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INNOVATIVE MARKETING OF TEA PRODUCTS: ADAPTATION OF A TRADITIONAL CHINESE PRODUCT TO THE EUROPEAN CONSUMER

The article investigates the state and prospects for the transformation of the tea market under the conditions of global economic challenges, macroeconomic instability, supply chain crises, and a shift in consumer preferences toward a healthy lifestyle. The relevance of the paper is driven by the contradiction between the high potential of traditional Chinese tea and its low actual diffusion in the mass market, particularly in Ukraine, which features high import dependence on raw materials. The study aims to substantiate innovative marketing tools for the adaptation and effective promotion of authentic tea. To achieve this, methods of systemic, comparative, and strategic analysis (PESTLE) were applied along with a Google survey of consumers (a sample of 301 respondents).

Based on empirical data, consumer barriers were structured. It was proved that despite the willingness of 90% of respondents to purchase high-quality Chinese tea, its distribution is hindered by a shortage of information about varieties (25.2%), concerns regarding unstable quality (46.8%), and an artificial stereotype of "exotic elitism" formed by complex ceremonies. Macroeconomic risks were evaluated, including global price volatility and the predicted increase in raw material costs in international auctions up to 55% due to crises in exporting nations.

The scientific novelty lies in developing a product adaptation concept based on J. Schumpeter's innovation theory and the "means-end chain" positioning model. The authors proposed abandoning obsolete ethnic clichés in branding in favor of modern eco-design and packaging innovations. The introduction of biodegradable containers based on spent coffee grounds was substantiated. It was experimentally confirmed that such packaging withstands temperatures of 90°C (swelling of only 10.74%), allowing for effective tea sales in self-service zones of supermarkets while minimizing costs. The practical value lies in recommendations for introducing organic "Anzhi" white tea and using barrier coatings to preserve the drink's organoleptic properties.

Keywords: innovative marketing, Chinese tea, diffusion of innovations, consumer preferences, product policy, eco-friendly packaging, biodegradable containers, means-end chain model, market conditions.