An Analysis of the Reasons Behind the Rise in Mixue Bingcheng's Stock Price After Being Exposed at the 315 Gala

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Abstract: In the digital information era, negative public opinion about enterprises often leads to stock price declines. However, after Mixue Bingcheng was exposed for food safety issues at the 2025 315 Gala, its stock price rose instead. This paper uses case analysis, competitor comparison, and other methods to explore the reasons behind this stock price increase. The study finds that the low-price positioning has made consumers more tolerant, the non-traditional crisis response has transformed the crisis through memes and emotional connection, the shift of public focus and capital inflow have also contributed, and the resilience of its business model and industry expectation gap have enhanced market confidence. It can be seen that the impact of negative events on stock prices needs to be judged by combining the enterprise model and consumer mentality, and younger crisis public relations can explore "memetic responses".

1 Introduction

In the current digital information era, enterprises are profoundly influenced by public opinion, especially since negative information can significantly impact corporate stock prices. As a highly influential consumer rights protection program in China, the 3·15 Gala receives extensive social attention. Past experiences have shown that once an enterprise is exposed on the 3·15 Gala, it often faces dilemmas such as damaged reputation and decreased consumer trust, which are reflected in the capital market as a sharp decline in stock prices.

However, after Mixue Bingcheng, a well-known enterprise, was exposed for food safety-related issues at the 3·15 Gala, its stock price not only did not fall as expected but continued to rise. This has triggered widespread thinking among investors, managers, and researchers: How did Mixue Bingcheng successfully navigate this crisis?

This paper will adopt a combination of case study and empirical analysis to conduct an in-depth exploration of the abnormal phenomenon of Mixue Bingcheng's stock price rising against the trend after being exposed at the 3·15 Gala. By collecting and analyzing various data of the enterprise, it reveals the internal logic of factors such as low-price positioning,

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emotional marketing, and economies of scale supporting the enterprise's stock price. At the same time, using the comparative analysis method, it compares the market performance of Mixue Bingcheng with that of similar enterprises after the crisis to evaluate the differences in the actual effects of different coping strategies.

The remaining parts of this paper are arranged as follows: Section 2 is the case introduction: expounding the general situation of the incident that some stores of Mixue Bingcheng were exposed to food safety problems at the 3·15 Gala in 2025, as well as the market data such as the stock price trend and consumer response after the exposure. Section 3 is the case analysis: analyzing the reasons for the rise in Mixue Bingcheng's stock price after being exposed at the 3·15 Gala from the aspects of brand positioning, crisis response methods, emotional connection, herd mentality, focus transfer, capital flow and emotion conduction, business model resilience, and expectation gap under industry comparison. Finally, it is the conclusion and inspiration of this paper: summarizing the research conclusions and giving enlightenment to enterprises from a practical perspective.

2 Case Introduction

2.1 Event Summary

The 2025 3·15 Gala exposed food safety issues in some stores of Mixue Bingcheng. For example, the store's popular drinks such as Iced Fresh Lemon Water and Bangda Fresh Orange, which claimed to be made with selected fresh fruits, had serious operational violations. These included reusing overnight lemons and flying insects in the store, revealing severe hygiene problems. When law enforcement officers arrived, the store was under renovation, expected to be completed in two to three days, and the persons in charge of the involved stores were out of contact.

During the same period, other tea drink brands also faced issues: clerks at the Wuhan Guangbutun store of Shuyi Burn Grass Jelly judged whether overnight tea soup had spoiled by tasting it and frequently modified expiration date labels; the Wuhan Hechen Square store of Baidao was exposed for using rotten strawberries to make fruit tea and arbitrarily tampering with food expiration date labels to reduce costs. After these brands were exposed for food safety issues, their stock prices plummeted, and consumer trust collapsed.

Therefore, Mixue Bingcheng formed a sharp contrast with other industries, and its rising stock price instead of falling aroused widespread curiosity. For instance, consumers showed astonishing tolerance for drinks processed with overnight lemon slices, even creating meme-style supportive comments like "Snow King doesn't dislike my poverty, and I don't dislike its dirt." This spontaneous defense, like a stone thrown into the lake of the consumer market, not only reflects the emotional bond built by the brand's years of high cost-performance but also indicates a shift in consumer attitudes from "perfection standards" to "tolerance for flaws" [1].

2.2 Market Data

On March 15, 2025, its Hong Kong stock price opened low and moved high, closing with a daily increase of 4.2%. In the following week (March 16-22), the stock price rose cumulatively by 12.5%, far exceeding the tea beverage industry index, which fell by 8% during the same period.

Consumer response: A large number of supportive comments emerged on social media, such as meme-style responses like "What more can you ask for from a 4-yuan milk tea" and "Snow King doesn't dislike my poverty, and I don't dislike its hygiene". The foot traffic in

offline stores did not significantly decrease, and in some areas, there was even a short-term increase due to "sympathetic consumption".

3 Case Analysis

3.1 Core Differences

Brand Positioning: Mixue Bingcheng positions itself with low prices, typically ranging from 2 to 6 yuan, building a high-cost-performance label that precisely targets price-sensitive youth groups such as students, forming the consumption cognition of "milk tea freedom". Due to this pricing, the psychological expectations of the consumer group are generally low, so they have high tolerance for products and can accept minor flaws.

In contrast, mid-to-high-end milk tea brands like Chabaidao and Shuyi Burn Grass Jelly are usually priced at 18-20 yuan. Consumers have higher expectations for products and thus lower tolerance. Once negative news arises, consumers often feel that the "brand reputation does not match its quality", leading to a decline in consumer trust and a sharp drop in stock prices. Compared with mid-to-high-end brands priced at 18-20 yuan, Mixue Bingcheng's "2-6 yuan" pricing accurately targets price-sensitive groups such as students. It is worth noting that when high-priced brands are exposed for using rotten ingredients or tampering with expiration dates, Mixue Bingcheng's long-term adherence to the raw material strategy of "real lemons, real tea, real milk" has instead significantly increased consumers' tolerance for its "overnight lemon slices"—in consumers' cognition, "overnight raw materials" actually form a value hedge with "genuine materials", becoming an "exceeding expectations experience" [2]. Mixue Bingcheng's low-price strategy takes into account consumers' "price-tolerance" psychology, controlling the negative impact of food safety within a manageable range.

3.2 Crisis Response Approach

Mixue Bingcheng's official team did not immediately adopt the traditional public relations approach of "apology statement + rectification." Instead, it leveraged the online meme trend initiated by consumers to defuse the crisis. By interacting with users through memes and peripheral products (such as "overnight lemon slice" themed stickers), the brand transformed the crisis into a social topic. This approach resonated strongly with the herd mentality of the public, especially young consumers, as it appeared more youthful and entertaining. The sustained online buzz gradually led many netizens to understand and tolerate the product.

By capitalizing on consumers' meme-driven enthusiasm and interacting through peripheral products like "overnight lemon slice" stickers, Mixue Bingcheng converted the crisis into social currency. This strategy of "passive acquiescence + proactive guidance" aligns with the crisis public relations theory of "emphasizing positive factors"—strengthening positive perceptions such as "high cost-performance" and "genuine ingredients" to weaken the impact of negative events. User-generated second-creation videos like "Snow King's Ordeal" went viral, shifting public opinion from "food safety" to "brand approachability" [3].

3.3 Emotional Connection

Mixue Group has shaped the approachable "Snow King" ID image, making consumers perceive the brand as a companion. Through new media, it has established a lively and

positive image in the public mind. When a crisis occurs, consumers spontaneously defend their consumption choices. For example, netizens joked, "I also store cut lemons in the fridge overnight," reducing criticism of the brand by relating it to their own behavior.

The Snow King ID image created by Mixue Group essentially represents a successful de-commercialization of its IP. During crises, consumers no longer view it as a purely commercial brand but adopt a tolerant attitude similar to "forgiving a family member's mistake." This emotional bond stems from the brand's years of building a lively image through new media, prompting consumers to voluntarily defend their choices. As netizens 调侃 (quipped) that "even their own cut lemons stay overnight in the fridge," they reduce harsh judgments by identifying with the brand, forming a "fan culture"-style crisis buffer [4].

3.4 Herd Mentality

Comments on social media continued to spread, leading most young people to adopt the mindset of "since everyone accepts it, I shouldn't be too harsh" under the influence of repeated messaging. This further weakened the impact of negative news. By manipulating public herd mentality, Mixue Bingcheng achieved multiple commercial objectives: Alleviating public opinion pressure from negative events and transforming food safety doubts into a social meme carnival; Strengthening the consumption cognition of "low prices allow for tolerance" and deepening emotional bonding between the brand and users; Attracting traffic and capital attention to realize the transformation of crisis into commercial value; Constructing a "price-tolerance" competitive barrier to consolidate its advantages in sinking markets.

3.5 Focus Shift

Public Opinion Focus Transition: The core of online discussions shifted from "food safety issues" to "brand approachability" and "meme creativity". For instance, the narrative "Snow King's crisis PR relies entirely on netizens" became a new communication hotspot, even bringing better data traffic to Mixue Group. This aroused freshness and curiosity about the products among more people, keeping the brand in the public spotlight and making "doing crisis PR for Snow King" a fashionable trend.

3.6 Capital Flow and Emotion Transmission

Consumers' collective defense behavior conveyed a signal of "controllable brand risks" to the market. Some institutional investors, based on their recognition of Mixue Bingcheng's long-term business model, chose to increase their holdings when the stock price was low. Market data shows that within a week after the exposure, the net inflow of funds through the Hong Kong Stock Connect for Mixue Bingcheng increased by 37% month-on-month, reflecting professional investors' judgment that the issues were "managerial flaws rather than systemic risks".

3.7 Business Model Resilience

Mixue Bingcheng's scale effect from over 32,000 stores enables its raw material procurement costs to be 30% lower than peers. The business model of "supply chain + franchise ecosystem" demonstrates strong risk resistance. 2025 supply chain rectification data shows that the direct supply ratio of its central kitchen has increased from 60% to 85%

[4], further strengthening standardized management. This "supply chain + franchise ecosystem" model not only reduces procurement costs but also enhances risk resistance through economies of scale—investors generally believe that hygiene issues in individual stores can be resolved through standardized rectification without shaking the foundation of its sinking markets [5-7]. Such confidence in the long-term profit model has supported the stock price's upward trend against the market.

3.8 Expectation Gap under Industry Comparison

Other tea drink brands exposed during the same period had issues mostly involving "systematic fraud" (such as tampering with expiration dates or using rotten ingredients), while Mixue Bingcheng's "overnight lemon slices" were interpreted by the market as "operational oversights"—comparatively smaller mistakes with lower risks and minimal impact on consumers. For example, Chabaidao's tampering with expiration dates and Shuyi Burn Grass Jelly's employees tasting ingredients represent "systematic fraud", whereas Mixue Bingcheng's "overnight lemon slices" are seen as isolated operational lapses[8-10]. This disparity has led consumers to perceive Mixue Bingcheng as having "smaller errors and lower risks". Combined with its long-term reputation for "genuine ingredients", this has further amplified the market expectation gap [2, 4].

3.9 Summary

The counter-trend rise in Mixue Bingcheng's stock price after being exposed at the 315 Gala is essentially the result of the synergistic effect of its low-price positioning, non-traditional crisis PR strategy, and business model resilience. By accurately grasping the psychological logic of "price-tolerance," it locks in price-sensitive groups such as students with low prices of 2-6 yuan, deeply binding consumers' tolerance for product flaws with the cognition of "high cost-performance." In crisis response, it leverages the meme fever on social media, adopts a youthful strategy of "passive acquiescence + proactive guidance," transforms food safety controversies into social topics of "Snow King's approachability," and coordinates with the emotional bond shaped by the Snow King IP to activate users' herd mentality and spontaneous maintenance behavior, achieving the shift of public opinion focus from "hygiene issues" to "brand affinity."

Meanwhile, the scale effect of over 32,000 stores and the "supply chain + franchise ecosystem" model have reinforced investors' confidence that "managerial flaws are rectifiable". The trust collapse triggered by "systematic fraud" among competitors during the same period further widened the market's "expectation gap" toward Mixue Bingcheng. Ultimately, through binding consumer price psychology, reconstructing public opinion communication logic, and consolidating business model resilience, multiple strategies have achieved the commercial goals of "crisis mitigation-traffic conversion-capital confidence enhancement", verifying the decisive impact of corporate models and consumer mindset on stock prices in the face of negative events [10].

4 Conclusions

The counter-trend rise of Mixue Bingcheng is essentially the result of the combined effect of "low-price positioning + emotional connection + market expectation gap". It proves that negative events have limited impact on stock prices, which requires comprehensive judgment by integrating the enterprise's business model and consumer mindset.

The traditional crisis public relations model of "apology + rectification" may be ineffective in a youthful and entertaining public opinion environment, while the asymmetric strategy of "passive acquiescence + proactive guidance" can instead activate user participation.

In the future, enterprises can set different consumer expectations for products with different prices or introduce social media emotional analysis models to timely make sound judgments on public opinion and determine market decisions based on trends. Youth-oriented brands can explore "meme-style responses" to transform crises into "social currency" for user interaction. Meanwhile, enterprises need to strengthen supply chain management—for example, Mixue Bingcheng's measure to increase the direct supply ratio of central kitchens to reduce management risks from the source. Regulatory authorities should intensify penalties for repeatedly non-compliant enterprises to prevent consumers' tolerant attitudes from covering up real safety issues and maintain a fair market competition environment. Market supervision should also strengthen punishment for enterprises with repeated violations (such as Mixue Bingcheng, which has been exposed multiple times).

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