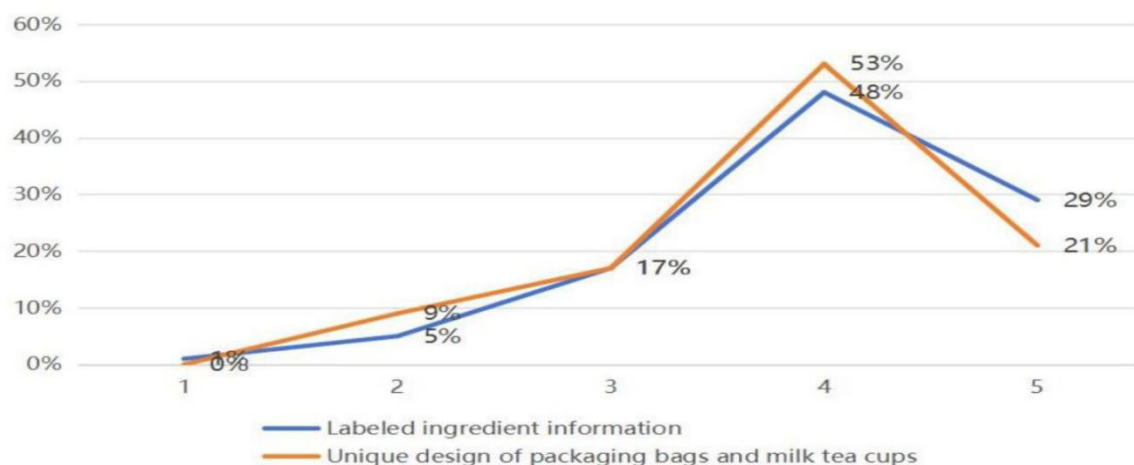
Table 4 Features of CHAGEE products that appeal to consumers.

Which of the following features of CHAGEE products appeal to you?



The study examined five categories: 'Taste good', 'Material health', 'Unique packaging' and 'Affordable'. Option one is very unattractive, 2 is not attractive, 3 is acceptable, 4 is attractive and 5 is very attractive. As shown in Table 4,

'Taste' good stands out. Among the 103 survey responses, most respondents rated Taste good as 'most appealing' (38/103), this is followed by material health (31.1%) and affordable (26.2%), and unique packaging is the lowest.

Table 5 Label ingredient information and attractive packaging.

As shown in the line chart of Table 5, the ratings indicate that Option 1 is perceived as very unattractive, Option 2 as not attractive, Option 3 as acceptable, Option 4 as attractive, and Option 5 as very attractive. Notably, ingredient information and the uniqueness of the packaging cup design received the highest satisfaction ratings. Specifically,

74% of respondents selected ratings 4 or 5 for the unique cup design, while 77% did so for ingredient information, demonstrating these features are particularly appealing to consumers.

- Place

Table 6 Discover the channel of CHAGEE.

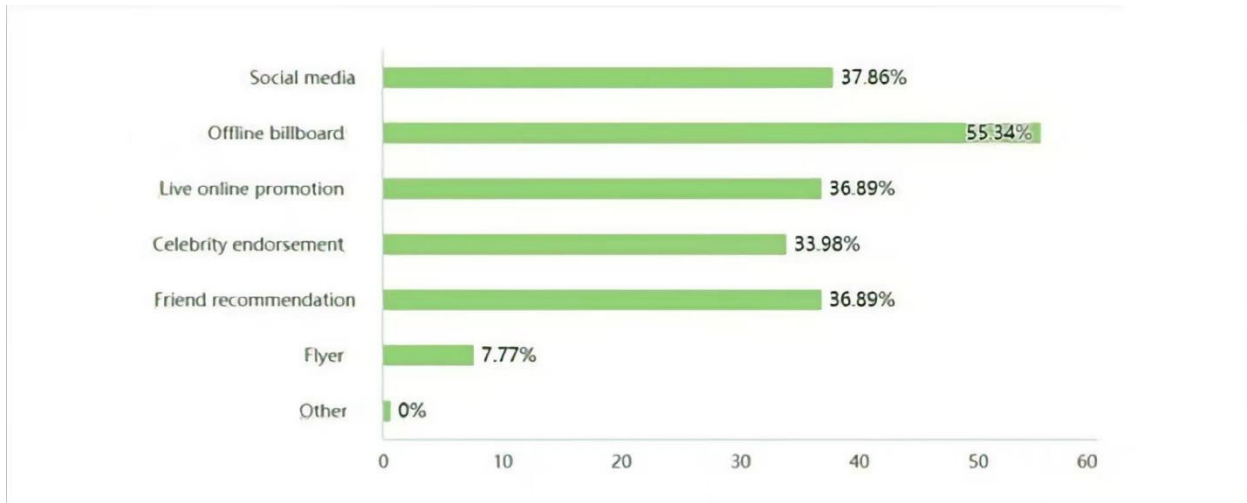


Table 6 gives information about the number of people who know CHAGEE because offline advertising accounts for the largest proportion, 55.3% of people, and only 7.8% of people know CHAGEE because of leaflets. Social media,

live online promotion, celebrity endorsement and friend recommendation all have similar numbers, approximately 35%.

Table 7 Order method.



Table 7 shows that 52% will choose to use online ordering. A very small number of people will

order both online and offline, at 16.5%.

- Price

Table 8 Price tolerance.

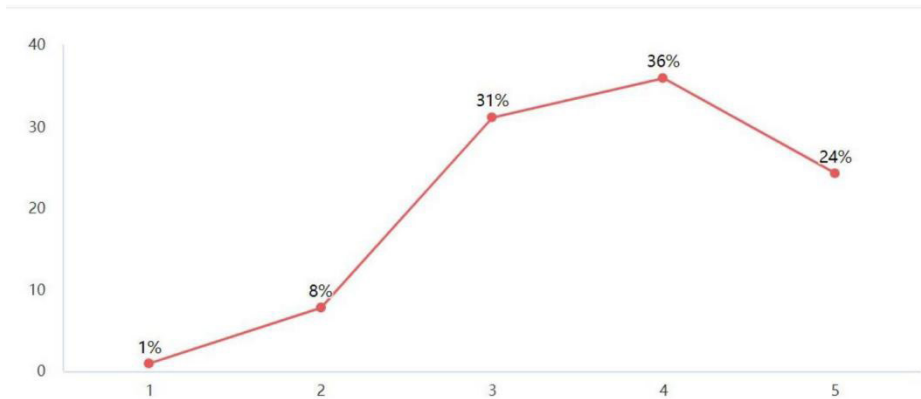


Table 8 illustrates the ratings: 1 (very unattractive), 2 (not attractive), 3 (acceptable), 4 (attractive) and 5 (very attractive). In the line chart, most people can accept it, 91% can accept it, and only 9% of people have a little difficulty accepting the price of CHAGEE.

• Promotion

Table 9 Activities that lead to buying milk tea.

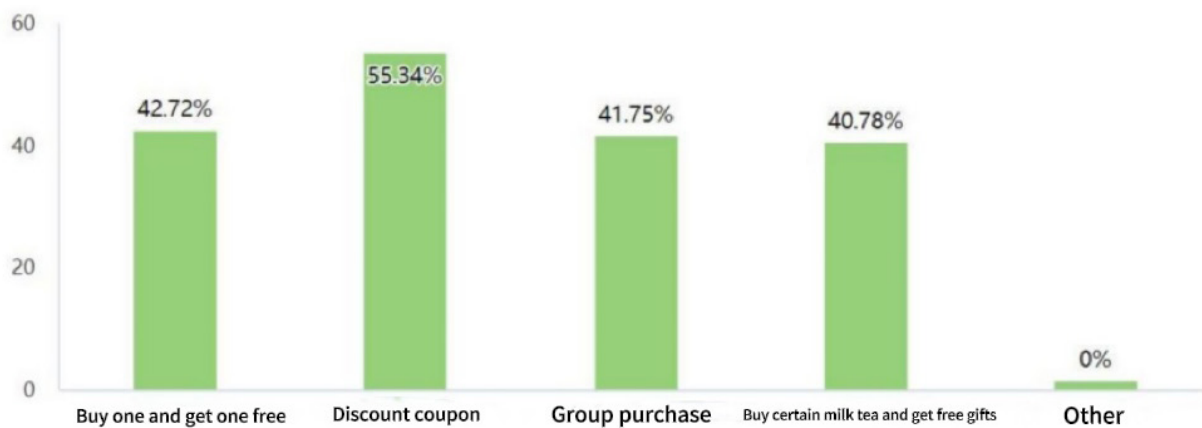
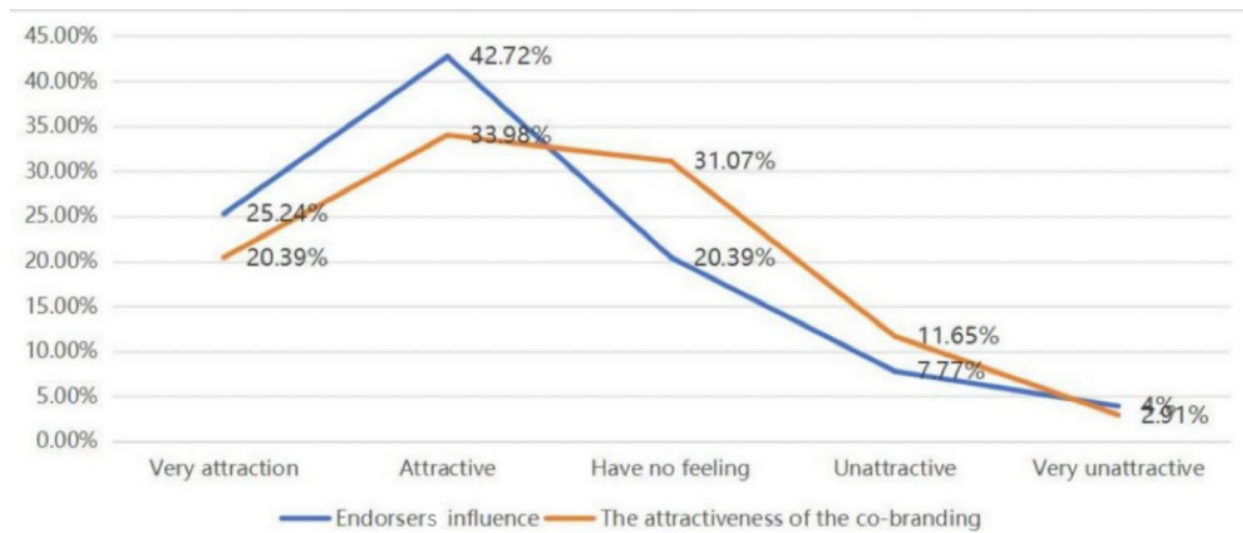


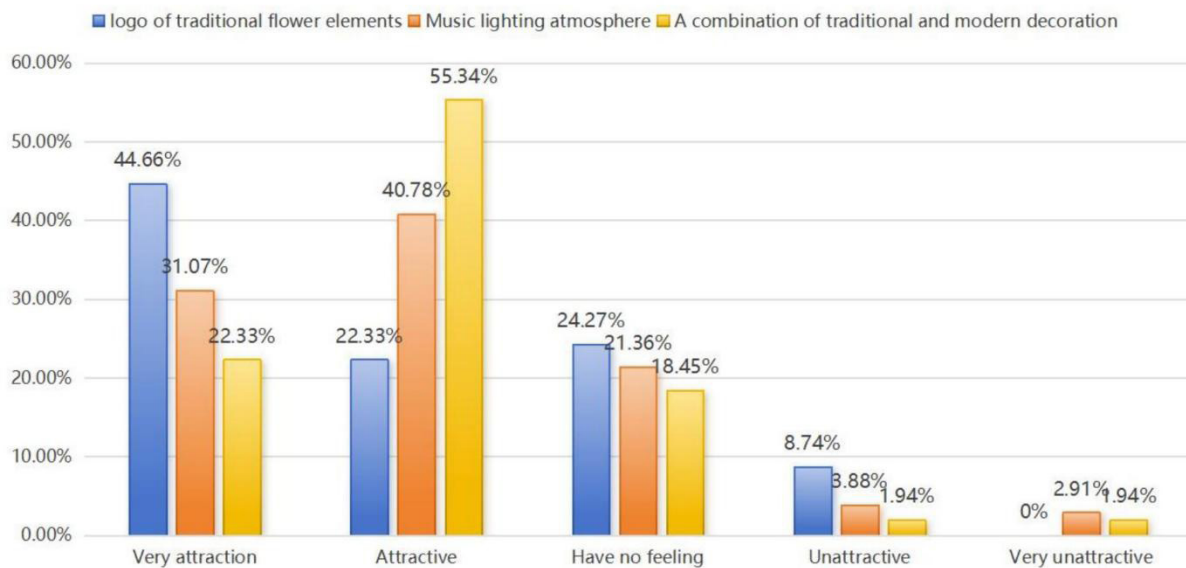
Table 9 gives information about the bar chart, the results show that more people like coupons, 55.3% of people choose them, and the distribution of the other four is very average, approximately 41%.

Table 10 Endorsers influence and the attractiveness of the co-branding.

The line chart in Table 10 illustrates that celebrity endorsement and co-branding remain highly appealing to most consumers. The combined percentage of consumers selecting the two highest levels (Attractive and Very

attractive) regarding endorser influence was 68%, while co-branding initiatives accounted for 54.4% approval, thus proving that these are attractive to consumers.

- Physical evidence

Table 11 Degree of attraction in logo, music lighting and traditional and modern decoration.

The composite bar chart in Table 11 illustrates consumer preferences for design combinations. Specifically, 55.3% of respondents are attracted to the fusion of traditional and modern decoration, while a logo incorporating traditional Huadan elements appeals to 44.7% of people. In contrast,

music, lighting, and atmosphere received significantly lower approval ratings, indicating relatively limited attractiveness.

- people

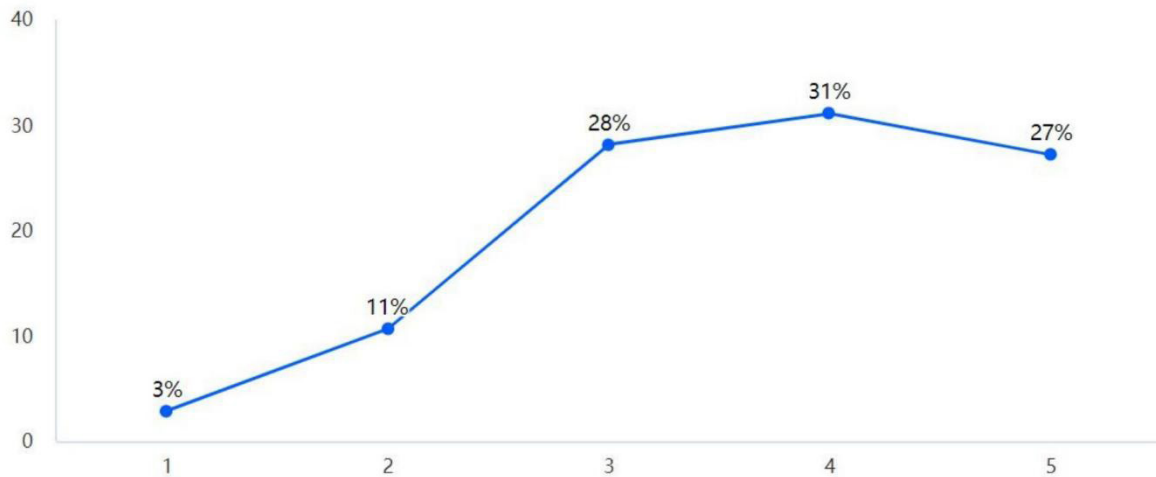
Table 12 The degree of attractiveness of fine uniforms to consumers.

Table 12 illustrates that option 1 is very unattractive, 2 is not attractive, 3 is acceptable, 4 is attractive and 5 is very attractive. On the line chart, most people were satisfied with it, with 59% choosing 4 and 5.

• Process

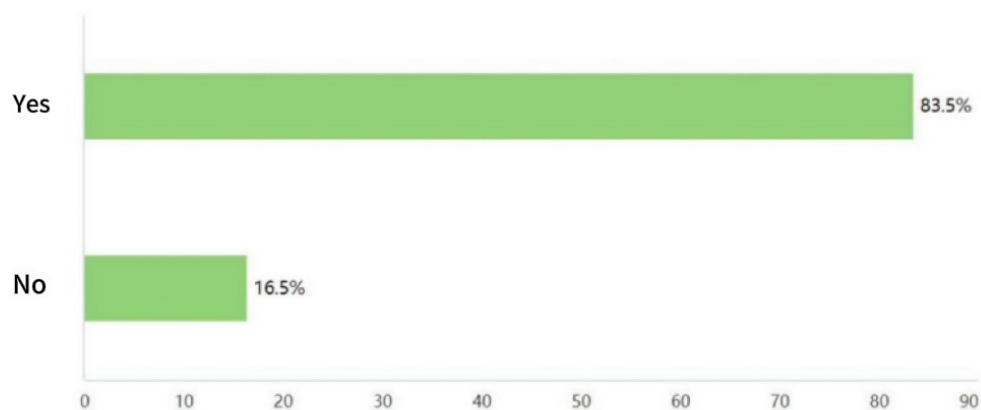
Table 13 The form of after-sales service.

Table 13 illustrates there are 83.5% of people accept this after-sales service, but there are still 16.5% of people do not accept it.

5. Discussion

The purpose of this study is to explore the marketing strategy of CHAGEE. In addition, the 7P model was used to make a questionnaire to discuss the impact of CHAGEE's marketing strategy on consumers' purchase of milk tea. To conclude from the results: first, the main reason why people drink milk tea is to follow the trend and taste new things. Second, gender affects the frequency of buying milk tea, and age does not affect the amount of con-

sumption. Third, the most attractive feature of CHAGEE products is their delicious taste, and the two strategies of giving product information and product packaging are effective. Fourth, consumers learn about CHAGEE via offline advertising, and they prefer to place orders online. Fifth, more people like CHAGEE activity to send coupons, and celebrity endorsement is more attractive than co-branding. Sixth, consumers are satisfied with the after-sales service of CHAGEE. Seventh, CHAGEE's unique workwear appeals to most people. Eighth, most

consumers can accept the price of CHAGEE milk tea. Ninth, in comparison, the lighting and music are less attractive than the decoration and the CHAGEE logo.

Firstly, the main reason for consumers to drink milk tea is to keep up with the trend and taste fresh. In the consumer field, many people tend to buy products others have purchased, and various people follow the trend of consumption because of the pursuit of face. CHAGEE leverages 'scarcity' and 'limited-time offers' to stimulate demand. For example, the CHAGEE offline store opened in Beijing this year provided customers with 50 custom CCD cameras for free to attract consumers to buy milk tea in the new store, which attracted numerous consumers to buy. Humans are naturally curious about the unknown, and trying new things brings pleasure. CHAGEE new products, new brands or new concepts (such as 'National Tide culture', 'low sugar health' and other labels) stimulate consumers' desire to explore. Consumers gain emotional pleasure (such as surprise and stimulation) through taste, rather than purely functional needs (Hirschman, 1980).

Secondly, according to the questionnaire survey, females buy them more often than males. The reason is women are more likely to satisfy emotional needs (such as stress relief and self-reward) through consumption (such as milk tea) (Ryan & Deci, 2000). Many of CHAGEE's co-branded products have adopted strategies such as 'pink packaging', 'star endorsement' (such as female idols) and 'half price of the second cup' to directly target female consumer groups and further strengthen consumption preferences. Women are more concerned than men about the level of product appearance, health labels (such as low sugar, low calorie) and co-branding activities, which are central to the marketing of new teas. It happens that CHAGEE's main label is low sugar and low calorie and its packaging is unique in the milk tea market, so women buy more frequently.

And, as shown in the table above ($p < 0.05$), there is no correlation between age and price. Milk tea is positioned as a leisure drink, and the target customer group covers teenagers to middle-aged and young people, without significant age barriers. Moreover, the price of a single cup of milk tea is mostly in the range of 10-30 yuan, which is a small consumption. Consumers are less sensitive to price differences, and the benefits of subdivision pricing are limited. In the food and beverage industry, the effect of age on price sensitivity is weaker, and consumers are more focused on brand and convenience (Ailawadi&Neslin&Gedenk, 2001).

In terms of product, studies have shown that taste is often the top priority for consumers when choosing foods, even ahead of functional or health attributes. For example, in the functional beverage market, 43% of consumers say they are more likely to try a new product because of an appealing taste, even though consumers are concerned

about the health features of the product. If the taste experience is not good, even if the function is strong, it is difficult to maintain long-term purchase intention (Sohu, 2023). The use of raw materials for CHAGEE milk tea is also one of the reasons to attract customers. In Table 1, 31.07% of consumers think that CHAGEE attracts them because the raw materials are healthy. The raw material of CHAGEE is raw leaf fresh milk tea, which contains raw leaf tea soup and high-quality milk, providing a smooth aroma and texture. For health-conscious consumers, CHAGEE's low-sugar, low-calorie formula addresses weight-management concerns (Sohu, 2024).

In terms of place, more consumers know the CHAGEE brand through offline advertising, and they prefer to order online. Because an advertising appeal, also known as a 'selling point', is a key piece of information in an advertisement that emphasizes the features of a product and is intended to persuade or attract an audience. If consumers have a positive attitude towards the advertising appeal, they are more likely to buy the product (PHELPS&THORSON, 1991). For example, during the 2023 cherry blossom season, CHAGEE's pink-themed advertisements covered stores, packaging and peripheral products (e.g. brooches, masks), triggering spontaneous dissemination by Red Note users and driving a 300% increase in new product sales (Sohu, 2023). CHAGEE advertisements are mainly aimed at young consumers, especially the post-90s and post-00s, which are in line with their aesthetic and consumption habits. In addition, CHAGEE advertisements are more about showing scenes of daily life, arousing audience resonance through emotional stories or inspirational content, and enhancing brand identity. So it can make it easier for consumers to buy CHAGEE milk tea and buy it. This has led to an increase in the amount of revenue CHAGEE receives, so advertising plays an important role in the marketing of the CHAGEE brand. When the network becomes more and more developed, people will find it much more convenient to order online than offline. The online ordering platform allows users to customize meal items (such as sweetness and ingredients of milk tea) and provides a variety of payment methods (such as e-coupons, and WeChat Pay) to meet young people's pursuit of flexibility and personalization (CSDN, 2025).

In terms of promotion, more people like to receive coupons, and celebrity endorsement is more attractive than co-branding. The theory of 'mental accounts', developed by behavioral economist John Thaler, states that consumers organize their money by purpose. Coupons are often classified as 'windfall' accounts rather than daily expenses, so using them does not create the guilt of 'spending your own money', but stimulates the desire to spend. So, more consumers like using coupons. Moreover, when CHAGEE uses celebrity endorsements, consumers will trust the brand more. Because celebrities give people au-

thority. For example, in 2023, after CHAGEE announced that Zheng Qinwen, the champion of women's tennis at the Paris Olympic Games, would become the 'CHAGEE spokesperson', CHAGEE's total sound volume in July 2024 (including news, forums, short videos, and other platforms) ranked first in the milk tea industry (5, 184,500 million). Compared with the second place, Missa Ice City, the difference was only 312,300 (Sohu, 2024). Differently, co-branding often adopts limited sales or short-term marketing strategies to amplify the psychological effect of 'rare things are valuable' (He, 2022). For co-branded milk tea brands, not all consumers are enthusiastic about such collaborations. Over time, many have grown increasingly immune to what they perceive as 'ineffective co-branding'. They will not spend money on co-branding these, and with the change of consumption concept, consumers focus on the practicality and cost performance of the product, rather than a simple marketing stunt. The milk tea endorsed by celebrities is of trustworthy quality, and the second is that it does not need to spend more money like co-branding milk tea, it could be 10 to 50 percent higher. So, celebrity endorsement is more attractive than co-branding.

In terms of physical evidence, lighting and music are less attractive than decoration and the CHAGEE logo, when consumers enter a store, they prioritize the lighting and music. The design concept of 'TEA BAR' is adopted, with many tawdry metal materials and warm lighting, creating a warm, modern and Oriental aesthetic atmosphere (Yin, 2023). However, consumers buy milk tea from friends' recommendations or online advertisements, so the music and lighting of offline stores are not the first time to feel it. For CHAGEE's logo, when they learn about CHAGEE or see CHAGEE on any platform, they will first pay attention to its logo. CHAGEE logo is very special in the milk tea market, it is the face of Hua Dan, a traditional Chinese opera role, which is the image of a young or middle-aged woman with a lively or saucy personality (Sohu, 2025). This also corresponds to the positioning of CHAGEE - Chinese traditional culture. For consumers, this kind of logo is very fresh, and traditional cultural elements can arouse consumers' cultural identity and emotional resonance, enhance brand loyalty, promote cultural communication, and bring more business opportunities for the brand.

In terms of people and process, the reason consumers are satisfied with CHAGEE's after-sales service is that they guarantee that as long as there is a problem with milk tea, they can directly change a cup. When CHAGEE provides hassle-free after-sales (such as unconditional rework, quick return and exchange), consumers feel respected and believe that CHAGEE 'values the customer experience', thus building trust. A friendly after-sales attitude (such as apology, or compensation) can resolve dissatisfaction in

consumption, and even transform it into good feelings. It is also shown that employee uniform colour can significantly affect consumer perception of product quality, especially when the colour matches the characteristics of the product (Yao&Wang, 2016). And CHAGEE's work uniform is black. Black is often seen as a synonym for serious and stable, and psychological research shows that people who wear black clothing are easily seen as confident and trustworthy, especially in the workplace or on formal occasions to strengthen their professional image (Sohu, 2024). Therefore, when consumers go to CHAGEE offline stores, they will feel that these employees are very stable and trustworthy when they see their clothes. Also, CHAGEE milk tea costs around 20 yuan. By the end of 2024, CHAGEE will have more than 6,000 global stores, and the cumulative sales volume of its classic product 'Boya Juexian' will exceed 600 million cups, showing that its price strategy has been widely accepted in large-scale expansion (Tencent News, 2025). Therefore, for consumers who have purchased CHAGEE milk tea, its pricing is acceptable.

Finally, the marketing strategy for the people and process in the 7P model is very attractive to consumers, everything from clothing to service is appealing to consumers. The promotion also does a good job, CHAGEE includes the most attractive coupons and celebrity endorsements to attract consumers. CHAGEE's marketing strategy includes ads and the most selective online purchases in place, and it is very attractive to consumers. Here are some suggestions for CHAGEE. Firstly, in the marketing strategy of physical evidence, more aspects need to be considered to attract consumers. For example, some consumers will not go to offline stores to buy milk tea. So CHAGEE can make some changes in the decoration of the online platform, become more beautiful, and more attractive to consumers, and it can change the theme of the page according to the specific festival, for example Valentine's Day page can become pink with love and bubbles. It adds to the festive atmosphere. Secondly, for CHAGEE current product is too simple, just milk tea. For CHAGEE milk tea varieties, the most popular in recent years have been other explosive products such as Boya Juexian, which are not much different in taste. Perhaps CHAGEE can develop fruit tea or coffee-containing tea to reach its product range.

6. Evaluation

First of all, the most significant advantage of this study is that, based on summarizing an extensive body of literature, a detailed analysis is performed to conclude. To facilitate data analysis and interpretation, multiple charts are provided, including composite bar charts, cross-analysis charts, and SPSS output. Then, this study compares CHAGEE with each milk tea brand that is highly recog-

nized by the public and summarizes very special points in CHAGEE's marketing strategy, such as logo design and unique packaging bags. The whole study is based on the 7P model, which contains detailed industry marketing strategies and can analyse CHAGEE marketing strategies more comprehensively.

There are still some problems in this study. Firstly, the number of respondents is not large enough, only 103 consumers, and it is possible that people other than 103 consumers have different consumption experiences with them, resulting in different actual results. There may not be a degree of accuracy. Secondly, the content design of the questionnaire is based on the 7P model, which contains numerous questions. However, besides the 7P model, questions other than the occupation of the consumer, the monthly living expenses of the consumer or the propaganda of CHAGEE have not been mentioned in the research. If the study can be re-conducted, the sample size will need to be expanded first, followed by further investigation of questions beyond the 7P model.

7. Conclusion

The purpose of this paper is to study the marketing strategy of CHAGEE. The 7P model is mainly to design a questionnaire to analyse whether CHAGEE's marketing strategy has an impact on consumers, why it can attract consumers and how to quickly gain popularity in the milk tea market. SWOT analysis was used to analyse CHAGEE's strengths, weaknesses, opportunities and threats in the milk tea market. CHAGEE attracts consumers because of its affordable prices, healthy raw materials, and good benefits, and consumers are very satisfied with CHAGEE's service. However, the lighting and music in physical evidence still need to be improved, and the types of milk tea can be increased more.

Also, other milk tea brands can learn from CHAGEE's marketing strategy and first position the brand. External factors can also be used to increase consumption, such as celebrity endorsements. This has helped CHAGEE a lot, and other milk tea shops or other industries can learn from CHAGEE's successful marketing techniques. And now CHAGEE is also slowly expanding the international market. In the future, CHAGEE can gain more popularity in the country and promote traditional Chinese culture.

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