

Analysis on Influencing Factors of Alternative Attitudes to Consumption of Healing Drinks——Taking Genki Forest as an Example

Jiahui Dai^{1, *, †} Ruijin Huang^{2, †} Yingying Li^{3, †}

¹Shenzhen University, Shenzhen, 518060, China

²Huashang College Guangdong University of Finance and Economics, Guangzhou, 510000, China

³Australia National University, ACT, 2601, Australia

*Corresponding author: 2018046040@email.szu.edu.cn

†These authors contributed equally.

Abstract. Healing economy, as a fast-developing economic form in the past two years, has gained more and more young people's love. However, there are few studies on the healing economy which study the choice of different types of beverage products by ordinary consumer demand, and lack research on the psychological motivation of emotional consumption and brand substitution attitudes. Therefore, this article uses emotional consumption as the starting point to study the factors and mechanism of young people's alternative attitudes towards healing beverage brands and categories. We divide consumers' motivations for healing beverages into five categories, and find that social needs and trending needs have a significant positive impact on consumption substitution attitudes. However, mediating effect of consumption substitution attitudes between consumption motivation and behavior is not obvious. Besides, consumers are unable to turn healing brand identity attitudes into consumer behaviors due to insufficient brand education and lack of perceived value. Based on this, we can sort out the factors that influence consumers to choose healing drinks, so as to provide reference for the product packaging and marketing concept design of the healing brand.

Keywords: Healing economy, healing beverages, consumption substitution, consumer behavior, brand marketing

1. Introduction

1.1 The Development of Healing Economy in China

Healing economy is one of the ten consumption trends proposed in the "2019 China Consumption Trends Report". And it refers to a new wave of consumption that gives solace for individuals with increasing work pressures, family responsibilities, financial problems, economic crises, health issues, etc.

According to Mintel, from 2015 to 2018, food and dietary supplements with functional claims such as "sleep quality & stress relief" and "brain health" grew by 22%-28% respectively among all the new products on the global market. For food brands specifically, some Chinese enterprises have already shifted their attention to consumer demands derived from the healing economy with brand new products launched (healing drinks, etc.). While influencing the development of the healing economy at a deeper level. Such beverage brands include a range of drinks that help people reduce stress, get refreshed, sleep well and improve their health.

Also, we have to mention the hottest drink of the year, a sugar-free drink. To heal the youth of today, sugar plays an indispensable role, but the price of this solace is the gain of weight and the loss of health. Therefore, "zero sugar" & "zero fat" drinks have come in a throng. In this battlefield, Genki Forest was the first to appear on stage and set off a new wave.

1.2 Consumption substitution theory

Consumer behavior has been changing all the time, and these changes have become dominant in terms of improvement. However, under emotional consumption, consumer behavior has shown new

trends, and transformative alternative consumer behavior has gradually become significant. Consumption substitution refers to the fact that the original products and services can no longer meet the needs of consumers, and consumers are satisfied by seeking different kinds of products. In a broad sense, consumption substitution includes three aspects: brand switching, category substitution, and channel migration. This article is based on Jin Ming's two-dimensional view of brand conversion and category substitution to study the consumption substitution behavior of healing beverages.

1.2.1 Brand Conversion

After making the first brand choice, consumers will face a second consumption choice. In this consumption choice, consumers have two possible behaviors. The first is to keep the choice and consume the original brand; the second is to change the choice, when consuming new brands, brand switching is the second case. Scholars Lu Changbao and Zhuang Xiaoyan believe that when consumers find that the new brand's products provide attributes that are better than the original selected brand's familiarity, higher quality, or more satisfying needs, then there is a possibility of brand switching.

1.2.2 Category substitution

The category is the classification of the product. Wang Kun believes that consumers will put products into different groups according to certain standards. Taking beverage consumption as an example, when consumers are faced with complex beverage products, they often first consider which specific category they want to consume. Therefore, it is very necessary to establish the concept of category. It helps us better understand the process of consumers' brand and category selection.

Category substitution is when consumers choose a different type of product or service in order to meet similar needs. The function or use of this product or service is different from the original consumer product. This article will also start from this point of view. To study the main factors that drive consumers to choose beverages with healing properties or functional beverages in addition to ordinary beverages (juice, cola, milk, tea, etc.) consumed daily.

1.2.3 Factors influencing consumption substitution

Table 1. Summary table of influencing factors of consumer brand switching

Consumer	Consumer characteristics, Perceived risk, Search cost, Conversion utility, Customer satisfaction, Perceived switching cost
Product	Product attributes, brand factors, product categories, new products, Prices
Inner enterprise	Marketing activities, Service performance
External enterprise	Competitor factors, Competitor marketing incentives, Negative Internet word of mouth, Market structure

Scholars believe that internal factors and external factors are not isolated, that is, brand switching behavior is not affected by a single factor. Jing Ming believes that the attractiveness of alternative brands has a pulling effect on brand switching, and the cost of alternative switching and brand reputation and representativeness have an anchoring effect on brand switching. Table 1 describes the various factors influencing consumers during brand switching. In particular, the process of consumer brand switching will be affected by four main dimensions like consumer perception, products, external factors of the company, and the company's own factors.

1.3 Research review

Based on the above analysis, this article classifies the influencing factors of consumption substitution into internal factors and external factors. The first category is external factors, which mainly refer to the propaganda methods, brand reputation, and product characteristics of the healing brand. The second type of internal factor is the consumer's own factors, which can be specifically divided into objective factors and subjective factors. Objective factors are consumer characteristics, including gender, age, etc. Subjective factors mainly involve consumer psychological activities, including conversion costs, Perceived risk, and so on. The research on consumer objective factors started early and mature, mainly using cluster analysis, factor analysis and other methods to analyze related factors and their behaviors. Compared with the study of objective factors, the study of subjective factors started later, and the content involved mainly comes from other disciplines such as psychology.

In addition, since the healing economy has only emerged in China in the past two years, there are insufficient research theories on the healing economy and the consumption motivation of healing drinks. Based on the theory of consumption substitution and consumption behavior, this paper takes "healing beverage consumption motivation" as the mainline of research and takes generation Z consumers of healing products as the research object, to construct a research model of consumption substitution of healing beverages. To study the motivation and mechanism of the consumption substitution behavior of healing beverages for young people.

2. Research method and process

2.1 Research object

Genki Forest was established in 2015. From the beginning of its establishment, it has accurately grasped the needs of young consumers for sugar-free and healthy products and the aesthetic psychology of packaging. With the positioning of healthy products with 0 sugar, 0 fat, and 0 calories and fashionable packaging appearance, it attracts many young consumers. In addition, Genki Forest has explored a path of differentiation with the Internet-style operation model and iterative speed, supplemented by brand-new social media marketing methods. And it leads to the consumption boom of the bubble water category in China.

To have a deeper understanding of this interesting economic phenomenon, we choose the Genki forest in the healing beverage track that will explode in 2020 as the key research brand. Through market research and experimental data, research the consumption motivation of young people when choosing this type of healing beverage. At the same time, the consumption substitution attitude is introduced as an intermediary variable to explore the influence of consumption motivation on consumption substitution behavior. And finally, provide relevant suggestions for promoting healing brands to grasp consumer psychology and precision marketing.

2.2 Research methods

The research methods of this study mainly include data crawling of brand online stores, qualitative interviews, quantitative online questionnaires, and experimental selection methods. Moreover, the choice experiment method refers to a survey method by which a small-scale experiment is conducted first in a particular area and time, and then the market research method is adopted to collect more information. On top of that, to verify the results, factors with significant impacts are explored through controlled trials, controlled conditions, etc.

This article selects Guangdong Province, China as the research site, and 16-25 years old, Generation Z, as the research object, to explore young people's understanding of emotional consumption and the motivation of consumption of healing drinks. It can be concluded whether the consumer education and consumer substitution behavior stimulation of healing brands in the market are effective. The data comes from online questionnaire surveys and offline in-depth interviews.

Before the formal survey, a preliminary survey based on Shenzhen University students was conducted in June 2021. After revising and improving the questionnaire, the questionnaire has been randomly distributed and returned on the questionnaire platform from July 1st to July 5th, 2021. The sample is limited to the generation Z group of 16 to 25 years old. A total of 750 questionnaires were collected in this online survey, of which 731 were valid questionnaires, and the validity of the questionnaires reached 97%.

2.3 Questionnaire design

The purpose of this questionnaire is to explore whether the consumer education and concept promotion of currently marketed healing brands are effective or not. And it also explores the motivation of their consumers when making a purchase, to make recommendations for future marketing.

In this report, the research on consumers' substitution behavior of healing beverages adopts the method of the questionnaire, which includes three parts as follows. The first part investigates consumers' understanding of the healing economy and their general consumption of healing products.

The emotional consumption motivation scale shown in Table 2 is the core of the questionnaire, it measures the dimensions of motivation and substitution in emotional consumption based on the research object. The questionnaire uses the Five-point Likert Scale. In the third part, the respondent's personal information is investigated.

Table 2. Measurement Scale of Emotional Consumption Motivation

Dimension	Variable	Remark
Health Healing Motivation	<ol style="list-style-type: none"> 1. I buy healing drinks to improve my health; 2. I buy healing drinks for specific functional needs; 3. I buy healing drinks to meet my psychological adjustment needs; 4. I think healing drinks are healthier than ordinary drinks; 	<p>The meaning of the scores appearing in the questionnaire is the degree of agreement</p> <p>1 point means totally disagree;</p> <p>2 points means disagree;</p> <p>3 points for general;</p> <p>4 points means more agree;</p> <p>5 points means full agreement</p>
Self-satisfaction motivation	<ol style="list-style-type: none"> 1. I buy healing drinks for my own pleasure; 2. I think some high value-added healing drinks are rewards after work; 3. I buy healing drinks to reduce my guilt for unhealthy living conditions; 	
Social needs motivation	<ol style="list-style-type: none"> 1. I will try healing drinks in some social scenes 2. I will share the healing drinks with beautiful packaging and unique taste on social platforms; 	
Trends need motivation	<ol style="list-style-type: none"> 1. I think healing drinks are new trends; 2. I have seen a lot of publicity about healing drinks and I want to try it; 3. I have a tentative demand for healing drinks, and whether I continue to buy them 	

	afterwards depends on the taste and healing effect on me;	
Herd pressure motivation	1. I buy healing drinks because all my friends are buying them; 2. I am afraid that I have not tried healing drinks and have no common topics with other friends;	
Control variable	Gender	0 means male, 1 means female
	Experience	Have you ever learned about healing drinks?
	Frequency of use	How often did you buy healing drinks before?

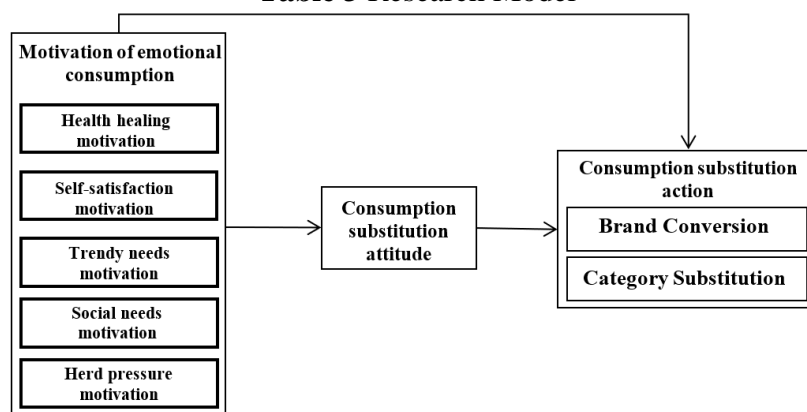
2.4 Research model

Based on the theory of consumer behavior, this article takes "healing beverage consumption motivation-healing beverage consumption behavior" as the mainline of research and takes young consumers of healing products as the research object, constructs a research model for consumption substitution of healing drinks. And study the factors that influence the consumption substitution behavior of young people's healing beverages and their mechanism of action under the healing economy.

In the context of the new consumption economy, the consumption of emotional products in the beverage industry has become increasingly common. Moreover, it is mainly manifested in abandoning beverage products with basic attributes and looking for beverages or functional therapeutic beverages that satisfy healing attributes. At the same time, the most important thing is the change of consumer's consumption concept. This means they hoped to optimize the distribution of various goods and services, while satisfying the consumption needs of personal emotions, and finally generate motivation for the consumption of emotional products.

Based on previous research and qualitative interviews, this article sorts out the five motivational dimensions that affect the attitude and behavior of healing emotional consumption and designs a model as shown in Table 3. There are some specifically expressed as health healing motivation, self-satisfaction motivation, trendy needs motivation, social needs motivation, and herd pressure motivation. At the same time, based on the theory of planned behavior, this article believes that attitude is the most significant factor affecting consumer behavior. Once consumers want to seek emotional healing and change, they will have a positive attitude towards trying healing beverages. In summary, the research model of this article is shown in the figure below.

Table 3 Research Model



2.5 Variable definition

After summarizing previous research and qualitative interviews, this article sorts out the dimensions of healing beverage consumption motivation and summarizes five dimensions: health healing motivation, self-satisfaction motivation, try trendy motivation, social needs motivation, and herd pressure motivation.

2.5.1 Consumption motivation factors

Healthy healing motivation: consumers buy healing beverages based on their own physical and mental health needs. Consuming healing beverages can bring pleasure to their emotions, or functional beverages can improve their physical health.

Self-satisfaction motivation: consumers buy healing drinks to reward themselves after work. So, they bring themselves a feeling of enjoyment or relaxation. Such healing drinks are often more high-end and have higher added value.

The motivation of trying the trend early: consumers tend to try new products when there are many different brands of beverages on the market, have innovative tastes and packaging, and focus on healthy living and healing properties.

Social needs motivation: consumers buy such products for daily social scenes, such as parties, outings, sharing on social platforms, and gift packaging.

Herd pressure motivation: the herd behavior of consumers after buying such products. Due to the external environment of consumers, and thus obtain topics that can be communicated with their friends.

2.5.2 Consumption substitution attitude

Consumption substitution attitude is the subjective feeling of consumers abandoning the product or brand they are currently using and switching to other brands and products.

2.5.3 Consumption substitution action

Under emotional consumption, the replacement behavior of healing beverages mainly involves two dimensions: brand switching and category replacement. The meaning of the category conversion is the conversion behavior of consumers to beverages with healing properties or other functional beverages based on ordinary beverages (Such as juice, cola, milk tea).

2.6 Research hypothesis

2.6.1 Emotional consumption motivation and consumption substitute attitudes

Based on consumption motivation theory and consumption substitution theory, this paper emphasizes the importance of attitude in consumer behavior when leading attitude into the field of consumption substitution research. From a narrow perspective, the attitude of consumption substitution is the positive or negative evaluation of the result of consumption substitution by individuals. The emotional consumption motivation generated by consumers prompts consumers to choose another brand or category to satisfy their own upgrading motivation, and the consumption upgrading motives induce positive alternative consumption attitudes. We put forward the following assumptions:

H1: Health healing motivation has a significant positive impact on consumption substitution attitude;

H1a: Self-satisfaction motivation has a significant positive impact on consumption substitution attitude;

H1b: Social need motivation has a significant positive impact on consumption substitution attitudes;

H1c: Herd pressure motivation has a significant positive impact on consumption substitution attitudes;

H1d: The trend of early adopters has a significant positive impact on consumption substitution attitudes.

2.6.2 Consumption substitution attitude and consumption substitution behavior

Human behavior will be affected by behavioral attitudes, which reflect the positive or negative feelings that an individual feels about the behavior. We put forward the following assumptions:

H2a: Consumption substitution attitude has a significant positive impact on consumer category conversion;

H2b: Consumer substitution attitude has a significant positive impact on consumer brand switching.

3. Research analysis

3.1 Analysis of consumers' preference and willingness to pay for the healing properties of Genki Forest

In terms of basic understanding and consumption of Genki Forest Products, 99% of consumers said they have heard and seen Genki Forest Products, and 62% of them learned about Genki Forest Products through TV advertisements and store shelves. More than 65% of consumers have purchased Genki Forest products 5 or more times, and the main purchase channels are convenience stores and e-commerce platforms.

Regarding the reasons for purchasing Genki Forest, more than 50% of consumers buy Genki Forest Sparkling Water because of its delicious taste and recommendation by friends. On the other hand, other consumers, which was 40%, purchase it because of physical or mental health needs. As for product attributes, only 40% of consumers pay attention to the 0 sugar, 0 calorie additives of Genki Forest products when they buy, and more than half of consumers pay attention to product taste, packaging, and capacity.

3.2 Analysis of consumers' motivation to purchase healing drinks

3.2.1 Reliability and validity analysis

According to the data analysis of the Likert scale question on the purchase motivation of healing beverages, it can be seen from the table 4 that the Alpha reliability coefficient is 0.947. So overall the internal reliability coefficient of the evaluation system is relatively ideal. Further analysis of the various evaluation items, from the perspective of the multiple correlation coefficient, the overall correlation between consumption motivation 3 and other evaluation items is the highest at 0.942. The design of this item is relatively reasonable, and the overall correlation between consumption motivation 1, consumption motivation 2, and other evaluation items is relatively high.

Table 4. Reliability statistics

Kronbach Alpha	Kronbach based on standardized terms Alpha	Number of items
.947	.947	10

3.2.2 Factor analysis

Table 5 is the correlation coefficient matrix of the original variables. It can be seen that most of the correlation coefficients are higher, that is, most of them are higher than 0.5, and the variables have a strong linear relationship. Therefore, common factors can be extracted from them and factor analysis can be performed.

Table 5. Correlation matrix

	Health healing 1	Health Healing 2	Health healing 3	Self-satisfaction1	Self-satisfaction2	Self-satisfaction3	Trendy needs 1	Social needs1	Social needs 2	Herd pressure 1
Health healing 1	1.000									
Health healing 2	.857	1.000								
Health healing 3	.857	.862	1.000							
Self-satisfaction1	.554	.577	.594	1.000						
Self-satisfaction2	.575	.600	.598	.872	1.000					
Self-satisfaction3	.575	.604	.601	.854	.870	1.000				
Trendy needs 1	.519	.541	.540	.541	.547	.564	1.000			
Social needs1	.530	.531	.536	.552	.559	.576	.862	1.000		
Social needs2	.522	.532	.542	.571	.580	.593	.856	.874	1.000	
Herd pressure 1	.555	.544	.569	.572	.578	.591	.837	.850	.858	1.000

It can be seen from Table 6 that the observation value of Bartlett's sphericity test statistic is 7323.196, and the probability value is 0. If the significance level α is 0.05 because the probability value is less than the significance level, the null hypothesis should be rejected, and the correlation coefficient matrix is considered to be significantly different from the identity matrix. At the same time, the KMO value is 0.918, which is suitable for factor analysis.

Table 6. KMO and Bartlett test

KMO sampling appropriateness quantity		.981
Bartlett Spherical Test	Approximate chi-square	7323.196
	Degree of freedom	45
	Significance	.000

As can be seen in Table 7, the three extracted factors explained 90.208% of the total variance of the original variables. In general, there is less information loss of the original variables, and the effect of factor analysis is relatively ideal.

Table 7. Total Variance Explained

Component	Initial Eigenvalue			Extraction Sums of Squared Loadings		
	Total	Percentage of variance	Accumulation %	Total	Percentage of variance	Accumulation %
1	6.777	67.766	67.766	6.777	67.766	67.766
2	1.287	12.865	80.631	1.287	12.865	80.631
3	.958	9.578	90.208	.958	9.578	90.208
4	.174	1.736	91.944			
5	.154	1.538	93.482			
6	.143	1.429	94.911			
7	.138	1.382	96.292			
8	.131	1.310	97.602			
9	.122	1.221	98.823			
10	.118	1.177	100.000			

According to Table 7, the following factor score functions can be written: $F1=0.791*HealthHealing1+0.804*HealthHealing2+0.810*HealthHealing3+0.812*SelfSatisfaction1+0.823*SelfSatisfaction2+0.829*SelfSatisfaction3+0.830*Fashion1+0.838*Social Needs 1+0.845*social\ needs\ 2++0.848*grouppressure1$. F1 and F2 can be scored in the same way.

Based on the survey data, through reliability and validity test and factor analysis, the following research conclusions are drawn: Health healing, self-satisfaction, and trend early adopters have high reliability and validity and can be extracted and contribute to explanatory variables. Further analysis is possible, but the contribution of herd pressure to explanatory variables is low.

3.2.3 Structural equation analysis

Consumers' evaluation of the emotional healing effects of healing drinks reflects the attitude of consumers to choose healing drinks instead of ordinary drinks. Therefore, we used Lisrel software to perform structural equation analysis to study the five major consumer motivations and the role of healing beverages in relieving anxiety.

Table 8. Structural Equation Analysis of Consumption Motivation and Consumption Attitude Substitution

Regression Weights: (Group number 1 – Default model)					
		Estimate	S.E.	C.R.	PLabel
Consumption substitution attitude	Health healing	.022	.032	.700	484
Consumption substitution attitude	Self-satisfaction	.002	.032	.061	952
Consumption substitution attitude	Trendy needs	-.061	.030	-2.061	039
Consumption substitution attitude	Social needs	.122	.031	3.996	***
Consumption substitution attitude	Herd pressure	.026	.030	.883	377

Table 8 shows that social needs have a significant explanatory effect on the substitution attitude of dependent variable consumption, which is significant at the level of 99.9%. The critical value C.R. is $3.996 > 1.96$, and the regression coefficient is 0.122, indicating that the level of influence of social needs on consumption substitution attitude is 0.122. The P-value of trend preference is $0.039 < 0.05$, but its critical value C.R. is $-2.061 < 1.96$, which is not significant.

Based on data, we analyzed that the previous publicity of Genki Forest was mostly focused on fresh packaging and trendy tastes and that Genki Forest mostly used new media channels to reach consumers. On the consumer side, they buy because of friend recommendations or social needs, but the concept of 0 sugar and 0 calories advocated by Genki Forest is not the main point of purchase for consumers.

In addition, the concept of "0 sugar and 0 fat" of the vitality forest is more concentrated in sports scenes or weight loss and body shaping scenes during promotion, so that its application scenarios are narrowed. Consumers are more aware that the vitality forest is equal to weight loss and low-calorie drinks, but it is not considered as a health healing or emotional healing drink. In addition, the concept of 0 sugar and 0 fat is not the first creation of Genki Forest. Previously, many noted beverage brands such as Coke have launched sugar-free cola. The concept of zero sugar and zero fat is not new to consumers.

However, Genki Forest did not clearly distinguish itself from other sugar-free beverages in the product promotion process, resulting in fewer consumers consuming Genki Forest because they want to try new things. These all show from the side that the consumer education of Genki Forest is insufficient. Consumers' health needs and emotional healing needs for healing beverages have not been stimulated.

4. Research conclusion

4.1 Social needs and trend preferences have a significant positive impact on consumption substitution attitudes

Health healing, self-satisfaction, social needs, group pressure, and trend preferences have a significant positive impact on consumption substitution attitudes. In general, the influence of health healing and self-satisfaction motivations on the consumption substitution of healing beverages is greater than that of other motives.

The reason for this difference in motivation is that, first, more precise sub-categories such as healing beverages provide consumers with more choices, prompting consumers to choose categories that are more satisfying for their health, physical, and psychological pleasure (Healing drinks). The main pressure faced by young consumers interviewed is academic and work pressure. Therefore, when they find a healing beverage product on the market that is more suitable for them in a stressful life. Therefore, when they find more suitable healing beverage products on the market in a stressful life, they will tend to use them as a reward for their hard work.

Second, the young consumers interviewed value the social attributes of such "net celebrity drinks". When the Genki forest becomes a choice of social gatherings and products shared on social media, it will naturally become a social currency. Moreover, young consumers not only pursue taste satisfaction but also pay attention to beverage packaging and healthy ingredients. Therefore, beverages are no longer just competing for taste, but also need to provide consumers with different consumption scenarios and selling points of social activities.

4.2 Consumption substitution attitude has an intermediary effect in the influence of some emotional consumption motives on consumption substitution.

Regarding the mediating role of healing attitudes, this article finds that social needs and trend needs in emotional consumption motives have a significant positive impact on consumption substitution attitudes. But emotional consumption substitution attitudes do not have a significant positive impact on emotional consumption substitution behavior.

Motivation, as the internal driving force that pushes an individual toward a certain goal, can directly lead to the occurrence of the behavior. In this study, more than half of consumers believe that healing drinks have a higher effect on relieving stress and anxiety. It can be seen that the emotional consumption motivation of consumers has a significant impact on the consumption attitude of healing drinks, but this kind of consumption attitude is not well converted into consumer behavior. Therefore, consumption substitution attitudes have an intermediary effect in the influence of some emotional consumption motives on consumption substitution. And brands need to better discover such motives of consumers through marketing data and amplify such needs in product and marketing promotion. As to convert consumers' positive consumer attitudes towards healing beverages into consumption behaviors.

It has to be said that the conclusions of this study are different from the motivation for consumption of healing beverages we envisioned. In the hypothesis, because of the obvious healing properties of the healing beverage, it should be easier to stimulate consumers' health healing needs and self-satisfaction needs, but the research results did not reflect. The main reason is that for emerging products such as Genki Forest, consumer education is not enough, and the healing effects and health ingredients of beverages are not highlighted in the marketing promotion, so they are often ignored by consumers. Consumers pay more attention to the early adopter and social needs, and this kind of demand is difficult to generate long-term consumption motivation. Therefore, if healing beverages hope to gain long-term consumers, it may be necessary to consider how to better stimulate consumers' health and emotional healing needs.

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