



國立臺灣師範大學

運動休閒與餐旅管理專題討論

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

指導教授：Tsz-Wai Lui

研究生：Yu-Ying Chen

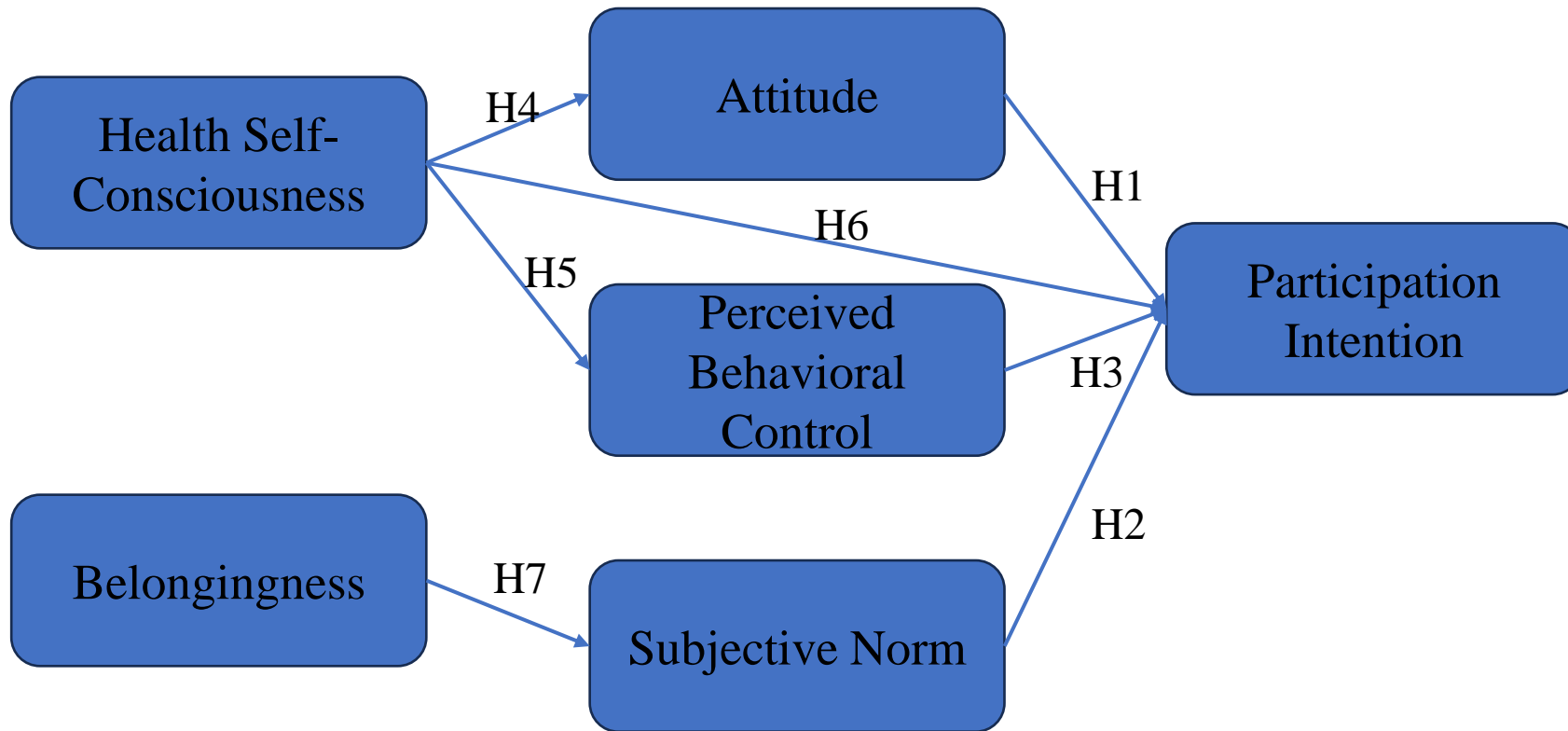
點評人：黃三麟 博士生  
Shan-Lin Huang

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## 值得學習之處

1. 健康意識和歸屬需求，從夜間喝酒狂歡到白天咖啡狂歡的**社交需求轉變**是一個很有趣的切入點
2. 論文已完成初步架構並且全英撰寫，高難度的挑戰
3. 通過實際參與活動得到一些經驗與體悟

# 論文回顧



從喝酒狂歡到咖啡狂歡的社交需求轉變，到底怎麼做才能讓大眾更願意加入咖啡狂歡的活動呢？

# Q&A

# 提問(1)

## Literature Review

### Theory of Planned Behavior (TPB)

#### Attitude

An individual's evaluation (positive or negative) of performing a specific behavior.

#### Subjective Norm

The perceived social pressure and expectations from important others to perform the behavior.

#### Perceived Behavioral Control

The perceived ease or difficulty of successfully executing the behavior.

H1: Attitude positively influences participation intention.

H2: Subjective norm positively influences participation intention.

H3: Perceived behavioral control positively influences participation intention.

1. TPB的作用是什麼?TPB的" Behavior" 是指什麼?與參與意圖之間的關係是什麼?
2. 為什麼要探討健康意識與TPB之間的關係以及為什麼要探討歸屬需求與TPB之間的關係。有什麼理論依據嗎?

# 提問(2)

## Literature Review

### Health Self-Consciousness

Health self-consciousness originates from the concept of self-consciousness in psychology, referring to an individual's tendency to focus attention on internal thoughts and feelings (Gould, 1990).

It refers to an individual's awareness of their health, involving internal monitoring and the application of health knowledge (Gould, 1990).

Individuals with higher health self-consciousness tend to hold more positive attitudes toward health-related products and exhibit stronger behavioral intentions (Zhang et al., 2024).

**H4: Health self-consciousness positively influences attitude.**

**H5: Health self-consciousness positively influences perceived behavioral control.**

**H6: Health self-consciousness positively influences participation intention.**

## Literature Review

### Belongingness

Belongingness is widely recognized as a fundamental human psychological need, reflecting individuals' desire to form meaningful social connections and gain acceptance from others (Allen et al., 2021).

Prior research suggests that individuals with stronger belongingness needs are more sensitive to social expectations and interpersonal cues in order to maintain social connections (Allen et al., 2022; Kashima et al., 2022).

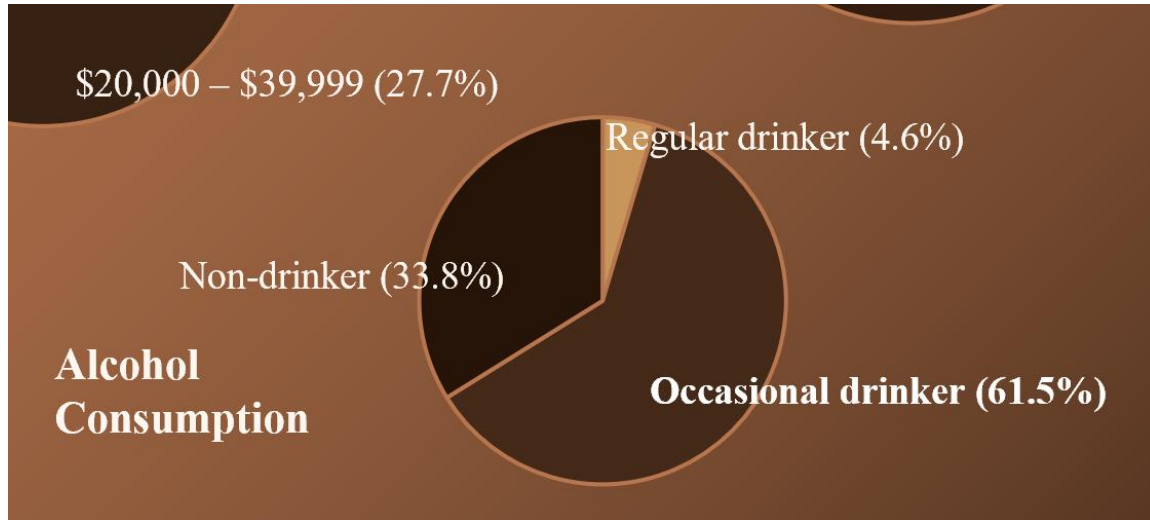
According to the core social motivation model, the need to belong drives individuals to seek and maintain positive interpersonal relationships and social approval (Kashima et al., 2022).

**H7: Belongingness positively influences subjective norm.**

3. 過去的研究關於“健康意識與態度(Attitude)以及認知行為控制(Perceived Behavioral Control)與參與意圖”的觀點是什麼呢?(可以的話，每個關係請用1-3篇論文來說明這些觀點)

4. 過去的研究關於“Belongingness與subjective norm”的觀點是什麼呢?(可以的話，請用1-3篇論文來說明這些觀點)

# 提問(3)



	ATT	SJN	PBC	BEL	HSC	PI
Attitude						
Subjective Norm	0.769					
Perceived Behavioral Control	0.534	0.624				
Health Self-Consciousness	0.339	0.305	0.250			
Belongingness	0.478	0.336	0.149	0.210		
Participation Intention	0.641	0.827	0.765	0.451	0.150	

5. 請問您結構模型分析的樣本數是多少？
6. 喝咖啡真的健康嗎？還是喝咖啡比喝酒健康？所以這個研究應該分析的群體是誰？
7. 如何判別區別效度是有效的？

# 提問(4)

## Introduction

### Research Background

In recent years, the "Sober Curious" movement has gained increasing attention. This movement advocates for reducing alcohol consumption to promote physical and mental health and encourages individuals to re-examine their relationship with alcohol.

In most social situations, alcohol is deeply embedded in people's "social world," becoming a core element in building relationships, promoting interaction, and strengthening a sense of belonging to a group.

For those trying to reduce their alcohol consumption, refusing to drink often brings immense social pressure, even leading to fears of losing social connections or being ostracized by peers.

## Introduction

### Research Motivation

- Lack of Quantitative Empirical Research
  - No studies on coffee rave
  - Most studies on sober curious movement are qualitative, focusing on social phenomena, not leisure activities
- Limitations of Traditional Theories
  - Relying solely on attitude, subjective norms, and perceived behavioral control may be insufficient to capture the deep-seated motivations of consumers.

8. 探討“健康意識的置換與歸屬需求以及TPB模型的關係”，您發現的最大的亮點是什麼呢？這個發現為什麼重要？過去文獻關於這各發現是怎麼說？

## 建議

1. 理論梳理過程需要更完整，請將問題(1-4)的回答補進論文當中。問題(1-2)是補充定義與理論及構念之間相關性，問題(3-4)是補充構念之間的關聯性。
2. 如果健康意識是針對喝酒社交的群體那要有針對這個群體進行數據的蒐集；如果是針對全部人並沒有針對特定群體，那建議要重新檢視“ Sober Curious Movement” 這各切入點。
3. 區別效度的數值較低後續實際調查時需要注意。
4. 建議根據問題(8)的回答進一步地與老師討論後，重新修正第一章的撰寫。



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