

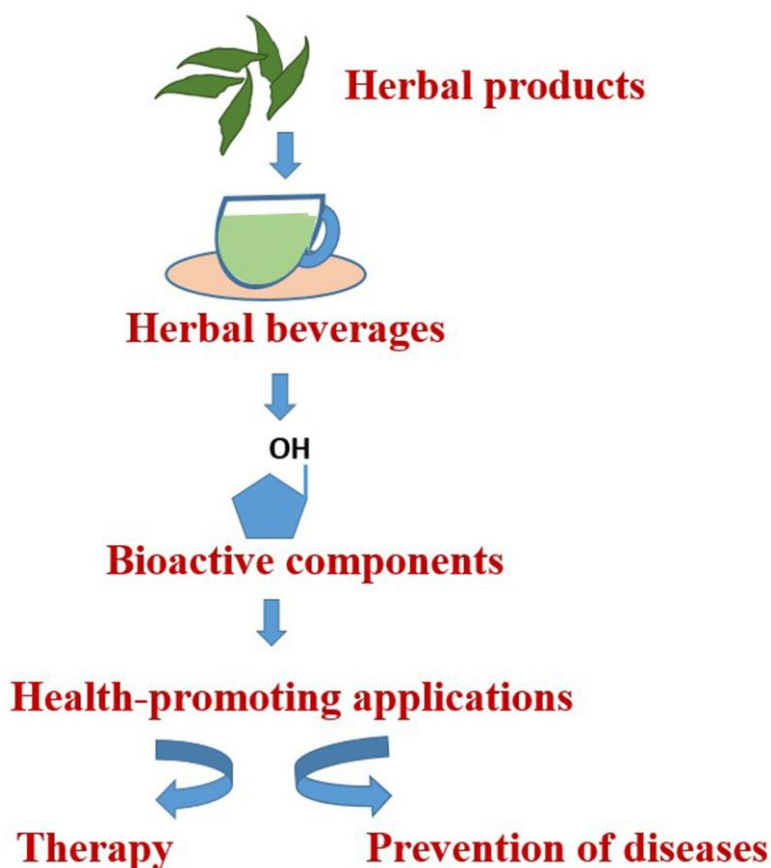


Figure 2 Herbal beverages promote health benefits via bioactive compounds (Adopted from Huda et al., 2024)

In terms of consumption scenario expansion, Hangbaiju should be promoted from household brewing toward diversified scenarios such as office leisure, business gifting, health and wellness, sports recovery, cultural tourism experiences, and new-style tea beverage stores. Studies on China's new-style tea beverage industry and leading brands show that multi-channel strategies, including offline stores, e-commerce, delivery platforms, overseas market expansion, and cultural IP development, are important pathways for attracting traffic and meeting diverse lifestyle needs (Cheng, 2025; Yang, 2025; Zhou, 2026). Therefore, enterprises can develop specialty Hangbaiju beverages in new-style tea beverage stores, promote portable tea beverage products in office and leisure tourism scenarios, and develop high-end gift boxes for festival consumption and business gifting, thereby increasing product added value and brand exposure.

Digitalization and "Internet+" models are profoundly reshaping the marketing of agricultural products and food supply chains. Big data-driven e-commerce platforms can improve logistics efficiency, brand building, and the deep processing level of agricultural products, thereby enhancing overall marketing performance (Xiao et al., 2021). Food supply chain research further shows that relying on e-commerce, the Internet of Things, and business model innovation helps enterprises better match consumer demand with product quality (Nosratabadi et al., 2020). Meanwhile, case studies of new-style tea beverage brands emphasize that "third-space" consumption scenarios, emotional and cultural marketing, and community-based communication are important ways to achieve differentiation in a homogenized market (Lu, 2022; Fu and Song, 2024). Therefore, Hangbaiju tea beverages can build an integrated downstream network through online content communication, live-streaming marketing, cultural storytelling, seasonal limited products, and cross-scenario applications, feeding consumer demand back into upstream cultivation and midstream processing optimization. Relying on chrysanthemum landscapes and chrysanthemum cultural resources in major producing areas, sightseeing and picking gardens, themed experience centers, and educational practice bases can also be developed to integrate product sales with cultural experiences, further extending the industrial chain and improving comprehensive benefits.