Factors Influencing Tea Consumer Behavior in China: A Case Study of Liupao Tea of Wuzhou in Guangxi

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Abstract

China boasts a diverse tea culture, being the world's largest tea producer, consumer, and exporter. As China's economy grows, and living standards improve, the demand for tea continues to rise, making it a critical product for marketers to understand. The purpose of this study is to identify the factors that influence consumer behavior towards Wuzhou Liupao Tea and provide recommendations for its development and marketing. Data was gathered through a consumer behavior survey, and 392 complete responses from Liupao tea consumers were analyzed using the JAMOVI program. The research results indicate that price, education, perceived culture, healthiness, and pecuniary condition are crucial factors positively impacting consumer behavior towards Liupao tea. As such, it is recommended to highlight these factors in marketing and promotional activities, including tailored pricing strategies, educating consumers on the product's health benefits, acknowledging the diversity of consumer cultural perspectives, emphasizing Liupao tea's health benefits, targeting consumers with good economic conditions, and providing more affordable choices for low-income groups. These suggestions could help Liupao tea producers and marketing personnel to enhance product competitiveness, expand market share, and provide policymakers with valuable insights for relevant policy formulation.

Keywords: Chinese tea, Liupao tea, Guangxi, Influence factor, Consumer behavior

JEL Classification Code: H24, I12, I21, L17, P24

1. Introduction[12]

China has a long-standing history of tea culture, and its diverse range of teas makes it one of the most important tea countries in the world (Benn, 2015). In China, drinking tea has become an integral part of daily life, and it is currently the largest tea producer globally, boasting mature production technologies and processing systems (Liang, 2021). With the continuous improvement of living standards and heightened health awareness among Chinese consumers, the demand for high-quality tea is growing. China's tea production will reach 3.18 million tons in 2021, with an annual output of 8.5% (Report on the development of China's tea industry and consumer insight in 2022-2023 - Tea Friends

Network (formerly China Pu'er Tea Network), 2022).

Liupao tea is a renowned tea variety with a rich cultural heritage and enjoys a distinguished reputation in Chinese society (Gu & Sun, 2021). Since the Ming Dynasty, Liupao tea has been cherished by the Chinese people, and it is grown in the mountainous regions of Wuzhou, Guangxi, where the climate and soil are conducive to its growth and development. Despite its historical significance and cultural significance, the Liupao tea industry has encountered numerous challenges, including changes in consumer behavior and increasing competition in the market (China's tea industry prospect analysis report, 2020). Therefore, it is imperative to identify the factors that influence consumer behavior towards Liupao tea in Wuzhou,

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Guangxi, to promote the growth and development of the industry. The social and economic development in China significantly influences consumer behavior towards tea, and the consumers' need for healthy, high-quality, and culturally valuable tea products must be considered. Therefore, a comprehensive survey is required to understand the factors that influence consumer behavior towards Liupao tea in Wuzhou, Guangxi.

By identifying these factors, stakeholders can devise and implement effective strategies to enhance the industry's competitiveness and promote growth. This study presents a unique opportunity to solidify the position of the Wuzhou Liupao tea industry in the highly competitive Chinese tea market. The proposed study aims to provide an in-depth understanding of the primary drivers of Liupao tea consumption and help identify the challenges facing the industry in Wuzhou. Thus, the strategic importance of this study cannot be overstated.

2. Literature Review and Hypotheses Development

2.1 Relationship between price and consumer behavior

According to Sumi and Kabir (2018), price is a crucial factor influencing tea consumers' purchasing behavior, and health-conscious consumers are willing to pay a premium for healthy tea. However, among Liupao tea consumers, not all are willing to pay the associated premium. Instead, many consider the product's value and are highly price-conscious and interested in price flexibility. Zheng et al. (2021) provide evidence that price consciousness significantly moderates tea health product consumption behavior, Consumers who are more price conscious tend to prioritize price when making purchasing decisions. In addition to this, dynamic pricing has a positive impact on consumer behavior, with different pricing strategies tailored to different situations helping to increase consumer engagement (Motoaki & Shirk, 2017). Price elasticity and promotions can also have a positive impact on consumer behavior. Large price elasticities and promotions tend to increase consumer desire and the likelihood of making a purchase (Petricek et al., 2020).

Thus, Price is an important factor for tea consumers, especially for those who are price-conscious, and health-conscious consumers are

willing to pay more for healthy tea. However, some Liupao tea consumers prioritize product value and are interested in price flexibility. Price consciousness significantly moderates tea health product consumption behavior, and dynamic pricing and promotions can positively impact consumer behavior by increasing engagement and desire to purchase. Different pricing strategies tailored to different situations can also be effective. Therefore, researcher proposed the following hypothesis:

H1$_0$: Price has no positive effect on the consumer behavior of Liupao tea.

2.2 Relationship between educational attainment and consumer behavior

In this study, education is the embodiment of knowledge, skills, values, beliefs, habits and time flexibility. For example, the perception and loyalty of health products and the management of time. It can be formal or informal. The relationship between educational attainment and consumer behavior has become a topic of mounting interest in recent years. Burghelea and Aceleanu (2014) have suggested that consumer behavior can be subject to the influence of the level of education achieved for consumption. Given that the consumer groups of Liupao tea exhibit a diverse range of educational levels, exploring the impact of educational factors on Liupao tea consumption behavior has emerged as a key area of focus for this study.

As Joshi and Rahman (2015) argue, consumers with higher education levels seem to be predisposed to green consumption behaviors, such as consuming environmentally friendly products, and health products. Moreover, as Mehta et al. (2020) have discovered, brand loyalty is frequently demonstrated among young and educated customers. As Petroman et al. (2015) suggest, an educated consumer is an informed consumer. Furthermore, individuals with higher levels of education also tend to consume a greater proportion of nutritious foods and a smaller amount of unhealthy foods (Islam & Sim, 2021). Consequently, Liupao tea, as a healthy and environmentally friendly product, might prove to be highly appealing to educated consumers. Nevertheless, some studies are in disagreement regarding the positive impact of education level on consumption behavior. For example, Sreen et al. (2018) and Saari et al. (2021) maintain that education level may not have any bearing on the consumption of green products, but is more likely to

be influenced by other factors, such as income and personal values.

In light of these divergent viewpoints, it appears that while the level of education can play a role in shaping consumer behavior, it is not an absolute determining factor. Further research is required to provide greater clarity on the precise relationship between education and consumption behavior. Therefore, the researcher proposed the following hypothesis:

$H2_0$: Education has no positive influence on the consumer behavior of Liupao tea.

2.3 Relationship between Perceived culture and consumer behavior

The role of culture in shaping consumer behavior is of paramount importance and has a significant impact on consumers' perceptions, evaluations, and consumption decisions. Culture is widely recognized as one of the key drivers of consumer judgment and decision-making (Torelli et al., 2017). The intricate relationship between consumer behavior and cultural factors, including the culture of the buyer, subcultures, and social class, is complex and multifaceted (Gajjar, 2013).

Therefore, examining the impact of culture on consumer behavior, which encompasses how cultural values, beliefs, and cultural identity in shaping it, is essential. Cultural values, beliefs, and cultural identity are deeply ingrained in the fabric of every society and influence people's aspirations and behaviors significantly (Gajjar, 2013). for instance, it is more appropriate to consider tea as a cultural commodity rather than a fast-moving consumer product, given its deep association with the diverse cultures of numerous nations (Tong et al., 2021). In China, for example, tea culture holds immense sway over consumer attitudes towards tea consumption, and Chinese consumers tend to view tea consumption as a cultural tradition and an integral part of social interaction. Moreover, research indicates that individuals in collectivist cultures (e.g., Asian cultures) tend to prioritize the needs of the group over individual needs (Hofstede, 2011). Thus, Chinese consumers tend to purchase tea as a gift in social situations, which may lead to a greater emphasis on the social status and reputation associated with the product.

Regarding cultural identities that significantly impact consumer behavior, individuals tend to opt for products that align with their cultural identity (Sirgy, 2018). In China, for example, tea consumers tend to gravitate towards traditional teas such as Liupao tea from Wuzhou, Guangxi, as it is believed to have higher quality and cultural value. Individuals with a strong cultural identity also tend to choose products associated with their culture of origin, as well as goods linked to the culture they identify with (Sirgy, 2018). Liupao tea, for instance, enjoys a high reputation as a highly regional tea product, and local people relish drinking it in their daily lives.

In light of these insights, it is clear that cultural factors exert a significant influence on consumer behavior. Consumers have a predilection for products that align with their cultural values, beliefs, and cultural identity. Hence, marketers must understand the cultural dynamics of their target audience and tailor their products and marketing campaigns accordingly to resonate with their cultural sensibilities. Therefore, the researcher proposed the following hypothesis:

$H3_0$: *Perceive culture has no positive influence on the consumer behavior of Liupao tea.*

2.4 Relationship between healthiness and consumer behavior

The subject of health is a matter that concerns all people and is known to be influenced by various factors, as reported by the World Health Organization (WHO) in 2008. Health is affected by a conglomeration of elements, which are derived from social and economic circumstances, the physical environment, and individual characteristics and inclinations. The involvement of health-related considerations is, without a doubt, a fundamental aspect when it comes to making consumption choices among consumers. This is a trend that has been gaining traction and is substantially influenced by health aspects, according to Rana and Paul (2017) and Wang et al. (2018).

It has been recognized by Pechmann and Catlin (2016) that health-oriented communication can produce substantial and measurable effects on the recognition, emotion and behavior of consumers. Individuals are, indeed, becoming more cognizant of their well-being and paying increased attention to the health benefits that healthy beverages, such as tea, can provide (Oke et al., 2016). The tea culture in China has a profoundly rooted influence on the Chinese population, particularly with regard to the

health functions of tea. Consequently, it has emerged as a general consensus among the Chinese people that tea consumption can lead to improved health or that tea is, in fact, a means of achieving good health.

Thus, health-related concerns represent an inescapable issue, especially among consumers. Health has a significant impact on shaping consumer behavior and provides a variable reference point for the study of consumer behavior. Therefore, Further investigation is necessary to acquire an improved comprehension of the correlation between health and the purchasing decisions that consumers make. Therefore, the researcher proposed the following hypothesis:

$H4_0$: *Healthiness has no positive influence on the consumer behavior of Liupao tea.*

2.5 Relationship between pecuniary condition and consumer behavior

The intricacies of consumption are fundamentally intertwined with the condition of one's pecuniary resources. As the levels of income fluctuate, it follows that the consumption patterns of consumers will inevitably undergo changes in response. It is crucial to note that the consumption structure is intimately connected to the level of income, as elucidated by Zhang's (2021) study. Gajjar's (2013) research similarly points to the fact that customers with higher incomes and savings are more inclined to purchase expensive items, whereas those with more limited resources prefer more affordable products. Therefore, when it comes to tea consumption in China, individuals with more affluent pecuniary conditions exhibit a greater willingness to invest in expensive tea products, while those in less privileged situations opt for cheaper alternatives.

One cannot simply equate social class with income alone, for it is a multifaceted construct that considers other crucial factors such as education, occupation, and wealth (Gajjar, 2013). Moreover, the level of social class reflects one's economic prowess, and as such, those who belong to the upper echelons of society are inclined to pursue more opulent, rarefied, and high-quality teas. Income level is a decisive factor in the consumer's decision-making process, as suggested by Ahmed et al. (2016). However, in the realm of tea consumption behavior, whether one has a high or low pecuniary status is not the sole determinant of their spending habits. Chinese consumers are avid tea enthusiasts

who are unlikely to stop purchasing tea altogether, regardless of their pecuniary conditions. Instead, they savor tea in leisurely settings and participate actively in online tea communities.

These studies offer valuable insights into the complex interplay between pecuniary conditions and tea consumption behavior in China. The evidence suggests that higher-income individuals are more likely to consume premium tea products, but the passion for tea remains ubiquitous across all strata of society. The consumption structure of tea products is profoundly influenced by one's economic status, and understanding these intricacies can help tea producers and marketers tailor their products to suit the preferences of different consumer groups. Therefore, the researcher proposed the following hypothesis:

$H5_0$: **the** *pecuniary condition has no positive influence on the consumer behavior of Liupao tea.*

2.6 Conceptual Framework

The conceptual framework is assembled based on a literature review in the previous research, existing literature, and theoretical concepts representing the influence of variables including Mangunyi and Govender (2019) "Antecedents to consumer buying behavior: the case of consumers in a developing country", Onumah et al. (2020) "Fish consumption behavior and perception of food security of low-income households in urban areas of Ghana" and Hossain and Lim (2016) "Consumers' buying behavior towards organic foods: evidence from the emerging market" assembled to be the conceptual framework in this study.

Hence, the conceptual framework of Factors influencing tea consumer behavior in China: A case study of Liupao Tea of Wuzhou in Guangxi has been presented in *Figure 1*.
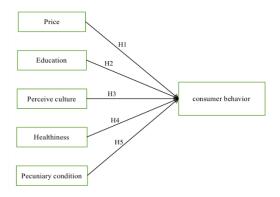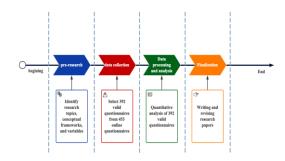

Figure 1. *The Conceptual Framework*
Source. Constructed by the authors

3. Methods and Materials

In this study, the primary objective was to examine the factors that influence the consumption behavior of Liupao tea. The researchers employed both primary and secondary data sources to gather relevant information. Primary data was collected through a questionnaire that was administered directly to respondents. The questionnaire utilized a five-point Likert scale to assess various factors that influenced their consumption behavior. The primary data collection lasted for one month, and it was considered reliable as it was collected directly from individuals relevant to the research topic. In addition, the researchers conducted a limited number of personal interviews with Liupao tea suppliers, retailers, wholesalers, and business owners.

To save time, the researchers enlisted the help of friends to distribute the questionnaire survey and interview employees of relevant enterprises, although the information obtained may not have met all of the research requirements. As a result, some data needed to be screened and processed for use in the study. The survey was distributed through an online platform using non-probabilistic methods, specifically convenience and snowball sampling. The questionnaire included screening questions to identify target interviewees, as well as demographic and measurement variable questions. Respondents who met the criteria related to the research topic were selected, while those who did not meet the criteria were excluded from the survey.

The study employed quantitative methods to analyze the collected data. JAMOVI analysis data was used, which included Cronbach's Alpha, descriptive statistics, and multiple linear regression analyses to confirm and demonstrate the relevance of the hypotheses. The data was also analyzed using a five-point Likert scale analysis. the data collection process can be summarized in four main steps: first, the researchers identified the research topic, conceptual frameworks, and variables. Second, the researcher selected 392 valid questionnaires from a total of 453 online questionnaires. Third, the researcher conducted a quantitative analysis of the 392 valid questionnaires. Finally, the researcher wrote and revised the research papers (see ***Figure 2***).

Figure 2. *Stage of research methodology*
Source. Constructed by authors.

3.1 Content validity (IOC)

The quality of each question in the questionnaire was assessed by the authors using the Item Objective Congruence (IOC) Index, with input from experts to establish the content validity score. The IOC value for each item was found to be greater than 0.5, indicating that all questions are appropriate for distribution to the respondents. ***Table 1*** displays the IOC index.

Table 1. *IOC Results*

Variables	Items	IOC result
Price (PR)	PR1	1
	PR2	0.67
	PR3	1
Education (EDU)	EDU1	1
	EDU2	1
	EDU3	0.67
	EDU4	0..67
Perceived culture (PT)	PT1	1
	PT2	1
	PT3	1
	PT4	1
Healthiness (HN)	HN1	1
	HN2	0.67
	HN3	1
Pecuniary condition (PC)	PC1	0.67
	PC2	0.67
	PC3	1
Consumer behavior (CB)	CB1	0.67
	CB2	1
	CB3	0.67

Source. Authors.

3.2 Reliability Test (Pilot Test)

Cronbach's Alpha, developed by Cronbach in 1951, is the most commonly used method to assess internal consistency or reliability. The researcher in this study used Cronbach's Alpha to determine if there were any discrepancies or inaccuracies in the variables of the questionnaires used or created. To test the questionnaire, a pilot study was conducted with 50 respondents, and the acceptable value for Cronbach's Alpha was considered to be above 0.6, as suggested by Wim et al. (2008). ***Table 2*** shows the

Cronbach's Alpha levels identified in the research analysis.

Table 2: *Result from Pilot Test – Cronbach's Alpha (n = 50)*

Variable	Cronbach's Alpha	Number of Items	Strength of Association
Price	0.867	3	Good
Education	0.871	4	Good
Perceive culture	0.894	4	Good
Healthiness	0.855	3	Good
Pecuniary condition	0.816	3	Good
Consumer behavior	0.854	3	Good
Overall	**0.952**	**20**	**Excellent**

Source. Authors.

Table 2 displays the researcher's utilization of Cronbach's Alpha as a means of evaluating the dependability of the gathered sample data. As it shows that the overall questionnaire of the factor that factors influencing Liupao tea consumer behavior is 0.952. And for various research variables; three items of price are 0.867, four items of education are 0.871, four items of perceive culture are 0.894, three items of Healthiness are 0.855, three items of Pecuniary condition are 0.816, three items of Consumer behavior are 0.854. Which means all of them have a higher value above than the minimum acceptable coefficient of 0.6. Therefore, the questionnaires and the pilot data were generally reliable.

4. Results

4.1 Descriptive Analysis of Demographic data

This study utilized descriptive statistics to examine the demographic data of 392 participants, using the JAMOVI program for data analysis. The aim was to identify the target group that the Liupao Tea Merchant should focus on, in order to develop appropriate business strategies. The demographic questions included gender, age, income, level of education, occupation, and frequency of Liupao tea consumption. The statistical findings are presented below :

Gender: The majority of the 392 respondents in this study were male, comprising 78.3% of the total sample, while female respondents accounted for 21.7%. Specifically, there were 307 male respondents and 85 female respondents.

Age: The age distribution of respondents in this study shows that the largest group of participants fell within the 25-35 age range, with 80 respondents (20.4%), followed by 254 respondents (64.8%) in the 36-45 age range, and 58 respondents (14.8%) who were over the age of 45.

Monthly income: The majority of respondents reported earning between 10,001-16,000 CNY per month, with 175 respondents (44.6%), while 140 respondents (35.7%) reported earning between 4,000-10,000 CNY per month. Additionally, 67 respondents (17.1%) reported earning over 16,000 CNY per month, and only 10 respondents (2.6%) reported earning less than 4,000 CNY per month.

Education level: Of the 392 respondents, 205 respondents (52.3%) reported completing a bachelor's degree, followed by 123 respondents (31.4%) who completed a Junior college education, and 64 respondents (16.3%) who completed a master's degree.

Occupation: The majority of respondents were employed, with 147 respondents (37.5%) holding jobs, followed by 123 respondents (31.4%) who were employed in public institutions, 62 respondents (15.8%) who were freelancers, 45 respondents (11.5%) who were business owners, 8 respondents (2.0%) who had other occupations, and 7 respondents (1.8%) who were students.

Frequency of drinking Liupao tea: The vast majority of respondents, 379 people (96.7%), reported drinking Liupao tea every day, while 13 people (3.3%) reported drinking it once every two days.

4.2 Descriptive analysis with a mean and standard deviation

The study utilized descriptive analysis to assess the questionnaires, focusing on the mean and standard deviation of each group of variables. The variables analyzed in this section include Price, Education, Perceived culture, Healthiness, Pecuniary condition, and Consumer behavior. The statistical outcomes of the analysis are presented in the ***Table 3*** below:

Table 3. Mean and standard deviation of each variable

	Mean	Std. Deviation
Price (PR)		
PR1. Liupao Tea's prices are more flexible and the variety of prices gives customers more choice.	4.11	0.873
PR2. The price of Liupao tea in the market is relatively reasonable compared to other teas.	3.88	0.820
PR3. The price of Liupao tea is competitive.	3.76	0.856
Education (EDU)		
EDU1. Education makes me more loyal to health products.	4.19	0.874
EDU2. Education has made me more aware of the health of Liupao tea and more motivated to consume it.	4.10	0.878
EDU3. Education makes me more active in the consumption of health products.	3.85	0.848
EDU4. Education gives me more flexible time to enjoy and pay attention to Liupao tea.	3.71	0.881
perceived culture (PT)		
PT1. The culture of Liupao tea affects my consumption of it.	4.20	0.880
PT2. The profound cultural heritage of Liupao Tea is one of the main reasons why I consume it.	4.13	0.877
PT3. The title of the intangible cultural heritage of Liupao tea is one of my motivations for consuming it.	3.84	0.839
PT4. Drinking Liupao tea is recognition of collective culture.	3.78	0.841
Healthiness (HN)		
HN1. Drinking Liupao tea makes me feel healthy.	4.26	0.808
HN2. Drinking Liubao tea brings out more healthy emotions in me.	4.11	0.836
HN3. I think my healthy reflect from the way I drink Liupao tea is useful.	3.85	0.830
pecuniary condition (PC)		
PC1. Being financially well off will make me want to spend more money looking for Liupao tea to consume.	4.09	0.897
PC2. The state of economy will affect the number of times I drink Liupao tea every day.	4.07	0.886
PC3. The number of purchases of Liupao tea will be in direct proportion to my income.	3.79	0.808
consumer behavior (CB)		
CB1. The health value of Liupao tea is one of the main reasons why I buy it.	4.33	0.822
CB2. As I age increasing and look for a simpler and healthier life, the consumption and drinking intention of Liupao tea will be a part of my life.	4.19	0.858
CB3. I will continue to drink Liupao tea in the future.	4.28	0.830

Source. Authors.

Table 3 presents the results of the descriptive analysis conducted on each variable. The highest mean for Price was found to be 4.11, which was obtained for the statement "Liupao Tea's prices are more flexible, and the variety of prices gives customers more choice." For the Education variable, the highest mean score was 4.19, which was obtained for the statement "Education makes me more loyal to health products." The perceive culture variable had the highest mean score of 4.20 for the statement "Consumption of Liupao tea is influenced by its culture." Regarding the variable of healthiness, the highest mean was 4.26, which was obtained for the statement "Drinking Liupao tea makes me feel healthy." For the pecuniary condition variable, the mean score for the highest statement was 4.09, which was "If I am financially stable, I will be more willing to spend money on purchasing Liupao tea." Finally, the top mean score for consumer behavior was 4.33, which was obtained for the statement "The primary reason for my purchase of Liupao tea is due to its health benefits."

4.3 Hypothesis testing results

To identify factors that can support the dependent variables in this study, the researcher utilized multiple linear regression. The author also incorporated the Variance Inflation Factor (VIF) to measure the extent of multicollinearity among the multiple regression variables, which indicates the degree to which predictors influence each other in the linear model. The presence of correlation between predictor variables in the model is called multicollinearity, and it is recommended to have a VIF value of less than or equal to 5 to prevent redundant variables. To assess the compatibility of the mathematical model with the data, the R-square value, also known as the Coefficient of Multiple Determination for Multiple Regression Analysis, will be utilized. The analysis results are displayed in *Table 4*.

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Table 4. *Summary of Multiple Linear Regression Analysis for Hypothesis 1,2,3,4 and 5*

Hypotheses	Variables	B	β	t	p	VIF	Result
H1	Price	-0.092	-0.087	-2.18	0.03*	2.62	Rejected
H2	Education	0.079	0.080	2.06	0.04*	2.43	Rejected
H3	Perceived culture	0.329	0.332	6.41	< .001*	4.33	Rejected
H4	Healthiness	0.434	0.417	8.74	< .001*	3.66	Rejected
H5	Pecuniary condition	0.204	0.202	5.32	< .001*	2.33	Rejected

Note. R^2 = 0.760, Adjusted R^2 = 0.756, *p < .05, Dependent Variable = Customer Behavior

A multiple linear regression was performed to investigate the extent to which Price, Education, Perceived culture, Healthiness, and Pecuniary condition predict consumer behavior, and the results are presented in **Table 4**. The VIF values of all independent variables were less than 5, indicating no multicollinearity issues. The R-square value was .760 at a 95% confidence level, indicating that the independent variables (Price, Education, Perceived culture, Healthiness, and Pecuniary condition) account for approximately 76% of the variation in consumer behavior. The individual contributions of each predictor were examined, and it was found that price ($β$ = -.088, p<0.05), education ($β$ = .080, p<0.05), perceived culture ($β$ = .333, p<0.05), healthiness ($β$ = .418, p<0.05), and pecuniary condition ($β$ = .202, p<0.05) all had a positive and significant effect on consumer behavior. The all null hypotheses of independent variables were rejected. The healthiness variable had the greatest impact on consumer behavior, followed by perceived culture, pecuniary condition, education, and price. The summary strengths of influence factors of each dependent variable and results of research model are shown in **Table 5** and **Figure 3**.

Table 5. *Summary strengths of influence factors of each dependent variable*

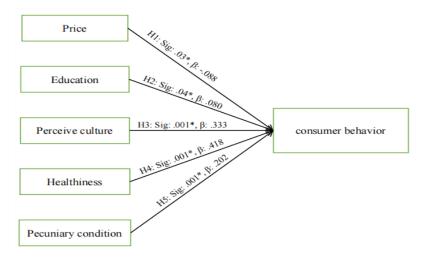| Dependent variables	Ranks	Independent variables	Standardized Coefficient
Consumer behavior (CB)	1	Healthiness (HN)	.418
	2	Perceived culture (PT)	.333
	3	Pecuniary condition (PC)	.203
	4	Price (PR)	-.088
	5	Education (EDU)	.080

Figure 3. *The results of the research model*
Source. Authors.

5. Discussion

The discussion of this study's intentions is to test the relationship between variables and the consumer behavior of Wuzhou Liupao Tea accurately. By discussing the position of Liupao tea in China's tea market consumption, this study aims to understand how Liupao tea attracts consumers' interest and demand. The ultimate goal is to provide suggestions for the development of Wuzhou Liupao Tea to improve its competitiveness and market position. Finally, through analyzing relevant data, this study aims to assist relevant tea enterprises and governments in formulating appropriate strategies.

The study considers various factor variables, including price, consumer behavior, education, perceived culture, healthiness, and pecuniary condition. The research questions guiding this study are as follows:

(1) Does perceived culture have a positive influence on the consumer behavior of Liupao tea?

(2) Does education have a positive influence on the consumer behavior of Liupao tea?

(3) Does the healthiness of the product have a positive influence on the consumer behavior of Liupao tea?

(4) Does the price have a positive influence on the consumer behavior of Liupao tea?

(5) Does pecuniary condition have a positive influence on the consumer behavior of Liupao tea?

To achieve these research objectives, this study adopts a descriptive research design, focusing on consumers who live in Guangxi and drink Liupao tea.

5.1 Price and Liupao tea consumer behavior

The study findings reveal that the consumer behavior of Liupao tea is significantly influenced by the price. Specifically, consumers who are price-sensitive are willing to pay more for healthy tea, while consumers who prioritize product value are interested in price flexibility. The results also show that reasonable dynamic pricing can stimulate consumers' desire to buy.

These findings are consistent with previous studies on this topic. For example, Sumi and Kabir (2018) found that price is the key factor affecting tea purchase behavior. Additionally, dynamic pricing has a positive impact on consumer behavior, and different pricing strategies formulated for different situations can help improve consumer participation (Motoaki & Shirk, 2017). Price elasticity and promotion also have a positive impact on consumer behavior. Large price elasticity and promotion often increase consumers' desire and purchasing possibilities (Petricek et al., 2020).

The results of this study are significant for enterprises selling Liupao tea. Companies can use the findings to develop pricing strategies tailored to different consumer groups. For example, the company can provide healthy tea to consumers who are willing to pay more for health benefits at a higher price, while offering price flexibility to attract consumers who prioritize product value.

According to the author's statement and summary, this study highlights the importance of price in the consumer behavior of Liupao tea. Companies selling Liupao tea can use the results of this study to develop effective pricing strategies for different consumer groups.

5.2 Education and Liupao tea consumer behavior

According to the study's results, there is a positive correlation between education and consumer behavior for Liupao tea. Consumers who have a better understanding of the health benefits of this tea are more inclined to consume it. This conclusion aligns with earlier research on the subject, such as Joshi and Rahman's (2015) claim that individuals with higher levels of education are more likely to adopt eco-friendly and health-oriented consumption patterns. such as consuming environmentally friendly products and health products.

In addition to motivation, education also seems to impact consumers' consumption patterns. Specifically, consumers who are more educated about health products are more active in their consumption of Liupao tea. This suggests that education not only affects consumers' attitudes towards the product but also their purchasing and consumption behavior. Furthermore, education provides consumers with more flexible time to enjoy and pay attention to Liupao tea. This may be because educated consumers are more likely to prioritize their health and make time for healthy activities such as drinking tea.

According to the author's research, education have a positive impact on the consumer behavior of Liupao tea. Educating consumers about the health benefits of the product may encourage them to consume more, thus forming a more active consumption model. Future research can be based on these findings by

exploring the potential mechanisms of the relationship between education and consumer behavior and resolving the limitations of this study.

5.3 Perceive culture and consumer behavior

The findings suggest that culture plays an important role in shaping consumer behavior towards Liupao tea, particularly in terms of its cultural heritage significance. The culture of Liupao tea is a major factor that affects consumers' consumption of it, as it has a profound cultural heritage that makes it unique compared to other types of tea. The intangible cultural heritage title of Liupao tea is also a motivation for consumers to consume it, indicating the importance of cultural recognition and appreciation. The act of drinking Liupao tea can also be seen as a recognition of collective culture, which may appeal to consumers who value cultural identity and community.

Therefore, the cultural aspect of Liupao tea should not be overlooked in marketing and promotion efforts. Education and awareness-raising campaigns that highlight the cultural significance of Liupao tea may attract more consumers and enhance their appreciation for the product. Additionally, the findings suggest that efforts to promote Liupao tea should not only focus on its health benefits but also its cultural heritage, which can be a significant motivator for consumption. Additionally, it is important to note that consumers' perception of culture is subjective and can vary based on their personal experiences and backgrounds. Therefore, understanding the diversity of consumers' cultural perspectives is essential in developing effective marketing strategies for Liupao tea.

5.4 Healthiness and consumer behavior

The findings suggest that healthiness has a positive impact on consumer behavior of Liupao tea. The participants reported that drinking Liupao tea makes them feel healthy and brings out more healthy emotions in them. This implies that Liupao tea can be viewed not only as a beverage but also as a tool to promote health and wellness.

The health benefits of Liupao tea have been widely studied and documented, including its ability to reduce cholesterol levels, regulate blood sugar levels, and improve digestion (Ding et al., 2019). Therefore, it is not surprising that the participants in this study perceived Liupao tea as a healthy drink. Moreover, the participants' perception of their healthy reflection from the way they drink Liupao tea

is useful. This indicates that the consumption of Liupao tea can have a positive impact on the overall well-being of the individuals, and may encourage them to adopt a healthy lifestyle.

According to the author's findings suggest that healthiness is an important factor influencing the consumer behavior of Liupao tea. The health benefits of Liupao tea should be emphasized in marketing and promotional activities, as it can attract health-conscious consumers who are seeking natural and healthy products. Additionally, educating consumers about the health benefits of Liupao tea can enhance their awareness and appreciation of this traditional Chinese tea, leading to increased consumption and potentially even higher demand.

5.5 Pecuniary condition and consumer behavior

The study's results reveal that the consumer behavior of Liupao tea is positively affected by the pecuniary condition. This is evident in that respondents are willing to spend more money on Liupao tea when they are in a good financial situation. Furthermore, economic status appears to influence the frequency of consumption of Liupao tea, suggesting that individuals may be more likely to consume Liupao tea when they are financially well off. Finally, the amount of Liupao tea purchased was directly proportional to the income of the respondents.

The findings suggest that individuals may be more inclined to consume Liupao tea as a luxury item when the economy is stable. This finding highlights the importance of considering the economic status of consumers when promoting six-brewed tea. Marketers may benefit from targeting affluent consumers and emphasizing the luxury and high-end nature of Liupao tea in order to appeal to this demographic. However, the findings also suggest that the frequency with which people consume Liupao tea may change in lower economic situations. This highlights the need for Liúpao tea producers and marketers to consider more affordable options for those with lower incomes in order to increase accessibility and expand the market.

Regardless, the findings suggest that pecuniary condition is an important factor to consider in Liúpao tea consumer behaviour. While this may lead to an increase in demand for the product among affluent consumers, it also highlights the potential limitations in accessing the product when people are in a poor financial situation.

6. Implication

The results of our study have several implications for the marketing of Liupao tea. Our findings suggest that price, education, perceive culture, healthiness and pecuniary condition are key factors that influence the behavior of Liupao tea consumers. Therefore, marketers should consider the significance of these factors in their marketing strategies. Furthermore, our research found that price elasticity and promotions increase consumer engagement while educating consumers about the health benefits of the product encourages more active consumption. In addition, the cultural significance of Liupao tea was found to motivate consumption, indicating the importance of cultural identity and appreciation in marketing efforts. The sense of wellness associated with drinking Liupao tea positively influenced consumer behavior, with participants reporting feeling healthier and promoting wellness. Another major factor that had a positive impact on Liupao tea was the pecuniary condition of consumers. Our findings revealed that consumers are willing to spend more on Liupao tea when they are financially well off. However, it is important to note that our study has some limitations, such as a relatively small sample size and regional variation. Future studies should address these limitations to confirm and expand on these findings.

7. Conclusion and Recommendation

Liupao tea is an important product for Chinese tea culture with its unique taste and health benefits. The study findings suggest that price, education, perceive culture, healthiness and pecuniary condition are the key factors influencing consumer behavior towards Liupao tea. Therefore, it is recommended to highlight these factors in marketing and promotional activities.

Firstly, price-sensitive consumers are willing to pay more for healthy tea, while consumers who prioritize product value are interested in price flexibility. Hence, reasonable dynamic pricing can stimulate consumer desire to buy. It is recommended to consider various pricing strategies formulated for different situations to improve consumer participation.

Secondly, education has a positive impact on consumer behavior towards Liupao tea. Educating consumers about the health benefits of the product can encourage them to consume more, thus forming a more active consumption model. Future research

can explore the potential mechanisms of the relationship between education and consumer behavior and resolve the limitations of the study.

Thirdly, the cultural significance of Liupao tea plays a significant role in shaping consumer behavior towards it. Therefore, it is essential to comprehend the diverse cultural perspectives of consumers in order to develop effective marketing strategies for Liupao tea. Education and awareness-raising campaigns that highlight the cultural significance of Liupao tea may attract more consumers and enhance their appreciation for the product.

Fourthly, healthiness has a positive impact on consumer behavior towards Liupao tea. The health benefits of Liupao tea should be emphasized in marketing and promotional activities to attract health-conscious consumers who are seeking natural and healthy products.

Finally, the pecuniary condition has a positive impact on the consumer behaviour of Liupao Tea. Therefore, it is recommended that consumers in good financial standing be the primary target for quality products and promotions. In addition to this Liupao tea producers and marketers likewise need to consider offering more affordable options for those with lower incomes to increase accessibility and expand the market.

8. Further Study

Although this study provides some valuable conclusions about the marketing of Liupao tea, there are still some problems that need further study. First, our sample comes from a specific region, which limits the applicability and universality of our conclusions. Therefore, future research should consider expanding the sample size and conducting research in different regions to verify whether our conclusions have wider applicability.

Secondly, this study focuses on the consumer behavior and marketing of Liupao tea, but we have not studied the problems of producers. Therefore, future research should explore the strategies and practices of producers in order to understand the operation mechanism of the market more comprehensively.

Finally, although this study has considered the impact of price, education, perceived culture, healthiness and pecuniary condition on consumer behavior, there are other factors that may affect consumer behavior, such as brand image, product

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quality and sales channels. Therefore, future research should explore how these factors affect consumer behavior and marketing strategies.

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