Motivation, Satisfaction, and Purchasing Behavior Among Consumers of New Fashion Tea Beverage Industries in Cheng Du City

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Abstract

This study used survey correlation research methods for collecting, processing, and analyzing variables affecting the relationship among the motivation, satisfaction, and purchasing behavior. The respondents to this study were 385 people who were randomly selected from among the residents in Chengdu. At present, the new fashion tea beverage industry is a very popular industry and often becomes a hot topic for the food and beverage industries and commercial investment. Consumers' behavioral intentions would be affected by their perceived value in the process of consumption. Consumers Satisfaction is judged according to the gap between the expectation before purchase and the results after purchase. It was not difficult to see that Consumers Satisfaction comes from the realization of consumer perceived value. Although the relationship between perception value motivations and customer satisfaction has been researched in other industries, there remains a gap in the literature regarding determining the factors related to perceived value motivations in the new fashion tea beverage industry. Therefore, this study utilized the method of online survey questionnaire aimed to identify the following aspects: the main components of perception value motivations, differences in the impact of demographic characteristics among motivation, satisfaction and purchasing behavior, the relationship among motivation, satisfaction and purchasing behavior, and provide some strategies to improve customer satisfaction and performance growth. The frequency count, percentage, mean, and standard deviation were employed for descriptive statistics. The t-test, one-way analysis of variance (ANOVA), and Pearson's r were used for inferential statistics, all set at .05 level of significance.