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Influencing Generation Z's Kansei Demand for New Tea Purchase Decision and Satisfaction—Research Based on Kansei Engineering

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ABSTRACT

New tea has entered a prosperous period in China. In this promising market, its main consumer group is Generation Z, which has attracted extensive attention in recent years. Generation Z has distinctive ideas and behavior characteristics in brand recognition, social media, and platform utilization, and their subjective feelings about products directly affect their consumption behavior. In this paper, based on the theory of Kansei Engineering and from both linear and nonlinear levels, this paper uses multiple linear regression and KANO model to study the Kansei demand that affects generation Z's purchasing decisions and satisfaction in the new tea market and gives some suggestions to the current market based on the research results.

Keywords: Generation Z, new tea, Kansei engineering, multiple linear regression, KANO model;

INTRODUCTION

New tea is a Chinese drink made of tea leaves, fresh milk, fresh fruits and other natural and high-quality ingredients, and more diversified tea bases and ingredients. Around 2015, China's tea chain industry gradually entered the period of new tea, and new tea became a window for young people to contact traditional tea. Statistics show that even under the influence of covid-19, the popularity of new tea is still not reduced, and the market size of low Chinese new tea will exceed 110 billion yuan in 2021. It is expected to still have a lot of room on this basis and will continue to maintain rapid growth in the next three years. Generation Z, which has attracted extensive attention in recent years due to its significantly different consumption concepts and behaviors from previous generations, is the main consumer group of new tea and has become or will become the main consumer force in each major market. (Liu, 2020).

New tea is new because it has up-to-date technology and brand concepts, with a particular focus on consumer needs. Compared with traditional tea drinks, new tea generally adopts high-quality natural raw materials, "artificial + machine + new food processing technology," and a transparent processing environment to make drinks, which has been recognized by consumers. New tea brands also expand sales channels by building online platforms and combining offline stores, constantly improving store environment and services, carrying out co-branded brand interaction, and launching rich new categories, moreover, through network marketing, content marketing, hunger marketing, Key Opinion Leader (KOL), Key Opinion Consumer (KOC) recommendation and other marketing methods to promote products to attract consumers. These improvements and innovations coincide with the consumption concept and behavior of the new generation of consumers.

In conclusion, it is necessary for tea chain enterprises to pay attention to Generation Z, implement the concept of "customer-centered" by understanding the factors that affect their purchase decisions and satisfaction, constantly improve products and enhance market competitiveness.

LITERATURE REVIEW

Generation Z and Its Consumer Behavior Characteristics

Internationally, people born between 1928 and 2012 are divided into five generations, which are: Silent Generation, Baby boomers, Generation X, Millennial, and Generation Z. Generation Z refers to those born between 1997 and 2012 (Kristen & Richard., 2019). Although there are many pieces of research on consumer groups at present, considering the particularity of generation Z and the continuous development of the era, the previous research results cannot be fully applicable to the current market. In the past two years, studies on the consumption behavior of generation Z have shown an obvious upward trend, but the total amount is still small. Most of the research content tends to interpret the consumption behavior and consumer psychology of Generation Z and basically stays in the theoretical analysis stage.

Marc Prensky coined the term "digital natives" in 2001, and describes this generation of youth, who were born from the mid-90's to the present. Generation Z are considered the first truly mobile mavens (Anthony Turner,2015),As the result, this

generation is used to with almost no delay time in interaction and communication word wide. This also influences their behavior and perspective in their daily life, including their shopping preference and shopping behavior. According to research, Their consumption choices are characterized by placing equal emphasis on online platforms and offline stores, and they have unique preferences on online shopping (Mulyani et al.). Generation Z strongly agree that online shopping is fun and give many advantages, such as easiness, save more energy and less effort, and give them easiness to price comparison (Mulyani et al.).

Generation Z has a high degree of social media behavior, and it needs to combine social media behavior with other consumer information to form a consumer experience in social network (Andrew & Skift, 2017). Jambulingam et al concluded that freedom of expression, entertainment, conformity and exchange of information are the main motivators for using social media networks (Jambulingam et al., 2018). The social roots of Generation Z lie in seeking a sense of belonging and identity and wanting to express who they are through what they buy. In addition, "national fashion" has penetrated into the daily life of generation Z, who pursue the trend of traditional Chinese culture, integrate their spirit with culture, obtain a sense of identity and realize their own value (Liu, 2020).

Generation Z's control over their own consumption and brand recognition are also important manifestations to distinguish them from other generations. In 2021, the spending Generation Z is still in school or just starting out in the workforce, and the survey shows generation Z is more conservative with money than people think. Generation Z values affordable, environmentally friendly products that are not tested on animals. Generation Z is not so much buying the lowest price as it is getting a better deal (John, 2018). But as long as there is a clear difference in quality, they are more willing to spend money on mid-range and luxury brands. In addition, the consumption of generation Z tends to be rational, and the de-branding and functional propositions gradually weaken the customer loyalty and stickiness of big brands. They are more inclined to buy products that bring continuous satisfaction, that is, products that will bring more satisfaction over time (Chen, 2020).

Kansei Engineering and Its Application in Consumer Behavior Research

Kansei quality is a quality characteristic reflected by human's inherent impression and feeling and can reflect customer differences. As a product development technology based on ergonomics, Kansei Engineering combines customers' emotions and preferences with engineering knowledge (Nagamachi & Lokman, 2010), emphasizing that during the process of using products, the direct mental image of the product can be formed through a series of senses such as vision, hearing, touch, smell, and taste, and a mathematical model of Kansei words can be established through human senses and external stimuli to minimize subjectivity (Hartono, 2013).

Kansei Engineering is known as a quality framework with tools and integrated methods. Osgood's method of establishing semantic space SD (Semantic differential) through investigating objects is the basic method of Kansei quality research. scholar pointed out that Kansei engineering can be used to construct a Kansei model that links the overall preferences of customers with the product description and a technical model of the characteristics of the tested products, so as to solve the problems of unclear expression and inconsistent scale of Kansei characteristics encountered in collecting customer needs (Dolgun & Köksal, 2018). Some scholars combine the KANO model, principal component analysis, multiple linear regression, and other tools with Kansei Engineering to study user preferences.

KANO Model and Its Application in Kansei Engineering

KANO model is a tool for qualitative analysis of customer satisfaction, which helps to identify and distinguish product requirements that affect customer satisfaction. KANO model indicates that the relationship between demand satisfaction and consumer satisfaction or dissatisfaction is not necessarily linear, which provides non-linear processing for quality of different attributes (basic quality, performance quality, excitement quality). In order to identify the types of product attributes, Zhao et al expounded the different types of attributes from the perspective of risk attitude through the Kano model based on the impact of product attributes on the overall utility of consumers. (Zhao et al., 2021). Some scholars also use the Kano model and the SERVQUAL framework to classify the elements of customer satisfaction with after-sales service (Sajjad et als,2020).

In the field of Kansei Engineering, Ronald et al. studied the improvement of the quality of the aviation service industry by combining the KANO model, SERVQUAL model, and collection of Kansei words (Ronald et al., 2018). Carmen and Alvaro modified the form of issuing KANO standardized questionnaires, combined the KANO model with Kansei Engineering, and also reduced the number of issuing questionnaires (Carmen & Alvaro, 2011).

MLR and PCA Applied in the Study of Consumer Behavior

Multiple Linear Regression (MLR) is a Linear method to model the relationship between dependent variables and various independent variables. Through using MLR, scholars studied the influence of brand image, service quality, social media marketing and other factors on customers' purchase decisions in restaurants (Putri & Nilowardono,2021). Additionally, Ika et al researched how the brand image, product quality, and promotion simultaneously significantly influence the purchase decision of consumer for Oppo mobile phones. (Ika & Fithri,2021).

Jin, in the study of bottled water appearance, used the SD method and multiple linear regression to build customer preference of bottled water appearance Kansei quality evaluation model, it is concluded that the final purchase decision and the relationship between different Kansei words model to analyze the different proportion of Kansei quality influence customer preference (Jin et al., 2017).

Principal Component Analysis (PCA) converts many interrelated numerical variables into a few independent principal components by dimensionality reduction, if the independent variable is overmuch, generally use the PCA, the use of dimension reduction, several interrelated numerical variables were transformed into a few independent principal components, and then multiple linear regression analysis was carried out. By applying PCA, scholars identified the factors that affect consumers' buying behavior towards goods of consumers' shopping basket to classify them into groups according to their similar buying behavior patterns and to profile each group of consumers. (Lambros & Stavros, 2021). Tian et al. used principal component analysis for a number of associated numerical variable dimensions, turning it into a few unrelated principal components, classifying multiple Kansei words that affect bicycle shape in building a relationship model. (Tian et al., 2017)

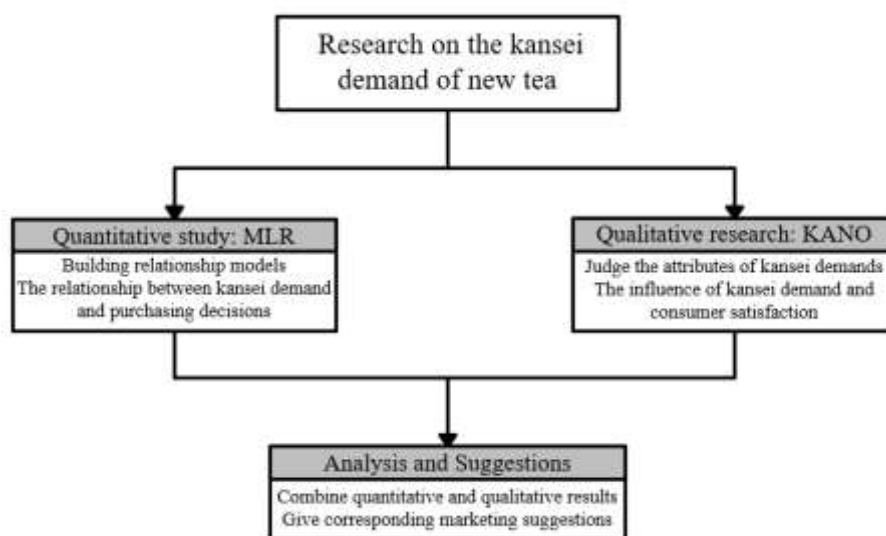
In addition, the combination of PCA and factor analysis can more intuitively classify the dimensionality reduction and quickly calculate the score of each principal component, providing data support for the improved KANO model and multiple linear regression.

RESEARCH ON THE KANSEI DEMAND FOR NEW TEA

Research Design

This paper will use Kansei engineering, multiple linear regression method, and KANO model to explore the relationship between the Kansei demand of generation Z and purchase decisions and satisfaction in the new tea market from qualitative and quantitative methods, respectively, and put forward suggestions for marketing improvement through analysis of the research results (Figure 1). The specific research steps are as follows:

- 1) Determine samples, collect Kansei words, and conduct screening.
- 2) Design and distribute five-level Likert scale questionnaires.
- 3) Collect questionnaires for data processing.
- 4) Establish a multiple linear regression model and KANO model.
- 5) Analyze the research results and make a suggestion.



Source: This study.

Figure 1: Research design.

New Tea Brand Selection

Based on literature research and network data survey, the three brands of HEYTEA, Michelle Ice City, and CoCo Duke are selected as the research objects, taking into account consumer satisfaction, brand market position, consumer market, and marketing strategy.

HEYTEA is one of the leading brands in the new tea market, which is operated directly. After taking into account factors such as a storefront, financing history, influence, and sales volume. The reason why HEYTEA can become a leading brand and a famous online celebrity product lies not only in its huge amount of financing but also in its high-quality raw materials, innovative categories, medium and high-end price strategy, social media publicity, "franchise" channel strategy, and other marketing strategies (Li, 2021).

Michelle Ice City is one of the hottest new tea brands in the past two years. Michelle Ice City has successfully entered the sinking market with a low price of 5-10 yuan per cup. The source of its overnight popularity is the brand's theme song and promotional video, which are popular on social media platforms. On a certain social media, Michelle Ice City has more than ten hot topics, among which the playback volume of a single topic is more than 5.5 billion times, and the total playback volume is nearly ten billion times, which strongly improves the attention of consumers and drives sales. In the process of publicity, Michelle Ice City mainly formulated specific strategies at the three levels of KOL, KOC, and fostering and supporting, and successfully popularized the market by using social media.

CoCo Duke tea originated in Taiwan, with more than 2,000 outlets in 2015, and has become a well-known tea chain brand across all continents of the world. According to the report of IMedia Consulting, Among the new tea brands in 2020, HEYTEA enjoys the highest consumer recognition, accounting for 43%, followed by CoCo Duke, accounting for 34%. HEYTEA stands out among new tea brands by virtue of its excellent social media marketing and various cross-border co-branding and rapidly expands in China by virtue of the franchise model of traditional tea brands.

Data Collection

Based on consumer behavior and consumer psychology research literature of generation Z, including reports of new tea materials, combined with 30 generation Z for a structured interview and questionnaire survey, set at the beginning of the "taste," "raw material," "price," "brand" and other 26 products experience dimension, collected a total of 434 Kansei words. Through the combination of synonyms and the extraction of commendatory words, 28 dimensions were determined, the number of non-repeating words and high-frequency words was sorted out, and 1 or 2 Kansei words were determined corresponding to each dimension. (Table 1)

A five-level Likert scale was designed, and 28 dimensions and comprehensive purchase intention were set for the three samples. A total of 246 questionnaires were distributed and collected, of which 238 were valid.

Table 1: Dimensions and Kansei words.

Dimensions	Not-repeated words	High-frequency words	Final words
Taste	16	Nice, crisp, smooth	Nice
Raw material	22	Health, safety, abundance, abundance	Health
Price	16	Moderate, practical, accessible	Moderate
Brand	15	Famous, well-known	Famous
Quality safety	15	Healthy, clean, guaranteed	Guaranteed
Catering	16	Delicious, diverse	Delicious
Variety	10	Rich, diverse, more	Rich
Straw	19	Environmental friendly, not easily damaged, not soft, plastic	Environmentally friendly and not easily damaged
Packaging	20	Simple and generous, good sealing, good-looking, delicate	Simple
Membership system	11	More preferential, many concessions, large intensity	More preferential
Queue	15	Short, acceptable, not long, within the limits of endurance	Acceptable
Cost performance	8	High	High
Delivery and distribution	16	On-time, convenient, timely, free	On-time
Production environment	17	Transparent, clean	Transparent
Store environment	20	Clean, fresh	Clean
Joint brand	18	Rich, engaging, loving	Rich
Offline services	16	Thoughtful, good manner, considerate	Thoughtful
Online platform	20	Convenient and fast, perfect	Convenient
Service interactions	20	Satisfactory, comprehensive and humanized	Satisfactory
Communities of Interest	15	Active, fun	Active
KOC	20	More, intimate	More
KOL	21	More, Of reference value	More
Purchasing scenario	15	Unlimited, diverse, rich	Unlimited
Meal replacement	14	plenty, nutritious, convenient	plenty
Innovation	20	Attractive, new, advanced	New and advanced
Environmental protection	13	Green, easily degradable, make a contribution	Green

Personalized	21	Fashionable, tasteful, diverse, joyful, young	Fashionable and young
Brand stand	13	Correct, firm, absolute	Correct and firm
Feedback and after-sales service	9	Timely, patient, considerate	Timely
Brand culture	20	Brainwashing, unique, impressive	Brainwashing

Source: This study.

Dimension Integration

According to the questionnaire results, the 28 dimensions were integrated into six independent principal components by PCA (based on $\lambda > 1$). These six principal components explained about 65% of the variation of the original dimensions, indicating that they could reflect the meaning of most of the original dimensions. According to the coefficient size, the dimension contained in each component is obtained after comprehensive analysis, and the principal component is named according to the dimension contained. Principal component 1 includes thoughtful offline store service, convenient and fast online platform, satisfactory service interaction, and other dimensions, which are named as functions and services of offline store and online platform. The other principal components and their names are shown in Table 2.

Table 2: Principal components and factors

Principal components	Meaning of principal components	Contained dimensions and correlation coefficients	Accumulative contribution rate (%)	Cronbach alpha
1st	Functions and services of offline store and online platform	Thoughtful offline services (0.740), convenient online platform (0.682), satisfactory service interactions (0.767), transparent production environment (0.595), clean store environment (0.585), timely feedback, and after-sales service (0.628)	37.476	0.867
2nd	Component elements	Nice taste (0.725), healthy raw materials (0.710), guaranteed quality and safety (0.777), Environmentally friendly and not easily damaged straw (0.584), rich variety (0.653), simple packaging (0.381), Delicious catering (0.715)	47.215	0.866
3rd	Price and cost performance	Moderate price (0.852), high-cost performance (0.850)	52.438	0.876
4th	Brand and Connotation	Famous brand (0.130), green environmental protection concept (0.592), brainwashing brand culture (0.131), correct and firm stand (0.317), fashionable and young personalized characteristics (0.531), rich, joint brands (0.110)	57.058	0.757
5th	Additional experience	Plenty of meal (0.247), unlimited purchase scenario (0.123), more KOL recommendations (0.685), more KOC recommendations (0.51), active communities of interest (0.582)	61.077	0.766
6th	Buying experience	More preferential membership system (0.656), Acceptable queue time (0.668), On-time delivery (0.102)	64.645	0.633

Source: This study

Construction of Relationship Model of New Tea Drinking Kansei Demand

To verify the reliability of the six principal components, the Cronbach alpha of each principal component was calculated. In Table 2, in addition to the buying experience of the product, there are five principal components whose Cronbach alpha are all

bigger than 0.7, indicating that these principal components have high reliability and can be used for the construction of the next relational model.

Multiple linear regression analysis was conducted on the five principal components with high reliability and comprehensive purchase intention (Table 3). The significance of the five principal components was all less than 0.05, indicating that the five components had a significant influence on generation Z's purchase of new tea. Collinearity statistics show that the variance inflation factor (VIF) of all independent variables is less than 10, so it can be considered that there is no collinearity problem among all independent variables in the constructed regression equation.

Table 3: Multiple linear regression.

Principal components	Unstandardized coefficients		Standardized coefficients	t	Significant value	Collinear statistics	
	B	Std. error				tolerance	VIF
Functions and services of offline store and online platform (V1)	0.114	0.014	0.376	8.268	<0.001	1.000	1.000
Component elements (V2)	0.186	0.027	0.313	6.881	<0.001	1.000	1.000
Price and cost performance (V3)	0.259	0.037	0.318	7.003	<0.001	1.000	1.000
Brand and connotation (V4)	0.252	0.039	0.292	6.421	<0.001	1.000	1.000
Additional experience (V5)	0.287	0.042	0.310	6.817	<0.001	1.000	1.000
constant (V0)	-2.396E-15	0.045		0.000	<0.001		

Dependent variable: V (Based on the above views, I would like to buy this new tea)

Source: This study

Based on the above analysis, the following relational model can be established:

$$V = 0.114V_1 + 0.186V_2 + 0.259V_3 + 0.252V_4 + 0.287V_5 + (-2.396E - 15)V_0 \quad (1)$$

Where V represents comprehensive purchase intention, and V1 to V5 represents five principal components, respectively.

In the relational model, the coefficient of *additional experience* is the largest (0.287), followed by *price and cost performance* (0.259), *brand, and connotation* (0.252), but there is no significant difference among the three. *Component elements* and *functions and services of offline stores and online platforms* have little influence on the comprehensive purchase intention.

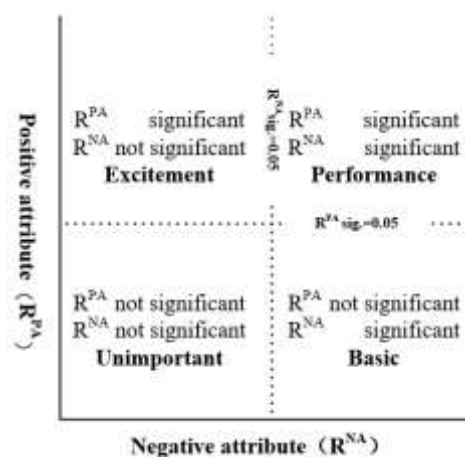


Figure 2: KANO attributes are judged according to positive and negative attributes and significance
Source: This study

KANO Attribute of Kansei Demand

Improved KANO model

In this paper, the form of the KANO standardized questionnaire improved by Carmen and Alvaro is applied (Carmen & Alvaro, 2011). The specific steps and explanations are as follows:

- (1) During the processing of questionnaire data, these attributes are divided into positive attributes (PA) and negative attributes (NA) by factor score. The positive attribute corresponds to the part where the attribute score is higher than average, indicating that the function has been implemented. The score corresponding to the negative attribute is lower than the average score, indicating that the feature is not implemented.
- (2) Calculate the score and significance of Spearman correlation coefficient between positive and negative attributes and comprehensive purchase intention (less than 0.05 is considered significant), and determine the type of this attribute by significance size and a corresponding relationship with positive and negative attributes. (Figure 2)

In FIG. 1, negative attribute (R^{NA}) and positive attribute (R^{PA}) are taken as axes respectively, and critical significance value (0.05) is used to divide the coordinate system into four parts, wherein:

- 1) Excitement demand: positive attribute is significant, the negative attribute is not significant. When the product does not meet the exciting demand, consumer satisfaction will not decline, but when the product meets this demand, consumer satisfaction will be greatly improved.
- 2) performance demand: both positive and negative attributes are significant. Any measure to improve desired demand will improve consumer satisfaction.
- 3) Basic demand: positive attribute is not significant. The negative attribute is significant. If the product has a low degree of realization of this demand, the improvement will greatly improve the overall satisfaction of users, but the improvement will not be obvious to a certain extent. However, if this demand is not met, consumer satisfaction will be greatly reduced.
- 4) Unimportant demand: the significance values of both positive attributes and negative attributes are less than 0.05. Whether the demand is satisfied or not has little influence on customer satisfaction.

Determine the KANO Attribute

The five principal components in Section 3.5 are regarded as Kansei needs, and the attributes of each need are obtained by using the KANO model. According to the improved KANO model, each demand is divided into two parts: the average score of less than factor score and the average score of greater than factor score, which is respectively tested for correlation with the comprehensive purchase intention. According to the Spearman coefficient and the improved KANO model, attributes of each Kansei demand are classified (Table 4).

Table 4: Spearman correlation coefficient between perceptual demand and comprehensive purchase intention

Kansei demand	Positive attribute		Negative attribute		KANO attribute
	Coefficient (sample size)	significance values	Coefficient (sample size)	significance values	
Functions and services of offline stores and online platforms	-0.095 (120)	0.031	0.034 (118)	0.397	Excitement
Component elements	0.025 (128)	0.301	0.135 (110)	0.04	Basic
Price and cost performance	0.059 (125)	0.258	0.047 (113)	0.312	Unimportant
Brand and connotation	-0.111 (119)	0.024	-0.096 (119)	0.037	Performance
Additional experience	-0.098 (114)	0.014	-0.033 (124)	0.357	Excitement

Analysis and Suggestions

Based on the above studies, the regression coefficient and demand attribute results obtained by using multiple linear regression and the KANO model can be obtained (Table 5). According to the quantitative analysis results, the additional experience, price, and cost-performance ratio, brand, and connotation of new tea can greatly affect consumers' decision-making, while the other two have little influence.

Table 5: Comparison of results of multiple linear regression and KANO model

Kansei demand	Multiple linear regression coefficients	KANO attribute
Additional experience	0.287	Excitement demand

Price and cost performance	0.259	Unimportant demand
Brand and connotation	0.252	Performance demand
Component elements	0.186	Basic demand
Functions and services of offline stores and online platforms	0.114	Excitement demand

It can be seen from Table 5 that the coefficient ranks first. That is, the *additional experience* of new tea has the greatest influence on the comprehensive purchase intention, which belongs to the excitement type in the KANO model. Product additional experience includes plenty of meals (new tea can replace the usual meals), unlimited purchase scenario (refers to the different scenarios such as parties, the meeting time to buy new tea), more KOL and KOC recommendations and active communities of interest, the products meet the requirements of the above properties will promote the overall satisfaction of generation Z, There is no discontent when there is no satisfaction. In view of this result, the new tea can be improved as follows:

- 1) Launch new tea containing more meal nutrition, appropriately increase the amount of this category or improve the feeling of satiety after drinking to meet the demand of generation Z for new tea as meal replacement products.
- 2) Enhance the adaptability of new tea in different scenarios. New tea may become the daily drink of generation Z in the future. The brand can launch tea bags, cooperate with different venues, or upgrade delivery services so that generation Z can enjoy new tea in as many scenes as possible.
- 3) Strengthen the publicity of KOL and KOC, and activate the interested community of the brand. Most of the recommendation process of KOL and KOC is carried out on the Internet. Famous Internet celebrities can be selected for product recommendation and marketing, and consumers can recommend to their friends to obtain discounts and other marketing strategies to achieve promotion purposes. At the same time, the brand can also invite more generation Z consumers to enter online interest communities and build an active community atmosphere together with KOL and KOC.

The second demand is the *price and cost performance*. However, according to the KANO model, this Kansei demand will not have an important influence on the purchase decision, including moderate price and high cost-performance ratio. This proves that generation Z while paying attention to cost, will spend a lot of money on products that are worth buying.

The third coefficient of Kansei demand is the *brand and connotation* of new tea, which belongs to the performance demand. This Kansei demand includes famous brands, green environmental protection concept, brainwashing brand culture, correct and firm stand, fashionable and young personalized characteristics, rich, joint brands. Improvement of the above attributes can improve the satisfaction of generation Z. In view of this result, the new tea can have the following improvement measures:

- 1) Firm and correct brand principles and form positive brand values. Grasp the hot spots and contradictory problems of the current era, in the event of major events to clear and adhere to the correct position of the brand, adhere to the principle of unshakable. In terms of values, the brand should dare to publicize positive value output and assume the responsibility of the enterprise.
- 2) Create brand culture advancing with The Times. Pay attention to the cultural construction of their own brands, be good at using information technology to create a brainwashing but profound brand culture. In order to keep up with the consumption trend of generation Z, it is necessary to pay attention to the current hot trends, launch novel marketing strategies according to the fashion trend, or create activities to attract generation Z.

The fourth coefficient of Kansei demand is the *component elements* of the new tea, and it belongs to the basic type attribute. The new tea market is very competitive. In terms of the components of new tea, the vast majority of enterprises have satisfied the elements such as good taste, healthy raw materials, and guaranteed quality and safety. New tea should maintain the current level, grasp the improvement and innovation of competitors in this aspect, observe the market trend, and maintain competitiveness.

The Kansei demand with the smallest coefficient is the *service and function of offline stores and online platforms*, while the coefficient is low but belongs to the exciting type requirements, the results also reflected the complementary qualitative and quantitative results of two dimensions, which are not in quantitative results coefficient of Kansei demand in qualitative aspect also reflects the influence on purchase decisions. Specifically, even though the demand has a small impact on the purchase decision in the multiple linear regression, in the KANO model, customer satisfaction can be greatly improved by satisfying the excited demand, thus having a positive impact on the purchase decision.

In combination with the above aspects and the current actual situation, the low demand coefficient may be due to the fact that most brands have established online platforms in today's new tea market or other markets, and the services and functions of offline and online stores are becoming perfect, which may lead to the low demand coefficient. But combined with the feature of era and generation Z, the technology innovation speed very quickly, the corresponding applied to online and offline platform services also have broad prospects for development, such as the use of AI, all kinds of direct stimulation of sensory organs are after technical innovation is a product of service innovation, and generation Z is very pay attention to the brand and the product for the use of new technology and service innovation, Therefore, if the services and functions of offline stores and online platforms can be improved by means of science and technology, customer satisfaction of generation Z will also be greatly improved.

CONCLUSION

In the tea chain brand market, as for generation Z's Kansei demand for new tea, quantitative analysis results show that the additional experience, price and cost performance, brand and connotation, component elements, functions and services of offline stores and online platforms of new tea have a decreasing influence on generation Z's purchasing decisions. Qualitative analysis results show that in addition to the elements, and other five kinds of Kansei demand all belong to different KANO attributes, additional experience, functions, and services of offline stores and online platforms belong to the excitement demand, brand and connotation belong to the performance demand, component elements belong to the basic demand, enterprises can provide comprehensive qualitative and quantitative analysis of the results of the marketing plan.

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