

Factors Influencing Consumers' Purchase Intentions towards Made-to-Order Tea Drinks in China

Wang Zixuan
Wenzhou-Kean University, China

Dr. Rob Kim Marjerison
Wenzhou-Kean University, China

ABSTRACT

This paper aims to identify and assess the factors influencing consumers' purchase intentions towards made-to-order (MTO) tea drinks. The made to order milk tea drink industry in China generated over USD 14bn in revenue in 2018 and growth is predicted indefinitely. The size of the market, and the nature of the preparation and delivery to consumers combine to create dynamic market condition with opportunities for individuals, entrepreneurs, investors and large beverage companies. Relatively little is known about the drivers of purchase intentions for MTO milk tea drink consumers. For purposes of this research, the various options that influence purchasing of tea drinks among Chinese consumers were classified into 10 factors, data was collected through online surveys. The results indicate the extent to which Chinese consumers' purchase intentions are influenced by consumers' age, price of the drink, pursuit of a pleasant state of mind, quest for social network interaction, search for novel experiences, and concern for health. These findings may be useful as a basis for further studies on Chinese consumers' behavior and to support commercial decisions regarding product marketing and placement.

Keywords: *Made-to-Order Tea Drink, Chinese Consumer Behavior, Consumer Beverage, Purchase Intentions, Marketing Strategy, Social Network, Health Concern, Logit Regression Model.*

INTRODUCTION

Tea culture is an essential part of Chinese tradition culture. Chinese consumers have long established traditions of drinking tea and have developed a unique lifestyle based on the consumption of tea (Lee & Liao, 2009). In the early 21st century, the global increase in upscale coffee shops and the subsequent introduction of coffee shops in China disrupted the Chinese tea drinking tradition. Started in 1999, Starbucks, the pacesetter of the coffee chain industry, has opened over 3,000 outlets in China and is considering opening 2,000 more outlets by the end of 2021 (Hales, 2018). However, it is still too early to draw the conclusion that the coffee bean usurps the tea leaves' place for Chinese consumers. The tea culture among the modern Chinese consumers, especially millennials, is shifting into an industry that is similar to that of coffee shops in other countries, especially Western countries, but, with a broader offering of upscale and gourmet tea drinks. China's time-honored tradition of drinking tea is in transition from drinking traditional tea drink, which focuses on the taste of tea leaves, to a new-fashioned tea drink – creamy, flavored milk tea drink (Ren & Jin, 2018). Unlike the earlier tea-drinks, which were simply made with milk tea powder, the new-fashioned tea drink is freshly brewed and provides a wide variety of tastes and characteristics. What's more, Chinese consumers' tea drinking habits are changing. Some younger consumers now perceive tea drinking not as a time-consuming traditional tea “ceremony” but as a cool and modern lifestyle (Li, 2018). According to Kantar Worldpanel, Chinese residents aged 15-45 buy 14.3 cups of made-to-order tea drinks a year, contributing to a market segment of 97.8 billion yuan (14.6 billion USD) in annual sales (Ren & Jin, 2018). The new-fashioned tea drink is a large and growing market and as such has garnered considerable attention from entrepreneurs, investors and coffee chain outlet operators.

The increase in the made-to-order (MTO) tea drink brands can be traced back to 2006 when CoCo-tea (都可), founded in Taipei in 1997, first entered the Chinese mainland market and opened up 500 tea-drink outlets in three years (Yu & Huang, 2017). The same year, Happy Lemon (快乐柠檬), a take away tea brand, opened up its first store in Shanghai, China (Happy-lemon, 2016). The selection of tea drinks provided by tea-drink outlets was already vast in 2006 and has increased steadily. Tea drinks in the past were made with milk tea powder and customers could choose a wide range of flavors and add-ins based on their own tastes (Yu & Huang, 2017). By 2011, the freshly brewed, tea-drink, with more emphasis on taste aimed at appealing to a more affluent and discerning market segment, was gradually replacing powder made tea-drinks. Alittle-tea (1 點點), a handmade tea drink brand, opened a handmade tea drink store in China in 2011 (Alittle tea, 2011). By creating its own innovative recipes seeking to blend freshly brewed tea leaves with cream and bubbles Alittle-tea has become one of the most popular handmade tea-drink franchises in China (Alittle-tea, 2011). One year latter, in 2012, Heytea (喜茶), the first maker of cheese tea, came in to the public view. Different from traditional tea drinks which were made from loose tea leaves, Heytea

focused on creating an upscale band with high quality tea drinks (Heytea, 2019). The success of Heytea and Alittle-tea led a renewal in traditional, but stylized tea culture. New tea-drink outlets like Gongcha(贡茶) and Tea of Naixue (奈雪の茶), have since become popular. In 2018, the number of handmade beverage outlets in China exceeded 450,000 (Iimedia, 2018). See figure.1 for more details about the development of the made-to-order tea drink market.

Figure.1 The development of the made-to-order tea drink market
Insert Figure.1 here

Understanding the desires and tastes of consumers, in short, their behavior continues to be an important field of study, attracting marketers' focus and attention (Derbali, Periklis, Spyridon, Dijk, & Angelakis, 2018). In fact, people purchase products to satisfy different needs and desires, making buying decisions that not only affect them, but also their families, their environment and more significantly businesses that they purchase products from. Knowing that the MTO tea drink market is experiencing continued growth, it is then important to identify the consumers' purchase intention and preferences of the MTO tea drink market so as to better understand consumers' behavior, develop advanced marketing strategies, and gain consumers' loyalty. However, there are a gap in the empirical studies on consumers' purchase intention regarding the MTO tea drinks. Therefore, the focus of this paper is to investigate the factors influencing consumers' purchase intentions towards the MTO tea drinks in China.

By reviewing previous literature and the current situation in the MTO tea-drink market, the decisive factors influencing consumer's purchase intention towards the MTO tea drinks in China were classified into 10 factors: age, gender, educational level, occupation, price of the tea drinks, pursuit of pleasant state of mind, demand for thirst quenching, quest for social network, search of novel experience, concern for health. Specifically, Consumers' age, gender, education level and occupation are important demographic variables that influence consumer's purchase intentions. Exploration of purchase intention frequently includes comparison of gender purchase behaviors, but gender is not always a key variable in purchasing decisions. Gender data gathered for this paper was examined, and consistent with Kyrdoda et al. (2018), gender was not found to be a key factor. In addition, it is recognized that consumers' purchase intentions are strongly related to the price of the goods. The demand for thirst quenching examines consumers' basic needs for MTO tea drinks. To explore it further, the young generation in China buys MTO tea drinks not only for quenching their thirst, but also for the pursuit of pleasant state of mind behind the tea drinks (Ren & Jing, 2018). Therefore, the pleasant state of mind, which indicates a feeling of contentment and comfort that consumer receive from purchasing MTO tea drinks, is selected as an important influencing factor. The social network value behind the MTO tea drinks also merits attention. With the growing popularity of social media, social, the majority of millennials today use social media application or services for daily communication (McBride, 2011) and network effect is considered an important factor influencing consumers' purchase intentions in the new information age (Wang & Wei, 2012). As for factor related to novel experience, on the one hand, the present-day people are really into trying new flavors and exploring new

tastes. (Lee & Vega, 2014). On the other hand, new types and new flavors of MTO tea drinks continue to proliferate, triggering this important factor – search for novel drinking experience. Finally, people have attached much weight on health concern regarding sugar-sweetened beverage (SSB) consumption since the SSB consumption may lead to rising obesity rate (Huffman & West, 2007). Health concern is therefore, becoming an ongoing concern for food and beverage purchase intentions (Yang & Chiou, 2010).

This paper aims to investigate the factors influencing consumers' purchase intentions towards made-to-order tea drink. The contribution of this study is to conduct an exploratory research to investigate the factors affecting consumers' purchase intentions and then to determine the relative importance of those factors.

A review of the existing literature on the topic of this research indicates that further investigation is necessary to understand the purchase intention of consumers of MTO tea-drinks in the Chinese market.

BACKGROUND

Hosini et al. (2018) emphasize the importance of understanding market segmentation as it relates to pricing decisions. The MTO milk tea can be a competitive market so effective pricing is an important consideration. Lee and Liao (2009) discussed the influence of the attributes of tea drink brands in China regarding brand positioning and then analyzed the competition among different Chinese tea drink brands. By using discriminant analysis, Lee and Liao developed a perceptual map which shows the brand positions of different Chinese tea drink brands and points out the unique properties of the brands. Their results indicate that Chinese tea drink brands vary in their goals, which include “thirst quenching”, “attractive advertising”, or “reliable quality”, in order to gain their own brand positions. Their study provides a better understanding of the Chinese tea drink market structure and brands positioning.

Choi and Lee (2019) investigated how extrinsic influences can affect consumers' acceptability and perception of a milk tea product. They selected eight ready-to-drink milk tea samples and evaluated the extrinsic and intrinsic conditions of these products. The results indicate that the extrinsic cues would affect consumers' acceptability regarding consumers' different purchase experiences. However, the extrinsic cues did not change consumers' overall preferences.

Park and Na (2015) identified the selection attributes of ready-to-drink tea drinks, and analyzed how the selection attributes can affect consumers' purchase satisfaction and repurchase intention. The empirical results showed that sensory factors, health-related factors and image factors can significantly influence consumers' purchase satisfaction and repurchase intention.

Lee and Vega (2014) identified the factors influencing consumers' purchase behavior regarding two selected milk tea outlets. Using a descriptive type of research method, they found out that respondents consider milk tea a refreshment and for primarily for quenching thirst. Furthermore, they pointed out that consumers prefer having a wide range of choices and consider both health and price as important factors when purchasing milk tea. Consumer purchase intention is defined as “a subjective inclination toward a product and can

be an important index to predict consumer behavior” (Fishbein & Ajzen, 1975). According to Engel, et al (1995), the consumer purchase decision-making model consists of five stages: “problem recognition”, “information search”, “alternative evaluation”, “purchase decision”, and “post-purchase behavior”. The fourth stage, purchase decision stage, was further divided into “unplanned buying”, “partially planned buying” and “fully planned buying” (Engel, et al, 1995). To explore further, Kotler (2003) points out that consumers’ purchase intentions can be influenced by personal attitudes and unpredictable situations. As for measuring consumers’ purchase intention, Zeithaml (1998) has developed items like “possible to buy”, “intended to buy”, and “considered to buy” for measuring buying intentions (Chi, Yeh, & Yang 2009).

METHODOLOGY

Research Design

The researchers conducted an online consumer survey and adapted the logit model to investigate decisive factors influencing consumers’ purchase intentions towards made to order tea drinks. Secondary resources of information (Choi & Lee, 2019; Park & Na, 2015; Lee & Vega, 2014) were used for formulating the survey questions.

Participants

The primary data was collected by the online survey questionnaire circulated to 406 Chinese consumers in January 2019. The site used for creating online questionnaire was “<https://www.wjx.cn/>.” The questionnaire was sent out through one of the main social media platforms in China – WeChat.

Research Instrument

Online questionnaires served as the tool for data collection in the research study. Online surveys are advantageous as they allow researchers to collect data in a timely manner and at a relatively low cost (Wright, 2005). Therefore, data for the survey was collected by the online questionnaire. The questionnaire was analyzed using R x64 3.5.2.

Statistical Treatment

The intention to purchase MTO tea drinks is a dichotomous choice. Therefore, a binomial logit model was used to investigate the discrete consumption decision. The logit model connected the probability of participants’ consumption decision with the influencing factors.

Regression analysis is a statistical method to examine the relationship between the dependent variable and other independent variables (Gujarati, 2013). In regression analysis, logistic regression (or logit regression), as a form of non-linear regression, is designed to model a two-dependent variable system (Stock & Watson, 2007). By using appropriate transformations, the non-linear regression model can be linearized (Bal & Gulse, 2013). When the dependent variable is binomial, the logit model is called “binary logistic regression model”. When there are more than two categories within the dependent variable, the logit model is called “multiple logistic regression model” (Leech, Barrett & Morgan, 2004).

The binary logit model was employed for this study. The cumulative logistic probability function can be expressed as follows:

$$P_i = F\left(\alpha + \sum_{j=1}^m \beta_j X_{ij} + u\right) = \frac{1}{1 + e^{-(\alpha + \sum_{j=1}^m \beta_j X_{ij} + u)}}$$

Where P_i is the probability of the respondent i purchasing MTO tea drinks. m is the total number of influencing factors. β_j is the parameter of influencing factors. j is the number of influencing factors. X_{ij} is the independent variable corresponding to the influencing factor and sample. α is the intercept. u is the error.

Variable Setting

Chinese consumer survey data includes 10 independent variables: age, gender, education level, occupation, price, pleasant state of mind, thirst quenching, network, novel experience and health. Since the majority of people have had the experience of purchasing MTO tea drinks, it is inadvisable to simply ask participants whether or not they would buy MTO tea drinks. Therefore, the dependent variable is developed based on two questions presented in the questionnaire. The two questions are: “1. Are you a made to order tea drinks lover and 2. How often do you purchase made to order tea drinks?” Respondents that answered the first question as “yes”, and indicated purchases of MTO tea drinks more than once a month are marked as “made to order tea drinks buyer”. For those that answered the first question as “no” and indicated purchases of MTO tea drinks as less than once a week are marked as “not made to order tea drinks buyer”. The rest of the answers are marked as invalid answers. Further details about the selected variables are presented in Table 1, which illustrates the definitions, plus the means and standard deviations of the independent variables and the dependent variable.

Table 1 Selected Factors

Insert Table 1 here

The variables presented in Table 1 are gender of the participants (GEN), age of the participants (AGE), education level of the participants (EDU), occupation of the participants (OCP), price of the tea drinks (PRC), demand for thirst quenching (TRS), pursuit of pleasant state of mind (PSOM), quest for social network (SNW), search of novel experience (NEP) and concern for health (CFH).

DATA ANALYSIS

Descriptive analysis

Data was collected from an online questionnaire circulated to 406 Chinese consumers over a one-month period. The online questionnaire was designed to investigate consumers’ perceptions towards MTO tea drinks. Participants were asked questions regarding two different aspects. The first set of questions comprised questions related to respondents’ demographic information. The second set of questions were related to factors influencing consumers’ purchase intentions towards MTO tea drinks.

Demographic information. The percentage of the respondents per age group is: 52% of respondents are less than 24 years old. 41% of respondents age from 25 to 50 years old. 7%

of respondents are more than 50 years old. 60% of respondents are female. 65% of respondents have completed or are enrolled in bachelor's degree or higher. The results from the online questionnaire also shows that 47% of respondents are students.

Willingness to pay for made to order tea drink. The questionnaire data shows that 45.5% of respondents are willing to pay ¥ 10- ¥ 15 for purchasing one cup of MTO tea drink.

What's more, about 27% of respondents spend ¥ 16- ¥ 25 for one cup of MTO tea drink.

25% of respondents spend less than ¥ 10 on buying MTO tea drink. (Table 2) The result indicates that with the improvements of the ingredients of MTO tea drinks, consumers are willing to accept a relatively high price of MTO tea drink.

Table 2. Willingness to pay for made to order tea drink

Insert Table 2 here

Needs for thirst quenching and pursuit of pleasant state of mind. The questionnaire data exhibits that only 12% of respondents perceive MTO tea drink as a beverage for thirst quenching. On the other hand, about 47% of respondents believe that milk tea can bring them the pleasure that most other drinks cannot give. This percentage rises to 80% when we only consider the responses from those who are MTO tea drink lovers and purchase MTO tea drinks frequently. The result indicates that people are more likely to purchase MTO tea drinks to meet their need for pleasant SOM instead of for thirst quenching.

Health concern. Importantly, 67% of respondents think that MTO tea drinks can adversely affect their health or contribute to obesity. This result is fairly obvious knowing that MTO tea drinks are high in sugar and fat. However, when respondents were asked if they would intentionally reduce the frequency of drinking MTO tea drinks because of the concern of health or obesity, only about half of the respondents whose age are lower than 30 years of age said that they would reduce the frequency of drinking MTO tea drinks and 48% of male respondents said they would intentionally reduce the frequency. The result indicates that knowing the health concern of MTO tea drinks, a relatively large percentage of consumers still do not reduce the frequency of purchasing MTO tea drinks.

Logit regression analysis

Binomial logit model exhibits the possibility of whether or not Chinese consumers are MTO tea drinks buyers. The binary logit results for MTO tea drinks purchase intentions are presented in Table 3.

Table 3 Logit regression analysis

Insert Table 3 here

The model likelihood ratio test shows that whether or not the coefficients in the binomial logit model equal to 0 is significant at the 0.0001 level. The corresponding chi-square value is 238.41. 1 of 11 coefficients is statistically significant at the 0.05 level. 3 of 11 coefficients are statistically significant at the 0.01 level. 2 of 11 coefficients are statistically significant at the

0.001 level. Age of the consumer, price of the MTO tea drink, pursuit of pleasant SOM, and social network effects, search for novel experience, and concern for health have significant influences on Chinese households' purchase intention towards MTO tea drinks.

Age. The computational results indicate that the age of the consumer is negatively related to the MTO tea drink purchase intentions. The probability of purchasing MTO tea drinks decreases by 23.54% if the consumers aged above 30. The result shows that elder consumers tend to purchase MTO tea drinks less frequently than younger age groups.

Price. It is expected that a positive relationship exists between the price of the MTO tea drink and the MTO tea drinks purchase intentions, similarly to the positive relationship demonstrated in the descriptive analysis. The results indicate that people are not deterred by the relatively high price of the MTO tea drink because of the improvement of the taste and ingredients.

Network effect. The results indicate that consumers' interest in sharing their drinking experiences on social media is positively related with the purchase intention towards MTO tea drinks. The possibility of purchasing MTO tea drinks increases by 20.64% if the consumers are interested in sharing their drinking experiences with others. This indicates that consumers' purchase intentions are now influenced by the prevalence of the use of the social media.

Search for novel experience. The result shows that people's willingness to try new types and new flavors of MTO tea drinks is positively related with people's purchase intention. For people who like to try new types and new flavors of MTO tea drinks, the possibility of purchasing MTO tea drinks is 24% higher.

Health concerns. As expected, the result shows that consumers' concerns about the possible adverse health effects and obesity are negatively related to their purchase intentions towards MTO tea drinks. People with health concerns are less likely to become MTO tea drinkers. The probability of consuming MTO tea drinks decreases 22.32% for consumers who are concerned about the health implications.

Consumers' willingness to buy MTO tea drinks when they are with their friends have no obvious effect on purchase intention. Consumers' gender, education level, and the demand for thirst quenching have a weak effect on purchase intention.

CONCLUSION

The findings of the study contribute to studies on Consumers' purchase intention, specifically towards MTO tea drinks and could serve to support commercial decisions related to the MTO tea drinks market. Based on the results of this study, Chinese consumers' purchase intention towards MTO tea drinks is significantly influenced by factors such as age, price of the MTO tea drink, consumers' search pleasant and calming effect, social network effect, consumers' pursuit for novel experience, and concern for health.

RECOMMENDATIONS AND LIMITATIONS

The following measures are recommended regarding the promotion and market development of the MTO tea drinks. Businesses that offer the MTO tea drinks may set the

price of the MTO tea drinks relatively high, comparable to prices at international coffee shops chains. Meanwhile, the producers should maintain the high quality of the MTO tea drinks and provide good service so that the products and services can be of reasonable value for the relatively high price. The potential consumers of the MTO tea drinks are likely to be relatively young, the majority part of the millennial generation. Therefore, the producers may intentionally focus some of the MTO tea drinks to the young generation's taste.

Producers may also consider substituting healthy alternative ingredients so as to allay consumers' concern for adverse health effect or obesity brought by MTO tea drinks. Producers may work on the innovation of new flavor or new types of MTO tea drinks. Tea drinks outlets should be able to provide consumers a wide range of choices and launch new products frequently, thereby providing consumers more opportunities to try something new.

Producers may also consider the promotion of MTO tea drinks through various social media channels in China, like Weibo, WeChat official platform, little red book, etc. Various social media channels can generate positive publicity resulting in increased popularity of the product type, and help to build the brand value (Laroche et al., 2010). Additionally, managers may make great use of social media platforms to encourage consumers, especially, young people, to not just purchase milk tea, but also share the experience of it through social media platform.

The limitations of the study are 1. Consumers' purchase intentions were examined by respondents' stated frequency of purchasing MTO tea drinks and respondents' stated preferences for MTO tea drinks, instead of actual purchase behaviors. It is recognized that consumers' purchasing behavior is different from their consumers' stated intentions. Furthermore, differences in individual-level consumer's purchasing behavior cannot be fully eliminated in the aggregate-level (Sun & Morwitz, 2010). 2. Data was collected through online questionnaire, which may cause some sampling or access issues. (Wright, 2005). Limited information about the characteristics of the respondents can be known from online questionnaires other than the basic demographic information (Dillman, 2000).

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APPENDIX 1

Online Questionnaire

the main factors influencing consumers' purchase intentions towards
freshly made milk tea drinks

Dependent Variable

Y1 您是否认为您是一位奶茶爱好者? Do you like to drink freshly made milk tea?

是 Yes

不是 No

Y2 您购买奶茶的频次是?

How often do you purchase freshly made milk tea drink?

[单选题]

几乎没有买过 Rarely

一个月一到两次 Once or twice a month

一个星期一到两次 Once or twice a week

一天一次 Once a day

一天多次 More than once a day

Independent Variable

Q1 您的性别是? What is your gender? [单选题]

男性 male

女性 female

Q2 您的年龄是? What is your age? [单选题]

< 18

18 - 24

25 - 30

31 - 36

37 - 42

43 - 50

> 50

Q3 您的学历是? 若是在读学生则填写目前正在读的学位。

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received. [单选题]

高中及以下 High school or lower

大专 Associate degree

本科 Bachelor's degree

研究生及以上 Master's degree or higher

Q4 请问您的职业是? Are you currently a...? [单选题]

学生 Student

职员 Employee

企业家 Entrepreneur

专业人员 (教授, 厨师, 工程师等) Professional (Teacher, Chef, Engineer, etc.)

其他 Others

Q5 您日常购买一杯奶茶的价格是多少?

How much do you typically spend when you buy one cup of freshly made milk tea? [单选题]

< ¥ 10

¥ 10 - ¥ 15

¥ 16 - ¥ 20

¥ 21 - ¥ 25

> ¥ 25

Q6 我认为奶茶只是一种解渴的饮品。

I only buy milk tea if I am thirsty [量表题]

非常不同意 Strongly disagree

不同意

无意见

同意

非常同意 Strongly agree

Q7 我认为喝奶茶可以给我带来大部分其他饮品无法带来的愉悦感。

I think drinking tea can bring me the pleasure that most other drinks cannot give.

[量表

题]

非常不同意 Strongly disagree

不同意

无意见

同意

非常同意 Strongly agree

Q8 相较于自己单独购买，我更倾向于和朋友们一起购买奶茶。

I prefer to enjoy milk tea with my friends rather than by myself.

[量表题]

非常不同意 Strongly disagree

不同意

无意见

同意

非常同意 Strongly agree

Q9 当喝到一杯好喝的奶茶时，我很乐于跟朋友分享。

When I enjoy a pleasant tasting milk tea, I like to tell my friends about it.

[量表题]

非常不同意 Strongly disagree

不同意
无意见
同意
非常同意 Strongly agree

Q10 我乐于尝试新口味，新类型的奶茶。

I like to try new flavors or new types of milk tea. [\[量表题\]](#)

非常不同意 Strongly disagree
不同意
无意见
同意
非常同意 Strongly agree

Q11 我认为奶茶会影响健康或者导致肥胖。

I think milk tea can adversely affect my health or cause obesity. [\[量表题\]](#)

非常不同意 Strongly disagree
不同意
无意见
同意
非常同意 Strongly agree

Q12 我会因为健康或担心长胖的原因，减少喝奶茶的频次。

I intentionally reduce the frequency of drinking milk tea because of the concern for health or

obesity. [量表题]

非常不同意 Strongly disagree
不同意
无意见
同意
非常同意 Strongly agree

APPENDIX 2

Data Report from questionnaire website

the main factors influencing consumers' purchase intentions towards
freshly made milk tea drinks

Dependent Variable

Y1 您是否认为你是一位奶茶爱好者? Do you like to drink freshly made milk tea?

[单选题]

选项	小计	比例
是 Yes	196	44.24%
不是 No	247	55.76%
本题有效填写人次	443	

Y2 您购买奶茶的频次是?

How often do you purchase freshly made milk tea drink?

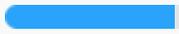
[单选题]

选项	小计	比例
几乎没有买过 Rarely	158	35.67%
一个月一到两次 Once or twice a month	133	30.02%
一个星期一到两次 Once or twice a week	128	28.89%
一天一次 Once a day	23	5.19%
一天多次 More than once a day	1	0.23%
本题有效填写人次	443	

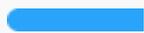
Independent Variable

Q1 您的性别是? What is your gender?

[单选题]

选项	小计	比例
男性 male	178	 40.18%
女性 female	265	 59.82%
本题有效填写人次	443	

Q2 您的年龄是? What is your age? [单选题]

选项	小计	比例
< 18	17	 3.84%
19 - 24	214	 48.31%
25 - 30	26	 5.87%
31 - 36	29	 6.55%
37 - 42	39	 8.8%
43 - 50	88	 19.86%
> 50	30	 6.77%
本题有效填写人次	443	

Q3 您的学历是? 若是在读学生则填写目前正在读的学位。

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received. [单选题]

选项	小计	比例
高中及以下 High school or lower	70	 15.8%
大专 Associate degree	84	 18.96%

本科 Bachelor's degree	271	 61.17%
研究生及以上 Master's degree or higher	18	 4.06%
本题有效填写人次	443	

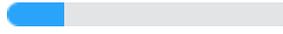
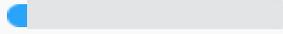
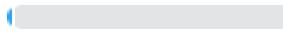
Q4 请问您的职业是? Are you currently a...? [单选题]

选项	小计	比例
学生 Student	215	 48.53%
职员 Employee	90	 20.32%
企业家 Entrepreneur	12	 2.71%
专业人员（教授，厨师，工程师等） Professional (Teacher, Chef, Engineer, etc.)	50	 11.29%
其他 Others	76	 17.16%
本题有效填写人次	443	

Q5 您日常购买一杯奶茶的价格是多少?

How much do you typically spend when you buy one cup of freshly made milk tea? [单选题]

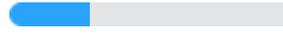
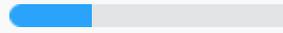
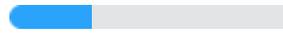
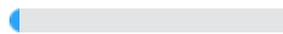
选项	小计	比例
< ¥ 10	114	 25.73%
¥ 10 - ¥ 15	201	 45.37%

¥ 16 - ¥ 20	88	 19.86%
¥ 21 - ¥ 25	31	 7%
> ¥ 25	9	 2.03%
本题有效填写人次	443	

Q6 我认为奶茶只是一种解渴的饮品。

I only buy milk tea if I am thirsty [量表题]

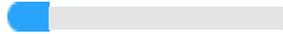
本题平均分： 2.31

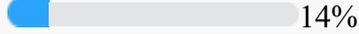
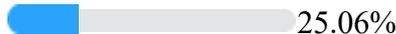
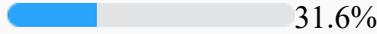
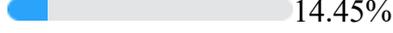
选项	小计	比例
非常不同意 Strongly disagree	126	 28.44%
不同意	131	 29.57%
无意见	128	 28.89%
同意	40	 9.03%
非常同意 Strongly agree	18	 4.06%
本题有效填写人次	443	

Q7 我认为喝奶茶可以给我带来大部分其他饮品无法带来的愉悦感。

I think drinking tea can bring me the pleasure that most other drinks cannot give. [量表题]

本题平均分： 3.17

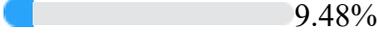
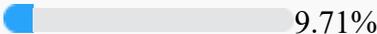
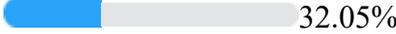
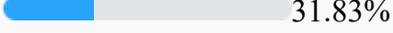
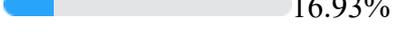
选项	小计	比例
非常不同意 Strongly disagree	66	 14.9%

不同意	62	 14%
无意见	111	 25.06%
同意	140	 31.6%
非常同意 Strongly agree	64	 14.45%
本题有效填写人次	443	

Q8 相较于自己单独购买，我更倾向于和朋友们一起购买奶茶。

I prefer to enjoy milk tea with my friends rather than by myself. [\[量表题\]](#)

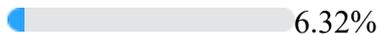
本题平均分：3.37

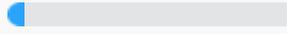
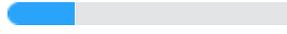
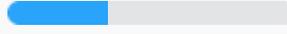
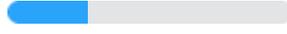
选项	小计	比例
非常不同意 Strongly disagree	42	 9.48%
不同意	43	 9.71%
无意见	142	 32.05%
同意	141	 31.83%
非常同意 Strongly agree	75	 16.93%
本题有效填写人次	443	

Q9 当喝到一杯好喝的奶茶时，我很乐于跟朋友分享。

When I enjoy a pleasant tasting milk tea, I like to tell my friends about it. [\[量表题\]](#)

本题平均分：3.74

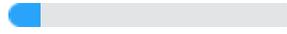
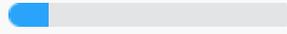
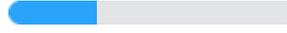
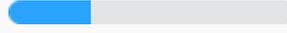
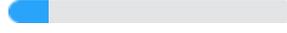
选项	小计	比例
非常不同意 Strongly disagree	28	 6.32%

不同意	25	 5.64%
无意见	106	 23.93%
同意	157	 35.44%
非常同意 Strongly agree	127	 28.67%
本题有效填写人次	443	

Q10 我乐于尝试新口味，新类型的奶茶。

I like to try new flavors or new types of milk tea. [\[量表题\]](#)

本题平均分：3.2

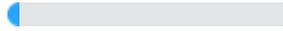
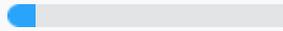
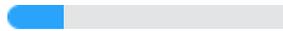
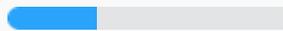
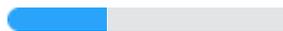
选项	小计	比例
非常不同意 Strongly disagree	52	 11.74%
不同意	63	 14.22%
无意见	135	 30.47%
同意	130	 29.35%
非常同意 Strongly agree	63	 14.22%
本题有效填写人次	443	

Q11 我认为奶茶会影响健康或者导致肥胖。

I think milk tea can adversely affect my health or cause obesity. [\[量表题\]](#)

本题平均分：3.82

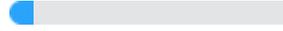
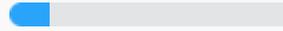
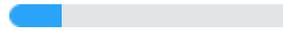
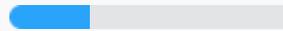
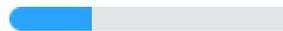
选项	小计	比例
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非常不同意 Strongly disagree	19	 4.29%
不同意	45	 10.16%
无意见	86	 19.41%
同意	140	 31.6%
非常同意 Strongly agree	153	 34.54%
本题有效填写人次	443	

Q12 我会因为健康或担心长胖的原因，减少喝奶茶的频次。

I intentionally reduce the frequency of drinking milk tea because of the concern for health or obesity. [\[量表题\]](#)

本题平均分：3.54

选项	小计	比例
非常不同意 Strongly disagree	40	 9.03%
不同意	65	 14.67%
无意见	83	 18.74%
同意	127	 28.67%
非常同意 Strongly agree	128	 28.89%
本题有效填写人次	443	