A study on the influence of consumers' willingness to buy at Starbucks

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Information of Article	ABSTRACT
	The objectives of this study were (1) To identify the factors that influence consumers' willingness to buy Starbucks, (2) To examine the relationship between perceived value, product type, product price and consumer purchase intention, (3) To construct an effective and feasible management framework to promote Starbucks consumers' purchase intention. This quantitative research employed a questionnaire to investigate the factors influencing consumer purchase intentions at Starbucks. The questionnaire was designed, formatted, distributed, and collected electronically, and the data were analyzed using data processing software. This study utilized a simple random sampling method for distributing questionnaires online. According to data from the "Bulletin of Key Data on the Resident Population of Nanchang, 2022", there are 4,453,100 individuals within the working age range of 16-59. Based on the sample calculation formula provided by Yamane (1967), the survey aimed to gather responses from 400 young Nanchang consumers. Major Findings: (1) Perceived value has a significant positive impact on Starbucks' purchase intentions. Social and emotional values within perceived value also play a role in influencing purchase intentions. Perceived quality has a positive effect on perceived value, which subsequently affects purchase intentions, (2) Product type has a significant positive moderating effect on the relationship between perceived value and purchase intentions for Starbucks. Similarly, there is a positive moderating effect of product type on the relationship between social and emotional values and purchase intentions, (3) The extent of the moderating effect of the variable (product price) varies significantly at different levels when perceived value influences purchase intentions.

1. Introduction

1.1 Background

As China's economy continues to grow rapidly, the standard of living of Chinese residents has significantly improved, and their basic living needs are now satisfied. As a result, their focus has shifted to higher-level needs, which are increasingly becoming a necessity. In this context, China's consumption structure is gradually changing, and the corresponding consumption power is also increasing, with consumers demanding higher levels of product quality and service. More and more international companies are targeting the potential of the Chinese consumer market, but due to cultural differences and differences in living habits, Chinese consumers have varying consumption habits, consumption levels, consumer values, and product preferences, all of which will affect their willingness to buy, and therefore multinational companies' competition in the Chinese market. These factors pose a significant challenge for multinational companies investing and operating in China. Overcoming these differences, stimulating consumers' willingness to buy, and gaining their favor have become key concerns for many multinational companies (Zi, 2015).

With the increasing popularity of coffee in China, many international coffee chains have entered the market, such as Starbucks, Costa Coffee, and Dunkin' Donuts, competing with local coffee shops. The rise of coffee culture in China is not only driven by the changing lifestyle and taste preferences of the younger generation but also by the growing middle class with higher disposable incomes. The trend towards coffee consumption is expected to continue to grow in the coming years, as China's coffee market is still in its early stages compared to other major coffee-consuming countries. This presents a significant opportunity for coffee producers and retailers to tap into the Chinese market and expand their business. In conclusion, the rapid rise of coffee consumption in China is a significant development in the global coffee industry, and its potential growth prospects make China an essential market for coffee businesses worldwide.

Starbucks' success in China can be attributed to several factors. First and foremost, Starbucks has adapted to the local market by offering products that cater to Chinese customers' tastes and preferences. For example, Starbucks introduced mooncakes during the Mid-Autumn Festival, a traditional Chinese festival, and offered tea and other non-coffee drinks to appeal to Chinese consumers who may not be coffee drinkers. Secondly, Starbucks has invested heavily in its stores' design and atmosphere, creating a comfortable and relaxing environment for customers to enjoy their coffee and socialize with friends. Many Starbucks stores in China are also located in prime locations, such as shopping malls and tourist attractions, which attract a large number of customers. Thirdly, Starbucks has embraced digital technology and mobile payments, which are highly popular in China. The company's mobile app allows customers to order and pay for their drinks in advance, skip the queue, and earn rewards points, which encourages customer loyalty. Lastly, Starbucks has been actively involved in corporate social responsibility initiatives in China, such as promoting sustainable coffee production and supporting local communities, which has helped to enhance the company's brand image and reputation.

In conclusion, Starbucks' success in China can be attributed to its adaptation to the local market, investment in store design and atmosphere, embrace of digital technology, and commitment to corporate social responsibility. With its ambitious expansion plans, Starbucks is set to continue its growth in China and maintain its position as the largest coffee chain in the country

1.2 Research Scope

According to the 2016 Starbucks Market Research Report, a large proportion of consumers are full-time students, at 24.55%, which corresponds to the 18.56% of non-income consumers above, showing that student consumers are an important market for Starbucks, which is in line with the age and personality of students. During this journey, Starbucks has also made significant contributions to the local community. Through its Starbucks Foundation, it has supported local education and environmental protection projects, and has built a strong partnership with local non-profit organizations to promote sustainable development in the region. Starbucks has also provided job opportunities and training for local young people and has actively engaged in social responsibility activities to give back to the community. Looking to the future, Starbucks will continue to explore and innovate in the Chinese market and will strive to bring more unique and high-quality coffee experiences to customers in Jiangxi and across the country. With its commitment to sustainability, community engagement, and customer satisfaction, Starbucks will continue to be a beloved brand in the hearts of people in Jiangxi and beyond. This rapid expansion in China comes as Starbucks faces increasing competition in its home market of the United States, where the coffee chain has struggled to grow in recent years. China has become a key growth market for Starbucks, with the country accounting for 10% of the company's revenue in fiscal year 2019. The company has said it sees China as its "most important and exciting market" and plans to continue investing in the country. Therefore, this study will be conducted in Nanchang, by using an electronic questionnaire to empirically study the young consumer group aged 20-30.

1.3 Research Limitations

Due to the limitations of my research capacity, energy, time and conditions, there are still two limitations. On the one hand, there are limitations to the geographical scope of the study. This paper only investigated young people in Nanchang, China, and future scholars can conduct related research. This paper has selected perceived value, product type, product price, and consumer purchase intention as the main variables, while there are other potential variables that have not been addressed, which future scholars can add to their research.

2. Literature Review

2.1 Research Variables

2.1.1 Perceived value

Customer perceived value is a comprehensive assessment of a product or service by the customer in terms of both cost and benefit. It is a combination of the customer's expectations, experiences, and personal beliefs about the product or service. It is not just the price of the product or service that influences the customer's perceived value, but also the quality, convenience, and overall experience of using it. Product and service value, on the other hand, is the objective worth of the product or service based on its features, functionality, and performance. It is the value that the product or service provides to the customer in terms of solving a problem or fulfilling a need. This value can be measured in terms of its quality, reliability, durability, and usefulness. In summary, customer perceived value is the subjective assessment

of the benefits received from a product or service, while product and service value are the objective assessment of the worth of the product or service. Both are important factors in determining customer satisfaction and loyalty. Analysis and summary and found that customer perceived value is closely related to customer satisfaction and loyalty, and also has a significant impact on the company's performance and competitiveness. In order to improve customer perceived value, companies need to pay attention to the quality of products and services, the communication and interaction with customers, and the establishment of a good corporate image and brand reputation. Furthermore, companies should also focus on the customization and personalization of products and services, to meet the individual needs and preferences of customers, and to enhance the overall customer experience. Finally, companies should continuously innovate and improve their products and services, and actively respond to changes in customer needs and market trends, in order to maintain a competitive advantage in the market.

2.1.2 Willingness to buy

Overall, willingness to buy is a complex and multifaceted concept that is influenced by a variety of factors, including subjective dispositions, purchase intentions, attitudes towards brands, and the probability of occurrence. Understanding consumers' willingness to buy is crucial for businesses looking to develop effective marketing strategies and drive sales growth. By identifying the key factors that influence consumers' purchasing decisions, businesses can tailor their marketing efforts to meet the needs and preferences

2.1.3 Factors influencing willingness to buy

Experts and scholars at home and abroad have conducted research on the factors influencing purchase intention from different perspectives. They can be roughly divided into four areas. Customer personality differences, all of these factors can affect the way customers think, feel, and behave when making purchasing decisions. Gender is an important factor to consider when studying customer personality differences. Research has indicated that men and women exhibit distinct shopping habits and preferences. For example, women tend to be more detail-oriented and prefer to shop in physical stores, while men tend to be more goal-oriented and prefer to shop online. Understanding these differences can help businesses tailor their marketing strategies to better target each gender. Occupation can also have an impact on customer personality differences. For example, people in high-stress jobs may be more likely to seek out products that promote relaxation and stress relief. Understanding the specific needs and desires of different occupations can help businesses create targeted marketing campaigns. Age is another important factor to consider when studying customer personality differences. Different age groups have different buying habits and preferences. For example, younger customers may be more interested in trendy and innovative products, while older customers may be more interested in products that offer comfort and reliability. Family background and education level can also have an impact on customer personality differences. Customers from different cultural backgrounds may have different values and beliefs that affect their purchasing decisions. Customers with higher levels of education may be more interested in products that offer intellectual stimulation and challenge. Finally, economic income is an important factor to consider when studying customer personality differences. Customers with higher incomes may be more interested in luxury products and experiences, while customers with lower incomes may be more focused on practicality and affordability. Overall, understanding customer personality differences is essential for businesses looking to create effective marketing campaigns and build strong customer relationships. By considering factors such as gender, occupation, age, family background, education level, and economic income, businesses can better understand the unique needs and desires of their customers and tailor their products and services accordingly.

2.2 Research Hypotheses

The perceived value dimensions in this study should be consistent with Sweeney's (2001) four-dimensional perceived value structure model, in which Starbucks does not have a specific situational purchase situation and does not have the function of arousing consumers' curiosity. Sweeney's (2001) four-dimensional perceived value concept of perceived value was used as the theoretical basis to analyze the impact of consumer perceived value on Starbucks' product purchase intention, using consumer perceptions of benefits and costs as criteria. The study concluded that, controlling for cost perceptions, consumers' perceived benefits positively stimulate the intention to purchase Starbucks products. Sweeney's (2001) four-dimensional perceived value was used to study the impact of consumer perceived value on online product purchase intentions. The results of this study point out that consumer perceived value has an overall positive impact on online products, with social and emotional values having the greatest degree of influence, and the results of its analysis suggest that consumers will be more willing to purchase online products. Therefore, this paper proposes the following hypothesis:

H1: There is a positive effect of consumer perceived value on Starbucks purchase intention.

The perceived value of Starbucks in the Chinese market is based on both tangible and intangible benefits, including the product (coffee) itself and the additional benefits of status symbol and spirituality. This aligns with Sweeney's four-dimensional perceived value model and highlights the importance of perceived value in the purchasing decisions of Chinese consumers. This suggests that the Starbucks brand can, to some extent, enhance consumers' sense of social esteem. Therefore, the following hypothesis is proposed:

H1a: There is a positive effect of Starbucks' social value on Starbucks' purchase intention

The perceived value of Starbucks is multi-dimensional and includes both emotional and functional benefits. The company's focus on creating a welcoming and comfortable environment, as well as its commitment to quality and sustainability, helps to differentiate it from competitors and build strong customer loyalty. The wooden seats give consumers a homely feel and allow them to relax is one of the key emotional values of Starbucks. Based on this, this paper proposes the following hypothesis:

H1b: There is a positive effect of emotional value of Starbucks-on-Starbucks purchase intention.

The internal factors of the product are mainly reflected in the type of product, and there are many types of Starbucks products, including not only freshly ground, high quality coffee, but also coffee-related materials and utensils. Different Starbucks products allow for different needs to be met, i.e. there are differences in the functionality of the product, as well as the social value it brings to the consumer.

There are also differences in the social value that Starbucks brings to consumers. In addition, the free and open environment of Starbucks allows for differences in the emotional value consumers receive. Therefore, different consumers have different needs for different types of Starbucks products. Therefore, the following hypothesis is proposed.

H2: There is a moderating effect of Starbucks product type between consumers' perceived value and Starbucks purchase intention.

H2a: There is a moderating effect of Starbucks product type between social value and Starbucks purchase intention.

H2b: There is a moderating effect of Starbucks product type between affective value and Starbucks purchase intention.

Product price affects consumer perceived value as well as consumer purchase intentions. ankovic and Benazic (2018) argue that reasonable price increases consumer purchase intentions. Itani, Kassar, and Loureiro (2019) argue that product price is an important factor in moderating consumer perceived value and consumer purchase intentions. In the Starbucks purchasing process, consumers can choose from different price levels of freshly ground coffee, coffee beans, coffee machines and other products to meet the needs of consumers in different price brackets. Therefore, under the perceived value perspective, one of the important factors in consumers' purchasing behavior is the price of Starbucks products. Accordingly, this paper proposes the following hypothesis:

H3: There is a moderating effect of Starbucks product price between consumers' perceived value and Starbucks purchase intention.
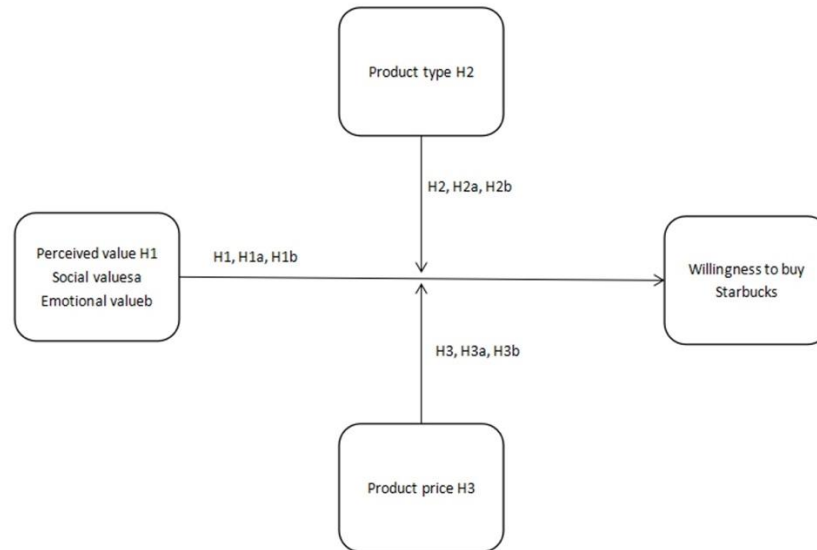
H3a: There is a moderating effect of Starbucks product price between social value and Starbucks purchase intention.

H3b: There is a moderating effect of Starbucks product price between sentiment value and Starbucks purchase intention.

2.3 Research Framework

This paper proposes a theoretical model that incorporates two dimensions of perceived value, social value and emotional value, as independent variables, and product characteristics (product type and product price) as moderating variables. The dependent variable is consumers' purchase intention. Based on the hypotheses, the theoretical model can be expressed as:

Figure 1 Research Framework

Product type H2

H2, H2a, H2b

Perceived value H1
Social valuesa
Emotional valueb

H1, H1a, H1b

Willingness to buy
Starbucks

H3, H3a, H3b

Product price H3

Source: Designed by the Researcher (2023)

3. Methodology

3.1 Population and Sampling

According to information from the Starbucks Market Survey Report Analysis, a large proportion of consumers are full-time students, 24.55%, corresponding to the 18.56% of non-income consumers above, which shows that the student consumer group is a very important consumer market for Starbucks, which is in line with the age and personality of students. This study will therefore use a simple random sampling method, with questionnaires distributed online. According to data from the 2022 Bulletin of Key Data on the Resident Population of Nanchang, Nanchang; 4,453,100 people of working age aged 16-59, which is derived from the sample calculation formula, should be surveyed by 400 young Nanchang consumers. Calculation formula: $n=4453100/[1+4453100(0.5)^2]=400$.

3.2 Measurement and Questionnaire

There are three main scales involved in the study of consumers' willingness to buy Starbucks based on a perceived value perspective: the Perceived Value Scale, the Product Characteristics Scale, and the Starbucks Purchase Behavior Scale. The scales used in this article draw on well-established scales from previous studies on related topics, combined with the context of this article. The reasons for using these scales Three reasons were given: firstly, the scales were of a moderate length and would not be offensive to the interviewees; secondly, the choice of dimensions was reasonable; and thirdly, the reliability of the scales was good.

1) Consumer perceived value scale

This paper refers to the research on consumer perceived value conducted by Fei Huang and Jia Wang (2013), with some modifications based on the actual needs of Starbucks purchasing behavior from the perspective of perceived value and analyses the influence of perceived value on Starbucks purchasing behavior in two dimensions: social value and emotional value, which correspond to the content of the second part of the appendix. This research table uses a five-point Likert scale to measure consumer perceived value, where "1" - "strongly disagree", "2" - "not very agree", "3" - "average", "4" - "somewhat agree", "5" - "strongly agree".

2) Starbucks Product Characteristics Scale

In this paper, product characteristics are used as moderators of the influence of social and emotional values on Starbucks purchasing behavior, which is measured using the Product Characteristics Scale developed by Eid R (2013) and measured on a five-point Likert scale, using the importance consumers place on Starbucks product type and price, where "1" -- "very unimportant", "2" -- "not very important", "3" -- "average", "4" - "more important", "5" - "very important", as follows 'very important'.

3) Consumer purchase behavior scale

According to the theory of planned behavior, an actor's willingness to act can be used to predict his or her behavioral decisions. Therefore, this paper draws on the experience of Zhou and Wang (2014) in their study of Starbucks purchase behavior to set the dependent variable, using consumers' willingness to buy Starbucks as a variable to measure consumers' Starbucks purchase behavior. In the section on consumer willingness to pay in the actual study, the purchase check usually generated by consumers, two questions were set up regarding the measurement of Starbucks consumers' willingness to pay: the level of Starbucks per capita consumption price acceptable to consumers and the average price as a proportion of their daily income. These two questions provide a more comprehensive measure of consumers' willingness to pay for Starbucks on an annual basis.

3.3 Data Collection

SPSS and AMOS were used as research tools to collate and analyze the collected questionnaire data. The results of the reliability and validity tests indicated that the data collected was reliable and valid for the study. The descriptive analysis of the data also revealed the characteristics of the sample and provided insights into the research problem. The exploratory factor analysis and principal component analysis helped to identify the underlying factors and patterns in the data. The structural equation model analysis was used to test the relationships between the variables in the model and to validate the research hypotheses. The final test of the research hypotheses involved comparing the results of the structural equation model analysis to the research hypotheses. If the results supported the hypotheses, then the hypotheses were considered to be valid. Overall, the reliability and validity tests, descriptive analysis, exploratory factor analysis, principal component analysis, structural equation model analysis, and hypothesis testing were all important steps in ensuring the accuracy and credibility of the study.

4. Data Analysis and Results

4.1 Demographic Data

A total of 440 questionnaires were returned through the questionnaire platform. The demographic information of the participating sample was analysed as shown in Table 1.

Table 1 Descriptive statistical analysis of sample information for this study

Items	Categories	N	Percent (%)
Gender	Female	209	47.500
	Male	231	52.500
Age	19 - 30 years	156	35.455
	31 - 50 years	112	25.455
	Older than 50 years	88	20.000
	Less than 18 years old	84	19.091
Education level	Lower secondary and below	48	10.909
	Tertiary	129	29.318

	Bachelor's degree and above	64	14.545
	High School	199	45.227
Occupation	Self-employed	102	23.182
	Corporate staff	76	17.273
	Civil Service	67	15.227
	Other occupations	35	7.955
	Farmers	18	4.091
	Students	89	20.227
	Unemployed persons	53	12.045
Income level	2000 yuan - 3500 yuan	87	19.773
	3500 - 5000 yuan	64	14.545
	5000 yuan - 8000 yuan	61	13.864
	8,000 - 12,000	87	19.773
	Greater than $12,000	53	12.045
	Less than $2000	88	20.000
Total		440	100.0

As shown in Table 1, the questionnaires were differentiated in terms of gender, with 47.5% female representation and 52.5% male representation. It can be seen that the male share is greater than the female share, but the difference is not large, with men only 5% more than women. In terms of age differentiation, the proportion of those aged 19-30 is 35.5%, the proportion of those aged 31-50 is 25.5%, the proportion of those older than 50 is 20% and the proportion of those younger than 18 is 19.1%. It can be seen that the number of people older than 50 years old is less than the number of people younger than 18 years old, which is consistent with the age structure surveyed in this study. In terms of educational attainment, 10.1% of the respondents were junior high school students or younger, 29.3% were college students, 14.5% were bachelor's degree students or older, and 45.2% were high school students. In terms of occupation, 23.2% of the respondents were self-employed, 17.3% of the respondents were employees and 15.2% were civil servants, 20.2% were students, 12% were unemployed, and 7.9% and 4.1% respectively were farmers. It can be seen that the share of self-employed people is the largest and the share of farm names is the smallest. In terms of income level, the proportion of those with income between 2,000 and 3,500 and those with income between 8,000 and 12,000 is the same, at 19.8%, while the proportion of those with income between 3,500 and 5,000 is 14.6%, and the proportion of those with income between 5,000 and 8,000 and those with income greater than 12,000 is relatively small, at 13.9% and 12% respectively, while the proportion of those with income less than 2,000 is the highest, at 20%. The percentage of those less than 2,000 was the highest, at 20%. Overall, the sample population in this study is fairly diverse in terms of gender, age, education, occupation, and income level. While there are some differences in the representation of certain groups, such as men being slightly more represented than women and self-employed individuals being the most represented occupation, these differences are not significant enough to skew the results. It is important to consider the demographics of the sample population when interpreting the results of the study, but overall, the sample appears to be representative of a diverse range of individuals.

4.2 Statistical Analysis

Table 2 Descriptive statistical analysis of the questionnaire items in this study

Items	N	Min	Max	Mean	Std. Deviation	Median
Social values	440	1.200	5.000	3.240	0.828	3.200
Emotional value	440	1.000	5.000	3.270	0.830	3.000
Perceived value	440	1.222	4.889	3.254	0.708	3.222
Product Type	440	1.000	5.000	3.314	0.895	3.250
Product prices	440	1.000	5.000	3.395	0.946	3.333
Product features	440	1.143	5.000	3.349	0.799	3.286
Willingness to buy	440	1.000	5.500	3.370	1.266	3.500

As shown in Table 2, the mean values for each variable are perceived value (3.254), social value (3.240), emotional value (3.270), product type (3.314), product price (3.395), and purchase intention (3.370). The highest score for product price shows that consumers choose to buy Starbucks products because Starbucks offers value in line with its pricing. Among the perceived values, the highest score for emotional value shows that consumers choose to buy Starbucks products because the ambience is relaxing and allows them to escape from their stressful work and life for a while, and the waiters at Starbucks give them comfortable service. The Starbucks environment gives people a sense of warmth and comfort and they choose to buy Starbucks.

4.3 Reliability and Validity

4.3.1 Confidence analysis

Table 3 Reliability Statistics (Cronbach Alpha)

Variable	Items	Cronbach α	
Social values	Social values 1	0.858	0.890
	Social values 2		
	Social values 3		
	Social values 4		
	Social values 5		
Emotional value	Emotional value 1	0.836	
	Emotional value 2		
	Emotional value 3		
	Emotional value 4		
Product Type	Product Type 1	0.863	
	Product Type 2		
	Product Type 3		
	Product Type 4		
Product prices	Product prices 1	0.850	
	Product prices 2		
	Product prices 3		
Willingness to buy	Willingness to buy 1	0.866	
	Willingness to buy 2		

The table above shows that the Cronbach Alpha coefficients for all variables in the study - social value, emotional value, product type, product price, and purchase intention - are above 0.8, indicating high reliability and a high degree of confidence in the data. This suggests that all measurements used in the study should be included in subsequent analysis. However, it is important to note that while reliability is a necessary condition for valid research, it is not sufficient on its own. Other factors such as validity, generalizability, and causality must also be considered when interpreting the results.

4.3.2 Validity analysis

Table 4 KMO and Bartlett's Test

KMO		0.897
Bartlett's Test of Sphericity	Chi-Square	4027.687
	df	153
	p	0.000

Before doing the factor analysis, we have to determine whether this data is ready for factor analysis. After validity validation using KMO and Bartlett's test, as can be seen in Table 4, the KMO value is 0.897 and the KMO value is greater than 0.8; the data passed Bartlett's test (p < 0.5). This indicates that the study data can be subjected to factor analysis.

4.4 Validation Factor Analysis

Prior to the validation factor analysis, a goodness-of-fit analysis of the factor model was first conducted in order to determine the degree of fit of the study model to the actual data. This is shown in Table 5 below:

Table 5 Model fitting indicators

Index	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	TLI	IFI
Judgment criteria	<3	>0.9	<0.10	<0.08	>0.9	>0.9	>0.9	>0.9
Value	1.16	0.965	0.019	0.033	0.995	0.965	0.994	0.995

From Table 5 above, it can be seen that the fit indices of the validated factor analysis used in this study are: χ^2/df, GFI, RMSEA, RMR , CFI, NFI , TLI, IFI. The fit criterion for χ^2/df is less than 3, and the index of χ^2/df in this study is 1.16; the fit criterion for RMSEA is less than 0.1, and the index of RMSEA in this study is The fit criterion for RMR is less than 0.08, and the index of RMR in this study is 0.033, which are all within the criteria; the fit criteria for GFI, CFI, NFI, TLI and IFI are all greater than 0.9, and the indices in this study are all within the fit criteria. The model fit indices all met the criteria, indicating a good model fit. The validated factor analysis model is shown in Figure 2 below:
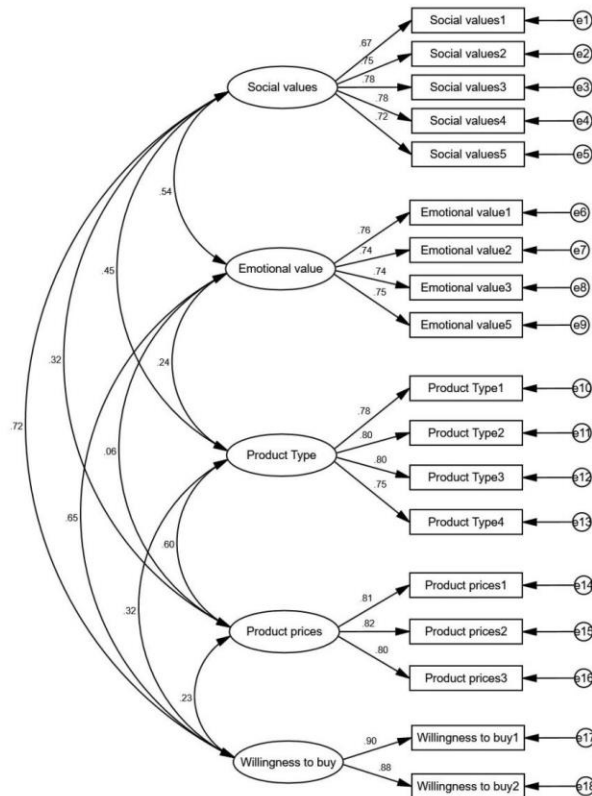
Figure 2 Validated factor analysis model

4.4.1 Convergent validity

Aggregate validity refers to the degree to which measurements are similar when different measurement methods are used to determine the same feature or construct, i.e. different measurement methods should be aggregated together in the measurement of the same feature. As shown in Table 6.

Table 6 Convergent validity

	Estimate	STD. Estimate	S.E.	C.R.	P	CR	AVE
Social values 1	1	0.672				0.858	0.549
Social values 2	1.101	0.751	0.081	13.638	***		
Social values 3	1.164	0.779	0.083	14.051	***		
Social values 4	1.168	0.776	0.083	14.021	***		
Social values 5	1.057	0.721	0.08	13.189	***		
Emotional value 1	1	0.759				0.836	0.56
Emotional value 2	0.979	0.741	0.067	14.679	***		

Emotional value 3	0.937	0.742	0.064	14.693	***	
Emotional value 4	0.989	0.752	0.066	14.889	***	
Product Type 1	1	0.779				0.864	0.613
Product Type 2	1.041	0.803	0.061	16.978	***	
Product Type 3	1.021	0.797	0.061	16.844	***	
Product Type 4	0.96	0.752	0.061	15.819	***	
Product prices 1	1	0.813				0.850	0.654
Product prices 2	1.005	0.815	0.058	17.277	***	
Product prices 3	0.981	0.798	0.058	16.986	***	
Willingness to buy 1	1	0.896				0.882	0.788
Willingness to buy 2	0.763	0.879	0.036	21.37	***	

Note: Represents a high degree of prominence

As can be seen from the table above, a validated factor analysis (CFA) was conducted on a total of five factors, namely social value, emotional value, product type, product price and purchase intention, as well as 18 analysis items. As can be seen from the table above, the AVE values for all five factors are greater than 0.5 and the CR values are all higher than 0.8, which means that the data from this analysis has good convergent (convergent) validity. In terms of the measurement relationships: the absolute values of the standardized factor loadings were all greater than 0.6 and showed significance, meaning that there were good measurement relationships.

4.4.2 Discriminant validity

Discriminant validity refers to the ability of a test to demonstrate statistically that indicators that are not expected to be correlated with a predetermined construct are indeed not correlated with that construct. In other words, it is an important indicator of test quality because it demonstrates the effectiveness of the test. Using appropriate statistical methods, it is possible to determine the relationship between the test and other variables, thus ensuring that the test has good discriminant validity. This is shown in Table 4.7 below:

Table 7 Discriminant validity

	Social values	Emotional value	Product Type	Product prices	Willingness to buy
SV	**0.741**				
EV	0.452	**0.749**			
PT	0.388	0.201	**0.783**		
PP	0.278	0.05	0.513	**0.809**	
WTB	0.631	0.561	0.284	0.199	**0.888**

Table 7 above shows that the AVE square root values for social values, emotional value, product type, product price, and purchase intention are all greater than their respective inter-factor correlation coefficients, indicating good discriminant validity. The AVE square root value for social values is 0.741, for emotional value it is 0.749, for product type it is 0.783, for product price it is 0.809, and for purchase intention it is 0.888、 This suggests that these variables are measuring distinct constructs and are not highly correlated with each other.
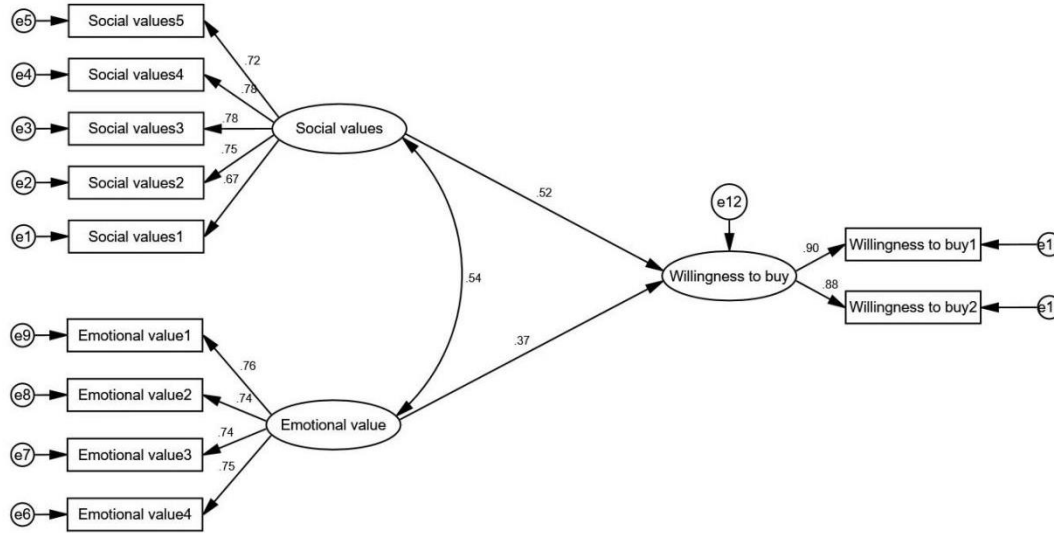
4.5 Structural Equation Model

Figure 3 The structural equation model

Based on Figure 3 model fit indicators were made, as shown in Table 4.8 below:

Table 8 Model fit indicators

			Estimate	STD. Estimate	S.E.	C.R.	P
Willingness to buy	<---	Social values	1.014	0.521	0.113	8.968	***
Willingness to buy	<---	Emotional value	0.656	0.372	0.094	6.971	***
Social values 1	<---	Social values	1	0.669			
Social values 2	<---	Social values	1.111	0.754	0.082	13.573	***
Social values 3	<---	Social values	1.166	0.776	0.084	13.895	***
Social values 4	<---	Social values	1.177	0.779	0.085	13.925	***
Social values 5	<---	Social values	1.06	0.72	0.081	13.069	***
Emotional value 4	<---	Emotional value	1	0.75			
Emotional value 3	<---	Emotional value	0.95	0.742	0.065	14.526	***
Emotional value 2	<---	Emotional value	0.992	0.741	0.068	14.502	***
Emotional value 1	<---	Emotional value	1.015	0.761	0.068	14.865	***
Willingness to buy 1	<---	Willingness to buy	1	0.899			
Willingness to buy 2	<---	Willingness to buy	0.758	0.877	0.036	21.282	***

As shown in Table 8, all paths between purchase intention, social value, and emotional value hold ($p<0.05$) and the standardized path coefficients are greater than 0. It can be proved that:

H1a: The hypothesis that Starbucks' social value has a positive impact on Starbucks' purchase intention holds.

H1b: The hypothesis that emotional value of Starbucks has a positive effect on Starbucks purchase intentions holds.

The study utilized correlation analysis to explore the relationship between social and emotional values, product type, product price, and purchase intention. Pearson's correlation coefficient was used to determine the strength of the relationship between the variables. This is shown in Table 4.9

Table 9 Pearson Correlation

	Mean	Std. Deviation	Social values	Emotional value	Product Type	Product prices	Willingness to buy
Social values	3.240	0.828	1				
Emotional value	3.270	0.830	0.452**	1			
Product Type	3.314	0.895	0.388**	0.201**	1		
Product prices	3.395	0.946	0.278**	0.050	0.513**	1	
Willingness to buy	3.370	1.266	0.631**	0.561**	0.284**	0.199**	1

** p<0.05 ** p<0.01*

From Table 9 above, based on the correlation analysis results, it can be concluded that there is a significant positive relationship between social value and emotional value, product type, product price, and purchase intention. The correlation coefficient values indicate that the strength of these relationships is moderate to strong, with the highest correlation coefficient value being between purchase intention and social value (0.631). These findings suggest that social and emotional values, product type, and product price are important factors that influence purchase intention. However, it is important to note that correlation does not prove causation, and further research is needed to investigate the causal relationships between these variables.

5. Conclusion

5.1 Discussion

In this study, the following conclusions were drawn from the questionnaire method, the reliability validity analysis of the research data, the validation factor analysis, and the structural model to analyze and validate the factors influencing consumers' willingness to purchase Starbucks and to conduct a detailed study: 1) The study's path analysis validated research hypotheses H1, H1a, and H1b. The results showed that perceived value has a significant positive impact on Starbucks' purchase intentions. Social and emotional values within perceived value also influence purchase intentions. Furthermore, perceived quality positively affects perceived value, which, in turn, affects purchase intentions. The study recommends that Starbucks enhance its perceived value by improving its product and service quality and highlighting its social and emotional values. Understanding customers' perceived value is crucial for companies to tailor their offerings to meet customer needs and expectations, boosting sales and customer loyalty. 2) The study found that there is a positive moderating effect of product type on the relationship between perceived value and purchase intentions for Starbucks. Similarly, there is a positive moderating effect of product type on the relationship between social and emotional values and purchase intentions. These findings suggest that Starbucks should consider the different product types when designing and promoting its products to enhance perceived value and purchase intentions. Additionally, highlighting social and emotional values in its product design and marketing can further strengthen customers' perceived value and purchase intentions. By understanding these moderating effects, Starbucks can develop effective marketing strategies that drive sales and customer loyalty. 3) Based on the results of the moderating effect analysis, it is clear that research hypotheses H3, H3a and H3b hold, i.e. the magnitude of the moderating variable (product price) differs significantly at different levels when perceived value has an effect on purchase intentions. In simpler terms, the price of Starbucks products can affect how consumers perceive the value of their purchases and their intention to buy from Starbucks. This effect is stronger for consumers who place a higher importance on social and emotional values.

5.2 Recommendation

First, use modern technology to improve the consumer experience. Enhance the in-store experience. Starbucks has always been a place for consumers to relax and socialize. Therefore, enhancing the in-store experience is essential to attract consumers and increase their willingness to buy. Starbucks can consider introducing more interactive activities and games in-store, such as board games, puzzles or even a mini-library, to create a more relaxed and comfortable

atmosphere. Starbucks can also consider collaborating with local artists or musicians to hold live performances or exhibitions in-store, providing consumers with a richer and more diverse cultural experience. Lastly, Starbucks can enhance the in-store technology experience, such as introducing self-service ordering kiosks or mobile payment options, to improve the efficiency of service and provide a more convenient and modern experience for consumers. Overall, Starbucks needs to utilize modern technology to improve both the online and offline consumer experience, and continuously innovate their products and services to meet the changing demands of Chinese consumers. By doing so, Starbucks can enhance its competitive advantage in the Chinese market and further increase consumers' willingness to buy. Secondly, to enhance the level of member services. Providing differentiated services to members can help Starbucks attract and retain high value customers and enhance the emotional value and loyalty of its member base. However, it is important for Starbucks to avoid creating a sense of exclusion or discrimination towards non-members. The company should ensure that the quality of service and environment for non-members is still of a high standard, and that there is no visible or tangible difference in treatment between members and non-members. This can be achieved through careful communication and marketing strategies that emphasize the benefits of membership without alienating non-members. Overall, the Starbucks "refusal to return a Star Card" incident highlights the importance of emotional value in building customer loyalty and brand image. By providing differentiated services to its members, Starbucks can enhance the emotional value and loyalty of its member base, while also attracting and retaining high-value customers. However, it is important for the company to strike a balance between differentiation and inclusivity, and to ensure that all customers feel valued and respected.

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