

Luckin Coffee Latte: Consumption and Marketing of “Chinese Style Coffee” on Social Media Platforms

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Abstract: The increase in Internet usage has made the public gradually proficient in using social media. One standout example of this phenomenon is the surge of co-branded drinks within the tea and coffee beverage sectors. These collaborations have successfully tapped into consumers’ desire for novelty and exclusivity, fueling purchasing enthusiasm. Among these, the “Sauce Flavor Latte” by Luckin Coffee has emerged as a groundbreaking product, capturing widespread attention and propelling the co-branding trend to unprecedented heights. This product’s success not only underscores the power of co-branding but also highlights the critical interplay of factors such as strategic partner selection, innovative product development, a deep understanding of consumer psychology, and effective social media promotion. Luckin Coffee’s collaboration with Kweichow Moutai to create the “Sauce-Flavored Latte” represents a masterclass in leveraging social media for brand amplification. By integrating cultural nostalgia with modern tastes, Luckin effectively catered to diverse consumer demographics, generating curiosity and driving massive online engagement. This case exemplifies how social media can serve as a catalyst for amplifying brand campaigns, turning a product into a cultural phenomenon. This article delves into the intricate mechanisms of social media’s role in the marketing success of the “Sauce-Flavored Latte”, providing a detailed analysis of the strategies employed. Additionally, it aims to offer innovative insights for enhancing the effectiveness of future co-branding efforts within the tea and coffee industries, ensuring sustained consumer engagement and market impact.

Keywords: Sauce-Flavored Latte; Popular IP’s Cooperation; Brand Marketing; Social Media Marketing; Social Media Platform; Branding Consumption Strategy.

1. The Background of the Popularity of “Sauce-flavored Latte”

In recent years, IP joint cooperation has become a pivotal force driving sales growth in the beverage industry, quickly establishing itself as a dynamic and highly effective marketing strategy. This marketing phenomenon leverages the synergies between established brands and the creative potential of beverage companies, leading to the creation of products that capture consumer attention and stimulate significant sales. Prominent examples include Heytea’s collaboration with FENDI, Naixue’s partnership with the animated film Suzume, and ChaPanda’s cooperation with popular video games such as Genshin Impact. These partnerships illustrate how co-branding can merge distinct brand identities to generate unique, limited-edition products that resonate with diverse consumer bases. By combining the strength of iconic brands with the innovation of beverage concepts, co-branded products have proven to be an effective way to boost visibility and create buzz.

In the context of the Chinese milk tea and coffee markets, co-branded products have become a driving force, producing remarkable results. These collaborations not only strengthen brand recognition but also create a sense of urgency and exclusivity around the product, which sparks heightened consumer enthusiasm. Consumers, especially brand loyalists and beverage aficionados, flock to acquire these limited-edition items, often fueling competition and driving up demand. As a result, co-branding initiatives have evolved from marketing trends into essential tools for building brand loyalty, increasing consumer engagement, and ultimately generating significant revenue. This model has become a cornerstone of modern marketing strategies, particularly in

the highly competitive beverage sector.

One of the most striking examples of this trend is the collaboration between Luckin Coffee and Kweichow Moutai, which culminated in the creation of the “Sauce-Flavored Latte”. Launched in September 2023, this innovative product immediately captivated the online audience and broke sales records within a mere 24 hours. According to official reports from Luckin Coffee, more than 5.42 million cups were sold on the first day, generating over 100 million yuan in revenue. The novel concept of blending Moutai, a famous Chinese liquor, with coffee sparked widespread curiosity. This combination appealed to a broad spectrum of consumers— young, trend-seeking individuals who crave new experiences, as well as middle-aged consumers who have a strong preference for domestic, culturally resonant products.

The Sauce-Flavored Latte quickly became a cultural phenomenon, dominating the hot search lists on Sina Weibo, a major Chinese social media platform. The product’s success was fueled not only by its innovative concept but also by the active participation of influencers and internet celebrities. These figures, leveraging their extensive fan bases, eagerly reviewed and promoted the product, amplifying its reach across social media channels. The viral nature of this promotion underscored the power of social media in modern marketing, illustrating how platforms like Weibo can act as accelerators of product success, creating a feedback loop where user-generated content (UGC) further enhances visibility and drives consumer interest.

The virality of the Sauce-Flavored Latte culminated in its sell-out status just four days after launch, making it a highly coveted item. The role of social media in this phenomenon was critical, as platforms like Weibo became hubs for organic promotion. Consumers shared their experiences, posted

pictures of the product, and offered their opinions, while Luckin Coffee's strategic brand messaging maintained the product's presence in the public eye. The resulting online buzz created a sense of cultural significance around the product, enhancing its status beyond that of a mere beverage and turning it into a symbol of trendiness and innovation.

This paper uses the marketing of the "Sauce-Flavored Latte" as a case study to delve into the communication dynamics that contributed to its success. By analyzing user-generated content from Sina Weibo, the research aims to assess the role of social media in shaping consumer perceptions and behavior. It will explore key consumer demographics, such as age, gender, and location, to identify the primary target audiences for this product and analyze how these groups interacted with the marketing messages. Furthermore, the study will examine the emotional tone of user-generated content, identifying the predominant sentiments that influenced the product's virality, such as excitement, curiosity, or disappointment.

The insights gained from this case study will provide valuable lessons for future cross-brand collaborations and precision marketing strategies in the beverage sector. By understanding how UGC interacts with brand messaging and the role of social media platforms in fostering consumer engagement, beverage companies can refine their marketing strategies and develop more effective campaigns. This research will contribute to the growing body of knowledge on the impact of social media on consumer behavior, offering actionable insights that can enhance the success of future product launches and brand partnerships. Ultimately, it will help marketers better understand the interplay between creativity, platform dynamics, and consumer emotions in driving sales and brand loyalty in the modern marketplace.

2. Literature Review: User-generated Content and Chinese Tea

2.1. User-generated Content

User-generated content (UGC) has become a cornerstone of digital communication since the rise of the Web 2.0 era. Defined as content that is spontaneously created and shared by users on social media platforms, UGC has evolved significantly over time. Initially, UGC was primarily composed of blog posts, forum discussions, and basic forms of interaction such as comments and reviews. However, with the emergence of Web 3.0, UGC has taken on a more dynamic and diverse range of forms. Today, UGC includes a variety of content, such as microblog posts on Weibo, detailed product reviews on Xiaohongshu, and public articles on WeChat, among others (Santos, 2022; Santos, Cheong, & Morrison, 2008). These shifts reflect broader changes in internet technology and user behavior, with platforms encouraging more interactive and immediate forms of content creation and dissemination.

Santos (2022) redefines UGC in the contemporary digital ecosystem as any form of text, data, or action that users independently produce and share. This definition emphasizes user autonomy in shaping the quality and nature of the content. As a result, UGC is no longer just a passive exchange of information, but rather an active, participatory process in which users have substantial control over the content they generate. This autonomy plays a critical role in how UGC is perceived and influences its effectiveness in various contexts, particularly in marketing and product promotion.

Recent research has significantly advanced our

understanding of UGC's impact, particularly in the fields of marketing and management. For example, Chintagunta et al. (2021) conducted a quantitative analysis of UGC's dissemination effects, using metrics such as page views, forwarding rates, and content ratings. Their findings suggest that UGC plays a key role in capturing consumer interest, with certain types of content—especially those that are viral or widely shared—having a disproportionate impact on brand visibility and consumer engagement. Similarly, Bahtar and Muda (2016) developed a conceptual framework for evaluating the impact of UGC on online product reviews. They concluded that UGC significantly influences potential consumers' purchase intentions, especially when it comes to the perceived credibility and trustworthiness of the content. Muda and Hamzah (2021) further explored the role of credibility in shaping consumer attitudes toward UGC, highlighting that content from credible and trusted sources has a stronger influence on product reputation and purchasing decisions.

While these studies have made important contributions to understanding UGC's role in marketing, most of the research has focused on the content itself—its quality, type, and influence—without fully addressing the impact of specific social media platforms. Each platform's unique features, such as its user demographics, interface design, and algorithmic content delivery, play a crucial role in shaping how UGC is created, shared, and consumed. For instance, platforms like Weibo tend to encourage short, real-time posts that focus on current trends, while Xiaohongshu (Little Red Book) fosters in-depth, highly detailed product reviews and lifestyle content. Similarly, WeChat is known for its public articles, which are often more polished and structured than the spontaneous, informal content typically found on Weibo. These platform-specific characteristics not only influence the format and style of UGC but also affect its potential to influence consumer behavior.

As digital ecosystems continue to evolve, understanding the interplay between platform-specific features and UGC's impact on consumer actions becomes increasingly important. Social media platforms are not just venues for content dissemination; they also shape the way content is created and perceived, which in turn affects how it influences consumer decisions. Future research should adopt a more integrated approach that considers how the structural and cultural dimensions of different platforms interact with the dynamics of UGC. By doing so, scholars can gain deeper insights into the ways in which platform-specific characteristics enhance or limit the persuasive power of UGC, and how brands can strategically leverage these platforms to optimize their marketing efforts. This integrated approach could offer valuable guidance for businesses aiming to improve their online presence, refine their content strategies, and ultimately drive greater consumer engagement and loyalty.

2.2. Tea Brand Collaboration with Famous IPs

The phenomenon of co-branding within the tea industry is notably underrepresented in foreign literature. This scarcity can be attributed to the fact that cross-industry collaborations involving tea brands have predominantly emerged as a trend within China. Internationally, co-branding efforts have largely concentrated on sectors such as luxury goods and designer toys, leaving a gap in research concerning tea-related partnerships.

In contrast, domestic studies in China have extensively

examined co-branding strategies among milk tea brands. These studies highlight a strategic emphasis on appealing to younger consumer demographics by partnering with intellectual properties (IPs) that resonate with this audience. Collaborations have included popular Japanese cartoons like “Sanrio Family”, Japanese anime series such as “Spy x Family”, South Korean characters like “LOOPY”, and French literary classics like “The Little Prince”. These cooperation have led to the development of innovative products that cater to diverse consumer preferences, expand market share, reduce marketing expenditures, and enhance brand influence.

Among coffee brands, Luckin Coffee stands out for its frequent and high-profile collaborations. In 2023 alone, Luckin engaged in 13 co-branding initiatives, introducing new co-branded beverages almost monthly. This proactive approach underscores the dynamic nature of Chinese beverage brands. A particularly notable collaboration was with Kweichow Moutai, resulting in the “Sauce-Flavored Latte”. This product gained significant attention, with reports indicating that over 5.42 million cups were sold on the first day, generating revenue exceeding 100 million yuan.

Despite the commercial success and media coverage of such collaborations, academic research on consumer purchasing intentions and the marketing strategies employed on social media platforms remains limited. The novelty of products like the Sauce-Flavored Latte means that existing literature is sparse, with most information derived from media reports and newspaper articles. This presents a substantial opportunity for scholarly exploration into the marketing dynamics and consumer behavior associated with these co-branding ventures.

Understanding the impact of co-branding on consumer purchase intentions is crucial for developing effective marketing strategies. Studies have shown that co-branding can significantly influence consumer perceptions and behaviors. For instance, research on the co-branding of tea brands has indicated that such strategies can enhance brand competitiveness and appeal to younger consumer bases.

In conclusion, while co-branding between tea and other brands has become a prominent phenomenon in China, it remains underexplored both internationally and domestically. The success of ventures like Luckin Coffee’s collaborations highlights the potential of co-branding as a marketing strategy. However, there is a pressing need for academic research to delve deeper into understanding consumer responses and the effectiveness of these strategies, particularly in the context of social media marketing.

2.3. New Chinese Drinks

Traditional culture and domestic brands have often been perceived as incompatible within modern business models. This perception has driven brands to innovate and find ways to seamlessly integrate cultural connotations into their products. This integration is evident not only in the intrinsic qualities of the products but also in their external design and presentation. Domestic tea brands, for example, incorporate distinctive brand styles into their product packaging and accompanying gifts. These elements—including shells, cup holders, and gift stickers—serve as carriers of aesthetic and cultural values, merging traditional concepts with contemporary design to create “new Chinese-style” products. This approach reflects a broader effort to align aesthetic sensibilities with brand marketing strategies.

The “Chinese style” concept underpins many domestic new

phenomenon of beverages. Brands like “Sexy Tea” and “Chagee” exemplify this trend by reinterpreting traditional cultural elements to appeal to Generation Z (Chen et al., 2024, Liu, 2023, Lu & Peng, 2024, Fan & Yan, 2022). Through innovative product design and marketing strategies, these brands have successfully captured the imagination of younger consumer groups, who are drawn to the fusion of cultural heritage with modern aesthetics.

One noteworthy example is the Maotai-flavored latte, a collaboration between Luckin Coffee and Kweichow Moutai. This product incorporates iconic Maotai packaging elements into its flavor profile and design, effectively bridging the gap between traditional Chinese culture and contemporary coffee culture. The slogan “fine flavor goes with coffee” not only aroused curiosity but also attracted a diverse consumer base. By combining the familiarity of Kweichow Maotai with the novelty of a latte, the product appealed to both connoisseurs of traditional Chinese spirits and coffee enthusiasts. The Maotai-flavored latte’s success underscores the potential of integrating traditional cultural elements into modern business models, making the concept of “new Chinese coffee” a significant phenomenon in the beverage industry.

3. Research Design and Methods

On September 1, 2023, Luckin Coffee officially announced its groundbreaking collaboration with Moutai to launch the highly anticipated “Sauce-Flavored Latte”. This innovative product aimed to merge the iconic flavors of Moutai with the modern appeal of coffee, representing a bold step in co-branding strategies. By September 4, Luckin Coffee stores had unveiled promotional posters and introduced exclusive co-branded packaging, including paper bags, cup sleeves, and gift stickers featuring Moutai elements. These marketing efforts created a buzz on social media, with netizens posting check-in photos and engaging with related content. Topics surrounding the Sauce-Flavored Latte quickly dominated Sina Weibo’s trending, reflecting the product’s immediate popularity.

The response was overwhelming. Just one day after its launch, Luckin Coffee announced that the Sauce Flavor Latte had shattered previous sales records, with over 5.42 million cups sold and revenue surpassing 100 million yuan. Four days later, the company issued an “Out of Stock and Restocking Notice,” confirming the product’s meteoric success. The Sauce Flavor Latte became a cultural sensation, embodying the phrase “one cup is hard to find” as consumers scrambled to experience this unique fusion of flavors.

This article investigates the phenomenon by analyzing data related to the keywords “Sauce-Flavored Latte”, “Moutai”, and “Luckin Coffee” on Sina Weibo from September 1 to December 1, 2023. Utilizing the Octopus Collector tool, 21,403 entries were collected for text mining and analysis.

The data processing involved three key steps:

Data Cleaning: The initial dataset was refined to ensure relevance by filtering entries that mentioned both “Moutai” and “Luckin Coffee” simultaneously. Irrelevant content was removed, resulting in a cleaned dataset of 19,043 items.

User Portrait Analysis: This step involved creating detailed user profiles based on attributes such as gender, IP address, and posting times. Consumers were categorized into “consumed” and “unconsumed” groups, allowing for a nuanced understanding of audience engagement and behavior.

Sentiment and Attitude Analysis: The final step focused on analyzing the emotional and attitudinal aspects of user

content. Using word frequency tools, the text was decomposed to remove unnecessary elements like adverbs and interjections. The processed data was then visualized through word cloud diagrams, offering insights into dominant themes and consumer sentiments.

By employing these methodological steps, this study aims to uncover the driving forces behind the Sauce-Flavored Latte's unprecedented success and to explore the broader implications for co-branding and social media marketing strategies. The findings offer valuable lessons for leveraging consumer engagement and sentiment in future marketing campaigns.

4. Results

4.1. User Portrait of Consumer Groups

Judging from the collected content, the "Sauce-Flavored Latte" has attracted a well-defined group of consumers. First, age analysis reveals that 46.3% of netizens discussing the product are between 20 and 25 years old, while 32.4% fall within the 25 to 30 age range. This demographic concentration highlights the strong appeal of the product among younger audiences, particularly those in their twenties. These individuals, often characterized by their enthusiasm for trendy and innovative products, form the core consumer base for this unique coffee blend.

Geographically, the product's popularity is most pronounced in major urban centers such as Shanghai, Beijing, and Guangdong. These regions, known for their high concentration of young professionals and students, have emerged as hotspots for discussions surrounding the Jiangxiang Latte. Other notable regions include Zhejiang Province and Jiangsu Province, further reinforcing the product's appeal in economically vibrant and culturally diverse areas. Regarding the timing of online activity, discussions peak during two specific periods: between 9 and 10 in the morning and 5 and 6 in the afternoon, likely corresponding to consumers' coffee-drinking routines and social media usage habits.

In terms of consumption behavior, the distinct preferences and habits of Sauce-Flavored Latte's audience become apparent. A significant trend is the prioritization of "characteristics" and aesthetics. Many consumers praise the product's packaging, which draws inspiration from Moutai's signature design. Comments such as "very creative" and "the cup sleeve is beautiful and perfect for photos" emphasize the importance of visual appeal. These elements resonate strongly with young consumers who value shareable and Instagram-worthy experiences.

Furthermore, social media plays a pivotal role in amplifying the product's popularity. Consumers frequently post photos and reviews of their purchases, seeking positive social interactions and recognition online. This behavior not only generates organic promotion but also reinforces the social dimension of the Sauce-Flavored Latte's appeal.

Finally, the preference for novelty and innovation stands out as a defining characteristic of this consumer group. The creative partnership between Moutai and Luckin Coffee, which combines traditional liquor culture with modern coffee trends, has successfully captured the attention of trend-seeking individuals. This fusion of tradition and modernity reflects the evolving tastes of young Chinese consumers, who are increasingly drawn to products that offer both cultural

resonance and contemporary appeal.

4.2. Emotional Tendencies of Consumer Groups

This paper employs sentiment analysis to investigate consumer sentiment preferences regarding their consumption behaviors, specifically focusing on the product "Sauce-Flavored Latte". The analysis begins by categorizing consumers into two distinct groups: "consumers" and "non-consumers". The former group consists of individuals who have purchased and tasted Jiangxiang Latte, while the latter group includes those who have neither purchased nor tasted the product. By classifying the content posted by these two groups, the paper aims to explore the various attitudes expressed by both.

For the "consumer" group, the sentiment analysis categorizes their attitudes into three major types. The first category includes consumers who have successfully "checked in" and shared their experiences, often using the popular expression "pull out the grass", indicating their satisfaction with the product. The second group expresses satisfaction with the flavor, quality, or overall experience, while the third group shows signs of disappointment, indicating dissatisfaction with the product in various aspects. These classifications allow for a nuanced understanding of the emotional spectrum among actual users of Sauce-Flavored Latte.

On the other hand, the "non-consumer" group's sentiments are also categorized into three broad types. The first category involves potential consumers who are attracted to the product based on the taste, as expressed in their social media posts or reviews. The second category includes individuals who have shown interest in trying the product but have been unable to purchase it, either due to availability issues or other barriers. The final category consists of users who reject the product outright, often due to concerns about trying new flavors or a lack of understanding about the product itself.

The paper primarily analyzes 16,396 texts from these six categories, which collectively represent 86.1% of the total number of collected users. This robust sample forms the basis for understanding consumer preferences and sentiments. Notably, the remaining users did not express any clear emotional tendencies through their posts, either original or forwarded content, and were therefore excluded from the sentiment analysis. The findings reveal that nearly 80% of the "existing consumers" expressed positive sentiments, while around 20% of "non-consumers" showed interest in purchasing the product. Among the non-consumers, 18.9% expressed a desire to try the Sauce-Flavored Latte, while 4.7% rejected the product, mainly due to an inability to understand its appeal or hesitation towards trying new flavors.

In conclusion, Sauce-Flavored Latte enjoys considerable attention and has a significant consumer base. The detailed classification of user cognition provides valuable insights into both the satisfaction levels of existing customers and the potential market for future growth. The analysis contributes to understanding how sentiment analysis can be utilized to assess consumer preferences and make informed decisions for product development and marketing strategies. The detailed classification of Jiangxiang Latte user cognition is shown in Table 1, providing a clear overview of consumer engagement with the product.

Table 1. User Cognition Classification of Sauce -Flavored Latte

Have you ever bought “Sauce-Flavor Latte”?	Consumer Segmentation	Total Number of Consumers	Proportion (%)	
Yes	Consumers who successfully “checked in” and “pulled out the weeds”	4641	28.3	76.5
	Satisfied consumers	5820	35.5	
	Disappointed consumers	2082	12.7	
No	Potential consumers who are “planted”	1834	11.2	23.6
	Consumers who want to try but have not purchased	1256	7.7	
	Consumers who reject the product	763	4.7	
Total		16396	100	100

According to Roseman’s (1990) evaluation theory, emotions can be categorized into 16 types: surprise, hope, fear, joy, relief, sadness, distress, disgust, frustration, liking, dislike, anger, pride, shame, guilt, and regret. This theory provides a framework for understanding the emotional dynamics that drive human behavior. In the context of consumer sentiment analysis, these emotions can be particularly useful for assessing how individuals react to new products. Based on Roseman’s theory, this paper analyzes and generalizes the emotional tendencies exhibited by six distinct categories of consumers, specifically those who have interacted with the “Sauce-Flavored Latte” from Luckin Coffee. By evaluating the emotional expressions of these consumers, the paper aims to shed light on the diverse emotional responses triggered by this product and its marketing efforts.

Category 1: Consumers Who Successfully “Checked In” and “No longer longing for something or removing something from shopping list”

This group represents the most enthusiastic and active consumers, eager to try the product early or to participate in promotional events. The emotional tendencies expressed by this group are largely characterized by joy and excitement. Through a word frequency analysis of social media content, several common phrases emerged, such as “successfully checked in”, “curious”, and “drank it on the first day”. These consumers were highly motivated by the desire to be among the first to experience the new flavor, often sharing their experiences with friends or on social media platforms. Many posts included photos of the product packaging, with particular praise for its aesthetic design, such as comments like “the packaging looks so good” and “it looks really festive”.

Additionally, there were expressions of pride in participating in a trendy new product launch. Some consumers also exhibited affection toward the product by purchasing it for their family members, such as “I brought a cup for my dad” or “I also tasted a sip for my grandfather”. This not only suggests a personal attachment to the product but also reflects an effort to introduce the product to a broader demographic, which in turn contributes to the expansion of Luckin Coffee’s consumer base, including older generations.

Category 2: Satisfied Consumers

Consumers in this category demonstrated joy, satisfaction, and pleasure upon trying the sauce-flavored latte. Phrases such as “delicious”, “satisfied” and “addicted to it” were frequently mentioned in their posts. Many consumers expressed positive surprise, saying things like “unexpectedly taste” or “I think it tastes good”. In some cases, consumers labeled the product as “Luckin’s best product”, indicating a deep appreciation for the flavor and experience.

These satisfied consumers often became loyal fans, with many hoping the product would be restocked once it sold out. Comments like “I hope it will be restocked soon, I want to drink it again.” reflected their ongoing enthusiasm. These consumers experienced a sense of anticipation and eagerness, not only because of their current satisfaction but also due to their desire to experience the product again. This group’s strong positive emotional response is a key indicator of brand loyalty, as their attachment to the product could encourage continued purchases and word-of-mouth promotion.

Category 3: Disappointed Consumers

On the opposite end of the emotional spectrum, disappointed consumers expressed regret, disgust, and frustration after purchasing the product. The central complaint of this group revolved around the taste of the product, which they found to be unappealing. Phrases like “unpalatable”, “disappointed”, and “regretful” dominated their posts. Many described the taste of the sauce-flavored latte as “strange”, with one user writing, “the taste is spicy, coffee is coffee, and the sauce is sauce, they do not mixed well”. For these consumers, the disgust towards the mixture of flavors was a strong emotional reaction, and some even described their experience as “unforgettable” in a negative sense, with comments such as “I regret it, it’s too unpalatable”.

Interestingly, the male consumer group was somewhat overrepresented in this category, accounting for 28.9%, a relatively high percentage compared to other categories. This may suggest that the particular taste of the product did not resonate with certain male consumers, reflecting a divergence in preferences based on demographic factors. The emotional tone of this group was strongly negative, contributing to a sharp contrast with the other consumer categories who expressed more favorable sentiments.

Category 4: Potential Consumers Who Are Inspired by the Idea

This category includes individuals who are interested in trying the sauce-flavored latte but have not yet had the chance to do so. The primary emotion expressed here is expectation, as these consumers eagerly anticipate the opportunity to taste the product. Common phrases such as “want to drink”, “try it another day”, and “stay here now” suggest that this group was largely motivated by curiosity and intrigue. However, logistical barriers, such as the absence of a nearby Luckin Coffee store or regional shortages, delayed their consumption.

The overwhelming sentiment expressed by potential consumers is hope-hope that the product will become available to them and that they will be able to taste it soon. Interestingly, this group consists predominantly of women, with 78.3% of the potential consumers being female. This may suggest a gender-based difference in interest, with

women being more receptive to trying new flavors or engaging in the social aspect of product consumption.

Category 5: Consumers Who Want to Try But Cannot Buy It

Consumers in this category were mostly affected by the temporary out-of-stock situation of the sauce-flavored latte. Their emotional expression is primarily one of frustration and desire, as they eagerly awaited the product's return to stock. Commonly used terms like "sold out" and "restock" indicate their strong interest in the product, combined with a sense of disappointment due to its unavailability.

This group's posts often mentioned that they were looking forward to trying the product as soon as it became available again, and many tagged Luckin Coffee's official account, hoping for updates on restocking. Their high level of anticipation indicates that, once available, these consumers are likely to become part of the loyal customer base.

Category 6: Consumers Who Reject the Product

Finally, there is a group of consumers who express strong negative emotions toward the sauce-flavored latte, primarily characterized by disgust and aversion. Words like "speechless", "unacceptable", and "dark cuisine" are often used in their posts to describe their reaction to the product. These consumers rejected the product outright, not because of its unavailability, but because they found the concept or taste of the sauce-flavored latte distasteful.

Among this category, there is a relatively higher proportion of male consumers (31.0%), particularly from regions like Shanghai and Guangdong. Their rejection of the product may be due to cultural differences in flavor preferences or a general reluctance to try new and unconventional products. This group's emotional response is one of disgust and rejection, making them less likely to engage further with the product or brand.

Through the analysis of these six consumer categories, this paper illustrates the complex range of emotional responses that can be generated by a single product. Consumers express a variety of emotions, from joy and satisfaction to disgust and frustration, based on personal preferences, expectations, and experiences with the product. Understanding these emotional tendencies is crucial for marketers and product developers, as it provides insight into consumer motivations and can help shape future product development and marketing strategies. This paper demonstrates the value of sentiment analysis in deciphering the emotional landscape of consumers, which can ultimately guide brands in enhancing customer satisfaction and loyalty.

5. Conclusion

This paper primarily uses text collection technology to analyze content related to "Sauce-Flavored Latte" on Weibo, a popular Chinese social media platform. By examining user-generated content, the study categorizes and analyzes the characteristics of consumers who engage with the product, including demographic factors such as gender ratio, geographical distribution, and consumption preferences. In addition, the paper constructs user portraits to offer a detailed understanding of the target audience for this product. Through this analysis, the study provides valuable insights into consumer behavior, including patterns of brand awareness and purchasing behavior.

A key focus of the paper is the exploration of how consumer experiences influence emotional tendencies, particularly in the form of positive praise and negative

criticism. Consumers exhibit varying emotional responses to the same product, reflecting their individual preferences, expectations, and experiences. These emotional expressions are crucial, as they not only shed light on consumer attitudes but also enrich the theoretical understanding of how user-generated content can impact purchasing intentions. By analyzing both positive and negative consumer sentiments, the paper contributes to the broader discourse on the relationship between online consumer feedback and brand perception, and its influence on consumer decision-making.

In the context of social media, the phenomenon of "following the trend" is prevalent, especially in product publicity and promotional campaigns. Understanding the key selling points of a product and the psychology of the audience is essential for maximizing its impact on sales, boosting brand awareness, and increasing consumer engagement. The study underscores the importance of aligning marketing strategies with the emotional tendencies expressed by users on social media platforms. By tapping into these emotional responses, brands can drive more traffic, generate higher consumer conversions, and build long-term brand loyalty.

One important aspect highlighted in this study is the role of co-branding partnerships in expanding a product's appeal. "Jiangxiang Moutai", as a well-known Chinese brand, not only attracts younger consumers eager to experience the "Moutai flavor" at a more affordable price point, but also resonates with a broader demographic, including middle-aged consumers. The content generated by these users has played a significant role in promoting the product, particularly by amplifying its visibility and encouraging new consumer segments to try the beverage. This finding offers valuable lessons for brands looking to leverage social media and co-branding strategies to reach diverse consumer groups.

Despite its contributions, this study has limitations, particularly in the choice of platforms. The research primarily focuses on Sina Weibo, which is just one social media outlet in the Chinese digital landscape. To enhance the robustness of the analysis and further enrich the data, future research could incorporate content from additional platforms, such as Xiaohongshu and WeChat Moments. These platforms are increasingly popular for lifestyle and product reviews, and their inclusion would provide a more comprehensive view of consumer sentiments, thereby refining and optimizing the overall research findings.

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