The Operation Logic of Traditional Culture Enabling Tea Brand Marketing: Take CHAGEEE as an Example

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Abstract. The research background of this paper is to focus on the globalization and diversification of the market, and many brands intend to integrate culture into their products for marketing. At the same time, by the end of 2023, the stores of new tea brands can reach up to 5 billion. Currently, China's milk tea industry has entered China and entered the era of new tea drinks. This paper treats CHAGEEE the brand as a research entrance, the traditional culture can assign tea brand marketing logic study the subject, the research method is used to the process tracking method and 4P theory, through the two methods to the operation of traditional culture risks and the analysis, found that the brand using traditional culture can assign brand marketing method, and at the end to the brand in the use of traditional culture marketing to provide relevant Suggestions. This study has guiding significance for the future development of the related milk tea beverage industry.

1. Introduction

This study focuses on the globalization and diversification of the market, and many brands consciously integrate culture into their products for marketing. Meanwhile, by the end of 2023, the stores of new tea brands will reach 500,000 [1]. Now China's milk tea industry has entered the era of new tea drinking. This study is very meaningful for how to use the brand and the traditional culture to build the brand and product marketing; This study mainly focuses on the example of the CHAGEEE brand. The operation logic of using traditional culture to empower the tea brand marketing; Using the literature analysis method to search and read the relevant materials and literature, The advantage of this approach is that it can well analyze the risks and relative countermeasures of other brands in adopting the traditional culture, Benefit to the conduct of the research; The ultimate research goal of this study is how to make the brand better use the traditional Chinese culture to empower marketing, By the way, The 4P theory was used to analyze the selected cases.

2. Case Analysis

2.1. Background

"CHAGEEE" is a tea brand of China-fashion Enterprise Management (Yunnan) Co., LTD. As a new Chinese tea brand, it originated from —— Yunnan, the hometown of world tea. The brand name comes from the well-known allusion to Farewell My Concubine and uses the traditional Chinese culture of Peking Opera Huadan Facebook as the brand Logo. The brand's main Oriental culture and tea inheritance will use tea brewing and milk of raw milk, at the same time including pure tea fresh tea, and other kinds of drinks, innovation to build a new Chinese tea, on behalf of Chinese tea become the Oriental symbol, from opera inheriting Chinese culture, focusing on opera, inheriting innovation of tea culture. New tea drink refers to the use of superior tea, supplemented by different extraction methods of concentrate as raw material, adding fresh milk and other ingredients into the drink [2]. The brand was first launched on June 1, 2017 and opened its first store in Kunming, Yunnan Province on November 17 of the same year. The brand not only uses traditional culture in the brand concept, but also adds elements of Chinese traditional culture in products and stores to design so that consumers can feel the charm of traditional Chinese culture in —— vi-sion, touch, smell, and taste in all aspects. At the visual level, "CHAGEEE" uses the pattern of Chinese cultural elements and the design logo of facial makeup in the product packaging, and uses the seal script handwriting to design the font. At the tactile level, the offline store uses the outer ring design of the ancient architecture of Oriental beauty where the natural texture of logs can be detected by hand. In terms of smell, "CHAGEEE" uses the fragrance machine under the store to spread the tea fragrance to the whole space, creating a tea fragrance atmosphere full of Oriental beauty. In terms of taste, the use of raw leaf tea soup and fresh milk brewing brings consumers the most direct enjoyment of Oriental beauty. In recent years, "CHAGEEE" has also adopted traditional Chinese cultural elements in
its marketing. The brand co-branded famous photographers, in a modern way to tell the traditional culture, using a variety of traditional cultural elements to create a brand image with strong Oriental color.

2.2. 4P for Theoretical Analysis

The 4P theory was first proposed by Professor Jerome McCarthy, an American marketing scholar in the 1960s, namely product (Product), price (Price), promotion (Promotion), and channel (Place). The proposal of this marketing theory has produced a milestone change in modern marketing [3]. Cultural marketing is one of the marketing methods with humanism as the core. Enterprises take the cultural value of products as the carrier to meet and guide the spiritual and cultural orientation of consumers, thus generating a sense of cultural identity and reducing the anxiety and distance caused by the difference in values [4]. Cultural marketing refers to the appropriate marketing means, which is guided by the cultural values and spiritual and cultural needs of consumers, combined with product characteristics and enterprise ideas and goals [5]. "CHAGEE", as a new tea brand, has not yet reached the wide popularity of "xi tea" or "Nai Xue tea" in the market, but it also shows a lot of potentials. The increasing development of the economy has led to the improvement of people's living standards and the change in consumption thoughts, thus leading to the development of the tea industry [6]. With the continuous improvement of the social supply level, the competition among enterprises is becoming increasingly fierce, and the focus of operation has gradually shifted from improving the material function of products to the spiritual category of culture and personality conveyed by the brand and the product itself [7]. At the same time, for the question of what Chinese cultural elements, scholar He Jiaxin defines it as derived from Chinese traditional culture or closely related to Chinese culture; can be recognized by most Chinese people, consumers will immediately associate with Chinese culture. In the process of internationalization, the good application of Chinese cultural resources can bring associative differences to cross-cultural consumers [8].

"CHAGEE" pays great attention to characteristics and differentiation in product design (product), to attract more consumers' attention. For example, with a drink named "Boya Xian" out of the circle, they deeply excavated the essence of Chinese culture, and through the combination of modern tea, successfully created a unique combination of allusions and modern tea "national style" brand image. For people with similar cultural values, the higher the familiarity with cultural elements in the material field, the easier to obtain relevant cognitive [9]. In addition to focusing on cultural characteristics, it also provides a variety of product choices. In addition to traditional fresh milk tea, there is a variety of fruit tea, sugar-free options, low-calorie drinks, and nutrient-rich tea drinks to meet the needs of different consumer groups. This diversified product line not only expands its potential customer base but also enables every consumer to feel that this is a brand that can be customized according to personal taste and health needs. In terms of quality, "CHAGEE" is not willing to be left behind. The brand emphasizes the use of high-quality raw materials and exquisite production techniques, such as "ecological tea mountain original leaves straight mining", "sunshine pasture quality milk" and "ecological orchard-fresh fruit direct delivery", which are its main quality assurance. From the perspective of price (price) competitive pricing, the average price of "CHAGEE" is within the range of 15-20 yuan. Such a price positioning is within the relatively competitive range and can attract more young consumers. To further boost sales, the brand will also issue coupons through social media or public accounts, or hold limited-time discounts as a pricing strategy. Pricing is the key to the success of the enterprise. Pricing is conducted according to the different psychological characteristics of consumers [10]. In terms of location (place) selection, it is mainly concentrated in areas where young people are frequently active, such as near universities, business districts, or shopping centers. In addition, the brand also operates through e-commerce platforms and its website to cover a wider range of consumers. In terms of promotion (promotion), "CHAGEE" makes extensive use of social media platforms, including Weibo, WeChat, and TikTok, to expand its brand influence. It also actively seeks cooperation and co-branding with popular culture, local features, or other brands to attract different groups of consumers and to further consolidate its market position.

In general, through its unique products, and reasonable price positioning, "CHAGEE" has successfully created its own national style tea drinking world with selected locations and ingenious promotion strategies in the tea market.

3. The Risk of Traditional Culture Empowering Brands

When the brand uses traditional culture, the research and investigation of traditional culture are not deep enough, and a series of behaviors such as fabricating and disrespecting the contents of traditional culture appear, to mislead consumers, and distort and harm traditional culture.

The excessive consumption of traditional culture in the marketing process and the neglect of consumers' demand for products will affect the overall image of the brand and the sales of the product. At the same time, it will lead to a wrong understanding of Chinese brands by the outside world, resulting in a large negative social impact, which is not conducive to the later development of the brand and does not conform to the main development trend of the current society.

At present, the main means of marketing in society is traditional culture, and brands using traditional culture marketing are everywhere in the market. It is inevitable that many homogenized products caused by insufficient innovation will appear and cause aesthetic fatigue in consumers.

4. Responses

For "CHAGEE", integrating traditional culture into their products and brand stories can create unique value, but it also comes with a series of risks. It has proposed corresponding countermeasures for the risks they may face.
4.1. Cultural Misunderstanding

When "CHAGEE" integrates traditional cultural elements into the brand, there is a risk of misunderstanding and offense. This may be due to not understanding the deeper meaning of culture, or because branding activities are seen as commercializing or abusing traditional culture. This can damage a brand’s reputation and lead to dissatisfaction and negative reviews from consumers. It can take the following measures to respond to this: in-depth research and understanding of cultural elements, seeking help from cultural consultants or experts to ensure respect for cultural traditions; conducting sensitivity training to ensure that employees understand cultural differences and sensitivities; actively listening to consumers’ feedback, promptly apologizing and correcting any cultural misuse.

4.2. Market Saturation

2022 Maituan Tea Drinks report stated that "The first-tier cities are becoming saturated and the lower-tier markets are developing steadily." First-tier cities in China. The tea market has become very saturated, with various brands competing for the same consumers [11]. When all brands try to leverage traditional cultural empowerment, it can lead to an oversaturated market that makes it difficult to distinguish the differences between different brands. It can take the following responses to this: To stand out in the market, tea brands need to continue to innovate and provide unique products and experiences. They can look for different cultural elements to avoid duplication with competitors and create a personal traditional cultural style that is unique to the brand. In addition, brands can seek cooperation with other industries to provide consumers with a more comprehensive cultural experience, thus attracting more attention. For example, the collaboration between "CHAGEE" and Sanxingdui closely follows current events pays attention to the latest historical archeology, and demonstrates the precise positioning of the brand to consumers. At the same time, co-branding with products in different fields, such as the recent cooperation with the novel IP Tomb Raiders, has also set off a boom.

4.3. Cultural Sensitivity Combined with Localization

Traditional cultural elements may trigger different reactions in different countries and regions. Some cultural elements may be popular in some places but may cause controversy or discomfort in others. Tea brands need to consider how to adapt to the cultural sensitivities of different markets. It can take the following countermeasures: "CHAGEE" should conduct targeted market research for each city in each country to understand the cultural sensitivities of different regions and adjust their marketing strategies accordingly. They can choose to use different cultural elements in different markets to adapt to the needs of local cultures. In addition, build local partnerships to better understand and respect local culture. "CHAGEE" is also very dynamic in the Southeast Asian market. For the longer-term development of the brand, "CHAGEE" can consider integrating it with local culture, which will help increase local consumers’ favorability of the "CHAGEE" brand.

4.4. Cultural Fatigue

"Traditional elements need to be inherited, but not blindly appropriated", a large number of national fashion brands have emerged may cause consumers to feel that the brand has fallen into the trap of "cultural appropriation", placing too much emphasis on cultural elements and ignoring product quality and innovation [12]. "Aesthetic fatigue" is a popular aesthetic term in the context of popular culture. In the special environment of popular culture, its connotations are constantly enriched and enriched, which has attracted the attention of many literary and artistic workers on this phenomenon [13]. Countermeasures can be taken to deal with this: balance the combination of traditional cultural elements and brand uniqueness; Not only focusing on culture but also emphasizing product quality, sustainable marketing, and marketing innovation. For example, CHAGEE’s best-selling product "Bo Ya Jue Xian" quotes traditional allusions and promotes high-quality national trends, rather than simply citing patterns and using traditional culture as a short-lived selling point; regularly updates brand stories and elements to maintain consumption.

In general, empowering brands with traditional cultural elements is a challenging but promising strategy. To mitigate risk and ensure success, "CHAGEE" needs to deeply research and understand culture, build relationships with community partners, comply with regulations, balance cultural elements, establish brand uniqueness, and maintain engagement and transparency with consumers. Only in this way can brands make full use of the value of traditional culture while respecting and protecting these precious cultural heritages.

5. Conclusion

This paper studies the operation logic of traditional culture-empowered brand marketing by taking "CHAGEE" as an example, using the process tracking method and a few cases comparison method to explore the risks and coping methods of CHAGEE’s marketing means of using traditional culture-empowered brands in the current market, and analyzes its marketing means with 4p theories. It can make some references for many brands that use traditional culture marketing at present, and improve the influence of brands themselves. With the continuous development of China’s economy, traditional culture has also been paid attention to, and more and more brands have adopted traditional culture for marketing, which is the traditional culture to empower the brand itself. In the current era of rapid development. Cultural marketing should adapt to the background of The Times and have the courage to innovate in order to better promote brand development. Secondly, in terms of operation culture, it is necessary to pay attention to the core of the culture itself and carry forward the ex-
cellent traditional Chinese culture to the world while making good use of traditional Chinese culture to help brand building.

**Authors Contribution**

All the authors contributed equally and their names were listed in alphabetical order.

**References**