

FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION FOR JASMINE TEA

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ABSTRACT

The main research purpose of this paper is to take Chinese jasmine tea consumers as the research object, to explore the influencing factors of Chinese jasmine tea consumers' purchase behavior intention, and to provide enterprises with the correct marketing direction. The research method of this paper adopts the literature review method and questionnaire survey method, through summarizing the literature review at home and abroad, the relationship between attitude, behavioral norms and perceived behavioral control and purchase behavioral intention is derived, and the questionnaire is formed. Through empirical research, the research model and hypothesis content were verified and the relationship between variables was analyzed. The results show that consumers' attitudes, subjective norms, and perceived behavioral control all have a positive effect on behavioral intention to purchase jasmine tea. Specifically, consumers were more likely to purchase jasmine tea if they had a good understanding of jasmine tea and referred to the opinions of important people around them and the comprehensive information, they had about jasmine tea. These findings are intended to provide jasmine tea companies with the right marketing direction, and suggestions for future research include exploring the effects of different grades of jasmine tea and different packaging on consumer purchase intentions.

Keywords: Tea Consumers, Jasmine Tea, Purchase Behavioral

INTRODUCTION

China was the first country to discover and utilise tea, with a history of tea drinking and tea planting spanning thousands of years. China's tea plantations account for more than 50 per cent of the world's tea plantations and more than 40 per cent of the world's tea production (Wu Xinlin, 2020), and it occupies an important position in international tea production and trade. It mainly produces six major tea categories such as green tea, black tea, black tea, and flower tea, and jasmine

tea is the largest proportion of flower tea categories, and China is the country that produces the most jasmine flowers in the world, accounting for more than 60 per cent of the world's total annual output (Wu and Yang, 2021). In 2019, the area planted with jasmine flowers in the country increased to 194,000 acres, and the total output of jasmine flowers was 128,000 tones (Wang et al. 2021).

Jasmine flowers in China are mainly used for celling jasmine tea, and jasmine tea has a long history, beginning in the Song Dynasty, with more than 1,000 years of production and marketing history (Wang et al. 2021). Mei, Yu and Li, Xin. (2018) in China's jasmine flower and jasmine tea producing areas large (2018) pointed out in a survey that China's jasmine planting area is nearly 185,000 mu. Wang Jing (2021) Hengzhou City jasmine planting area has exceeded 120,000 mu, jasmine production and jasmine tea production accounted for more than 80 per cent of the country and more than 60 per cent of the world, which is truly the world's largest jasmine flower and jasmine tea production and processing base. In recent years, due to the revival of tea culture and the rise of various types of new tea drinks, jasmine tea consumer groups have expanded significantly. This paper studies the influencing factors of jasmine tea consumers' purchasing behavioral intentions, in order to provide the correct marketing direction for jasmine tea enterprises.

OBJECTIVE

To determine the factors influencing the purchase behavioural intention of jasmine tea consumers through the study, and to provide the correct marketing direction for tea enterprises.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) is a very well-known theory in social psychology that studies the relationship between attitudes and behaviorist article "The Theory of Planned Behavior" published by Ajzen (1991) marked the maturity of the theory of Planned Behavior (Pan Xiaolin, 2013). The Theory of Planned Behavior is one of the most widely used theoretical frameworks in the field of consumer behavior research, and the theoretical application area involves the intention of green purchasing behavior, willingness to consume tourism, intention of used car purchasing behavior, and willingness to accept advertisements of tea beverage brands. The theory of planned behavior is also widely and deeply adopted in numerous studies related to tea purchase behavior intention at home and abroad, and many empirical studies illustrate that the research model constructed based on the theory of planned behavior is highly persuasive and influential.

The theory of planned behavior has also been further enriched by a large number of researchers and scholars in the course of nearly 30 years of research (Fonze, 2019), the theory of planned behavior suggests that the more positive the behavioral attitudes, subjective norms, and perceptual-behavioral control, the greater the likelihood that a person will intend to carry out the behavior when the opportunity arises (Press. et al. 2017). In his study of tea-drinking intention and behaviors, Ma Dongjie (2020) suggested that attitude, subjective norms and perceived behavioral control all have a significant effect on tea-drinking intention and tea-drinking behavior; Zhao Ziyue (2020), used the classical theory of planned behavior to analyze the influencing factors of experiential B&B tourism consumption intention, and the results showed that consumer behavioral attitudes, subjective norms and perceptual behavioral control have a significant positive influence on experiential B&B tourism consumption intention. In summary, the theory of planned behavior is applicable to the research in tea consumers' intention to purchase behavior, and a large number of academic studies have proved the applicability of the theory. Based on the theory of planned behavior, this study also chooses to study the influencing factors of jasmine tea purchase behavioral intention in terms of behavioral attitudes, subjective norms, and perceived behavioral control.

METHODOLOGY

1. The population and the Sample

The main research purpose of this paper is to take Chinese jasmine tea consumers as the research object, to explore the influence of attitude on the purchase intention of Chinese jasmine tea consumers, and to provide the correct marketing direction for enterprises. The research method of this paper adopts the literature review method and questionnaire survey method, through

summarizing the literature review at home and abroad, the relationship between attitude and purchase behavior intention is derived, and the questionnaire is formed. Through empirical research, the research model and hypothesis content are verified and the relationship between variables is analyzed. The results show that consumers' attitudes have a positive influence on the behavioral intention to buy jasmine tea, and enterprises can improve consumers' behavioral intention to buy jasmine tea by strengthening the publicity of jasmine tea knowledge.

2. Research Instruments

In order to study the influencing factors of Chinese jasmine tea consumers' intention to purchase behavior, this paper proposes the hypotheses that H1 is that attitude has a positive influence on the intention to purchase jasmine tea, H2 is that subjective norms have a positive influence on the intention to purchase jasmine tea, and H3 is that perceptual-behavioral control has a positive influence on the intention to purchase jasmine tea.. To ensure the validity and reliability of the measurement tool, the scale used in this survey is based on the existing mature scale, which is modified according to the purpose and content of the study. A 5-point Likert scale was used, and the question items for each variable in the questionnaire were measured using a Likert scale, with scores ranging from 1 to 5 indicating the degree of "strongly disagree" to "strongly agree", respectively. The first part contains basic personal information, mainly referring to the scale of Liang Jinghan (2020); The second part mainly referred to the scales of previous authors such as Ma Dongjie (2020), Fangze (2019), and Cheng Huixian (2022).

3. Pre investigation

The method of determining credibility was to use a questionnaire validated by the Advisory Committee and experts. Before using the questionnaire on the sample group, the experts revised the questionnaire and tested it on 30 test subjects. From Table 3.1, the Cronbach's alpha value of attitude is 0.909, Cronbach's alpha value of subjective norm is 0.920, Cronbach's alpha value of perceptual behavioral control is 0.889, and Cronbach's alpha value of purchase behavioral intention is 0.929. The reliability values of each factor and the total factor of the questionnaire are all greater than 0.7. It can be concluded that the questionnaire can be used to collect real data and its reliability value meets the acceptance criteria.

Table 1
Pre-survey reliability Analysis

variable	Sample size	N of Items□	Cronbach's alpha
1. Attitude	30	7	0.909
2. Subjective Norm	30	5	0.920
3. Perceptual-behavioural control	30	5	0.889
4. Behavioral purchase intention	30	6	0.929
Total	30	23	0.975

RESULTS

The researcher used SPSS 25.0 to analyze the data and Pearson's correlation coefficient was used to test the relationship between the variables as shown in Table 1, the correlation coefficients of Attitude (A), Subjective Norms (SN), Perceived Behavioral Control (PBC) and Buying Behavioral Intentions (BPI) ranged from 0.498 to 0.623 with p-values of less than 0.05 so there is a positive correlation between A, SN and PBC and BPI are positively correlated with each other.

Table 2
Results of correlation analysis between attitude and intention to purchase behavior

	Attitude (A)	Subjective Norm (SN)	Perceptual- behavioral control (PBC)	behavioral purchase intention (BPI)
Attitude (A)	1			
Subjective Norm (SN)	.505**	1		
Perceptual-behavioural control (PBC)	.536**	.575**	1	
behavioural purchase intention (BPI)	.623**	.498**	.589**	1

** . Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 3, attitudes, subjective norms, perceived behavioral control and intention to purchase behavior were subjected to regression analysis, and the significance p-values were all less than 0.05, indicating that the regression model reached the level of significance; from the table it can also be seen that the coefficient of influence of attitudes on intention to purchase behavior was 0.397, the value of the coefficient of influence of subjective norms was 0.106, and the value of the coefficient of influence of perceived behavioral control was 0.287, F value is 125.929 and adjusted R² is 0.488. It proves that there is a positive correlation between attitude, subjective norms and perceived behavioral control and intention to purchase behavior.

Table 3
Coefficient of influence between variables

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	T	VIF	R	R Square	F
	B	Std. Error	Beta							
(Constant)	.912	.147		6.210	.000			.699 ^a	.488	F=125.929, sig=0.000 ^b
Attitude	.381	.043	.397	8.947	.000	.655	1.526			
Subjective Norm	.106	.040	.121	2.650	.008	.615	1.625			
Perceived Behavioral Control	.287	.044	.306	6.539	.000	.589	1.698			
a. Dependent Variable: Behavioral purchase intention (BPI)										

CONCLUSION AND FUTURE WORD

Taking jasmine tea consumers as the research object, using its professional advantages to conduct a questionnaire survey on the consumers of jasmine tea, and carrying out correlation analysis and regression analysis on the collected data. The results of the study yielded a B-value of

0.381 for jasmine tea consumer behavioral attitude, 0.106 for subjective norms, and 0.287 for perceived behavioral control, which shows that the three factors of behavioral attitude, subjective norms, and perceived behavioral control are all significantly and positively correlated with the purchase behavioral intention of Chinese jasmine tea consumers. Behavioral attitude has the most significant effect on consumers' intention to purchase behavior, perceived behavioral control is the second most significant, and jasmine tea consumers' subjective norms are weaker. Therefore, the original hypotheses H1, H2 and H3 are valid.

Attitude towards jasmine tea consumption behavior has a significant positive effect on purchase behavior intention. It was emphasized that attitude is the most important determinant of behavior, a finding that is in line with Pinasthika et al. (2021), Zhao Ziyue (2020), Maichum, et al. (2016), Wu F, et al. (2022) and Yang, et al. (2024). The findings of the study coincide. This finding suggests that companies can increase consumers' intention to purchase behavior through jasmine tea cultural promotion and functional promotion. Subjective norms of jasmine tea consumption have a significant positive effect on purchase behavior intention. This finding is consistent with the findings of Simamora and Djameludin (2020), Hamilton and Terblanche-Smit (2018), Shen Yuxia (2017), and Muangmee, C. (2021) which suggests that companies need to pay attention to word of mouth about jasmine tea and strengthen the influence of word-of-mouth on enterprise marketing, so as to achieve word-of-mouth and mutual influence to promote the development of jasmine tea consumption. Perceived behavioral control of jasmine tea consumption has a significant positive effect on purchase behavioral intention. This finding is in line with Yadav, R., and Pathak, G. S. (2017), Pan Xiaolin's (2013), Luo, et al. (2024) and Muangmee, et al. (2024). findings coincide.

This research model only cites elements of the theory of planned behavior to study the factors influencing consumers' intentions to purchase jasmine tea. It did not study the influence of jasmine tea product itself on the intention to purchase behavior, therefore, factors such as the quality of jasmine tea products, packaging, and branding can be added appropriately to study the role of the influence of jasmine tea intention to purchase behavior in subsequent studies.

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