A study of factors influencing the purchase intention of coffee products on UGC social platforms based on the SOR model:

A study of the Xiaohongshu youth coffee community.

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Abstract. China's coffee market has developed at a significant rate and coffee marketing has become an issue frequently spoken about in society, but few scholars have studied the marketing of youth communities with an interest in coffee on UGC platforms. Based on the SOR model, the author studied various factors influencing young Xiaohongshu users purchasing willingness related to coffee products. This study was carried out by collecting 420 valid questionnaires and utilising SPSS and AMOS to conduct a reliability analysis and test relevant hypotheses. The results show that usability, interactivity, sociability, professionalism, and opinion leaders, all positively influence the purchase intention.

Keywords: Coffee marketing, community marketing, SOR theory.

1   Introduction

According to Foresight Industry Research Institute, Chinese coffee industry is increasing at a 15% annual rate. The traditional sales model cannot fulfil the requirements of customers owing to the rapid growth of the Internet. Social marketing is the application of social elements to e-commerce transactions such as sharing, discussion, and interaction. Social marketing not only focuses on product promotion and product quality but also on the emotional experience of consumer shopping, favoured by a larger number of individuals [1]. Searching for "coffee" on Xiaohongshu, it can be found that the number of related notes is up to 997+ notes, and the number of seeds is up to 3,000 products, thus it can be seen that Xiaohongshu has provided a platform with a higher degree of focus for coffee.

In reality, while the rise of online media has fostered the establishment of coffee-centred young communities, there is a distinct disconnect between the online and offline operations of many coffee firms. This paper provide a certain amount of reference advice for domestic coffee brands on community marketing.

2   Research Hypothesis and Research Methodology

2.1   Model Construction

The author conducted the study by developing the SOR model: S denotes the influence of external stimuli on the organism; O denotes the stimulated organism's internal psychological state, i.e. the individual's emotional perception; R denotes the individual's exterior behaviour in response to external stimuli and internal psychology. According to the characteristics of the Xiaohongshu coffee community marketing, the usability, interactivity, sociability, opinion leader situation and professionalism of the Xiaohongshu coffee community were taken as external stimuli, the perceived trust and emotional stimuli were taken as the internal organism's psychological state, and the willingness to buy was taken as the behaviour made according to the changes in the stimuli and psychological state.

2.2   Research hypothesis

Usability refers to the characteristic that a product can assist users in solving a certain issue quickly and easily, perceived utility and perceived simplicity of use have a strong positive effect on the intention of purchasing online [2]. Based on this, the author proposes the following hypotheses：

H1: The usability positively influences users' perceived trust.

H2: The usability positively affects users' emotional stimulation.

Ha defined interactivity as the degree to which the communicator and the communicated respond to each other's communication demands [3]. Customer-merchandiser engagement, as well as consumer-to-consumer interaction, has a beneficial impact on consumer trust arousal [4]. Branded milk tea can attract consumers and potential consumers to purchase it as the brand captures the "social currency" of milk tea among consumers [5]. Coffee also take on the role of social currency within the coffee-loving community.

H3: Interactivity positively influences users' perceived trust

H4: Interactivity positively influences users' emotional stimulation.

H5: Social nature positively influences users' perceived trust.

H6: Sociability positively influences users' emotional stimulation.

Self-media opinion leaders have a favourable impact on the process of commodity endorsement and self-media marketing [6]. By sharing information about coffee products, opinion leaders in the Xiaohongshu coffee community can attract their audience and effectively guide their habits of consumption.

H7: Coffee community opinion leaders positively influence users' perceived trust.

H8: Coffee community opinion leaders positively influence users' emotional stimulation.

H9: Professionalism of coffee community opinion leaders positively influences users' perceived trust.

H10: Professionalism of coffee community opinion leaders positively influences users' emotional stimulation.

Favourable audience emotions have a positive association with purchasing intentions [7]. Potential buyers' faith in the Internet environment will only transfer to trust in the merchant of the product they are purchasing [8]. Additionally, the user's level of trust in the community is an essential factor in generating purchase behaviour: Both scene atmosphere and anchor expertise have a significant positive impact on consumers' perception of trust and consumption behaviour in live e-commerce consumer consumption behaviour [9].

H11: Stronger emotional stimulation, stronger perceived trust in the coffee product.

H12: Stronger perceived trust, greater purchase coffee products willingness.

H13: Stronger emotional stimulation, greater purchase coffee products willingness.

2.3   Frequency analysis

According to the questionnaire results, 50.71% of the sample was male and 49.29% was female. The percentage of "22-30 year olds" was 51.43%, whereas the percentage of "18-22 year olds" was 30.48%. In terms of the distribution of edu's, the majority of the sample was "bachelor's degree", with 44.52%. Furthermore, 33.57% of the sample was classified as "college." With 158.0 samples (37.62%), the majority of the income distribution was "RMB 10,001-15,000," C. 5001-10,000 yuan was also found in 35.71% of the samples.

2.4   Reliability check and Exploratory Factor Analysis

The study utilised Cronbach's alpha coefficient and conducted a reliability analysis on the valid data in the questionnaire. The study examined 29 items, with an overall reliability coefficient of 0.930 and all individual items displaying a minimum coefficient of 0.815 and a maximum coefficient of 0.927, exhibiting substantial reliability.

The data was deemed suitable for factor analysis after analyzing the KMO value of 0.919 and the significance of Bartlett's sphericity test statistic of 0.000 0.01.

Further exploratory factor analysis was carried out to extract factors utilising the data collected from the questionnaire, with the criterion that the default eigenroot was greater than 1. A total of eight common components were extracted, with a cumulative variance contribution of more than 60% and a considerable degree of explanation, demonstrating that the extracted factors were effective. Next, to explain the naming of each principal factor with a higher level of accuracy, the maximum variance method was utilised to implement an orthogonal rotation of the factor loading matrix. The size of the factor loading value was utilised as the retention and rejection criterion in the measurement item selection, and the factor loading matrix was constructed to eliminate factor loadings less than 0.5. In the factor arrangement, questions in the same column were assigned to the same category. The questionnaire was separated into a total of eight aspects for each measurement topic in the author's study, and the factor analysis was effective. Each indicator passed the KMO and Bartlett tests, and the extracted factors explained variance greater than 60%, each factor loading was greater than 0.5, the dimensional division was distinguishable, and the questions under the same dimension were consistent, indicating that the data had significant validity.

2.5   Related analysis

A correlation coefficient greater than 0 indicates a positive relationship between the two variables, and less than 0 indicates a negative relationship between the two variables. Through the study, it was discovered that all seven items, namely convenience, interactivity, sociability, professionalism, opinion leader, perceived trust and emotional stimulation, showed significant positive correlations, with correlation coefficient values of 0.321, 0.344, 0.408, 0.389, 0.439, 0.427, and 0.461 respectively.

2.6   Analysis of structural equation results

The chi-squared degrees of freedom ratio χ^2/df is less than 3. Most of the other indicators fit well and pass the test values, indicating that the model works well.

Regarding the regression coefficients, it is commonly sufficient to observe the p-value and the standardised path coefficient to determine whether there is a direct linear effect for that path (X->Y). Analysis based on significance tests (p-values less than 0.05) whether there is an influence relationship between the model variables

If significance exists, it signifies that there is an influence relationship between the variables, which can be investigated further by standardizing the path coefficients on the amount of influence efficiency. Through research and observation, the author discovered that the path coefficients of convenience and opinion leaders on perceived trust were 0.068 and -0.035 respectively, and the p-values were both greater than 0.05, indicating that no significant influence relationship was presented and the hypothesis was not valid. While the remaining hypotheses met the criteria, they all demonstrated a significant positive influence relationship, indicating that the hypothesis was valid.

Table 1. Model fitting index (Self-made)

Common indicators	χ^2/df	RMSEA	CFI	AGFI	IFI	TLI
Judging criteria	<3	<0.10	>0.9	>0.9	>0.9	>0.9
Value	1.216	0.023	0.991	0.919	0.991	0.989

3   Conclusion

Usability, interactivity, sociability, professionalism, and opinion leaders, can have a significant positive impact on the emotional stimuli that lead to purchase intentions. Nevertheless, the inability of opinion leaders and usability to positively influence trust suggests that a significant number of consumers may be left unsatisfied with the platform's features or that the level of opinion leaders varies, making it difficult for consumers to trust the quality of coffee products. Consequently, the platform should focus on optimising the platform's systems and improving its convenience; simultaneously, it should strictly control each user push, which should not be excessive in number and should be of guaranteed quality. Additionally, a strict screening system should be established to raise the threshold of the platform's opinion leaders and ensure the quality

of their products to convince users to shop on the platform with confidence. To maintain users' purchase intentions and achieve long-term platform profitability, UGC platforms should continue to innovate interesting interaction models and consolidate users' sense of community belonging and trust.

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