

Research on the Marketing Strategy of Teahouse Service under the Background of Internet

-- Taking ZY Teahouse as an Example

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Abstract

Based on my internship experience in ZY Teahouse, this paper explains the marketing status of ZY teahouse by means of case analysis, in-depth interview and modern service marketing theories. The research finds that the teahouse is in the real economic chain, with fierce competition and frequent limited development. In view of the problems of the teahouses, this paper puts forward some suggestions for improvement, such as product differentiation, price diversification and marketing channel expansion, so as to closely combine the service marketing strategy of the teahouses with Internet marketing, so as to better promote the development of the teahouses.

Keywords

Teahouse; Internet; Marketing Strategy; Service Marketing.

1. Introduction

China has a long history of teahouses, and more or less all places have the habit of eating tea and drinking tea. With the development of global economic integration, more and more foreign tourists arrive in China, which is a new development opportunity for teahouses [1]. However, it is inevitable that foreign famous beverage brands such as Left Bank Coffee and Starbucks will enter the Chinese mainland in an irresistible situation. Consumers, especially young groups, are inclined to seek new experiences in unknown areas under the pursuit of novelty, and the pressure of survival of teahouses is increasing day by day.

Founded in 2019 in Qingdao, Shandong Province, ZY Teahouse is a Japanese-style teahouse that is largely hidden in the city. It mainly serves self-service tea, sells tea and other related products as well as curium porcelain restoration. Since its establishment, ZY TeaHouse has faced fierce competition in the industry, with a gradual decline in customer flow. On the other hand, with the booming Internet economy, ZY Teahouse is not only facing development opportunities, but also facing the development bottleneck of outdated marketing methods and low public awareness [2].

Different from traditional marketing, service marketing pays more attention to the experience needs of consumers and pleases consumers through targeted services. For a service-oriented enterprise like a teahouse, it will be difficult for the enterprise to obtain more considerable operating benefits if the service marketing is not well done.

2. Analysis of ZY Teahouse Marketing Problems

2.1. Analysis of Marketing Status and Problems of ZY Teahouse

ZY tea house is located in the Qingdao grand theatre on the second floor, which opened in April 2019, the first four months of average can keep performance of ¥30,000 or so, every month since September, performance gradually declining, October, November performance an

average of ¥14,500, December ¥9,000, affected by the epidemic in the first half of this year, unable to normal business practice a short time, It can be seen from these situations that the teahouse has encountered difficulties in its operation. If no timely improvement measures are taken, the development of the teahouse may get worse and worse.

During my internship in the teahouse, I communicated with the management personnel of the teahouse for many times, got an in-depth understanding of the internal situation of the teahouse, got familiar with the overall operation of the teahouse, and found some problems, which will be further explained below.

2.1.1. Low Degree of Product Marketization

There are few people around ZY Teahouse. Some customers enter the teahouse out of curiosity and leave after browsing, while some customers do not want to drive to the teahouse due to the location. The root cause is that the teahouse lacks its own characteristics and the degree of marketization is not enough [3]. In the case of similar services and products, customers are more willing to choose places with convenient locations or more leisure places.

2.1.2. Single Product Pricing, High Profit Products Lack Market Competitiveness

The tea consumption in the teahouse is dominated by a self-service of ¥68 for a limited time of two hours. Customers are encouraged to fetch and brew tea by themselves to increase their consumption experience. However, this pricing method is not flexible for customers who come to the teahouse to sit or talk about business for a long time, and customers will inevitably feel that it is not cost-effective. Some products with higher premium have low sales volume and weak competitiveness in the market. Some tea customers have reported that they think the prices in Laoshan District are higher, so they generally go to Licang District and Chengyang District to buy tea and other products.

2.1.3. Weak Sales Channels, Lack of Self-Developed End Customers

The teahouse has stable suppliers, but the current operating income of the teahouse is still mainly dependent on individual customers, lack of long-term cooperation with customers (such as regular meetings), of course, service is different from physical products, not the more channels, the better the performance, the key is to grasp the needs of customers[4]. On the other hand, the tea set gift box customized by the teahouse is suitable for holiday gifts, with exquisite packaging and superior quality. The sales channel of this gift box depends on friends and relatives, and lacks open sales channels, such as public institutions, small and medium-sized enterprises, etc. Teahouse also lack cooperation channels with middlemen, and the sales of products are limited to their own teahouse. In the future, teahouse can conduct appropriate business and seek cooperation with distributors.

2.1.4. Narrow Promotion Target and Lack of Innovation

The teahouse mainly focuses on new customers, and offers few preferential measures for old customers. The promotion methods are basically copied from the old routine of other enterprises. The level of creativity is not high, and the brand advantages of the enterprise are not thoroughly publicized, and the cultural connotation of the enterprise brand is lacking. Club had taken offline distribute bookmarks service in the form of publicity, although this way, the material cost is not high, but the cost of the human cost is higher, although offline promotion can attract some consumers, but this form has been widely used by industry, competition is intense, online sales are mainly concentrated in WeChat, lack of the spread of the network platform, such as Tik Tok and Kuaishou. The depth and breadth of publicity still need to be improved [5].

2.1.5. Personnel Service Quality Needs to be Improved

Most of the staff recruited by the teahouse have little knowledge of the tea art, and there is a lack of a sales and management team with concerted efforts to carry out continuous and

effective staff training in the later period. If the service personnel can have certain tea making skills, they may leave a better impression on customers. In addition, the service staff lack uniform clothing. As a service industry, the same clothing will give customers a sense of professionalism.

2.1.6. Incomplete Physical Display

The tangible display of the teahouse depends on the teahouse environment, but it is more important to carry out the permeable display in the drip service. The tea house environment is beautiful and exhibits numerous products, but it is lack of elements that can reflect the practice character, tangible products display form is limited to the print, such as packaging, bookmarks, etc., this kind of show is too single, and there is difference with other competitors, and can't give consumers more profound impression, cannot achieve good results. With the rise of the Internet, online brand display of enterprises is becoming more and more important [6]. However, the online display of teahouses is still weak. The display form is mainly the graphic display in the circle of friends, which fails to make good use of the Internet platform.

2.1.7. Clogged Service Process

There is a lack of effective communication between teahouse managers and service providers. Sometimes, when customers ask about the price of products, the service staff have to ask their superiors because of the lack of price tags, which is easy to leave a bad memory for customers. The tea house is lack of corresponding customer feedback mechanism [7]. Most customers should have some ideas or suggestions after the completion of consumption in the teahouse, but some customers will not directly reflect. At this time, if there is a wish wall (for customers to write comments) and other small designs, the effect may be better.

3. Analysis of Marketing Strategy of ZY Teahouse

3.1. Product Strategy

Product strategy refers to the enterprise in the development of business strategy, the first step to clear their own products and services, how to sell their products for the best optimization combination to meet the requirements of users.

First of all, regular purchase of high-quality products from tea suppliers, tea provided to tea customers should do regular inspection, to ensure that the tea is sufficient and have fresh color, The tea, tea sets and other related products is asked to ensure that the quality is beautiful and the price is optimal. Functional tea products such as stomach-nourishing tea and Qushi tea can be developed to improve the degree of product differentiation.

Secondly, products should be provided with diverse packaging for different customers. For self-use customers, simplicity and convenience should be the principle. For customers who like to try new tea, small-scale experience packaging can be provided; For customers with gift needs, corresponding gift box packaging is , without losing the delicate and elegant at the same time, simple and generous, so that the gift box can be taken and value for money [8].

Enterprises can use social software, such as Wechat and QQ to set up online communication group, customers who "sweep the code into the group " can get free stay for half an hour, or "send gift" service, attract traffic, by the way of online communication, declared the store new products, encourage customers to put forward opinions and Suggestions, optimization services, and establish a brand reputation.

3.2. Pricing Strategy

Price strategy refers to the enterprise through the product market survey, customer demand estimation and cost profit analysis and other means to finally choose a can open the product market, to achieve the marketing goal of the price strategy.

In tea house the price of tea can be diversified, to carry out business meeting client, can be used in accordance with the customer number, use the product, time factors such as comprehensive pricing, list the specific business meeting entry price, the main purpose of the meeting is to talk about work, drink tea may be minor, the key place to clean, service in place; For chatting friends of the customer, can be charged according to the number of people, self-service tea selection, encourage tea customers to take tea, tea, increase the sense of experience[9]; For customers with temporary rest needs, it is suggested that they buy group coupon online, which is cheaper and more convenient for people; For customers with large demand for tea and tea sets, they can present gift experience packages of various tea combinations. In addition to taste, customers can also present them to friends as a companion gift.

3.3. Channel Strategy

Channel strategy, also known as marketing channel strategy, refers to the correct application of the process through which the product is transferred from the producer to the user. It is of great significance to reduce the operating cost of the enterprise, expand the product sales and improve the core competitiveness of the enterprise.

The offline channel implementation space is relatively wide, first of all, teahouse operators can use the network of friends or enter the office business to talk about cooperation with enterprises, actively develop effective customers, with the help of the influence of enterprises, promote products, expand the brand; Secondly, regular activities such as tea ceremony promotion, teapot appreciation and piano art exchange can be held to improve their popularity[10]; convening tea friends to organize tea parties, promote the sharing and communication between tea friends, tea tasting and discussion, spread tea culture; Consider cooperating with Qingdao calligraphy celebrity Song Wenjing or other cultural celebrities in the region, regularly providing him with a wing room for his friends to drink tea and chat, and can also carry out some cultural activities related to cultural celebrities to attract potential customers.

In the Internet era, the online operation cost is low, the feedback efficiency is high, and the traditional marketing channel has incomparable advantages. First of all, teahouses can use network platforms such as "Toutiao" and "Tik Tok" to release relevant information, such as tea drinking environment and curium details to attract "seed users" and guide users to visit the teahouses. Then cooperate with O2O platforms such as Dianping and Koubei to launch special tea drinking packages according to the season[11].

3.4. Promotional Strategy

Promotion strategy, also known as promotion mix, is a special activity to promote the sale of goods and refer to the enterprise through personal selling, public relations, publicity, advertising, communication and other kinds of sales promotion methods, better provide additional reason to buy their goods to consumers, such as commodity story, product function, strengthen the comprehensive impression, inspire consumer interest and resonance, so that promote the consumer buying behavior, to achieve the purpose of expanding sales.

Teahouse is encouraged to register Tik Tok and Kuaishou for online publicity. New customers who come to the teahouses to consume. If they publish relevant photos or videos on the "We media" platforms such as Tik Tok and Kuaishou, tea experience pack will be given free of charge. Membership is put the loyalty of consumers, tea house needs to maintain good relations with embers, they can use integral function of the electric business platform, promoting consumption of secondary member, member successfully consumption, according to the different amount of consumption will have certain integral, divided by the number of integral level for "TongGuan," silver "gold", "crown", the higher the level of feedback, the more Such as gift exchange, cash discount, etc., through the member promotion system, to improve the

loyalty of members[12]; "To the old with the new", the behavior of the individual will inevitably be influenced by various groups such as friends, colleagues, members in the development of practice play the role of a "key opinion leaders", the old member of the recommendation is one of the important factors for new members to join, and old members attract new members to join, can present the tea or the tea gift box.

3.5. Personnel Strategy

Personnel strategy refers to a series of measures taken by an enterprise to properly handle the relationship with all personnel involved in service and influencing customer feelings, including service personnel, customers themselves and other customers. This is particularly important for high-contact service enterprises.

The service staff of the teahouse should be personally interviewed by the store manager to dig excellent service staff. Before taking up the post, special language and skill training must be carried out. The service staff should master certain knowledge of the tea ceremony after training and carry out patient guidance in the case of customer needs. Uniform clothing can better reflect the image of the company and improve the efficiency of staff[13]; Service staff should be customer-centric, clean and tidy, warm and generous; Establishing an employee assessment system, put the standards that employees need to follow on paper, check the teahouse hygiene, appliance quality and other conditions before going to work every day, and carefully record and sign on the checklist; The staff salary is linked to the performance, the commission ratio is formulated, and the marketing consciousness of all staff is cultivated; Service staff should adhere to the concept of "customer first"[14]; Take the initiative to ask customers' needs, carry out teahouse image marketing and word-of-mouth marketing with cordial service, and pay attention not to force customers to consume, so as not to make customers disgusted.

3.6. Tangible Display Strategy

Tangible display strategy is a series of enterprises according to the "imperceptibility" of the service can pass the service enterprise characteristics, set up the tangible component of the service enterprise image, it is one of the important strategies unique to service marketing.

Market competition has always been the "survival of the fittest, survival of the fittest", this law is also applicable to the survival and development of tea houses, tea houses must be good at seeking their own business characteristics from market segmentation. ZY Teahouse is a Japanese-style teahouse, so we should pay attention to creating our own characteristics to meet the needs of the market segment. In the Japanese style, we can add more Japanese tea sets, flower arrangements and other handicrafts to give customers a brand new experience.

Make good use of the Internet platform for online display. Simple pictures and words are inevitably boring. We can design some interesting teahouse promotional videos and upload them to the we-media platform, or push some literati's tea love stories or tea ceremony scene interpretation of movies and TV dramas on public accounts to attract people to read and forward[15]; It is also a good choice to make tea art knowledge into audio and publish it on wechat official account for people to listen to after dinner.

3.7. Process Strategy

Process strategy is an enterprise to optimize the process of a series of activities in the whole service. The production process and consumption process of most service industries are carried out at the same time. Because of this feature, the service process is always in an interactive state.

Attract customers through online and offline platforms. The service process starts at the moment that customers enter the teahouse. Employees should pay attention to keeping a safe distance of 1.2m to 2m with customers to avoid giving customers tension. Choose quiet and

serene background music, which can relieve pressure and relax the mood. We can guide customers to visit the teahouse, be patient with customers' inquiries, and improve the product purchase rate; Digging into the value of customers, if customers bring more friends or customers are satisfied with the service of the teahouse, the service operator can introduce the membership card service in the store at the checkout, actively let customers into members, and then carry out precision marketing to members in the later stage; Doing well in after-sales service, take the initiative to send customers away[16]. It is suggested to deliver teahouse business card to customers who buy products with both hands, so as to promote the second purchase of products.

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