

Research on Marketing Strategies of Health Tea Based on the Consumption Psychology of Chinese Young People

Shimiao

School of Economics and Management, Southwest Petroleum University, Chengdu, China

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*Corresponding Author: Shimiao

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Abstract

Original Research Article

Health tea, a functional beverage combining tea and herbal ingredients, has gained increasing popularity among young consumers in China. Given the intense competition in the health tea market and the unique psychological traits of the youth segment, this study investigates young people's consumption psychology and proposes targeted marketing strategies. A mixed-methods approach was employed, combining a literature review with a questionnaire survey of 196 respondents aged 18–44, recruited through convenience and snowball sampling via an online platform. The questionnaire explored awareness, purchasing habits, price sensitivity, and brand perception. Results indicate that young consumers exhibit distinct psychological characteristics: they seek self-worth enhancement and a better quality of life, rely on social recommendations and authority figures, prioritize convenience and pragmatism, value cost-effectiveness, and demonstrate strong brand dependence. Based on these findings, the study applies the 4P marketing mix framework (Product, Price, Place, Promotion) to formulate strategies. Product strategies emphasize diversification (e.g., sleep-improving, weight-management teas) and convenient formats. Pricing should be competitive and transparent, with options for differentiation and promotional discounts. Distribution channels must leverage e-commerce platforms, social media, and experiential physical stores. Promotion strategies should focus on emotional resonance, influencer collaborations, and interactive campaigns to build brand loyalty. The study concludes that integrating consumer psychology insights into marketing mix decisions can enhance brand competitiveness in the youth segment. These findings offer practical implications for health tea companies and contribute to the broader understanding of young consumer behavior in the health beverage industry.

Keywords: youth, consumer psychology, healthy tea, marketing strategy.

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1 Introduction

1.1 Research Purpose and Significance

1.1.1 Research Purpose

Health tea refers to a beverage made from natural ingredients such as tea and Chinese herbal medicines through scientific formulation and

complex processing techniques, which can improve human immunity, regulate body functions, and prevent diseases. With the continuous progress of modern society, the value of health tea has been continuously discovered and gradually become familiar to people. At the same time, with the improvement of people's living standards, people's



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attention to quality of life and health is increasing day by day, especially among young people. As a consumer group with huge purchasing power, studying the consumer psychological characteristics of young people is of great significance for companies to formulate effective marketing strategies. Therefore, in the marketing process of health tea, how to effectively grasp the consumer psychology of young people is an important issue that health tea companies need to consider and solve. Therefore, the main purpose of this study is to explore the consumption psychology of young people towards health tea, and to understand the needs and main purchasing factors of young people towards health tea. Thus, based on the consumption psychology of young people, to formulate scientific and reasonable health tea marketing strategies, improve brand awareness and market share, and also provide a reference for relevant companies to formulate their own marketing strategies.

1.1.2 Research Significance

Theoretically, this study can provide a reference for the marketing strategies of health tea companies. As a new type of beverage product, health tea faces many challenges in the design and implementation of marketing strategies. Research on health tea marketing strategies based on the consumption psychology of young people can provide experience and reference for the marketing strategies of health tea companies. In practice, this study can help health tea companies deeply understand the consumption psychology of young people and improve the market competitiveness of enterprises. In addition, the relevant research results of this study can also be provided to companies in other related industries such as beverages and health foods as a reference.

1.2 Research Status at Home and Abroad

1.2.1 Foreign Research Status

Consumer psychology refers to the psychological factors that influence individuals when purchasing and using goods, services, and experiences. Globally, more and more young people are becoming the main force in the consumer market. In recent years, many foreign scholars have also done

research in this area. Orth R U discussed how individual differences, ethical standards, social influences, and consumers' perceptions of purchase outcomes can affect attitudes and intentions to purchase goods^[1]. Perchla-Wosik A. pointed out that young people tend to be more rational when making purchasing decisions^[2]. Health tea has also become increasingly popular in foreign markets in recent years. Many foreign scholars have also conducted research on the marketing of health tea based on consumers' psychology, Qi al. studied that the main reason for young people's motivation to purchase health tea is to improve their health^[3]. Mohammadzadeh al. found that young people pay more attention to factors such as brand reputation, quality, and word-of-mouth^[4].

1.2.2 Domestic Research Status

Duan Yanhui found that young people have very obvious impulsive characteristics when consuming. When they buy a certain product, the first thing they consider is whether the product is eye-catching and whether the appearance is in line with their wishes^[5]. Lou Tianyu believes that young people pursue individual independence, hope to form a complete individual image, and rapidly enhance self-awareness^[6]. Regarding the marketing of health tea, Tan Yan mentioned that the "Internet + health" model has driven the online and offline marketing of health tea, especially the advertising on e-commerce platforms and the self-media era, which provides a strong impetus for the sales of health tea^[7]. At present, domestic scholars have also conducted extensive research and discussion on the relationship between health tea and the consumption psychology of young people. Zhao Hongxun's research shows that young people pay more attention to health, taste, and brand when consuming health tea. Therefore, it is necessary to highlight the packaging, quality, service, and other aspects of health tea to attract the attention of young people^[8].

1.3 Research Content and Methods

1.3.1 Research Content

The core content of this paper is the consumption psychology of young people towards

health tea and the marketing strategies adopted for different consumption psychology. The specific contents are as follows:

- (1) Analysis of young people's consumption psychology
- (2) Research on health tea marketing strategies

1.3.2 Research Methods

This study mainly adopts two methods: questionnaire analysis and literature analysis:

(1) Questionnaire Analysis Method

This paper refers to other scholars' questionnaires and designs its own questionnaire. The target population is young people aged 18–44, based on the World Health Organization's definition of youth as individuals aged 16–44 [19]; however, due to the practical age range of respondents collected through the online survey platform, the study operationalizes youth as 18–44 years old. A combination of convenience sampling and snowball sampling was employed: the questionnaire was distributed via the Wenjuanxing platform, and initial respondents were encouraged to share the link with peers. A total of 200 questionnaires were collected, of which 196 were valid. The questionnaire content covers young people's awareness and willingness to consume health tea, as well as their brand preference and price sensitivity for health tea. By statistically analyzing the questionnaire answers, the consumption psychology of young people towards health tea is obtained, providing basic data for

formulating corresponding marketing strategies.

(2) Literature Analysis Method

Collect relevant domestic and foreign literature and materials on social psychology, marketing, consumer behavior, etc., sort out and analyze the theories of young people's consumption psychology, marketing strategies, etc., and combine the questionnaire survey results to propose marketing strategies targeting young people's consumption psychology.

Through the research of the above two methods, this paper will deeply analyze the influence of young people's consumption psychology on health tea, and take corresponding marketing strategies to improve the popularity and market share of health tea in the youth market.

2 Research on the Consumption Psychology of Young People on Health Tea

2.1 Questionnaire Sample Analysis

A total of 200 questionnaires were collected on Questionnaire Star in this survey, of which 196 were valid, with an effective rate of 98%. The sampling procedure was as follows: the questionnaire link was posted on social media platforms (WeChat, QQ) and relevant online communities; respondents were invited to participate voluntarily and asked to forward the link to other eligible individuals. This method ensured a diverse sample across ages and regions.

Table 1 Gender and Age Distribution of Respondents

| Basic Information | Classification | Frequency |
|-------------------|-----------------|-----------|
| Gender | Male | 42.86% |
| | Female | 57.14% |
| Age | 18~26 years old | 52.55% |
| | 27~36 years old | 22.96% |
| | 37~44 years old | 24.49% |

According to the data table, the number of valid responses to this question is 196. Among them, the number of male respondents is 84, accounting for 42.86%; the number of female respondents is 112, accounting for 57.14%. It can be seen that the number of female respondents is more than that of

male respondents. Moreover, in the valid samples of this questionnaire, the age group of 18-26 years old accounts for the highest proportion, which is 52.55%. The second is the age group of 37-44 years old, accounting for 24.49%. Finally, the age group of 27-36 years old accounts for 22.96%.

2.2 Awareness of Health Tea among Young People

Table 2 Channels for Understanding Health Tea among Survey Respondents

| Options | Subtotal | Proportion |
|--|----------|------------|
| Online advertising, etc. | 89 | 45.41% |
| Recommendations from celebrity bloggers | 91 | 46.43% |
| Recommendations from relatives and friends | 111 | 56.63% |
| Other | 56 | 28.57% |

According to the data table, the number of valid respondents for this question is 196. Among them, recommendations from relatives and friends are the most important information channel, accounting for 56.63%. The second is recommendations from celebrity bloggers, accounting for 46.43%. Online advertising is also an important information channel, accounting for 45.41%. The proportion of other

channels is 28.57%. In summary, the marketing strategy of health tea should focus on word-of-mouth marketing, strengthen interaction with customers, and improve customer satisfaction, in order to attract more potential customers. At the same time, it can also appropriately increase the investment in online advertising to improve brand awareness and exposure.

Table 3 Survey respondents' awareness of health tea

| Topic\Option | 1 | 2 | 3 | 4 | 5 | Average score |
|---|----|----|----|----|----|---------------|
| I know many kinds of health tea | 6 | 26 | 38 | 65 | 51 | 3.56 |
| I know many kinds of health tea combinations | 18 | 30 | 27 | 65 | 56 | 3.57 |
| I am familiar with the benefits of various health teas. | 18 | 23 | 35 | 59 | 61 | 3.62 |

| | | | | | | |
|---|----|----|----|----|----|------|
| I believe that good health is very important. | 6 | 18 | 24 | 67 | 81 | 4.02 |
| I pay special attention to knowledge about health preservation. | 14 | 18 | 40 | 56 | 68 | 3.74 |
| I usually pay great attention to the conditioning effect of diet on the body. | 9 | 20 | 41 | 77 | 49 | 3.7 |
| I believe that regular consumption of health drinks will make my body better. | 13 | 15 | 32 | 63 | 73 | 3.86 |

According to the data table, the participants' answers to the questions "I know many kinds of health tea" and "I know many kinds of health tea combinations" are relatively consistent, with an average score of over 3.5, indicating that most people have a certain understanding of the types and combinations of health tea. As for "I know the effects of many kinds of health tea", the average score is 3.62, indicating that most people have a certain understanding of the effects of health tea. At the same time, participants also highly agree with "I think physical health is very important", with an average score of 4.02, indicating that most people pay great attention to physical health and have a strong sense of health. In addition, the average scores for the questions "I pay special attention to health knowledge" and "I usually pay

great attention to the conditioning effect of diet on the body" are also high, at 3.74 and 3.7 respectively, indicating that participants have a certain degree of attention and awareness of health knowledge and the conditioning effect of diet on the body. Finally, the average score for "I believe that regular consumption of health drinks will make my body better" is 3.86, indicating that most people believe that regular consumption of health drinks is beneficial to the body. However, some people still lack sufficient knowledge of health tea. Therefore, in the health tea marketing process, we can start by grasping consumers' knowledge needs, first let more consumers understand the types, combinations, and effects of health tea, and gain more trust to stimulate their desire to buy and increase market share.

2.3 Purchasing Habits of Young People Regarding Health Tea

2.3.1 Frequency of Purchasing Health Tea

Table 4 Frequency of Survey Respondents Purchasing Health Tea

| Options | Subtotal | Proportion |
|-----------------------|----------|------------|
| Frequently Purchase | 43 | 21.94% |
| Occasionally Purchase | 72 | 36.73% |
| Purchased Only Once | 42 | 21.43% |

Never Purchased 39 19.9%

According to the data table, a total of 196 people participated in this single-choice survey. Among them, 36.73% occasionally buy health tea, 21.94% frequently buy health tea, 21.43% have only bought health tea once, and 19.9% have never bought health tea. From the data, a considerable number of people have a certain understanding and demand for health

tea, but there is also a certain percentage of people who do not understand or are not interested in health tea. It is recommended to strengthen the introduction and promotion of health tea in market promotion and product publicity to improve consumers' awareness and willingness to buy.

2.3.2 Reasons for buying health tea

Table 5 Reasons why survey respondents are willing to buy health tea

| Options | Subtotal | Proportion |
|--|----------|------------|
| Good taste, quenches thirst | 69 | 35.2% |
| Recommendations from relatives and friends | 94 | 47.96% |
| Recommended by favorite celebrity bloggers | 85 | 43.37% |
| Good for your body | 94 | 47.96% |
| Seeing everyone around me is buying | 43 | 21.94% |
| Unique and novel packaging | 33 | 16.84% |
| Fresh, believing that health preservation is the current trend | 19 | 9.69% |

According to the data table, the proportions of choosing recommendations from relatives and friends, being good for one's health, and recommendations from favorite celebrities and bloggers are relatively high, at 47.96%, 47.96%, and 43.37% respectively. The proportions of good taste and thirst quenching, seeing people around buying,

and unique and novel packaging are relatively low, at 35.2%, 21.94%, and 16.84% respectively. Therefore, it can be concluded that the recommendation of relatives and friends and the benefits to the body, as well as the influence of celebrity bloggers and people around them, are the main reasons why people buy health tea.

2.3.3 Channels for purchasing health tea

Table 6 Channels for purchasing health tea by survey respondents

| Options | Subtotal | Proportion |
|---|----------|------------|
| Supermarket and department store counters | 63 | 32.14% |

| | | |
|---------------------------|-----|--------|
| Tea specialty store | 101 | 51.53% |
| E-commerce channels | 103 | 52.55% |
| Community group buying | 72 | 36.73% |
| Live streaming e-commerce | 65 | 33.16% |
| Wholesale market | 20 | 10.2% |
| Drugstore | 22 | 11.22% |

The number of valid respondents for this question is 196. Among them, tea specialty stores, e-commerce channels, and community group buying are the main channels for purchasing health tea, accounting for 51.53%, 52.55%, and 36.73%

respectively. The purchase ratios of supermarket counters, live streaming e-commerce, drugstores, and wholesale markets are relatively low, at 32.14%, 33.16%, 11.22%, and 10.2% respectively.

2.4 Young people's preference for health tea products

2.4.1 Product Price

Table 7 Survey respondents' views on the price of health tea

| Topic\Option | 1 | 2 | 3 | 4 | 5 | Average score |
|---|-----------|-----------|-------------|-------------|-------------|---------------|
| I think the price of good health tea is high | 14(7.14%) | 15(7.65%) | 41(20.92%) | 70(35.71%) | 56(28.57%) | 3.71 |
| The price of health tea will affect my purchasing behavior | 14(7.14%) | 14(7.14%) | 34 (17.35%) | 72 (36.73%) | 62 (31.63%) | 3.79 |
| I would compare the prices of the same type of health tea from different brands before making a purchase. | 10 (5.1%) | 15(7.65%) | 29 (14.8%) | 77 (39.29%) | 65 (33.16%) | 3.88 |
| I focus on the cost performance of health tea, and affordability is the key. | 8(4.08%) | 20(10.2%) | 37(18.88%) | 62 (31.63%) | 69(35.2%) | 3.84 |

According to the data table, we can draw the following conclusions: For the option "I think the price of good health tea is too high", 28.57% of

people strongly agree or agree, while only 7.14% of people strongly disagree or disagree. This shows that most people have a neutral attitude towards the view

that the price of good health tea is too high. For the option "The price of health tea will affect my purchasing behavior", 36.73% of people agree or strongly agree, while only 7.14% of people strongly disagree or disagree. This shows that the price of health tea has an impact on purchasing behavior. For the option "I will compare the prices of different brands of the same type of health tea before buying", 39.29% of people agree or strongly agree, while only 5.1% of people strongly disagree or disagree. This shows that most people compare the prices of different brands when buying health tea. For the option "I pay attention to the cost performance of health tea, and economic benefits are the most important", 35.2% of people agree or strongly agree,

while only 4.08% of people strongly disagree or disagree. This shows that most people pay attention to cost performance when buying health tea. Among all the options, for the two options "The price of health tea will affect my purchasing behavior" and "I will compare the prices of different brands of the same type of health tea before buying", the average scores of people exceed 3.7 points, indicating that these two options are of more concern to people. In summary, most people have a neutral attitude towards the price of health tea, but the price has an impact on purchasing behavior, and people will compare the prices of different brands and pay attention to cost performance when buying health tea.

Table 8 Acceptable price range of health tea for survey respondents

| Options | Subtotal | Proportion |
|---------------|----------|------------|
| Under 20 yuan | 49 | 25% |
| 21~50 元 | 67 | 34.18% |
| 51-100 yuan | 48 | 24.49% |
| Over 100 yuan | 32 | 16.33% |

This multiple-choice question has four options, with 196 valid respondents. Among them, the option of less than 20 yuan received the most selections, accounting for 25%; the option of 21-50 yuan received 34.18% of the selections; the option of 51-100 yuan received 24.49% of the selections; and the option of over 100 yuan received 16.33% of the

selections. Overall, most people are still relatively sensitive to the price of a box of health tea, with more than half of the people choosing a price below 50 yuan. A few people choose the higher price option, possibly because they have higher requirements for the quality and efficacy of health tea.

2.4.2 Product Brand

Table 9 Survey respondents' views on health tea brands

| Topic\Option | 1 | 2 | 3 | 4 | 5 | Average score |
|---|------------|-------------|-------------|-------------|-------------|---------------|
| Brand will affect my purchase of health tea | 17(8.67%) | 15(7.65%) | 38(19.39%) | 71 (36.22%) | 55 (28.06%) | 3.67 |
| I would prefer to buy health tea with high brand awareness. | 19 (9.69%) | 13 (6.63%) | 31 (15.82%) | 78 (39.8%) | 55 (28.06%) | 3.7 |
| I think health tea with high brand awareness has better efficacy. | 16 (8.16%) | 23 (11.73%) | 30(15.31%) | 65 (33.16%) | 62 (31.63%) | 3.68 |

Based on the data table of this matrix scale question, we can draw the following conclusions: Regarding the issue of brand influence on the purchase of health tea, over 64% of respondents (scoring 4 or 5) believe that the brand will influence their purchase of health tea. When choosing health tea, over 68% of respondents (scoring 4 or 5) are more willing to buy health tea with high brand awareness. Regarding the relationship between brand awareness and efficacy, over 64% of respondents (scoring 4 or 5) believe that health tea with high brand awareness has better efficacy. Considering the average scores of the three questions, brand awareness has a significant impact on the purchase of health tea. Therefore, health tea brands should focus on improving brand awareness to attract more consumers to purchase their products.

3 Analysis of Young People's Consumption Psychology

3.1 Characteristics of Young People's Consumption Psychology

Young people's consumption psychology refers to a psychological state that young consumers have when purchasing and consuming goods. Through literature analysis, it can be found that young people's consumption psychology has the following commonalities:

Firstly, they pursue fashion and emphasize individuality. Young people are active in thinking, enthusiastic, imaginative, easily accept new things, and like novelty. This is reflected in their consumption psychology and behavior as a pursuit of novelty and fashion. At the same time, young people like innovation, dare to challenge, have a strong sense of self, and emphasize their individual pursuits^[9].

Secondly, consumption is more rational, and attention is paid to cost performance. Today's young consumers pay more attention to cost performance. They not only care about the price of the product, but also the quality and performance of the product. Consumers are more aware that price is not a definitive factor in reflecting value, but potential quality determines value. Pursuing a perfect balance between price and quality is the main consumption psychology of current young consumers^[10].

Finally, they like online shopping, and their consumption concepts are becoming younger. Teenagers are extremely sensitive to new products and technologies. They are good at capturing subtle changes in the world, and their acceptance speed of new things is faster than that of adults^[11]. They like to consume without leaving their homes, such as using express delivery companies to mail letters, ordering goods by phone, and shopping online. Young consumers would rather pay more to reduce the

waste of time and energy^[12].

3.2 Consumption Psychological Characteristics of Young People towards Health Tea

3.2.1 Aspiring for a better life and pursuing a sense of self-worth

It can be seen from the questionnaire analysis that an important reason for young people to buy health tea is that they hope to improve their physical condition and health through drinking health tea. This shows that with the gradual improvement of the modern regulatory system and the rapid development of social culture and technology, young people pay attention to their own physical health and attach more and more importance to health preservation and healthy lifestyles, thereby pursuing health and a good quality of life.

From the perspective of consumer psychology, the strong demand of young people for their own health and health preservation stems from their yearning for a better life and the pursuit of self-worth. They purchase health tea to satisfy their own experience needs and the desire for self-realization, hoping to feel the physical benefits and health improvements in the process of drinking health tea.

3.2.2 Focus on social identity and pursue authority

When young people buy health tea, they are often influenced by the recommendations of relatives, friends, and celebrity bloggers. These influences give consumers more trust and willingness to buy because they believe that the products recommended by their close people or authoritative figures have higher quality and effectiveness. This also reflects their emphasis on the opinions and evaluations of others and their pursuit of authority. Relatives and friends are relatively close people, and their recommendations are an important way for young people to obtain information, while celebrity bloggers are the role models and idols they pursue, and their recommendations will have a positive impact on the confidence and optimism of young people's decisions.

It can be seen that young people tend to pay more attention to self-worth and brand identity when buying health tea, hoping to choose high-quality products that can reflect their individuality. At the same time, they also pay more attention to word-of-mouth and social factors, are happy to share and accept the evaluations and suggestions of others, and are psychologically more inclined to establish a personal image and gain social identity.

3.2.3 Pragmatism, pursuit of convenience

Young people learn about health tea through online advertisements and purchase health tea through e-commerce channels and live streaming, reflecting their consumer psychology of pragmatism and convenience. First of all, online advertising allows consumers to easily learn about the attributes, characteristics, and usage methods of products without leaving their homes, and also makes it easy to obtain information such as consumer opinions and evaluations. This pragmatic consumer psychology reflects young people's pursuit of rapid access to product information and convenience, while also ensuring the accuracy and reliability of product information. Secondly, the e-commerce channel and live streaming model not only improve the convenience and efficiency of consumers' shopping, but also improve the entertainment of consumers' shopping. This convenient and entertaining consumer psychology reflects young people's pursuit of a quality life and their yearning for enjoyable experiences, hoping to gain extra fun and satisfaction while purchasing products.

3.2.4 Pay attention to value and cost performance

More than half of the survey respondents can accept the price of health tea below 50 yuan, and 66.83% of the survey respondents chose the option of "I pay attention to the cost performance of health tea, and economic benefits are the most important", which reflects the price sensitivity of young consumers. First of all, young people are generally more sensitive to income and economic conditions, and limited economic capacity and budgets also make them pay more attention to value and cost

performance. This sensitive consumer psychology reflects the pragmatism of young people, focusing on practical utility and value-for-money consumption needs. Secondly, the consumption needs and economic capabilities of young people may have greater flexibility and plasticity. Therefore, they will pay more attention to the cost performance, quality and effect of health tea, rather than excessively pursuing price differences.

3.2.5 Dependence on brands

More than 64% of respondents believe that brands influence their purchase of health tea, and they are more willing to choose health tea with high brand awareness. This reflects young consumers' brand awareness and dependence on brand image. Young consumers pay more attention to brand reputation and brand strength, and have a high degree of trust in well-known brands. Buying well-known brands of health tea can also make them feel that they are buying guaranteed high-quality products, so they are more inclined to choose the brand's products.

4 Research on Health Tea Marketing Strategies

The marketing mix, also known as the 4Ps (Product, Price, Place, Promotion), is a foundational framework in marketing that categorizes key decision areas for reaching target consumers [20]. This study adopts the 4P model due to its comprehensiveness and wide applicability in consumer goods marketing, enabling a systematic analysis of health tea strategies tailored to young consumers' psychology.

4.1 Health Tea Product Strategy Based on Young People's Consumption Psychology

Regarding products, health tea is a special product that needs to focus not only on the quality and safety of the product itself^[13], but also on the attractiveness of the product to young people's consumption psychology^[14]. Develop health tea products with different tastes and effects for different needs, such as sleep tea that is beneficial to sleep, slimming tea that helps to lose weight, tea that helps to relax, etc. Creating products with different

characteristics for different needs can give consumers the freedom to choose and meet their diverse and personalized consumption needs.

In terms of young people's consumption psychology, health tea needs to create novel, healthy, and convenient characteristics. Young people pay attention to quality life and health^[15]. As a functional drink, health tea should clearly state the efficacy of the product on the label to create a healthy image, and the taste should be fresh and natural to increase the attractiveness of the product. In addition, modern people's lives are very fast, and young people often do not have much time and energy to make tea due to busy work or study. Therefore, for some young people, convenient, quick, and easy-to-brew health tea products are also very attractive.

Finally, for health tea products, quality, safety, taste, etc. are not to be ignored. Consumer experience is the most important factor in all marketing strategies. Therefore, even if you create a health tea product that is sunny, versatile, and easy to use, if the quality is not up to standard, it will be difficult to attract customers, let alone promote sales. Therefore, it is necessary to ensure the quality of the product and promote it in the sale and promotion of the product, so that consumers can trust and choose this product.

4.2 Health Tea Price Strategy Based on Young People's Consumption Psychology

Through the analysis of young people's consumption psychology, we can see that price is a very important influencing factor. Young people usually have a more practical consumption concept, and the price must be reasonable and affordable to attract their consumption. Therefore, in terms of pricing, it is necessary to consider the consumption level of the target consumer group, and reasonable pricing can stimulate the desire to buy.

First of all, we should start with the positioning of health tea. Health tea products are relatively prominent in price because of their efficacy and the freshness and naturalness of the materials. However, if different consumption levels are targeted, products with different qualities and prices can be launched, and differentiated pricing can be implemented to

increase the brand influence, coverage and sales of products. Moreover, with the development of modern technology, more and more consumers are accustomed to online shopping. Therefore, in the price strategy, online promotional activities, group buying coupons, and consumption rebates can be combined to attract consumers and promote consumption conversion. At the same time, some promotional activities can also be carried out in offline physical stores, such as free tasting and discounted sales, to increase product exposure and increase consumers' consumption experience.

Secondly, young consumers are good at comparing and choosing^[16], so brands should try to be transparent in the pricing of products, conduct clear pricing, reduce unnecessary speculation and misunderstandings, and at the same time gain consumer recognition and trust. At the same time, in order to enhance consumers' trust in the brand, the brand can design some membership rights, such as points, gifts or free refills for fixed consumers. This can not only improve consumer loyalty, but also increase the brand's revenue and gain more young consumer market for the brand.

Finally, when setting prices, careful consideration needs to be given to balancing costs, promotion expenses, and target sales, ensuring that sales revenue can meet the company's survival and prosperity needs, and perfectly accomplish organizational goals.

4.3 Channel Strategy of Health Tea Based on Young People's Consumption Psychology

Based on the analysis of young people's consumption psychology, we can find that the choice of channels is also very critical. Modern young people are mainly information-based audiences and are more willing to consume through online channels such as the Internet and mobile applications^[17]. Therefore, in the choice of channels, it is necessary to consider the consumption habits of young people and choose corresponding online channels for brand communication and sales.

First of all, marketing promotion through social media is a very effective way. For example, choose

social media platforms such as WeChat official accounts, WeChat mini-programs, and Weibo, plus beautiful, emotional, and exquisite pictures or videos to attract the attention of young people and promote and disseminate information according to their needs. In terms of health tea products, strive for the attractiveness and uniqueness of the products to meet the psychological needs of young people to purchase.

Secondly, e-commerce platforms are an important channel for buying and selling goods in the daily mainstream. Choose some mainstream e-commerce platforms such as Jingdong and Taobao to display products, and add platform-exclusive logos to the product packaging. This can ensure the scale, influence, and sales of health tea products. At the same time, it is also necessary to give certain discounts and services for the consumption process during shopping, such as fast delivery, coupons, and points return, so as to meet the individual shopping needs of consumers.

Finally, physical stores can be combined with online marketing to increase the exposure and popularity of health tea products. Young people are often too lazy to go out, so physical stores can be arranged as tea rooms with a literary atmosphere to attract young people to consume. In addition, physical stores can also be opened in areas that young people prefer, such as universities and youth apartments, to enhance product awareness and sales. Through multi-channel selection, it can better meet the various shopping characteristics and convenience needs of consumers, and better promote the sales and development of health tea products.

4.4 Promotion Strategy of Health Tea Based on Young People's Consumption Psychology

From the analysis of young people's consumption psychology, it can be seen that promotion is a very important task. It can guide young people to spontaneously accept the lifestyle of health tea in psychology and behavior through emotional resonance, cultural inheritance, and instant interaction, and enhance brand influence and trust.

First of all, it is necessary to explore the

"situational experience" and "emotional interaction" of health tea products to attract the attention and topics of young people. For example, arrange and combine themes such as youth life, cultural etiquette, family affection, gratitude, dreams, struggle, and food to promote, so that young people can become supporters through interaction with the brand, thereby promoting the health tea brand.

Secondly, choose some popular marketing channels with clear goals, such as entertainment, gossip, technology, science, and other popular sections, and use the Internet, social media, film and television media, and other methods to spread, to create a brand image with a high sense of internet, and apply psychological guidance to enhance consumers' awareness of the "practical value" of health tea.

Finally, it is also necessary to carry out promotion operations through social media, TV advertising, and other multi-channel methods, such as registering and operating a beautiful, easy-to-use, and fully functional brand website; attracting consumers' attention through lottery promotions, celebrity endorsements, and other methods; attracting young people to join through communities, word-of-mouth marketing, and other methods to cultivate brand effects and loyalty, and enhance product awareness and consumer recognition.

These promotion strategies need to be continuously improved and innovated to maintain the novelty and topicality of the brand image, leading market trends and taste culture, to meet the needs and public opinion of young people, and make health tea a lifestyle and choice for more young people and even the whole people.

Conclusion

First, this study explored the consumer psychological characteristics of young people through survey research and theoretical analysis. (1) Young people are paying more attention to their own health, have a yearning for a better life, and pursue a sense of self-worth. (2) Young people pay more attention to word-of-mouth and social factors when buying health tea, and pursue authority. (3) Most contemporary young people are pragmatists, and

while pursuing convenience, they also pay attention to value and cost performance. (4) Young consumers generally show a dependence on brands, and pay more attention to brand reputation and brand strength. Secondly, this study formulated marketing strategies that meet the needs of consumers based on the consumer psychological characteristics of young people. (1) In terms of health tea brand strategy, young people pay attention to quality life and health. As a functional beverage, health tea should clearly state the efficacy of the product on the label, create a healthy image, and increase the attractiveness of the product. (2) In terms of pricing strategy, health tea companies can adopt a variety of pricing strategies such as competitive pricing, differentiated pricing, equity payment pricing, and transparent pricing. (3) In terms of channel selection, it is necessary to consider the consumption habits of young people and choose corresponding online channels for brand communication and sales. (4) In terms of promotion strategy, companies can guide young people to spontaneously accept health tea as a lifestyle in psychology and behavior through emotional resonance, cultural inheritance, and instant interaction, and enhance brand influence and trust.

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Abbreviations

4P: Product, Price, Place, Promotion

WHO: World Health Organization

Conflicts of Interest

The authors declare no conflicts of interest.

Author Contributions

shimiao: Conceptualization, Methodology, Formal analysis, Investigation, Writing – original draft, Writing – review & editing, Visualization.

Appendix

Questionnaire on the Consumption Psychology of Health Tea for Young People

Young people: According to the regulations of the United Nations World Health Organization, 16 to 44 years old are young people.

Health tea: Tea drinks made with tea as the main raw material, according to seasonal or physical conditions and other special factors, and with different ingredients or medicinal materials, can improve body functions and promote metabolism. It takes the form of tea and exerts the effect of medicine.

This questionnaire is designed to understand young people's willingness to consume and consumption psychology of health tea. This questionnaire is anonymous and the results are only used for academic research. There is no right or wrong answer. I sincerely hope that you will take a few minutes to fill out the questionnaire according to your actual situation and true thoughts. Thank you for your support!

1. Your gender [single choice question] *

Male

Female

2. Your age [Multiple Choice] *

18~26years old

27~36years old

37~44years old

3. How much disposable income do you have each month? [Multiple Choice] *

1000yuan or less

1000~2000yuan

2000yuan or more

4. Do you consider yourself healthy? [Multiple Choice] *

Very good

Relatively good

Average

Poor

5. Have you heard of health tea? [Single choice question] *



- Heard of it
- Haven't heard of it

6. Do you think health tea is effective? [Single choice question] *

- Very effective
- Has some effect
- No effect
- Not sure

7. Which types of health tea do you like or often drink? [Multiple Choice] *

- Traditional tea (dark tea, white tea, black tea, green tea, yellow tea, green tea)
- Herbal tea
- Herbal tea (chrysanthemum tea, wolfberry tea, rose tea, etc.)
- Grains and vegetable tea (red bean and coix seed tea, etc. brewed with grains or vegetables)
- Chinese herbal medicine tea (containing Chinese medicine, etc. for brewing and decoction)
- Fruit tea (lemon, hawthorn and other fruits brewed)

8. Through which information channels do you learn about health tea related information? [Multiple Choice]

*

- Online advertising, etc.
- Recommended by celebrity bloggers
- Recommended by relatives and friends
- Other

9. What price range for a box of health tea is acceptable to you? [Single Choice Question] *

- Under 20yuan
- 21~50yuan
- 51~100yuan
- Over 100yuan

10. Your frequency of purchasing health tea [Single Choice Question] *

- Frequently purchase
- Occasionally purchase
- Only bought once
- Never purchased

11. Reasons why you are unwilling to buy health tea [Multiple Choice] *

- Never heard of health tea
- Never drank it, and think the functions of health tea are all hyped
- There are fake and inferior products
- Dislike the taste of health tea
- Few and miscellaneous brands
- Don't know which tea to buy
- Other _____*

12. The reason for your most recent purchase of health tea [Multiple Choice] *

- Good taste, thirst quenching
- Recommended by relatives and friends
- Recommended by favorite celebrity blogger
- Good for your body
- Seeing people around you buying it
- Unique and novel packaging
- Fresh, believe that health preservation is the current trend
- Other _____*

13. What are the effects of the health tea you usually buy? [Multiple Choice] *

- Beauty and beauty
- Reduce fat and detox
- Regulate the stomach and intestines
- Calm the nerves and help sleep

- Darken hair and prevent hair loss
- Protect the liver and improve eyesight
- Regulate menstruation for palace cold
- Tonify the kidney
- Moisten the lungs and relieve cough
- Other

14. Which of the following channels would you purchase health tea from [Multiple Choice] *

- Supermarket counters
- Tea specialty stores
- E-commerce channels
- Community group buying
- Live streaming e-commerce
- Wholesale market
- Pharmacy
- Other _____*

15. (Product price) Please select the item that best fits your actual situation: 1->5 means strongly disagree->strongly agree [Matrix scale question] *

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I think the price of good health tea is high | <input type="radio"/> |
| The price of health tea will affect my purchasing behavior | <input type="radio"/> |
| I would compare the prices of the same type of | <input type="radio"/> |

| | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| health tea from different brands before making a purchase. | | | | | |
| I focus on the cost performance of health tea, and affordability is the key. | <input type="radio"/> |

16. (Product brand) Please select the item that best fits your actual situation: 1->5 means strongly disagree->strongly agree [Matrix scale question] *

| | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Brand will affect my purchase of health tea | <input type="radio"/> |
| I would prefer to buy health tea with high brand awareness. | <input type="radio"/> |
| I think health tea with high brand awareness has better efficacy. | <input type="radio"/> |

17. Please select the item that best fits your actual situation: 1->5 means strongly disagree->strongly agree
 [Matrix scale question] *

| | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I know many kinds of health tea | <input type="radio"/> |
| I know many kinds of health tea combinations | <input type="radio"/> |
| I am familiar with the benefits of various health teas. | <input type="radio"/> |
| I believe that good health is very important. | <input type="radio"/> |
| I pay special attention to knowledge about health preservation. | <input type="radio"/> |
| I usually pay great attention to the conditioning effect of diet on the body. | <input type="radio"/> |
| I believe that regular consumption of health drinks will make my body better. | <input type="radio"/> |

18. Please leave your valuable comments and suggestions on this questionnaire [Fill in the blank question]

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