Influence of Marketing Factors on Customer Purchase Decision of Yongchuan Xiuya Characteristic Tea with Two Mediators in Chongqing, China

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Abstract

The objectives of this study were to study the direct, indirect, and total effects of brand attachment, place attachment, and website attachment on customer purchase decisions, with consumer motivation and website customer orientation as mediators. The population consists of about 10 million people in Chongqing, China. Stratified random sampling is applied to selecting a random sample of 400. The questionnaire was a research instrument. Confirmatory factor analysis and structural equation modeling were mainly used to analyze research data.

The results of this study found that. 1) Place attachment, website attachment, and brand attachment directly affected website customer orientation and could explain the variation of 73.6%. They also directly affected purchase motivation and could explain the variation of 47.9%. 2) Place attachment and website attachment directly affect customer purchase decisions statistically significantly at 0.100. 3) Place attachment, website attachment, and brand attachment indirectly positively affected purchase decisions through purchase motivation and website customer orientation as mediators, statistically significantly at 0.05. 4) Purchase motivation and website customer orientation directly affect purchase decisions statistically significantly at 0.05. 5) place attachment, website attachment, brand attachment, website customer orientation, and

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purchase motivation all affected customer purchase decision latent dependent variable and could explain the variation of 63.5%
Keywords: place attachment, website attachment, brand attachment, website customer orientation

Introduction

"Tea is for drinking, originated from Shennong, been famous for the Duke of Zhou of Lu." China is the largest tea producer in the world. Its tea industry and culture have deeply penetrated its 5000-year history. More than 6000 years ago, the ancestors of the Yuyao area in Zhejiang Province began tea planting, the earliest known area for tea planting. Since the establishment of the Qin Dynasty, tea-planting technology has gradually spread to speed up the development of the economy and cultural exchanges in various regions. Meanwhile, many Chinese characters refer to tea, such as Bencha" mentioned in Sima Xiangru's Fan Jiang Pian, "Cha" in Yang Xiong's Dialect, and "Cha Cao" or "Xuan" in Shen Nong's Classic of Materia Medica. In the late Western Han Dynasty, tea became a high-grade drink in the court, and it was not until the Sui Dynasty that tea was introduced to regular people, becoming an item that everyone could enjoy. China's tea industry has a solid competitive advantage because China has a vast domestic tea market and is the world's second-largest tea exporter, with a significant advantage in exporting green tea, as shown below. However, at the microcosmic level, there are still many problems in the development of China's tea industry, such as the clean production of tea and the low standard of processing. Yongchuan Xiuya is a famous needle-shaped tea that is part of green tea. It is produced in the Yongchuan District of Chongqing, mainly including the tea areas of Yunwu Mountain, Yinshan Mountain, Bayue Mountain, Ji Shan Mountain, and Huangguashan Mountain in Yongchuan District.

Through consulting relevant literature and researching on the spot, YongChuan XiuYa has exposed the following four problems in marketing: an old-fashioned marketing model, Inadequate brand awareness, serious homogenization of products, and a Single distribution channel.

Therefore, on the background of various consumption, the joint-stock company, YongChuan XiuYa tea company, has to figure out how to improve its market share, how make an efficient marketing strategy, and expand more distribution methods in the face of the internal and external environment, to stand out in the fierce competition. All this is the main problem that needs to be solved urgently. Therefore, this paper undoubtedly has a significant influence on the related issues. Some aspects may be related to customer purchase decisions, such as place, website, brand attachment, purchase motivation, and website customer orientation. Chinese scholar Yang Chun (2019) defines brand attachment as the process of consumption, where consumers have intense and long-lasting feelings, as well as cognitive connection about specific brands, and they will feel attached to the brand as they do to people. The three dimensions of brand attachment structure are obtained through empirical research: emotional connection, trust security, and brand self-relevance. Thach and Olsen (2016) define brand attachment as the emotional connection between consumers and brands, which originates from brand image, and brand image is constructed based on consumers' perception of brands rather than the description of product attributes. According to the brand attachment theory, brand attachment will lead to high loyalty behavior among users (Chen Ying, 2019). Therefore, Brands must strengthen consumers' attachment to brands and promote it to brand loyalty, making brand equity more stable (Tien, Lin et al., 2012).

After years of researching, Reichheld and Schefter (2000) found that B2C(Business to Customer) and B2B(Business to Business) websites are, in fact, highly cohesive spaces, and the vast majority of online consumers show clear and continuous repurchase motivation to their preferred shopping websites. Huang Xiang (2009) pointed out that shopping websites have place and brand characteristics in the Internet environment. The studies of Maukna and Eckhardt (2007) also think that customers have an emotional attachment to websites and enterprises, so they are willing to establish lasting contact with specific websites and enterprises.

Shumaker (1983) and others entitled the meaning of place attachment to the relationship between tourists and tourist attractions. Inalhan and Finch (2004) studied the formation process of place attachment from the perspective of interaction between people and scenes. They defined scenes as the external environment closely related to people at a specific place and time. Chen Jinfu and Chen Xinzhou (2006) introduced the concept of place attachment by studying rental bookstores with high interpersonal interaction. Poddar and others (2009) created the concept of website customer orientation. Combined with this study, we define website customer orientation as the extent consumers perceive that shopping websites help them make purchase decisions to meet their needs through personalized services. Jiang Yan (2013) believes website customer orientation involves a highly task-related environment.

However, few studies have examined product attachment, purchase motivation, and website customer orientation as mediators, so this research will fill the gap by applying purchase motivation and website customer orientation as mediators.

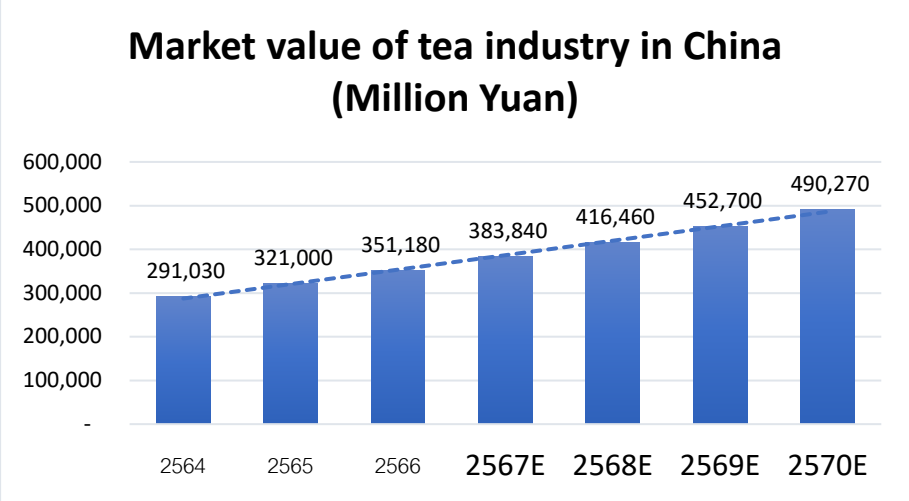

Figure 1. The market value of the tea industry in China (Million Yuan)

Table 1. Import Volume to China from January-July 2023

order	country	value (us dollars)	growth rate	Percentage (%)	volume (1000 kg.)	growth rate	Percentage (%)
1	Srilangka	34,705,904	-1.69	43.40	6,564	-2.37	30.53
2	India	9,313,795	26.03	11.60	3,297	17	15.34
3	Taiwan	8,058,556	-38.83	10.08	456	-43.96	2.12
4	Burundi	5,253,982	122.52	6.57	1,902	145.73	8.85
5	Thailand	2,713,774	34.17	3.39	500	26.94	2.33
6	Other	19,925,414		24.91	12,712	-	40.83
	Total	**79,971,425**	**-4.79**	**100.00**	**21,431**	**-14.26**	**100.00**

Source: Global Trade Atlas

Table 2. Export Volume from China to Other Country from January-July 2023

order	country	value (us dollars)	growth rate	Percentage (%)	volume (1000 kg.)	growth rate	Percentage (%)
1	Malasia	142,745,295	-2.31	14.21	5,306	19.11	2.57
2	Hongkong	125,367,804	-43.48	12.48	4,836	-25.08	2.34
3	Moloko	87,612,233	-42.01	8.72	28,669	-39.97	13.89
4	Kana	73,931,688	34.59	7.36	18,229	47.75	8.83
5	Vietnam	44,856,912	-30.46	4.47	2,595	4.46	1.26
6	Thailand	20,564,222	-33.3	2.05	3,664	-26.24	1.77
7	Other	509,427,796	-	50.71	143,162	-	69.34
	Total	1,004,505,950	-14.85	100.00	206,461	-3.92	100.00

From Global Trade Atlas

Research Objectives

To study the direct, indirect, and total effect of brand attachment, place attachment, and website attachment on customer purchase decisions with consumer motivation and website customer orientation as a mediator

Research Framework

The research framework of this paper is shown in the figure. The independent variables are brand attachment, website attachment, and

place attachment; the mediation variables are purchase motivation and website customer orientation; and the dependent variables are consumer purchase decisions.

Table 3. Aspects observed variable names and questions

Aspects	Observed variable name	Questions
Brand Attachment (BrandA)	Product satisfy(BA1)	Products can bring pleasure and satisfy the pursuit of tea
	Product happiness (BA2)	Products can bring happiness and enrich the pursuit of tea culture
	Product sense (BA3)	Products can bring a sense of gain and realize the persistent pursuit of the brand.
Website Attachment(WbesiteA)	Website love (WA1)	I love visiting this website
	Website style prefer (WA2)	The website's style aligns with my product preferences, with a wide variety and guaranteed quality.
	After-sales service (WA3)	The website's after-sales service is good, giving people a very equal, kind feeling, just like the communication between friends, and is very comfortable.
Place Attachment (PlaceA)	Place loyalty (PA1)	place loyalty
	Place attraction (PA2)	The attraction of the place
	Place familiarity (PA3)	Familiarity with the place
Purchase Motivation (PurchM)	Tea influence (PM1)	The brand of the Yongchuan Xiuya tea industry has an influence

	Website convenience (PM2)	Yongchuan Xiuya Tea Industry's website is convenient
	Place character benefit (PM3)	Yongchuan's place characteristics are beneficial to the tea industry
Website Customer Orientation (WebsiteCO)	Website's needs meeting (WOC1)	The shopping website strives to meet the needs of customers
	Website's max attention (WOC2)	This shopping website pays attention to the maximization of customers' internet.
	Website's solution providing (WOC3)	The shopping website provides service solutions while selling products
	Website's recommendations (WOC4)	The shopping website will recommend the products and services that best meet customers' needs.
	Website's functional design (WOC5)	The shopping website's functional design makes it convenient for customers to find the products and services they need most.
Customer Purchase Decisions (CustomerPD)	Tea industry's purchase push (CPD1)	Yongchuan Xiuya tea industry has made me buy its products
	Tea quality's purchase push (CPD2)	The quality of Yongchuan Xiuya tea's products and services made me buy them.
	Tea finding convenience (CPD3)	The convenience of finding Yongchuan Xiuya teas made me buy its products.

	Tea good tests (CPD4)	The good tests of Yongchuan Xiuya tea made me buy its products

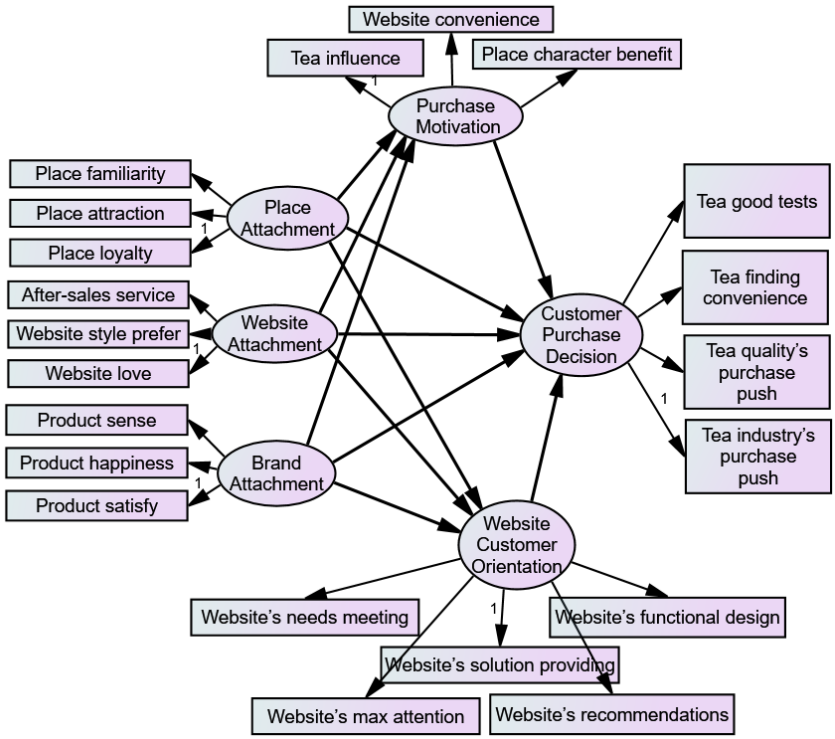

Figure 2. Research Framework

Hypothesis

The hypotheses of this paper are as follows:

H1: Place, website, and brand attachments directly affect purchase motivation and website customer orientation.

H2: Place attachment, website attachment, brand attachment, purchase motivation, and website customer orientation directly customer purchase decision latent variable.

H3: Place attachments, website attachments, and brand attachments. These indirectly affect the latent variable of the customer's purchase decision.

H4: Place attachment, website attachment, and brand attachment Affect purchase motivation, website customer orientation, and total customer purchase decision.

Population, sample size, and sampling method

Population

The Population of this study includes consumers who have already bought, potential consumers, competitors, and potential competitors in the Chongqing area, China.

Determination of sample size and sample selection

Relevant theories suggest that stratified random sampling is often chosen when the population comprises several distinct parts. Through the analysis of the above sample selection factors and the specific case of this study, this paper intends to adopt the stratified random sampling method to select samples to collect data and statistics. In this paper, when stratified random sampling is adopted, the sample size is determined according to the sample selection and sampling method.

This study assumes that the consumer survey requires a confidence level of 95% and a sampling error of no more than 5%. A lookup table yields Z=1.96, **σ**=0.5, and d=5%.

Therefore, n=1.96^2*0.5^2/5%^2=384, indicating that the sample size required for this survey is 384.

Then, all the samples are divided into sections according to the region, and some individuals are selected from each part using a particular method. This paper applies stratified random sampling to use the information available in advance. It fully considers maintaining the consistency of the sample structure and overall structure, which is crucial to improving the sample's representativeness.

The sample size for this article is 384, which meets the requirements. However, the minimum sample size would be 400 to cover a minimum of

384. The population studied in this paper is mainly divided according to regions, including foreign regions, east China, south China, central China, north China, southwest China, northwest China, and northeast China. According to the survey results, the average sample value is 0.216.

Table 4. Sample sizes distributed as region options

Options	Sample size
Abroad	12
East China	32
South China	29
Central China	29
North China	17
Southwest	247
Northwest	20
Northeast	14

Data analysis

Demographic Analysis

The data analysis found that most respondents were female, 53.50%; under 25, 41.00%; junior college, 51.00%; unmarried, 48.00%; company staff, 13.50%; and income of 10000 yuan or below 70.75%.

From the data analysis, most respondents decide to drink tea because of familiarity 29.68%, drink tea every day 47.50%, most of them drink green tea 12.96%, buy tea leaves because of tea's smell 22.50%, and buy tea through the TAOBAO online application 14.53%.

Analysis of observed variables

Data used in this research were collected by questionnaire with a five-scale rating in each question: "1 very disagree", "2 disagree", "3 general",

"4 agree," and "5 very agree". Then, mean and standard deviation were used to describe data with the meaning of each mean:
1.00 – 1.50 means Strongly disagree, 1.51 - 2.50 means disagree, 2.51 - 3.50 means general, 3.51 - 4.50 means agree, and 4.51 - 5.00 means very agree

The analysis results were as follows.

Table 5. Statistics values for the observed variables

Latent variable	observed variables	Mean	Std. Deviation	n	Meaning
Brandi	BA1	3.28	0.979	400	general
(Brand	BA2	3.47	0.936	400	general
Attachment)	BA3	3.52	0.912	400	agree
WebsiteA	WA1	3.54	0.863	400	agree
(Website	WA2	3.24	0.894	400	general
Attachment)	WA3	3.32	0.784	400	general
PlaceA	PA1	3.3	0.835	400	general
(Place	PA2	3.3	0.974	400	general
Attachment)	PA3	3.17	1.017	400	general
PurchM	PM1	2.91	1.062	400	general
(Purchase	PM2	3.08	1.085	400	general
Motivation)	PM3	3.23	1.04	400	general
WebsiteCO	WCO1	3.34	1.014	400	general
(Website	WCO2	3.57	0.823	400	agree
Customer	WCO3	3.7	0.841	400	agree
Orientation)	WCO4	3.5	0.958	400	agree
	WCO5	3.88	0.928	400	agree
CustomerPD	CPD1	2.98	1.006	400	general
(Customer	CPD2	3.06	0.992	400	general
Purchase	CPD3	3.09	1.127	400	general
Decision)	CPD4	3.22	0.947	400	general

From the above Table, it was found that the averages of those observed variables, BA1 to BA4, brought to explain BrandA latent variable ranges 3.28-3.52, meaning that they were generally up to agree, that of those WA1 to WA3 for explaining WebsiteA latent variable raging 3.24-3.54, most of them meaning that they were general except WA1, meaning that they agreed, that of those: PA1 to PA3 for explaining PlaceA latent variable ranging 3.17-3.30, meaning that they were general, that of those: PM1 to PM3 for explaining Purchase Motivation latent variable ranging 2.91-3.23, meaning that they were general, that of those: WCO1 to WCO5 for explaining WebsiteCO latent variable ranging 3.34-3.88, meaning that most of them were agree, and that of those: CPD1 to CPD4 for explaining CustomerPD latent variable ranging 2.98-3.22, meaning that they were general.

Examination of Basic Assumption

Correlation coefficient for pair of observed variables

The above Table shows that all correlation coefficients of the pair of observed variables were less than 0.80; that was, there were not any pair of observed variables that were too highly correlated. Kline (2005) says that if the correlation coefficient of those were higher than 0.80, it caused a Multicollinearity problem. From analyzing these data sets, it could be concluded that there was no problem, but they were appropriate enough to be analyzed consecutively using the Structural Equation Model (Hair et al., 2006).

Examination of Data Reliability

Data analysis found that Cronbach Alpha's reliability statistics were 0.943, higher than 0.70, indicating that this questionnaire was reliable.

Examination of Sampling Adequacy and Relationship among Observed Variables

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was used to measure sampling adequacy, and Bartlett's Test of Sphericity was also used to find a relationship among observed variables. The results were as follows.

From analysis, to measure sampling adequacy by Kaiser-Meyer-Olkin Measure of Sampling Adequacy, it was found that its value was 0.947 which was more significant than 0.5; that was, it indicated that these data were appropriate enough to analyze using factor analysis (Kerlinger, 1986), and meanwhile, for testing hypothesis on if correlation matrix was identity matrix or there was not a relationship among observed variables using Bartlett's Test of Sphericity, it was found that Bartlett's Test of Sphericity's sig. of 0.000 was less than 0.001, that was, it rejected that above hypothesis. This means that the correlation matrix was not an identity matrix or there was a relationship among observed variables so that these data sets could be analyzed consecutively with the factor analysis technique.

Examination of normality

From the above Table on test of normality for each observed variable data, it was found that data for all observed variables were not normally distributed (since all sigs. of all observed variables (=0.000) <0.05). That was, it violated the assumption of normally distributed data. However, the number of samples for each observed variable was 400, which was more significant than 30. According to the concept of Kelloway (1988), she was saying that when the number of samples was large (n>400), it could be estimated that the distribution of five-scale questionnaire data was quite close to normal to the Central Limit Theorem. So, the usual assumption was entirely valid, and these data can be used to analyze the Structural Equation model consecutively.

Convergent validity

It was found that all C.R.s of all five constructs are more significant than 0.7, which means that all C.R.s passed one of the criteria of convergent validity. However, there were some constructs, such as place attachment and website customer orientation, that had an AVE of less than 5; that was, there were some constructs that did not pass convergent validity criteria, while most of them passed. However, it still has been well enough for considerable convergent validity.

Analysis of valid confirmatory factor analysis model for latent variables

Table 6. Results from confirmatory factor analysis for construct model

Latent variable	observed variables	results	Meaning
Brandi (Brand Attachment)	BA1 BA2 BA3	Chi-square = 1.346; df = 1; Relative Chi-square = 1.346; p-value = 0.072; GFI = 0.902; NFI = 0.914; TLI = 0.911; CFI = 0.924; RMSEA = 0.044; RMR = 0.006	passed
WebsiteA (Website Attachment)	WA1 WA2 WA3	Chi-square = 2.386; df = 1; Relative Chi-square = 2.386; p-value = 0.028; GFI = 0.923; NFI = 0.911; TLI = 0.927; CFI = 0.903; RMSEA = 0.046; RMR = 0.026	passed
PlaceA (Place Attachment)	PA1 PA2 PA3	Chi-square = 4.300; df = 1; Relative Chi-square = 4.300; p-value = 0.127; GFI = 0.902; NFI = 0.901; TLI = 0.915; CFI = 0.905; RMSEA = 0.031; RMR = 0.045	passed
PurchM (Purchase Motivation)	PM1 PM2 PM3	Chi-square = 4.042; df = 1; Relative Chi-square = 4.042; p-value = 0.122; GFI = 0.914; NFI = 0.912; TLI = 0.925; CFI = 0.906; RMSEA = 0.044; RMR = 0.026	passed
WebsiteCO (Website Customer Orientation)	WCO1 WCO2 WCO3 WCO4 WCO5	Chi-square = 4.419; df = 1; Relative Chi-square = 4.419; p-value = 0.096; GFI = 0.903; NFI = 0.922; TLI = 0.918; CFI = 0.907; RMSEA = 0.043; RMR = 0.037	passed
CustomerPD	CPD1		passed

(Customer Purchase Decision)	CPD2 CPD3 CPD4	Chi-square = 4.644; df = 5; Relative Chi-square = 0.929; p-value = 0.461; GFI = 0.992; NFI = 0.992; TLI = 1.000; CFI = 1.000; RMSEA = 0.000; RMR = 0.028

Note: criteria for passing the empirical data congruent of construct model are: Relative Chi-square = <5.0 (Hooper et al.,2008), GFI>0.90 (Diamantopoulos & Siguaw, 2000), NFI>0.90 (Schumacker & Lomax, 2010), TLI>0.90, CFI>0.90(Schumacker & Lomax, 2010), RMSEA<0.05(Mac Callum et al.,1996), and RMR<0.05(Diamantopoulos & Siguaw,2000)

The table shows that most of the confirmatory factor analysis results for each construct model passed the criteria of proper models congruent with empirical data.

Analysis of Structural Equation Model

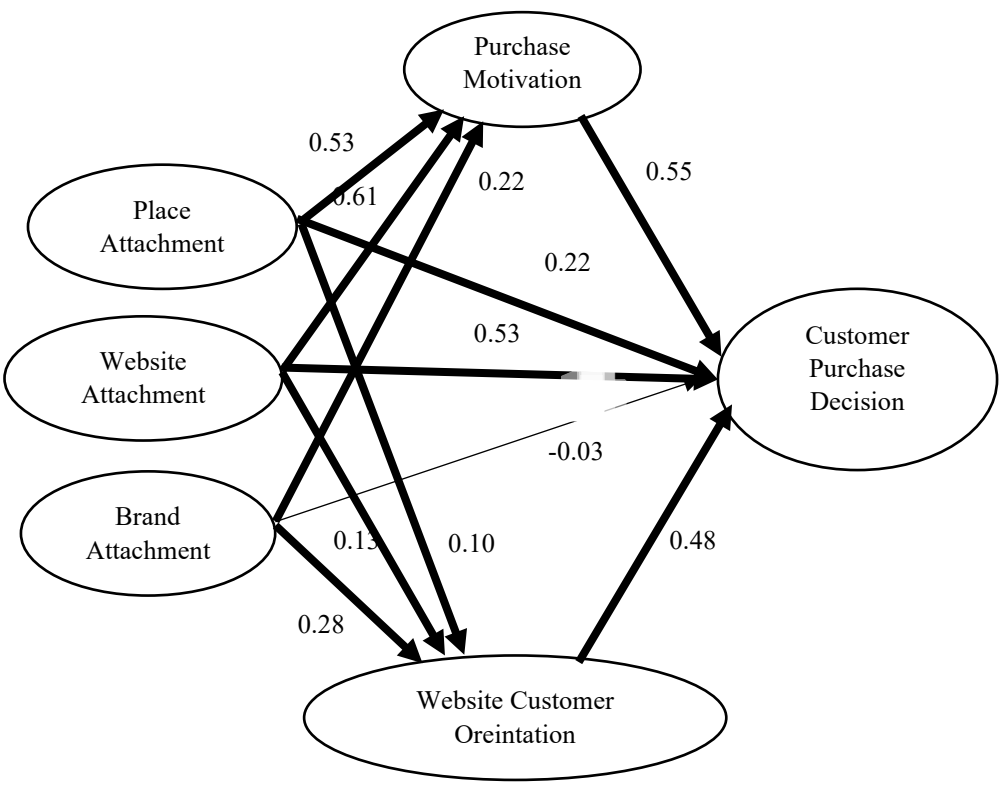

Figure 3. Structural equation model for customer purchase decision of Yongchuan Xiuya Characteristic Tea

Statistics for the second-order confirmatory factor analysis for the Structural Equation Model of customer purchase decision variable

			Estimate	S.E.	C.R.	P
WebsiteCO	<---	BrandA	0.278	0.05	5.561	***
PurchM	<---	BrandA	0.217	0.048	4.549	***
WebsiteCO	<---	WebsiteA	0.133	0.035	3.814	***
PurchM	<---	WebsiteA	0.615	0.092	6.68	***
WebsiteCO	<---	PlaceA	0.1	0.03	3.366	***
PurchM	<---	PlaceA	0.534	0.084	6.338	***
CustomerPD	<---	BrandA	-0.031	0.104	-0.303	0.762
CustomerPD	<---	WebsiteA	0.219	0.095	2.301	0.021
CustomerPD	<---	PlaceA	0.216	0.088	2.448	0.014
CustomerPD	<---	PurchM	0.545	0.094	5.831	***
CustomerPD	<---	WebsiteCO	0.477	0.321	1.485	0.037*
Chi-square = 739.50; df = 174; Relative Chi-square = 4.25; p-value = 0.033; GFI = 0.908; NFI = 0.929; TLI = 0.976; CFI = 0.915; RMSEA = 0.042; RMR = 0.047						

*p<0.05, **p<0.01, ***p<0.001

Table 8. Path Coefficients for Direct Effect(DE), Indirect Effect(INE), Total Effect(TE)

	R^2	Effect	PlaceA	WebsiteA	Brandi	WebsiteCO	PurchM	CustomerPD
WebsiteCO	0.736	DE	0.100**	0.133*	0.278****			
		IDE						
		TE	0.100**	0.133*	0.278****			
PurchM	0.479	DE	0.534***	0.615****	0.217***			
		IDE						

		TE	0.534^{***}	0.615^{****}	0.217^{***}		
CustomerPD	0.635	DE	0.216^{*}	0.219^{*}	-0.031^{ns}	0.477^{*}	0.545^{****}
		IDE	0.339^{***}	0.399^{**}	0.251^{**}		
		TE	0.555^{****}	0.617^{****}	0.22^{*}	0.477^{*}	0.545^{****}

*p<0.1, **p<0.05, ***p<0.01,****p<0.001, ^{ns} non significant

Table 7 found that although p-value=0.033<0.05, which did not pass the criteria of valid confirmatory factor analysis model, however, Relative Chi-square = 4.25<5.0 (Hooper et al.,2008), it means that the confirmatory factor analysis model was congruent with this set of empirical data, and other results obtained from confirmatory factor analysis passed criteria of valid confirmatory factor analysis model such as GFI=0.908>0.90, NFI=0.929>0.90, TLI=0.976>0.90, CFI=0.915>0.90, RMSEA=0.042<0.05, and RMR=0.047<0.05. These results also confirm that the confirmatory factor analysis model was congruent with this empirical data set. The following steps to test hypotheses on whether each latent variable affects each other are as follows using the results from Table 8.

H1: Place, website, and brand attachments directly affect purchase motivation and website customer orientation.

From Table 8, it was found that p-value=**<0.05; that was, it confirmed that Place attachment, website attachment, and brand attachment affects directly purchase motivation and website customer orientation statistically significantly at 0.05.

H2: Place attachment, website attachment, brand attachment, purchase motivation, and website customer orientation directly purchase decision.

From Table 8, it was found that p-value=**<0.05, which confirmed that Place attachment, website attachment, brand attachment, purchase motivation, and website customer orientation directly affect customer purchase decisions statistically significantly at 0.05.

H3: Place, website, and brand attachments indirectly affect customer purchase decisions.

From Table 8, it was found that p-value=**<0.05; that was, it confirmed that Place attachment, website attachment, and brand attachment affects indirectly customer purchase decisions statistically significantly at 0.05.

H4: Place attachment, website attachment, and brand attachment affect purchase motivation, website customer orientation, and total customer purchase decision.

From Table 8, it was found that p-value=**<0.05, confirming that Place attachment, website attachment, and brand attachment affect total purchase motivation, website customer orientation, and total customer purchase decision statistically significantly at 0.05.

Conclusion, suggestions, and future research

Conclusion

1) Place attachment, website attachment, and brand attachment directly affected website customer orientation and could explain the variation of 73.6%. They also directly affected purchase motivation and could explain the variation of 47.9%.

2) Place attachment and website attachment directly affect customer purchase decisions statistically significantly at 0.100.

3) Place attachment, website attachment, and brand attachment indirectly positively affected purchase decisions through purchase motivation and website customer orientation as mediators, statistically significantly at 0.05.

4) Purchase motivation and website customer orientation directly affect purchase decisions statistically significantly at 0.05.

5) place attachment, website attachment, brand attachment, website customer orientation, and purchase motivation all affected customer purchase decision latent dependent variable and could explain the variation of 63.5%

Suggestions

1. This study provides important insight for enterprises to build emotional connections with consumers. On the one hand, it

confirms that consumers' brand attachment, place attachment, and website attachment significantly contribute to relationship quality. This means that enterprises will reap considerable customer loyalty if they are willing to invest in establishing emotional connections with consumers. On the other hand, the critical antecedents of brand attachment, website attachment, and place attachment, found in this study, that directly and indirectly affect customer purchase decisions through purchase motivation and website customer orientation as mediators, will also help enterprises know which aspects to invest in to establish this emotional connection, which can help enterprises formulate effective customer retention strategies.

2. research results confirm that consumer’s brand attachment, place attachment, and website attachment have outstanding explanatory contributions to relationship quality and then will affect both directly and indirectly on customer purchase decision; which issues should be considered and pushed to motivate and increase each aspect of attachment were as follows:
    a. To increase place attachment, directly and indirectly via purchase motivation and website customer orientation as mediators on customer purchase decisions, Yongchuan Xiuya Characteristic Tea’s enterprise should motivate and increase the attraction, loyalty, and Familiarity with the place consecutively.
    b. To increase website attachment directly and indirectly via purchase motivation and website customer orientation as mediators on customer purchase decisions, Yongchuan Xiuya Characteristic Tea’s enterprise should motivate and increase I love visiting this website, and the style of the website is in line with my product preferences, with a wide variety and guaranteed quality consecutively.
    c. To increase brand attachment directly and indirectly via purchase motivation and website customer orientation as

mediators on customer purchase decisions, Yongchuan Xiuya Characteristic Tea's enterprise should motivate and increase products that can bring happiness and enrich the pursuit of tea culture and products that can bring pleasure and satisfy the pursuit of tea consecutively.

3. As the trend of the tea industry in China during the COVID-19 pandemic, Live streaming has become a new marketing model for various industries. Live streaming agricultural products have caused sales to proliferate since they are popular with Chinese consumers. So, in the present tea market, Yongchuan Xiuya Characteristic Tea companies in the Chinese market should have adopted strategies to promote their products and brands through short video clips, live streaming, etc.
4. The competition of the tea market in China is becoming fiercer. New and old entrepreneurs survey market demand, consumption behavior, production innovation, etc. Currently, the traditional tea industry has entered the saturated growth phase. As a result, Yongchuan Xiuya Characteristic Tea companies should begin to invent new tea recipes unique to their brand to meet the needs of consumers. In the future, the tea industry in China will gradually develop with more co-branding, so Yongchuan Xiuya Characteristic Tea will have to position its market to reach the target customers on the spot.
5. In the future, Chinese consumers will require higher tea quality and want modern and beautiful tea packaging to be delivered as gifts on occasions and festivals. So, Yongchuan Xiuya's Characteristic Tea company should consider designing new, modern, beautiful packages to meet those customers' needs.
6. To create new selling points, the Yongchuan Xiuya Characteristic Tea company should have searched for high-quality tea raw materials, created more convenience for consumption in various situations, and upgraded tea production technology to a mid-high level to obtain a more mellow form, quality, and taste of tea.

7. In addition to the above suggestions, in order to increase tea sales and customer purchase decision (CustomerPD), referred to these research findings, Yongchuan Xiuya Characteristic Tea company should increase realization on place attachment (PlaceA) and website attachment (WebsiteA) which directly affect customer purchase decision and also increase realization on brand attachment (BrandA) which these three factors (PlaceA et al.) will indirectly affect customer purchase decision through 2 mediation factors such as purchase motivation (PurchM) and website customer orientation (WebsiteCO) in which these two meditation will then directly affect customer purchase decision.

Future Research

In future research on this tea industry, researchers should

1. Include new potential factors that may indirectly or directly affect some independent, meditation, or dependent factors in structural equation modeling, for example, brand loyalty, AI, Digital transformation, etc.
2. study in-depth brand attachment to see why it has not directly affected customer purchase decisions.

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