

Exploring the Impact of Urban Industrial Innovation on Sustainable Rural Development Based on the Rise of New Teahouses in China

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Abstract: The new teahouse is a new retail consumption mode of pure tea, aimed at young consumers that cater to the aesthetic taste of the modern market using "culture + design + innovative marketing + industrial integration" under the background of China's consumption upgrading market. It is the result of urban niche market innovation. Through the innovation of urban industries, urban industries can participate in the agricultural industry chain, and urban leading enterprises can drive the demand of small and medium-sized enterprises for agricultural products, trigger the synergy of urban and rural industries, and promote the sustainable development of urban and rural industries and rural areas.

Keywords: urban and rural industries, innovation, design, collaboration

1. Introduction

The rise of new teahouses is the result of consumption upgrades in the Chinese market and the encouragement of design groups to actively engage in commercial and social innovation. The overall consumption capacity of developing countries, that is, the economic growth potential, depends more on the independent innovation capacity of the domestic industry. During the implementation of this goal, it is constantly increasing by shaping and strengthening the social role of designers as key players in the change. innovation capacity of the industry. The new teahouse explores new models and new ways of empowering business innovation and entrepreneurship through design, to carry out larger-scale systematic changes at the urban level, allowing urban and rural industries to participate in, collaborate and "chain" in the whole life cycle. The concept of synergy to achieve sustainable development.

2. The development history of new teahouses and the concept of innovative industries

The new teahouse is based on Chinese traditional tea culture and modern marketing methods, and caters to the aesthetic taste of the modern market with the method of "culture + design + innovative marketing + industrial integration". The target group is a new retail consumption mode of pure tea for young consumers. It mainly takes the development of new tea products as the basic approach and takes high turnover and high gross profit as the main operation logic, such as the new tea's stone, whose core single product price is not higher than 60 yuan, which is more in line with the young consumers' preference for beverages. Price consumption habits, but its monthly sales are around 1.5 million yuan, which is a typical new teahouse operation model.



Figure 1. Tea'stone

Different from the definite time clue that the first coffeehouse appeared in China in 1836, Chinese teahouses have existed since the Tang Dynasty, and the traditional Chinese teahouses have given themselves the “third space” introduced by modern Starbucks since its inception. " concept. Later, due to various historical reasons and the problem of matching with modern life, the market teahouses tended to decline over the long historical period, and tea-related activities such as tea tasting and talks, which are considered middle-to-high-level to the public, have always been Existing, but the market share is not high, followed by teahouses based on language performances, mainly concentrated in Beijing or tourist attractions, tea has gradually become a consumer product with a strong subjective cultural identity or a seemingly small circle.,or very old-school merchandise. Later, with the discovery of the health care, health preservation, skincare and other attributes of tea, and the attention of the new generation of consumers to health care, tea and sugar-free tea beverages gradually returned to the main stage of the beverage consumption market, but in the early stage, pure tea and bottled beverages were mostly used. The form of physical teahouses is still in the traditional business model, which is not very attractive to the main young consumers.

China's new teahouses were established earlier and have a certain influence. T9 tea brand was founded in Shanghai in 2016. Relying on " space + tea + retail ", it breaks through the stereotyped appearance attributes of the traditional tea industry, with a modern and international style. The style is the keynote for brand design and based on Chinese culture, a deeper and more creative tea industry model innovation has been carried out. This is in the context of the gradual saturation of the domestic coffee market, capital needs to be replaced with new tracks, and consumers need a new consumption experience. After that, fashionable tea brands such as tea'stone, boiled leaves, UUUUP CHA, etc. appeared one after another, which gradually opened up new ideas for tea marketing, so that tea is no longer a high-cold style of incense and Taoism, but returned to life. normal elements. The "2022 Fresh Tea Industry Research Report" released by the Dingmang Research Institute shows that in 2021, the number of ready-made tea stores nationwide will exceed 500,000, and the annual consumption of the national market will exceed 140 billion yuan. In addition, with the pursuit of healthy drinks, Internet social media has also led to new ways of tea drinks, which has stimulated young consumers' enthusiasm for tea drinks. Searching for oolong tea keywords in China's social software Xiaohongshu, an article on homemade beverages based on oolong tea has as many as 170,000 likes and 130,000 favourites. It shows that the market's preference for tea is undoubtedly huge, which provides a new idea for the innovation of the sales strategy of agricultural products. According to data from iiMedia Research, in 2021, among Chinese online tea consumers, 19-30-year-olds will account for 46.8%, exceeding 37.6% of 31-40-year-olds. This means that young people are emerging as the main force of online tea consumption, and such consumer groups are easily guided by marketing methods such as "trend gameplay" and "new experience" to generate consumption behaviours. Because of the habitual pursuit of innovation, the innovation of the market and the innovation and development of the industry are promoted. In 2021, when Tmall released the hot-selling list of sugar-free tea beverages, the top-ranked product was Yuanqi Forest Burning Tea. At the beginning of March this year, Xiancha, a subsidiary of Yuanqi Forest, ranked first on the Tmall sugar-free tea repurchase list for 8 consecutive weeks. Behind the sales figures is the explosive demand for tea, an agricultural product market.

Industrial innovation is divided into four stages: technological innovation, product innovation, market innovation, and industrial integration. The key is market innovation, and the key to market innovation is to stimulate market demand. As far as new teahouses are concerned, they can be seen as an industrial innovation driven by consumption upgrades. In recent years, residents' consumption has gradually shifted from subsistence consumption to development and enjoyment consumption. Consumption upgrades facilitate innovation and development under the latitude of high-quality economic development. From a microscopic perspective, consumption upgrades stimulate innovation in the industrial form of capital. Consumers' consumption needs are directly reflected in their demand for products and services, and in the process of consumption upgrades In China, consumers' demand for products and services has been upgraded, and new market demands have emerged, forcing capital to innovate technology and products, and eventually develop into industrial innovation. In the process of industrial innovation, there will be a demand-supply spiral development effect, and finally, a chain-type industrial innovation will be formed. Taking new teahouses as an example, the good development of teahouses in terms of demand and supply will drive innovations in tea supply side or technology or products, which in turn will have an impact on the tea planting field - the countryside, and ultimately realize the innovative development of rural industries to achieve the purpose of sustainable rural development. The rise of new teahouses is also a powerful exploration of sustainable innovation forms that combine traditional culture and commerce. The new rise of the tea industry has provided a new direction and guidance for the sustainable development of rural industries, and played a certain exemplary role.

In addition, in 2015, the chain brand of tea and milk beverages represented by Taiwanese milk tea and pearl milk tea expanded, and domestic capital began to invest a lot in the new tea beverage market Xue's Tea, etc., is under the background

of insufficient diversity in the new-style tea market, lack of top influential brands, and consumers' desire for new leisure experience methods. This type of physical new-style tea beverage store takes the high added value of the brand as the key marketing point. For example, when young people consume HEYTEA, they mostly use HEYTEA's brand design image and related brand extension design as social currency. HEYTEA uses the Internet for New media, etc. has brought new consumption experiences to consumers. For a long time, HEYTEA has been synonymous with fashion. It is worth noting that HEYTEA has established a precise poverty alleviation model of "helping farmers with tea and revitalizing agriculture with tea", and has helped farmers increase their incomes, increase their incomes, and help farmers increase their incomes through the continuous introduction of new products, ranging from increasing the procurement of high-quality agricultural products to self-construction and joint construction of raw material supply bases. Agricultural production and rural gains. For example, the new taro series of drinks launched in 2017 has driven the large-scale use of taro in the tea industry and the development of the upstream taro planting industry. Beverages have driven the popularity of yellow beverages across the country and stimulated the export of yellow skins. According to the "2022 China New Tea Supply Chain White Paper" released by Frost & Sullivan, the new tea industry organically integrates traditional tea with fruit and dairy products to drive the planting, breeding and circulation of high-quality fruits, tea and dairy products. Help fruit farmers, tea farmers and other employees to increase their incomes steadily. Upstream of the industrial chain, the new tea drink is expected to directly drive the employment of more than 1.6 million people and indirectly promote the employment of more than 80 million people. Compared with the operation of fast-moving tea beverage brands such as HEYTEA, the new teahouse is a new image of the traditional tea industry endowed by "design + culture + marketing". Although they all use design thinking, take the traditional cultural connotation of products as the core, and carry out modern and systematic design thinking around space design, brand image design, and brand marketing strategies adapted to the market, HEYTEA tea shops are A fashionable consumption experience, and the new teahouse has the unique charm accumulated by the traditional Chinese tea culture. The transformation of the business model that can better meet the market demand also shows the strong spiritual power of the national traditional culture.

Through market innovation and product innovation to promote the integration and innovation of the industry, the new teahouse may promote the further development of the tea planting industry in this innovative form, promote the integration and development of rural industries and the upgrading of rural operation models. When a new idea or new thing appears and satisfies the unmet needs of society, it has a certain social value, which can be regarded as a kind of social innovation.

3. The basic connotation of the whole industry chain of rural agriculture and the status quo of China's agricultural products industry

The agricultural industry chain has played a crucial role in the development of rural industries. The whole agricultural industry chain is an industrial chain formed by the regional production, circulation, marketing and other links of agricultural products, and it is a win-win community of interests established by various stakeholders. It mainly focuses on a leading industry and connects various industrial chains to ensure the sustainable operation and development of each industry. The key point is the innovation ability and social influence of the leading industry. Strengthen the awareness of the whole chain through smooth coordination, so that the logistics, information flow and capital flow of the industrial chain can be smoothly coordinated, reduce transaction costs, and obtain the benefits of the whole chain. Through the innovation of products and mechanisms, we can enhance the comprehensive competitiveness of agriculture, promote the cluster development of the agricultural industry, promote the optimization of the business environment of agricultural products, promote the improvement of the production model of the whole agricultural cycle, and improve the overall capital and technical strength of the agricultural industry, making the development of the agricultural industry into a The multiplier effect is a sustainable new agricultural management innovation model. In the past, the increase in employment and income of farmers in my country was mainly in the field of planting and breeding, but with the deepening of industrial agglomeration, through the entire industrial chain, it began to continue to expand to the primary, secondary and tertiary industries and continued to increase income from the single agricultural production link to the entire industrial chain. At present, the integration mode of the agricultural industry chain is diversified 1. Professional market-driven; 2. Farmer cooperative organization-driven; 3. "Leading enterprise + cooperative (base) + farmer" type; 4. Industrial cluster-driven type. But in general, the industrial chain is relatively short and easy to break, the level of integration of the three industries is relatively limited, the path is single, there is a relatively simple superposition of business formats, and the agricultural innovation capacity is insufficient, research and development, production, processing and marketing, economic, ecological, the traditional and modern groups of contradictions are difficult to coordinate, manifested as low utilization of agricultural resources, poor economic benefits of agricultural production, high homogeneity and other problems. Based on the above problems, explore the market demand-

oriented, integrate and guide the development of the entire industrial chain according to the market demand, actively promote contract agriculture, and enable farmers and processing enterprises to establish stable contractual relationships and communities of interest. Although the development of the agricultural products industry has great instability, when it is understood that innovation and upgrading can not only come from within the industry but also can enhance innovation ability by acquiring and utilizing external knowledge [1], urban industrial innovation has a great impact on the innovation of the agricultural industry. The significance of the acquisition is highlighted. For example, the rise of the emerging tea market is the verification of the organic and stable cooperation between the two industrial entities in urban and rural areas.

4. The significance of the rise of new teahouses to the coordinated development of urban and rural industries driven by design

The design of the new teahouse can be regarded as an active innovative design designed by experts to build a value structure in advance and formulate a targeted design plan to realize the business-driven value of the design. When the perceived meaning of innovation is consistent with the perceived meaning of the brand, the close relationship between brand fit and innovation will become a strong support for the development of the entire brand [2]. In recent years, people have paid more and more attention to the integration of art into life. New tea drinks have increased cultural output through various IP cross-border joint names, strengthened the connection between culture, tea drinks and consumers, and conveyed brand culture. For example, Nayuki will launch the "Nayuki Cup Art Museum Plan · New Year Cup" during the Lunar New Year in 2021 to create exhibitions such as the walking Naiyue Art Museum. In addition to culture and art, it is more popular among young consumers in the field of games. For example, in the field of cross-border games, HEYTEA has launched a joint name with the recently popular Guofeng mobile game "Hundred Scenes of the South of the Yangtze River". Through cross-border co-branding with national trendy brands such as new trendy brands, time-honoured domestic products, and traditional cultural IPs, culture is exported. The new teahouse uses design to express culture, uses design to create a new market situation, uses design to drive commercial benefits and promote social innovation, and uses "culture + design + marketing" to drive the circular rotation of the agricultural product industry chain. According to Crilly and colleagues (2004), consumers respond to the visual design of products through emotional responses, aesthetic impressions, semantic interpretations and symbolic associations and also show greater dependence on a certain instinctive impression of the overall design [3], the new teahouse is to give consumers a different visual experience through the overall space design and distinctive visual identity design, so that consumers are willing to accept this design and cultural atmosphere, will generate a certain brand stickiness. The consumption upgrade of teahouses confirms Ezio Manzini's Diffuse Design, the key to the business, is to provide a value proposition, not just a value proposition. As part of the innovative development of the niche market in the city, the new teahouse also verifies the value of design and culture and explores the new direction of rural industrial development intentionally or unintentionally, that is, the urban innovation drives the development of rural industries and further promotes urban and rural development. The sustainable development of rural industries under the coordination of industrial integration and urban industrial innovation.



Figure 2. Tea'stone interior design

5. Conclusion

Design innovation is a creative problem-solving process. With the city as the center of innovation and culture as the core design issue, the new teahouse brings a new social and cultural consumption model, giving full play to the role of design and culture in economic and social innovation. It also reflects that design is not just a professional activity about formalization, but a systematic approach to effectively integrate existing business models, innovation processes and management tasks, better reflecting the role of design as a catalyst for upgrading urban and rural industries. Marx's theory of consumption provides the theoretical basis for consumption for industrial development. The theory argues that consumption plays a decisive role in production, which can not only make production a real production, but also make products purposeful, demand-driven and intrinsic objects, and then innovate according to the way of consumption. The transformation of production methods is achieved, so that consumption has a clear industrial structure effect.

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