Research on the experience of "Stove-Boiled Tea" from the perspective of consumer demand

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Abstract: Based on the emerging consumer hotspot of "Stove-Boiled Tea", this paper analyses the reasons for the consumer phenomenon of "Stove-Boiled Tea" and the essence of consumption behind the phenomenon from the perspective of consumer demand based on the Hawkins model, and looks for the reasons and experience paths of the "Stove-Boiled Tea" consumer group. Based on the Hawkins model, the study analyses the reasons behind the phenomenon of "Stove-Boiled Tea" and the nature of consumption behind the phenomenon from the perspective of consumers' needs, and searches for the reasons for the consumption of "Stove-Boiled Tea" and the path of experience of the consumer group. The study found that the fundamental reason for the emergence of "Stove-Boiled Tea" is that with the upgrading of consumption, consumers' demand for beverages has changed from "relaxation" and "pleasure" to "social space" and other physiological needs. Physiological needs have been upgraded to the need for love and respect in seeking social space. In this case, consumers identify the situation of "Stove-Boiled Tea" through the Internet media and collect relevant information to make consumption decisions based on external influences such as social circles and subcultures. Finally, taking the Three Square Seven Alleys in Fuzhou as an example, based on the consumption scenario of "Stove-Boiled Tea", the corresponding experience scenarios and functions are designed according to the characteristics of different areas in the Three Square Seven Alleys.

1. Introduction

With the changes in China's stage of development, residents' consumption demand has gradually shifted from a focus on quantity to the pursuit of quality, from subsistence consumption to developmental and enjoyment consumption, and from material-based consumption to service-based consumption. [1]The demand for consumption has gradually shifted from quantity to quality, from survival to development and enjoyment, and from material consumption to service consumption. In recent years, due to the young people's demand for their own quality of life and health, it has led to the popularity of a number of sugar-free, healthy as the main axis of the new Chinese tea drinks. [2] According to the 2,022 China sugar free tea industry insight report, the sugar free tea drink market is ushering in a blowout period, and it is estimated that the market size will exceed 10 billion in 2025. [3]The popularity of new Chinese tea drinks is driven by young people's demand for quality of life and health. Meanwhile, with the gradual loosening of the domestic epidemic, young people are

focusing their consumption perspectives on offline venues. As an emerging consumer hotspot, "Stove-Boiled Tea" meets the strong demand of this group for going out for entertainment, relaxation and the pursuit of freshness, the pursuit of fun and the unique mindset of seeking differences, which is in line with the generational characteristics of the youth group.[4]It has also become one of the consumption tendencies of young people in their leisure time.

Although "Stove-Boiled Tea" can become a new consumption hotspot for tourist destinations with deep cultural heritage and tourist groups with strong social needs by virtue of its own culture and sociality, it has not been well reflected in the tourism market at present. Most of the tourist attractions only use it as a derivative experience of local tea culture or a channel for selling local tea, and there is not enough in-depth excavation and design for the new consumption scene of "Stove-Boiled Tea".

Therefore, this paper will focus on the phenomenon of "Stove-Boiled Tea" itself, explore the reasons for the emergence of its new consumption hotspot and the nature of consumption behind the phenomenon, find the reasons for the consumption of the "Stove-Boiled Tea" consumer groups and experience paths, and ultimately combine with the corresponding tourist destinations to try to design a series of tourism experience scenes or experience activities around "Stove-Boiled Tea" or with "Stove-Boiled Tea" related characteristics. In the end, we will try to design a series of tourism experience scenes or experience activities centred around "tea in a fireplace" or with the characteristics of "tea in a fireplace". (Source: Julumount, https://trendinsight.oceanengine.com/)

2. Multi-level analysis of the phenomenon of "Stove-Boiled Tea" consumption

Based on the Hawkins model, this part will analyse this phenomenon from the three levels of the background and development process of the new consumption hotspot of "Stove-Boiled Tea" and the role of consumers in the consumption scenario of "Stove-Boiled Tea", so as to extract the relevant characteristics of the "Stove-Boiled Tea" consumption hotspot and the related consumer consumption process implied by it. It analyses the phenomenon at three levels, extracting the characteristics of the hotspot of "Stove-Boiled Tea" and the related consumer consumption process. Finally, we grafted the consumer activity of "Stove-Boiled Tea" into the tourism scene through these essentials and tried to design a series of tourism scene construction with "Stove-Boiled Tea" as the core by taking Sanfangqixiang in Fuzhou as an example.

2.1 Value Enabling Changes in Consumer Products under Consumption Upgrade

The current domestic market for tea-related product consumption shows a tendency to rise. The essence is that China's per capita income is rising at the same time, the demand for high quality of life is also rising. American social psychologist Maslow put forward the "Hierarchy of Needs Theory", the human needs are summarised as physiological needs, safety needs, love and belonging needs, respect needs and self-actualisation needs of the five major levels of needs.[5] As the needs continue to escalate, the content of the needs will become more and more important. As the needs continue to escalate, the content of the needs will continue to climb up the pyramid. In the beverage consumption market, Generation Z is emerging as an important force. Their unique consumption choices, consumption habits and consumption methods have become the carrier of self-expression, emotion and value.[6] The first generation of young people has been using beverages as a way to express their personalities, emotions and values. From the beginning, young people have been using beverages for self-satisfaction, from which they get such feelings as "pleasure", "relaxation", "a kind of self-liberation", etc., which is closer to the self-satisfaction of their physiological needs. The young people are closer to the physiological needs of the ego. At the later stage, young people use sugar-free tea to replace the physiological needs of "pleasure" and "relaxation", but also pay more attention to the "health" needs of sugar-free tea. Safety needs. Nowadays, the rise of the fireplace tea is more similar

to the milk tea shop alternation, in addition to the "physiological needs" of drinks, sugar-free "safety needs", and from the social atmosphere of the offline venues, "love and sense of belonging needs".
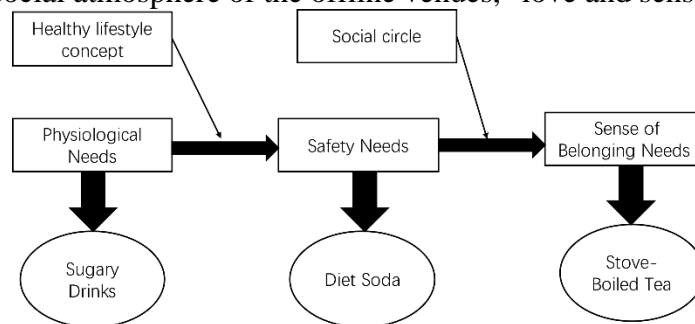

Figure 1: Product change path based on demand variation

As can be seen from Fig 1, due to the increasingly rich emotional needs of young people, the needs of young people for "wanting, wanting to buy, wanting to drink" will be stimulated to different degrees in different situations. Based on the Hawkins model[7] Based on Hawkins' model of consumer behaviour, this change in the context of self-satisfaction from "wanting to drink" to "where to drink" makes young people face the goal of consumption decision-making from the pleasure of drinking itself to the atmosphere of the environment in which they drink. Through different consumption expectations and consumption goals, the focus of consumers' experience in the consumption process will also change. This change of focus is the current consumption upgrade brought about by the value of consumer products and services contained in the superimposed requirements.

2.2 Marketing of "Tea on the Stove" Model

2.2.1 Pre-publicity for "Tea on the Stove" Pathway

Stove-Boiled Tea is a new trend favoured by young people this year, following the spring and summer camping and Frisbee, which have successfully become popular on major platforms in autumn and winter. As of 24 December 2022, the play volume of the topic related to Shake Voice Stove-Boiled Tea has reached 2.92 billion times, and the hottest video has been directly forwarded 100,000 times. [8]Xiaohongshu beside the stove to cook tea related notes is as high as 30,000 + articles, in addition to beside the stove to cook tea, related beside the stove to cook tea copy, beside the stove to cook tea equipment, beside the stove to cook tea photo, beside the stove to cook tea shop and other related content has also become a hot topic.

It can be seen that the pre-publicity of the tea shop is more in favour of the Internet as the publicity medium. With the help of videos and texts from video producers and note takers such as Xiaohongshu and Jieyin, the merchants of the tea shop use the Internet to publicise the characteristics of the shop and attract consumers to come to consume the tea. It is essentially a virtual social behaviour through the medium of the Internet, where users share content in the form of text, pictures, videos, etc., and at the same time interact with network users in the community with the help of likes, comments, favourites, shares, concerns, etc.[9] Under this kind of virtual social behaviour, a part of the users will share content in the form of text, pictures and videos, and interact with the network users in the community by means of liking, commenting, favouriting, sharing and following. This consumption process essentially represents the external influence represented by the social stratum on the Hawkins model. The whole social stratum assumes the functions of information collection and contextual problem identification in the process of consumption decision-making, such as the evaluation and selection of the shop of "Stove-Boiled Tea" and the introduction of "Stove-Boiled Tea", as shown in Fig 2.
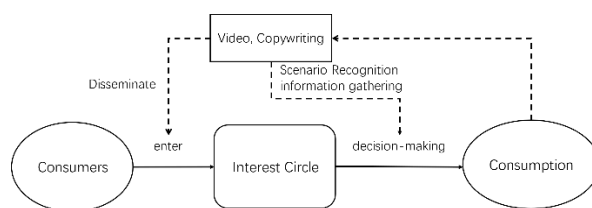
Figure 2: Consumption decision-making pattern of "Stove-Boiled Tea"

2.2.2 Consumption Characteristics of "Stove-Boiled Tea"

It Focusing on new consumer scenarios for young people, creating an immersive experience atmosphere, and providing consumers with emotional value and social material has been the transformation path chosen by many catering and life service businesses.[6] The new scene of tea culture and tea services has been chosen by many catering and life service businesses. Compared with the pursuit of tea culture and teahouse culture for older users, the current "cooking tea" focuses more on the consumption needs of the younger generation, based on the design of the current cooking tea shop, summed up in the following characteristics:

(1) "Tea on the stove" creates a social attribute through the presence of space. The most basic configuration of "cooking tea around a stove" is a standardised oven, a small teapot and snacks, persimmons, oranges, sweet potatoes, chestnuts and other food. Users consume as a half-round table or around a round table. And this kind of seating arrangement is more suitable for the consumers involved to communicate and interact with each other. And this feature also makes it compared to the current milk tea shop is more lively and casual, interactivity is also more good. In essence, "Tea Around the Stove" is actually a continuation of the spring and summer Frisbee and camping. Under the recurring epidemic, young people's need for social interaction is particularly strong, and from the perspective of spring and summer Frisbee and camping, which focus on the two attributes of social interaction and leisure, "Cooking Tea in the Hearth" is actually a compensatory consumer choice for the target consumers, i.e., young user groups, who are facing the pressure of a high-intensity life as well as a sense of confinement under the epidemic.[10] The "Tea in the Hearth" is actually the choice of the target consumers, i.e. young users, who are facing the high pressure of life and the sense of isolation under the epidemic.

(2) "Stove-Boiled Tea" creates a place of experience based on contextual space. The common scenario of Stove-Boiled Tea is indoor tea making, where the tea table is placed inside the house in a warm environment. There are also open-air cafes, small courtyards on the Five Avenues, under the shade of the bamboo forest, between the landscape and the idyllic garden, or in street stalls. This multi-factor, multi-featured scene gives consumers more diversified consumption choices. Consumers can choose the corresponding consumption scene based on their own consumption needs, in which to enjoy the consumption experience brought by Stove-Boiled Tea. This kind of consumption experience is a kind of empathy effect produced by consumers under the interaction between the subject and the object.

(3) "Stove-Boiled Tea" empowers spatial significance based on its own cultural value. The earliest version of "Stove-Boiled Tea" originated from the local Yunnan ethnic minority's "roasted tea in a fire pit". The fire pit, a fire pit for boiling water or cooking with charcoal indoors, has long been prevalent in areas such as Fujian and Guangzhou, where tea culture is strong, as well as in Suzhou and Hangzhou, and even a number of representative consumer behaviours have emerged around the "cooking tea around the fire pit". It itself has a certain historical basis and consumption basis. At the same time, "Stove-Boiled Tea" represents China's own heavy tea culture, and this "tea culture" is exactly the same as the current era of Chinese society, the rise of the "national tide", "cultural confidence" and other labels coincide with each other. Therefore, in the new Chinese culture, the rise

of the national tide culture, young people are more willing to take the teahouse as a milk tea shop, coffee shop as a substitute.

3. Tourism scenario design based on Stove-Boiled Tea

3.1 Typicality of design objects

This paper will choose the Three Square and Seven Alleys in Fuzhou as a case for the relevant design, the reasons are as follows: the Three Square and Seven Alleys in Fuzhou, as a representative historical district in China, is an important carrier of the "Min" culture and the historical and cultural ties between Fujian and Taiwan, and it is also an aggregation of folk culture and street culture, which has a representative teahouse culture of Fujian, which has been embodied in it. Although the strategic positioning of the construction of the Three Square and Seven Alleys scenic area is positioned in the integration of culture, leisure, business, tourism in one of the traditional architecture of Fuzhou with a strong cultural characteristics of the typical neighbourhood-style historical and cultural block[11] However, with the progress of commercialisation of the scenic area, a large number of traditional shops have been replaced by most western-style shops and modern shops due to market reasons, and the teahouses with the characteristics of Sanfangqixiang have been forced to move to relatively remote alleys.

To sum up, on top of the original geographical advantages and scenic spot popularity advantages of Sanfangqixiang, with the help of the new consumption hotspot of "Stove-Boiled Tea", the unique teahouse of Sanfangqixiang is constructed with related tourism activities, so that Sanfangqixiang can promote unique tourism products in front of tourists on top of the inheritance and dissemination of the traditional tea culture. The following is a summary of the activities of Sanfangqixiang Teahouse.

3.2 Tourism product design

3.2.1 A study of Personalised Tea House Streets with Three Square at its core

The Three Square is the most secluded and quiet place in the Three Square and Seven Alleys, which is the most suitable to build a tea house for those consumers who want to get away from the bustling social places and drink tea alone to socialise out of the world, calm their souls and sublimate their spirits. There are a large number of former residences of celebrities as well as historical and cultural buildings in Sanfang. Therefore, the construction of the tea house in the Three Square should be orientated to the high-end tourism consumer market, combined with the two main lines of staying away from the world and emotional sublimation, and in the process of enhancing the historical and cultural brand of the Three Square and Seven Alleys, the Three Square Tea House will be constructed as a niche customised experience area rich in conference exchanges and cultural themed activities. As the former residence of many famous officials and generals in Fuzhou during the Qing Dynasty, Wenrufang has deep cultural attributes, and the tone of the tea house can be based on the construction of cultural salon and folklore exploration. Guanglu Square is most famous for its Guanglu Gintai, which consists of many unique garden landscapes in Fujian, so the construction of the teahouse here should favour the integration of tea and scenery as the main line, through the combination of the outside scenery and the sense of relaxation inside the teahouse.

3.2.2 A study of socialised tea house streets with Five Lanes at their core

The large number of cultural heritage units distributed mainly in the former residences of celebrities in the Five Lanes has given it a profound humanistic heritage gene. However, at present, the five alleys focus too much on the construction of the old residence museum with history and

humanities as the core, although it has preserved the historical and cultural traces to a certain extent, the excessive construction makes the traditional cultural relics in a static display state, and does not allow the relics to show their vitality in front of the tourists as they should be. Therefore, the implantation of tea cooking in a fireplace into each alley, in order to savour the leisure time as the tone, the five alleys with the yellow lane as the boundary, divided into cultural and leisure area and tea culture experience area of the north and south. At the same time, it is also possible to carry out activities such as cultural salons and folklore research and discussion. Tea culture experience area is combined with the unique tea culture of Fujian, so that the combination of tea merchants and teahouses, tourists come here to taste Fuding White Tea, Dahongpao and other unique tea of Fujian, and understand the history of the tea culture of Fujian.

4. Conclusions

This paper is mainly based on the consumer hotspot of "Stove-Boiled Tea", based on the attributes and development history of Stove-Boiled Tea, and finds that "Stove-Boiled Tea" is a product based on the propaganda of the network media, with the popularity of "national trend" and "new Chinese culture". It was found that "Cooking Tea in the Hearth" is a product based on the propaganda of network media and the popularity of "national trend" and "new Chinese culture". Consumers identify the context of "Cooking Tea in a Stove" through online media and collect relevant information to make consumption decisions based on external influences such as social circles and subcultures. In this paper, we take advantage of the consumption hotspot of "Stove-Boiled Tea" and integrate it into the historical district of Three Square and Seven Alleys in Fuzhou, design two types of customised tea houses and social tea houses based on consumers' consumption tendency, and lay out the tea houses into the Three Square, which focuses on staying away from the world and sublimating the emotions, the cultural and leisure area with history and humanities as its core, and the cultural and leisure area with Mindi tea culture as its core. The tea culture experience area which is centred on the tea culture of Min Di.

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