

beverages can be positioned around concepts such as “regional functional flower tea,” “Chinese herbal wellness tea,” and “Oriental floral ready-to-drink health beverage,” integrating local stories, cultural IP, and health concepts into the product system to form a clear value proposition.

In terms of product image design, packaging style, product specifications, and brand expression should be optimized according to the characteristics of the target market. For middle-aged and elderly consumers, traditional wellness and health-preserving value can be emphasized through classic and functional tea beverage products. For younger consumers, fashionability, convenience, low-sugar features, and personalization can be highlighted through compound fruit-flower teas, cold-brew teas, and ready-to-drink tea beverages. Research on precision marketing for tea beverages shows that market segmentation, product pricing, and communication methods should be matched with consumers’ needs for health, brand experience, and emotional resonance (Huang, 2025; Yang, 2025). Therefore, Hangbaiju tea beverages can establish a layered product system: daily affordable products for mass health consumption, mid- to high-end boutique products for the gift market, and culturally co-branded or innovative products for younger consumers. This can help occupy multiple market segments while maintaining the core brand identity of Hangbaiju.

5.3 Innovation in diversified marketing models

The development of Internet technologies and digital consumption models has brought new opportunities for the marketing of Hangbaiju tea beverage products. Traditional sales models relying on distributors and physical channels can no longer fully meet modern market demands, so enterprises should actively build an integrated online and offline marketing system. Research on localized marketing of tea beverages emphasizes that brand stories integrating local culture and emotional narratives can enhance brand recognition and consumer loyalty while supporting regional market expansion. Studies of Chinese-style tea beverage brands based on the AISAS model also find that physical stores remain important touchpoints for brand awareness, while digital platforms and applications are also crucial for brand discovery, user engagement, and purchase conversion. Therefore, Hangbaiju marketing should combine offline themed stores, tourism festivals, and product tasting experiences with online storytelling, short video promotion, livestreaming sales, and interactive marketing to increase brand exposure and market coverage.

In brand communication, cooperation with new-style tea beverage brands, cultural and creative brands, healthy lifestyle platforms, and local cultural tourism institutions can be strengthened to carry out co-branded product development and cross-boundary marketing activities. Case studies of new-style tea beverages show that co-branding, social media communication, O2O integration, and diversified promotion are important ways to break through market homogenization (Yang, 2025). At the same time, treating “products as content and consumption as communication” and connecting brands with city IP, cultural scenes, or festival activities can create strong user stickiness at relatively low cost (Cheng, 2025). Therefore, Hangbaiju tea beverages can launch seasonal limited products, themed gift boxes, cultural and creative derivatives, and co-branded drinks to enhance consumer interaction and brand topic visibility.

Offline experiential marketing is also an important means of enhancing brand influence. Enterprises can establish experience zones in supermarkets, scenic areas, tea culture museums, specialty agricultural product exhibition centers, and major Hangbaiju producing areas, enhancing consumer experience through product tasting, cultural displays, tea beverage preparation experiences, and educational activities. Research on agricultural enterprise brands shows that innovation capacity, digital marketing, and “Internet+” strategies can significantly promote brand visibility and growth. Therefore, Hangbaiju tea beverages should build a diversified marketing model integrating “online flagship stores+livestreaming e-commerce+offline experience spaces+cultural tourism scenarios+community operation.” By integrating traditional culture, digital tools, and multi-channel distribution, a sustainable brand communication system can be established to promote the healthy development of the Hangbaiju tea beverage industry.