

Current Research Results and Future Direction of Tea Beverage Market in Taiwan

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Abstract: Based on the articles and quotations of Taiwan tea beverage market research collected by The Airiti-Library before May 30, 2018, this paper sorts out and analyzes the research results of tea beverage related concepts, adolescent tea beverage consumption characteristics and tea beverage marketing. It is found that the research on Taiwan tea beverage market is not rich in research fields, systematic research is insufficient and the research subject is relatively single. The future research on Taiwan tea beverage market can be improved from the above three aspects.

1. Introduction

With the accelerating pace of modern life, more and more people begin to pay attention to health and health. Tea drinks have been supported and loved by more and more consumers because of their health functions. In addition, influenced by Chinese traditional culture, tea culture has been widely concerned by the society. Therefore, tea beverages have become the most important beverage in the world after water (Bhatti, O'Keefe, & Lavie, 2013). Qing liang Liao 2010). With the full-text search of 'Tea Beverage Market', a total of 34 articles were included in the Airiti Library, including 1 conference article, 27 master's and doctoral papers, 6 journals, and 16 articles that cannot be downloaded in full text and have little relationship with tea drinks were excluded, with 17 remaining. Through the topic of the article Keywords and research levels (Table 1), we can find several obvious characteristics of tea beverage market research:

Table 1. Literature Information Processing Table of Tea Beverage Market Research

Serial number	Time	keyword	author unit
1	2014	Packaged tea beverages, packaged coffee beverages, product attributes, perceived value, purchase intention	Institute of Biological Industry Management, Zhongxing University

2	2009	Consumer behavior, consumer decision model, Analysis of variance, multivariate scale analysis	Department of Business Administration, Tamkang University
3	2011	Product image, consumer demand	Journal of Business Modernization
4	2003	Mainland beverage market, beverage consumption behavior, telephone survey	Journal of Business Modernization
5	2013	Tea beverage, competitive strategy, unified enterprise, soft beverage	Institute of Mainland Chinese Studies, Tamkang University
6	2009	Adolescent, tea beverage, consumption behavior, planned behavior theory	Kaohsiung Hospitality Institute
7	2005	Taiwan tea, lifestyle, purchasing decisions	Journal of Agriculture and Forestry
8	2012	Box-Cox Ready-to-drink packaged tea, characteristic pricing, Box-Cox	Department of Agricultural Economics, College of Biological Resources and Agriculture, Taiwan University
9	2010	Adolescents, Tea drinks, Theory of planned behavior	Journal of Health Management
10	2011	Taiwan tea, lifestyle, purchasing decisions	Hospitality Research Institute, Kaohsiung Hospitality University
11	2009	STP、 Marketing Mix Strategy	Institute of Mainland Chinese Studies, Tamkang University
12	2011	Product image, consumer demand	Journal of Business Modernization
13	2013	Life safety, Cultural regionalism, Lingnan, Chinese medicine industry, Herbal tea	Journal of Geographical
14	2002	Traditional diet, Industrialization, Hobby, Safety, Nutrition, Standardization, Cold chain	Proceedings of the Symposium on Chinese Food culture
15	2013	Story , story marketing, story advertising, bottled tea brands	Department of Mass Communication, Tamkang University

16	2013	Narrative analysis, Food culture, Tea drinks, Social body	Department of Mass Communication, Tamkang University
17	2014	Joint analysis, Tea shop, Boba milk tea, Market segmentation	Department of Business Administration, Cheng Kung University

The number of studies on the tea beverage market is not enough, and the annual distribution is uneven. The entire database can search for 17 articles, with no research results in some years.

The research level is relatively single, mainly master ' s thesis, doctoral thesis and core journals are extremely rare.

Keywords distribution focused on consumer behavior (10 times), marketing (7 times), product image (3), Food culture (2 times), narrative analysis (2 times), adolescents (2 times), cognitive value (1 time), purchase intention (1 time), planned behavior theory (1 time), tea and beverage (1 time), etc.

2. Definition of basic concepts

2.1 Concept of tea beverage

Qingjun Zeng (2013) believes that the tea drink is a liquid product made from the concentrated liquid of tea water extract, i. e. tea powder, and has a certain amount of tea active ingredients, which is processed by filtration, blending, sterilization and filling.

2.2 Concept of herbal tea

Huiying Zhu, Yaofen Wang (2006) point of view that herbal tea is the use of natural plant roots, stems, leaves, flowers, or skins and other parts, single or comprehensive drying, boiling brewing, resulting in natural aroma and special taste of drinks.

2.3 Concept of instant packaged tea

Zhenyi Zheng (2012) believes that the beverage packaging tea refers to the tea soaked in water, after extraction, filtration, clarification and other processing, and then these obtained in the process of tea soup into water, edible essence, juice · sugar acid or plant (shell) extract, such as modulation processing products.

2.4 Concept of tea shops

Huijun Xie (2014) believed that tea shops refer to shops or vendors engaged in providing instant drinks on the spot and selling tea drinks.

3. Characteristics of youth tea consumption

As the main group of consumption of tea beverages, adolescents are the market groups that tea beverage manufacturers focus on. At the same time, the characteristics of adolescents' consumption of tea beverages have also been continuously studied and concerned by scholars, and the research of relevant scholars has achieved fruitful results (Table 2):

Table 2.Characteristics of tea beverage consumption among adolescents in Taiwan

Scholar	Time	Research objec	Research conclusion
Guoming Wang	1994	Youthin Tainan	Sex, age, education and pocket money influence purchasing behavior.
Fangjing Wu	2000	Taoyuan High School	Dairy products, lactic acid drinks and tea drinks were the most popular, with men drinking more than women on average. The most important consideration was the price and functions.
Qiting Chen	2000	Fu Jen Catholic University	The most commonly consumed beverages in Fu Jen Catholic University are tea, water and juice, which are most often purchased from convenience stores, campus leisure stations, vending machines and supermarkets.
Lanxin Jin	2000	Moral education medical Management college	The consumption amount of 30-50 accounted for 18.7%, and tea drinks were the most common.
Pei-shan Cai	2001	Taipei High School	57.3% of the students drank more than three times a week. The most frequently purchased sugary beverage is tea. The consumption of tea beverage is greatly influenced by students.
Qingyun Kang	2001	Northern Taiwan High School	The consumption of sugar-sweetened beverages accounted for 37.1%.
Wenzhen Shan	2003	Taoyuan High School	In 2003, 95.1% of students drank sugary drinks, mainly tea drinks.
Shujing Li	2004	Tainan Elementary school	Parents' consumption behavior of sugary beverages affects children's beverage consumption behaviors.
Kunlin Li	2004	Taiwan Primary School	95.8% of students drank sugar-sweetened beverages. Teachers and their families did not support the consumption of sugar-sweetened beverages.
Kaiwen Xue	2007	one high school in Taipei	Tea drinks were the most consumed, and girls had better control ability of sugary drinks than boys.
Xiumei Xie	2007	Xinzhuang junior High School	Taste is the most important, advertising is an important source of information, shopping in convenience stores.

By combing Table 2, it can be found that the consumption characteristics of adolescent tea beverages are as follows: (1). Adolescents ' purchase of sugary drinks, including tea drinks, is generally positive. (2) In terms of gender, boys consume more tea beverages than girls, and girls

have stronger self-control over tea beverage consumption than boys. (3). Purchase of tea drinks for adolescents is mainly in convenience stores, followed by traffickers and supermarkets. (4). The main factors that teenagers buy tea drinks are taste and taste. (5). In the purchase of tea drinks, it is easy to be affected by the education of parents and teachers, including advertising and their knowledge reserves will also affect their purchase decisions.

4. Research on tea beverage marketing

Weiqin Hu (2009) found that the marketing of tea drinks began in 1995 and really developed in 2003. The main reasons for the rapid development of tea drinks market are good taste, ideal anti thirst effect and healthy attributes. Shenglin Chen (2002) believes that the study of tea beverage market affected by economic development, the future need to further reduce the production cost of products. More detailed market segmentation. Diversity products, brand image and marketing need to be highly coordinated. Du (2005) found that market segmentation, product positioning and product differentiation are crucial. Yuhong Lin (2009) found that soft drinks have great potential for growth, marketing focus on one or two cities along the southeast coast began to focus on the western and third-four market. Weiqin Hu (2009) found that beverage consumption preferences and living habits will not affect consumers ' consumption habits and cognition. Tea beverage marketing should focus on brand, value and function publicity.

5. Prospect of tea beverage market research

The research on tea beverage market is deepening with the characteristics of tea health, culture and sociality. The existing research pays more attention to the health of tea beverage, and pays less attention to the cultural and social nature of tea. In research methods, quantitative research and qualitative research fusion development, but lack of systematic. The research subjects are mainly students and researchers, and the research subjects are relatively single.

5.1 Rsearch area needs to be expanded

The existing research results of tea beverage market involve consumer behavior, economics, marketing, food and nutrition, etc., and the research results are quite rich. At the same time, with the rise of social and economic development and health needs, the field of tea beverage market research is also continuously refined and expanded. Tea has a profound cultural attribute, and at the same time has a relatively strong culture symbol, in the future study, should highlight the tea culture attribute and cultural symbol, attributes and symbol of culture goes through in the whole process of tea beverage market research, with the consumer behavior, psychology, economics and marketing integration.

5.2 System of research needs to be enhanced

The existing research results of tea beverage market include the results of the integration of quantitative and qualitative research in research methods, but the systematic research is still lacking. First of all, the research standardization is not enough, some papers lack abstracts; There is also the normative problem of expression. Second, in terms of research methods, quantitative research of data collection and analysis is adopted, but the questionnaire design and data sample collection and analysis need to be further improved. The future tea beverage market research should be more systematic and scientific.

5.3 Research subjects should be more diverse

The research subject will influence the research perspective, method and research progress. At present, the main subjects of tea beverage market research are mainly scholars and students in universities, while the relevant research results of other industry subjects are insufficient. In the future, the main body of tea beverage market research should be diversified, including many industry practitioners, scholars, students and related industries.

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