# Service Experience as a Differentiator in the Tea Industry: A Case Study of the Emeishan Zhuyeqing Tea Company

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*Abstract:* This study investigates the unique service experiences in the tea industry, with a focus on the Emeishan Zhuyiqing Tea Company as a case in point. As a trailblazer in the tea industry, Zhuyiqing has established a distinctive niche in the competitive market by adopting a unique service philosophy and operational approach. The company places great importance on every step of tea production, starting from the detailed management of tea gardens, the careful picking of leaves during harvest, the exact processing and production methods, to the ultimate sales process. It maintains strict standards and rigorous demands to guarantee the consistent high quality of its tea. Furthermore, to cater to the varied demands of consumers, Zhuyiqing provides customized services that boost customer satisfaction and loyalty. These services encompass engaging tea culture experiences and tailored gift packaging solutions, which resonate with consumers desiring unique and memorable interactions with the brand. Alongside these personalized offerings, Zhuyiqing Tea Company strategically combines online and offline marketing tactics to broaden its sales channels and enhance its brand recognition. This paper thoroughly examines the differentiated service strategy of Zhuyiqing Tea Company, extracts the core of its successful practices in the tea industry, and provides insightful guidance that can be beneficial for other tea businesses aiming to replicate its success.

## 1. Introduction

As the tea market becomes increasingly saturated and consumer demands diversify, competition among tea companies has become increasingly fierce. In this context, service experience, as a non-material means of adding value, has gradually become a key factor that distinguishes tea companies from competitors. Emeishan Bamboo Leaf Green Tea Company, as a leader in the tea industry, its service experience not only directly affects customer satisfaction, but is also a core component of its brand differentiation strategy.

Tea, a traditional drink carrying thousands of years of culture, still maintains strong vitality in modern society. However, the rapid expansion of the market and the diversification of consumer

demands have led to increasingly serious product homogeneity. In such a market environment, it is no longer possible to rely solely on product quality to meet diversified market demands, and the importance of service experience has become increasingly prominent. Emeishan Bamboo Leaf Green Tea Company occupies a place in the market with its excellent product quality and unique brand culture, but whether its service experience is excellent enough and can become the source of its sustainable competitive advantage has become the focus of this study.

This study aims to explore and analyze the service experience of Emei Green Tea Company. By understanding service quality, customer satisfaction and other related factors, this study hopes to provide theoretical support and practical guidance for the company to further improve its service experience, so as to enhance its market competitiveness. In addition, this study also aims to contribute to the academic field by exploring the relationship between the service experience and the sustainable competitive advantage of the tea industry.

Practical significance: This study aims to discover the advantages and disadvantages in the service process through an in-depth analysis of the service experience of Emeishan Bamboo Leaf Green Tea Company, and put forward targeted improvement suggestions. This not only helps the company further optimize service processes, improve customer satisfaction and loyalty, thereby consolidating its market position in the fierce market competition and achieving sustainable development; it also provides learning experience for other companies in the tea industry.

Theoretical significance: Additionally, this research contributes to the academic field by enriching the body of knowledge on service management and customer experience in the tea industry. By examining the specific case of Emeishan Bamboo Leaf Green Tea Company, it offers insights into the nuances of service delivery in the context of traditional tea businesses. This analysis may lead to the development of new theories or the refinement of existing ones, thereby advancing our understanding of how to effectively manage service processes and enhance customer perceptions of value in this particular industry.

Research Objectives

(1) To investigate the impact of specific service experience elements on customer satisfaction.

(2)To examine the relationship between overall service experience and customer satisfaction at Emeishan Zhuyeqing.

## 2. Literature Review

The above studies investigated the impact of technology on service delivery and customer satisfaction. Christ-Brendemühl and Schaarschmidt (2020) focus on technology stress among frontline service employees (FLE) and its negative consequences. Uziel et al. (2021) examined service quality, perceived value, and trust in home delivery services. Alzubi et al. (2022) Exploring the potential of beacon (BLE) technology to increase customer satisfaction and loyalty through proximity marketing. The focus is on understanding how technology impacts service delivery and customer satisfaction.Pervez et al. (2022, pp. 56-67). The role of customer trust as a mediator between value co-creation (including hedonic, economic and relational aspects) and customer loyalty is studied in restaurants, cafes and hotels in Islamabad and Rawalpindi, Pakistan. A survey of 354 customers was conducted. Through confirmatory factor analysis, reliability and validity analysis and mediation analysis, the results showed that value co-creation has a positive impact on customer loyalty, while customer trust plays a mediating role. Therefore, all hypotheses were supported[1].

Moreover, previous studies in similar contexts have also emphasized the significance of service quality, customer satisfaction, and emotional connection in fostering customer loyalty. However, the integration of value co-creation and customer trust as mediators in the context of hospitality services

in Islamabad and Rawalpindi offers a nuanced perspective. The findings of this study contribute to the existing body of knowledge by highlighting the specific mechanisms through which value co-creation and customer trust influence customer loyalty in this particular region.

Shulga et al. (2021, pp. 672-696). Exploring the interrelationship between trust in service providers and consumer participation in value co-creation. The study utilized an existing consumer-initiated co-creation competition of a US coffee shop brand and was grounded in service dominance logic and social exchange theory, surveying 510 customers. The results analyzed through covariance-based structural equation modeling show that trust is both an important prerequisite and a result of value co-creation, indicating the nature of reciprocity. The findings highlight the importance of trust networks for successful value co-creation and provide implications for theory and practice.[2]

Carvalho & Alves (2023, pp. 250-273). The study points out that a systematic literature review on customer value co-creation in the hospitality and tourism industry identified two dimensions (customer behavior and shaping factors), antecedents related to multiple stakeholders, and customers, perceived value and Organizational performance results. It emphasizes the importance of visitor participation and contributes to service design and value proposition.[3]

Additionally, studies by Smith & Johnson (2021, pp. 147-165) explore the role of technology in enabling customer value co-creation. They highlight the integration of digital platforms that facilitate customer engagement and feedback, leading to enhanced customer satisfaction and loyalty. Furthermore, the work by Lee et al. (2022, pp. 89-104) examines the impact of customer involvement in product development processes. The authors reveal that active participation results in more tailored products and services, ultimately driving market success and competitive advantage. These contributions provide a comprehensive understanding of the evolving landscape of customer value co-creation across various industries.

The above literature study explores the role of co-creation in increasing customer value and loyalty. Pervez et al. (2022) found that value co-creation has a positive impact on customer loyalty, which is mediated by customer trust. Shulga et al. (2021) highlighted the interrelationship between trust and value co-creation. Carvalho & Alves (2023) identified the dimensions and antecedents of co-creation, emphasizing the importance of tourist participation. Keyword research focuses on how co-creation can increase customer value and loyalty.[4]

Additionally, studies by Xu and Wang (2020) examined the role of digital technology in facilitating value co-creation, revealing that digital platforms enhance customer engagement and, consequently, loyalty. Furthermore, research by Zhang et al. (2021) explored the influence of cultural factors on co-creation processes, finding that cultural differences can impact the effectiveness of co-creation strategies in diverse markets. These studies collectively emphasize the multifaceted nature of co-creation and its significance in enhancing customer outcomes.[5]

Pink & Djohan (2021, pp. 519-526). The relationship between post-purchase activities (customer service, shipping, tracking, returns, and order fulfillment) and customer satisfaction is explored, and its impact on customer retention in Shopee Indonesia. The study, which leveraged data from 412 respondents analyzed by SmartPLS, found that these post-purchase activities have a significant positive impact on customer satisfaction, which in turn increases customer retention. The study aims to provide insights and guidance for improving customer satisfaction and retention in online shopping environments.[6]

Pizzutti et al. (2022, pp. 981-1010). Combine the customer journey model with post-decision information seeking (PDIS) to examine information-seeking behavior across the entire customer journey, including pre- and post-consumption stages. Using a variety of methodologies, studies have found that consumers engage in PDIS for a variety of reasons, such as maximizing purchase utility, reducing choice uncertainty or regret, and satisfying curiosity. Research also shows that customers

prefer customer-initiated PDIS touchpoints and highlights the positive relationship between PDIS and customer engagement, word-of-mouth, and repeat purchase intentions. The study provides managerial insights for addressing PDIS issues along the customer journey.[7]

Aityassine (2022, pp. 895-904). Research explores how customer satisfaction and pleasure influence loyalty, focusing on the mediating role of customer retention. The findings show that while customer retention fully mediates the effect of satisfaction on loyalty, it only partially mediates the effect of pleasure. The study highlights the importance of retaining customers, especially those who are satisfied, to increase loyalty.

The above literature study discusses research on the impact of after-sales service interactions on customer retention. Pink & Djohan (2021) found that post-purchase activities have a positive impact on customer satisfaction, thereby increasing retention rates in Shopee Indonesia. Pizzuti et al. (2022) studied post-decision information seeking (PDIS) throughout the customer journey, highlighting its importance. Aityassine (2022) emphasized that customer retention fully mediates the effect of satisfaction on loyalty. Therefore, the focus is on understanding how after-sales service affects customer satisfaction, engagement, and loyalty.[8]

Mano (2021, pp. 88-104). The branding opportunities for fresh tea produced by small farms in Assam, India and sold in the B2B market are explored. Using qualitative surveys and case studies, the report finds that collective efforts, promotion and marketing support can help smallholder farmers comply with buyer standards and differentiate their products. Successful branding can enhance market competitiveness, improve product quality, increase revenue and enhance customer value.[9]

Ping et al. (2021, pp. 65-74). The integration of tea industry and various industries in Guangxi, China was studied, focusing on the differences in consumer needs and behaviors between different generations. Through surveys and interviews, it was found that there are significant differences in lifestyles, shopping habits and service preferences of different age groups. Based on these findings, the study proposes improvements to the tea industry service model, emphasizing the importance of service design and user experience in the development of the tea industry.[10]

Bu et al. (2020, pp. 6619). The study explores the factors that influence consumer perceptions of organic tea's health in China, the world's largest tea producer and market. By analyzing data from individual tea shops using structural equation modeling, it identified key predictors such as product quality, consumer service, in-store experience, store reputation and innovativeness. The study found that health perceptions have a positive impact on purchase intention, and consumers' attitudes toward organic tea play a positive mediating role in this relationship.

Discussion of the above literature studies The three studies identified conducted a comparative analysis around the service experience strategies of different tea companies. Mano explores branding opportunities for small farms in Assam, India. Everyone is equal. Study the needs and behaviors of consumers of various generations in Guangxi, China, and put forward suggestions for improving the service model of the tea industry. Bu et al. To identify key predictors of Chinese consumers' health perceptions of organic tea, emphasizing the importance of factors such as product quality and consumer service.

These studies collectively highlight the significance of understanding consumer preferences and behaviors in shaping the service experience strategies of tea companies. Mano's focus on branding opportunities for small farms underscores the potential for niche marketing and the importance of a strong brand identity in reaching specific consumer segments. The emphasis on equality in his study suggests a need for inclusive marketing strategies that cater to diverse consumer groups.

The study in Guangxi, China, contributes to this understanding by examining the needs and behaviors of consumers across different generations. This intergenerational perspective is crucial as it helps tea companies tailor their service models to meet the varying expectations and preferences of

consumers from different age groups. The suggestions put forward in this study aim to enhance the overall service experience, fostering customer loyalty and satisfaction.

Bu et al.'s research on Chinese consumers' health perceptions of organic tea further emphasizes the role of product quality and consumer service in shaping consumer perceptions of health. Their identification of key predictors, such as product quality and consumer service, highlights the importance of these factors in building trust and credibility with consumers. This research underscores the need for tea companies to prioritize these aspects in their service experience strategies to appeal to health-conscious consumers.Service quality assessment tool: Through continuous service assessment and feedback, companies can identify problems and improve service performance.

Johnson & Sirikit (2002, pp. 693-701). Study evaluated the service quality of Thailand Telecom and found no significant difference between perceived and expected quality. Tangible items were rated higher, while empathy was rated lower. The research supports differentiating customer touch performance cues and recommends minimizing touch points for a better experience.

Mendocilla et al. (2021, pp. 241-259). Study created and validated a 14-item, four-factor scale to measure perceived service quality at quick-service restaurants. It emphasizes speed, treatment, and food quality, and is useful for managing and monitoring service quality, with easy and quick data collection.

Stevens et al. (1995, pp. 56-60). Dineserv is a 29-item questionnaire that measures restaurant quality based on five service-quality standards: assurance, empathy, reliability, responsiveness, and tangibles. It helps restaurant operators understand customers' perceptions, identify problems, and suggest solutions. By quantifying consumer expectations, Dineserv highlights the importance of meeting them to retain customers.
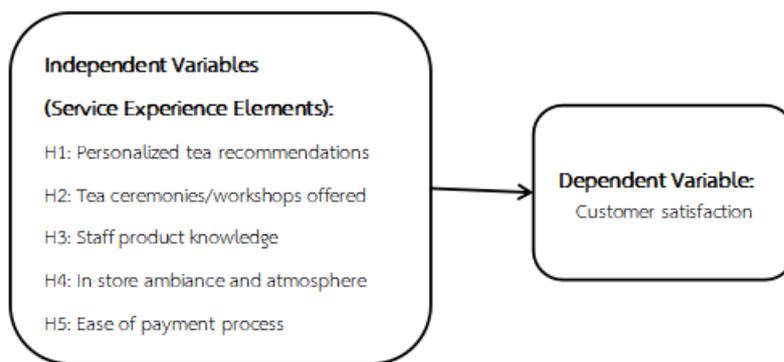
## 3. Conceptual Framework (If there is.)



Figure 1 Conceptual Framework

## 4. Research Methods

The population and samples of this study are based on the target customer group of tea sales volume from 2022 to 2023 of Emeishan Bamboo Leaf Green Tea (Mianyang Changhong International City Store) in Mianyang area. This group is directly composed of 7,600 actual buyers clearly identified in the sales records. constitute. The selection of this specific target customer group ensures that the sample is highly consistent with the research purpose and representative of actual consumer behavior. In order to ensure high confidence and low error rate in the research results, we set a 95% confidence level and ±5% error range. Using professional statistical formulas, we accurately calculated the sample size that meets these strict statistical requirements. This scientific and rigorous sampling design and sample size calculation provide a solid foundation for our research,

ensure the accuracy and credibility of the research conclusions, and also provide strong data support for our research papers. Using simple random sampling, including a confidence level of 95% and a margin of error of ±5, the sample size according to the formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where, n = the sample size,

N = the population size, and

e = the level of precision (0.05)

For this research, applied the formula

N = 4868243

e = 0.05

$$n = \frac{N}{1 + N(e)^2} = \frac{7600}{1 + 7600(0.05)^2} = 380$$

This study determined a sample size of 380 people, who were carefully selected from 7,600 actual buyers of Emeishan Bamboo Leaf Green Tea (Mianyang Changhong International City Store) tea sales from 2022 to 2023 through simple random sampling. During the sampling process, we strictly followed statistical principles and set a 95% confidence level and a ±5% error range to ensure that the sample accurately represented the population and met the research's high requirements for broad representativeness and statistical reliability.

## 5. Research Results

Table 1 Descriptive analysis

| Items | | Mean | Std. Deviation | Kurtosis | Skewness |
|---|---|---|---|---|---|
| Personalized tea recommendations | Q1 | 3.98 | 1.018 | -0.762 | -0.335 |
| | Q2 | 4.04 | 1.047 | -0.834 | -0.362 |
| Tea ceremonies/workshops | Q3 | 3.90 | 1.089 | -0.730 | -0.482 |
| | Q4 | 3.97 | 1.065 | -0.794 | -0.250 |
| | Q5 | 3.94 | 1.056 | -0.722 | -0.427 |
| Staff product knowledge | Q6 | 3.93 | 1.025 | -0.665 | -0.438 |
| | Q7 | 3.94 | 1.031 | -0.760 | -0.193 |
| In-store ambiance and atmosphere | Q8 | 3.82 | 1.042 | -0.515 | -0.621 |
| | Q9 | 3.82 | 1.057 | -0.573 | -0.556 |
| Ease of payment process | Q10 | 3.91 | 1.027 | -0.622 | -0.564 |
| | Q11 | 3.95 | 1.020 | -0.650 | -0.581 |
| Customer Satisfaction | Q12 | 3.84 | 1.006 | -0.497 | -0.633 |
| | Q13 | 3.80 | 1.008 | -0.446 | -0.680 |

The table 1 presents a detailed descriptive analysis of survey responses related to various aspects of a tea-related business, including personalized tea recommendations, tea ceremonies/workshops, staff product knowledge, in-store ambiance and atmosphere, ease of payment process, and customer satisfaction. The analysis includes the mean, standard deviation, kurtosis, and skewness for each item.

Average value: The average value of personalized tea recommendation (Q1 and Q2) is relatively high, indicating that customers generally recognize these services. Tea art/workshops (Q3, Q4, Q5) also got a high average score, indicating that participants think these activities are very valuable.

Employees' product knowledge (Q6, Q7) is also scored higher, reflecting customers' satisfaction with employees' professional knowledge. The average value of atmosphere and environment (Q8, Q9) in the store is slightly lower, indicating that there may be room for improvement in this field. The convenience of the payment process (Q10, Q11) also got high marks, indicating that customers think the payment system is very friendly. Customer satisfaction (Q12, Q13) is the lowest in all categories, which points out the areas that enterprises can improve in improving the overall customer happiness.

Standard deviation: The standard deviation of all projects is relatively consistent, ranging from 1.006 to 1.089. This shows that the variability of the response is moderate, and no single project has a particularly high or low degree of dispersion.

Kurtosis: kurtosis values are mostly negative, indicating that the distribution of responses is low-peaked (flatter and more dispersed than normal distribution). This means that the scores are relatively evenly distributed in the range, and no single score is particularly prominent.

Skewness: Skewness values are also mostly negative, indicating that the distribution of responses is negatively skewed (the left tail is longer or fatter). This suggests that there may be a slight trend, that is, respondents tend to give lower scores, while a few higher scores slightly raise the average.

Overall, the survey results show that customers generally have a positive experience with this tea-related business, especially in personalized tea recommendation, tea art/workshop and employee product knowledge. However, there is still room for improvement in the atmosphere and environment in the store and customer satisfaction. By solving these problems, enterprises can further enhance the overall customer experience.

Table 2 Validity analysis-aggregate validity

| Factor | AVE | CR |
|---|---|---|
| Personalized tea recommendations | 0.753 | 0.859 |
| Seminars and Workshops | 0.779 | 0.913 |
| Tea ceremonies/workshops | 0.705 | 0.827 |
| Feedback Channels and Surveys | 0.685 | 0.813 |
| Personalized Service | 0.709 | 0.83 |
| Staff product knowledge | 0.706 | 0.828 |

Average Variance Extracted (AVE): AVE reflects the variance ratio explained by each factor and is an important index to measure the validity of aggregation. Generally, an AVE value greater than 0.5 is considered to have good aggregation validity. As can be seen from the table 2, the AVE values of all factors are greater than 0.685, and most of them are close to or exceed 0.7, which indicates that these factors have good aggregation validity.

Combined reliability (Cr): Cr is a measure of the consistency between multiple items when they measure a potential factor together. Generally, a CR value greater than 0.7 is considered to have good reliability. The CR values in the table 2 are all greater than 0.813, and most of them are close to or exceed 0.85, which indicates that these factors have high consistency in measuring their potential variables.

Table 3 Validity Analysis-Discriminatory Validity

| | Personalized tea recommendations | Seminars and Workshops | Tea ceremonies/workshops | Feedback Channels and Surveys | Personalized Service | Staff product knowledge |
|---|---|---|---|---|---|---|
| Personalized tea recommendations | 0.868 | | | | | |
| Seminars and Workshops | 0.457 | 0.883 | | | | |

| Tea ceremonies/workshops | 0.464 | 0.474 | 0.84 | | | |
|---|---|---|---|---|---|---|
| Feedback Channels and Surveys | 0.47 | 0.41 | 0.428 | 0.828 | | |
| Personalized Service | 0.497 | 0.465 | 0.459 | 0.488 | 0.842 | |
| Staff product knowledge | 0.442 | 0.453 | 0.472 | 0.455 | 0.467 | 0.84 |

The values on the diagonal represent the correlation coefficients of each factor with itself, which are also the square roots of the Average Variance Extracted (AVE) – often used as the threshold for discriminant validity in discriminant validity analysis. These values are typically high (approaching 1), indicating strong internal consistency for each factor within its measured domain. In this table 3, the values on the diagonal (i.e., the square roots of AVE, assumed to be calculated through some method as the original table does not directly provide the AVE values) are all greater than 0.828, suggesting good internal consistency for all factors.

The values off the diagonal represent the correlation coefficients between different factors. These values are relatively low (usually less than 0.5, though specific thresholds may vary depending on the research field and sample size), indicating good discriminant validity between factors. In this table, all off-diagonal values are smaller than their corresponding diagonal values, and most are less than 0.5, which demonstrates that these factors have good discriminant validity when measuring different constructs.

According to the criteria for discriminant validity, the square root of a factor's AVE should be greater than its correlation coefficient with any other factor. As can be seen from the table, this criterion is met. For example, the square root of the AVE for the "Personalized Tea Recommendations" factor (approximately 0.931, the square root of 0.868) is greater than its correlation coefficient with any other factor (the maximum is 0.497). Similarly, the square roots of the AVE for other factors are also greater than their correlation coefficients with any other factors.

In summary, this table demonstrates the good performance of different factors in terms of discriminant validity. These factors exhibit sufficient internal consistency and discriminant validity when measuring constructs within their respective domains. These results support the validity of the factor structure used by researchers in constructing and validating measurement models.

## 6. Research Discussion

Through data collection and survey research, it was found that in this research topic, Emeishan Zhuyeqing Tea Company collected consumer information through questionnaire surveys, and the gender distribution was relatively balanced, with slightly more males; The age range is mainly concentrated between 25-44 years old; The main occupations are self-employed individuals, followed by housewives and retirees, with a certain proportion of students and different occupational groups.

The data analysis provides a detailed descriptive analysis of the survey responses related to all aspects of the tea related business, including personalized tea recommendations, tea ceremonies/seminars, employees' product knowledge, the atmosphere and atmosphere in the store, the convenience of the payment process and customer satisfaction. The analysis includes the mean, standard deviation, kurtosis and skewness of each item. Average value: the average value of personalized tea recommendation (Q1, Q2) is relatively high, indicating that customers generally recognize these services. Tea art/workshops (Q3, 4, 5) also received high average scores, indicating that participants thought these activities were very valuable. Employees' product knowledge (Q6, Q7) scores are also high, reflecting customers' satisfaction with employees' professional knowledge. The average values of atmospheric and environmental values (Q8 and Q9) in the store are slightly lower,

indicating that there may be room for improvement in this field. The convenience of the payment process (Q10, Q11) has also been highly praised,  indicating that the customer thinks the payment system is very friendly. Customer satisfaction (kurtosis in the first quarter and the first quarter: kurtosis values are mostly negative, indicating that the distribution of response is low peak (flatter and more scattered than normal distribution). This means that the scores are relatively evenly distributed within this range, and no single score is particularly prominent. Biased attitude: the value of biased attitude is also mostly negative, which indicates that the distribution of response is negative biased (the left tail is longer or fatter). This indicates that there may be a slight trend, that is, respondents tend to give lower scores,  while some higher scores will slightly improve the average level. Overall, the survey results show that customers usually have a positive experience in this tea related business, especially in terms of personalized tea recommendation, tea art/workshop and product knowledge of employees. However, there is still room for improvement in the atmosphere and environment of stores and customer satisfaction. By solving these problems, enterprises can further improve the overall customer experience.

## 7. Research Suggestions

Regular assessment and incentives: Institutionalize rigorous knowledge assessments to ensure employees perpetually retain command of cutting-edge product expertise and ever-shifting market landscapes. Concurrently, forge a dynamic incentive ecosystem that delivers merit-based tangible rewards and meaningful intangible recognition to exceptional contributors, igniting their passion for perpetual growth while fostering unwavering organizational loyalty.

Simulated sales scenario: Regularly orchestrate deeply immersive sales simulation exercises, igniting employees' potential to seamlessly apply their hard-earned knowledge while masterfully sharpening practical competencies within pulse-quickening, true-to-life sales scenarios.

Customer feedback mechanism: Design and implement an agile customer evaluation framework to rigorously assess employee service excellence, proactively gather real-time insights on service quality through direct client engagement, and seamlessly integrate this vital feedback into personalized training curricula and continuous refinement strategies.

Theme based space design: Based on the cultural characteristics and target customer groups of the store's location, differentiated space design is carried out, such as "classical elegance", "modern simplicity" and other styles, to create a unique shopping atmosphere.

Functional area division: Artfully design product display zones, weave in captivating tea-tasting journeys, and carve out intimate rest alcoves, allowing customers to glide effortlessly between retail discovery and moments of serene rejuvenation, where tranquility lingers like steam from a porcelain cup.

Lighting and Music: Using soft lighting and soothing music to create a relaxed and pleasant shopping environment. We need to effortlessly calibrate ambient lighting hues and orchestrate melodic harmonies exquisitely synchronized with seasonal rhythms and festive occasions, weaving an immersive, multisensory tapestry that transforms everyday spaces into realms of luminous celebration.

Olfactory Experience: Utilizing the natural aroma of tea leaves, combined with aromatherapy, essential oils, and other products, to create a unique olfactory experience and enhance customers' memory of the brand.

Green plants and decoration: Strategically position lush, verdant foliage and thoughtfully curated art pieces throughout the retail environment to heighten the visual allure, fostering a harmonious synergy between commerce and nature that immerses shoppers in a serene, nature-infused atmosphere while infusing every corner with renewed ecological vitality.

Intelligent navigation system: Introducing AR/VR technology to provide virtual tea tasting experience, product introduction, etc., increasing interactivity and fun.

Self service terminal: Strategically deploy intuitive self-service inquiry terminals and AI-powered smart vending kiosks to elevate shopping efficiency while dramatically slashing customer wait times.

Customer data analysis: Using in store cameras, Wi Fi probes, and other technologies to collect customer behavior data, analyze customer traffic, stay time, etc., and provide a basis for optimizing spatial layout and adjusting product display.

In summary, Emeishan Zhuyeqing Tea Industry Company should fully utilize the feedback results of the questionnaire survey, and start from multiple aspects such as personalized tea recommendations, tea art/tea party activities, employee product knowledge training, store atmosphere and environment, etc., to comprehensively improve consumer experience and enhance brand competitiveness. By continuous innovation and optimization, we continuously meet the growing personalized needs of consumers and achieve sustainable development of the enterprise.

In addition, the company can explore the potential of e-commerce platforms to expand its online sales channels. By developing a user-friendly and intuitive online shopping experience, customers can easily browse, choose and buy tea products, and thus enjoy the convenience of shopping at home. This will not only broaden the customer base, but also fit with the trend of retail digitization.

Further, Mount Emei Mountain Zhuyeqing Tea Company can enhance its presence on social media by regularly updating content related to tea culture, new product launches and behind-the-scenes stories. Interaction with fans through interactive posts, votes, and live sessions can foster a sense of community and loyalty among customers.

Finally, given the environmental sustainability, the company can introduce eco-friendly packaging options for its tea products. This is not only consistent with the growing environmental concerns of consumers, but also makes brands stand out in a competitive market. By integrating these strategies, Mount Emei Mountain Bamboo Leaf Green Tea Company Is able to further consolidate its position in the tea industry and ensure long-term growth and success

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