

# **A Study on the Influencing Factors of the Popularity of Milk Tea Culture Among Young People**

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## **Abstract**

Nowadays, the milk tea market in China has seen an increasing number of milk tea brands that are popular among young people. The focus of this study is to analyse why milk tea is so popular among the young generation. By collecting secondary data, the following ideas were investigated: the history of milk tea, the current state, and future of the milk tea market, and the understanding of milk tea culture especially the existence of milk tea stalks and reasons for the formation of milk tea culture. In conclusion, the effect of social media, the star effect, and the new consumer experience are the three main factors that influence the popularity of milk tea culture among young people. However, some factors may inhibit the spread of milk tea culture, for example, health problems caused by excessive caffeine and sugar content in milk tea ingredients. In general, the consumption of milk tea among young people has actively and rapidly driven the spread and development of the milk tea culture.

## **Keywords**

Milk tea culture; Young people; Social media; Consumer experience

## **Introduction**

In modern society, milk tea culture has developed as the form of the continuation of tea and wine culture, while the biggest difference between the milk tea culture and other types of culture is the properties of milk tea, including fast, easy, and inexpensive. It makes 'fast fashion' become the greatest property of milk tea. The low cost of milk tea production and diverse marketing strategies allow milk tea to be widely distributed across a large range of ages. The milk tea culture is advancing at an astonishing rate in present society, especially among young people with a certain level of ability to consume. The fast fashion nature of milk tea gives it the ability to be consumed quickly and upgraded. The casual and relaxing properties of milk tea have made it an indispensable element for socializing

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and punching among the young generation.

Additionally, the rapid development of the milk tea market in recent years has gradually cultivated the milk tea consumption habits of young people. Furthermore, the introduction of new tea culture in recent years has attracted the younger generation to consumption. The research found that the current main consumer group of new tea drinks is young people, with the proportion of post-90s and post-00s close to 70% (White Paper on the Development of China's New Style Tea and Beverage Industry in 2020). Therefore, the rapid development of milk tea culture has become an inevitable trend and it is a sign of youth.

The focus of this study is to analyse and discuss why milk tea is so popular among young people. Three main factors were explored: social media, the star effect, and the new consumer experience. In the following paragraphs, the history of milk tea, the future of milk tea culture and the development of its market, and the three factors mentioned above are going to be explained and discussed. The main reason for choosing this topic is that nowadays the milk tea market in China has seen an increasing number of milk tea brands in national flavours and they are popular with the public, especially young people. Academically, this project will enrich the literature on milk tea culture and provide some theoretical references since my study is directly related to the culture and market of milk tea. Professionally, it helps the development of the future of milk tea culture and provides a reference for the future developments of milk tea culture. In addition, this project will provide some advice for marketers and merchants to help them to run milk tea brands better. From a social point of view, the prevalence will lead to more people deciding to run their milk tea brands; therefore, there is the creation of a large number

of jobs and a low unemployment rate which may also solve an important social problem.

## **Literature Review**

### **The History of Milk Tea**

Milk tea, as its name suggests, is a blend of tea and milk and is popular in numerous countries, including China, India, the UK, and Singapore. In addition, milk teas from different regions carry different characteristics. For instance, Indian milk tea is famous for the special spice of masala added to milk tea, Hong Kong is famous for its 'stocking milk tea, which has a bitter rather than sweet taste with a strong tea flavour. However, milk tea was originally a daily drink for the nomadic people of the Mongolian plateau and began to spread around the world during the Yuan Dynasty (Zhao et al., 2021). In Chinese history, the combination of tea and milk has well represented the preferences and characteristics of both agrarian and nomadic civilizations on a culinary level. Chinese milk tea is a testimony to the history of the fusion of the country's ethnic groups (Wei, 2020).

The origin of milk tea in China is Chun Shui Tang based in Taiwan, which was established in 1983. Between 1985 and 1986, bubbles were added to milk tea and named pearl milk tea. Then in the late 20<sup>th</sup> century, milk tea developed using chain stores as the carrier, and milk tea powder was directly blended with hot water. Additionally, the advent of automatic sealing machines replaced the traditional cup lid. Moreover, milk tea had also changed a lot in terms of premises and ingredients. To illustrate, milk tea started to appeal in 1996 in cafes and western restaurants in the Pearl River Delta region and developed coastal cities, for example, Shanghai. In addition, new ingredients such as coconut and jam were introduced into milk tea between 1975 and 1977 (Li, 2020). In the early 21<sup>st</sup> century, Lipton

launched milk tea powdered ready-to-drink milk tea in bags. These two periods described above are known as the age of powder.

In 2005, Xiangpiaopiao launched powdered ready-to-brew milk tea in cups and chain milk tea shops were also gradually shifting to buckets and hand-cranked milk teas. In the milk tea 2.0 era, milk tea had also entered a rapid development stage, people not only started to pursue the diversity of milk tea but also had higher requirements for health and quality of milk tea. Conversely, the milk tea market was on a downward trend due to the world financial crisis in 2008 and the negative media reports on the quality of milk tea ingredients. It was also the biggest crisis in the history of milk tea in China. Following this, the appearance of Share Tea pearl milk tea on the ceremony menu of the Summer Olympic Games for the hearing-impaired bought milk tea to the world stage (Li, 2020). In my own opinion, milk tea is becoming a cultural icon and this turning point was also a reflection of the global impact of milk tea. According to the research, a popular song was created named 'Boba Life', pearl milk tea became the most popular new addition to the McDonald's menu in Germany, and in South Africa, new milk tea shops attracted local people. In the later stages of the second phase, fresh milk was introduced to make milk tea healthier but also became more expensive. At the same time, new products were designed to increase attention, especially milk caps, where light cream is whipped and covered with pure tea. In conclusion, the 2.0 milk tea era is generally a stage of mature development.

Li (2020) categorized the launch of new products such as tea with milk cups and black sugar pearl milk tea as the milk tea 3.0 era. Instead, I think it is more appropriate to classify the new product development between 2011 and 2015 as the second phase, as there was no qualitative shift at

this time. So far from 2016, milk tea merchants have seen major upgrades in the areas of interest taste, space aesthetics, and fashion.

### **The Current State and Future of the Milk Tea Industry**

Alternatively, the available literature on the history and status of milk tea contains very little in-depth information on the milk tea market in recent years. Above all, the new concept of new style tea drinks is appearing more and more frequently nowadays. Firstly, the new style of tea drink is defined as "the Chinese drink made from natural and high-quality ingredients such as premium tea leaves, fresh milk, and fruit, with more diverse tea bases and ingredients" (2020 *New Style Tea Drinking White Paper*, 2020).

The study found that the new style of tea drinks and its industry is still in a period of rapid development. By 2020, the number of new style tea drinking consumers base officially exceeded 340 million by 2020, and over RMB 4 billion will enter the new tea market in the same year with the figure provided by 2020 *New Style Tea Drinking White Paper* (2020). As a result, the market outlook and scale of new style tea drinking is large, and the innovative upgrade of shop operations and consumer experiences has created a unique brand culture and value.

It is interesting to find that in terms of gender, female consumers still dominate the market, but the ratio of male consumers has also increased to 4:6. In terms of age distribution, the proportion of post-90s and post-00s consumers accounts for around 70% (2020 *New Style Tea Drinking White Paper*, 2020). It can be concluded that as an extension and continuation of milk tea has become a mainstream drink of today's youth.

For the future development of the milk tea industry, Shi (Shi, 2016) pointed out that

healthiness is important to be considered. I agree with that since in the pursuit of product appearance and consumer experience, health and wellness have become particularly important, and may even be one of the most important concerns of contemporary consumers. Secondly, focusing on consumer psychology and current styles can also be a key to development. Businesses should change the production and development of their products and the way they advertise and market them in response to changes in the demand of customers. Wu (Wu, 2011) suggested that the transition from a monolithic operation to a chain is also an effective approach because the increased brand concentration can be used to improve the competitiveness of the milk tea market by using the law of survival of the fittest.

## **Milk Tea Culture**

### ***Definition of Milk Tea Culture***

The concept of milk tea culture is difficult to explain and understand in one sentence because it is very abstract. To illustrate, it can be divided into two separate parts which are milk tea and culture. Firstly, milk tea refers to several forms of beverage found in many cultures, containing some combination of tea and milk. Secondly, culture can be defined as the ideas, customs, and social behaviour of a particular people or society. Moreover, Deng (Deng, 2012) referred to milk tea culture as a cultural practice and way of life based on milk tea as a beverage. From my standpoint, milk tea has gradually formed its own culture, which can be understood as milk tea has been integrated into modern life and become one of the habits of many people.

### ***The Emergence of the Milk Tea Stalk***

By doing an advanced search on CNKI for the term ‘milk tea culture’, only 29 academic papers and journals are shown, and they were published

in the period 2007-2021. This shows that there is relatively little academic literature on recent milk tea culture and marketing, particularly about the emergence of milk tea stalks in recent years.

Regarding the meaning of ‘stalk’, Zhang (Zhang, 2021) found that the ‘stalk’ culture is not first proposed in China. The Japanese scholar Higashiko Nori, in ‘The Post Modernisation of Animalism’ traces the origins and character of the Japanese otaku, and it can be seen from the book that the culture of ‘stalk’ has an exotic predecessor.

The milk tea stalk ‘the first cup of milk tea in autumn’ which was very popular on all social media and platforms in September 2020 is going to be explained and analysed. First, this stalk associated with milk tea culture was once a major social hit in the autumn of 2020. The meaning of this phase is that after the Beginning of Autumn (The 13<sup>th</sup> Solar Term in the traditional Chinese calendar), the weather starts to get cooler, and people who care about each other and are close to each other will take the initiative to buy their friends or family a cup of milk tea as a gift or transfer money through social media such as WeChat to express their tender feelings for their loved ones (Lv, 2021).

However, according to my research, this stalk only appeared on the Autumn Equinox in 2020, not on the autumn begins. Interestingly, the time of appeal of this stalk in 2021 was August 7, the Beginning of Autumn, and it appeared about 1 month earlier than in 2020. Further, the stalk was shown differently in 2021 compared to 2020. To clarify, the emergence of this stalk in 2020 had led to a plethora of emojis and texts, but people were more likely to show it by sharing physical milk teas or the record of money transfers in 2021. From a psychological point of view, it is the first warmth of autumn, the feeling of

belonging and being loved through a cup of milk tea. It is also an expression of a sense of ceremony. Additionally, bringing a sense of ceremony to people's everyday life can be a beautiful way to recognize and celebrate the little things too.

According to the China News Service, 'the first cup of milk tea in autumn' was selected as one of the top 10 buzzwords of 2020 by the National Language Resources Monitoring and Research Centre on December 4, 2020. As described, the emergence of the milk tea stalk is thus a perfect reflection of the prevalence of milk tea culture from 2020 till now.

#### ***Reasons for the Formation of Milk Tea Culture***

The sense of ceremony is often regarded as the main reason for the formation of the milk tea culture. Above all, bringing a sense of ceremony to people's everyday life can be a beautiful way to recognize and celebrate the little things too. If 'the first cup of milk tea' is taken as an example, from a psychological point of view, it is the first warmth of autumn, the feeling of belonging and being loved through a cup of milk tea and it is also an expression of the sense of ceremony. Further, the importance of the ritual is clear, as it expresses the love of life and the recognition and pursuit of a sophisticated lifestyle. Additionally, the sense of ceremony indicates a modern attitude to life.

Secondly, milk tea socializing is also one of the most obvious manifestations of milk tea culture. 'Milk tea social' refers to the social interaction based on milk tea (Zhang, 2021). It connects people based on their ability to empathize with the love of milk tea and milk tea is the vehicle and basis for this social model just like hot pot and coffee social. In addition, meeting and chatting in a milk tea shop has become a new way to enhance the relationship between

classmates, friends, and couples. In conclusion, milk tea has been given social and cultural attributes while maintaining its food attributes.

Thirdly, a lot of digital marketing by merchants and brands is also responsible for the emergence of the milk tea culture. This is because the rapid development of takeaways has led to an increase in the proportion of online orders. This makes it easier for customers to buy milk tea. Due to the covid epidemic since 2020, shorter waiting times and contactless purchases are the main reasons why consumers choose an online channel. There are also many online channels for customers to choose from, for instance, third-party takeaway platforms and branded applets to order takeaway. It was found that 54% of consumers chose online channels to buy new style tea drinks, with the percentage of online orders for new style tea drinks increasing by nearly 20% compared to 2019 with the figure provided by *2020 New Style Tea Drinking White Paper* (2020). It can be concluded that the covid pandemic has also contributed in some ways to the formation and spread of the milk tea culture.

#### **Discussion**

##### **Factor 1-Effect of Social Media**

On September 23, 2020, the first day after the autumnal equinox, "the first cup of milk tea in autumn" took over many people's social media platforms, for example, WeChat's circle of friends, Little Red Book, Tok-Tok, and Weibo and even dominated Weibo's hot search for several days. So far, the topic "The first cup of milk tea in autumn" has been discussed by 1.197 million people and read by 2.59 billion people. Based on the introduction of this milk tea stalk in the literature review above, the following is an analysis of the nature of consumerism and brand marketing strategies for "The first cup of milk tea in autumn" hotspot.

The popularity of “The first cup of milk tea in autumn” stalk reflects the culture of the circle. First, the understanding of circle culture, interest, age, education, ethnicity, region, gender, occupation, etc. can be used as the basis and reference for the division of a certain culture circle (Tian, 2021). Once the circle culture is formed, it will have strong cohesion and stability. Further, the cohesion of the members often comes from the identification and sense of belonging to a specific culture. From my point of view, the milk stalk appears to a younger consumer base. This is mainly because drinking milk tea is a cultural consensus unique to contemporary youth. To sum up, “The first cup of milk tea in autumn” could be a buzzword for the younger generation in the age of social media.

However, the main users of social media are now the young generation, so it is more conducive for brands to market through milk stalks to increase sales and expand brand awareness. Some people argued that “The first cup of milk tea in autumn” is the stalk created by the famous brand Nayuki. According to the official Nayuki Weibo history, a total of 9 topics and activities related to “The first cup of milk tea in autumn” were posted between September 23 and September 25, 2020. Moreover, more milk tea brands promoted their products through this milk tea stalk on the 7<sup>th</sup> of August 2021, including well-known brands such as Coco, Gu Ming, Hey Tea, and Chayanyuese.

However, “The first cup of milk tea in autumn” has had such high popularity for 2 years, reflecting the implantation of symbolic consumption. Symbolic consumption means that the consumer, through the possession of material goods, transforms the value embodied in this material good into a spiritual symbol and transfers it to the consumer subject, with the fundamental aim of achieving a self-identification and identity through consumption

(Lv, 2021). Take this milk tea stalk as an example, the arrival of autumn is just an inducement for people to show themselves on social media platforms, and many people engage in discussions on this topic simply to take the opportunity to test their importance in the hearts of others. These phenomena have made buying milk tea and transferring money by WeChat a symbolic consumption. Therefore, the value brought by money is no longer limited to the milk tea itself or even unrelated to it. The value of symbolic consumption is mainly reflected in the satisfaction of the emotion of being recognized, and the emotion itself is a value.

In a time when consumers, especially the younger generation, are gradually upgrading their sense of ritual, a series of effects brought about by social media have made milk tea culture popular among young people. This can be generally explained by the increase in sales of “The first cup of milk tea in autumn”. On 7 August 2021, one of the shops of 700cc, a milk tea brand in northeast China, exceeded 100 milk tea orders in an hour and surprisingly has a turnover of over 13,000 for the whole day. In conclusion, the milk tea stalk on social media platforms has made a huge impact on the milk tea market and is driving the milk tea culture among the young generation, and the “first cup of milk tea in autumn” is just one of the marketing strategies of the milk tea industry.

#### **Factor 2-Star Effect**

There are a lot of reasons why brands look for celebrity endorsements. First, brands use the audience’s affection and attention for the celebrity to increase their liking and awareness of the brand’s products. In addition, when consumers choose a product, they sometimes do not know which brand or which product to choose. By linking celebrities to brands, consumers can be attracted to buy based on

“celebrity recommendations”, which can boost sales of branded products.

However, there are both advantages and disadvantages to the celebrity effect. The obvious thing is that the celebrity effect can attract a certain amount of attention from the public, especially from the fan base. The celebrity effect can therefore make a brand famous, and brands rely on the popularity of celebrities and their admiration to promote consumer spending and brand publicity. It is particularly effective in some charitable causes. Therefore, the positive energy of the celebrity will lead fans to behave in the right way (Cao, 2016). The most direct manifestation of the celebrity effect is product placement. As early as the 1820s, Hollywood movies cooperated with cigarette companies to carry out advertising placement, and the most classic is the appearance of Reese's candy in the movie "Alien" in 1982. The candy has increased sales by 65% in three months, once becoming the most popular chocolate in the United States (Liu, 2013). Nevertheless, the star effect also carries certain risks. It is expensive for brands to choose celebrity endorsements if the impact of the celebrity endorsement is not significant in terms of sales, the business will lose a lot of profits. Moreover, the popularity of celebrities in the entertainment industry may change quickly, and it is possible that finding celebrity endorsements may not have a long-lasting impact, especially as every word and deed of the celebrity may affect the brand's influence. The reduction in influence will inevitably lead to irreparable financial losses for the brand concerned.

Take the milk tea shop Machi Machi as an example, it is founded in 2018, this brand is an original Taiwanese hand-shaken beverage brand. Its range of products mainly includes fresh tea, cream cheese tea, milk tea, fresh milk, and fresh

fruit tea. On September 16, 2019, Jay Chow's new song 'Say No to Crying' saw a surge in buzz for the milk tea brand Machi Machi where the female lead works. The day after the music video for the song was released, one shop was handing out number plates to 800 at 4 pm, as well as the one milk tea he used to drink with Jay Lin was sold out. As can be seen, the celebrity effect has increased the popularity of milk tea, especially among younger age groups. This is because the majority of the celebrity's fan base are teenagers and young adults.

### **Factor 3-New Sense of Consumer Experience**

Nowadays, a milk tea shop is not only a consumption place but also a social occasion for many young people, milk tea social is to meet the potential needs of consumers, whether it can meet the potential psychological needs of consumers is also the key to competition in the milk tea market.

Take the brand Nayuki as an example, in the location of the brand shops in each city, Nayuki is mainly located in the core of the city's high-end commercial centres and provides a design and social experience space. The founder of Nayuki, Peng Xin, says “A shop is not only a place for production but also a place of experience for the brand. The space is the first impression to the customer, and a good experience can bring diversified content and values to the customer, which can be the advantage of the brand.”

In recent years, Nayuki has continuously launched various shop types in addition to traditional milk tea shops. The first Nayuki Gift shop opened in The Mix City in Siming of Xiamen. Nayuki upgrades the consumer experience with an emphasis on technology and interactivity. AI intelligent item recognition and face recognition technology are incorporated

into the shop. Further, Nayuki has set up a special “Gift Store” game area where consumers can earn points for limited edition toys, handicrafts, and other co-branded products, enhancing the connection between consumers and the shop beyond the milk tea. In January 2019, Nayuki reached another milestone in category expansion with the opening of the first Bla Bla Bar exclusively for cocktails.

In November 2019, Nayuki Dream Factory officially opened in Coastal City, a landmark commercial district in Shenzhen, China. It is a large shop with over 700 sqm of retail space, the whole shop consists of 15 sections including bakery, steak, retail, bar, tea, coffee, crane machine, etc. It is a blend of various consumer concepts, like a comprehensive social venue.

A point that deserves to be analysed is Nayuki’s PRO which was firstly launched in November 2020. The prospectus of Nayuki states that “We launched our Nayuki PRO tea beverages shops in November 2020 to reach a broader customer base, improve operational efficiency and meet more diverse consumption scenarios and customer preferences, to integrate Nayuki into every aspect of our customer's lives.” The purpose of Nayuki PRO is to be both a living and working space, not just a place for customers to have fun and relax. There are significant differences between PRO and regular shops in terms of products and locations. In terms of products, Nayuki PRO tea and beverage shops have removed the on-site bakery and replaced it with pre-made in a central kitchen, as well as expanded the coffee category and retail products to make it more convenient for commuters. Most PRO shops are located in office buildings and other business areas, reaching customers in shopping centres that were previously difficult to reach. Ultimately, it can be seen that Nayuki will target the audience to the new generation of

young people, mainly the post-90s, and under the layout of the exploration of young people’s social scene, Nayuki launched the above analysis of these new shops in addition to the traditional shops. From the perspective of symbolic consumption, scene consumption means that this scene gives consumers an emotional experience (Chen, 2020), and this new type of consumer experience accelerates the spread of milk tea culture.

There are a huge number of milk tea shops on the market today, and there are also many well-known milk tea brands. Apart from the taste and ingredients of the milk tea products themselves, a direct way to quickly increase their popularity is to have a very distinctive shop design as a good milk tea shop design will make young customers happy to take photos and share them on social media, thus promoting the brand differently. Therefore, the decoration style, the hygiene of the shop, the brightness of the lightning, and the smell of the shop may affect the customers’ satisfaction.

As a young and successful brand, Nayuki is well worth being analysed for its spacious design. Its space setting is not business-like, dim, and constricting, it gives the customer a sense of the experience of a sophisticated, warm, and stylish space to experience. The shop has a shopping area as well as a seating area where customers can sit and relax. Unlike the business-like nature of Starbucks, Nayuki conveys a sense of pleasure, relaxation, and sharing from a variety of perspectives, including lightning, colour, and music. These feelings attract young people to visit and take photos and share with their friends, thus further spreading the milk tea culture among the younger generation. To sum up, as You & Li (You & Li, 2021) said that the way young people consume milk tea with friends while shopping and chatting is a lazy ‘slow-paced’ way of life. It



is the consumption of 'fast fashion' values and a new type of entertainment and cultural symbols. As Bai (Bai, 2020) said, few people realize at this stage that it has become a social symbol although milk tea has played an important role in youth socialization. Moreover, drinking milk tea has also become a way for the youth community to socialize and is an important link between relationships.

### **Factors Which May Inhibit the Spread of Milk Tea Culture**

Healthy eating has become one of the most discussed topics, and many young people have begun to pursue a low-calorie and low-sugar diet. But unhealthy eating behaviours are still prevalent, and too many sugar-sweetened beverages are one of them. Nearly two-thirds of U.S. teens ages 2-19 drink sugar-sweetened beverages once a day, data that exceeds the World Health Organization's recommended intake. In China, more than 60% of teens drink visit drinks every day, and this number is likely to continue to grow (Zheng, 2020).

On January 8, 2021, a piece of news about milk tea appeared on Weibo hot search. The content is that a 22-year-old woman in Changsha, Hunan Province suddenly fell into a coma due to excessive consumption of milk tea every day and was sent to the ICU for emergency treatment. The reason behind this is that milk tea with too high sugar content makes the patient's blood sugar level very high. Through a lot of similar news, people are gradually realizing the harm of milk tea from a nutritional point of view.

There are many health problems caused by milk tea. Firstly, milk tea can lead to an increased obesity index. In August 2017, the Shanghai Consumer Rights Protection Committee tested 51 best-selling milk teas from 27 mainstream milk tea brands and found that among the 27

milk teas with normal sweetness, each cup contained an average of 34 grams of sugar, with a maximum of 62 grams per cup (Peng & Qiu, 2021). Moreover, of the 40 milk tea samples from 20 brands in the test, 29 samples contained less than 0.5g/100g of protein, a non-compliance rate of 72.5% (Li, 2020). Therefore, milk tea is undoubtedly a drink with excessive sugar content. Secondly, milk tea increases the risk of osteoporosis because it contains caffeine. Zheng (Zheng, 2021) found that 31% of young people surveyed said their heart beats faster after drinking milk tea, and 71% had trouble falling asleep overnight. The Beijing Centre for Disease Control and Prevention conducted a sample survey on the caffeine intake of school-aged children and adolescents aged 6-17 in Beijing and found that one of the sources of caffeine was milk tea (Huang, 2021). However, excessive caffeine consumption can lead to faster calcium loss, leading to osteoporosis. Given the above, it is very necessary to drink milk tea reasonably, and the physiological diseases caused by excessive consumption of milk tea will also inhibit the development of milk tea culture, and even cause it to gradually fade out of people's lives.

### **Limitations**

Although the literature research method allows for a wide range of resources to be collected and for projects to be carried out successfully despite time and financial constraints, the quality of the resources and literature varies, and the quality and timeliness of the literature are difficult to guarantee

### **Conclusion**

In the present society, the domestic new style tea drink market is developing rapidly, and milk tea occupies an important market share. It can be concluded that the future development of milk tea culture is promising. Above all, the post-90s

and post-00s have become the main consumers of milk tea, because one of the main characteristics of this group is that they are more interested in new things and have a certain herd mentality. In addition, internet marketing based on social media has also been widely used in the milk tea market, promoting the dissemination of milk tea products and culture through product recommendations from celebrities. Moreover, shop design, product, and brand culture diversification and innovation are the culture mode and direction of milk tea culture dissemination. For traditional milk tea shops, the marketing is only for the milk tea product itself, but it does not satisfy the new era of consumers. To provide consumers with new consumer experiences refers to Nayuki's diverse range of stores mentioned in the discussion part above. These 3 factors can all contribute to the spread of milk tea culture.

However, the spread of culture also has its downsides and the most important one is the health problem. Nowadays, people's dietary requirements are getting higher and higher, and the health of the food is as important as the product itself. As a result, only milk tea which is both healthy and low-calorie can be accepted by most consumers but most milk tea on the market today is overloaded with sugar, which can lead to many health issues. I suggest that young people should drink milk tea in moderation and keep a healthy diet. At the same time, it is also recommended that merchants launch milk tea products that consider both taste and health.

**Conflicts of Interests:** the author has claimed that no conflict of interests exists.

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