THE INFLUENCE OF MARKETING MIX 7Ps, HEALTH CONSCIOUSNESS AND SOCIAL MEDIA ON CONSUMER PURCHASE INTENTION AT HEYTEA PHYSICAL STORES

WENWEN LI

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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ABSTRACT

In recent years, the Chinese-style modern tea shop business has prevailed in China, and its secret of success, especially in consumer behavior and business innovation, deserves further study. Nowadays, two prevailing societal trends may affect the modern Chinese tea shop business, including social media and health consciousness. The research domain is HEYTEA, the No.1 brand within its field and famous for its marketing strategies and innovation. This study aims to analyze the impact of identified factors on consumer purchase intention at HEYTEA physical stores, focusing on the influence of marketing mix 7Ps, health consciousness, and social media. Self-completion online questionnaires were distributed to those who live in the 12 selected cities of China. Data obtained are analyzed using advanced and modern statistical programs focusing on descriptive and inferential statistics. The findings indicate that differences in Gender and Age generate differences in Consumer Purchase Intention, and differences in Age and living in a City generate differences in Purchase Intention, with evidence by Two-Way ANOVA. Differences in Gender, Age, and Net Income per Month generate differences in Consumer Purchase Intention with evidence by Three-Way ANOVA. The Multiple Semi Log-Linear Regression Analysis found that all aspects of Marketing Mix 7Ps, Health Consciousness, and Social Media influence consumer purchase intention towards HEYTEA's drinks at its physical stores. This study provides practical implications for HEYTEA brand management and modern Chinese-style tea shop management.

Keywords: health consciousness, social media, purchase intention, HEYTEA

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CHAPTER I
INTRODUCTION

1.1 Background and Rationale

1.1.1 The Background of the Study

The Chinese-style modern tea shop market has been a substantial part of the food service sector in China, especially after the rapid growth of this business in the past five years. Visiting a modern Chinese tea shop and having a bubble tea drink in the shop has become a popular leisure activity in China, especially among youngsters. Although the economic output of the Chinese-style modern tea shop market is sizable, this market is highly competitive because of the relatively low market entry barriers and the fact that nowadays, customer's loyalty towards a brand may change quickly, and customers may switch to another brand's Chinese style modern tea shop drink products easily for some benefits. This competitive business environment has driven Chinese-style modern tea shop business managers, especially the head enterprises (e.g., HEYTEA, NAYUKI) managers, to input more resources as well as develop integrated marketing strategies to gain a competitive advantage, aiming to achieve business profits and the leading status in the industry. Consumer purchase intention may be one of the most important explanatory variables in the related studies due to its direct influence on the modern tea shop's business outcome and sales growth. Thus, consumer purchase intention deserves much attention from the managers. HEYTEA was selected as the research domain as it is widely accepted that HEYTEA represents the modern Chinese tea shop market (Shi, Yang & Yu, 2021).

China is a traditional tea-drinking country, and Chinese tea houses have a long history and have experienced many changes. In ancient China, tea houses were a

traditional institution of socialization, and they have been regarded as an essential part of daily life in China. However, for decades since 1950, tea houses in China have remained their old-fashioned style; fewer and fewer Chinese youngsters went to the tea houses for socializing and entertainment, while the tea houses seemed to remain popular merely among the elder Chinese (Blofeld, 2022; Hu et al.,2023). In the late 20th century, the Chinese beverage market experienced significant changes as foreign beverage brands and multinational giant corporations began to compete in the China market, and the Chinese tea house experienced many changes (Lin & Wang, 2022). The emergence of Taiwanese bubble tea was especially significant because it drove the traditional Chinese tea house to experience rapid changes. As bubble tea became enormously popular in Taiwan, retail chain tea shop brands such as Gong Cha came into existence and flourished in the market around 2010. The retail chain tea shop laid a solid foundation for creating the Chinese modern tea shop (Zhang, 2019).

Around 2010, a modern Chinese tea shop emerged in the Guangdong area. It was more or less in the form of a café, which provided customers with bubble tea drinks, seats, and places for customers to eat and for social gatherings (Yang, Chen & Chen, 2021). Although the modern Chinese tea shop was a new business sector, the growth of China's modern tea shop reached a total retail value of over RMB48 billion in 2018, with a 14% growth peak in 2017-2018. This market sector is predicted to achieve continuous growth soon. Leading enterprises, including HEYTEA and NAYUKI, are predicted to continue to lead the market (Shi, Yang & Yu, 2021), and specifically, HEYTEA is the brand ranking first in the Chinese style modern tea shop market and famous for its marketing strategies and innovation.

Some aspects can generally explain why HEYTEA is representative of the Chinese modern tea shop market, which include: firstly, HEYTEA was established in 2012 and belongs to the first competitors in the Chinese modern tea shop market, and

the company has ranked NO.1 in the most popular Chinese modern tea shop brand in China (Yang, Chen & Chen, 2021). Secondly, HEYTEA is considered one of the market pioneers in innovation and store launches. Thirdly, as a high-end Chinese modern tea shop brand as well as the leading enterprise in the market, HEYTEA is worthy of study because the study on HEYTEA can provide many values for establishing the conduct of the industry, and study on HEYTEA can provide many values by comparing with the NO. 2 player in the market, which is, NAYUKI. Fourthly, HEYTEA runs its tea shops in many cities in China and does not have franchises. It sells bubble tea drinks on online channels (APPs and social network functions in WeChat) and also offers delivery services (Shi, Yang & Yu, 2021).

The modern Chinese tea shop market is competitive and dynamic, and rising trends, including social media and health consciousness, can affect businesses in the market. For instance, health-related issues have become a heated topic in society after the COVID-19 pandemic. Consumers' concerns about health seem to affect their choices in the food and beverage market, which marketers and managers can not ignore. The growth rate of the Chinese-style modern tea shop market has declined significantly in 2020 because of the negative influence of the COVID-19 pandemic (Lin & Wang, 2022). Social media have reshaped the advertising landscape and shifted how businesses communicate with their target customers. Social media have become essential for businesses to create and maintain a competitive advantage (Mason, Narcum & Mason, 2021). Social media have been rising under the influencer economy, for example, Weibo and TikTok, which have affected businesses' marketing strategies in the Chinese-style modern tea shop market (Zhu & Zhou, 2021). Faced with such challenges, the head enterprises (e.g., HEYTEA) managers have to actively input more resources and develop integrated marketing strategies to gain a competitive advantage, aiming to achieve business profits and the leading status in the industry.

1.1.2 The Rationale of the Study

This study mainly addresses the influence of health consciousness and social media on consumer purchase intention towards Chinese-style modern tea shop drinks, focusing on the HEYTEA brand. In recent years, the Chinese-style modern tea shop business has prevailed in China, which has developed into a large market size in the food service sector, and its market size in the food service sector is predicted to be more prominent in the future. As the modern Chinese-style tea shop business proliferates, studies have increasingly focused on this field and tried to discover its secret of success, especially in consumer behavior and business innovation, to provide some valuable implications for practice.

HEYTEA has been identified as the research domain of this study. As the No. 1 brand in the Chinese-style modern tea shop market, it is famous for its innovative marketing strategies. Consumers' purchase intention may be affected by many factors, which include perceived quality and perceived value and internal and external inspirations. However, HEYTEA faces a highly competitive business environment because of the relatively low market entry barriers. Nowadays, customers' loyalty towards a brand may change quickly, and customers may switch to another brand's Chinese-style modern tea shop drink products for some benefits. Therefore, achieving a competitive advantage and maintaining the company's leading status in the market has become a big challenge for HEYTEA's management. Consumers' purchase intention as a significant explanatory variable for business performance is worth studying for HEYTEA's managers.

In addition, two prevailing trends in society may affect the modern Chinese tea shop business, including social media and health consciousness. Social media have revolutionized people's communications and ways of sharing information and interests and changed how marketers and consumers communicate. Health-related issues have

become a heated topic in Chinese society after COVID-19, and consumers in the Chinese market tend to be more careful when buying food and beverages. Consumer purchase intention has been identified as a consumer's behavioral intention toward buying a particular product. Therefore, an analysis focusing on the impact of health consciousness and social media on consumer purchase intention at HEYTEA physical stores is necessary.

To conclude, the study selects to analyze the influence of four main factors on Chinese consumer purchase intention towards drinks at HEYTEA physical stores, including (1) demographics, (2) marketing mix 7Ps, (3) health consciousness, and (4) social media, and the analysis emphasizes health consciousness and social media factors.

1.2 Research Questions

This study designs a set of statistical research questions demonstrated below:

RQ1: Is there a significant relationship between the Demographics factor and consumer purchase intention in the HEYTEA brand case?

RQ2: Is there a significant relationship between the Marketing Mix 7Ps factor and consumer purchase intention in the HEYTEA brand case?

RQ3: Is there a significant relationship between the Health Consciousness factor and consumer purchase intention in the HEYTEA brand case?

RQ4: Is there a significant relationship between Social Media factors and consumer purchase intention in the HEYTEA brand case?

1.3 Research Hypotheses

Hypothesis 1:The Mean of Consumer Purchase Intention is Different from a Designed Value.

Hypothesis 2: Differences in Demographic Factors Generate Differences in Consumer Purchase Intention towards HEYTEA Drinks at Physical Stores.

Hypothesis 3: Marketing Mix 7Ps Influence Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores.

Hypothesis 4: Health Consciousness influences Consumer Purchase Intention towards HEYTEA Drinks at Physical Stores.

Hypothesis 5: Social Media Influence on Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores.

Hypothesis 6: Marketing Mix 7Ps, Health Consciousness, and Social Media Influence on Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores.

Hypothesis 7: Marketing Mix 7Ps is related to Health Consciousness.

Hypothesis 8: Marketing Mix 7Ps is related to Social Media.

Hypothesis 9: Health Consciousness is related to Social Media.

1.4 Research Objectives

1) To gain a good understanding of to what some extent the demographics, marketing mix 7Ps, health consciousness, and social media are positively correlated to consumers' purchase intention towards HEYTEA drinks at the physical stores

2) To determine whether these correlations between the factors and consumers' purchase intention towards HEYTEA drinks at the physical stores are

consistent with modern trends, including the health consciousness and social media trends in the modern Chinese tea shop market.

3) To provide practical implications for modern Chinese-style tea shop management.

4) To contribute some valuable outcomes to the literature related to the Chinese-style modern tea shop market and the field of consumer behavior.

1.5 The Scope and Limitation of the Study

The study aims to examine the influence of marketing mix 7Ps, health consciousness, and social media on consumer purchase intention towards Chinese-style modern tea shop drinks, and HEYTEA as the brand ranking first in the Chinese-style modern tea shop market, has been identified as the domain of the research. Thus, this study is a case study of the HEYTEA brand. The study selects to analyze the influence of four main factors on Chinese consumer purchase intention towards drinks at HEYTEA physical stores, including (1) demographics, (2) marketing mix 7Ps, (3) health consciousness, and (4) social media, and the analysis emphasizes health consciousness and social media factors.

The domain of this study is limited to inviting a group of volunteers to fulfill a self-managed online questionnaire to achieve around 400 valid data for analysis. The volunteers are identified as consumers who live in the 12 selected cities of China where the HEYTEA brand operates the most physical stores divided by city and are target customers of the selected HEYTEA brand. The 12 selected cities include Guangzhou, Shenzhen, Shanghai, Beijing, Tianjin, Hangzhou, Foshan, Suzhou, Nanjing, Chengdu, Chongqing and Wuhan.

1.6 Research Framework

This study investigates to some extent the four main factors that affect Chinese consumer purchase intention towards drinks respectively at HEYTEA physical stores, including (1) demographics, (2) marketing mix 7Ps, (3) health consciousness, and (4) social media and the analysis emphasizes health consciousness and social media factors.

Based on the observations in real-life situations as well as secondary data collected from various sources, including the online consumer reviews on social media platforms such as Meituan, Dianping, and Xiaohongshu, and previous literature, the researcher proposes the research framework, which is demonstrated in Figure 1.1.

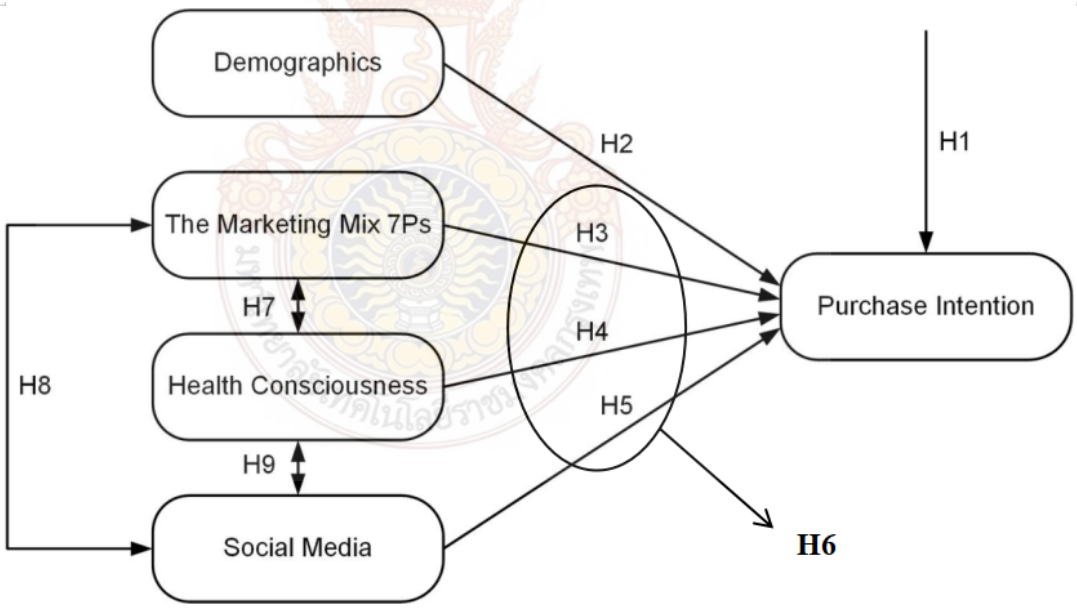

Figure 1.1 Research Framework of this Study

1.7 Definitions of Key Terms

1.7.1 Demographics

Demographics refer to statistical data that describe the population and particular groups within it, as well as their characteristics, and these characteristics usually have been classified by some distinct criteria, for example, age, gender, occupation, educational level, income level, and so on. Demographics have been identified as a widely used method to study the attributes of particular groups within the population. Demographic data is essential for businesses, from organizations to governments, as it helps them make decisions. For example, demographic data is widely used in marketing, and marketers use demographic data to create appropriate marketing strategies.

1.7.2 The Marketing Mix 7Ps

The marketing mix has been widely accepted as the methods or marketing activities marketers use to satisfy customer needs and properly position the business offering in their customers' minds. The marketing mix usually refers to the 4Ps, which are Product, Price, Place, and Promotion (McCarthy, 1960), also refers to the 7Ps: the 4Ps listed above and an additional three Ps that address the situations of marketing services, including People, Process and Physical Evidence (Booms & Bitner, 1982).

1.7.3 Health Consciousness

Health consciousness usually describes the behavior and attitude of a person towards health-related aspects, such as the daily diet and lifestyle, and lifestyle is used to describe the typical living conditions, behavior, and habits a person chooses. Health consciousness has been considered as the particular state of being aware of the healthy level of their lifestyle. At the same time, they are willing to participate in health-

promoting activities, behaviors, and habits to achieve a good or excellent health status. It has been generally accepted that people with higher health consciousness may be more likely to have more health-related standards in their everyday lives, for instance, how much time they will spend on exercise, what to eat for breakfast, or how much water they drink each day. In this study, the researcher suggests that more health-conscious people may be more likely to purchase healthier beverages.

1.7.4 Social Media

Social media refer to interactive technologies that can enhance people's creation and sharing of all kinds of information, ideas, and interests and can facilitate people's various forms of expression through various channels, including virtual communities, networks, and social media based on Web 2.0 and Internet-based applications (Abzari, Ghassemi & Vosta, 2014). Nowadays, people usually access social media on their mobile devices, such as smartphones, tablets, or desktops. Social media websites with over 100 million registered users worldwide are the most popular platforms. For example, Twitter, Facebook, WeChat, Instagram, Weibo, Baidu Tieba, LinkedIn, YouTube, Dianping, and Xiaohongshu are in the most popular social media websites list. Social media have brought many changes to the world. For example, the emergence of social media has facilitated peer communication between consumers (Chu, Chen & Gan, 2020).

1.7.5 Consumer Purchase Intention

Purchase intention is widely used to describe a customer's willingness to purchase a particular product or service. The term has been identified as a measure of a consumer's attitude towards the behavior of buying a particular product or service. The term also refers to a consumer's attitude toward buying behavior and willingness to spend money to obtain the item (Hewei & Youngsook, 2022). Kotler and Armstrong (2010) described purchase intention as a circumstance in which a customer is willing

to buy a specific good in a particular condition. Purchase intention usually occurs within a certain period, typically over the next 6 or 12 months, since the first time a consumer notices their needs towards a particular product or service.

1.8 The Benefits of the Study

This study has some significant benefits. One significant benefit of the study is that it provides some practical implications for HEYTEA brand management and modern Chinese-style tea shop management, which may help the industry continue its business success or even have better business outcomes. Another significant benefit is contributing some valuable outcomes to the literature related to the Chinese-style modern tea shop market and the field of consumer behavior.

CHAPTER II
LITERATURE REVIEW

2.1 Related Theories

2.1.1 Demographics

Demographics refer to statistical data that describe the population and particular groups within it, as well as their characteristics, and these characteristics usually have been classified by some distinct criteria, for example, age, gender, occupation, educational level, income level, and so on, and these criteria are population-based factors. Demographic data have been widely used in all types of social science studies. Demographic data have been identified as statistically expressed socioeconomic information, for instance, personal statistics including gender, age, marital status, occupation, income level, educational background, and home ownership (Ashraf, 2020). This study identifies Gender, Age, Educational background, Net income per month, and City as important information that can describe populations and their characteristics. The details of these selected five classifications can be seen as follows:

2.1.1.1 Gender

Gender as a term is used to describe the characteristics classification that are socially constructed, which include women and men, as well as girls and boys. Gender involves how a person identifies under the social construct. Gender has been defined as social constructs in societies as gender “roles” or “norms”, and these “roles” and “norms” are socially constructed roles, behaviors, and attributes that have been created and accepted by people in a society, which are considered appropriate for men and women. Usually, when people mention females and males by gender, it refers to self-representation under the social constructs.

2.1.1.2 Age

Age is the ordering and measuring of the time of life. In demography, age is widely used to stand for the time of life of a person, primarily used to show whether a person is qualified to take over a particular civil duty, rights, or responsibilities, and attitudes towards age vary from country to country.

2.1.1.3 Educational Background

In terms of demographic data, education background usually refers to the formal learning opportunities an individual receives, such as high school, diploma, and various degrees

2.1.1.4 Net Income per Month

Income refers to the money an individual or entity receives in exchange for their labor or products over a certain period. In most situations, income describes one's total earnings, usually in wages, salaries, the return on investments, and pension distributions.

2.1.1.5 Location (City Life)

Location in the demographic sector usually refers to the area or city people live in. Location as a demographic factor is helpful for marketing. For instance, location can explain why a company displays different advertisements at different locations.

2.1.2 Marketing Mix 7Ps

The marketing mix has been widely accepted as the methods or marketing activities marketers use to satisfy customer needs and properly position the business offering in their customers' minds. The marketing mix usually refers to the 4Ps, which are Product, Price, Place, and Promotion (McCarthy, 1960), also refers to the 7Ps: the 4Ps listed above and an additional three Ps that address the situations of marketing services, including People, Process and Physical Evidence (Booms & Bitner, 1982). This study uses the marketing mix 7Ps.

2.1.2.1 Product

Product refers to what a company produces or offers to its customers, which could be a product or service or a combination of product and service. Product has been defined as the content that a company develops to meet the core needs of its customers. Within the domain of marketing mix, product refers to a product or service or a combination of product and service being marketed by a business. Sometimes, it refers to the product, it may refer to various aspects of the product, for example, the quality, packaging, or design of the product, and it may also refer to the brand of the product.

2.1.2.2 Price

Within the domain of the marketing mix, price refers to the money or budget a consumer wants to spend to achieve the product or service, or both. Changing the pricing Marketers can influence the product's sales by changing the pricing of the product or service, and the changes in pricing can impact the demand for the product or service and the impression of the company brand in the customers' minds.

2.1.2.3 Place

Place in the marketing mix stands for the "place" where customers buy a product or service, or both. The purchase may occur in a physical store, or the buying behavior can occur on an app or a website. When marketers decide on the "place" where the purchase occurs, they usually consider several significant factors, for example, the logistics between the product or service and the target customer.

2.1.2.4 Promotion

Promotion within the marketing mix domain stands for marketers' marketing activities to promote their products or services. These marketing activities can be conducted in various forms, including traditional advertising such as television ads and leaflets, content marketing, coupons, social media advertisement, email

marketing, digital marketing, search engine marketing, campaigns, and public relations. The promotional channels listed above function together. For instance, nowadays, it is widespread for customers to see an in-store promotion, but they do not make their purchase immediately. Instead, they use mobile phones to check prices and reviews online to get the product by paying the least. Alternatively, they may search the brand's official website for more information about its products or services. On some official websites, customers can buy the products, and the company delivers the products to their customers. Moreover, when customers receive the products, they can leave customer reviews about their purchase on the websites.

2.1.2.5 People

For a business, people in the marketing mix refer to their employees who are at the forefront because they must interact directly with their customers. For example, they take and process customers' inquiries and orders and also deal with customer complaints via various face-to-face, online chat, social media communications, or phone calls. Therefore, the forefront employees play a significant role in various marketing activities of a business, and they need to have a good knowledge of the business's products or services to appropriately deliver the product or service's information to their customers.

2.1.2.6 Process

The process within the marketing mix domain describes the approach through which marketers present their products or services to their customers. A good process requires different departments of a company to function correctly together to offer customers products or services, for example, store operations such as the sales funnel and the distribution system. The process can be divided into many small sections, such as the order in which "people" complete operation or marketing

activities, the inquiries received by the forefront employees, and how business performance is recorded and evaluated in the business operation process.

2.1.2.7 Physical Evidence

Physical evidence within the marketing mix domain emphasizes the tangible elements of the experience a customer has with the products or services a business offers. In other words, physical evidence may refer to the environment where the customer is receiving the services or purchasing the products, such as the design or decoration of the physical stores, the store atmosphere, the WIFI service of the store, and the product branding or packaging. It describes what the customer sees when interacting with the "people" of the business. Physical evidence seems especially important when the customer interacts with the business for the first time, as it directly influences the customer's impression of the business. For HEYTEA, physical evidence may be demonstrated in various forms, for example, the surroundings, staff uniform, store decoration, store design, product branding, menus, store atmosphere, and online customer reviews.

2.1.3 Health Consciousness

Health and safety have become core values that affect consumer purchase decisions in the food and beverage sector (Arora et al., 2021). Health-conscious consumers usually tend to be careful about purchasing food and beverages. For example, they pay attention to the standards and safeguards and insist on them to guarantee that the quality of the products they consume is good. They may spend time and money on natural, organic, and unmodified products that can provide them with healthier and more nutritional benefits (Rana & Paul, 2017). While health-conscious consumers choose healthier products for themselves, they avoid chemicals that may harm their health (Rana & Paul, 2017). There is an increasing trend for health-conscious consumers to avoid buying beverages with unhealthy additives. However, traditional

bubble tea is widely considered an unhealthy product because it usually contains a lot of caffeine and sugar, which is far from healthy standards; the sugar comes from the syrup sweetener contained in the drink, while the new style bubble tea is embodied by the famous new tea-drinks brands HEYTEA and NAYUKI are focusing on creating healthier tea drinks to satisfy health-conscious customers, for example, offering sugar-free drinks or using healthy and fresh raw materials to produce drink products. Health-related issues have become a heated topic in society after the COVID-19 pandemic. Nowadays, there is a prevailing health-consciousness trend in society, and consumers tend to become careful in buying food and beverages.

2.1.4 Social Media

Social media are regarded as a cost-effective option for people to access and collect information from others, and the emergence of social media has facilitated peer communication of consumers to each other (Abzari, Ghassemi & Vosta, 2014). Social media have revolutionized people's communications and ways of sharing information and interests and have changed how marketers and consumers communicate (Yogesh & Yesha, 2014). For example, Social media have revolutionized endorsement marketing (Lim et al., 2017). Endorsement marketing, which hires a famous person to promote the company's product or service, is a valuable marketing activity marketers often use to promote their company's reputation or product or service (Lim et al., 2017). Marketers hire social media influencers to influence the target customers on social media platforms, for instance, Instagram, Weibo, Xiaohongshu, Dianping, Facebook, and YouTube are widespread platforms where influencers publicize all kinds of marketing information about the products or services as well as the latest promotions related to their brand's to their followers (Lim et al., 2017). Based on social media platforms, social media influencers have established themselves as

potential endorsers of the products or services brand, which has been widely considered the latest marketing trend and is efficient and cost-effective (Lim et al., 2017).

Social media have been generally classified into different types, including collaborative projects such as Wikipedia, blogs such as Sina Blog, user-generated content communities such as YouTube, Xiaohongshu, Dianping, Weibo, and Flickr, social networking sites such as Facebook and WeChat (Abzari, Ghassemi & Vosta, 2014). The rapid development of social media has provided consumers with convenience when searching for information they need to make purchase decisions. For example, consumers tend to trust strangers' customer reviews on social media and recognize social media as a credible source of information (Yogesh & Yesha, 2014). These customer reviews may have a significant impact on consumer purchase decisions; for instance, the customer reviews may induce or dissuade consumer purchases, and therefore, marketers usually use incentives to encourage their customers to share positive customer experiences with their company's products or services on social media to influence other consumers, aiming to promote sales (Yogesh & Yesha, 2014).

2.1.5 Consumer Purchase Intention

Purchase intention is widely used to describe a customer's willingness to purchase a particular product or service. The term has been identified as a measure of a consumer's attitude towards the behavior of buying a particular product or service. The term also refers to a consumer's attitude toward buying behavior and willingness to spend money to obtain the item (Hewei & Youngsook, 2022). Intention is the main predictor of an individual's behavior, so that purchase intention refers to the intention as the main predictor of a consumer's purchase behavior (Ajzen & Fishbein, 1980). Kotler and Armstrong (2010) described purchase intention as a circumstance in which a consumer desires to purchase a specific good or service in a particular condition. Marketers pay much attention to consumer purchase intention because purchase

intention is an important index that tends to predict buying behavior. Marketers use purchase intentions to predict what consumers will do in the marketplace, and marketers take marketing actions to influence the future sales of products or services (Morwitz, 2014). Purchase intention is also recognized as a type of customer decision-making based on the customer's motivation to purchase products or services from a particular brand (Shah et al., 2012).

2.2 Related Studies

2.2.1 Marketing Mix 7Ps

Previous research showed that a marketing mix differentiates brands from competitor companies. For example, product quality, place convenience, and price have been regarded as three critical marketing mix dimensions that differentiate competitors in the food and beverage market: Subway and Starbucks customers perceived higher product quality than McDonald's and Burger King, and product price has separated Starbucks and McDonald's customers (Harrington, Ottenbacher & Fauser, 2017). Koojaroenprasit (2018) identified the significance of the services marketing mix 7Ps affecting Starbucks' consumers in Bangkok, and the study indicated that personal factors and the marketing mix 7Ps influenced consumer behavior.

Zhu and Zhou (2021) found that HEYTEA is representative in a few marketing mix dimensions, including price, product, promotion, and place in their marketing strategies. For example, regarding price strategy, HEYTEA maintains a high-end level and quality and gains a competitive advantage. In terms of product strategy, HEYTEA insists on a high degree of product differentiation, and in terms of promotion strategy, HEYTEA achieves outstanding brand awareness in social media.

Regarding place strategy, HEYTEA is good at establishing its physical stores, which best boosts its business sales.

2.2.2 Health Consciousness

Health and safety have become core values that affect consumer purchase decisions in the food and beverage sector (Arora et al., 2021). Studies have shown that consumers have become more careful about looking after their health after COVID-19, especially when choosing food and beverage products and services (Baker et al., 2022). Before the pandemic, consumers were not so keen to pay attention to the additives to the food and beverage products in their purchase process; product price and product appearance and design were more important attributes they considered when they wanted to buy food or drinks, and as a result of COVID-19 pandemic, health has become a priority for many consumers. In other words, the emergence of COVID-19 has driven many consumers to become health-conscious. Therefore, marketers must emphasize consumer health concerns and take marketing actions to impact the future sales of their products. For example, marketers can study their customer base and cater their products to satisfy health-conscious customers' needs to improve product sales, or they will lose a customer base (Baker et al., 2022).

Health-conscious consumers usually tend to be careful about purchasing food and beverages. For example, they pay attention to the standards and safeguards and insist on them to guarantee that the quality of the products they consume is good. They may spend time and money on natural, organic, and unmodified products that can provide them with healthier and more nutritional benefits (Rana & Paul, 2017). While health-conscious consumers choose healthier products for themselves, they avoid chemicals that may harm their health (Rana & Paul, 2017). In the food and beverage market, recent trends related to health consciousness have emphasized elements such as low-carbohydrate and low-sugar or sugar-free. As people’s health consciousness

increases, they become less likely to consume traditional bubble tea drink products because they are perceived as unhealthy (Filieri & Xu, 2022). Traditional bubble tea is unhealthy because it usually contains too much caffeine and sugar, particularly when a syrup sweetener is added. However, the new bubble tea style is embodied by the famous new tea drinks brands HEYTEA and Nayuki, which focus on creating healthier tea drinks to satisfy health-conscious customers, for example, offering sugar-free drinks or using healthy and fresh raw materials to produce drink products.

2.2.3 Social Media

The emergence of social media has facilitated peer communication of consumers to each other (Abzari, Ghassemi & Vosta, 2014). Yogesh and Yesha (2014) suggested that social media has revolutionized how people communicate and share information and interests, as well as the communications between marketers and consumers. Pütter (2017) studied the influence of social media on consumer purchase intention and indicated that social media had reshaped advertising and shifted how businesses communicate with their target customers. He pointed out that social media have become essential for businesses to create and maintain a competitive advantage. Therefore, marketers need to make good use of social media. Yogesh and Yesha (2014) examined consumers' usage patterns of social media as well as social media's influences on the consumer purchase decision process and identified social media as the most widely used source of information for a few reasons, including perceived convenience, effectiveness, and perceived credibility, and also found that customer reviews on social media influence consumer purchase decision process. Social media influencers have shown high economic value based on various thriving social media platforms. Social media influencers have been regarded as the most prevailing marketing trend nowadays, which is cost-efficient and cost-effective, and information sourced from the influencers can influence consumers' attitudes and behavior (Lim et

al., 2017). Social media have been rising under the influencer economy, for example, Weibo and TikTok, and social media influencers have affected the marketing strategies of businesses in the Chinese-style modern tea shop market (Zhu & Zhou, 2021).

2.2.4 Consumer Purchase Intention

Purchase intention is widely used to describe a customer's willingness to purchase a particular product or service. The term has been identified as a measure of a consumer's attitude toward buying a particular product or service. The term also refers to a consumer's attitude toward buying behavior and willingness to spend money to obtain the item (Hewei & Youngsook, 2022). The intention is the main predictor of an individual's behavior, so that purchase intention refers to the intention as the main predictor of a consumer's purchase behavior (Ajzen & Fishbein, 1980). Kotler and Armstrong (2010) described purchase intention as a circumstance in which a customer purchases a specific well in a particular condition. Purchase intention is closely related to a consumer's behavior, perceptions, and attitudes (Shah et al., 2012; Tomalieh, 2016). Marketers pay much attention to consumer purchase intention because purchase intention is an important index that tends to predict buying behavior. Marketers use purchase intentions to predict what consumers will do in the marketplace, and marketers take marketing actions to influence the future sales of products or services (Morwitz, 2014).

Purchase intention is also defined as a type of fundamental decision-making related to the customer's motivation to buy a particular product or service from a brand. In other words, it is a type of decision-making concerning why a customer is willing to purchase a product or service from a particular brand (Shah et al., 2012). Such decision-making is considered a complex process, and in the process, customers assess and evaluate a particular product or service. Consumer purchase intention is a compelling way to forecast the customer's buying process (Ghosh, 1990). Hewei and

Youngsook (2022) maintained that purchase intention signals consumer buying behavior. A five-dimension construct that represents purchase intention has recently been proposed, including the willingness to buy, capability to buy, future intentions to buy, repurchase decisions, and need to purchase (Dash, Kiefer & Paul, 2021). Grewal et al. (1998) indicate that purchase intention is utilized to ensure purchase. The possibility of a customer's willingness to buy an item can be explained and referred to as purchase intention (Dodds et al., 1991). Purchase intention is a dependent variable that depends on external and internal factors, including consumer needs, preferences, attitudes, and perceptions (Tomalieh, 2016).

2.2.5 Factors Influencing Consumer Purchase Intention

Consumers' purchase intention may be affected by many factors, which include perceived quality and perceived value and internal and external inspirations during the purchase process (Gogoi, 2013). Before the purchase intention, the customer experiences six phases: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010). Purchase intention is the exchange after customers assess the whole item, which is the state of the customer's mind toward buying behavior (Chen & Lobo, 2012). Before customers buy drinks in the Chinese-style modern tea shop, they may experience purchase intention, which is a process that involves motivation. According to Hussain (2015), in the past, consumers who purchased a product or service usually focused on the functions or attributes of the item. However, these days, consumers tend to focus on the elements that are related to their buying behavior, and therefore, nowadays, there are more factors that may impact consumer's willingness to purchase, and these factors may not be limited to the functions or attributes of the product or service. Most aspects influencing consumers' attitudes towards a product or service, for example, their choice of the products or services or willingness to purchase the goods, may be related to their perceptions of

specific benefits the item can provide to them (Lazaroiu, Andronie & Hurloiu, 2019). In this case, when a consumer buys drinks in a Chinese-style modern tea shop, some added beneficial factors that are not product functions or attributes may influence their intention to buy.

2.3 General Background of the Research

2.3.1 Chinese Modern Tea Shop Market

China's beverage market has experienced significant change and new trends recently. Bubble tea has achieved incredible success in China's beverage market, and the modern tea shop has become a trend. Bubble tea brands are generally classified into two main types, which are the traditional style and the new style. The famous new tea drinks brands HeyTea and Nayuki embody the new bubble tea style with the tea shop concept. The concept of a modern tea shop comes from a tea room called Chaguan in Chinese and refers to a tea shop stuffed with customers who are usually middle-aged and elders savoring bitter tea (Zhang, 2020). The traditional tea room was not cool enough for young consumers until the new tea-drink brand HEYTEA changed it with product innovation, in which HEYTEA created the first freshly brewed cheese tea. Nowadays, Chinese youngsters may spend about two or three hours waiting for and savoring a cup of tea with a unique flavor and component, such as a cream or cheese 'cap' (Shi, Yang & Yu, 2021).

2.3.1.1 Chinese Tea Culture and the Origin of Chinese Tea Drinking

China is a traditional tea-drinking country, and there is strong evidence showing that China is the first country to produce tea (Wang, 2011). Evidence also has shown that the habit of tea drinking was spread from China to many countries (Qian & Xing, 2016), including Asian countries such as Japan and Korea (Wang, 2011).

Tea has been essential in people's lives in China and in Chinese culture. For example, in Chinese culture, the large tea parties and imperial tea feasts in ancient China when tea drinking was regarded as an art (Wang, 2011), and in these formal situations, tea drinking required an exceptional environment. Also, it required the tea's quality, while nowadays, it is often said that every business decision in China begins with a cup of tea (Wang, 2000).

China has been a tea-drinking country with a long history. The origin of tea drinking in China can be traced around 5000 years back when tea was first discovered by the Chinese Emperor Shen Nong, who lived between 2737 and 2697 BC and has been well-known for his invention of the early agricultural system as well as his work Medical Book; however, Shen Nong has been a mythical figure in the historical records in different dynasties, and regarded as the God of Farming and Medicine. According to the myths and legends, the Chinese Emperor Shen Nong gathered and tasted all kinds of herbs in the mountains and tried to find the herbs that were useful to people, and he did not give up even though he had gotten poisoned many times. In his experiments, he found some plants and brewed the leaves, and then drank the liquid; consequently, he found his body felt much better after drinking it, and this plant is the origin of tea in Chinese culture (Wang, 2011), or in other words, it has been widely believed that the Chinese Emperor Shen Nong discovered tea (Han, 2007). In the Han Dynasty, tea drinking was limited to a group of high-level scholars and was not popular in Chinese society (Wang, 2011). During the Tang dynasty, tea became the main drink in China's beverage market, and tea art, tea ceremony, and tea have become a kind of expression of Chinese cultural philosophy (Wang, 2011). Also, in the Tang dynasty (618-907), people began cultivating tea in China for drinking. The habit of drinking tea filtered into the Chinese people's everyday life and gradually covered all

social classes, and Chinese tea rooms came into existence during this period (Wang, 2000).

2.3.1.2 Origins of Chinese Tea Shop

When the Chinese tea room first came into existence, tea drinking was a refined ritual practiced by Chinese emperors and nobles, which means that at that time, the early tea custom was limited to the upper class in Chinese society (Wang, 2011). In the Tang dynasty, as time passed, the early tea customs in Chinese society spread from the nobles to the masses, and the role of the Tea room in Chinese society experienced changes. The milestone of this part of history is Lu Yu's seminal monograph, The Classic of Tea, which was published in 760 and describes tea's origins, production process, and rituals. After Lu Yu's work, in the 800s, the early Chinese tea shop which is in the form of Tea Booths (which was called Chatan in Chinese) and Small Tea houses (called Chaliao in Chinese) emerged across China (Zheng, 2004; Wang, 2008). However, it took more than 100 years for the tiny tea houses to develop into much more prominent and formalized institutions called tea houses. Historical evidence showed that although this much more extensive and formalized Chinese tea house was a traditional institution of sociability, it has played an essential role in Chinese people's lives, and its social and cultural appeal to Chinese people seemed to overshadow its primary tea-drinking business. Tea houses gradually became an integral feature of Chinese communities, and the tea house played multiple roles in many communities, which is, it not only served as an information center but also a place for the residents to do leisure activities and social gatherings, such as enjoy the entertainment displayed by the tea house owner.

However, the distinctions between 'literati tea' and 'commoner tea' remained outstanding for the next one thousand years. The tea houses were mainly entertainment and social places for the wealthy rather than the ordinary people. As Chinese society leaned into equality in the 20th century, tea houses provided a forum

for stimulating conversations. During that time, many educated people participated in the conversations in the Tea houses when they enjoyed drinking tea at the same time, and those conversations may have various topics, ranging from national issues to local concerns. Therefore, for decades, in the communities, the Chinese tea house also served as an occasional office and marketplace for the practitioners and a place where various social forces could compete for status and influence in society (Shao, 1998). The tea house's role as a forum for stimulating conversations had been prohibited for some political reasons for around a decade in the 1960s, and the Tea house became a social place for everyday people again after the reform and opening decision made by the Chinese government in December 1978. However, for an extended period since December 1978, as Tea houses in China had remained their old-fashioned style, fewer and fewer Chinese youngsters went to the tea houses for socializing and entertainment, while the tea houses seemed to remain popular merely among the elder Chinese, particular in southwest China, such as Chengdu, and in southeast China, for instance, Guangzhou (Wang, 2008). Especially as Western coffee shops entered China in the early years of the 21st century or Western coffee shops flourished in China in the first decade of the 21st century, Chinese young people tended to go to the coffee shops rather than the tea houses for socializing, and consequently, the Chinese tea shop has become a social place for the elder. In contrast, young people prefer to drink coffee in coffee shops.

2.3.1.3 Chinese Modern Tea Shop

In the late 20th century, similar to other businesses and industries, the Chinese beverage market experienced significant changes when foreign beverage brands and multinational giant corporations began to enter the China market and set up joint ventures or subsidiaries to do business and compete in the China market (Zhang, 2005). During the same period, Chinese tea houses experienced many changes related to the dramatic economic and cultural changes in Chinese society (Zheng, 2004). The

traditional Chinese tea house first experienced rapid changes in Taiwan, where the Western café was quite popular, and the local business environment was profoundly impacted by the Western (Zheng, 2004; WU, 2020). The dramatic changes in Chinese tea houses in Taiwan were closely related to bubble tea, which originated in Taiwan in the 1980s and quickly became popular among younger generations in Taiwan. Bubble tea recipes usually contain a tea base mixed with fruit juice or milk.

In contrast, chewy tapioca balls, fruit jelly, or both are usually added to the tea (Law et al., 2020), and bubble tea is also known as pearl milk tea in the 1980s (Pangkey, Lapian & Tumewu, 2016). Bubble tea soon became enormously popular in Taiwan, and famous bubble tea brands appeared selling bubble tea drink products in their retail chain stores; for example, Gong Cha is a famous Taiwan bubble tea brand, and its retail stores flourished in Taiwan. This kind of retail chain tea shop was a retail store selling tea drinks, but it was not in the form of a café because the retail chain tea shop did not provide seats or places for customers to eat in and social gatherings; however, this kind of retail chain tea shop has laid a solid foundation of the creation of the Chinese modern tea shop (Zhang, 2019).

The prevalence of bubble tea drinking culture in Taiwan spread from Taiwan to other parts of Asia. This Taiwanese tea-based drink became a trend in the Asian beverage market in the 1990s and early 2000s. However, the trend seemed closely related to the economic development of the local market, as, during that period, the bubble tea trend did not bring about many bubble tea retail chain stores that sold bubble tea in the Chinese beverage market. Instead, the bubble tea trend brought instant milk tea products to the Chinese beverage market (HUANG et al., 2009). The bubble tea retail stores only appeared in a few big cities in the Guangdong area in the early 2000s when the local economy was leading in China, and the local culture was impacted by the Taiwanese entertainment industry, mainly the television programs and music, as

a result of active cultural communications (DIAO, 2008). Around 2010, bubble tea became enormously popular in the Guangdong area and a few big cities in China, such as Shanghai and Chengdu, where there were a large number of chain tea shops selling bubble tea of various brands, such as Gong Cha, which is a famous bubble tea brand and also a pioneer in entering the China market (Zhang, 2019).

Bubble tea's popularity in Guangdong has laid a solid foundation for creating modern Chinese tea shops. Around 2010, a modern Chinese tea shop existed in the Guangdong area. This kind of modern Chinese tea shop was much different from the traditional Chinese tea shop, and it was more or less in the form of a café, which provided bubble tea drinks to customers and also provided seats and places for customers to eat in and for social gatherings (Yang, Chen & Chen, 2021). The emergence of Chinese tea shops was a milestone in the Chinese beverage market, as it profoundly changed the business environment of the Chinese beverage market, especially the bubble tea and coffee market (Qian & Xing, 2016). The emergence of Chinese modern tea shops brought significant challenges to the retail chain tea shops and the chain coffeehouses, and HEYTEA and NAYUKI are the leading brands in the Chinese modern tea shop market (Yang, Chen & Chen, 2021; Shi, Yang & Yu, 2021). According to Shi, Yang, and Yu (2021), the growth of China's modern tea shop drinks reached a total retail value of over RMB48 billion in the year of 2018, with a 14% market growth peak in the year of 2017-2018, while the new style tea brands emerged after 2012. The modern tea shop has become an appealing business model in China's beverage market, and the residents have been keen on purchasing tea drinks from the modern tea shop. HEYTEA and Nayuki are considered head brands in the modern Chinese tea shop sector, which is worth studying (Shi, Yang & Yu, 2021).

In addition, some of the latest trends related to the modern Chinese tea shop are worth studying: firstly, increasing trend for health-conscious consumers to

avoid buying beverages with unhealthy additives; and secondly, as this market has more and more new entrants, the current brands, especially the leading ones, which have obtained great business successes in the recent years, are at the same time facing increasing challenges as well as competition (Yang, Chen & Chen, 2021); and thirdly, in the future, the Chinese modern tea shop market will place emphasis on the personalized and branded elements, and while the Chinese modern tea shop market is predicted to continue to grow in the future, and therefore, innovation and personalization will be necessary for a Chinese modern tea shop brand to stand out (Shi, Yang & Yu, 2021).

2.3.2 The Selected Company HEYTEA

In this research, HEYTEA, the famous new style Chinese modern tea shop brand, is selected for research based on the criteria: firstly, it ranked no.1 in the most popular Chinese modern tea shop brand in China (Yang, Chen & Chen, 2021). Secondly, it can provide many values in terms of comparison because NAYUKI, number 2 in the market, has already entered the stock market. At the same time, HEYTEA seems to be seeking an opportunity to enter the stock market soon (Yang, Chen & Chen, 2021). Thirdly, HEYTEA is considered one of the pioneers in the new style of bubble tea brands in China's beverage market, both in innovation and store launch. For example, regarding product innovation, HEYTEA created the first cheese freshly brewed tea in the market, and it launched bubble tea products in seasonal, limited editions. As a high-end Chinese modern tea shop brand, HEYTEA focuses on visual effects compared to other ordinary tea shop brands. HEYTEA has established its theme stores, such as black and gold or pink and white (Shi, Yang & Yu, 2021). Fourthly, HEYTEA runs its tea shops in many cities in China and does not have franchises; it also sells on online channels (APPs and social network function in WeChat) and offers delivery service (Shi, Yang & Yu, 2021). HEYTEA was

established in 2012 and is one of the first competitors in the modern Chinese tea market. The company operates over 1200 stores in China (HEYTEA Official, 2023).

CHAPTER III
RESEARCH METHODOLOGY

After investigating the related theories and the related studies in Chapter 2, the next step of this study is to construct the research methodology, which can be classified into six headings, namely, Research Design, Research Population and Samples, Data Collection, Research Instrument, Content Validity and Reliability, and Data Analysis. The details of these headings are described as follows.

3.1 Research Design

The quantitative method is used in this study by focusing on the Chinese customers of the HEYTEA brand in China, which currently runs over 1200 stores in China (HEYTEA Official, 2023). The target population is the consumers who live in the 12 selected cities of China, namely, Guangzhou, Shenzhen, Shanghai, Beijing, Tianjin, Hangzhou, Foshan, Suzhou, Nanjing, Chengdu, Chongqing and Wuhan, where the HEYTEA brand operating the most physical stores divided by city.

A non-probability sampling technique based on convenient sampling is used to get various data from respondents of different ages, income levels, and locations. Many volunteers in those 12 cities mentioned above are invited to complete a self-managed online questionnaire.

3.2 Research Population and Samples

3.2.1 Population

This study focuses on the customers of the HEYTEA brand in China's 12 cities mentioned above. The criteria for the population under investigation in the study are consumers who live in the cities of China where there are HEYTEA physical stores and are target customers of the selected HEYTEA brand. The population is called an infinite population.

3.2.2 Samples

The criteria for the research sample of this study are consumers who live in the 12 selected cities of China where the HEYTEA brand operates the most physical stores divided by city and are target customers of the selected HEYTEA brand. The 12 selected cities include Guangzhou, Shenzhen, Shanghai, Beijing, Tianjin, Hangzhou, Foshan, Suzhou, Nanjing, Chengdu, Chongqing and Wuhan (HEYTEA Official, 2023). To achieve higher validity and reliability of the data for analysis, the researcher uses a sample calculation formula known as Andrew Fisher's Formula and chooses to work with a 95% confidence level with a standard deviation of 0.5 and a confidence interval of ± 5%, and consequently, the sample size is calculated as approximately 385. However, this study targeted a sample size of around 400 - 500 units. The completed questionnaires obtained are about 441 units, which is used to be the sample size of this study.

3.2.3 Sampling Methods

This study uses a non-probability sampling technique based on convenient sampling to collect data from respondents of different ages, income levels, and locations. Specifically, the questionnaires are distributed through a non-probability sampling method through the Internet, which means the researcher sends invitations to people in the 12 selected cities, and the participants may invite other participants.

3.3 Data Collection

The researcher designed a self-completion online questionnaire with the assistance of WJX.cn, a widely used online survey website in China. Using the survey tool WJX.cn, the researcher issues questionnaires on the Internet and then distributes the online questionnaires to the respondents via the Internet. The most significant benefit of this data collection method is that it enables the researcher to collect data from respondents of different ages, income levels, and locations within reasonable costs and duration.

The self-completion online questionnaires are sent to the online communication groups of the 12 selected cities, and people are invited to participate in the survey. It is supposed that the response rate is around 30% with the assistance of WJX.cn; therefore, to get the 450 valid data, about 1,500 volunteers will be invited to fulfill the self-completion online questionnaire. However, only 441 completed questionnaires are acquired.

The questionnaire was designed in bilingual English and Chinese, aiming to facilitate the communication and modification process with the researcher's supervisor and ensure the respondents could understand the questionnaire's content accurately, hence increasing the validity and reliability of the data for analysis.

3.4 Research Instrument

The research instrument of this study is a self-completion online questionnaire designed in bilingual English and Chinese to ensure the reliability and validity of data collected for analysis. This self-completion online questionnaire consists of a set of structured questions, which can give more accurate results because

the respondents only need to use lower-level thinking to achieve answers to the questions, and it is easier to code and analyze the structural questions. Structural questions include single-answer, multiple-answer, scaled, and ranking questions, and they take less time and effort to answer and are common in online surveys.

QUESTIONNAIRE

This questionnaire is a part of the thesis for my Master's at Rajamangala University. The research is conducted to seek your personal opinions on "The Influence of Health Consciousness and Social Media on Consumers' Purchase Intention at HEYTEA Physical Stores". All questionnaires will remain private, confidential, and for academic purposes only. For convenience and validity, the questionnaire's content is translated into Chinese.

中文译：本调查问卷是作者硕士毕业论文的一部分。本研究旨在就"健康意识和社交媒体对喜茶实体店消费者购买意愿的影响"征求您的个人意见。所有问卷将保持私人、保密和学术用途。为方便问卷调查过程以及问卷调查的有效性，问卷内容被翻译成中文。

Part 1: Demographic factors 第一部分：人口因素

Demographic Profile of Respondent (Question 1-5)

您的个人基本情况（问题 1 至问题 5）：

1. Gender 您的性别

1.____Male（男性）

2.____Female（女性）

2. Age 您的年龄

1.____Under 20（20 岁以下）　　2.____20-25（20 岁至 25 岁之间）

3.____26-35（26 岁至 35 岁之间）　4.____36-45（36 岁至 45 岁之间）

5.____Above 45（45 岁以上）

3. Educational Background 您的教育背景

1.____ High School（高中） 2.____ Diploma / Certificate（大专）

3.____ Bachelor's Degree（本科） 4.____ Master's Degree（硕士研究生）

5.____ Doctoral Degree（博士研究生）

4. Net Income per Month (RMB 1:5 Thai Baht) 您每月净收入

1. ____ Under 6,000 RMB（少于 6000 元人民币）

2. ____ 6,000 - 8,000 RMB（6000 至 8000 人民币之间）

3. ____ 8,001-10,000 RMB（8001 至 10000 人民币之间）

4. ____ 10,001-12,000 RMB（10001 至 12000 人民币之间）

5. ____ Above 12000 RMB（多于 12000 人民币）

5. Live in a city from 您所居住的城市位于

1. ____ South China (华南地区) 2. ____ North China（华北地区）

3. ____ East China（华东地区） 4. ____ Central China（华中地区）

5. ____ The other area of China（中国其他地区）

Part 2：Marketing Mix7Ps

(Product; Price; Place; Promotion; People; Process and Physical Evidence)

第二部分：7Ps 服务营销组合（产品；价格；渠道；促销；人；过程和有形展示）

Please choose only one scale in each statement that best describes your opinion and feeling about marketing the 7Ps of drinks in modern Chinese tea shops (HEYTEA brand) according to your personal experiences. Please tick marking (✓) the best suitable answer in the space next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对"中式现代茶店（喜茶品牌）7Ps 服务营销组合"的看法和感受的量表。请选择最恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree and 1=Strongly Disagree

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

6. Product Feature 产品因素	5	4	3	2	1
6.1 Product quality 产品质量					
6.2 Product flavor 产品味道					
6.3 Brand image 产品形象					
6.4 Signature product 招牌产品					
6.5 Rich product varieties 产品种类丰富					
7. Price Feature 价格因素	5	4	3	2	1
7.1 Value of money in terms of taste 性价比（口味方面）					
7.2 Value of money in terms of quantity 性价比（份量方面）					
7.3 Price Differentiation 细化价格					
7.4 Clear Price Tag 清楚的标价					
7.5 Match between brand image and price 相匹配的品牌与价格					
8. Place Feature 渠道因素	5	4	3	2	1
8.1 Easy and convenient access to the physical store 可以轻松方便地到实店里					
8.2 Many store branches provided 有很多分店					
8.3 Near the shopping malls 店的位置靠近购物中心					
8.4 Easy order on the online tools before eat-in 轻松网络下单后再堂食					

8.5 Available on the online tools for pick-up 可以在平台下单后再到店自取					
9.Promotion Feature 促销因素	5	4	3	2	1
9.1 Targeted product promotion advertisements 有针对性的产品广告					
9.2 Promotion information 促销信息					
9.3 Sales promotion 打折促销活动					
9.4 Give a small gift 赠送礼品					
9.5 Redeem voucher 产品兑换券					
10. People Feature 人因素	5	4	3	2	1
10.1 Nice and friendly staff 亲切友善的员工					
10.2 Speed of service 服务速度					
10.3 Service-minded staff 具有服务精神的员工					
10.4 Engage in product production according to the guidelines 按照产品标准流程认真制作茶饮产品					
10.5 Speed of food pick-up service 外卖服务速度					
11. Process Feature 过程因素	5	4	3	2	1
11.1 Easy purchase interface 便捷的购买过程					
11.2 Good service process 良好的服务过程					
11.3 Standardized and consistent product production 标准化产品制作过程					
11.4 Beverages made on-site 现场制作茶饮产品					
11.5 Speed of purchase process 快速购物过程					

12. Physical Evidence 有形展示因素	5	4	3	2	1
12.1 Free WIFI service 免费无线上网服务					
12.2 Well-designed store 店铺充满设计感					
12.3 Well-decorated store 店铺装修精致					
12.4 Good store atmosphere 店铺气氛良好					
12.5 Good website UI of the official website 官网的 UI 界面友好					

Part 3: Health Consciousness　第三部分：健康意识

Please choose only one scale in each statement that best describes your opinion and feeling about health consciousness factors influencing consumers' purchase intention towards drinks in the modern Chinese tea shop (HEYTEA brand case study) according to your personal experiences. Please tick marking (✓) the best suitable answer in the space next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对“健康意识因素影响中式现代茶店（喜茶品牌）消费者对饮品购买意愿”的看法和感受的量表。请选择最恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree and 1=Strongly Disagree

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

13. Drink Products with Health Consciousness 与饮料产品相关的健康意识	5	4	3	2	1
13.1. I am health-conscious about the drink products I purchase. (我对我购买的饮料产品有健康意识。)					
13.2. I choose to purchase healthier drink products. (我选择购买更健康的饮料产品。)					

13.3. I am willing to pay more for healthier drink products. (我愿意花更多的钱买更健康的饮料产品。)					
14. HEYTEA-Related Health Consciousness 与喜茶相关的健康意识	5	4	3	2	1
14.1. I think HEYTEA uses healthy raw materials to produce drink products. (我认为喜茶是用健康的原材料来生产饮品。)					
14.2. I think drink products offered by HEYTEA are good for health. (我认为喜茶的饮料产品对健康有益。)					
14.3. I think HEYTEA provides healthier drink products than traditional tea shops. (我认为喜茶的饮品比传统茶饮店的饮品更健康。)					

Part 4: Social Media 第四部分：社交媒体

Please choose only one scale in each statement that best describes your opinion and feeling about social media factors influencing consumers' purchase intention towards drinks in the modern Chinese tea shop (HEYTEA brand case study) according to your personal experiences. Please tick marking (✓) the best suitable answer in the space next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对“社交媒体因素影响中式现代茶店（喜茶品牌）消费者对饮品购买意愿”的看法和感受的量表。请选择最恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree and 1=Strongly Disagree

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

15. Peer Communication 网友交流	5	4	3	2	1

15.1. I obtain product information about HEYTEA from my peers through social media. (我通过社交媒体从网友那里获取喜茶的产品信息。)					
15.2. I search customer reviews and ratings about HEYTEA on social sites. (我在社交网站上搜索关于喜茶的顾客评论和评分。)					
15.3. I ask for advice about HEYTEA on social sites. (我在社交网站上寻求有关喜茶的建议。)					
15.4. I recommend HEYTEA to others on social sites. (我在社交网站上向其他人推荐喜茶.)					
16. Perceived Usefulness 感知有用性	5	4	3	2	1
16.1. Searching for information about HEYTEA from social media is useful. (从社交媒体搜索喜茶的信息对我来说很有用。)					
16.2. I use the information about HEYTEA acquired from social media to make a purchase decision. (我使用从社交媒体获得的有关喜茶的信息来做出购买决定。)					
16.3. I find information about HEYTEA provided by the influencers on social media worthwhile. (我发现社交媒体上网红提供的有关喜茶的信息很有用。)					
16.4. I find information in HEYTEA advertisements on social media worthwhile. (我发现社交媒体上的喜茶广告信息很有用。)					

Part 5: Purchase Intention 第五部分：购买意愿

Please choose only one answer in each statement that best describes your opinion and feeling about consumers' purchase intention towards drinks in the Chinese modern tea shop (HEYTEA brand) according to your personal experiences. Please tick marking (✓) the best suitable answer in the space next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对“消费者对中式现代茶店（喜茶品牌）茶饮产品购买意愿”的看法和感受。请选择最恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree and 1=Strongly Disagree

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

17. Purchase Intention 购买意愿	5	4	3	2	1
17.1. I want to purchase HEYTEA’s drink products for beverages. (我想购买喜茶的茶饮产品。)					
17.2. I expect to purchase HEYTEA’s drink products shortly. (我希望在不久的将来购买喜茶的茶饮产品。)					
17.3. I will purchase HEYTEA’s drink products in the next two months. (我一定会在接下来的两个月内购买喜茶的茶饮产品。)					

THANK YOU FOR YOUR COOPERATION.

3.5 Content Validity and Reliability

3.5.1 Content Validity

Validity refers to the degree to which a measurement tool or method can accurately measure the items the researcher intends to measure. Therefore, the

questionnaire's validity means verifying what the research is measuring and what it is intended to measure.

Factor analysis is a statistical method helpful in establishing evidence for validity. Firstly, the Kaiser-Meyer Olkin (KMO) test and Bartlett's test for Sphericity are used to see if the data can be factored in. Thus, to test construct validity, the researcher used the Kaiser-Meyer Olkin (KMO) test and Bartlett's test for Sphericity, providing a minimum standard that should be passed before the factor analysis. KMO value is a statistical criterion for determining whether the data are suitable for factor analysis. The KMO test is conducted to analyze the strength of partial correlation (how the factors suitably explain each other) between the variables. The KMO value overall should be at least 0.60 or higher than 0.60, and a value closer to 1 is better so that the data are appropriate for factor analysis (Pinar, Celik & Bahcecik, 2009).

When the KMO value is much higher than 0.6 and closer to 1, it is considered an ideal result and means a robust partial correlation among the variables; therefore, the statistical data are very suitable for factor analysis. Bartlett’s test of Sphericity is used to test the null hypothesis that the correlation matrix is an identity matrix, and an identity correlation matrix means the variables are unrelated and not ideal for factor analysis (Akkaya, 2021).

A significant statistical test (usually $p<0.05$) shows that the correlation matrix is indeed not an identity matrix (rejection of the null hypothesis). Consequently, the variables are ideal for factor analysis. In this study, the questionnaire is designed based on the questionnaire scale of the relevant literature so that the questionnaire may have a high degree of content validity.

3.5.1.1 Validity Analysis on Marketing Mix 7Ps

As shown in Table 3.1, the conduct of the correlation matrix of 35 items in the Marketing Mix 7Ps questionnaire passed Bartlett's test for Sphericity with $p<0.01$ ($\chi 2=14609.584$, $p<0.001$), which indicates that there are common factors in 35

items of Marketing Mix 7Ps questionnaire. Thus, the validity of the constructs of Marketing Mix 7Ps is satisfactory for factor analysis. At the same time, the Kaiser-Meyer Olkin (KMO) test is calculated. The result is KMO=0.992, which is greater than the standard value of 0.6, and the value closer to 1 is better. When the KMO value is more considerable, the more common factors among the variables are represented so that the data are appropriate for factor analysis.

Table 3.1 Validity Analysis on Marketing Mix 7Ps KMO and Bartlett's Test

Validity Analysis on Marketing Mix 7Ps		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.992
Bartlett's Test of Sphericity	Approx. Chi-Square	14609.584
	Df	595
	Sig.	.000

This study uses the principal component analysis to intercept factors with a characteristic root greater than 1. After factor extraction of 35 items, three factors were finally extracted, and cumulatively explained variation takes up 62.499% of the total, which can explain most of the variance. Therefore, the data are suitable for further analysis. (See Appendix 1.1 Validity Analysis on Marketing Mix 7Ps Total Variance Explained)

The extracted three factors represent Product features, Price features, Place Features, Promotion Features, People features, Process Features, and Physical Evidence. The rotated component matrix contains estimates of the correlations between each variable and the estimated components. In this study, the researcher sets the limit as the required value of 0.6. If the value is lower than 0.6 for one of the components, then that variable could be considered for further analysis. More than 0.6 loading in

more than one component shows that this variable represents two components; thus, it is ineffective in measuring a specific category. Hence, they need to be excluded.

The factor loading values in Component 1 are more significant than 0.7, more significant than the required value of 0.6. Thus, the factor load condition is ideal, indicating that the Marketing Mix 7Ps questions have good construct validity, and the items could be considered for further analysis. (Appendix 1.2 Validity Analysis on Marketing Mix 7Ps Component Matrix)

3.5.1.2 Validity Analysis on Health Consciousness

As shown in Table 3.2, the conduct of the six items in the Health Consciousness questionnaire passed Bartlett's test for Sphericity with $p<0.01$ ($\chi 2=1431.277$, $p<0.001$), which indicates that the validity of the constructs of the Health Consciousness questionnaire is satisfactory for factor analysis. At the same time, the Kaiser-Meyer Olkin (KMO) test is calculated, and the result is KMO=0.906, which is greater than the standard value of 0.6, and the value closer to 1 is better, which indicates that the constructs of the Health Consciousness questionnaire are suitable for factor analysis.

Table 3.2 Validity Analysis on Health Consciousness KMO and Bartlett's Test

Validity Analysis on Health Consciousness		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.906
Bartlett's Test of Sphericity	Approx. Chi-Square	1431.277
	Df	15
	Sig.	.000

Concerning the Validity Analysis of Health Consciousness Total Variance Explained in Appendix 1.3, the research uses the principal component

analysis method to intercept factors with a characteristic root greater than one. After factor extraction of 6 items, three factors were finally extracted, and cumulatively explained variation takes up 78.844% of the total, which can explain most of the variance. Therefore, the data are suitable for further analysis.

Concerning the Validity Analysis of the Health Consciousness Component Matrix in Appendix 1.4, the factor loading values in Component 1 are more significant than 0.7, which is greater than the required value of 0.6. Thus, the condition of the factor load is ideal. There is no presence of more than 0.6 loading in more than one component, indicating that the Health Consciousness questionnaire has good construct validity and that the items could be considered for further analysis.

3.5.1.3 Validity Analysis on Social Media

As shown in Table 3.3, the conduct of the eight items in the Social Media questionnaire passed Bartlett's test for Sphericity with $p<0.01$ ($\chi 2=150.299$, $p<0.001$), which indicates that the validity of the constructs of the Social Media questionnaire is satisfactory for factor analysis. At the same time, the Kaiser-Meyer Olkin (KMO) test is calculated, and the result is KMO=0.870, which is greater than the standard value of 0.6, and the value closer to 1 is better, which indicates that the constructs of the Social Media questionnaire are suitable for factor analysis.

Table 3.3 Validity Analysis on Social Media KMO and Bartlett's Test

Validity Analysis on Social Media		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	150.299
	Df	28
	Sig.	.000

Regarding the Validity Analysis on Social Media Total Variance Explained in Appendix 1.5, the research uses the principal component analysis method

to intercept factors with a characteristic root greater than 1. After factor extraction of 8 items, three factors were finally extracted, and cumulatively explained variation takes up 82.28% of the total, which can explain most of the variance. Therefore, the data are suitable for further analysis.

Concerning the Validity Analysis on the Social Media Component Matrix in Appendix 1.6, the factor loading values in Component 1 are more significant than 0.7, which is greater than the required value of 0.6. Thus, the condition of the factor load is ideal. There is no presence of more than 0.6 loading in more than one component, indicating that the Social Media questionnaire has good construct validity and the items could be considered for further analysis.

3.5.1.4 Validity Analysis on Consumer Purchase Intention

As shown in Table 3.4, the conduct of the three items in the Consumers' Purchase Intention questionnaire passed Bartlett's test for Sphericity with $p<0.01$ ($\chi 2=546.935$, $p<0.001$), which indicates that the validity of the constructs of the Consumers' Consumers' Purchase Intention questionnaire is satisfactory for factor analysis. At the same time, the Kaiser-Meyer Olkin (KMO) test is calculated, and the result is KMO=0.713, which is greater than the standard value of 0.6, and the value closer to 1 is better, which indicates that the constructs of the Purchase Intention questionnaire are suitable for factor analysis.

Table 3.4 Validity Analysis on Consumer Purchase Intention KMO and Bartlett's Test

Validity Analysis on Consumers' Purchase Intention		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	546.935
	Df	3
	Sig.	.000

Concerning the Validity Analysis on Consumer Purchase Intention Total Variance Explained in Appendix 1.7, the research uses the principal component analysis method to intercept factors with a characteristic root greater than 1. After factor extraction of 3 items, 1 factor was finally extracted, and cumulatively explained variation takes up 72.609% of the total, which can explain most of the variance. Therefore, further explanation is made that the standard factor analysis of this study is better and suitable for further analysis.

As to the Validity Analysis of the Consumer Purchase Intention Component Matrix in Appendix 1.8, the factor loading values in Component 1 are more significant than 0.8, which is greater than the required value of 0.6, and thus the condition of factor load is ideal, indicating that the Consumers' Purchase Intention questionnaire has a good construct validity. The items could be considered for further analysis.

3.5.2 Reliability

3.5.2.1 Reliability Analysis on Marketing Mix 7Ps

The reliability of this study's dependent variable (Purchase Intention) and the independent variables (Marketing Mix 7Ps, Health Consciousness, and Social Media) are tested and evaluated using Cronbach's alphas coefficient. The results of the reliability test on Marketing Mix 7Ps are displayed in Appendix 2.1.

It is widely suggested that the larger the Cronbach's alphas coefficient, the higher the credibility and stability of the construct, and if the Cronbach's alphas coefficient exceeds 0.7, the reliability of the construct is quite good, significantly if the Cronbach's alphas coefficient exceeds 0.8, the reliability of the construct is satisfactory. As shown in Appendix 2.1, the marketing mix 7Ps' Cronbach alphas coefficient values are all greater than 0.8: the Cronbach's α for Product Feature is 0.868, for Price Feature is 0.876, for Place Feature is 0.869, for Promotion Feature is 0.872, for People Feature is 0.870, for Process Feature is 0.863, and for Physical

evidence is 0.890, which means that the reliability of the Marketing Mix 7Ps is satisfactory.

3.5.2.2 Reliability Analysis on Health Consciousness

As shown in Appendix 2.2, the Reliability Analysis of Health Consciousness, the Health Consciousness' Cronbach alphas coefficient values are more significant than 0.7: the Cronbach's α for Drink Products Related Health Consciousness is 0.787, and the Cronbach's α for HEYTEA Related Health Consciousness is 0.764, which means that the reliability of the Health Consciousness constructs is good.

3.5.2.3 Reliability Analysis on Social Media

As far as the Reliability Analysis of Social Media in Appendix 2.3 is concerned, the Social Media Cronbach alphas coefficient values are more significant than 0.7: the Cronbach's α for Peer Communication is 0.851, and the Cronbach's α for Perceived Usefulness is 0.846, which means the reliability of the Social Media constructs is good.

3.5.2.4 Reliability Analysis on Consumer Purchase Intention

As to the Reliability Analysis of Consumer Purchase Intention in Appendix 2.4, the Consumer Purchase Intention Cronbach alphas coefficient values are more significant than 0.7: the Cronbach's α for Purchase Intention is 0.785, which means the reliability of the Consumer Purchase Intention constructs is good.

3.6 Data Analysis

This study introduces descriptive and inferential statistics, the details of which are as follows.

3.6.1 Descriptive Statistics

As far as descriptive statistics is concerned, the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation, which can be

classified as follows, are used in this study.

The absolute frequency, the percent frequency, and the cross-frequency table are presented for Demographic Factors. Concerning the Marketing Mix 7Ps, Health Consciousness, Social Media, and Consumer Purchase Intention, the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation are introduced.

For the arithmetic mean, the results obtained from Marketing Mix 7Ps, Health Consciousness, Social Media, and Consumer Purchase Intention, are not precisely equal to the discrete number (1, 2, 3, 4, and 5) as classified in the questionnaires. It is calculated in terms of continuous numbers with a decimal that has to be interpreted as related to the objective of the questionnaires. In this study, the criteria for interpreting these means are as follows.

The arithmetic mean is 1, but less than 1.5 is in the strongly disagree level.

The arithmetic mean is 1.5, but less than 2.5 is at the disagree level.

The arithmetic mean is 2.5, but less than 3.5 is at the neutral level.

The arithmetic mean is 3.5, but less than 4.5 is at the agreed level.

The arithmetic mean is 4.5, but less than or equal to 5 is in the strongly agree level.

3.6.2 Inferential Statistics

In inferential statistics, numerous statistics are applied according to the hypothesis.

Hypothesis 1:The Mean of Consumer Purchase Intention is Different from a Designed Value

-One Sample t-test is used.

Hypothesis 2: Differences in Demographic Factors Generate Differences in Consumer Purchase Intention towards HEYTEA Drinks at Physical Stores.

-Independent Samples t-test is used for gender.

-One Way ANOVA is applied for Age, Educational Background, Net Income per Month, and City Live

-Two-way ANOVA and Three Way ANOVA are applied for Gender, Age, Educational Background, Net Income per Month, and City Live

Hypothesis 3: Marketing Mix 7Ps Influence Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores.

- Multiple Regression Analysis is used.

Hypothesis 4: Health Consciousness Influence on Consumer Purchase Intention towards HEYTEA Drinks at Physical Stores

- Multiple Regression Analysis is used.

Hypothesis 5: Social Media Influence on Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores

- Multiple Regression Analysis is used.

Hypothesis 6: Marketing Mix 7Ps, Health Consciousness, and Social Media Influence on Consumer Purchase Intention towards HEYTEA Drinks at the Physical Stores.

- Multiple Regression Analysis is used.

Hypothesis 7: Marketing Mix 7Ps is related to Health Consciousness

- Pearson Correlation is introduced.

Hypothesis 8: Marketing Mix 7Ps is related to Social Media

- Pearson Correlation is suggested.

Hypothesis 9: Health Consciousness is related to Social Media

- Pearson Correlation is used.

CHAPTER IV
ANALYSIS RESULTS

After the pre-test, 30 questionnaires are valid and reliable in Chapter 3. The data collection is then continued, and the completed questionnaires of about 441 are acquired. Based on the advanced statistical program, the data analysis in this study is classified into two main categories, namely, descriptive statistics and inferential statistics.

The descriptive statistics presented in this chapter consist of the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation. In terms of inferential statistics, numerous statistics are applied according to the hypothesis testing, including One Sample t-test, Independent Samples t-test, One-Way ANOVA, Two-Way ANOVA, Three-Way ANOVA, Multiple Linear Regression Analysis, Multiple Double-Log Linear Regression Analysis, Multiple Semi-Log Linear Regression Analysis, and Pearson Correlation.

4.1 Descriptive Statistics

4.1.1 Demographic Factors

(1). One Factor Analysis

Table 4.1 The Frequency and Percent Frequency Classified by Demographic Factor

Demographic Factor	Classification	Frequency	% Frequency
1. Gender	Male	213	48.30
	Female	228	51.70
2. Age	Under 20	5	1.13

	20-25	189	42.86
	26-35	118	26.76
	36-45	87	19.73
	Above 45	42	9.52
3. Education Background	High School	54	12.24
	Diploma / Certificate	93	21.09
	Bachelor's Degree	188	42.63
	Master's Degree	57	12.93
	Doctoral Degree	49	11.11
4.Net Income per Month	Under 6000 RMB	193	43.76
	6000-8000 RMB	143	32.43
	8001-10000 RMB	36	8.16
	10001-12000 RMB	50	11.34
	Above 12000 RMB	19	4.31
5. Live in a City from	South China	148	33.56
	North China	72	16.33
	East China	146	33.11
	Central China	71	16.10
	The other area of China	4	0.91
	Total	441	100.00

As shown in Table 4.1, about 51.70% of the respondents in the study are female, while 48.30% are male. Most respondents in this study are in the 20 - 25 age group, occupying around 42.86%, followed by respondents between the ages 26- 35, registering an average of 26.76%. The smallest percentage is captured by the group under 20, recording about 1.13%. As to educational background, most respondents reported a higher education background; that is, 42.63% enjoy a Bachelor's Degree, and 21.09% have achieved a Diploma/ Certificate. Only 11.11% have a doctorate. Regarding net monthly income, most respondents, around 43.76%, are under 6,000

RMB, followed by those in the 6,000 – 8,000 RMB range, with a percentage of about 32.43%. Only 4.31% of respondents belong to the above 12,000 RMB. Concerning the city, most live in a city from South China (33.56%) and East China (33.11%).

(2). Two Factor Analysis

Table 4.2 The Frequency and Percent Frequency Classified by Gender and Age

Gender	Age					Total
	Under 20	20 - 25	26 – 35	36 - 45	Above 45	
Male	3 (0.68%)	98 (22.22%)	48 (10.88%)	48 (10.88%)	16 (3.63%)	213 (48.30%)
Female	2 (0.45%)	91 (20.63%)	70 (15.87%)	39 (8.84%)	26 (5.90%)	228 (51.70%)
Total	5 (1.13%)	189 (42.86%)	118 (26.76%)	87 (19.73%)	42 (9.52%)	441 (100.00%)

From Table 4.2, most male respondents belong to the 20 – 25-year-old group, occupying about 22.22% of the total population or 46.01% of males. On the contrary, males under 20 years old represent only 0.68% of the total population or 1.41% of males. As far as females are concerned, similar results can be obtained; that is, most female respondents belong to the 20 – 25-year-old group, recording a share of approximately 20.63% of the total population or 39.91% of females. On the other hand, females under 20 years old make up only 0.45% of the total population (0.88% of females).

Table 4.3The Frequency and Percent Frequency Classified by Gender and Educational Background

Gender	Educational Background					Total
	High School	Diploma/ Certificate	Bachelor Degree	Master Degree	Doctoral Degree	

Male	20 (4.54%)	49 (11.11%)	87 (19.73%)	34 (7.71%)	23 (5.22%)	213 (48.30%)
Female	34 (7.71%)	44 (9.98%)	101 (22.90%)	23 (5.22%)	26 (5.90%)	228 (51.70%)
Total	54 (12.24%)	93 (21.09%)	188 (42.63%)	57 (12.93%)	49 (11.11%)	441 (100.00%)

It is evident from Table 4.3 that most of the male respondents enjoy a bachelor's degree, with a percentage of about 19.73% of the total population or 40.85% of males. On the contrary, males with high school account for only 2.54% of the total population or 9.39% of males. As to the females, most female respondents have a bachelor's degree, with a share of about 22.90% of the total population or 44.30% of females. On the other hand, females with master's degrees occupy only 5.22% of the total population or 10.09% of females.

Table 4.4 The Frequency and Percent Frequency Classified by Gender and Net Income per Month

Gender	Net Income per Month (RMB)					Total
	Under 6,000	6,000 – 8,000	8,001- 10,000	10,001 – 12,000	Above 12,000	
Male	91 (20.63%)	72 (16.33%)	17 (3.85%)	27 (6.12%)	6 (1.36%)	213 (48.30%)
Female	102 (23.13%)	71 (16.10%)	19 (4.31%)	23 (5.22%)	13 (2.95%)	228 (51.70%)
Total	193 (43.76%)	143 (32.43%)	36 (8.16%)	50 (11.34%)	19 (4.31%)	441 (100.00%)

Table 4.4 shows that most male respondents with a net monthly income under 6,000 RMB are the majority group, registering about 20.63% of the total population or 42.72% of males. On the contrary, males with above 12,000 RMB

represent only 1.36% of the total population or 2.82% of males. As to the females, most female respondents suffer a net income per month under 6,000 RMB, with a share of about 23.13% of the total population or 44.74% of females. On the other hand, females with a net income per month above 12,000 RMB occupy only 2.95% of the total population or 5.70% of females.

Table 4.5 The Frequency and Percent Frequency Classified by Gender and City

Gender	City Live					Total
	South China	North China	East China	Central China	Others	
Male	70 (15.87%)	33 (7.48%)	70 (15.87%)	36 (8.16%)	4 (0.91%)	213 (48.30%)
Female	78 (17.69%)	39 (8.84%)	76 (17.23%)	35 (7.94%)	0 (0.00%)	228 (51.70%)
Total	148 (33.56%)	72 (16.33%)	146 (33.11%)	21 (4.76%)	4 (0.91%)	441 (100.00%)

It is evident from Table 4.5 that most male respondents are from South China and East China, with a percentage of about 15.87% of the total population or 32.86% of males. Only 0.91% of males, compared to the total population, or 1.88% of males, are from other parts of China. Most females come from South China, accounting for about 17.69% of the total population or 34.21% of females—no female respondents from other parts of China.

4.1.2 Marketing Mix 7P

Table 4.6 The Mean and Standard Deviation of Marketing Mix 7Ps

Items	N	Mean	Mean Rank	Standard Deviation
Product Feature	441	2.4054	1	.91551

Price Feature	441	2.3501	2	.91525
Place Feature	441	2.2005	7	.97584
Promotion Feature	441	2.3188	4	.88884
People Feature	441	2.3143	5	.88943
Process Feature	441	2.3429	3	.92461
Physical Evidence	441	2.2948	6	.94330
Marketing Mix 7Ps	441	2.3181	-	.86263

As shown in Table 4.6, it is indicated that Product, Price, and Process have been the top 3 most essential factors in the HEYTEA study, with a mean of 2.4054 (Product), 2.3501 (Price), and 2.3429 (Process). Also, there is not a massive difference between the means of features compared to the overall mean of 2.3181. Product Flavor ranks first place amongst the five items of Product Feature, with a mean of 2.66 (Product Flavor), while 'Match between brand image and price' ranks first place amongst the five items of Price Feature, with a mean of 2.62 (Match between brand image and price).

Table 4.7 The Descriptive Statistics of Product Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Product Quality	103 (23.36%)	186 (42.18%)	74 (16.78%)	46 (10.43%)	32 (7.26%)	2.3605	1.160	3
Product Flavor	36 (8.16%)	198 (44.90%)	129 (29.25%)	38 (8.62%)	40 (9.07%)	2.6553	1.053	1
Brand Image	106 (24.04%)	181 (41.04%)	87 (19.73%)	40 (9.07%)	27 (6.12%)	2.3220	1.118	4
Signature Product	106 (24.06%)	176 (39.91%)	82 (18.59%)	43 (9.75%)	34 (7.71%)	2.3719	1.173	2
Product Varieties	117 (26.53%)	170 (38.55%)	83 (18.82%)	39 (8.84%)	32 (7.26%)	2.3175	1.167	5

Overall						2.4054	.91551	

Regarding product classification, the figure in Table 4.7 shows that Product Flavor is the most essential aspect, with a mean of about 2.6553, followed by Signature Product and Product Quality, with a mean of 2.3719 and 2.3605, respectively. Product Varieties with a mean of around 2.3175 take the lowest position.

Table 4.8 The Descriptive Statistics of Price Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Value of Money in Terms of Taste	113 (25.62%)	176 (39.91%)	79 (17.91%)	47 (10.66%)	26 (5.90%)	2.3129	1.139	2
Value of Money in Terms of Quantity	121 (27.44%)	189 (42.86%)	57 (12.93%)	45 (10.20%)	29 (6.58%)	2.2562	1.158	5
Price Differentiation	121 (27.44%)	170 (38.55%)	75 (17.01%)	52 (11.79%)	23 (5.22%)	2.2880	1.143	3
Clear Price Tag	127 (28.80%)	160 (36.28%)	87 (19.73%)	41 (9.30%)	26 (5.90%)	2.2721	1.147	4
Match between Brand Image and Price	48 (10.88%)	193 (43.76%)	114 (25.85%)	50 (11.34%)	36 (8.16%)	2.6213	1.083	1
Overall						2.3501	.91525	

Concerning price classification, it is evident from Table 4.8 that the Match between Brand Image and Price is the most essential aspect, with a mean of about 2.6213, followed by Value of Money in Terms of Taste and Price Differentiation with

a mean of about 2.3129 and 2.2880, respectively. The lowest ranking is the Value of Money in Terms of Quantity, with a mean of around 2.2562.

Table 4.9 The Descriptive Statistics of Place Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Easy and Convenient Access to the Physical Store	157 (35.60%)	162 (36.73%)	60 (13.61%)	41 (9.30%)	21 (4.76%)	2.1088	1.133	5
Many Store Branches Provided	159 (36.05%)	164 (37.19%)	54 (12.24%)	33 (7.48%)	31 (7.03%)	2.1224	1.185	4
Near the Shopping Malls	85 (19.27%)	202 (45.80%)	76 (17.23%)	42 (9.52%)	36 (8.16%)	2.4150	1.145	1
Easy Order on the Online Tools	131 (29.71%)	188 (42.63%)	61 (13.83%)	33 (7.48%)	28 (6.35%)	2.1814	1.130	2
Available on the Online Tools for Pick-up	144 (32.65%)	168 (38.10%)	68 (15.42%)	30 (6.80%)	31 (7.03%)	2.1746	1.165	3
Overall						2.2005	.97584	

In terms of place classification, the results obtained from Table 4.9 suggest that Near the Shopping Malls is the most critical aspect with a mean of about 2.4150, followed by Easy Order on the Online Tools and Available on the Online Tools for Pick-up with the mean of about 2.1814 and 2.1746, respectively. The lowest ranking is Easy and Convenient Access to the Physical Store, with a mean of around 2.1088.

Table 4.10 The Descriptive Statistics of Promotion Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Targeted Product Promotion Advertisements	110 (24.94%)	173 (39.23%)	97 (22.00%)	39 (8.84%)	22 (4.99%)	2.2971	1.089	3
Promotion Information	115 (26.08%)	186 (42.18%)	67 (15.19%)	41 (9.30%)	32 (7.26%)	2.2948	1.164	4
Sales Promotion	110 (24.94%)	175 (39.68%)	79 (17.91%)	47 (10.66%)	30 (6.80%)	2.3469	1.162	2
Give a Small Gift	112 (25.40%)	174 (39.46%)	90 (20.41%)	42 (9.52%)	23 (5.22%)	2.2971	1.106	3
Redeem Voucher	101 (22.90%)	183 (41.50%)	86 (19.50%)	40 (9.07%)	31 (7.03%)	2.3583	1.138	1
Overall						2.3188	.88884	

As far as the promotion classification is concerned, it can be seen from Table 4.10 that Redeem Voucher is the most essential aspect, with a mean of about 2.3583, followed by Sales Promotion and Targeted Product Promotion Advertisements/ Give a Small Gift with the mean of about 2.3469 and 2.2971, respectively. The lowest ranking is Promotion Information, with a mean of around 2.2948.

Table 4.11 The Descriptive Statistics of People Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Nice and Friendly Staff	104 (23.58%)	186 (42.18%)	78 (17.69%)	48 (10.88%)	25 (5.67%)	2.3288	1.119	**2**
Speed of Service	116 (26.30%)	175 (39.68%)	78 (17.69%)	45 (10.20%)	27 (6.12%)	2.3016	1.145	**3**

Service-minded Staff	122 (27.66%)	171 (38.78%)	82 (18.59%)	41 (9.30%)	25 (5.67%)	2.2653	1.130	**4**
Engage in Production According to the Guidelines	109 (24.72%)	179 (40.59%)	83 (18.82%)	39 (8.84%)	31 (7.03%)	2.3288	1.147	**2**
Speed of Food Pick-up Service	104 (23.58%)	188 (42.63%)	71 (16.10%)	48 (10.88%)	30 (6.80%)	2.3469	1.152	**1**
Overall						2.3143	.88943	

Concerning people classification, Table 4.11 reveals that the Speed of Food pickup service is the most essential aspect, with a mean of about 2.3469, followed by Nice and Friendly Staff and Engage in Production. According to the Guidelines, the mean is about 2.3288 and 2.3288, respectively. The lowest ranking is Service-minded Staff, with a mean of around 2.2653.

Table 4.12 The Descriptive Statistics of Process Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Easy Purchase Interface	124 (28.12%)	158 (35.83%)	91 (20.63%)	38 (8.62%)	30 (6.80%)	2.3016	1.165	4
Good Service Process	112 (25.40%)	182 (41.27%)	64 (14.51%)	46 (10.43%)	37 (8.39%)	2.3515	1.205	3
Standardized and Consistent Production	98 (22.22%)	181 (41.04%)	86 (19.50%)	39 (8.84%)	37 (8.39%)	2.4014	1.170	1
Beverages Made on-site	109 (24.72%)	187 (42.40%)	77 17.46%)	43 (9.75%)	25 (5.67%)	2.2925	1.113	5
Speed of Purchase Process	103 (23.36%)	184 (41.72%)	76 (17.23%)	45 (10.20%)	33 (7.48%)	2.3673	1.164	2

Overall						2.3429	.92461	

In terms of process classification, the results obtained from Table 4.12 suggest that Standardized and Consistent Production is the most essential aspect, with a mean of about 2.4014, followed by Speed of Purchase Process and Good Service Process, with a mean of about 2.3673 and 2.3515, respectively. The lowest ranking is Beverages Made on-site, with a mean of around 2.2925.

Table 4.13 The Descriptive Statistics of Physical Evidence Feature

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Free WIFI Service	138 (31.29%)	185 (41.95%)	54 (12.24%)	31 (7.03%)	33 (7.48%)	2.1746	1.167	5
Well-designed Store	105 (23.81%)	181 (41.04%)	82 (18.59%)	42 (9.52%)	31 (7.03%)	2.3492	1.148	1
Well-decorated Store	116 (26.30%)	173 (39.23%)	75 (17.01%)	37 (8.39%)	40 (9.07%)	2.3469	1.212	2
Good Store Atmosphere	117 (26.53%)	175 (39.68%)	80 (18.14%)	43 (9.75%)	26 (5.90%)	2.2880	1.135	4
Good Website UI of the Official Website	117 (26.53%)	169 (38.32%)	82 (18.59%)	45 (10.20%)	28 (6.35%)	2.3152	1.155	3
Overall						2.2948	.94330	

As far as the physical evidence classification is concerned, Table 4.13 reveals that the Well-designed Store is the most essential aspect, with a mean of about 2.3492, followed by the Well-decorated Store and Good Website UI of the Official Website with a mean of about 2.3469 and 2.3152 respectively. The lowest ranking is Free WIFI Service, with a mean of around 2.1746.

4.1.3 Health Consciousness

Table 4.14 The Descriptive Statistics of Health Consciousness

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Drink Products Related Health Consciousness						2.4203	.92510	
I am health-conscious about the drink products I purchase.	113 (25.62%)	168 (38.105)	86 (19.50%)	39 (8.84%)	35 (7.94%)	2.3537	1.182	2
I choose to purchase healthier drink products.	122 (27.66%)	166 (37.64%)	87 (19.73%)	43 (9.75%)	23 (5.22%)	2.2721	1.123	3
I am willing to pay more for healthier drink products.	39 (8.84%)	200 (45.35%)	119 (26.98%)	49 (11.11%)	34 (7.71%)	2.6349	1.047	1
HEYTEA-Related Health Consciousness						2.5344	.91502	
HEYTEA uses healthy raw materials to produce drink products.	52 (11.79%)	175 (39.68%)	121 (27.44%)	57 (12.93%)	36 (8.16%)	2.6599	1.101	1
Drink products offered by HEYTEA are good for health.	53 (12.02%)	171 (38.78%)	137 (31.07%)	45 (10.20%)	35 (7.94%)	2.6327	1.075	2
HEYTEA provides healthier	110 (24.94%)	186 (42.18%)	73 (16.55%)	42 (9.52%)	30 (6.80%)	2.3107	1.147	3

drink products than traditional tea shops.								
Overall						2.4773	.86493	

As far as health consciousness is concerned, Table 4.14 suggests that HEYTEA-related health consciousness is more important than drink products-related health consciousness since the former enjoys a mean of 2.5344 compared to 2.4203 of the latter. Regarding Drink Products Related to Health, I am willing to pay more for healthier drink products, which is the most essential aspect, with a mean of about 2.6349. For HEYTEA-related health consciousness, the most critical aspect is that HEYTEA uses healthy raw materials to produce drink products, with a mean of 2.6599.

4.1.4 Social Media

Table 4.15 The Descriptive Statistics of Social Media

Items	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Peer Communication						2.6287	.87290	
I obtain product information about HEYTEA from my peers through social media.	54 (12.24%)	172 (39.00%)	123 (27.89%)	60 (13.61%)	32 (7.26%)	2.6463	1.088	1
I search customer reviews and ratings about HEYTEA on social sites.	50 (11.34%)	190 (43.08%)	108 (24.49%)	60 (13.61%)	33 (7.48%)	2.6281	1.088	3

I ask for advice about HEYTEA on social sites.	48 (10.88%)	189 (42.86%)	111 (25.17%)	59 (13.38%)	34 (7.71%)	2.6417	1.086	2
I recommend HEYTEA to others on social sites.	67 (15.19%)	158 (35.83%)	131 (29.71%)	55 (12.47%)	30 (6.80%)	2.5986	1.097	4
Perceived Usefulness						2.6536	.86327	
Searching for information about HEYTEA from social media is helpful for me.	49 (11.11%)	160 (36.28%)	139 (31.5%)	57 (12.93%)	36 (8.16%)	2.7075	1.086	1
I use the information about HEYTEA acquired from social media to make purchase decisions.	49 (11.11%)	182 (41.27%)	120 (27.21%)	55 (12.47%)	35 (7.94%)	2.6485	1.086	2
I find information about HEYTEA provided by the influencers on social media worthwhile.	54 (12.24%)	179 (40.59%)	127 (28.80%)	46 (10.43%)	35 (7.94%)	2.6122	1.082	4
I find information in HEYTEA advertisements on social media helpful.	50 (11.34%)	173 (39.23%)	133 (30.16%)	53 (12.02%)	32 (7.26%)	2.6463	1.065	3
Overall						2.6412	.82662	

Concerning social media, Table 4.15 suggests that Perceived Usefulness, with a mean of 2.6536, is more critical than Peer communication, with a mean of 2.6287. In terms of Peer communication, obtaining product information about

HEYTEA from my peers through social media is the most significant aspect, with a mean of about 2.6463. For Perceived Usefulness, the most critical aspect is Searching for information about HEYTEA from social media, which is helpful for me with a mean of 2.7075.

4.1.5 Consumer Purchase Intention

Table 4.16 The Descriptive Statistics of Consumer Purchase Intention

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
I want to purchase HEYTEA's drink products for beverage.	128 (29.02%)	165 (37.41%)	85 (19.27%)	36 (8.16%)	27 (6.12%)	2.25	1.141	2
I expect to purchase HEYTEA's drink products shortly.	105 (23.81%)	188 (42.63%)	94 (21.32%)	28 (6.35%)	26 (5.90%)	2.28	1.077	1
I will purchase HEYTEA's drink products in the next two months.	130 (29.48%)	171 (38.78%)	79 (17.91%)	34 (7.71%)	27 (6.12%)	2.22	1.134	3
Overall						2.2502	.95592	

Regarding consumer purchase intention, Table 4.16 suggests "I expect to purchase HEYTEA's drink products shortly", which is the most essential aspect, with a mean of 2.28, followed by "I want to purchase HEYTEA's drink products for beverage". "I will purchase HEYTEA's drink products in the next two months," with a mean of about 2.25 and 2.22, respectively. The score is about 2.25, meaning this purchase intention is evaluated at the disagree level.

4.2 Inferential Statistics

4.2.1 The Mean of Purchase Intention is different from a Designed Value

H_0: $\mu = 2.3$

H_i: $\mu \neq 2.3$

Table 4.17 The One Sample T-test of Purchase Intention

N	Mean	S.D.	Std.Error.Mean	t-value	df	p-value
441	2.2502	.95592	.04552	-1.094	440	.274

The results obtained from Table 4.17 suggest that the p-value of the One Sample t-test is approximately .274, which is much higher than the critical value of 0.05. Therefore, the null hypothesis cannot be rejected, meaning that the mean value of purchasing intention equals 2.3, which is in the disagree level.

4.2.2 Differences in Demographic Factors Generate Differences in Consumer Purchase Intention

(1) Differences in Gender Generate Differences in Consumer Purchase Intention

H_0: $\mu_1 = \mu_2$

H_a: $\mu_1 \neq \mu_2$

Table 4.18 The Independent Samples t-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
Purchase Intension	Male	213	2.2629	.93541	.270	.787
	Female	228	2.2383	.97659		

As shown in Table 4.18, the p-value of Consumer Purchase Intention classified by gender is about 0.787, much higher than the critical value of 0.05. Therefore, the null hypothesis Ho is accepted, meaning that gender differences generate no differences in Consumer Purchase Intention.

(2) Differences in Age, Educational Background, Net Income per Month, and City Live Generate Differences in Consumer Purchase Intention

H_0: $\mu_i = \mu_j$

H_a: $\mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.19 The One-way ANOVA of the Age, Educational Background, Net Income per Month, and City

Factor	Items	SS	df	MS	F=value	p-value
Age	Between Groups	1.566	4	.391	.426	.790
	Within Groups	400.497	436	.919		
	Total	402.062	440			
Educational Background	Between Groups	1.380	4	.345	.375	.826
	Within Groups	400.682	436	.919		
	Total	402.062	440			
Net Income Per Month	Between Groups	4.638	4	1.160	1.272	.280
	Within Groups	397.424	436	.912		
	Total	402.062	440			
City Live	Between Groups	.470	4	.117	.128	.972
	Within Groups	401.593	436	.921		

	Total	402.062	440			

As shown in Table 4.19, the p-value of consumer purchase intention classified by age, educational background, net income per month, and city life are approximately 0.790, 0.826, 0.280, and 0.972, respectively, which are much higher than the critical value of 0.05. Therefore, the null hypothesis Ho for these four factors cannot be rejected, meaning that age, educational background, net income per month, and city life generate no differences in consumer purchase intention.

(3) Differences in Demographic Factor Generate Differences in Consumer Purchase Intention (Two-Way ANOVA)

First Hypothesis

H_0: $\mu_{Ai} = \mu_{Aj}$

H_a: $\mu_{Ai} \neq \mu_{Aj}$ at last one Pair where i ≠j.

Second Hypothesis

H_0: $\mu_{Bi} = \mu_{Bj}$

H_a: $\mu_{Bi} \neq \mu_{Bj}$ at last one Pair where i ≠j.

Third Hypothesis

H_0: $\mu_{ABi} = \mu_{ABj}$

H_a: $\mu_{ABi} \neq \mu_{ABj}$ at last one Pair where i ≠j.

In this study, there are five aspects of demographic factors, namely, gender (X_1), age(X_2), educational background(X_3), net income per month (X_4), and city life (X_5), therefore in order to apply Two-Way ANOVA, ten combinations according to the combination theory that is, X_1X_2, X_1X_3, X_1X_4, X_1X_5, X_2X_3, X_2X_4, X_2X_5, X_3X_4, X_3X_5, and X_4X_5 have to be done.

However, after testing all these ten combinations, it can be found that only two combinations (X_1X_2 or gender and age) and (X_2X_5 age and city live) are found to be significant, as seen in Table 4.20 and Table 4.21, respectively.

Table 4.20 The Two-way ANOVA of the Gender and Age

Source	SS	Df	MS	F-value	p-value
Corrected Model	12.819[a]	9	1.424	1.577	.120
Intercept	503.316	1	503.316	557.310	.000
Gender (X_1)	.007	1	.007	.007	.931
Age (X_2)	2.506	4	.627	.694	.597
X_1*X_2	11.104	4	.2776	3.074	.015*
Error	389.243	431	.903		
Total	2635.000	431			
Corrected Total	402.062	440			

a.R Square =.032 (Adjusted R Square = .012)

It is evident from Table 4.20 that the p-value of gender combined with age is about 0.015, which is less than the critical value of 0.05. Therefore, the Ho is rejected, meaning that gender differences combined with age generate differences in consumer purchase intention.

Table 4.21 The Two-way ANOVA of the Age and City

Source	SS	Df	MS	F-value	p-value
Corrected Model	23.605 [a]	21	1.124	1.244	.210
Intercept	277.588	1	277.588	307.324	.000
Age (X_2)	.401	4	.100	.111	.979
City Live (X_5)	1.632	4	.408	.452	.771
X_2*X_5	21.485	13	1.653	1.830	.037*

Error	378.458	419	.903		
Total	2635.000	441			
Corrected Total	402.062	440			

a.R Square =.059 (Adjusted R Square = .012)

It is evident from Table 4.21 that the p-value of age combined with city life is approximately 0.037, which is less than the critical value of 0.05. Therefore, the Ho is rejected, meaning that age and city life differences generate differences in consumer purchase intention.

(4) Differences in Demographic Factor Generate Differences in Consumer Purchase Intention (Three-Way ANOVA)

First Hypothesis

H_0: $\mu_{Ai} = \mu_{Aj}$

H_a: $\mu_{Ai} \neq \mu_{Aj}$ at last one Pair where i ≠j.

Second Hypothesis

H_0: $\mu_{Bi} = \mu_{Bj}$

H_a: $\mu_{Bi} \neq \mu_{Bj}$ at last one Pair where i ≠j.

Third Hypothesis

H_0: $\mu_{Ci} = \mu_{Cj}$

H_a: $\mu_{Ci} \neq \mu_{Cj}$ at last one Pair where i ≠j.

Fourth Hypothesis

H_0: $\mu_{ABi} = \mu_{ABj}$

H_a: $\mu_{ABi} \neq \mu_{ABj}$ at last one Pair where i ≠j.

Fifth Hypothesis

H_0: $\mu_{ACi} = \mu_{ACj}$

H_a: $\mu_{ACi} \neq \mu_{ACj}$ at last one Pair where i ≠j.

Sixth Hypothesis

H_0: $\mu_{BCi} = \mu_{BCj}$

H_a: $\mu_{BCi} \neq \mu_{BCj}$ at last one Pair where i ≠j.

Seventh Hypothesis

H_0: $\mu_{ABCi} = \mu_{ABCj}$

H_a: $\mu_{ABCi} \neq \mu_{ABCj}$ at last one Pair where i ≠j.

Since there are five aspects of demographic factors as already mentioned in Two-way ANOVA, therefore in order to apply Three-Way ANOVA, ten combinations ($X_1X_2X_3$, $X_1X_2X_4$, $X_1X_2X_5$, $X_1X_3X_4$, $X_1X_3X_5$, $X_1X_4X_5$, $X_2X_3X_4$, $X_2X_3X_5$, $X_2X_4X_5$, and $X_3X_4X_5$) according to the combination theory have to be done. However, after testing all ten of these combinations, only one is significant, the details of which can be seen in Table 4.22.

Table 4.22 The Three-way ANOVA of the Gender, Age, and Net Income per Month

Source	SS	Df	MS	F-value	p-value
Corrected Model	50.895[a]	40	1.272	1.449	.042
Intercept	339.156	1	339.156	386.319	.000
Gender (X_1)	.189	1	.189	.216	.643
Age (X_2)	.961	4	.240	.274	.895
Income per Month (X_4)	2.039	4	.510	.581	.677
X_1*X_2	8.597	4	2.149	2.448	.046
X_1*X_4	3.998	4	1.000	1.139	.338
X_2*X_4	13.126	15	.875	.997	.458
X_1*X_2*X_4	16.368	8	2.046	2.331	.019*
Error	351.167	400	.878		
Total	2635.000	441			
Corrected Total	402.062	440			

a.R Square =.127 (Adjusted R Square = .039)

In Table 4.22, the p-value of gender, age, and net income per month is about 0.019, less than the critical value of 0.05. Therefore, the Ho is rejected, meaning that differences in gender, age, and net income per month generate differences in consumer purchase intention.

4.2.3 Marketing Mix 7Ps Influence on Consumer Purchase Intention

In order to find out the impact of Marketing Mix7p on Consumer Purchase Intention, three types of multiple linear regression analysis are applied in this study.

(1). The Multiple Linear Regression Analysis

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7)

$Y= \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7$

Where Y = Consumer purchase intention

X_1 = Product Feature

X_2 = Price Feature

X_3 = Place Feature

X_4 = Promotion Feature

X_5 = People Feature

X_6 = Process Feature

X_7 = Physical Evidence

The results obtained from the study can be seen in Table 4.23 and are written in terms of equation (1).

$Y= .041 + .171X_1 + .183X_2 + .146X_3 + .106X_4 + .158X_5 + .069X_6 + .155\ X_7$

(.528) (.002) (.001) (.020) (.053) (.004) (.215) (.004)…..(1)

Adjusted $R^2 = 0.793$

Table 4.23 The Multiple Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps

Model	Coefficient			T	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std.Error			
Constant	-.041	.064		-.632	.528
X_1=Product Feature	.171	.055	.164	3.082	.002
X_2=Price Feature	.183	.054	.175	3.421	.001
X_3=Place Feature	.146	.062	.149	2.342	.020
X_4=Promotion	.106	.055	.099	1.937	.053
X_5=People Feature	.158	.054	.147	2.905	.004
X_6=Process	.069	.056	.067	1.242	.215
X_7=Physical Evidence	.155	.054	.153	2.868	.004

a.Dependent Variable =Y (Consumer Purchase Intention)

(2). The Multiple Double Log-Linear Regression Analysis

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7)

$$Ln(Y) = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2) + \beta_3 Ln(X_3) + \beta_4 Ln(X_4) + \beta_5 Ln(X_5) + \beta_6 Ln(X_6) + \beta_7 Ln(X_7)$$

The results from the study can be seen in Equation (2) and Table 4.24.

$$Ln(Y) = -.045 + .185Ln(X_1) + .184Ln(X_2) + .096Ln(X_3) + .124Ln(X_4)$$
$$(.143) \quad (.002) \quad (.001) \quad (.119) \quad (.038)$$
$$+.143Ln(X_5) + .110Ln(X_6) + .158Ln(X_7) \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (2)$$
$$(.011) \quad (.061) \quad (.004)$$

Adjusted $R^2 = 0.660$

Table 4.24 The Multiple Double Log-Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps

Model	Coefficient			T	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std.Error			

Constant	-.045	.031		-1.467	.143
Ln(X_1)=Product Feature	.185	.059	.164	3.135	.002
Ln(X_2)=Price Feature	.184	.057	.167	3.210	.001
Ln(X_3)=Place Feature	.096	.061	.094	1.561	.119
Ln(X_4)=Promotion	.124	.060	.111	2.086	.038
Ln(X_5)=People Feature	.143	.056	.130	2.551	.011
Ln(X_6)=Process	.110	.058	.101	1.880	.061
Ln(X_7)=Physical Evidence	.158	.054	.150	2.903	.004

a.Dependent Variable LY = Ln(Consumer Purchase Intention)

(3). The Multiple Semi-Log Linear Regression Analysis

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7)

$$Y = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2) + \beta_3 Ln(X_3) + \beta_4 Ln(X_4) + \beta_5 Ln(X_5) + \beta_6 Ln(X_6) + \beta_7 Ln(X_7)$$

The result from the study can be seen in Equation (3) and Table 4.25.

$$Y = .171 + .459 Ln(X_1) + .466 Ln(X_2) + .383 Ln(X_3) + .299 Ln(X_4)$$
$$(.006) \quad (.000) \quad (.000) \quad (.002) \quad (.014)$$
$$+.378 Ln(X_5) + .284 Ln(X_6) + .414 Ln(X_7) \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (3)$$
$$(.001) \quad (.017) \quad (.000)$$

Adjusted $R^2 = 0.775$

Table 4.25 The Multiple Semi-Log Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps

Model	Coefficient			t	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std.Error			
Constant	.171	.062		2.754	.006
Ln(X_1)=Product Feature	.459	.120	.164	3.839	.000

Ln(X_2)=Price Feature	.466	.116	.170	4.009	.000
Ln(X_3)=Place Feature	.383	.124	.151	3.083	.002
Ln(X_4)=Promotion	.299	.121	.106	2.469	.014
Ln(X_5)=People Feature	.378	.114	.137	3.318	.001
Ln(X_6)=Process	.284	.119	.104	2.396	.017
Ln(X_7)=Physical Evidence	.414	.110	.158	3.759	.000

a. Dependent Variable: Y= Consumer Purchase Intention

According to the above three equations, it is evident that the Multiple Semi Log-Linear Regression Analysis is the best solution since all of the independent variables are found to be statistically significant at the critical level of 0.05. As far as the results obtained from the study are concerned, from equation (3) and Table 4.25, it can be seen that price is the most important factor affecting consumer purchase intention with a coefficient of about 0.466, followed by product, physical evidence, place, people, promotion, and process the coefficients of which are about 0.459, 0.414, 0.383, 0.378, 0.299, and 0.284, respectively. The Adjust R^2 of this multiple regression is approximately 0.775, which is very high.

4.2.4 Health Conscious Influence on Consumer Purchase Intention

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2)

Three types of multiple linear regression analysis are applied in this study.

(1). The Multiple Linear Regression Analysis

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

Where Y = Consumer Purchase Intention

X_1 = Drink Products Related Health Consciousness

X_2 = HEYTEA Related Health Consciousness

(2). The Multiple Double Log-Linear Regression Analysis

$$Ln(Y) = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2)$$

(3). The Multiple Semi Log-Linear Regression Analysis

$$Y = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2)$$

In this study, only the result obtained from the Multiple Linear Regression Analysis is presented since it is better than the others regarding the adjusted R^2. The details of the results can be seen in Table 4.26 and written in terms of the regression equation (4) as follows.

$$Y = -.083 + .500X_1 + .443X_2 \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (4)$$

(.254) (.000) (.000)

Adjusted r square = 0.793

Table 4.26 The Multiple Linear Regression Analysis of Consumer Purchase Intention Based on Health Consciousness

Model	Coefficient			T	p-value
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta		
Constant	-0.83	.072		-1.142	.254
X_1= Drink Products Related Health Consciousness	.500	.040	.483	12.455	.000**
X_2= HEYTEA Related Health Consciousness	.443	.041	.424	10.937	.000**

a.Dependent Variable: Y (Consumer Purchase Intention)

From equation (4) and Table 4.26, it can be seen that health concern is the most important factor affecting consumer purchase intention, with a coefficient of about 0.500 compared to 0.443 of HEYTEA-related health consciousness. These two coefficients are equal to 0.953, meaning that one unit change of these two factors will

change the consumer purchase intention by 0.953 units, which is very interesting. The Adjust R-square of this multiple regression is approximately 0.728, which is very high.

4.2.5 Social Media Influence on Consumer Purchase Intention

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2)

Three types of multiple linear regression analysis are applied in this study.

(1). The Multiple Linear Regression Analysis

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

Where Y = Consumer purchase intention

X_1=Peer Communication

X_2= Perceived Usefulness

(2). The Multiple Double Log-Linear Regression Analysis

$$Ln(Y) = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2)$$

(3). The Multiple Semi Log-Linear Regression Analysis

$$Y = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2)$$

In this study, only the result obtained from the Multiple Linear Regression Equation is presented since it is better than the others regarding the adjusted R^2. The details can be seen in Table 4.27 and written in terms of the regression equation (5) as follows.

$$Y = -.361 + .536X_1 + .453X_2 \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (5)$$

(.000) (.000) (.000)

Adjusted R^2 = 0.732

Table 4.27 The Multiple Linear Regression Analysis of Consumer Purchase Intention Based on Social Media

Model	Coefficient			t	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std.Error			
Constant	-.361	.079		-4.565	.000**
X_1=Peer Communication	.536	.047	.489	11.521	.000**
X_2= Perceived Usefulness	.453	.047	.409	9.636	.000**

a.Dependent Variable: Y (Consumer Purchase Intention)

From equation (5) and Table 4.27, it can be seen that Peer Communication is the most important factor affecting consumer purchase intention, with a coefficient of about 0.536 compared to 0.453 for Perceived Usefulness. These two coefficients are equal to 0.989, meaning that one unit change of these two factors will change the consumer purchase intention by 0.989 units, which is nearly equal to one. The Adjust R-square of this multiple regression is approximately 0.732, which is very high.

4.2.6 Marketing Mix 7Ps, Health Consciousness, and Social Media Influence on Consumer Purchase Intention

In order to find out the impact of Marketing Mix7Ps, Health Consciousness, and Social Media on Consumer Purchase Intention, three types of multiple linear regression analysis are applied in this study.

(1). The Multiple Linear Regression Analysis

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11)

$$Y= \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7+ \beta_8X_8 + \beta_9X_9 + \beta_{10}X_{10} + \beta_{11}X_{11}$$

Where Y = Consumer purchase intention

X_1 = Product Feature

X_2 = Price Feature

X_3 = Place Feature

X_4 = Promotion Feature

X_5 = People Feature

X_6 = Process Feature

X_7 = Physical Evidence

X_8 = Drink Products Related Health Consciousness

X_9 = HEYTEA Related Health Consciousness

X_{10} = Peer Communication

X_{11}= Perceived Usefulness

(2). The Multiple Doube Log-Linear Regression Equation

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11)

$$Ln(Y) = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2) + \beta_3 Ln(X_3) + \beta_4 Ln(X_4) + \beta_5 Ln(X_5) + \beta_6 Ln(X_6) + \beta_7 Ln(X_7) + \beta_8 Ln(X_8) + \beta_9 Ln(X_9) + \beta_{10} Ln(X_{10}) + \beta_{11} Ln(X_{11})$$

(3). The Multiple Semi Log-Linear Regression Analysis

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11)

$$Y = \beta_0 + \beta_1 Ln(X_1) + \beta_2 Ln(X_2) + \beta_3 Ln(X_3) + \beta_4 Ln(X_4) + \beta_5 Ln(X_5) + \beta_6 Ln(X_6) + \beta_7 Ln(X_7) + \beta_8 Ln(X_8) + \beta_9 Ln(X_9) + \beta_{10} Ln(X_{10}) + \beta_{11} Ln(X_{11})$$

Since the Multiple Semi Log-Linear Regression Equation is better than the others in terms of adjusted R^2 and the number of significant independent variables, it is therefore

introduced in this study, the results of which can be seen in Table 4.28 and written in terms of the regression equation (6).

$$Y = -.026 + .362Ln(X_1) + .397Ln(X_2) + .311Ln(X_3) + .355Ln(X_5) + .327Ln(X_7)$$

(.729) (.003) (.001) (.011) (.001) (.003)

$$+ .393X_8 + .270X_9 + .398X_{10} \quad \text{.....(6)}$$

(.000) (.000) (.002)

Adjusted $R^2 = 0.786$

Table 4.28 The Multiple Semi-Log Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps, Health Consciousness, and Social Media

Model	Coefficient		t	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta	
	B	Std.Error		
Constant	-.026	.075		-.346	.729
X_1=Product Feature	.362	.119	.129	3.040	.003
X_2=Price Feature	.397	.114	.144	3.477	.001
X3=Place Feature	.311	.122	.123	2.552	.011
X_5=People Feature	.355	.108	.128	3.271	.001
X_7=Physical Evidence Feature	.327	.108	.125	3.018	.003
X_8=Drink Products Related Health Consciousness	.393	.099	.145	3.961	.000
X_9=HEYTEA Related Health Consciousness	.270	.102	.096	2.646	.008
X_{10}= Peer Communication	.398	.127	.126	3.141	.002

From equation (6) and Table 4.28, it can be seen that Peer Communication is the most important factor affecting consumer purchase intention with a coefficient of

about 0.398, followed by Price, Drink Products Related Health, Product, People, Physical Evidence, Place, and HEYTEA Related Health Consciousness the coefficients of which are about 0.397, 0.393, 0.362, 0.355, 0.327, 0.311, and 0.270, respectively. The Adjust R-square of this multiple regression is approximately 0.786.

4.2.7 Marketing Mix 7Ps is Related to Health Consciousness

H_0: $r_{ij} = 0$

H_a: $r_{ij} \neq 0$

Table 4.29: The Pearson Correlation Matrix between Marketing Mix 7Ps and Health Consciousness

	Product	Price	Place	Promotion	People	Process	Physical Evidence	Drink Product	HEATEA
Product	1	.855**	.881**	.843**	.841**	.847**	.859**	.805**	.814**
Price	-	1	.884**	.837**	.832**	.833**	.836**	.804**	.807**
Place	-	-	1	.878**	.863**	.874**	.879**	.828**	.836**
Promotion	-	-	-	1	.838**	.847**	.845**	.809**	.812**
People	-	-	-	-	1	.862**	.843**	.816**	.791**
Process	-	-	-	-	-	1	.867**	.829**	.809**
Physical	-	-	-	-	-	-	1	.828**	.814**
Drink Product	-	-	-	-	-	-	-	1	.767**
HEATEA	-	-	-	-	-	-	-	-	1

It can be seen from Table 4.29 that there is a significant positive correlation between all aspects of Marketing Mix 7Ps variables (Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence) and Health consciousness (Drink Products Related Health Consciousness and HEYTEA Related Health Consciousness). Regarding the Marketing Mix 7Ps factor, the highest correlation coefficient between its seven members is approximately 0.884 between Price and Place, while the lowest is 0.832 between Price and People. Among the members of the Health Consciousness factor, the correlation coefficient is around 0.767. Concerning the Marketing Mix 7Ps factor and Health Consciousness

factor, the highest correlation coefficient is 0.836 between Place and HEYTEA Related Health Consciousness, while the lowest is 0.804 between Price and Drink Products Related Health Consciousness.

4.2.8 Marketing Mix 7Ps is Relareed to Social Media

Table 4.30 The Pearson Correlation Matrix between Marketing Mix 7Ps and Social Media

	Product	Price	Place	Promotion	People	Process	Physical Evidence	Peer Communication	Perceived Usefulness
Product	1	.855**	.881**	.843**	.841**	.847**	.859**	.841**	.839**
Price	-	1	.884**	.837**	.832**	.833**	.836**	.833**	.831**
Place	-	-	1	.878**	.863**	.874**	.879**	.869**	.858**
Promotion	-	-	-	1	.838**	.847**	.845**	.830**	.825**
People	-	-	-	-	1	.862**	.843**	.819**	.825**
Process	-	-	-	-	-	1	.867**	.837**	.834**
Physical	-	-	-	-	-	-	1	.850**	.839**
Peer Communication	-	-	-	-	-	-	-	1	.813**
Perceived Usefulness	-	-	-	-	-	-	-	-	1

It can be seen from Table 4.30 that there is a significant positive correlation between Marketing Mixed 7Ps variables and Social Media (Peer Communication and Perceived Usefulness). Concerning the Marketing Mix 7Ps factor and Social Media factor, the highest correlation coefficient among their items is 0.869 between Place and Peer Communication, while the lowest one is 0.819 between People and Peer Communication.

4.2.9 Health Consciousness is Relareed to Social Media

Table 4.31 The Pearson Correlation Matrix between Health Consciousness and Social Media

	Drink Product	HEATEA	Peer Communication	Perceived Usefulness
Drink Product	1	.767**	.799**	.789**
HEATEA		1	.782**	.773**
Peer Communication			1	.813**
Perceived Usefulness				1

From Table 4.31, the highest correlation coefficient between Health Consciousness and Social Media is 0.799 between Drink Product and Peer Communication, while the lowest one is 0.773 between HEATEA and Perceived Usefulness.

According to the above study, it can be concluded that differences in Demographic Factors, except the educational background, generate differences in Consumer Purchase Intention. Regarding Marketing Mix 7Ps, all characteristics have been found to influence Consumer Purchase Intention. Regarding health consciousness, drink products related to health consciousness and HEYTEA-related health consciousness have played an essential role in consumer purchase intention. Regarding Social Media, Peer Communication and Perceived Usefulness are found to influence Consumer Purchase Intention. However, only eight items are significant when regressing all the Marketing Mix 7Ps, Health Consciousness, and Social Media, except the Promotion Feature, Process Feature, and Perceived Usefulness. The Pearson Correlation Coefficients show that all members of the Marketing Mix 7Ps, the Health

Consciousness, and Social Media are highly and positively related. This multicollinearity condition plays an essential role in the multiple regression analysis. The results of these findings can be seen in Table 4.32.

Table 4.32 The Summary Results of Hypothesis Testing

	Not Reject (H_0)	Reject (H_0)
Hypothesis 1: ConsumerPurchase Intention	√	
Hypothesis 2: Demographic Factor		
1. Gender		√
2. Age		√
3. Educational Background	√	
4.Net Income per Month		√
5. City Live		√
Hypothesis 3: Marketing Mix 7Ps Factor		
1. Product		√
2. Price		√
3. Place		√
4. Promotion		√
5. People		√
6. Process		√
7. Physical Evidence		√
Hypothesis 4: Health Consciousness		
1. Drink Products Related Health Consciousness		√
2. HEYTEA-Related Health Consciousness		√
Hypothesis 5: Social Media		
1. Peer Communication		√
2. Perceived Usefulness		√
Hypothesis 6: Marketing Mix 7Ps, Health Consciousness,Social Media Factor		
1. Product		√
2. Price		√
3. Place		√
4. Promotion	√	
5. People		√
6. Process	√	
7. Physical Evidence		√
8. Drink Products Related Health Consciousness		√
9. HEYTEA-Related Health Consciousness		√
10. Peer Communication		√
11. Perceived Usefulness	√	
Hypothesis 7: Marketing Mix 7Ps and Health Consciousness		√

Hypothesis 8: Marketing Mix 7Ps and Social		√
Hypothesis 9: Health Consciousness and Social Media		√

CHAPTER V
CONCLUSION AND DISCUSSION

5.1 Conclusion

According to the Descriptive Statistics results, most of the respondents from the Demographic Factors are females aged 20 to 35 with a Bachelor's Degree. Most people living in cities in South China and East China acquire a monthly net income of less than 8000 RMB.

Regarding the Marketing Mix 7Ps factor, Product Feature is the most significant factor impacting consumer purchase intention towards HEYTEA drinks since it captures the highest arithmetic mean, followed by Price Feature and Process Feature. Within the Product Feature, Product Flavor is the most significant factor among the five aspects, followed by Signature Product and Product Quality, while Product Varieties take the lowest position.

Concerning the health consciousness factor, it is evident that HEYTEA-related health consciousness is more important than drink products related to health consciousness. Regarding Drink Products' Related Health, "the customers are willing to pay more for healthier drink products" is the most essential aspect. The most critical aspect of HEYTEA's health Consciousness is that "HEYTEA uses healthy raw materials to produce drink products".

Concerning the Social Media Factor, Perceived Usefulness is more critical than Peer communication. Regarding Peer communication, "the customers obtain product information about HEYTEA from peers through social media" is the most significant aspect. As to Perceived Usefulness, the most important aspect is "Searching for information about HEYTEA from social media".

In terms of Consumer Purchase Intention, “the customers expect to purchase HEYTEA’s drink products shortly” is the most important aspect, followed by “the customers want to purchase HEYTEA’s drink products for beverage” and “the customers will purchase HEYTEA’s drink products in the next two months”. Overall, the score of Consumer Purchase Intention is less than 2.50, meaning that this purchase intention is evaluated in the disagree level according to the level defined in the questionnaires.

Concerning the Inferential Statistics, the One Sample t-test statistics confirm that the Consumer Purchase Intention is at the disagree level. In terms of demographic factors, the Independent Sample t-test indicates that differences in Gender generate no differences in Consumer Purchase Intention. The same results can be seen from the one-way ANOVA statistics based on age, educational background, monthly net income, and city living. However, Gender and Age generate differences in Consumer Purchase Intention, and differences in Age and living in a City generate differences in Purchase Intention, with evidence by Two-Way ANOVA. Differences in Gender, Age, and Net Income per Month generate differences in Consumer Purchase Intention with evidence by Three-Way ANOVA.

The Multiple Semi Log-Linear Regression Analysis results indicate that all aspects of Marketing Mix 7Ps Influence Consumer Purchase Intention towards HEYTEA drinks. The results based on the Multiple Semi Log-Linear Regression Analysis also indicate that Price Feature is the most significant factor affecting Consumer Purchase Intention, followed by Product Feature, Physical Evidence Feature, Place Feature, People Feature, Promotion Feature, and Process Feature, respectively. The Adjust R^2 of this multiple regression is approximately 0.775, which is very high for the cross-sectional data.

As to the Health Consciousness Factor, the Multiple Linear Regression Analysis suggests that Drink Products Related Health Consciousness is the most significant factor affecting Consumer Purchase Intention with a coefficient of about 0.500 compared to 0.443 HEYTEA Related Health Consciousness. The Adjust R-square of this multiple regression is approximately 0.728, which is very high.

Concerning the Social Media Factor, the results show that Peer Communication is the most significant factor affecting Consumer Purchase Intention, with a coefficient of about 0.536 compared to 0.453 for Perceived Usefulness. The Adjust R-square of this multiple regression is approximately 0.732, which is very high.

After running the Multiple Semi Log-Linear Regression Analysis (which is the best one compared to the Multiple Linear Regression Analysis and the Multiple Double Log-Linear Regression Analysis) with all aspects of the Marketing Mix 7Ps, Health Consciousness and Social Media, which consists of 11 aspects, it is found out that eight aspects are statistically significant at the confident interval of 0.05. Peer Communication is the most crucial factor affecting Consumer Purchase Intention, followed by Price Features, Drink Products Related Health, Product Features, People features, Physical Evidence Features, Place Features, and HEYTEA HEYTEA-related health Conscientious, respectively. The Adjust R-square of this multiple regression is approximately 0.786, which is very high.

Under the Pearson Correlation Matrix, the results show a statistically significant positive correlation between all aspects of Marketing Mix 7Ps variables and Health Consciousness variables (Drink Products Related Health Consciousness and HEYTEA Related Health Consciousness). Regarding the Marketing Mix 7Ps factor, the highest correlation coefficient between its seven members is approximately 0.884 between Price and Place, while the lowest is 0.832 between Price and People. Among the members of the Health Consciousness factor, the correlation coefficient is around

0.767. Concerning the Marketing Mix 7Ps factor and Health Consciousness factor, the highest correlation coefficient is 0.836 between Place and HEYTEA Related Health Consciousness, while the lowest is 0.804 between Price and Drink Products Related Health Consciousness.

The results also show a significant positive correlation between Marketing Mixed 7P and Social Media variables (Peer Communication and Perceived Usefulness). Concerning the Marketing Mix 7Ps and Social Media factors, the highest correlation coefficient among their items is 0.869 between Place and Peer Communication, while the lowest is 0.819 between People and Peer Communication. Among Items in Social Media, the correlation coefficient between Peer Communication and Perceived Usefulness is 0.813.

The results also suggest the relationship between Health Consciousness and Social Media. The highest correlation coefficient among their items is 0.799 between peer communication and drink products related to health consciousness, while the lowest one is 0.773 between perceived usefulness and HEYTEA-related health consciousness.

5.2 Discussion

The results obtained from Hypothesis 1 of this study showed that consumer purchase intention towards HEYTEA's drinks shortly is not as high level as that of the research expected with the overall mean of 2.2502, which is to some extent not consistent with the previous studies by Shi, Yang & Yu, (2021), Yang, Chen & Chen (2021) and Filieri & Xu (2022) that consumers have a high purchase intention towards HEYTEA's drinks. However, this study has valuable findings regarding the factors

influencing consumers' purchase intention toward HEYTEA’s drinks, which are discussed in this section.

5.2.1 Demographics Factor

The study of demographic data is essential for businesses to make appropriate business decisions. In this study, the results indicated that demographic factors impact consumer purchase intention in a relatively complicated way rather than. Concerning the Gender factor, the results show no significant difference in Purchase Intention between the male and the female consumers. As to Age factor ($F= 0.426$, $p>0.05$), Educational Background factor ($F= 0.375$, $p>0.05$), Net Income per Month factor ($F= 1.272$, $p>0.05$), City Live factor ($F= 0.128$, $p>0.05$), the one-way ANOVA results found that difference in each factor does not generate significant differences in Purchase Intention respectively. It is indicated that the impact of demographic factors on consumer purchase intention towards HEYTEA’s drinks needs to be further analyzed using an advanced method.

Two-way ANOVA was applied to analyze the impact of the demographic factors on consumer purchase intention towards HEYTEA’s drinks. Results found that Gender and Age factors have an influence on Purchase Intention as the interaction between these factors was significant ($F(4) = 3.074$, $p<0.05$), which indicated that the effect of Gender factor changes in line with the level of Age factor. Two-way ANOVA results found a statistically significant difference in Purchase Intention by Age and City Live factors as the interaction between these factors was significant ($F(13) = 1.830$, $p<0.05$), which indicated that the effect of Age factor changes in line with the level of City Live factor.

When Three-way ANOVA was applied to analyze the impact of the demographic factors on consumer purchase intention towards HEYTEA’s drinks, results found that the interaction between Gender factor, Age factor, and Income per

Month factor was significant, which means that the interaction among these factors affects Purchase Intention ($F(8) = 2.331$, $p<0.05$).

The effect of each of the Gender, Age, and Income per Month factors changes in line with the levels of the remaining two factors. Therefore, Purchase Intention depends on the demographic factors, including Gender factor, Age factor, and Income per Month factor of the participants. Therefore, the current research findings are consistent with those of a previous study by Baker et al. (2022) that socio-demographic characteristics influence consumer acceptance of foods.

5.2.2 The Marketing Mix 7Ps Factor

Marketing has long been widely recognized as an efficient and effective technique to promote consumer purchase intention, and businesses design the Marketing Mix 7Ps to use their resources to meet their business goals (Chin, Tat & Sulaiman, 2022). Every element of the marketing mix has been identified as an essential factor in helping marketing professionals create appropriate marketing strategies. The current study used three types of advanced multiple linear regression analysis to study the effect of the Marketing Mix 7Ps factor on Purchase Intention, including the Multiple Linear Regression Analysis, the Multiple Double Log-Linear Regression Analysis, and the Multiple Semi Log-Linear Regression Analysis. It is found that the Multiple Semi Log-Linear Regression Analysis is the most suitable solution to address the problem. The results of the Multiple Semi Log-Linear Regression Analysis showed that every factor of the Marketing Mix 7Ps, including Product ($\beta= 0.459$, $t= 3.839$, $p<0.05$), Price ($\beta= 0.466$, $t= 4.009$, $p<0.05$), Place ($\beta= 0.383$, $t= 3.083$, $p<0.05$), Promotion ($\beta= 0.299$, $t= 2.469$, $p<0.05$), People ($\beta= 0.378$, $t= 3.318$, $p<0.05$), Process ($\beta= 0.284$, $t= 2.396$, $p<0.05$) and Physical Evidence ($\beta= 0.414$, $t= 3.759$, $p<0.05$) have a statistically significant effect on consumer purchase intention with an ideal p-value (p-values<0.05) respectively. It can be seen from the Multiple Semi Log-Linear Regression Analysis

that Price Feature is the most important factor affecting consumer purchase intention towards HEYTEA drinks, with the highest coefficient of about 0.466, followed by Product Feature, Physical Evidence, Place Feature, People Feature, Promotion Feature, and Process Feature with the coefficient of about 0.459, 0.414, 0.383, 0.378, 0.299, and 0.284, respectively. The adjusted R-square value for the semi-log linear regression model is approximately 0.775, which is very high, meaning that the independent variables 7Ps of the Marketing Mix together can explain a 77.5% change in the dependent variable (Consumer Purchase Intention).

The results of mean values showed that Product, Price, and Process have been the top 3 most important factors in terms of the impact on consumer purchase intention towards HEYTEA drinks, with the mean of 2.4054 (Product), 2.3501 (Price) and 2.3429 (Process), and therefore, Product, Price and Process factors deserve further attention. The findings of Hypothesis 3 of this study are consistent with the findings of previous studies by Arora et al. (2021), Zhu & Zhou (2021), and Filieri and Xu (2022).

For example, Arora et al. (2021) pointed out that price affects purchase decisions, and Filieri and Xu (2022) pointed out that China's Gen Z consumers emphasize product appearance in the beverage market. Zhu & Zhou (2021) suggested that HEYTEA is representative in price product strategies, which can explain its business success.

Product Feature, with a mean value of 2.4054, is the most crucial factor impacting consumer purchase intention towards HEYTEA drinks since it captures the highest arithmetic mean, followed by Price Feature and Process Feature. Product Flavor is the most significant factor in the five aspects of Product Features, followed by Signature Product and Product Quality, while Product Varieties take the lowest position. In terms of Price Feature, 'Match between Brand Image and Price' is the most significant factor among the five aspects of Price Feature, with a mean value of 2.62,

followed by ‘Value of Money in terms of Taste’, while ‘Value of Money in terms of Quantity’ takes the lowest position. The results again showed that product flavor or taste significantly affects consumer purchase intention towards HEYTEA drinks, which means the business should emphasize product flavor when they create effective marketing strategies.

5.2.3 Health Consciousness Factor

Concerning the health consciousness factor, there is a prevailing health consciousness trend in society, and this study used multiple linear regression analysis to analyze the effect of health consciousness on consumer purchase intention towards HEYTEA drinks and achieved statistically significant results. The results showed that Drink Products Related Health Consciousness (β= 0.500, t= 12.455, p<0.05) and HEYTEA Related Health Consciousness (β= 0.443, t= 10.937, p <0.05) have a statistically significant effect on consumer purchase intention with an ideal p-value (p-values < 0.05) respectively. The findings of Hypothesis 4 of the current study are consistent with those of a previous study by Chen and Lobo (2012), which found that Chinese consumers’ purchase of healthier food products is influenced by their lifestyle, and health-conscious consumers tend to choose healthier food products.

The Multiple Linear Regression Analysis results suggested that Drink Products Related Health Consciousness is recognized as the most critical factor affecting Consumer Purchase Intention with a coefficient of about 0.500 compared to 0.443 HEYTEA Related Health Consciousness. The adjusted R-square value for this multiple linear regression model is approximately 0.728, which is considered very high, meaning that the independent variables (including Drink Products Related Health Consciousness and HEYTEA Related Health Consciousness) together can explain 72.8% change in the dependent variable (Consumer Purchase Intention).

As to the mean values, in terms of Drink Products Related Health Consciousness factor, ‘I am willing to pay more for healthier drink products’ ranks as the most important aspect with the mean value of 2.6349, while in terms of HEYTEA Related Health Consciousness factor, the most important aspect is ‘HEYTEA uses healthy raw materials to produce drink products’ with the mean value of 2.6599, and the aspect ‘Drink products offered by HEYTEA are good for health’ also deserves more attention with with the mean value of 2.6327, which is much higher than the average mean value of the Health Consciousness factor group. The results of the mean value analysis indicated that the HEYTEA brand leaves a good impression on consumers’ minds regarding increasing healthy drink options.

5.2.4 Social Media Factor

Concerning the social media factor, it is evident that social media have revolutionized people's communications and ways of sharing information and interests and changed the ways of communication between marketers and consumers. The current study used multiple linear regression analysis to analyze the influence of social media on consumer purchase intention towards HEYTEA drinks and achieved statistically significant results. The results showed that Peer Communication ($\beta = 0.536$, $t = 11.521$, $p < 0.05$) and Perceived Usefulness ($\beta = 0.453$, $t = 9.636$, $p < 0.05$) have a statistically significant effect on consumer’s purchase intention with an ideal p-value (p-values < 0.05) respectively. The results of the Multiple Linear Regression Analysis suggested that Peer Communication is recognized as the most critical factor affecting Consumer Purchase Intention with a coefficient of about 0.536, which is much higher than the coefficient of about 0.453 for Perceived Usefulness, which indicated that based on the prevailing social media platforms, communications between consumers play an essential role in driving consumer purchase intention towards HEYTEA drinks. The adjusted R-square value for this multiple linear regression model is approximately

0.732, which is considered very high, meaning that the independent variables (including Peer Communication and Perceived Usefulness) can explain a 73.2% change in the dependent variable (Consumer Purchase Intention).

The findings of Hypothesis 5 emphasizing social media's influence on consumer purchase intention towards HEYTEA drinks are consistent with the findings of the study by Pütter (2017), which maintained that social media shifted the way businesses communicate with their target customers and the findings of the current study provides evident support to the idea that today social media have a more significant effect than traditional advertising on consumer purchase intention (Abzari, Ghassemi & Vosta, 2014).

Regarding the mean values, in terms of Peer communication, 'I obtain product information about HEYTEA from my peers through social media' is the most significant aspect, with a mean value of 2.6463. The mean value of each aspect of Peer communication is very close to the average mean value of the Peer communication group (Mean = 2.6536). Therefore, every aspect should be placed enough emphasis. For Perceived Usefulness, the most important aspect is 'Searching information about HEYTEA from social media is useful for me' with a mean value of 2.7075, much higher than the Perceived Usefulness group's average mean value of 2.6412. Therefore, the results suggested that 'Searching information about HEYTEA from social media is useful for me' should be emphasized more.

In addition, the results of Hypothesis 8 showed a significant positive correlation between Marketing Mixed 7P variables and Social Media (Peer Communication and Perceived Usefulness), with the highest correlation coefficient of 0.869 and the lowest correlation coefficient of 0.819. This finding is consistent with the opinions of Zhu Zhou (2021) that social media has been widely regarded as a core marketing strategy of companies to affect consumers' attitudes and behavior.

Taking the results of Hypothesis 7, Hypothesis 8, and Hypothesis 9 into consideration, the Pearson Correlation Coefficients show that all members of the Marketing Mix 7Ps, the Health Consciousness as well as Social Media are highly and positively related, which set a solid foundation for the analysis of Hypothesis 6, and the results of Hypothesis 6 indicated that Marketing Mix 7Ps, Health Consciousness, and Social Media together have an effect on consumer purchase intention towards HEYTEA drinks, which is consistent with the findings of study by Baker et al. (2022) that consumers purchase intention towards food may be influenced by multiple significant factors. These influential factors include product, socio-demographic, psychological, behavioral, and physical characteristics.

5.3 Implication for Practice

5.3.1 Demographics Factor

It is concluded from the study that demographic factors impact consumer purchase intention in a relatively complicated way rather than in a simple way. For example, it is found that there is no significant difference generated by the Gender factor in consumer purchase intention; therefore, the HEYTEA brand may not create different marketing strategies simply targeting male and female consumers, respectively. Instead, HEYTEA should pay attention to the combination effects of demographic factors when they develop effective marketing strategies, for example, the combination effect of Gender and Age factors, the combination effect of Age and City Live factors, and the combination effect of Gender, Age, and Income per Month factors, as it is concluded from the study that the interactions among these factors affect consumer purchase intention.

5.3.2 The Marketing Mix 7Ps Factor

It is concluded from the study that among the Marketing Mix 7Ps factors, the factors most concerned with HEYTEA's customers are the Product Feature and Price Feature. At the same time, Process Features and Physical Evidence are also recognized as important factors influencing consumers' purchase intention towards HEYTEA's drinks. Therefore, the HEYTEA brand should allocate enough resources to create appropriate marketing strategies emphasizing Product and Price. Product flavor is the biggest concern for HEYTEA's customers. HEYTEA's R&D department can continue to allocate various resources to develop new product flavors and improve existing product flavors, such as how much sugar or syrup is input into their drink products and what kinds of seasonal fruits they can use to create new product flavors to attract consumers to purchase HEYTEA drinks. Consumers are concerned about the product flavor or taste, and their preferences for the new style bubble tea drinks are relatively dynamic and may change quickly; therefore, HEYTEA H&D may always consider how they can set the trend for new flavors in the market. As the study concludes, 'Match between Brand Image and Price' is the most critical factor for consumers regarding price features. HEYTEA's drink products are the most expensive ones in the market. Consumers have set a higher standard for HEYTEA, so HEYTA should ensure that the quality of their offerings meets the higher price standard.

5.3.3 Health Consciousness Factor

It is concluded from the study that Health Consciousness factors have a statistically significant effect on consumer purchase intention, and consumers may be more concerned about Drink Products Related to Health Consciousness, which reveals that consumers are careful about the drinks they purchase. They pay attention to the health-related issues of the beverages they consume. Consumers are even willing to spend more on healthier drinks. It is concluded from the study that consumers tend to

believe HEYTEA plays a leading role in using healthy raw materials to produce drink products. However, they are unsure whether HEYTEA provides healthier drink products than traditional tea shops, indicating that consumers feel optimistic about the HEYTEA brand but are not fully confident. Therefore, it is suggested that HEYTEA may place more emphasis on the Health Consciousness factor to gain the trust of their customers. For example, HEYTEA may list the calories that measure the content of beverages on the tags of their drink products so that consumers can understand how many calories they eat when they consume a HEYTEA drink. HEYTEA may also demonstrate their standards of sourcing fresh seasonal fruits or the mike products they use to produce drink products so that there is a channel for communications between businesses and consumers, which may help consumers build confidence in the HEYTEA brand.

5.3.4 Social Media Factor

Concerning the social media factor, this study concludes that social media has a statistically significant effect on consumer purchase intention. Peer Communication is recognized as the most crucial factor affecting Consumer Purchase Intention, which is consistent with the prevailing trend that social media have revolutionized the communications of people and the ways of sharing information as well as interests and changed the ways of communications between marketers and consumers. As it is evident that consumers obtain HEYTEA product information from their peers through social media and they ask for advice about HEYTEA products or store services on social sites, social media is recognized as an essential channel for people's communications and sharing information and interests about HEYTEA brand. Consumers agree that searching for information about HEYTEA from social media is useful. Therefore, it is suggested that the HEYTEA customer relationship management (CRM) department should place enough emphasis on social media communication

channels; for example, the HEYTEA CRM department can manage its brand image, administer its interactions with its target customers and use data analysis to gain more valuable information about their target customers, to help HEYTEA marketing department create effective marketing strategies.

5.4 Recommendation for Future Research

This study made efforts to analyze the effects of Marketing mix 7Ps, Health Consciousness, and Social Media factors on the consumers' purchase intention towards HEYTEA drinks, and this study has achieved some valuable managerial implications and insights for HEYTEA's managers as well as the management of the Chinese modern tea shop industry. At the same time, this study has laid a solid foundation for future research. Some recommendations may be helpful for future studies. Firstly, it is suggested that future studies address the limitations of this study so that future studies can achieve a more satisfying outcome; for example, future studies can include more participants in the survey or collect more valid data for analysis. Secondly, future studies can compare the HEYTEA brand and other leading brands in the modern Chinese tea shop industry so that future research can provide deeper insights for managers within the industry. Thirdly, future studies can compare the HEYTEA brand and coffee house business brands, such as the leading brand Starbucks, to generate consumer behavior insights into China's beverage market and predict future trends and opportunities in this industry. In addition, future studies can focus on one factor, such as health consciousness, and analyze its effects on the consumers' purchase intention towards HEYTEA drinks so that the future studies can generate deeper customer insights for the HEYTEA brand and provide implications for practice and help

HEYTEA business better understand customer needs, perceptions, and purchasing behavior.

5.5 Limitations for the Study

This study made efforts to analyze the effects of Marketing mix 7Ps, Health Consciousness, and Social Media factors on the consumers' purchase intention towards HEYTEA drinks, such as designing variables of this study, designing hypotheses and research questionnaire, collecting valid data for research, and using IBM SPSS statistics to do the analysis. However, this paper involves a few limitations which may be placed enough emphasis on in future studies. Firstly, in this study, the survey participants are limited to consumers living in the 12 selected cities of China, while HEYTEA now operates more than 1200 physical stores in China. Therefore, future studies may expand the scope of research to include more participants from more cities with HEYTEA physical stores. Secondly, the valid data obtained from the questionnaire are a total of 441 data, which is relatively limited, so future studies may collect more valid data to improve the reliability and validity of research data. Thirdly, the respondents completed the online questionnaires at their homes, which means there could be some distractions in the experimental environment, which may negatively affect the accuracy of the research results. Therefore, future studies can input more research budgets to improve the research environment. For example, future studies can conduct focus groups to gain more detailed information about the research topic. Finally, it is suggested that future studies emphasize the items of the research variables so that the research variables can represent the conceptual framework more appropriately and generate ideal results.

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APPENDICES

Appendix 1 Validity of the Questionnaire

Appendix 1.1 Validity Analysis on Marketing Mix 7Ps Total Variance Explained

Validity Analysis on Marketing Mix 7Ps						
Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20.623	58.922	58.922	20.623	58.922	58.922
2	.637	1.820	60.742	.637	1.820	60.742
3	.615	1.758	62.499	.615	1.758	62.499
4	.597	1.705	64.204			
5	.592	1.691	65.895			
6	.561	1.602	67.497			
7	.552	1.578	69.075			
8	.546	1.561	70.636			
9	.524	1.496	72.132			
10	.516	1.473	73.606			
11	.499	1.425	75.031			
12	.496	1.416	76.447			
13	.475	1.356	77.803			
14	.465	1.327	79.131			
15	.442	1.263	80.393			
16	.434	1.241	81.634			
17	.424	1.211	82.845			
18	.418	1.195	84.040			

19	.409	1.168	85.208			
20	.402	1.148	86.356			
21	.384	1.097	87.453			
22	.376	1.075	88.529			
23	.368	1.051	89.580			
24	.359	1.026	90.606			
25	.340	.972	91.578			
26	.335	.957	92.535			
27	.331	.946	93.481			
28	.321	.918	94.400			
29	.315	.900	95.299			
30	.296	.845	96.145			
31	.289	.825	96.969			
32	.284	.810	97.780			
33	.273	.779	98.559			
34	.263	.750	99.309			
35	.242	.691	100.000			

Appendix 1.2 Validity Analysis on Marketing Mix 7Ps Component Matrix

Validity Analysis on Marketing Mix 7Ps				
Component Matrix				
	Item	Component		
		1	2	3
Product Feature	Product Quality	.788	.058	-.084
	Product flavor	.749	-.173	-.138
	Brand image	.768	-.032	-.144
	Signature product	.755	-.161	.032
	Rich product varieties	.731	-.081	.054
Price Feature	Value of money in terms of taste	.784	-.157	-.003
	Value of money in terms of quantity	.778	-.146	.193
	Price Differentiation	.768	-.199	.158
	Clear Price Tag	.741	.176	.037

	Match between brand image and price	.776	-.217	.019
Place Feature	Easy and convenient access to the store	.784	.170	-.043
	Many store branches provided	.723	.148	-.114
	Near the shopping malls	.779	-.042	.129
	Easy order on the online tools before eat-in	.769	-.083	-.142
	Available on the online tools for pick-up	.764	-.001	-.068
Promotion Feature	Targeted product promotion advertisements	.754	.086	-.045
	Promotion information	.746	.263	.175
	Sales promotion	.768	.143	-.152
	Give a small gift	.771	.203	.064
	Redeem voucher	.773	.001	-.113
People Feature	Nice and friendly staff	.730	-.006	.027
	Speed of service	.786	.209	-.022
	Service-minded staff	.788	.171	-.171
	Engage in product production according to the guidelines	.753	-.107	-.114
	Speed of food pick-up service	.767	.049	.027
Process Feature	Easy purchase interface	.759	.160	.288
	Good service process	.782	-.049	-.131
	Standardized and consistent product production	.755	-.083	.174
	Beverages made on-site	.732	.089	.285
	Speed of purchase process	.750	-.214	-.129
Physical Evidence	Free WIFI service	.767	-.088	.179
	Well-designed store	.793	.109	-.243
	Well-decorated store	.807	-.034	-.019
	Good store atmosphere	.797	-.049	.085
	Good website UI of the official store	.819	-.104	-.023

Appendix 1.3 Validity Analysis on Health Consciousness Total Variance Explained

Validity Analysis on Health Consciousness						
Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.720	62.003	62.003	3.720	62.003	62.003
2	.527	8.784	70.786	.527	8.784	70.786
3	.483	8.057	78.844	.483	8.057	78.844
4	.449	7.490	86.334			
5	.433	7.223	93.557			
6	.387	6.443	100.000			

Appendix 1.4 Validity Analysis on Health Consciousness Component Matrix

Validity Analysis on Health Consciousness				
Component Matrix				
	Item	Component		
		1	2	3
Drink Products Related Health Consciousness	I am health-conscious about the drink products I purchase.	.816	-.175	-.165
	I choose to purchase healthier drink products.	.777	.160	.505
	I am willing to pay more for healthier drink products.	.792	-.027	-.341
HEYTEA-Related Health Consciousness	I think HEYTEA uses healthy raw materials to produce drink products.	.794	-.150	.228
	I think HEYTEA uses healthy raw materials to produce drink products.	.756	.572	-.176

	I think drink products offered by HEYTEA are good for health.	.788	-.347	-.047

Appendix 1.5 Validity Analysis on Social Media Total Variance Explained

Validity Analysis on Social Media						
Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.230	65.374	65.374	5.230	65.374	65.374
2	.761	9.510	74.885	.761	9.510	74.885
3	.592	7.395	82.280	.592	7.395	82.280
4	.452	5.655	87.935			
5	.354	4.428	92.363			
6	.291	3.638	96.002			
7	.182	2.275	98.276			
8	.138	1.724	100.000			

Appendix 1.6 Validity Analysis on Social Media Component Matrix

Validity Analysis on Social Media				
Component Matrix				
	Item	Component		
		1	2	3
Peer Communication	I obtain product information about HEYTEA from my peers through social media.	.805	.139	-.466
	I search customer reviews and ratings about HEYTEA on social sites.	.764	-.520	.158

	I ask for advice about HEYTEA on social sites.	.895	.015	-.093
	I recommend HEYTEA to others on social sites.	.771	.210	.076
Perceived Usefulness	Searching for information about HEYTEA from social media is useful for me.	.857	.057	.384
	I use the information about HEYTEA acquired from social media to make purchase decisions.	.811	-.310	.133
	I find information about HEYTEA provided by the influencers on social media useful.	.842	-.104	-.359
	I find information in HEYTEA advertisements on social media useful.	.709	.563	.204

Appendix 1.7 Validity Analysis on Consumer Purchase Intention Total Variance Explained

Validity Analysis on Consumers' Purchase Intention						
Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.178	72.609	72.609	2.178	72.609	72.609
2	.444	14.797	87.406			
3	.378	12.594	100.000			

Appendix 1.8 Validity Analysis on Consumer Purchase Intention Component Matrix

	Item	Component
		1
PPurchase Intention	I want to purchase HEYTEA's drink products for beverages.	.867
	I expect to purchase HEYTEA's drink products shortly.	.840
	I will purchase HEYTEA's drink products in the next two months.	.849

Appendix 2 Reliability of the Questionnaire

Appendix 2.1 Reliability Analysis on Marketing Mix 7Ps

Reliability Analysis on Marketing Mix 7Ps				
	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Product Feature	Product Quality	.705	.837	.868
	Product flavor	.710	.836	
	Brand image	.699	.839	
	Signature product	.675	.844	
	Rich product varieties	.668	.846	
Price Feature	Value of money in terms of taste	.727	.843	.876
	Value of money in terms of quantity	.718	.846	
	Price Differentiation	.715	.847	
	Clear Price Tag	.654	.861	
	Match between brand image and price	.711	.848	
Place Feature	Easy and convenient access to the store	.702	.839	.869
	Many store branches provided	.671	.847	
	Near the shopping malls	.697	.840	
	Easy order on the online tools before eat-in	.687	.842	
	Available on the online tools for pick-up	.706	.838	
Promotion Feature	Targeted product promotion advertisements	.685	.849	.872

	Promotion information	.703	.845	
	Sales promotion	.707	.844	
	Give a small gift	.725	.839	
	Redeem voucher	.679	.851	
People Feature	Nice and friendly staff	.655	.853	.870
	Speed of service	.720	.837	
	Service-minded staff	.720	.837	
	Engage in product production according to the guidelines	.682	.846	
	Speed of food pick-up service	.700	.842	
Process Feature	Easy purchase interface	.698	.830	.863
	Good service process	.690	.832	
	Standardized and consistent product production	.690	.832	
	Beverages made on-site	.663	.839	
	Speed of purchase process	.668	.837	
Physical Evidence	Free WIFI service	.692	.875	.890
	Well-designed store	.715	.870	
	Well-decorated store	.745	.863	
	Good store atmosphere	.745	.864	
	Good website UI of the official store	.765	.859	

Appendix 2.2 Reliability Analysis on Health Consciousness

Reliability Analysis on Health Consciousness				
	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Drink Products Related Health Consciousness	I am health-conscious about the drink products I purchase.	.642	.694	.787
	I choose to purchase healthier drink products.	.601	.740	
	I am willing to pay more for healthier drink products.	.637	.699	
HEYTEA-Related Health Consciousness	I think HEYTEA uses healthy raw materials to produce drink products.	.618	.658	.764
	I think drink products offered by HEYTEA are good for health.	.568	.714	
	I think HEYTEA provides healthier drink products than traditional tea shops.	.602	.677	

Appendix 2.3 Reliability Analysis on Social Media

Reliability Analysis on Social Media				
	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Peer Communication	I obtain product information about HEYTEA from my peers through social media.	.697	.809	.851

	I search customer reviews and ratings about HEYTEA on social sites.	.614	.841	
	I ask for advice about HEYTEA on social sites.	.808	.759	
	I recommend HEYTEA to others on social sites.	.669	.820	
Perceived Usefulness	Searching for information about HEYTEA from social media is useful for me.	.782	.760	.846
	I use the information about HEYTEA acquired from social media to make purchase decisions.	.694	.805	
	I find information about HEYTEA provided by the influencers on social media useful.	.662	.814	
	I find information in HEYTEA advertisements on social media useful.	.620	.834	

Appendix 2.4 Reliability Analysis on Consumer Purchase Intention

Reliability Analysis on Consumer Purchase Intention				
	Item	CCorrected Item-Total Correlation	CCronbach's Alpha if Item Deleted	CCronbach's Alpha
Purchase Intention	I want to purchase HEYTEA's drink products for beverages.	.644	.688	..785
	I expect to purchase HEYTEA's drink products shortly.	.577	.758	

	I will purchase HEYTEA's drink products in the next two months.	.655	.675	

BIOGRAPHY

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