



# The Influence of Marketing Mix 7Ps, Health Consciousness and Social Media on Consumer Purchase Intention at HEYTEA Physical Stores

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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, Marketing Mix7Ps, Purchase Intention, HEYTEA

## 1. INTRODUCTION

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 marketing research has predicted that its market size will be larger in the future. As the Chinese-style modern tea shop business grows rapidly, studies have increasingly focused on this field and discovered its secret of success, especially in consumer behavior and business innovation, to provide some valuable implications for practice. Many previous studies have focused on the HEYTEA brand, which ranks first in the Chinese-style modern tea shop market and is famous for its marketing strategies and innovation. Prior studies suggested that consumer purchase intention may be affected by many factors, such as perceived quality and perceived value, as well as internal and external inspirations. Researchers found some facts in their empirical research that HEYTEA is facing a highly competitive business environment due to the relatively low entry barriers and the fact that nowadays, customers may quickly change their loyalty to another brand's modern Chinese tea shop drink products. The empirical research showed that achieving a competitive advantage and maintaining the company's leading status in the market has become a big challenge for HEYTEA's management. Theoretical marketing developments have identified consumer purchase intention as a significant explanatory variable for business performance. Although much research has been done on the Chinese-style modern tea shop market, consumer purchase intention as an explanatory variable for HEYTEA's business performance is not fully understood. Therefore, the mechanisms that lead to HEYTEA's success are worthy of study.

In addition, two prevailing trends in society may affect the modern Chinese tea shop business, including social media and health consciousness. Social media have not only changed how people communicate and share information and interests but also changed the ways marketers and consumers communicate. Health-related issues have become a heated topic after the COVID-19 pandemic, and consumers tend to be more careful when buying food and beverages. Consumer purchase intention refers to the behavioral intention of a consumer to buy a particular product. Therefore, an analysis focusing on the influence of Health Consciousness and Social Media on Consumers' Purchase Intention at HEYTEA Physical Stores is necessary.

The research domain is the HEYTEA brand. This study addresses the influence of the Marketing Mix 7Ps Factor, Health Consciousness factor, and Social Media factor on consumers' purchase intention towards Chinese-style modern tea shop drinks. Mainly, this study examines 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 factor and Social Media factor. In this study, there are four research objectives: first, 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; second, to find out whether these correlations between the factors and consumers purchase intention towards HEYTEA drinks at the physical stores is consistent with nowadays trends including the health consciousness trend and the social media trend in the Chinese modern tea shop market; third, to provide some practical implications for Chinese style modern tea shop management; and additionally, to contribute some valuable outcomes to the literature related to the Chinese style modern tea shop market as well as the field of consumer behavior.

## **2. LITERATURE REVIEW**

Previous research showed that a marketing mix differentiates brands from competitor companies. For example, product quality, place convenience, and price are three important marketing mix dimensions differentiating competitors in the food and beverage market (Harrington, Ottenbacher & Fauser, 2017). Koojaroenprasit (2018) identified the importance of services marketing mix 7Ps influencing Starbucks consumers respectively in Bangkok, Thailand, and indicated that personal factors and components of the marketing mix 7Ps affected consumer behavior. Zhu & 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 the market.

Regarding product strategy, HEYTEA insists on a high degree of product differentiation. In terms of a promotion strategy, HEYTEA achieves outstanding brand awareness in social media. In terms of place strategy, HEYTEA is good at establishing its physical stores to boost its business sales. Health and safety are significant values that affect consumer purchase decisions in food and beverage (Arora et al., 2021). Studies have shown that consumers have become more careful to look after their health because of the COVID-19 pandemic (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, appearance, and design were more important attributes they considered when buying food or drinks. Since the emergence of the 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, and therefore, marketers must place an emphasis on 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 customer need to improve product sales, or they will lose much customer base (Baker et al., 2022).

Health-conscious consumers usually tend to be careful about the food and beverages they purchase; 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, and may spend time and money on choosing healthy foods (Rana & Paul, 2017). While health-conscious consumers choose

healthier products for themselves, they avoid chemicals that may harm their health (Rana & Paul, 2017). Recent health-related trends in the food and beverage market emphasize low-carbohydrate, 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 (Fileri & Xu, 2022). Traditional bubble tea is far from healthy because it usually contains a lot of caffeine and sugar, mainly due to the syrup sweetener contained in the drink. 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, such as offering sugar-free drinks or using healthy and fresh raw materials to produce drink products.

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 have changed how people communicate and share information and interests. Social media have changed the ways marketers and consumers communicate. Pütter (2017) studied the influence of social media on consumer purchase intention and indicated that social media has shaped the state of advertising and has also 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 effective use of social media. Yogesh and Yesha (2014) examined consumers' usage patterns of social media and its influences on consumer purchases. They identified social media as the most widely used source of information for a few reasons, including perceived convenience, effectiveness, and perceived credibility. They also found that customer reviews on social media influence the consumer purchase decision process. Based on various thriving social media platforms, social media influencers have shown high economic value, and social media influencers have been regarded as the most cost-efficient and cost-effective marketing strategy nowadays. Moreover, information from social media influencers can affect consumers' attitudes and behavior (Lim et al., 2017). Social media such as Weibo and TikTok have been rising under the influencer economy, and social media influencers have affected the marketing strategies of businesses in the Chinese-style modern tea shop market (Zhu & Zhou, 2021).

Purchase intention refers to a consumer's attitude towards a specific purchasing behavior and the consumer's willingness to pay for the product or service (John & Jagdish, 1969; Dodds et al., 1991). 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 when a customer purchases a specific good in a particular condition. Some studies have pointed out that purchase intention is closely related to customers' 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. Furthermore, marketers use purchase intentions to predict what consumers will do in the marketplace and take marketing actions to influence future product or service sales (Morwitz, 2014).

Purchase intention is also defined as a type of customer's fundamental decision-making based on the customer's motivation to purchase a certain brand. Alternatively, in other words, purchase intention is a type of decision-making concerning the reasons why a customer tends to buy a product or service from a particular brand (Shah et al., 2012). Customer decision-making is a highly 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). John and Jagsish (1969) suggested that purchase intention signals consumer buying behavior. A five-dimension construct has been developed to represent purchase intention, which includes 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. Purchase intention is a dependent variable that depends on external and internal factors such as consumer needs and preferences, attitudes, and perceptions (Tomalieh, 2016).

Consumers' purchase intention may be affected by many factors, such as perceived quality and perceived value, as well as internal and external inspirations during the purchase process (Gogoi, 2013). Demographic data have been widely used in all types of social science studies.

Demographic data refers to socioeconomic information expressed statistically, including personal statistics such as gender, age, marital status, family size, occupation, educational background, income level, religion, and location (Ashraf, 2020). This study identifies Gender, Age, Educational background, Net income per month, and City as important information that can describe consumer populations and their characteristics. 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 product or service; in other words, purchase intention is the state of the customer's mind toward buying behavior (Chen and Lobo, 2012). Before customers buy drinks in the Chinese-style modern tea shop, they may experience purchase intention, which involves motivation. According to (Hussain and Ali, 2015), in the past, consumers who purchased a product or service usually focused on the functions or attributes of the product or service. However, today, consumers focus on more elements related to buying behavior, and therefore, more factors 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, such as their choice of the products or services or willingness to purchase the goods, are related to their perceptions of certain benefits such products or services can provide to them (Lazaroiu, Andronie and 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. METHODOLOGY**

This study focuses on the customers of the HEYTEA brand in China. HEYTEA currently runs over 1200 stores in China. 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 who are also 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). This study uses a non-probability sampling technique based on the Convenient Sampling Method to collect the data. The researcher sends the self-completion online questionnaires to the online communication groups of the 12 selected cities and invites people to participate in the survey—an advanced statistical program obtained and analyzed four hundred forty-one valid data. The validity and reliability of all constructs are satisfactory for further analysis. The research selects the most appropriate descriptive statistics such as absolute frequency, percent frequency, arithmetic mean, and standard deviation to describe the data and the inferential statistics, including One Sample t-tests, Independent Samples t-tests, One-way ANOVA, Multiple Regression Analysis, and Pearson Correlation to examine the impact of the independent variables on the consumer purchase intention. When a variable is found to be insignificant in One-way ANOVA, then Two-way ANOVA and Three-way ANOVA are further applied to test the hypothesis.

## **4. RESULT AND DISCUSSIONS**

### **4.1 Descriptive Statistics**

#### **4.1.1 Demographic Factors**

As shown in Table 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 age 26- 35, registering an average of 26.76%. The smallest percentage is captured by the group under 20, recording about 1.13%. Regarding educational background, most of the respondents have a higher education background. That is, 42.63% have a Bachelor's Degree and 21.09% have a Diploma/ Certificate. Only 11.11% have a doctorate degree. 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. With respect to the city, most live in a city from South China (33.56%) and East China (33.11%).

**Table 1: The Frequency and Percent Frequency Classified by Demographic Factors**

Demographic Factor	Classification	Frequency	% Frequency
Gender	Male	213	48.30
	Female	228	51.70
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
Education Background	High School	54	12.24
	Diploma / Certificate	93	21.09
	Bachelor's Degree	188	42.63
	Master's Degree	57	12.93
Net Income per Month	Doctoral Degree	49	11.11
	Under 6000 RMB	193	43.76
	6000-8000 RMB	143	32.43
	8001-10000 RMB	36	8.16
	10001-12000 RMB	50	11.34
Live in a City from	Above 12000 RMB	19	4.31
	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

#### 4.1.2 Marketing Mix 7Ps

Concerning Table 2, 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 vast 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 2: The Mean and Standard Deviation of Marketing Mix 7Ps Factor**

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

#### 4.1.3 Health Consciousness

As far as health consciousness is concerned, Table 3 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. Overall, the mean of Health Consciousness is about 2.4773, which is at the disagree level.

**Table 3: The Mean and Standard Deviation of the Health Consciousness Factor**

Health Consciousness	N	Mean	Standard Deviation	Mean Rank
Drink Products Related Health Consciousness	441	2.4203	.92510	2
HEYTEA-Related Health Consciousness	441	2.5344	.91502	1
Overall	441	2.4773	.86493	

#### 4.1.4 Social Media

Concerning the Social Media Factor, Table 4 suggests that Perceived Usefulness, with a mean of 2.6536, is more important than Peer Communication, with a mean of 2.6287. Overall, the mean value of Social Media is around 2.6412, which is at the neutral level.

**Table 4: The Mean and Standard Deviation of Social Media Factor**

Social Media	N	Mean	Standard Deviation	Mean Rank
Peer Communication	441	2.6287	.87290	2
Perceived Usefulness	441	2.6536	.86327	1
Overall	441	2.6412	.82662	

#### 4.1.5 Consumer Purchase Intention

As shown in Table 5, the results of Purchase Intention present a mean value of 2.2502 with a standard deviation of .95592, which is in the disagree level.

**Table 5: The Mean and Standard Deviation of Consumer Purchase Intention**

Item	N	Mean	Standard Deviation
Purchase Intention	441	2.2502	.95592

### 4.2 Inferential Statistics

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

The results obtained from Table 6 suggest that the p-value of the One Sample t-test is approximately .274, much higher than the critical value of 0.05. Therefore, the null hypothesis cannot be rejected, meaning that the mean value of consumer purchase intention is equal to 2.2502, which is in the disagree level, 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.

$$H_0: \mu = 2.3$$

$$H_1: \mu \neq 2.3$$

**Table 6: 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

#### 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 7: 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		

It can be seen from Table 7 that the p-value of Consumer Purchase Intention classified by gender is about 0.787, which is much higher than the critical value of 0.05. Therefore, the null hypothesis  $H_0$  is not rejected, 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

$$H_0: \mu_i = \mu_j$$

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

Table 8: The One-way ANOVA of the Age, Educational Background Net Income per Month, and City Live

Factor	Items	S.S.	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			

It can be seen from Table 8 that 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  $H_0$  for these 4 factors cannot be rejected, meaning that age, educational background, net income per month, and city life generate no differences in consumer purchase intention. The one-way ANOVA results found that differences in each factor do not generate significant differences in Purchase Intention. 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.

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

In this study, there are 5 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 10 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 with the p-value of .015 and .037, respectively, which indicated that the effect of Gender factor changes in line with the level of Age factor, and the effect of Age factor changes in line with the level of City Live factor.

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

Since there are 6 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 these 10 combinations, only one combination is Gender ( $X_1$ ), Age( $X_2$ ), and Net Income per Month ( $X_4$ ) is found to be significant, which is consistent with those of a previous study by Baker et al. (2022) that socio-demographic characteristics influence consumer acceptance of foods.

### 4.2.3 Marketing Mix 7Ps Influence on Consumer Purchase Intention

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). Three types of multiple linear regression analysis are applied in the research to study the effect of the Marketing Mix 7Ps factor on Purchase Intention, namely, 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 best solution since all of the independent variables are found to be statistically significant at the critical level of 0.05. 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<sup>2</sup> of this multiple regression is approximately 0.775, which is very high. The results can be seen in Table 9. The findings are consistent with the findings of previous studies by Arora et al. (2021), Zhu & Zhou (2021) and Filieri & Xu (2022). For example, Arora et al. (2021) pointed out that price affects purchase decisions. Filieri & Xu (2022) pointed out that China's Gen Z consumers emphasize the product's appearance in the beverage market. Zhu & Zhou (2021) suggested that HEYTEA is representative in price product strategies, which can explain its business success.

**Table 9:** The Multiple Semi-Log Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps

Model	Coefficient <sup>a</sup>		Standardized Coefficients Beta	T	p-value
	Unstandardized Coefficients				
	B	Std. Error			
Constant	.171	.062		2.754	.006
Ln(X <sub>1</sub> )=Product Feature	.459	.120	.164	3.839	.000
Ln(X <sub>2</sub> )=Price Feature	.466	.116	.170	4.009	.000
Ln(X <sub>3</sub> )=Place Feature	.383	.124	.151	3.083	.002
Ln(X <sub>4</sub> )=Promotion	.299	.121	.106	2.469	.014
Ln(X <sub>5</sub> )=People Feature	.378	.114	.137	3.318	.001
Ln(X <sub>6</sub> )=Process	.284	.119	.104	2.396	.017
Ln(X <sub>7</sub> )=Physical Evidence	.414	.110	.158	3.759	.000

a. Dependent Variable: Y= Consumer Purchase Intention, Adjusted R<sup>2</sup> = 0.775

### 4.2.4 Health Conscious Influence on Consumer Purchase Intention

Three types of multiple linear regression analysis are applied in this study. Multiple Linear Regression Analysis can be seen in Table 10.

**Table 10:** The Multiple Linear Regression Analysis of Consumer Purchase Intention based on Health Consciousness

Model	Coefficient <sup>a</sup>		Standardized Coefficients Beta	T	p-value
	Unstandardized Coefficients				
	B	Std. Error			
Constant	-0.83	.072		-1.142	.254
X <sub>1</sub> =Drink Products Related Health Consciousness	.500	.040	.483	12.455	.000**
X <sub>2</sub> =HEYTEA Related Health Consciousness	.443	.041	.424	10.937	.000**

Dependent Variable: Y (Consumer Purchase Intention), Adjusted R<sup>2</sup> = 0.728.

Table 10 shows that Drink Product Related Health Consciousness is the most important 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. The findings are consistent with those of previous studies by Chen and Lobo (2012), who found that Chinese consumers' purchase of healthier food



products is influenced by their lifestyle, and health-conscious consumers tend to choose healthier food products.

#### 4.2.5 Social Media Influence on Consumer Purchase Intention

Three types of multiple linear regression analysis are applied in this study. The best one is the Multiple Linear Regression Analysis, as seen in Table 11. It shows 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. The Adjust R-square of this multiple regression is approximately 0.732, which is very high. The findings 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 provide 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).

**Table 11: The Multiple Linear Regression Analysis of Consumer Purchase Intention based on Social Media**

Model	Coefficient <sup>a</sup>		T	p-value	
	Unstandardized Coefficients				Standardized Coefficients Beta
	B	Std. Error			
Constant	-.361	.079			
X <sub>1</sub> =Peer Communication	.536	.047	.489	.000**	
X <sub>2</sub> = Perceived Usefulness	.453	.047	.409	.000**	

Dependent Variable: Y (Consumer Purchase Intention) Adjusted R<sup>2</sup> = 0.732

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

The best solution for the impact of Marketing Mix7Ps, Health Consciousness, and Social Media on Consumer Purchase Intention is found in the Semi Log-Linear Regression Analysis shown in Table 12. From Table 12, 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 to 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. This finding is consistent with Zhu and Zhou's (2021) opinions that social media has been widely regarded as a core marketing strategy of companies to affect consumers' attitudes and behavior.

**Table 12: The Multiple Semi-Log-Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps, Health Consciousness, and Social Media**

Model	Coefficient <sup>a</sup>		T	p-value	
	Unstandardized Coefficients				Standardized Coefficients Beta
	B	Std. Error			
Constant	-.026	.075		.729	
X <sub>1</sub> =Product Feature	.362	.119	.129	3.040	
X <sub>2</sub> =Price Feature	.397	.114	.144	3.477	
X <sub>3</sub> =Place Feature	.311	.122	.123	2.552	
X <sub>5</sub> =People Feature	.355	.108	.128	3.271	
X <sub>7</sub> =Physical Evidence Feature	.327	.108	.125	3.018	
X <sub>8</sub> =Drink Products Related Health Consciousness	.393	.099	.145	3.961	
X <sub>9</sub> =HEYTEA Related Health Consciousness	.270	.102	.096	2.646	
X <sub>10</sub> = Peer Communication	.398	.127	.126	3.141	

#### 4.2.7 Marketing Mix 7Ps, Health Consciousness, and Social Media are related

It can be seen from the Pearson Correlation Coefficient that these 3 variables, namely, Marketing Mix 7Ps, Health Consciousness, and Social Media, are positively related to each other, evidenced by a coefficient of higher than 0.8, which is consistent with the findings of the 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. CONCLUSION

Regarding the demographic factors, most respondents are females aged 20 to 35 with a Bachelor's Degree and at an income level of less than 8000 RMB net income per month, living in a city from South China and East China. Regarding the Marketing Mix 7Ps, Product Feature is the most important factor impacting consumer purchase intention towards HEYTEA drinks. Product flavor is the most significant factor among the five aspects of product features.

Concerning inferential Statistics, differences in the demographic factors, including Gender, Age, Education Background, Net Income per Month, and City life, generate no statistically significant differences in consumer purchase intention, with evidence by the independent t-test and the One-Way ANOVA. However, Gender and Age generate differences in Purchase Intention, and differences in Age and City life generate differences in Purchase Intention, with evidence by Two-Way ANOVA. Differences in Gender, Age, and Net Income per Month generate differences in 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. Related Health Consciousness and HEYTEA-related Health Consciousness have impacted consumer purchase intention, as evidenced by the Multiple Linear Regression Analysis. Peer Communication and Perceived Usefulness under the Multiple Linear Regression Analysis also impact consumer purchase intention.

The HEYTEA management and marketers of the Chinese-style modern tea shop business should emphasize Product Features, especially Product Flavor, to develop appropriate marketing strategies to promote business outcomes. Price Feature needs to be considered because it is an essential factor influencing consumer purchase intention. Most of HEYTEA's customers belong to the demographic characteristics of young generations with a lower income level. Health Consciousness and Social Media do have an impact on consumer purchase intention towards HEYTEA drinks. Therefore, more effort should be put into emphasizing these areas.

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