# Self-help and Way Out of Tea Drinking Brands in the Context of Economic Downturn--Taking Sexy Tea as an Example

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**Abstract.** This study examines how the tea drink brand "Sexy Tea" has successfully utilized its core competencies to cope with market changes in the context of the economic downturn. Through an innovation-oriented product strategy that skillfully combines unique flavors and innovative drinking styles, the brand has successfully broken through the framework of traditional tea drinks and established a unique position in the competitive market. Diversified marketing strategies including comprehensive online and offline promotions and weather-specific promotions have effectively increased brand exposure. Flexible channel expansion strategies, especially the use of online ordering and takeaway services, enabled Sexy Tea to successfully adapt to the trend of consumers turning to online shopping during the epidemic. In addition, the brand's differentiated pricing strategy has met the needs of consumers at different levels with more affordable prices, skillfully balancing price and value for money.

**Keywords:** Innovation Oriented, Diversified Marketing, Flexible Channels.

## 1. Introduction

With socio-economic changes and the evolution of consumer attitudes, the tea industry is facing many new opportunities and challenges. In this context, the brand "Sexy Tea" has become one of the focuses of the study [1]. Through research and analysis of the tea beverage market, this study aims to reveal changes and trends in consumer demand, competitive landscape and marketing strategies. At the same time, the study will focus on the impact of the economic downturn and the "consumer downgrade" public opinion arena on the tea industry, in order to deeply understand the external pressures and internal challenges faced by the industry. “Sexy Tea" adeptly navigates the economic downturn by leveraging its core competencies. The brand's success lies in an innovation-oriented product strategy, introducing unique flavors and innovative drinking methods. Diversified marketing strategies, both offline and online, coupled with a flexible channel expansion approach, contribute to increased brand exposure. The brand's differentiated pricing strategy, offering affordability without compromising quality, resonates with consumers in the face of economic challenges. Overall, "Sexy Tea” strategically positions itself through innovation, marketing versatility, and consumer-centric pricing, ensuring resilience and competitiveness in the dynamic market landscape [2].

## 2. Self-help and the way out for tea brands in the economic downturn

In the economic downturn, Sexy Tea has successfully utilized its core competencies and demonstrated its sensitivity and adaptability to market changes. The following is an in-depth analysis of the key competitiveness of "sexy tea" in the current economic context:

### 2.1. Innovation-oriented product strategy

Through its unique combination of ingredients and flavor innovations, "Sexy Tea” breaks through the framework of traditional tea beverages and demonstrates a clear innovation orientation in its

product development. This innovation is not only reflected in the technical quality, but also has a significant impact on the characteristics and features perceived by consumers, which provides a strong support for the enterprise to break the homogenization competition in the market[3].

#### 2.1.1. Differentiation of product ingredients and flavors:

By introducing the combination of "fresh milk + tea + cream", "Sexy Tea" creates a unique tea drink flavor, which is significantly different from traditional tea drinks. This novel combination not only satisfies consumers' demand for innovative taste experience, but also wins a unique position for "sexy tea" in the market competition [4].

#### 2.1.2. Innovation in drinking method:

Through the unique drinking method of "one pick, two stir, three drink", it brings consumers a different tea drinking experience. This unique service not only enhances the customer's sense of participation, but also attracts more consumers through the innovative experience. This unique brand identity not only establishes a unique image of "sexy teas" in the minds of consumers, but also increases the brand's memorability in the market.

#### 2.1.3. Packaging design innovation:

"Tea-Yan-Yue-Se has made great efforts in the package design, spending a lot of money to buy the copyrights of famous paintings of court painter Lang Shining, etc., and making its brand logo with the image of a woman from the south of the Yangtze River, which presents a feeling of delicacy and elegance. This unique brand image makes "Sexy Tea" have a strong recognition in the market and differentiate it from other competitors.

#### 2.1.4. Brand building and culture molding

Through the use of artistic elements, including the purchase of the copyrights of court painter Lang Shining and other famous paintings, "Sexy Tea" has successfully created a unique brand image. The brand logo represents the image of a Jiangnan woman, which is skillfully combined with Chinese culture, giving cultural connotations to "sexy teas", thus enhancing brand recognition and loyalty [5-7].

### 2.2. Diversified marketing strategies

#### 2.2.1. Marketing strategy:

"Sexy Tea" has diversified its marketing strategies, such as hunger marketing, e-credits, weather-specific promotions, etc., as well as spreading its brand image and promoting its products through WeChat public number. This extensive and in-depth marketing strategy skillfully combines multiple offline and online platforms to meet different consumer needs and increase brand exposure.

#### 2.2.2. Online promotion strategy:

In response to the decrease in offline store traffic during the epidemic, "sexy tea" actively expanded its online channels, launching a WeChat online app to provide online order pickup and takeaway delivery services. In this way, "sexy tea" not only adapts to the new trend of online shopping by consumers, but also expands its sales channels, reduces its excessive reliance on offline stores, and slows down the impact of the economic downturn on store sales.

### 2.3. Flexible channel expansion and store strategy:

#### 2.3.1. Channel expansion strategy:

During the epidemic, "Sexy Tea" flexibly responded to market changes by launching an online ordering mode and providing online ordering pickup and takeaway services through WeChat applets. This flexible expansion of channels not only adapted to the needs of the current social mechanism, but also provided strategic support for further market share expansion in the future;

### 2.3.2. Store strategy:

In addition, in the face of the uncertainty of the Xin Guan epidemic, "Cha Yan Yue Shi" adopts a flexible store strategy. In addition to maintaining a centralized store strategy in shopping malls and busy streets with high foot traffic, "Sexy Tea" also launched an online ordering model during the epidemic. This flexibility not only reduced the impact of the epidemic on store sales, but also provided sexy teas with diversified options for future development.

### 2.4. Differentiated pricing strategy:

Compared with high-end tea brands, "sexy tea" adopts a more affordable price point, and flexibly utilizes its pricing strategy through different promotional activities, such as the "Little Lord Festival" and the second half-price of specific products on Wednesdays, etc. This differentiated pricing strategy better meets the needs of different levels of consumers and enhances the brand's market competitiveness. This differentiated pricing strategy better meets the needs of consumers at different levels and enhances the brand's market competitiveness.

All in all, in the current complex macroeconomic environment, "Sexy Tea" has successfully emphasized its core competitiveness through the organic combination of innovative products, unique brand image building, flexible marketing and channel expansion, and laid a solid foundation for its dominant position in the highly competitive market. In this way, we have been able to respond flexibly to market changes and maintain the competitiveness of our business. These initiatives have not only strengthened the brand's image in the eyes of consumers, but also laid a solid foundation for steady growth in an uncertain economic environment [8-10].

## 3. In the "consumer downgrade" public opinion field, brands cleverly use strategies to stand out

### 3.1. Analysis of the current situation of China's consumption structure:

Since the reform and opening up, the change of China's consumption structure can be summarized as "upgrading of subsistence consumption - upgrading of well-off consumption - upgrading of quality consumption - upgrading of individuality consumption", showing a progressive development path. Personalized consumption upgrade", showing a progressive development path. According to the data compiled by the National Bureau of Statistics, as shown in Figure 1 below, from 2013 to 2018, China's consumption expenditures accounted for the proportion of total expenditures on food, tobacco and alcohol, clothing, housing, living goods and services, transportation and communication, education, culture and recreation, medical care, and other goods and services in the following eight major categories of consumption expenditures.

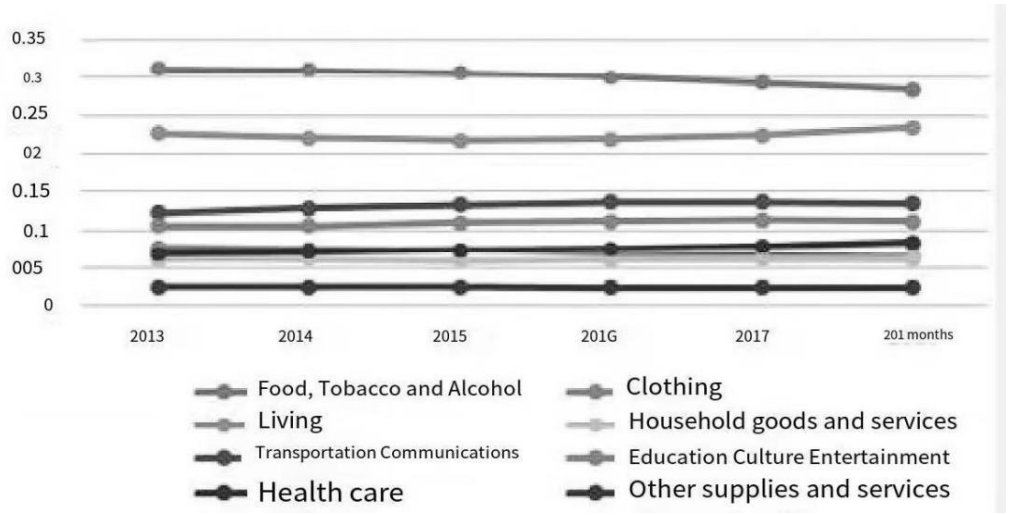



**Figure 1.** Consumption structure in China during 2013-2018.

### 3.2. "Sexy Tea" clever use of strategy to stand out:

#### 3.2.1. Digital marketing tools:

In the economic downturn and the public opinion of "downgrading consumption", "sexy tea" stood out through innovative digital marketing methods. In the Internet era, "Tea Color" makes full use of social media platforms, such as WeChat and Weibo, to attract the attention of a large number of young consumers through interesting and creative content marketing. By establishing closer interactions with consumers, sexy tea not only increases brand exposure, but also creates a unique brand experience, thus standing out in a competitive market. This digital marketing strategy helps "sexy tea" to better adapt to the needs of consumers, increase brand loyalty, and maintain its competitive advantage in the economic downturn.

#### 3.2.2. Social responsibility and sustainable development strategy:

In the midst of economic downturn and "consumer downgrading" public opinion, "Cha Yan Yue Shi" not only stands out through its products and marketing strategies, but also shows unique competitiveness in social responsibility and sustainable development. Under the current trend of increased attention to CSR in society, "sexy tea" has succeeded in winning a group of CSR-conscious consumers by actively responding to social issues, such as environmental protection and public welfare activities. This business philosophy of social responsibility has established a positive corporate image for "sexy tea" and further consolidated its competitive position in the market.

#### 3.2.3. Balance between price and cost-effectiveness:

In the economic downturn, "sexy tea" successfully balanced price and value for money, a strategy that played an important role in the "consumer downgrade" public opinion. First of all, "sexy tea" has accurately positioned the pricing of its products, offering a more affordable price compared to other high-end tea brands. This kind of affordable price not only caters to the economic reality of the middle- and low-income groups, but also conforms to the pursuit of rational consumption and cost-effectiveness in the trend of "consumption downgrading"; in the environment of "consumption downgrading", consumers pay more attention to the value-for-money consumption experience rather than just the price reduction. In the environment of "consumer downgrading", consumers are more focused on value-for-money consumption experience rather than just price reduction. By ensuring that its products are cost-effective, "Sexy Tea" is able to provide satisfactory quality and taste even at lower prices. This balance has enabled Sexy Tea and Colors to stand out in a price-sensitive market, appealing to a wider group of consumers and providing them with affordable and quality tea choices, especially in a downturning economy. As a result, Sexy Tea Loves Colors has been able to flexibly respond to the balance between price and value for money, fully meeting the consumer demand for both affordability and quality in the trend of "downgrading consumption", and energizing the core competitiveness of the company. The successful implementation of this strategy has given "sexy tea" a comparative advantage in the highly competitive market, and highlighted its unique position in the court of public opinion on "consumer downgrading".

## 4. In the context of economic downturn and "consumer downgrading" in the court of public opinion "tea color"

### 4.1. Product innovation and differentiation:

#### 4.1.1. Develop unique tea drink categories:

First of all, "sexy tea" can satisfy a wide range of tastes by developing more unique tea drink categories. Considering consumers' demand for affordability, it can design economic packages to lower the price threshold and attract more customers with limited budgets.

#### 4.1.2. Introduce seasonal products:

In addition, in response to seasonal demand, "sexy tea" can introduce drinks with different seasonal characteristics, such as summer cool drinks and winter stomach-warming drinks, in order to cater to consumers' expectations of different seasonal tastes. This differentiated product strategy will help "sexy tea" to stand out in the fierce market competition and create more sales opportunities.

#### 4.1.3. Pay attention to the health trend of the product:

In the process of product innovation, "Sexy Tea" can also pay attention to the trend of health and nutrition, choosing healthier raw materials and emphasizing the nutritional content of the products to meet consumers' pursuit of a healthy lifestyle. This is not only conducive to enhancing the market competitiveness of the product, but also in line with the current social concern for healthy eating.

Further strengthen product innovation and introduce more tea drinks that meet consumers' tastes and health needs. Differentiated products can attract more consumers and increase customer loyalty. In the current market environment, product innovation and differentiation is an important direction for “sexy tea “to further develop its core competitiveness. Overall, by strengthening product innovation and differentiation, “sexy tea " can better adapt to the environment of economic downturn and consumer downgrading, and satisfy the diversified needs of consumers, so as to improve its core competitiveness and gain more market share.

### 4.2. Cost control:

#### 4.2.1. Optimize supply chain and procurement channels:

By optimizing the supply chain and procurement channels, Sexy Tea can purchase raw materials more accurately and ensure cost reduction while maintaining product quality; in addition, it has established solid cooperative relationships with suppliers and strives for more favorable purchasing conditions, which will help to reduce purchasing costs and increase the gross profit level.

#### 4.2.2. Control operating costs:

In terms of operation, "sexy tea" can control operation costs by improving production efficiency and reducing labor costs. Introduce advanced production technology and automated equipment to improve production efficiency, reduce human errors and lower production costs. At the same time, through the training of employees, improve their operating skills, reduce the loss caused by improper operation, so as to reduce operating costs.

#### 4.2.3. Fine management of inventory:

"Sexy tea can reduce the backlog of inventory and lower the cost of capital occupation through fine management of inventory. Avoiding excessive inventory leads to expiration of products, reducing the value of goods, effectively managing the inventory turnover rate, and improving the efficiency of capital utilization.

Effective implementation of cost control not only improves profitability, but also helps "Sexy Tea" to better cope with market challenges in the public opinion arena of "consumer downgrade". By lowering the selling price of its products and improving its price-performance ratio, "Cha Yan Yue Shi" can better meet the trend of rational consumption and attract more customers. Therefore, cost control is not only a means to improve profitability, but also one of the strategies to cope with market changes in the downturn environment.

### 4.3. Data-driven marketing:

#### 4.3.1. In-depth analysis of users with the help of big data:

In data-driven marketing, "Sexy Tea Joyful" can adopt advanced data analysis techniques and user behavior analysis methods to gain precise insights into consumer needs and behavioral patterns. Through in-depth mining of big data, "sexy tea" is able to more effectively locate its target customer

groups, understand their consumption habits, taste preferences and other key information, and provide strong support for the formulation of personalized marketing strategies.

#### 4.3.2. Establish a scientific indicator system:

Data-driven marketing also includes quantitative evaluation and prediction of marketing effects. Through the establishment of a scientific indicator system, "sexy tea" can conduct comprehensive data monitoring and evaluation of marketing activities, so as to identify and correct potential problems in a timely manner. This data-based feedback mechanism helps to achieve continuous optimization and improve the overall marketing effect.

#### 4.3.3. Understanding individual customer differences:

Personalized marketing campaigns are one of the core elements of a data-driven strategy. "Sexy tea" can accurately design targeted promotional strategies by deeply understanding the individual differences of customers. This includes not only personalized matching of product recommendations

This includes not only personalized matching of product recommendations, but also differentiated distribution of discounts and coupons to meet the needs of different customer groups.

Overall, data-driven marketing is widely recognized in academic research as an effective way to improve market competitiveness and operational efficiency. By making full use of modern technology, "Sexy Tea" can conduct marketing more intelligently and better adapt to the challenges of the economic downturn and the "consumer downgrade" public opinion.

## 5. Conclusions

After studying the success story of the tea drink brand "Sexy Tea" in the midst of the economic downturn, it is easy to conclude that the brand's flexibility in adapting to the market and its innovation orientation are the keys to its success. Through innovative product strategies, including unique flavors, creative drinking styles, and well-designed packaging, the brand has gained a differentiating edge in the highly competitive tea beverage market. Diversified marketing strategies further enhanced the brand's visibility, especially through a smart combination of online and offline promotions and weather-specific promotions to meet the needs of different consumers. Under the dual pressures of economic downturn and the epidemic, the brand successfully adapted to market changes through flexible channel expansion strategies, especially through the flexible use of online ordering and takeaway services, which brought it more sales opportunities. Lastly, the brand has skillfully balanced price and value for money through its pro-people pricing strategy, enhancing its competitiveness in the market. This success story provides useful lessons for the tea beverage industry, emphasizing the importance of continuous innovation and flexibility in adjusting strategies in an uncertain environment.

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