

Coffee Raves as Health-Oriented Social Leisure: Examining the Drivers of Participation Intention

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Abstract

This study examines participation intention in coffee raves, an emerging health-oriented and alcohol-free social activity. While alcohol consumption is traditionally embedded in social contexts for relationship building and group belonging, the “sober curious” movement has encouraged a shift toward mindful consumption to improve well-being. Coffee raves address this shift by combining music and dancing with non-alcoholic beverages in a social environment aligned with health-oriented lifestyles. Extending the Theory of Planned Behavior, this research incorporates health self-consciousness and belongingness as key to better explain participation intention in this context. Data were collected from 65 valid participants who were introduced to the concept via a brief video before completing a questionnaire. Results from PLS-SEM analysis indicate that health self-consciousness, belongingness, and perceived behavioral control significantly influence participation intention. Specifically, the model explained 66.4% of the variance in behavioral intention. Findings suggest that participation intention is primarily driven by social connection needs and perceived feasibility, rather than attitudinal evaluation, as the relationship between attitude and intention was not significant. Theoretically, this study demonstrates that alcohol-free leisure participation is jointly influenced by health motivations and social needs. From a managerial perspective, organizers should emphasize a health-oriented positioning, an inclusive social atmosphere, and the ease of participation to attract potential attendees.

Keywords: Coffee rave, Theory of Planned Behavior, Health self-consciousness, Belongingness