

A Study on the Influence of Sign Shaping on Consumption Intention

——Take Mixue Ice Cream & Tea for Example

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Abstract. With the arrival of new consumption era, the consumption of a commodity at this time is not limited to its own use value and exchange value. Symbol consumption has become a trend. In this case, enterprises shape their identity through precisely targeting the audience market to stimulate consumers to consume. Based on the phenomenon that Mixue Ice Cream & Tea, which is a tea drinking company, achieves its success in the Chinese market, this study explores the marketing logic behind it. The paper takes the sign value perception as the foundation connecting the self-concept with the product consistency to explain the change of consumers' consumption intention through the symbol value and value of the enterprise symbol shaped by it. In summary, it can be drawn from the research that the more matching between the shaped sign and the corporate image, the higher the consumer's consumption intention is. The main purpose of this paper is to explore the marketing strategy of Mixue Ice Cream & Tea, so as to provide suggestions for other local enterprises to enter the sinking market and improve the market share.

Keywords: tea drinking enterprises, mixue ice cream & tea, symbolic value, consumption intention

1. Introduction

In recent years, enterprises continue to strengthen consumers' impression on their products through various channels of publicity and marketing. For example, repeated advertising slogan can strengthen consumers' memory of their own products, so that when customers need relevant products, the products will cross their minds at the very first time. In addition, enterprises can constantly attract new consumers and avoid losing old customers through the precise positioning of the target group on the basis of ensuring the cost performance, promotion and publicity.

Coupled with the continuous upgrading of consumption, the market competition becomes more intense, and other marketing methods emerge in an endless stream. For instance, the design of various peripheral products based on the enterprise logo can not only promote the brand exposure, but also open up a new product line and increase the revenue of the enterprise while selling the original products of the enterprise. There is also linkage between brands to launch customized new products to attract both fan groups to consume.

Mixue Ice Cream & Tea has swept the country and become a well-known tea brand as a private enterprise. In this case, this paper takes it as an example. When customers search for Mixue Ice Cream & Tea on all major platforms, customers are always attracted by its extremely low price and its high performance-price ratio on the basis of its price. It's much cheaper compared to other well-known similar enterprises. In addition, the unique brand image of "Snow King" with its own temperament and style and with the brain-washing promotion song that is popular throughout the network, Mixue Ice Cream & Tea has taken its place in contemporary society as a model enterprise. As the enterprise that fully goes into the sinking market, the success of its marketing method is worth our thinking and reference.

Based on the concept of sign value proposed by French thinker Jean Baudrillard and the highly consistent corporate image of Mixue Ice Cream & Tea on all platforms, this paper brings up the following questions: How does it shape its own corporate signs? How do these signs bring in customers? Does the perception that it has such signs make people want to buy it than others? Can other companies learn from its marketing strategies to capture China's sinking market?

According to these questions, this paper will make an in-depth study of the marketing strategy of Mixue Ice Cream & Tea through theoretical research and literature review under the current consumption background. Meanwhile, making questionnaires to understand consumers' impression images of Mixue Ice Cream & Tea, using statistical software such as SPSS 26.0 to analyze the variables in the theoretical model, and digging out the marketing strategy behind the success of the enterprise are all employed in the following content. Explore the internal logic of the development background and how signs shaped by the enterprise affect consumers' shopping desire in order to provide suggestions for other brands to build their own images is also a intention of this paper.

2. Literature Review

2.1. Sign Consumption

Scholar Yin Shijie believes that consumption culture is a very important component of social culture. It is the crystallization of the excellent achievements created by human beings in the field of consumption. It is the intrinsic nature of consumption culture and an important content of social civilization. Consumption here means a relationship between people and things. "Consumption is not only an economic phenomenon, but a complex and comprehensive economic, social, political, psychological and cultural phenomenon [1]."

2.1.1. Sign Value

A sign is a symbol, a concept, used to refer to and represent other things. At the same time, sign is also a carrier, which conveys its content and meaning through certain media. Signs include language signs and non-language signs [2].

The enterprise symbol contains two meanings. One is the unique sign of the enterprise. The other is the social sign of the enterprise, which is the symbolic meaning of the enterprise, including certain social status, lifestyle, life preference, social identity and so on the enterprise represents. People buy the products of an enterprise, not only because the consumption of the products themselves, but also consume something other than the product itself [2].

Sign value is the core content of the new consumption culture. Jean Baudrillard, a French thinker, proposed the concept of sign value from the perspective of semiotics. He pointed out that consumer goods not only have the use value and exchange value, but also include the symbol value shaped by advertising, packaging and other marketing tools. In this case, the symbolic value refers to the commodity value that can reflect the personality, social status, rights and reputation of consumers in addition to the use value of the commodity. Symbolic value is a series of positioning activities for the

attributes of commodities [2]. Just as scholar Kong Mingan believes, symbolic value is the core of the new consumption culture [3].

Because of the value of sign itself, symbol consumption is becoming more and more important. This means that in today's consumption society which is rich in material products, the formation of a new concept in consumption culture becomes inevitable.

2.1.2. Use Value

From the perspective of use value and exchange value, the value of an object may contain little or no labor value [1]. According to Baudrillard, people never consume an object for its own sake (use value), they always use things (in a broad sense) as signs that can distinguish themselves, the permission allowing them to join the ideal group, or join a higher status group to get rid of the original group. From the perspective of sign value consumption itself, it is inseparable from the use value of objects, but the purpose of consumption is often not only the use value of objects [4].

2.2. Theoretical Model of Consumer Purchase Decision

The SOR model was first proposed by Mehrabian and Russell in 1974, which is the common mode of human behavior standing for "stimuli — organism — response". [5]. In *Marketing: Principle and Practice* by Philip Kotler and Gary Armstrong, the consumption model it brings up is similar to SOR model. They also study the "stimulus — response" model, which bases on the characteristics of the buyer also influence his perception and reaction to stimuli, the decision-making process of the buyer itself affect the buyer's behavior [6].

These two also echo the purchasing behavior decision-making model of Chinese consumers summarized by scholar Hong Bo. He believes that buying behavior is the reaction made by consumers under certain conditions of buying demand and buying motivation [7]. Purchase decision is the choice and decision made during the whole purchase process, including five stages, which are problem awareness, information collection, figure out alternatives, choice evaluation, purchase decision, and after purchase behavior [1]. Every process of making purchase decision is a chance of learning and understanding again, which also generates new attitudes and beliefs and then influence next purchase, forming a cycle of purchase decision-making process [7]. In detail, the first progress of consumption can be divided into internal stimulation, external stimulation and other stimulus, among which the internal stimulation is divided into physical and psychological, external stimulation is divided into marketing and strategies, and other stimulation includes economic, cultural and social factors. Meanwhile, the second progress of purchasing includes purchase motivation, consumer characteristics, and purchase decision process. After that, comes the third procedure, which is the final reaction module and is mainly divided into two situations: decide to buy or refuse to buy. If consumers decide to buy, they also need to think about when, where, which, from whom, quantity and how much to buy.

These models all provide good ways for explanation for the psychological changes and purchasing behaviors of consumers.

In the study of consumer behavior model based on sharing perspective by scholars Shi Yanping and Xiong Qiongyu, it is easy to see that sharing based on social media mainly comes from three channels: acquaintance, key opinion leaders and online communities. With the rise of social media, the voice of consumers has greater impact on the shaping of corporate image and corporate signs. This is similar to the stimulus factors in the previous model [8].

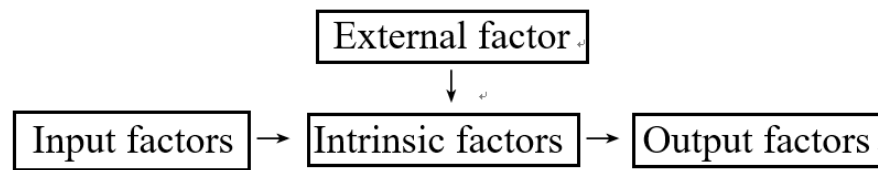


Figure 1: Howard — Shays model [9].

Scholar Wang Huinong concluded in his research that western scholars have put forward five models of consumer purchasing behavior. Among them, Howard — Shays model, which was proposed by Howard in 1963 and formally formed in *Purchasing Theory* published in 1969 in cooperation with Sheth, mainly takes consumers' behavior into four factors into consideration, which are input factor (stimulus factor), internal factor, external factor and output factor (reaction factor) [9]. And Figure 1 shows their relationship.

The relationship between the four is the investment factor acting as the stimulus, and then with the interaction of internal and external factors, coming the formation of output or reaction factors. The input factor includes three stimulus factors: product stimulus factor, sign stimulus factor and social stimulus factor. The symbolic stimulus factor refers to the commercial media, such as online social platforms, advertising distribution and salesmen, which delivers product information to consumers [9].

Howard—shays model is an extension of other models, which is more consistent with the purchasing logic of consumers and comprehensive enough to explain different types of products, especially the consumption behavior of consumers in a certain period of time, so it is more suitable to serve as the theoretical model basis of this paper.

The research literature taking Mixue Ice Cream & Tea as an example all mention its low price in different ways, but they all use the economic analysis model to analyze. In the following research, this paper designs the questionnaire by referring to the sign value perception measurement scale and the theoretical model of consumer purchase decision, and takes Mixue Ice Cream & Tea as an example from the perspective of sign value. In-depth analysis of how to influence consumers' purchase desire through sign shaping.

3. Research Design and Hypothesis

3.1. Research Design

3.1.1. Research Methods

This paper mainly uses the case study method, taking Mixue Ice Cream & Tea as an example. Founded on April 30, 2008, Mixue Ice Cream & Tea Co., Ltd. is a franchised brand specializing in ice cream and tea drinks. It combines health and freshness with low price, and creates a different path from traditional tea drinks. Its products such as ice cream, milk tea, fruit tea, coffee, fruit and vegetable juice are very popular among consumers [10]. Under the background of the continuous development and growth of the tea industry, Mixue Ice Cream & Tea achieves the extreme low price than others. The marketing is carried out based on the fact that most students' consumption level is limited. Gradually, social youth and office workers have become loyal customers of the enterprise [10]. Mixue Ice Cream & Tea develops offline shops all over the country with the fastest speed. It is the first tea drinking enterprise with 10,000 offline shops nationwide. Besides, Mixue Ice Cream & Tea avoids first-tier cities as its target market, and successfully completes the development of China's sinking market.

In this paper, questionnaire is also used to study the sign value of Mixue Ice Cream & Tea as an example.

The questionnaire consists of three parts. The first part is the collection of basic information of the surveyors, aiming at consumers of different genders, ages and regions. The second part makes a basic understanding of the sign values of consumers, their real and ideal self-image and their willingness to consume. The third part focuses on the case of Mixue Ice Cream & Tea, exploring the reasons why consumers buy or don't want to buy this brand, and verifying whether consumers perceive the reputation, personality and other symbolic values represented by Mixue Ice Cream & Tea as consistent with their real and ideal self-image.

3.1.2. Variable Design

The research model mainly involves two variables: sign value perception and consumption intention, and two intermediary variables: self-concept and corporate identity.

The independent variable is the symbol value perception, which means that in a certain cultural environment of consumerism, a commodity has a symbolic meaning beyond its original attributes, while the value of a commodity as a sign lies in the status, reputation, taste and characteristics perceived by people from the brand, price, endorsement and other substantive symbols.

The dependent variable is consumption intention, that is, the probability that consumers are willing to take a certain purchase behavior.

The consistency of consumers' self-concept refers to the matching degree between consumers' self-concept and the image conveyed by brand signs. Sirgy formally proposed that the so-called consistency refers to the closeness between the symbol value image of products such as culture, taste and fashion conveyed by a commodity and the self-image and values of consumers in 1982. It can be said that when consumers perceive sign value represented by a product, they tend to analyze their self-image first. When individual consumers make a consistent judgment, they will have higher brand preference or purchase behavior. Therefore, self-concept exists as a mediating variable.

Corporate identity is the overall feeling, impression and cognition of the enterprise inside and outside the enterprise, and is a comprehensive reflection of the enterprise status. Corporate identity can be established and adjusted through public relations activities. Corporate identity is not the enterprise itself, but people's perception of the enterprise. Meanwhile, different people's perception of the same thing is not exactly the same, which is affected by people's consciousness and cognitive process. As consciousness has subjective initiative, different images of enterprises formed in people's minds will have different impacts on people's behavior. Therefore, corporate identity exists as an intermediary variable.

3.2. Research Hypothesis

Based on the above analysis and consideration, this paper proposes the following hypothesis:

H1: The sign value perception of Mixue Ice Cream & Tea has a significant positive impact on consumption intention.

H1a: The reputation meaning of symbols perceived by consumers has a significant positive impact on consumption intention.

H1b: The individual meaning of signs perceived by consumers has a significant positive influence on consumption intention.

H2: Corporate identity plays an intermediary role in symbol value perception and consumption intention. The more consistent the perceived sign value of consumers is with the corporate image of Mixue Ice Cream & Tea, the higher their consumption intention will be.

H3: Self-concept plays an intermediary role in the perceived sign value and consumption intention. The more consistent the perceived sign value and self-concept are, the higher the consumer's consumption intention will be.

Analysis software will be used below to test the research hypothesis.

4. Questionnaire Survey

4.1. Demographic Characteristics of Sample

The descriptive statistics of the sample, which is shown by Table 1, can better understand the basic situation of the survey object. Consumers who participated in the survey were both male and female, mainly aged 28 and below, accounting for 41%. From the perspective of education level, the overall educational level of the sample is mainly distributed in high school and below and undergraduate, and each educational level is involved. Monthly disposable income is mainly distributed in the range of 4,000 yuan and below, and people in each income stage are covered, so they have certain consumption power. Most of the respondents do not live in first-tier cities.

Table 1: Statistical table of sample characteristics.

Characteristic	Category	Frequency	Percentage
Sex	Male	132	52.59%
	Female	119	47.41%
Age	18 years old and younger	51	20.32%
	19-28 years old	52	20.72%
	29-38 years old	48	19.12%
	39-48 years old	41	16.33%
	49-58 years old	44	17.53%
	59 years old and older	15	5.98%
Educational background	Senior high school and below	84	33.47%
	Junior college	64	25.5%
	Undergraduate	82	32.67%
	Master degree or above	21	8.37%
Monthly disposable income	2000 yuan and less	52	20.72%
	2001-4000 yuan	98	39.04%
	4001-6000 yuan	31	12.35%
	6001-8000 yuan	37	14.74%
	8001 yuan and more	33	13.15%
City of Residence	First-tier city	63	25.1%
	Second-tier city	101	40.24%
	Third-tier city	58	23.11%
	Fourth-tier cities and others	29	11.55%

4.2. Hypothesis Testing

4.2.1. Holistic Fit of the Model before Correction

The test criteria for the holistic fit of the structural equation model used in this study are as follows: $\chi^2/df < 5$, $RMSEA < .01$, $TLI > .9$, $NFI > 0.9$, $CFI > 0.9$, $TLI > 0.9$, $PCFI > 0.5$, $PNFI > 0.05$ (Hu & Bentler, 1999; McDonald & Ho, 2002). Combined with the results of the holistic fit of the structural equation model before correction, which is shown in Table 2, the model fit indices of χ^2/df , RMSEA, TLI, NFI and CFI of the pre-correction model did not meet the specified requirements. Therefore, the constructed structural equation model poorly overall fits, and the model needs to be revised. And Figure 2 shows the model diagram of structural equations before modification.

Table 2: Model holistic fit before correction.

Fitted indicators	Standard	Indicator value	Test result
χ^2/df	<5	5.449	Fail
p	<0.05	0.000	Pass
RMSEA	<0.10	0.133	Fail
TLI	>0.9	0.730	Fail
NFI	>0.9	0.728	Fail
CFI	>0.9	0.764	Fail
PCFI	>0.5	0.666	Pass
PNFI	>0.5	0.634	Pass

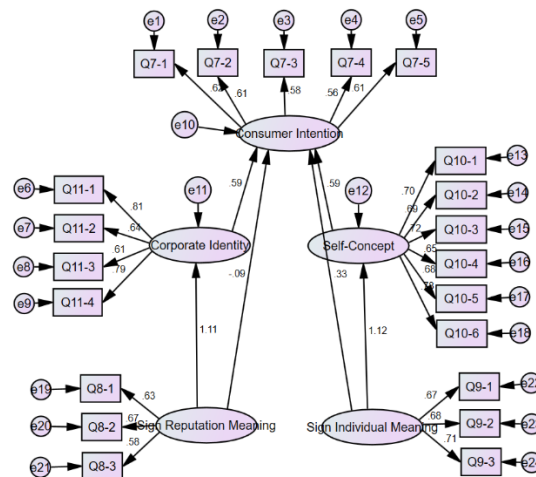


Figure 2: Model diagram of structural equations before modification (Photo credit: Original).

4.2.2. Modified Model Holistic Fit

The test criteria for the holistic fit of the structural equation model used in this study are as follows: $\chi^2/df < 5$, $RMSEA < .01$, $TLI > .9$, $NFI > 0.9$, $CFI > 0.9$, $TLI > 0.9$, $PCFI > 0.5$, $PNFI > 0.05$ (Hu & Bentler, 1999; McDonald & Ho, 2002). According to the results of the holistic fit of the modified structural equation model, which is shown by Table 3, the model fit metrics for RMSEA, TLI, NFI

and CFI of the modified model did not meet the specified requirements. Therefore, there is an improvement over the pre-correction model overall. In this case, the subsequent analysis in this study is based on the results of the revised structural equation model. And Figure 3 shows the modified structural model diagram.

Table 3: Overall fit of the model after correction.

Fitted indicators	Standard	Indicator value	Test result
χ^2/df	<5	4.000	Pass
p	<0.05	0.000	Pass
RMSEA	<0.10	0.110	Fail
TLI	>0.9	0.818	Fail
NFI	>0.9	0.807	Fail
CFI	>0.9	0.846	Fail
PCFI	>0.5	0.713	Pass
PNFI	>0.5	0.680	Pass

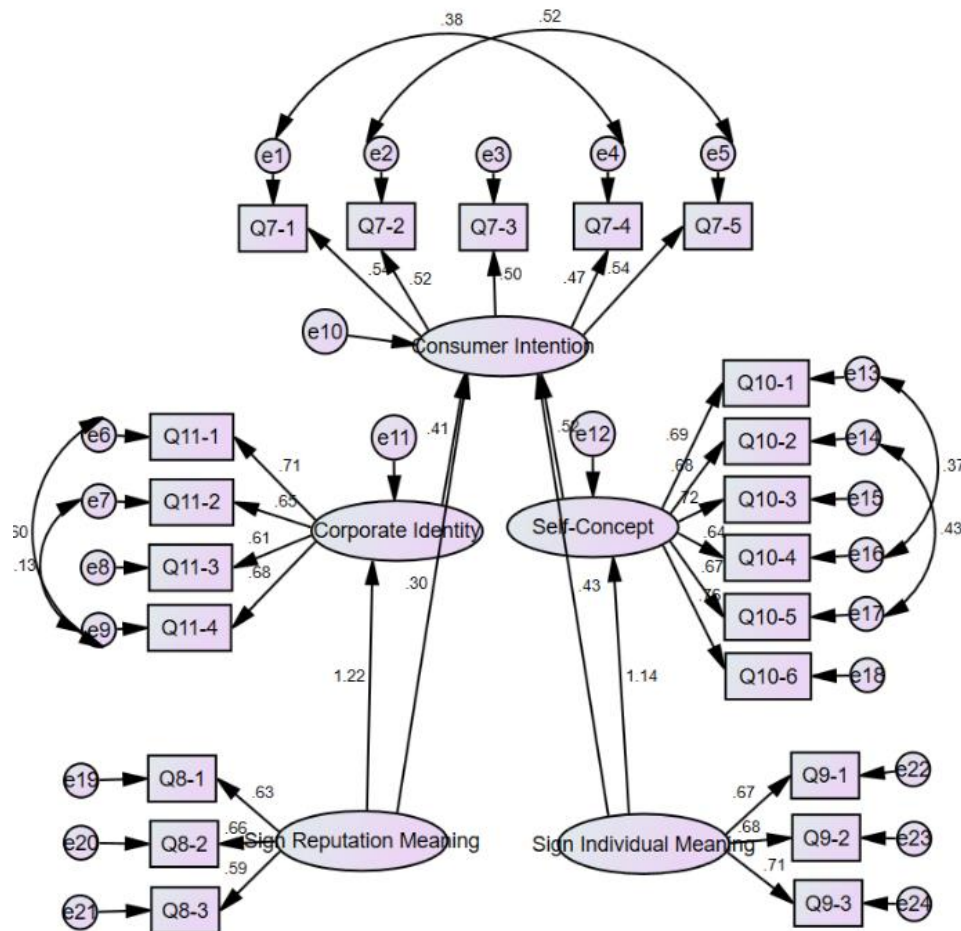


Figure 3: Modified structural model diagram (Photo credit: Original).

4.2.3. Measuring Model Factor Loadings

Based on the results of the modified measurement model factor loadings in Table 4, it is clear that the standardized factor loading coefficients of all five observable variables of the latent variable consumption intention exceeded 0.4 (0.474-0.540), and all of the above observed variables reached the 1% significance level. Therefore, the latent variable consumption intention is considered to have good structural validity. The standardized factor loading coefficients of the three observable variables with the significance of the latent variable symbolic reputation exceeded 0.4 (0.589-0.663), and all of the above observed variables reached the 1% level of significance. Therefore, the latent variable symbolic reputation meaning was also considered to have good structural validity. The standardized factor loading coefficients of the three observable variables with symbolic personality significance of latent variables exceeded 0.4 (0.672-0.706), and all of the above observed variables reached the 1% level of significance, so that the latent variable symbolic personality meaning was considered to have good structural validity. The standardized factor loading coefficients of all four observable variables of the latent variable corporate image exceeded 0.4 (0.609-0.712), and all of the above observed variables reached the 1% level of significance. Consequently, the latent variable corporate image is considered to have good structural validity. The standardized factor loading coefficients of the six observable variables of the latent variable self-concept all exceeded 0.4 (0.639-0.765), and all of the above observed variables reached the 1% level of significance. For this reason, the latent variable self-concept was considered to have good structural validity.

According to the results of the path coefficient test of the modified structural model in Table 5, it can be seen that the standardized path coefficient of the symbolic personality meaning in the path with self-concept as the dependent variable is 1.138, and this path coefficient reaches the 5% significance level, thus considering that symbolic personality meaning can significantly and positively influence self-concept. This is demonstrated by the fact that as symbolic personality meaning increases by one unit, the level of self-concept increases by 1.138 units. In the path with corporate image as the dependent variable, the standardized path coefficient of symbolic reputation significance is 1.217 and the coefficient of this path reaches the 5% level of significance, so it is concluded that symbolic reputation significance can significantly and positively affect corporate image. This is shown by the fact that as the symbol reputation meaning increases by one unit, the corporate image will increase by 1.217 units.

In the path with consumption intention as the dependent variable, the standardized path coefficient of self-concept is 0.521, and this path coefficient reaches a significance level of 5%. Therefore, it is believed that self-concept can significantly positively affect consumption intention, as evidenced by an increase of 0.521 units in consumption intention as self-concept increases by one unit. The standardized path coefficient of symbol personality meaning is 0.425, and this path coefficient reaches a significance level of 5%. Therefore, it is believed that symbol personality meaning can significantly and positively affect consumption intention, which is manifested by an increase of 0.425 units as symbol personality meaning increases by one unit. The standardized path coefficient of symbol personality meaning is 0.301, and this path coefficient reaches a significance level of 5%. Therefore, it is believed that symbol personality meaning can significantly and positively affect consumption intention, as evidenced by an increase of one unit in symbol personality meaning, consumption intention will increase by 0.301 units. The standardized path coefficient of corporate image is 0.414, and this path coefficient reaches a significance level of 5%. Therefore, it is believed that corporate image can significantly and positively affect consumer willingness, which is manifested by an increase of 0.414 units as the corporate image increases by one unit.

Table 4: Path coefficients of observable variables (After correction).

Observable variables	<-- -	Latent variables	Standardized coefficient	S.E.	C.R.	P
Q7-1	<-- -	Consumer Intention	0.536	-	-	-
Q7-2	<-- -	Consumer Intention	0.522	0.139	8.202	***
Q7-3	<-- -	Consumer Intention	0.496	0.127	7.958	***
Q7-4	<-- -	Consumer Intention	0.474	0.098	9.873	***
Q7-5	<-- -	Consumer Intention	0.540	0.125	8.388	***
Q8-1	<-- -	The reputation meaning of sign	0.635	-	-	-
Q8-2	<-- -	The reputation meaning of sign	0.663	0.160	10.046	***
Q8-3	<-- -	The reputation meaning of sign	0.589	0.091	9.110	***
Q9-1	<-- -	The individual meaning of sign	0.672	-	-	-
Q9-2	<-- -	The individual meaning of sign	0.680	0.093	10.714	***
Q9-3	<-- -	The individual meaning of sign	0.706	0.091	11.087	***
Q11-1	<-- -	Corporate Identity	0.712	-	-	-
Q11-2	<-- -	Corporate Identity	0.649	0.082	10.447	***
Q11-3	<-- -	Corporate Identity	0.609	0.078	9.791	***
Q11-4	<-- -	Corporate Identity	0.684	0.053	17.349	***
Q10-1	<-- -	Self-concept	0.686	-	-	-
Q10-2	<-- -	Self-concept	0.676	0.087	10.361	***
Q10-3	<-- -	Self-concept	0.717	0.089	10.955	***
Q10-4	<-- -	Self-concept	0.639	0.066	12.385	***
Q10-5	<-- -	Self-concept	0.667	0.086	10.239	***
Q10-6	<-- -	Self-concept	0.765	0.095	11.640	***

Note: *, **, *** respectively indicate significant at the 10%, 5%, and 1% levels.

Table 5: Path coefficients between latent variables (After correction).

Latent variables	<-- -	Latent variables	Standardization factor	S.E.	C.R.	P
Self-concept	<-- -	The individual meaning of sign	1.138	0.12	10.214	***
Corporate Identity	<-- -	The reputation meaning of sign	1.217	0.142	9.767	***
Consumer Intention	<-- -	Self-concept	0.521	0.067	4.691	***
Consumer Intention	<-- -	The individual meaning of sign	0.425	0.065	4.245	***
Consumer Intention	<-- -	The reputation meaning of sign	0.301	0.055	3.745	***
Consumer Intention	<-- -	Corporate Identity	0.414	0.051	4.853	***

Note: *, **, *** respectively indicate significant at the 10%, 5%, and 1% levels.
The above tests show that the hypotheses are all verified.

5. Conclusion

It can be seen from the analysis above that all the research hypotheses established are valid, which means the more matching between the shaped sign and the corporate image, the higher the consumer's consumption intention is. It can be seen that the marketing strategy of Mixue Ice Cream & Tea is quite correct, so as to serve as a case study for other local enterprises to enter the sinking market and improve their market share.

Therefore, it is necessary to pay attention to the shaping of brand sign value, grasp the positioning of products, and realize that any brand sign value must be constructed through systematic marketing means, in the process of interaction with consumers to convey the symbols of the enterprise, to meet consumers' pursuit of reputation, status, taste, personality and other symbol values and to show the ideal self-concept. These symbolized and symbolic meanings can be conveyed to tangible physical products in the form of advertisements, which makes the symbolic value shaped by mature marketing paths have a strong influence on consumers.

This study only studies the influence of symbol value shaping under the brand of Mixue Ice Cream & Tea on consumers' purchase desire, and as a brand targeting the sinking market, its symbol shaping is also different from that of enterprises in the current market. In the follow-up research, researchers can study other enterprises with more uniform prices, and even expand to other industries to sum up more general rules.

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