Cultural Study of Adolescent Beverage Consumption Behavior

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ABSTRACT

Teens often tend to consume sugary beverages that are high in calories and low in nutrients, and this behavior can have potentially negative effects on their health. At the same time, teenagers are an important target market for beverage companies, which employ a variety of marketing and advertising strategies to attract this consumer group. Most of the research highlights the link between sugar, poor health and obesity, suggesting that action is needed to address these issues. I think beverage culture behaviors needs to receive more attention and research in order to gain insight into how adolescents buy beverages, as well as to understand the role of marketing and advertising in shaping their attitudes towards beverages. This research will focus on understanding why teens are so obsessed with sugary drinks and will investigate their values about buying drinks. The study will consider gender, age, and region of residence as the main factors in the analysis and verify the impact of these factors by analyzing participants' consumption behaviors and their attitudes towards beverages. In addition, we will explore the rapid growth of beverage outlets in Taiwan, the problems faced by teenagers, their surroundings, the marketing practices of beverage companies, and their dependence on beverages to gain insight into the impact of these factors. The results are as follows:

1. Gender is not a major factor in beverage purchases.

2. Teens show a higher intent to buy compared to other age groups.

3. Adolescents in different regions showed similar willingness to buy beverages.

4. Women are more concerned about the health effects of beverages than men.

Keywords: beverage culture, consumer behavior, teenagers, drink addiction

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INTRODUCTION

Background

Beverages have become a prominent aspect of Chinese culture in recent years, with an increasing number of beverage brands emerging in Taiwan. This proliferation has resulted in beverages being ubiquitous throughout the country. Take bubble tea shops, for example: these establishments are not merely places to enjoy a drink but also serve as spaces for work, relaxation, and social interaction. Bubble tea consumption has transformed into a lifestyle choice. As a result, the beverage consumption behavior of adolescents has become a cause for concern. Most teenagers tend to gravitate toward sugary drinks, which are high in calories and nutrients. This trend has contributed to a rise in obesity and other health issues, such as diabetes and heart disease, among this age group. Clearly, this situation is far from ideal. With the expanding variety of beverages and the continuous implementation of new and aggressive marketing strategies by beverage companies, it is crucial to understand the motivations, characteristics, and influencing factors behind adolescents' beverage consumption behavior. By doing so, we can promote adolescent health and enhance their understanding of beverage choices.

This study aims to delve into adolescents' perceptions of sweet drink addiction and offer recommendations to improve their beverage consumption behaviors. It will explore the reasons behind their choices, including factors such as location, peer influence, family dynamics, and the impact of marketing and advertising on their attitudes towards beverages. We need to contemplate ways to mitigate the impact of these advertising and marketing campaigns on adolescents and provide them with

insight into the business motivations and strategies behind these campaigns. A report has revealed that key factors influencing adolescents' intention to consume tea beverages include perceptual interests, peer influence, and perceptual behavior control. Therefore, I will thoroughly investigate these factors, including the influence of peers, family, and close associates, as well as the promotional and marketing techniques employed by beverage products. Identifying problematic aspects will allow us to offer suggestions for improvement. Addressing the issue of adolescent beverage consumption behavior can significantly enhance their understanding of food and beverage choices, enabling them to make informed decisions about ingredients, nutritional value, and calorie content. This knowledge will empower them to prioritize their health, especially during this energetic and healthy phase of adolescence. It is crucial to instill good and healthy eating habits, encouraging teenagers to opt for relatively healthy beverages and actively promoting the reduction of high-calorie and unhealthy drink consumption. By fostering these values, we can help them develop healthy lifestyles and consumption habits, making them not only healthier teenagers but also financially savvy individuals, saving them money in the long run. Additionally, this approach will reduce the overconsumption of unhealthy beverages.

Motivation

In terms of my research motivation, I observed that I, along with my immediate social circle, find it challenging to avoid consuming beverages. Additionally, family and friends around me share the same habit. Moreover, recent trends in the beverage industry, such as the popular cross-branding efforts of companies like Wanbo and Humanmade, have led to a surge in beverage purchases. This phenomenon has created significant business opportunities, prompting the beverage industry to continuously innovate and use creative strategies to capture

consumers' attention. Consequently, marketing methods play a crucial role in influencing consumer behavior.

The objective of this study is to investigate the cultural dimensions of adolescent beverage consumption behavior. Through literature review, questionnaire surveys, and interviews, I aim to analyze the motivations, characteristics, and influencing factors behind adolescents' consumption behavior. By identifying the negative effects, I intend to provide suggestions for improvement. My primary goal is to enhance adolescents' understanding of beverages, encourage healthier consumption habits, promote their overall well-being, and shield them from potential health issues during adolescence. I also aspire to present compelling evidence from this study and disseminate it widely, utilizing various platforms such as home, school, and social media, to advocate for the adoption of correct and healthy beverage consumption concepts among the public. Beverages come in a diverse array, but my research zeroes in on sugary drinks originating from handcrafted beverage shops. Take bubble milk tea, for example, a beverage that enjoys widespread popularity both domestically and internationally. In Taiwan, particularly among the younger demographic, there exists a profound fascination with these drinks. Therefore, my investigation aims to delve into pertinent information regarding handcrafted beverages, with a specific focus on bringing to light potential health hazards associated with these drinks.

Research Purpose

Understanding the motivations and influencing factors behind adolescent beverage consumption is crucial. Providing accurate perceptions and knowledge about beverages and their impact on health to adolescents is essential. Additionally, investigating the marketing strategies employed by industry players and exploring the

reasons behind the prevalence of beverage shops are important aspects of this research. The primary objective of this study is to comprehend the culture of young people's beverage consumption behavior. The research will focus on gaining in-depth insights into the factors influencing their beverage consumption behavior, including family influence, peer pressure, interactions with beverage operators, and personal preferences such as ingredients and tastes in beverages. Furthermore, the study aims to explore the role and influence of marketing strategies and advertising in shaping adolescents' attitudes towards beverages, as well as understanding the values young people hold regarding beverages. This research will involve key stakeholders, including adolescents and beverage industry players, examining essential processes and concepts such as beverage addiction, socialization, and marketing and advertising techniques. The results of this study will contribute to empowering adolescents to make choices that benefit their health, allowing them to resist external influences. Understanding the underlying factors influencing their beverage consumption behavior is vital due to the widespread availability of beverage outlets, pertinent youth issues, marketing tactics employed by beverage operators, and the growing dependence on beverages. My research specifically delves into sugary beverages from handcrafted beverage shops, such as those offered by popular chains like 50 Lan. Bubble milk tea, a well-known beverage, particularly among the younger demographic in Taiwan, serves as a prime example. The objective of my investigation is to comprehensively explore information related to these handcrafted beverages, emphasizing the identification and analysis of potential health risks associated with their consumption. The research also aims to correct misconceptions about health among adolescents, making them aware that excessive sugar consumption can lead to addiction problems. It emphasizes the importance of not being easily swayed by

external factors and encourages informed choices when it comes to beverage consumption.

Research Questions

1. How do adolescents from different background variables differ in their beverage purchasing behavior?

2. How do adolescents from different background variables differ in their perception of the physical and mental health effects of beverages?

3. Does the perception of environmental factors and their impact on physical and mental health influence the willingness to purchase beverages?

Hypotheses

1. There are significant differences in beverage purchasing behavior among adolescents with different background variables.

1-1 Adolescents of different genders exhibit variations in beverage purchasing behavior.

1-2 Adolescents of different ages demonstrate differences in beverage purchasing behavior.

1-3 Adolescents from different residential areas display differences in beverage purchasing behavior.

2. There are significant differences in the perception of the physical and mental health effects of beverages among adolescents with different background variables.

2-1 Adolescents of different genders show significant differences in their perception of the physical and mental health effects of beverages.

2-2 Adolescents of different ages exhibit significant differences in their perception of the physical and mental health effects of beverages.

2-3 Adolescents from different residential areas demonstrate significant differences in their perception of the physical and mental health effects of beverages.

3. There is a significant correlation between environmental factors and the willingness to purchase beverages.

4. There is a significant correlation between the perception of the physical and mental health effects and the willingness to purchase beverages.

Contribution

This study primarily targets adolescents. I intend to share the results with relevant groups, organizations, or schools to effectively illustrate the impact of beverages on the human body and emphasize the lack of awareness about health. My goal is to empower everyone, not just adolescents, to lead healthier lives.

Limits

While my research focuses on adolescents, the complexity of the issues may lead to less precise results. There is no guarantee that all respondents are adolescents and integrating questionnaire data poses challenges. The questionnaire section might obscure participants' true thoughts, making survey results not the sole criterion. Therefore, it is crucial to gather similar research data for comparison and further study.

Delimits

By narrowing the focus to Taiwanese adolescents, this research aims to gain specific insights into their beverage preferences, particularly in the context of the thriving bubble tea industry. After reviewing relevant literature, the study emphasizes public perceptions of beverage stores and explores the physical and psychological impacts of consuming beverages. Additionally, the research investigates whether the obsession with beverages truly correlates with the proliferation of beverage stores in Taiwan.

LITERATURE REVIEW

BMI and beverage consumption behavior are not significantly correlated. In other words, heavier individuals do not necessarily consume more beverages compared to lighter individuals.[1] The factors that truly influence beverage consumption behavior are external factors that attract consumers, such as product characteristics or ingredients, peer influence, and family influence. After reviewing some literature, it was found that between 2003 and 2014, the number of boys consuming sugar-sweetened beverages (SSBs) exceeded that of girls.[2] This data was collected from 18,600 children, mainly from the United States, through the NHANES survey. Considering that the United States has one of the highest obesity rates in the world, the data collected from them is worth considering. While the consumption of beverages among children and adults has declined, primarily due to a decrease in the proportion of SSB consumers and a decrease in per capita consumption of SSBs, the consumption level among adolescents still exceeds the recommended SSB intake guidelines stated in the 2015-2020 Dietary Guidelines for Americans.[3] Therefore, the high proportion of adolescents consuming sugar-sweetened beverages is a serious issue that should not be overlooked.

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[1] Forshee, Richard A, and Maureen L Storey. "Total Beverage Consumption and Beverage Choices among Children and Adolescents." *International journal of food sciences and nutrition* 54, no. 4 (2003): 297-307.

[2] Asher Rosinger et al., "Sugar-sweetened beverage consumption among US youth, 2011-2014," (2017).

[3] Rosinger et al., "Sugar-sweetened beverage consumption among US youth, 2011-2014."

Impact of High Fructose Syrup on Beverage Consumption Behavior

The issue of obesity is spreading worldwide, and the biggest problem lies in sweeteners. Sweeteners are a new type of sugar, different from cane sugar or honey, as they make it difficult for the body to reduce calories and disrupt normal metabolic functions. Currently, most beverage shops in Taiwan use sweeteners because they are cheap and their sweetness does not diminish when exposed to acidic substances, unlike cane sugar. Therefore, they are widely used. Since most teenagers have a sweet tooth, and high-fructose corn syrup (HFCS) has the highest sweetness level (Table 1), the issue of obesity revolves around them.

There is a journal article[4] that primarily focuses on the impact of HFCS on beverages. The study found that the use of HFCS increases the risk of cardiovascular diseases, which typically occur in middle-aged and elderly populations, not in adolescents. It is hoped that the Taiwanese government will promote reducing the use of HFCS in beverages and replacing it with alternative non-caloric sweeteners. Although other sugar alternatives may be more expensive, the government can provide appropriate subsidies to the industry. This approach would benefit both the health of the Taiwanese people and minimize losses for the industry, creating a win-win situation. The aim is to effectively reduce the use of unhealthy sweeteners and promote healthier alternatives.

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[4] George A Bray, Samara Joy Nielsen, and Barry M Popkin, "Consumption of high-fructose corn syrup in beverages may play a role in the epidemic of obesity," *The American journal of clinical nutrition* 79, no. 4 (2004).

Table 1: Table of common sugars data per 100g intake

Types (100gm):	Sucrose Content Purity (gm)	Sweetness	Calories (kcal)
Sucrose	99.9	100	387
Maltose	84.1	46	325
Maple Syrup	66.6	64	258
Honey	81.5	97	315
Fructose	76.9	173	297

Research on Internet Marketing Strategies

I came across a special topic[5] that focused on the marketing of beverages. In the article, they discussed marketing strategies that involve identifying customers with similar consumption patterns and offering appropriate product discounts based on the characteristics of each cluster. For example, they analyzed customers' tastes, preferences for different product categories based on gender, and utilized relevant statistics. Additionally, they tracked the click-through rates and purchase frequencies of products, which served as considerations for backend managers when deciding whether to promote certain items. This allowed for adjustments in business strategies and promotional tactics based on the statistical results, aiming for optimal business operations.

I believe their strategies can enhance the level of detail in my questionnaire. Since the main marketing approach of businesses is centered around customer

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[5] 黃榮吉 et al., "飲料業行銷資訊系統研發－以小型加盟飲料店為例," (2009).

preferences, which are closely related to their beverage consumption behavior, the insights provided by the study offer me valuable methods to consider.

The research[6] topic "If it tastes good, I'm drinking it" is quite unique. It primarily aims to explore how college students consider taste and price as factors when choosing beverages. An important aspect mentioned in the study is that most students tend to check the calories and nutritional content of food, but they often overlook beverages. Some even treat beverages as equivalent to water and believe that drinking them wouldn't harm their health. However, the study participants also mention that if warnings about the negative effects on health were provided, it could potentially reduce their frequency of purchasing beverages.

Analysis of Beverage Research by Country

Among U.S. youth aged 2–19 years, 64.5% of boys and 61.3% of girls consumed at least one sugar-sweetened beverage on a given day during 2011–2014.[7] Since I couldn't find data specifically regarding Taiwanese adolescents, I examined data on beverage consumption among American adolescents. It was found that over half of the adolescents consume at least one beverage per day. The long-term consequences of such consumption are concerning and can have serious impacts.

Beverage preferences among Canadian adults varied by age and gender in 2004. The exception was men aged 19 to 30, where regular soft drinks ranked third in terms of reported consumption. The amount of beverage consumed also varied by age

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[6] Jason P Block et al., ""If it tastes good, I'm drinking it": qualitative study of beverage consumption among college students," *Journal of Adolescent Health* 52, no. 6 (2013).

[7] Rosinger et al., "Sugar-sweetened beverage consumption among US youth, 2011-2014."

and sex, with men generally consuming more than women and overall consumption decreasing with age.[8]

Analysis indicates that there is no evidence of a connection between the consumption of sugar-sweetened beverages (SSBs) at the ages of 5 or 7 and fat mass at the age of 9 among the group of British children studied. However, in this prospective analysis, we did find a relationship between the intake of low-energy beverages and higher fat mass at the age of 9, which can be attributed to being overweight at the ages of 5 and 7. This suggests that heavier children may be consuming low-energy beverages as part of an ineffective weight-control strategy.[9]

Theory

By incorporating sociological theory, health psychology, and behavioral economics, a deeper understanding of the cultural factors shaping adolescent beverage consumption behavior can be achieved. The goal is to develop effective strategies and provide information to enhance adolescents' beverage consumption habits. Sociological theory offers a framework for comprehending cultural and social factors, including those influencing adolescent beverage choices. Within the realm of beverage consumption, sociological theory aids in identifying cultural norms and values guiding adolescents' preferences. By understanding how these social factors impact their choices, valuable insights can be obtained.

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[8] Didier Garriguet, "Beverage consumption of Canadian adults," *Health Reports* 19, no. 4 (2008).

[9] Laura Johnson et al., "Is sugar-sweetened beverage consumption associated with increased fatness in children?," *Nutrition* 23, no. 7-8 (2007).

Health psychology delves into the psychological factors shaping health behavior, including the thrill some individuals experience from consuming sugary drinks. This field acknowledges the influence of emotions on health behavior. In the context of beverage consumption, health psychology helps identify psychological factors affecting adolescents' choices, such as their attitudes towards healthy beverages and their perceptions of the benefits of making healthier choices. Gaining insight into these psychological factors is crucial. Behavioral economics explores how individuals make decisions, including those related to health behavior, recognizing that people aren't always rational decision-makers and can be influenced by cognitive biases and social pressures. In the context of beverage consumption, behavioral economics sheds light on cognitive biases and social influences affecting adolescents' choices. Factors like peer or family influence indirectly shape beverage consumption decisions. Understanding these factors allows for a detailed analysis of the causes and influences behind beverage behavior.

METHODOLOGY

Research Design

I will employ quantitative methods for my analysis because Quantitative methods allow structured data to be collected from larger samples, providing more general insights. Given the broad scope and personalized nature of my research questions, I need to conduct diverse analyses and establish connections from the results, integrating the collected data.

Quantitative Approach: I will design questionnaires and collect substantial data. Utilizing T-tests, ANOVA, and Correlations analysis methods through SPSS, to assess and quantify the influence of cultural factors on adolescent drinking behavior.

During the research process, I will begin with a literature review to examine existing information that can provide insights and identify any knowledge gaps. This will aid my research analysis effectively and might unveil data not previously analyzed. I will draft questionnaires and interview guides to prepare for data collection. Initially, I will seek feedback from classmates to ensure the completeness and comprehensiveness of the questionnaire and make necessary adjustments. Once finalized, I will distribute the questionnaires to the respondents via social media platforms. Since my research focuses on adolescents, finding suitable and willing participants might pose a challenge. To overcome this, I plan to use social media platforms like Instagram to identify potential respondents. This will help determine whether regional or gender-based cultural factors influence beverage preferences:

1. The impact of location and gender on beverage consumption.

2. Reasons why adolescents prefer certain beverages.

3. Negative effects associated with beverage consumption.

4. Respondents' perceptions of the physical and mental effects of beverages.

Finally, I will summarize the findings and provide recommendations for improving the negative impacts identified in the study.

Data collection

I will employ the snowball sampling method to initiate a questionnaire survey among my friends and classmates who are beverage enthusiasts. Subsequently, I will request them to disseminate the survey to teenagers within my social circle. Utilizing social media platforms is crucial in identifying suitable respondents, mainly focusing on the "teenager" demographic. Due to limited access to teenagers, this method facilitates easier data collection and analysis. Instagram, Facebook, and Dcard will be utilized for questionnaire distribution, as these platforms are popular among individuals aged between 12 and 24 for leisure and entertainment. To ensure the study's accuracy, the questionnaire will predominantly consist of open-ended questions without predetermined correct answers. This approach aims to prevent limiting respondents' responses. The questionnaire will employ a Likert scale, ranging from 5 (indicating "strongly agree") to 1 (indicating "strongly disagree"). The questions will concentrate on beverage consumption behavior. Subsequently, I will employ SPSS for data analysis.

Additionally, I have gathered preferences from consumers regarding specific beverage stores. And my beverages primarily focus on handcrafted drinks from tea shops. Surveys and research were conducted specifically at stores favored by a significant number of people. This approach seeks to understand the reasons behind consumers' preferences and what factors drive them to purchase products from these specific stores.

For content analysis, I plan to create two types of bar graphs. The x-axis will represent gender or residential areas, while the y-axis will depict the frequency of beverage consumption. These graphs will be analyzed to identify any patterns or correlations. While there are similar literature resources available, most of them rely on foreign data, with limited studies specifically targeting Taiwanese adolescents. Therefore, I will analyze marketing strategies to examine the predominant factors that attract adolescents.

Limitations

1. The sample may not accurately represent the overall population of adolescents in Taiwan, limiting the generalizability of the research findings.

2. There is a possibility of participants providing biased or inaccurate information when collecting data through questionnaires and interviews. Participants may not always reveal their true thoughts and feelings, and social desirability bias could influence their reported beverage consumption behavior. To address this, the questionnaires will be conducted anonymously and confidentially, and one-on-one interviews will be used instead of group interviews.

3. Recruiting participants through social media platforms may introduce sampling bias, as it may not represent the entire population of adolescents. Those who are not active on social media may have different characteristics or preferences. Consideration can be given to using face-to-face interviews as an alternative recruitment method.

DATA ANALYSIS

Reliability Statistics

When organizing the questionnaire data, I used Excel to consolidate all the information and set valid criteria to remove invalid data. In total, I collected 227 valid responses. My analysis focuses on the impact of different backgrounds, regions, ages, and genders on both physical and mental health, as well as the willingness and behavior to purchase beverages. While the primary emphasis is on adolescents, comparing data with other age groups helps highlight the influence of adolescents on beverage purchasing behavior. Understanding the underlying factors affecting beverage behavior can assist me in comprehending the motivations and influences behind adolescents' actions in this context.

In this study, I conducted a reliability analysis using Cronbach's alpha through proportional analysis in SPSS to assess the consistency of the questionnaire items. Generally, a Cronbach's alpha value above 0.7 indicates good reliability for the questions. My coefficient was exactly 0.720, suggesting that the reliability of my research questionnaire reached an acceptable level in this aspect.

This will help determine if gender-based cultural factors influence purchase intentions of beverage.

Table 2: T-test on Analyzing Differences in Based on Gender

Aspect	Gender	Number of people	M	SD	T value	P value
Intention to purchase beverages	Female	170	8.447	2.830	-1.504	.134
	Male	57	9.087	2.634		

This analysis indicates that there is no significant difference in purchasing intentions between males and females (t=-1.504, p=.134). There were a total of 170 female respondents with a mean willingness of 8.447 and a standard deviation of 2.830. Additionally, there were 57 male respondents with a mean willingness of 9.087 and a standard deviation of 2.634. Therefore, gender is not the primary factor influencing beverage purchases. The reason for the similarity of purchase intentions between men and women may be that the market does not use gender differences to market and market positioning, because if it is divided into male and female markets, then the selection and advertising of beverages may need to be divided into two types, in terms of marketing, it is not worth it, and respondents from the same group may be more likely to affect the willingness to buy drinks because of region and age.

This will help determine if age groups-based cultural factors influence purchase intentions of beverage preferences.

Table 3: A One-Way ANOVA for Intention to Purchase Beverages Among Different Age Groups

	Age	N	M	SD		df	MS	F	P
Intention to purchase beverages	(1) under17	15	9.600	3.418	Between group	3	29.801	3.978	0.009
	(2) 18-20	135	8.118	2.467					
	(3) 21-23	52	9.500	3.026	Within group	223	7.492		
	(4) above24	25	8.800	3.055					

In the analysis of variance (ANOVA), the results indicate that age affects the purchasing behavior of teenagers significantly (F=29.801, p=0.009). Specifically, there are notable differences in purchasing intentions among different age groups.

Young individuals exhibit a higher inclination to make purchases. This tendency might be attributed to the fact that teenagers are more susceptible to influences within their peer groups and may not be fully aware of the importance of health. Moreover, they might not critically consider the negative consequences associated with certain beverages.

On the other hand, individuals aged 24 and above demonstrate relatively lower purchasing intentions. This could be due to their values and ability to discern healthier choices. People in this age group often become more conscious of their physical and mental well-being. Businesses can leverage this insight in their marketing strategies by introducing products tailored specifically to these age groups. Additionally, schools should recognize the need to impart accurate knowledge about beverages to teenagers, as peer influence can easily sway their decisions, beyond just the beverages themselves.

This will help determine if region-based cultural factors influence purchase intentions of beverage.

Table 4: A One-Way ANOVA for Intention to Purchase Beverages Among Different Regions

	location		N	M	SD		df	MS	F	P
Intention to purchase beverages	(1)	north	20	10.050	2.910	Between group	3	15.464	2.012	0.113
	(2)	central	29	8.620	2.808					
	(3)	south	167	8.443	2.705	Within group	223	7.685		
	(4)	east	11	8.454	3.416					

This analysis reveals differences in purchasing intentions for beverages among individuals from different regions (Northern, Central, Southern, and Eastern Taiwan).

However, it's crucial to note that most of the survey responses come from participants in the Southern region. Therefore, the results should not be entirely generalized. According to the ANOVA analysis, the average purchase intention scores were 10.050 for the Northern region, 8.620 for the Central region, 8.443 for the Southern region, and 8.454 for the Eastern region. The between-group variance (MS) was 15.464, and the within-group variance was 7.685. The F-ratio was 2.012, with a p-value of 0.113. This indicates that the differences between groups are not statistically significant (P > 0.05). In other words, there is no significant statistical difference in purchasing intentions among different regions. Overall, the willingness to purchase beverages is quite consistent across regions.

This will help determine if gender-based cultural factors influence perceptions of mental and physical health of beverages.

Table 5: T-test on Differences in Perceptions of Mental and Physical Health of Beverages based on Different Gender

Aspect	Gender	Number of people	M	SD	T value	P value
Physical and mental health	Female	170	11.547	1.874	-4.956***	.000
	Male	57	12.964	1.851		

This analysis explores the differences in physical and mental health perceptions between different genders. Through independent samples t-test, a highly significant difference was found between these two groups (t (225) = -4.956, p < 0.001). The research results indicate that, concerning physical and mental health, females (M = 11.547, SD = 1.874) scored significantly lower on average than males (M = 12.964, SD = 1.851). This suggests that in terms of their perception of physical

and mental health, females are more conscious of health-related issues compared to males among the surveyed participants.

Compared to males, the higher level of health consciousness among females could be primarily attributed to the societal emphasis placed on appearance and health for women. Women often prioritize their physical well-being and appearance. Additionally, females tend to share knowledge and experiences within their social circles, enhancing their awareness and understanding of health-related topics.

However, it's crucial to note that these results do not necessarily imply that females are inherently more health-conscious than males. Factors such as the presence of sugar in beverages, which can accelerate aging and lead to weight gain, might contribute to anxiety and dissatisfaction with body image, especially among females. In an equal society, expectations and gender roles continue to evolve, and there might be no inherent differences between genders. Therefore, my analysis results should not be taken as the sole basis for comparison.

Further research is necessary to delve deeper into the perspectives on health consciousness within different gender groups, providing a more comprehensive understanding of this phenomenon.

This will help determine if age groups-based cultural factors influence perceptions of mental and physical health of beverages.

Table 6: A One-Way ANOVA for Differences in Perceptions of Mental and Physical Health of Beverages based on Different Age Groups

		Age	N	M	SD	F	P
Physical and mental health	(1)	under17	15	7.733	1.486		
	(2)	18-20	135	11.548	1.449	82.614***	.000
	(3)	21-23	52	12.961	1.187		
	(4)	above24	25	14.120	1.092		

This analysis investigates the results of a survey on the perception of physical and mental health among different age groups. The results indicate significant differences in the perception of physical and mental health across these age groups (F = 82.614, p < .001). Observing the average scores and standard deviations in each group, differences in the perception of physical and mental health among different age groups are evident. The table shows that age plays a crucial role in adolescents' perception of physical and mental health, highlighting significant differences in how individuals of different age ranges perceive their physical and mental well-being.

Age differences in health and psychological awareness can be attributed to several factors. Adolescents are in a period of mental immaturity where their understanding of health knowledge might not be complete; they often prioritize happiness over health. However, as they grow older, their own physical condition and health issues may gradually become more significant concerns, leading to increased sensitivity towards health awareness.

Furthermore, the accumulation of life experiences and knowledge is a major influencing factor. Older individuals tend to have a better understanding of the importance of both physical and mental health. In contrast, teenagers are still navigating an unknown future and haven't personally experienced certain health

issues. Different age groups also face varying pressures and challenges based on their

life stages, which can influence their level of concern and awareness regarding health.

This will help determine if regions-based cultural factors influence perceptions

of mental and physical health of beverages.

Table 7: A One-Way ANOVA for Differences in Perceptions of Mental and

Physical Health of Beverages based on Different Regions

	location	N	M	SD		df	MS	F	P
Physical and mental health	(1) North	20	13.500	1.395	Between group	3	97.067	37.278***	.000
	(2) Central	29	9.172	2.450					
	(3) South	167	12.233	1.455	Within group	223	2.604		
	(4) East	11	11.181	1.537					

This analysis explores the impact of different regions in Taiwan on the

perception of physical and mental health. The study includes four regions: Northern,

Central, Southern, and Eastern Taiwan, with 20, 29, 167, and 11 respondents in each

region, respectively. Significant differences in the perception of physical and mental

health exist among these regions ($F = 37.278$, $p < 0.001$). Specifically, respondents

from the Southern region have a significantly higher average perception of physical

and mental health ($M = 12.233$) compared to other regions. However, this could be

influenced by the concentration of respondents in the Southern region, while the

Central ($M = 9.172$) and Northern regions ($M = 13.500$) exhibit relatively lower

perceptions. The Eastern region ($M = 11.181$) falls in between, indicating a more

balanced perspective. This result suggests that people from different regions have

significantly different views on the impact of beverages on physical and mental

health, with individuals from the Southern region generally being more aware of the influence.

Table 8: Correlation Coefficients Table between Purchase Intentions, Physical and Mental Health, and Environmental Factors

|	Purchase intentions	
		P value
Environmental factors	.939***	.000
Physical and mental health	.041	.534

Relationship between Beverage Purchases and Environmental Factors:

The research results indicate that environmental factors do not significantly influence purchasing behavior (P-value = 0.000, which is below the significance level of 0.05). This suggests that respondents' purchasing behavior remains unaffected by the surrounding environment, regardless of the environmental conditions.

Relationship between Beverage Purchases and Mental and Physical Health:

Regarding mental and physical health, the results show a P-value of 0.041, which is greater than the significance level of 0.05 (0.534). This implies that the relationship between respondents' perception of mental and physical health and their purchasing behavior is not statistically significant.

Figure 1: Survey on Preferred Beverage Brands and Habits among Adolescents
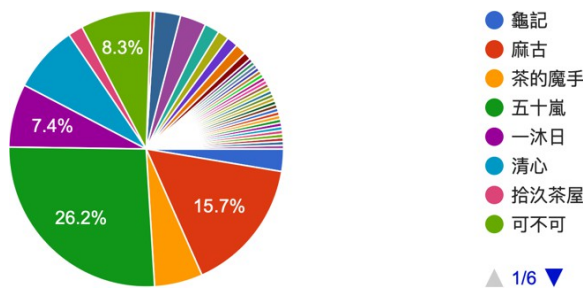
Ranking first is 50 Lan. 50 Lan's business strategy is geared towards a common goal: providing customers with the best quality. They offer a diverse range of products.[10]

Ranking second is Magu. Magu integrates traditional tea drinks with fresh and natural (fruit) culture, providing consumers with healthier and more vibrant beverages. They combine modern trends with fashion.[11]

Ranking third is Kebuke. Kebuke's matured black tea stands out from other beverage shops by offering a colorful menu limited to 14 fixed items, such as red tea, green tea, and winter melon tea. Their goal is to convey the brand concept of "returning to the most pure and beautiful things" to consumers, creating a distinctive brand personality.[12]

These three beverage shops hold high regard in my mind. They have put a lot of effort into their marketing strategies. From the official information and my

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[10] Reference from Wushiland official website（https://www.50嵐綠茶.tw）

[11] Reference from macu official website（https://macutea.com.tw/about.php）

[12] Reference from kebuke official website

（https://www.foodnext.net/news/industry/paper/5357656392）

observations, I noticed that Wushiland doesn't focus much on product packaging. Their most famous combinations are pearl + coconut jelly + boba and ice cream black tea. Their unique idea of incorporating food into beverages doesn't create conflicts. Maku primarily combines seasonal fruits and vegetables to create various blends, which is also well-received. Kebuke mainly focuses on pure teas, but they frequently collaborate with different designers. Almost every month, you can see different packaging, indicating their emphasis on aesthetics. However, the common factor among these three is their commitment to maintaining the quality of their beverages, which is the primary reason consumers love them.

CONCLUSION

In conclusion, this study sheds light on the significant impact of sugary beverages, particularly those from beverage shops like 50 Lan, on individuals, reflecting the prevalent fondness for such drinks among the Taiwanese population. Using the example of opting for a "half-sugar" large cup of bubble milk tea, it becomes evident that these seemingly innocuous choices may result in an unsuspected calorie intake equivalent to a substantial portion of a lunch box.

The primary aim of this research is to emphasize the potential health risks associated with the consumption of handcrafted sugary beverages, given the widespread popularity of these drinks, especially among the youth in Taiwan. The example of choosing a "half-sugar" bubble milk tea serves as a concrete illustration of the calorie and sugar intake involved in such choices. This information is crucial for individuals to make informed decisions about their beverage consumption and to be aware of the potential health implications.

While individuals are generally conscious of the potential health impacts, the pleasure derived from consuming these beverages often outweighs the perceived negative effects. It is essential to acknowledge that this perception is specific to the surveyed participants and may not be representative of the entire adolescent population in Taiwan.

Nevertheless, these findings provide valuable insights for marketing strategies. Companies can leverage this understanding to tailor their approaches, recognizing the influence of beverages on public sentiment. However, it is imperative for companies to recognize that the primary impact of these beverages lies in their components, particularly sugar and processed additives. Minimizing harmful ingredients should be a focus to mitigate potential health risks, especially given the early age at which

young individuals often start consuming these drinks, which may lead to health issues in adulthood.

As someone who was once a heavy consumer of beverages, indulging in multiple cups daily, this research has brought about a newfound awareness of the potential dangers associated with excessive beverage consumption. This realization has prompted me to adopt a more cautious approach, limiting my intake to occasional indulgences.

Moreover, beyond the beverages themselves, consumers' behavior is influenced not just by the content but also by packaging and marketing tactics. This underscores the susceptibility of adolescents to external influences, emphasizing the importance of educating young consumers about making informed and health-conscious choices, rather than being swayed solely by external appearances.

青少年飲料消費行為的文化研究調查

親愛的先生／小姐：

這是一份學術研究問卷，主要目的是探討「青少年飲料消費行為的文化研究調查」。在此希望能耽誤您幾分鐘的時間，依您的真實感受填寫問卷，懇請您提供寶貴意見。

本問卷採不記名方式作答，您的回答僅供學術研究使用，絕不對外公開， 請放心填寫。感謝您在百忙之中抽空填答此問卷，您的協助將使本研究更具貢獻，在此獻上最誠摯的謝意。

敬祝 事事順心、健康愉快！

文藻外語大學國際事務系

指導老師：焦源鳴 教授

學生：李佩琪

第一部分：基本資料

1. 性別：□生理男 □生理女 □其他＿＿＿

2. 年齡：□17 歲以下 □18-21 歲 □22-24 歲 □25 歲以上

3. 教育程度：

□國中 □高中（職） □五專及二技□大專（學） □研究所含以上

4. 居住地區：□北部 □中部 □南部 □東部 □其他＿＿＿

5. 每月零用錢狀況：□5000 元及以下 □6000-9000 元 □1 萬以上

第二部分：飲料購買狀況調查

1. 您是否同意飲料店在台灣非常普遍？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

2. 您是否只要看到飲料店就會想進去消費？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

3. 您是否覺得飲料店的噱頭足夠吸引你去購買？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

4. 您多久會光顧一次飲料店？

□每天一次 □每週一次 □每月一次

5. 您一天至少要喝幾杯含糖飲料？

□一杯 □二杯 □三杯以上

第三部份：身心健康調查

1. 您是否同意經常喝含糖飲料會影響您的健康？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

2. 您是否曾經因為長時間沒喝含糖飲料而感到沮喪或焦慮？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

3. 您是否同意飲料會讓人感到開心、興奮或是覺得放鬆？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

4. 您是否覺得喝飲料是一種負面影響或是不好的行為？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

5. 你覺得飲用含糖飲料會讓你對它產生依賴感嗎？

□ 會 □ 不會

第四部分：環境調查

1. 您是否覺得周圍的人都在喝飲料，會讓您有了想購買的衝動？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

2. 您是否因為周圍的人給您買飲料而喝它，即使您認為它不健康？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

3. 您會不會因為他人鼓勵或是推薦而去購買手搖飲？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

4. 您會因為飲料包裝的外觀或廣告而去消費嗎？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

5. 您會因為方便而去您家附近的飲料店購買飲料嗎？

□ 非常同意 □ 同意 □ 不知道 □ 不同意 □ 非常不同意

問卷到此結束，感謝您的填答!

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