

Study of Chinese Post-90s Consumers Purchase Intention about Health Product Based on Planned Behavior Theory

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Abstract: With the change of lifestyle, more and more Chinese post-90s consumers choose to improve their health condition by purchasing health care products. Currently, there is insufficient attention to the role played by this consumer group in the dramatically transformed health care market in China, and most of the studies are superficial, staying at the gaze of ordinary consumers' consumption perspective, lacking profound and specific research on the influence of health anxiety factors in the psychological level, and the conclusions and recommendations drawn are not in-depth enough. This study investigates the behavioral transformation of Chinese post-90s health care consumers based on the Theory of Planned Behavior to provide a reference for the promotion and correction of youth health care behaviors and to supplement the deficiencies of the Theory of Planned Behavior in the emerging health care field. This study used a survey of 215 post-90s consumers, and to ensure the reliability of the scale, descriptive statistics, reliability tests and correlation analysis were conducted using SPSS 26.0. The findings of this experiment can provide guiding suggestions for guiding young consumers to choose health care products correctly and rationally.

Keywords: theory of planned behavior, health care products, post-90s, consumers' consumption behavior, health anxiety.

1. Inspiration for this Study

Today, the transformation of the economy and society has been accelerated with the widening gap between the rich and the poor and the increasingly acute social contradictions. Facing the alternation of the old and new order, on the one hand, people feel at a loss what to do, and on the other hand, they are eager to change. Anxiety seems to be becoming a social symptom of the times, especially for the post-90s group. At present, China's post-90s are in a state of "instability". As most of them are young people who have just stepped into the society, their life, feelings, work and other aspects are uncertain. Therefore, close attention and maintenance of their own bodies have gradually become the rigid needs. At the same time, in China, the trend of over-medicalization of society has begun to take shape. The combination of medicine and commercialization led to the pursuit of market maximization, which in turn extended the range of human "cures" to an unprecedented extent. Most prominent

among them is the violent resistance of young people to aging. In this process, aging has torn off the label of "natural development and change of life" and "irreversible", becoming an important target of medical intervention. Numerous health care means under the banner of "anti-aging" induce young people to spend a lot of money to buy, therefore, the health anxiety has become the main motivation of young people's health behavior. Health food is a new force in many health care means and commodities. The above has mentioned two aspects: physiological demand and psychological anxiety, bringing China's current health food market with great potential, rapid development, emerging new products, normal and diversified consumption. Health food is a kind of food with specific health care function for the purpose of supplementing vitamins and minerals. Sales data from jd.com, Taobao and other e-commerce platforms show that young people's demand for health and health products is growing rapidly, and they have replaced middle-aged and elderly people as the main force in the health market. In such a social context, young consumers, as the influential factors of post-90s consumers' purchase intentions for health care products, appear to be very important.

Based on this, adhering to the quantitative research paradigm, applying the theory of planned behavior and focusing on the post-90s consumer group, this paper conducts research on health anxiety and provides reasonable suggestions for young consumers to purchase health care products.

2. Literature Review

2.1. Theory of Planned Behavior

The Theory of planned behavior is extended from the Theory of Reasoned Action (TRA) jointly proposed by Ajzen and Fishbein (1975,1980). Ajzen found that human behavior is not 100% voluntary, but under control, thus expanding the theory of reasoned behavior and adding a new concept of self "behavior control cognition", finally developing into a new research model of behavior theory.

In China, the theory of planned behavior has been a hot research field for a long time. According to the research hot spots and trend analysis of planning behavior theory carried out by Liu Yongai and Wei Yunshuang, their research (layout-timezone View) carried out the knowledge atlas analysis of Timezone distribution of keywords. In 2009, scholars began to pay attention to the analysis of influencing factors, and then structural equation model, Logic model and Logistic model were used as tools to analyze influencing factors. As early as 2009, studies on consumers' willingness to use began to emerge, followed by willingness to pay, to travel and to buy. In recent years, public willingness has become a hot topic in the theory of planned behavior. Some scholars have begun to study public willingness to accept and participate; others, aiming at marketing, put forward the theory of consumer planned behavior based on the theory of planned behavior to enrich the theoretical knowledge.

Therefore, the theory of planned behavior is very suitable for the study of consumers' willingness to use. Based on this theory, this study designs hypotheses and questionnaires according to the factors of investigation to obtain and discuss the expected results.

2.2. Health anxiety

"Health anxiety" refers to the concern about health, which can be manifested as a state of panic and excessive concern about one's own physical condition or disease [1]. Everyone is at risk for health anxiety. As the research on anxiety resistance and reduction is not in-depth enough, many researchers want to standardize and regulate it, so that it can become a formal disease concept that covers its severity.

In today's society, the post-90s belonging to the group with the most frequent access to Internet information grow up and live in an era full of information, and even their daily cognition is based on

the information output of the Internet. As the new to the society, they are easier to integrate themselves in the process of receiving health information from the Internet due to their bad living habits caused by life pressure. At the same time, due to their ability to spread and share, this kind of self-evaluation of health has gradually spread, forming a large-scale group ideology, making the post-90s people become the main "victims" of "health anxiety". Some studies have pointed out that the health discourse in medical advertisements has evolved with the times, gradually moving from disease-free and painless in the past to fashion and aesthetics, which is the main reason for the popularity of health pursuit and anti-anxiety.

This study focuses on the impact of "health anxiety" on the post-90s young people, and regards it as an important influencing factor.

2.3. Current Situation of Health Care Products Market in China

Nowadays, many health food brands have launched a lot of health food for young people in view of the of post-90s characteristics, such as high pressure and increasing bad living habits. In terms of categories, *the 2020 White Paper on Health Care Products* released by Tmall shows that sports nutrition, gastrointestinal nutrition, oral beauty, eye care and sleep products are selling very well, most of which directly address the "health anxiety" of contemporary young people. In terms of marketing, due to the professionalism of their own products, many brands begin to cooperate with some popular IP or invite celebrities to endorse products, so as to attract young people. In terms of product design, in order to cater to young people's fast-paced lifestyle, many brands have designed more portable, fast and simple packaging, which is more in line with young people's beauty-appreciation and attracts younger consumer groups. In 2020, CBNDData released the report, *2020 Insights into Online Health products Consumption Patterns of Chinese Young People*, which shows that young people born in the 1990s are gradually becoming a new force to buy health food.

It can be seen from the previous research results that in the aspect of health food consumer psychology and behavior research, most of the selected groups still focus on the middle-aged and elderly. Research results on health food consumption behavior and psychology of young people are not abundant. Focus on the post-90s group, this paper will study their consumer psychology and consumer behavior while buying health care products, and will explore the factors influencing their purchase intention of health food.

3. Research Hypothesis

After finding out the current health problems of the post-90s group and the status quo of the health food industry, we find that, first of all, post-90s will identify and judge whether they need to buy health products in their subjective cognition. Secondly, the important people around them will also have an impact on their purchase intention in health care products. Finally, whether the post-90s have enough purchasing power in health care products may also have an impact on their purchase intention. Based on this, the following hypotheses are proposed in this paper:

H1. Post-90s consumers' perceived usefulness of health care products is positively correlated with their purchase intention.

H2. Post-90s consumers' perception of health product advertisements is positively correlated with their purchase intention.

H3. The "self-health anxiety" generated by post-90s consumers is positively correlated with their purchase intention.

H4. The influence of "important others" on Post-90s consumers are positively correlated with their purchase intention.

H5. The purchasing power of post-90s consumers who can afford purchasing is positively correlated with their purchasing intention.

This paper will demonstrate the above five hypotheses in turn.

3.1. Methods

This study followed the paradigm of quantitative research, using the method of random sampling in the online questionnaire platform and spread through the social media to attached Post-90s consumers in order to collect the data we need. By problem-setup to select valid questionnaire which guarantee the accuracy of data and the universality of the results. This process lasted for a week, collected 215 questionnaire in total (184 valid questionnaire) which covered all over the China.

The variables were gauged with composite scales of several items, all measured on 5-points scales. By conducted reliability analysis for the data, we ensure the question we set can present the variable we want to explore.

The variable of 'Perceived usefulness of post-90s consumers to health products' was drew from attitude towards the behavior of the Theory of Planned Behavior which has five questions to calculate (e.g., "I think it's good for me to buy health product") (Cronbach's $\alpha = 0.939$); The variable of 'Post-90s consumers' perceived credibility of health product advertising' was drew from behavior intention of the Theory of Planned Behavior which has five questions to calculate (e.g., "I think the information of health product advertising is reliable") (Cronbach's $\alpha = 0.848$); Drawing from attitude towards the behavior of the Theory of Planned Behavior, there are six questions (e.g., I bought health product because I had sensed the change of my body) to calculate the variable "self health anxiety" of post-90s consumers'. But these six questions can not pass the reliability analysis so we selected four of them to made the calculation (Cronbach's $\alpha = 0.693$). Research showed that in the society with science and technology process, it's easy to deliver massages to everyone which concludes the documentaries and dramas of keeping health. The preferences of illness in these media leads to audiences' imagination and we make assessment for our mental health through these 'virtual people'. In addition, there are many network push or daily news full of exaggeration which exerts stress on us to examine ourselves. It's all because online health information are becoming one of the preferred channels and their feature of communication might cause information lacking, overload and conflict thus influence people's behaviors.

This kind of information spread from good starting point but because of its content and feature of communication form, there has a negative effects which is 'health anxiety'. The variable 'Post-90s consumers are affected by "important others"' drew from subjective norm of the Theory of Planned Behavior, there are six questions (e.g., "the person I respect agree with my behavior of buying health product") to calculate this variable (Cronbach's $\alpha = 0.895$). 'important others' is regards to a key indicator of effects self-decision and self-behaviors. Self-behaviors usually effect by social pressure which mainly comes from individuals or groups that have influence on them; From perceived behavior control of the Theory of Planned Behavior, four questions (e.g., "I can completely made decision of whether I purchase to health product.") set to make calculation of 'Post-90s consumers have the purchasing power to afford purchasing behavior' (Cronbach's $\alpha = 0.857$).

3.2. Results

3.2.1. Perceived Usefulness of Post-90s Consumers to Health Products Positively Related to Purchase Intention

According to the single sample variance test, perceived usefulness of post-90s consumers to health products positively related to purchase intention, $F(1, 184) = 59.957$, $p < 0.001$. Demonstrate that

post-90s consumers received the information of health has sensed higher perceived applicability and more positive attitude. Meanwhile, the higher perceived applicability they have, the higher perceived usefulness they become who thought they need health products to maintain the body subjectively.

Table 1: Single sample variance test of perceived usefulness of post-90s consumers to health products and purchase intention.

H1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.854	1	37.854	59.957	.000
Within Groups	116.169	184	.631		
Total	154.023	185			

3.2.2. Post-90s Consumers' Perceived Credibility of Health Product Advertising Positively Related to Purchase Intention

According to the single sample variance test, post-90s consumers' perceived credibility of health product advertising positively related to purchase intention, $F(1, 184) = 47.125$, $p < 0.001$. It's shows that purchase intention can be effected by the degree of credibility and the medias, so in the right time, the right places and the right groups to advertising and pay attention to the style and design of the outer packaging will give more perceived credibility of consumers and related to the sale directly.

Table 2: Single sample variance test of post-90s consumers' perceived credibility of health product advertising and purchase intention.

H2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.800	1	23.800	47.125	.000
Within Groups	92.929	184	.505		
Total	116.729	185			

3.2.3. 'Self Health Anxiety' of Post-90s Consumers Positively Related to Purchase Intention

According to the single sample variance test, "self health anxiety" of post-90s consumers positively related to purchase intention, $F(1, 184) = 36.027$, $p < 0.001$. After the feeling of 'self health anxiety' will be spread by internet. In the pressure of every aspects in life, more and more people's health have gone from bad to worse, when they accept their body's situation, they will become sensible and doubtful which expedite a larger market to effect purchase intention. In addition, trafficking anxiety in the advertisement is one of the basic methods in the capitalist market.

Table 3: Single sample variance test of “self health anxiety” of post-90s consumers and purchase intention.

H3

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.940	1	19.940	36.027	.000
Within Groups	101.841	184	.553		
Total	121.781	185			

3.2.4. Post-90s Consumers are Affected by ‘Important Others’ Positively Related to Purchase Intention

According to the single sample variance test, post-90s consumers are affected by ‘important others’ positively related to purchase intention, $F(1, 184) = 41.773$, $p < 0.001$. From the perspective of Journalism, humankind born to have social character who can’t live without society, so the communication and connection are important. More mental connected people’s minds and preferences will influence the purchase decision and purchase behavior. The heavier the component of ‘important others’ have, the more powerful purchase intention they create.

Table 4: Single sample variance test of post-90s consumers are affected by ‘important others’ and purchase intention.

H4

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.059	1	23.059	41.773	.000
Within Groups	101.570	184	.552		
Total	124.629	185			

3.2.5. Post-90s Consumers have the Purchasing Power to Afford Purchasing Behavior has no Conspicuous Related to Purchase Intention

According to the single sample variance test, post-90s consumers have the purchasing power to afford purchasing behavior has no conspicuous related to purchase intention, $F(1, 184) = 1.419$, $p > 0.05$ which is different from the original hypothesis. Data shows that it’s not correct to measure the purchase intention by the purchasing power to afford purchasing behavior. It’s mental effect that attracts audience, if this kind of effect is stronger enough, they can ignore the economical factors, it is a important reference. In other words, this result also reflects the price of Chinese health products is cost-efficient which is be included in daily expenses.

Table 5: Single sample variance test of post-90s consumers have the purchasing power to afford purchasing behavior and purchase intention.

H5

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.193	1	1.193	1.419	.235
Within Groups	154.699	184	.841		
Total	155.893	185			

4. Discussion

This paper studies the influence of health anxiety factors of post-90s Chinese consumers on their purchasing behavior intention in the drastic transformation of the Chinese health care product market. The overall hypothesis is to prove whether the influence of five directions on purchasing behavior intention is positively correlated. This paper tries to solve the problem that the research is not specific and profound under the influence of health anxiety factors on the psychological level of consumers, and gives more in-depth suggestions to help supplement the deficiencies of the theory of planned behavior in the emerging health preservation field, and gives important reference to the promotion and correction of young people's health preservation behavior.

In the era of the Internet and mobile communication, after 90 people in the network environment of the information explosion of information acceptance and output more convenient and quick, everyone is a dual role of the receiver and transmitter, to a certain extent, subtly changing their own life, also with has developed many good habits.

4.1. Changes in Life Structure Enhance Perceived Usefulness and Affect Consumers' Purchase Intentions

In life, people often stay up after 90, especially during the holidays, day and night upside down but also became the norm, everyone's life at the same time accompanied by the rise of takeout, richness, and convenience food sources that makes become unhealthy diet structure, regulate and lack of exercise and reasonable diet plus lack of sleep or too long, The resulting health problems have been gradually fed back to the audience as they grow older, so the post-90s pay more and more attention to health. With limitations and time, more and more people choose health care products, which are considered effective and cost-effective. When the demand and awareness are generated, the post-90s consumers are more applicable to health care products and more active in purchasing them. Subjectively, they believe the necessity of health care products is also increasing. This study is of great significance to enrich the research on the influencing factors of perceived usefulness on the purchase intention of health products among Chinese post-90s consumers, and analyzes the antecedent causes of perceived usefulness, providing a reference for further research on such issues.

4.2. Proper Selection of Advertising Content and Platform will Enhance Perceived Credibility and Influence Consumers' Purchase Intention

With the rapid development of mobile communication devices and media, health information is widely spread and shared through Internet mobile communication media, which makes more, and more audiences begin to examine their health and form a large-scale ideology, among which there is no lack of over-expressed health information. At the same time, the homogeneity of healthcare products, the imbalance of the industry chain, the wrong marketing model, and the excessive advertising and pricing of healthcare products in The Chinese market have also caused great trouble for consumers.

Therefore, the advertising content and platform will directly affect consumers' perceived credibility, and the higher the perceived credibility, the greater the intention to buy health products. This study enriches the previous research results which focus more on the healthy food consumption market of the middle-aged and elderly and enriches the research results on the healthy food consumption behavior and psychology of young people. It will help merchants and post-90s consumers rethink the factors affecting perceived credibility, which is of great significance to improving the existing sales ecology of health products.

4.3. The Internal Motivation and External Influence of Study and Work Produce Health Anxiety Phenomenon and Affect Consumers' Purchase Intention

After 90 s consumers and health problems in the study and work, in the tendency of current society lead to fierce competition in all walks of life, since the outbreak began after the situation is more serious, the process of modernization and progress of The Times for 90 people to bring more opportunities at the same time, after also brought more pressure, the outbreak of life is full of challenge, The resulting long-term mental stress also affects physical health. Mental pressure is only the tip of the iceberg, the body overload and long-term high pressure, long hours, overtime work pressure also bring a lot of uncertainty to health, when people generally doubt whether their health, at this time ensures physical health has gradually become people's urgent need. At the same time, the progress of science and technology allows us to have more artificial means to intervene in the health investment of the body, such as physiological needs and psychological anxiety factors to achieve the bright prospect of a healthy food market in China. For the health food market, while promoting health awareness and benefits, the merchants have kept pace with The Times, provided more abundant health food options, improved the quality of service from various angles, and carried out large-scale advertising to spread anxiety, directly affecting the audience's purchase intention for health products.

The pressure of study and life as well as the rich choices after the rise of takeout have not only brought about health problems but also enhanced the health anxiety of the audience. It has been proved by data that the behavioral intention of "self-health anxiety" generated by post-90s consumers is positively correlated with their purchase intention. To sum up, this study is helpful for post-90s consumers to trace the causes of health anxiety, understand the impact of lifestyle and external interference on health anxiety awareness, and has important significance for the study of factors influencing the purchase intention of health products.

4.4. The will of People who are Close and Trustworthy will Affect Consumers' Purchase Intention

Present after the 90 consumers in the era of mobile communication, software, and a variety of ways through social Unicom is a normal life with friends, to receive information in the social life will be predisposed to bring profound influence, especially in the psychological and close to people's thinking and preferences of similar cases, it is easy to produce psychological tendencies. When the proportion of this person in the hearts of the audience is stronger, then the more imperceptibly influenced by him. In similar social circles, people will share all kinds of content, and in the group, emotions will be easily infected, so the influence of "significant others" on purchase intention is particularly important. When the audience has health anxiety and needs, it is the best option to first ask the opinions and experiences of the people they trust for information exchange and experience sharing. Through the data, we can also see that there is a significant correlation between purchase intention and the influence of post-90s consumers by "important others". It can be proved that post-90s consumers are positively correlated with their purchase intention under the influence of "important others". It is of great significance to prove that the human factors of "important others" influence the purchasing intention of the audience, which is conducive to the in-depth study of the influence of human factors on the choice of the audience and provides more ideas for the study of consumer purchasing intention and consumer behavior.

4.5. The Level of Purchasing Power and Consumption Power does not Necessarily Affect the Generation of Consumption Behavior

Through data, this is contrary to the original assumption, that the purchasing power of the audience does not exist a significant correlation with purchase intention, that is to say, when the audience's

health anxiety accumulated to a certain extent and the need for the consumer, way better than more difficult, no matter whether they have enough purchasing power, as long as have enough willingness to buy, can overcome obstacles and reach purchase result. No matter be rational consumption or perceptual consumption, the influence of psychology is an important force that can not be ignored, and also produced the possibility of impulsive consumption, consumption ahead of schedule, and overdraft consumption. This is of great significance to the research of post-90s consumer psychology. The innovation of this study lies in the clear insignificant correlation between purchasing power and purchase intention, which is scientifically proven and explained and has important academic reference value.

5. Conclusions

Due to the significant increase in social competition, the rising cost of living and the increasing work pressure of post-90s consumers, close attention and maintenance of one's body is gradually becoming an immediate need for young people. At the same time, the trend of over-medicalization of society is beginning to be seen in China. The combination of medicine and commercialization has given rise to the pursuit of market maximization, which in turn has extended the scope of human "treatability" to an unprecedented extent. Health food has emerged as one of the many wellness tools and commodities, targeting the 90's who are in a health dilemma and anxious about their health, and focusing their marketing campaigns on this target group. Even, countless health care methods create a pseudo-demand for health care and induce young people to spend a lot of money to buy them, and the growing health anxiety becomes the main motive to induce young people's health care behavior. The dual factors of real demand and business inducement lead young people to retreat in the consumption of health care products, lacking reasonable guidance and scientific training of consumption behavior.

Since behavioral intention is a necessary process for any behavioral performance and a decision before the behavior is revealed, the measurement of behavioral intention can be used to predict the actual behavior and can be applied in the marketing market to predict consumer behavior. The results of our study can provide sound advice on the reference factors that consumers can choose when making health product purchases, and, based on the salient beliefs of the theory of planned behavior, the results can also provide valuable information for developing consumer behavior interventions for health product companies' marketing campaigns.

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