Spring
Vitality Blend

Summer
Cooling Blend

Autumn
Moisturizing Blend

Winter
Rejuvenation Blend

HEYTEA

喜茶

A Seasonal Line of Ready-to-drink Herbal Wellness Beverages

A   N e w   P r o d u c t   S e r i e s   o f   H e y t e a

Team Octopus

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CONTENT

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1.1 Concept

A Collaborative Series between HEYTEA and the Centuries-old Herbal Brand, Tongrentang

Briefing

A seasonal line of ready-to-drink herbal wellness beverages

Location

Shenzhen

Philosophy

Drink for joy today, nourish for tomorrow

Spring
Vitality Blend

Summer
Cooling Blend

Autumn
Moisturizing Blend

Winter
Rejuvenation Blend

1.2 Product Line & Pricing

Spring

Summer

Autumn

Winter

Vitality Blend

本味养

Strengthens the Spleen and Combats Dampness (健脾祛湿)

Cooling Blend

草木悦

Reduces Internal Heat and Refreshes the Body

Moisturizing Blend

润生序

Moistens the Lungs and Relieves Lung Dryness

Rejuvenation Blend

元气盏

Rejuvenation Blend Nourishes Blood and Energy

INGREDIENTS

SPRING	SUMMER	AUTUMN	WINTER
党参、北芪、薏米 (Codonopsis Pilosula, Astragalus, and Coix Seeds)	绿豆、薄荷、莲子 (Mung Beans, Mint, and Lotus Seeds)	竹蔗、茅根、雪梨 (Sugarcane, Imperata root, and Pear)	红枣、桂圆、枸杞 (Red Dates, Ongan, and Goji Berries)

INGREDIENTS

0000 0000

1.2 Product Line & Pricing

Core Selling Points

Great Taste with Wellness, Seasonal Relevance, and Bottled Convenience

Modernize Traditional Chinese Medicine

Time-honored Herbal Remedies

▼

Convenient, Delicious Drinks

Up to

50%

Authentic Herbal Ingredients

Brewed Using Traditional Methods

» **Painless Wellness**

Price

A richer, more filling *Shake* priced at **RMB 15**
A lighter, more refreshing *Lite* option priced at **RMB 7**

1.3 Competitors

Products with Therapeutic Benefits

Beijing Tong Ren Tang Five-Black Herbal Blend

Feature：
Five Black Herbal Ingredients;
"Root-based Hair Nourishing" Effects
Advantages：
Big Brand Endorsement; Low Price
Price： ¥68/500g

Jiangzhong Monkey Head Mushroom Rice Porridge

Feature：
Mushroom with 10+ Herbal Ingredients;
Stomach Care, Meal Replacement
Advantages：
Symbol Link and Strong Consumer Trust
Price： ¥169/900g

Whole Ginseng Root Infused Plant-Based Beverage

Feature：
A Whole Ginseng Root Displayed;
A Striking Visual Cue of Medicinal Effect
Advantages：
The Visual Impact is Effective for MKT.
Price： ¥19.8/Bottle

1.3 Competitors

Products with Flavourful Attributes

Jiangzhong Rose and Lotus Seed Wellness Beverage

Feature：
Delicate Aroma of Rose and Lotus Seeds; Linked to Nourishment
Advantages：
Great taste; Portable Packaging.
Price： ¥49.9/10 Bottles

Qingshang Loquat and Petite Pear Herbal Drink

Feature：
Soothing Taste; High Pear Juice Content
Advantages：
Great Taste with Non-herbal Formula; Low Psychological Barrier.
Price： ¥29.9/10 Bottles

Aunt Shanghai Five-Black Wellness Drink

Feature：
Black Botanicals — Rooted in Traditional Hair Care, with Deep, Satisfying Flavor.
Advantages：
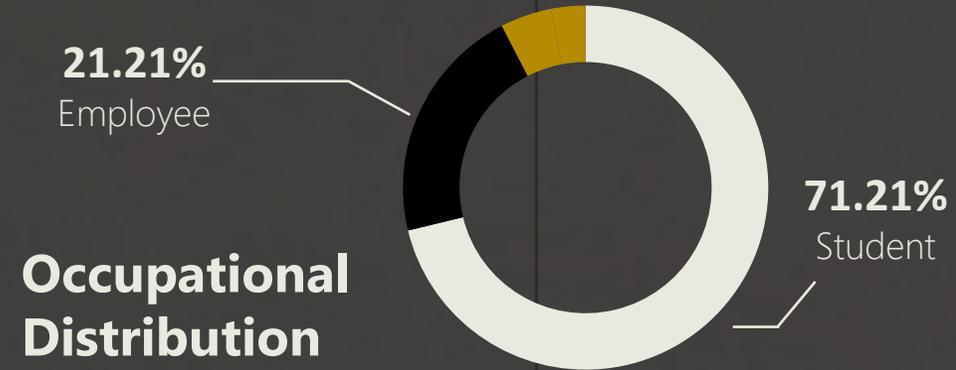Great Taste; Freshly Made Preparation.
Price： ¥19/Bottle

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2.1 Descriptive Analysis

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132

Valid
Questionnaires

Preference
Beverages with
Health Attributes

Sugar-reduced, Pure Tea, Vitamin-rich

21.21%
Employee

Occupational
Distribution

71.21%
Student

Measurement Quality Assessment

Reliability Testing Results

Alpha Test

Metric	raw_alpha	std.alpha	G6(smc)	average_r
Value	0.77	0.79	0.81	0.35
Metric	S/N	ase	mean	sd	median_r
Value	3.7	0.03	3.9	0.61	0.33

95% Confidence Boundaries	Lower	Alpha	Upper
Feldt	0.71	0.77	0.83
Duhachek	0.71	0.77	0.83

Validity Testing Results

Overall MSA = 0.77

MSA for each item:

Item	Concept	Heytea	Bottled	Tongrentang
MSA	0.72	0.82	0.75	0.83
Item	Four Seasons	Pricing	Purchase	
MSA	0.81	0.72	0.73	

Bartlett result

Chisq: 239.6111   P.value: 4.964275e-39   Df: 21

A.

Model with
ALL Variables

Dependent Variable:
Purchase Intention
Independent Variables
Age+ City Tier+ Consumption Frequency+ Acceptable Price+ Health Behavior+ Health Attributes+ Touch Level+ Concept+ Heytea + Bottled+ Tongrentang +Four Seasons+ Pricing

Results

Variable	Estimate	Std. Error	t value	Pr(|t|)
(Intercept)	-1.464412	0.363030	-4.034	9.77e-05 ***
Age	0.360195	0.070878	5.082	1.42e-06 ***
City Tier	0.183245	0.039798	4.604	1.05e-05 ***
Consumption Frequency	0.008302	0.032262	0.257	0.797373
Acceptable Price	-0.177391	0.046779	-3.792	0.000237 ***
Health Behavior	0.367035	0.096012	3.823	0.000212 ***
Health Attributes	0.079556	0.138642	0.574	0.567178
Touch Level	-0.099083	0.045963	-2.156	0.033136 *
Concept	0.429972	0.049748	8.643	3.15e-14 ***
Heytea	0.035098	0.055474	0.633	0.528159
Bottled	0.019553	0.043890	0.445	0.656783
Tongrentang	0.164334	0.071751	2.290	0.023777 *
Four Seasons	0.262774	0.081710	3.216	0.001678 **
Pricing	0.206824	0.050293	4.112	7.27e-05 ***

F-statistic
31.88

Adjusted R-squared
0.754

p-value
< 2.2e-16

2.2 Linear Regression

B. **Model removed**
Insignificant Variables

Dependent Variable:
Purchase Intention
Independent Variables
Age+ City Tier+ Acceptable Price+ Health Behavior+ Touch Level+ Concept+ Heytea +
Bottled+ Tongrentang +Four Seasons+ Pricing

Results

Variable	Estimate	Std. Error	t value	Pr(|t|)
(Intercept)	-1.37886	0.32511	-4.241	4.40e-05 ***
Age	0.36752	0.06886	5.337	4.53e-07 ***
City Tier	0.18250	0.03942	4.630	9.34e-06 ***
Acceptable Price	-0.17649	0.04616	-3.784	0.000242 ***
Health Behavior	0.36628	0.09526	3.845	0.000194 ***
Touch Level	-0.09494	0.04491	-2.114	0.036569 *
Concept	0.43590	0.04838	9.011	3.87e-15 ***
Heytea	0.03765	0.05244	0.718	0.474135
Bottled	0.01560	0.04309	0.362	0.717929
Tongrentang	0.16809	0.07042	2.387	0.018555 *
Four Seasons	0.25019	0.07726	3.238	0.001555 **
Pricing	0.20573	0.04979	4.132	6.68e-05 ***

F-statistic
38.17 ↗

Adjusted R-squared
0.7573 ↗

p-value
< 2.2e-16

2.2 Linear Regression

C. **Analysis**
of Significant Variables in Model B

Age

Older individuals may be more interested in health preservation

Compared with students, professionals may show greater interest

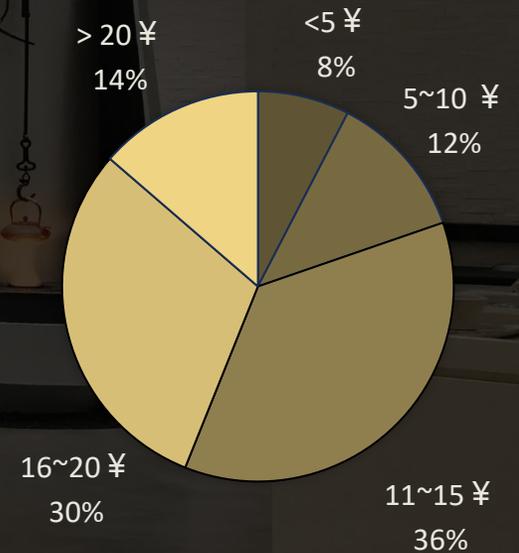### Permanent City Tier

More willing to accept new things

High living pressure and a fast pace of life

Acceptable Price

At 7 yuan and 15 yuan, not classified as high-priced products

A larger number of consumers have an acceptable price range of 0-15 yuan

> 20 ¥
14%

<5 ¥
8%

5~10 ¥
12%

16~20 ¥
30%

11~15 ¥
36%

■ <5 ¥
■ 5~10 ¥
■ 11~15 ¥
■ 16~20 ¥
■ > 20 ¥

2.2 Linear Regression

C. Analysis
of Significant Variables in Model B

Health-Behaviors

Health-conscious consumers pay more attention to healthier beverages

Exposure Level

The lower the exposure level, the more curious customers become about our products

Product Concept

The strongest positive impact

The core concept of our product itself is already highly appealing

Tongrentang

Enhanced consumer trust in our product

2.2 Linear Regression

C. **Analysis**
of Significant Variables in Model B

Four-Season Theme

Pricing

Increased consumers' flexibility in the product's overall appeal

Consumers prefer the two products tailored for autumn and winter

Consistent with the aforementioned positive impacts of age and health-preserving behaviors

Pricing is reasonable

Winter 81.46
Autumn 79.87
Summer 75.54
Spring 63.28

Additionally, we are pleased to find that all product feature items exert a positive impact on purchase intention. This indicates that our product design is successful, and consumers are willing to purchase the product due to its inherent features

2.3 Mediating Analysis

Mediate Model with
City Tier + Brand Attractiveness (Tongrentang)

Dependent Variable (Y): Purchase Intention
Independent Variables (X): City Tier
Mediating Variable 1 (M): Brand Attractiveness (Tongrentang)

Results

	Estimate 95%	CI Lower 95%	CI Upper	p-value
ACME	0.0790286	0.0038628	0.1688504	0.042*
ADE	0.0492944	-0.0577254	0.1492973	0.348
Total Effect	0.1283230	0.0092070	0.2442207	0.032*
Prop. Mediated	0.6158567	-0.0328373	2.6586063	0.054.

Conclusion: *Higher-tier city users show greater recognition for brands like Tongrentang and HEYTEA, boosting purchase willingness. Brand trust/attraction plays a more prominent role than city tier itself.*

2.4 Moderating Analysis

A. **Age** moderates the effect of **Brand Attractiveness (Tongrentang)** on **Purchase Intention**

Dependent Variable (Y): Purchase Intention
Independent Variables (X): Brand Attractiveness (Tongrentang)
Moderating Variable (M): Age

Results

Variable	Estimate	Std. Error	t value	Pr(>|t|)
(Intercept)	-1.3230	0.9141	-1.447	0.15026
Tongrentang	1.1386	0.2266	5.025	1.66e-06 ***
Age	1.2234	0.4139	2.956	0.00372 **
Tongrentang: Age	-0.2257	0.1018	-2.217	0.02838 *

F-statistic
36.98

Adjusted R-squared
0.4517

p-value
< 2.2e-16

Conclusion： *Age has a significant negative moderating effect on Tongrentang's brand perception → purchase intention: Both the brand and age positively affect purchase intention, but older age weakens the brand's positive driving effect on purchase intention. The model fits well, with reliable results.*

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2.4 Moderating Analysis

B. **Age** moderates the effect of **Product Concept** on **Purchase Intention**

Dependent Variable (Y): Purchase Intention
Independent Variables (X): Product Concept
Moderating Variable (M): Age

Results

Variable	Estimate	Std. Error	t value	Pr(>|t|)
(Intercept)	-2.8557	0.8796	-3.246	0.00149 **
Concept	1.5933	0.2444	6.518	1.49e-09 ***
Age	2.0985	0.4064	5.163	9.03e-07 ***
Concept: Age	-0.4782	0.1142	-4.186	5.24e-05 ***

F-statistic
55.88

Adjusted R-squared
0.5569

p-value
< 2.2e-16

Conclusion： *Age significantly negatively moderates Product Concept → Purchase Intention: Both product concept and age positively affect purchase intention, but older age weakens the product concept's positive drive. The model fits well, with reliable results.*

3.1 Target Consumers
Core Consumers

Demographic Characteristics

Age

25 years and older
(coefficient +0.368)

Place of Residence

Tier 1 and New Tier 1 cities
(coefficient +0.183)

Behavior

Regular health-preserving
(coefficient +0.336)

Key Decision-Driving Factors *Ranked by Influence*

1, Product Concept
(coefficient +0.436)

2, Four-Season Adaptability
(coefficient +0.250)

3, Price Reasonableness
(coefficient +0.206)

4, Perception of Tongrentang
(coefficient +0.168)

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3.1 Target Consumers
Core Consumers

Sensitivities & Channels

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Price Sensitivity

Max acceptable price negatively correlates
(coefficient -0.175)

Main Channels

Offline convenience stores, food delivery platforms, milk tea shops

Main Usage Occasions

Breakfast, work breaks, post-lunch refreshment
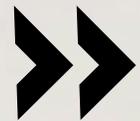
3.1 Target Consumers
Summary

Attracted by Concept

Validated by Health Attributes & Tongrentang Trust

Strengthened by Functionality & Pricing

02, Youth

Potential Market Unlocked through Concept Communication

01, Mature Consumers in High-tier Cities with Health Habits

3.2 Marketing Suggestions

Insight 1 — Tongrentang Serves as a Mediator in the Relationship between City Tier and Purchase Intention

Suggestion 1 — Highlight the Advantages of the Collaboration with Tongrentang when Promoting in First-Tier Cities

Use icons for ingredients (red dates, codonopsis, mint)

Show origin of raw materials, third-party certifications

Avoid vague claims
>>
Use specific statements:
"Each bottle contains ... grams of herbal extract"

Emphasize Tongrentang's professionalism as a time-honored brand with its own pharmacies.

3.2 Marketing Suggestions

Insight 2 **Age Segments Differ in Concept vs. Tongrentang Influence**

Older users: More stable purchase intention, strong direct purchase power

Younger users: More sensitive to product concepts and the collaboration with Tongrentang,

growth potential

Suggestion 2 **Segment-Specific Strategies**

Older Users

Channels
WeChat groups, health public accounts, pharmacies, supermarket healthsections

Messaging
Tongrentang trust, functional benefits, value for money, TCM/nutritionist endorsements

Younger Users

Channels
Xiaohongshu, Douyin,Bilibili (Social Media), food delivery platforms, convenience stores

Messaging
Novel concept, purchasing on the way to work, meals, or fitness sessions, or ordering via food delivery platforms, Introduce Tongrentang, Kol collaborations

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THANK YOU

A New Product Series of Heytea

Team Octopus

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