Consumer-Driven Growth: Analyzing the Relationship Between Brand Loyalty and Consumer Behavior in the Ice Cream and Tea Industry

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ARTICLE INFORMATION

ABSTRACT

As the economy grows and quality of life improves, there is a noticeable uptick in beverage consumption among people. Amidst numerous milk tea brands, MIXUE Ice Cream & Tea distinguishes itself with its prudent capital management, swiftly expanding its market across various regions of China and overseas. This study aims to delve into the relationships between different aspects of consumer behavior (preferences, purchase intention, service experiences) and brand loyalty towards MIXUE Ice Cream & Tea, providing valuable insights for enhancing customer retention and brand competitiveness. The findings suggest that perceived quality, promotions, brand services, and consumer preferences have little to no significant impact on brand loyalty, highlighting that the other factors, like affordability and customer engagement, maybe more influential. These results challenge traditional views and imply that MIXUE should adopt a balanced approach to brand strategy, focusing on deeper customer connections rather than solely relying on quality or pricing strategies. Additionally, this study endeavors to offer valuable insights for other players in the tea industry, potentially shaping their operational strategies and contributing to the overall market development.

Keywords: Brand Loyalty; Consumer Preferences; Management; Purchase Intention; Service Experience

INTRODUCTION

In an era of rapid development in the catering and service industries, people have vast choices about purchasing, and thus, understanding the multifaceted influences on consumer behavior is more crucial and useful than ever. This paper delves into the complexities of brand loyalty in the tea beverage industry, focusing on MIXUE Ice Cream & Tea, a brand that is playing a leading role in the industry and has been spreading globally since its inception in 1990. This research seeks to offer a thorough understanding of the elements that promote long-term customer engagement and brand loyalty by investigating the interactions between perceived quality, pricing strategies, brand services, consumer preferences, and purchase decisions.

Perceived quality is a cornerstone of brand loyalty, profoundly impacting consumer perceptions and driving their loyalty behaviors (Ali & Müller, 2023). For MIXUE, which is well-known for its low-price-high-quality, maintaining high perceived quality at competitive prices has been a strategic priority, distinguishing it from luxury brands and aligning it more closely with value-conscious consumers. This focus on quality appeals to customers who value both affordability and high-quality products, building a devoted following that views MIXUE's products as both excellent and easily accessible.

This impression is further supported by MIXUE's pricing strategies. The company employs a cost-based pricing strategy, ensuring that product prices reflect their inherent value rather than fluctuating with market trends. Unlike companies that frequently adjust prices based on competitive pressures or economic shifts, MIXUE maintains a consistent pricing approach that stabilizes consumer expectations. This strategy not only reassures customers that they are paying a fair and justified price but also strengthens perceptions of transparency and reliability.

By adhering to a cost-based pricing model, MIXUE avoids the pitfalls of excessive promotional pricing, which can condition consumers to expect frequent discounts and erode long-term brand loyalty. Instead, this approach fosters consumer trust, as customers perceive the pricing to be equitable and reflective of the product's true worth. Moreover, consistency in pricing helps MIXUE cultivate a reputation for fairness, reducing the likelihood of consumer skepticism or distrust.

From a brand loyalty perspective, stable and predictable pricing contributes to customer retention by creating a sense of dependability. Consumers who trust that prices will remain reasonable over time are more likely to develop habitual purchasing behaviors rather than seeking alternatives based on short-term pricing fluctuations. Furthermore, the perception of fairness and consistency in pricing reinforces MIXUE's brand identity, positioning it as a reliable and consumer-centric company in the highly competitive beverage industry.

Brand services also play a crucial role in shaping consumer experiences and brand loyalty (Joshi & Garg, 2021). The vast physical network of MIXUE and its focus on customer care improve customer happiness and engagement, indicating that MIXUE cares not only about product quality but also about consumers' experience when purchasing offline. These actions offer chances for tailored interactions that strengthen bonds with customers and foster loyalty. MIXUE may gain a competitive edge in the developing market by meeting and frequently exceeding consumer expectations through these strategic contacts.

This study seeks to explore how brand loyalty is shaped by MIXUE's integrated approach, which encompasses quality, pricing, service, and ethical ideals. By applying

diverse theoretical frameworks and market analytics, the research aims to uncover the effective strategies MIXUE employs to cultivate and sustain brand loyalty within a highly competitive market. The significance of this study lies in its potential to provide actionable insights for businesses striving to build lasting customer loyalty in an increasingly dynamic and demanding environment. Its novelty stems from the holistic examination of multiple factors—quality, pricing, service, and ethics—within a single framework, offering a comprehensive perspective on brand loyalty that goes beyond conventional analyses. The study's contribution is twofold: it advances academic understanding of the interplay between these factors and brand loyalty while also offering practical recommendations for businesses to enhance their customer retention strategies in a competitive landscape.

LITERATURE REVIEW

A literature review was conducted to evaluate the five variables: perceived quality, pricing strategies, brand services, consumer preference, and purchase decision, as well as their relationships with satisfaction and, ultimately, brand loyalty.

Brand Loyalty
Brand loyalty is the (a) biased, (b) behavioral responses, (c) expressed over time, (d) by some decision-making units, (e) with respect to one or more alternative brands out of a set of such brands, and (f) is a function of psychological (decision-making, evaluative) processes. It is the level of loyalty that consumers show towards a certain brand by making recurring purchases. A consumer's deliberate choice to keep buying a particular brand is shown in their brand loyalty. According to Foroudi et al. (2018), brand loyalty is defined as the tendency of customers to favor or regularly purchase a specific brand within a specific product or service category. For enterprises, brand loyalty is a valuable non-material asset. Previous studies have looked at brand loyalty. For instance, Kee et al. (2021) studied Nestlé as the subject of a case study on brand loyalty and customer satisfaction. Expanding on the research conducted by Kee et al. (2021), our goal is to look at the variables that affect brand loyalty.

Perceived Quality
Customers' perceptions of a company's service quality can be influenced by the company's service quality, so a company must deliver excellent service quality to ensure that its customer experiences are positive (Khoo, 2020). Every customer consciously seeks out quality in both the goods or services they are going to buy and in their way of life. They also expect better quality services these days. The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to the alternative is the definition of perceived quality. According to Dwivedi et al. (2018), perceived quality captures the buyer's unique judgments about the overall superiority or advantage of a brand. As Frank et al. (2014) proposed, customer loyalty is the result of psychological processes with which perceived quality is closely related. Therefore, it is believed that the strength of brand loyalty could be explained by perceived quality. Pérez-Morón et al. (2022) found a positive link between service quality and customer loyalty.

Hence, we recommended the following hypothesis:

H1: Quality is positively linked to brand loyalty.

Pricing Strategies
According to Singh (2012), the only component of the marketing mix that brings in money is price; the other components result in expenses. The product's exchange value can be used to define price. Price is the amount that an organization charges for the product

after deducting the costs of production, delivery, and promotion (Guerreiro et al., 2008). It is commonly observed that price always refers to the amount of money that the buyer pays the seller, and that value is used to evaluate the items or services that are purchased within the price (Lopez, 2020). A company's pricing strategy is the approach it takes to decide how much to charge for its goods and services (Nagle et al., 2023). The goal of pricing determination is to maintain the seller's set price appropriately so that the customer is not disadvantaged or dissatisfied. As such, pricing strategies that are unsuccessful serve as a means of communication with customers or buyers in order to establish a conscious relationship that is not legally binding. Guerreiro and Amaral (2018) assert that pricing methods fall into three categories: cost-based pricing, competition-based pricing, and customer-perceived value-based pricing. These techniques differ significantly between industries, nations, and customers. Value-based pricing is thought to have a direct impact on consumer decision-making and, consequently, brand loyalty.

Thus, we proposed the following hypotheses:

H2: Price strategy is positively linked to brand loyalty.

Brand Services
A company should always focus on the needs and wants of the target customer and understand how they would be satisfied with the products or services offered to have a competitive advantage and seize the market share (West et al., 2015). According to Purnamabroto et al. (2022), brand trust is significantly influenced by the quality of the company's services. The literature has focused a lot of attention on the relationship between customer happiness and service quality. In the automobile parts business (i.e., car materials and accessories), brand loyalty and service quality are positively correlated (Gandhi et al., 2019). The author concluded that the most important factor in determining brand loyalty is service quality reliability, having proven that tangibles, assurance, empathy, responsiveness, and reliability all have a positive link with brand loyalty.

Hence, we suggested the subsequent hypotheses:

H3: Consumer service is positively linked to brand loyalty.

Consumer Preference
If customers have a preference for a particular brand and purchase the goods or services even in the face of similar offerings from other companies, this is considered a brand preference (Ugonna et al., 2015). Customers virtually never enter the market without predetermined tastes and preferences (Oh et al., 2021). They hardly ever make really impulsive, unplanned purchases. Pre-existing interests and preferences can have a significant influence on even their unforeseen and unexpected purchases. In order to establish strong, favorable, positive preferences for their brand, almost everyone who markets to and promotes them should be concerned with how consumers create their likes and dislikes. According to this study, the basis for brand loyalty is the degree to which consumer preferences are met by organizational behaviors, including quality, price tactics, and brand services.

Therefore, we suggested the subsequent hypotheses:

H4: Consumer preference is positively linked to brand loyalty.

Purchase Decision
A purchase decision is made when a customer chooses between two or more options when making a purchase (Adam & Akber, 2016). This particular activity signifies that the

customer has made up their mind and decided whether or not to make a purchase. The following factors that influence purchasing decisions are product selection, brand preference, supplier selection, purchase quantity, estimated visit duration, and mode of payment. However, because verbal declarations of preference for a brand are insufficient to guarantee brand loyalty, it is thought that purchase decisions have a stronger direct association with brand loyalty than purchase intentions. The repurchase loop was used to illustrate his discussion of loyalty and the purchasing cycle (Siebert et al., 2020). He explained that this process is the most important mindset for loyalty, citing the fact that loyalty cannot exist without recurring business. Customers who buy a product of which they are not loyal will buy a different brand of the same thing. However, the devoted customer is more likely to buy the same brand with which they have a deep emotional connection—as long as switching reasons do not weaken this link. Buying a brand directly is another aspect of brand loyalty.

Thus, we proposed the following hypotheses:

H5: Purchase decision is positively linked to brand loyalty.

Figure 1 is the research model for this study. The conceptual model suggests that perceived quality, pricing strategies, consumer services, consumer preference, and purchase decisions are variables of brand loyalty. The hypothesized relationships between the research were formulated based on the past literature review.

Figure 1. Research Model
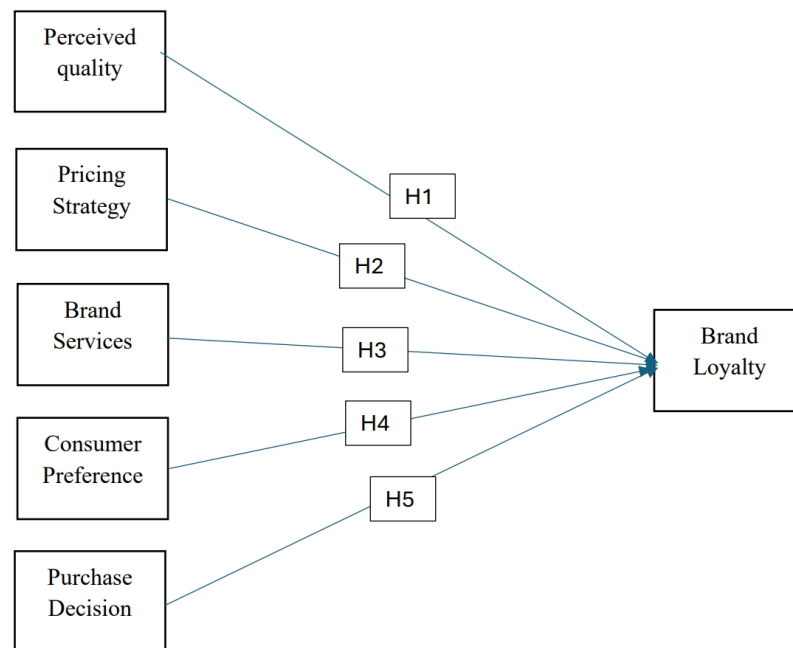
RESEARCH METHOD

This study gathered information from both primary and secondary sources. A Google form was used to collect responses from MIXUE Ice Cream & Tea customers in an online questionnaire survey, and all questions in the survey were adapted from previously published papers. This survey was created in the form of a five-point Likert scale and a polar question and was divided into six portions, corresponding to brand loyalty and five variables, respectively. A total of 151 MIXUE's customers participated in the survey, and all respondents are studying or working in Penang, Malaysia. Furthermore, secondary data such as online sources, articles, company websites, and journals were also

collected as references and guidance to support the study outcome. As shown in the reference, at least 31 papers were cited. Lastly, IBM SPSS Statistics 27 was used to analyze the data collected and create forms to perform descriptive and multiple regression analyses.

RESULTS

The survey collected 151 respondents from MIXUE's customers. These respondents were analyzed by IBM SPSS Statistics 27 in the aspects of demography and the correlations between brand loyalty and perceived quality, pricing strategies, brand services, consumer preference, and purchasing decisions. The results are shown as follows:

Table 1. Descriptive Analysis of Respondent's Demography (N=151)

Response	Frequency	Percentage (%)
Gender		
Male	55	36.4
Female	96	63.6
Ethnicity		
Malay	24	15.9
Chinese	118	78.1
Indian	6	4.0
Other	3	2.1
Age		
18-24 years old	119	78.7
25-34 years old	27	17.9
35-44 years old	4	2.6
45-54 years old	1	0.7
Annual Income		
Above RM200,000	4	2.6
RM100,001-RM200,000	7	4.6
RM50,001-RM100,000	10	6.6
Below RM50,000	50	33.1
No income	80	53.0
Employment status		
Full time	53	35.1
Part-time	16	10.6
Self-employed	4	2.6
Student	75	49.7
Unemployed	3	2.0

Table 1 presents a demography summary of respondents in this survey. More than half of the respondents are female (63.6%), and 78.1% of respondents are Chinese. Half of the respondents are 18-24 years old students, and 35% are full-time employees. Most of the respondents (80%) have no income.

Table 2. Correlations Between Brand Loyalty and Perceived Quality (N=151)

Brand Loyalty Items	Perceived Quality Items				
	MIXUE must be of very good quality.	The likelihood that MIXUE is reliable is very high.	The likelihood that MIXUE would be functional is very high.	The likely quality of MIXUE is extremely high.	MIXUE is of high quality.

I regularly refer to this particular product/brand through social media.	Pearson Correlation	-0.132	-0.053	0.008	-0.058	-0.112
	Sig. (2-tailed)	0.105	0.520	0.922	0.477	0.171
	N	151	151	151	151	151
I usually use this product/brand as my first choice in comparison with the other product/brand.	Pearson Correlation	-0.072	-0.016	0.043	-0.024	-0.089
	Sig. (2-tailed)	0.382	0.841	0.600	0.769	0.275
	N	151	151	151	151	151
I would recommend this product/brand to others through social media.	Pearson Correlation	-0.070	-0.032	0.012	-0.015	-0.086
	Sig. (2-tailed)	0.391	0.695	0.885	0.854	0.295
	N	151	151	151	151	151
I am satisfied with the product/brand that appeared in the social media.	Pearson Correlation	-0.085	-0.039	-0.019	-0.042	-0.138
	Sig. (2-tailed)	0.298	0.634	0.813	0.606	0.091
	N	151	151	151	151	151
I will not switch to another product/brand that appears on social media next time.	Pearson Correlation	-0.033	0.007	0.092	-0.037	-0.064
	Sig. (2-tailed)	0.690	0.934	0.259	0.652	0.432
	N	151	151	151	151	151

Note: *Correlation is significant at the 0.05 level (2-tailed); **Correlation is significant at the 0.01 level (2-tailed).

Table 2 presents a descriptive analysis and the correlations between brand loyalty and perceived quality. Our findings showed that most correlation coefficients are negative, suggesting an inverse relationship between brand loyalty and perceived quality. None of the correlations are statistically significant ($p < 0.01$), indicating that perceived quality does not significantly influence brand loyalty.

Table 3. Correlations Between Brand Loyalty and Pricing Strategies (N=151)

Brand Loyalty Items		Pricing Strategies Items			
		My purchasing action is influenced by the prices MIXUE offers.	I will buy more products when they have a price discount.	The promotions and discount vouchers provided by MIXUE are attractive.	Products of MIXUE are reasonably priced and affordable.
I regularly refer to this particular product/brand through social media.	Pearson Correlation	-0.156	-0.181*	-0.217**	-0.249**
	Sig. (2-tailed)	0.055	0.026	0.008	0.002
	N	151	151	151	151
I usually use this product/brand as my first choice in comparison with the other product/brand.	Pearson Correlation	-0.140	-0.188**	-0.187**	-0.271**
	Sig. (2-tailed)	0.087	0.024	0.021	0.010
	N	151	151	151	151
I would recommend this product/brand to others through social media.	Pearson Correlation	-0.127	-0.146	-0.228**	-0.245**
	Sig. (2-tailed)	0.121	0.073	0.005	0.002
	N	151	151	151	151
I will not switch to another	Pearson Correlation	0.069	-0.132	-0.113	-0.139

product/brand that appears on social media next time.	Sig. (2-tailed)	0.401	0.107	0.169	0.088
	N	151	151	151	151
I am satisfied with the product/brand that appeared in the social media.	Pearson Correlation	-0.173*	-0.145	-0.250**	-0.205**
	Sig. (2-tailed)	0.034	0.076	0.002	0.012
	N	151	151	151	151

Note: *Correlation is significant at the 0.05 level (2-tailed); **Correlation is significant at the 0.01 level (2-tailed).

Table 3 presents a descriptive analysis and the correlations between brand loyalty and pricing strategies. Our data showed that several significant negative correlations were found, especially with the attractiveness of promotions and vouchers and the perception of products being reasonably priced. The strongest negative correlations are with recommendations and satisfaction, suggesting that lower price promotions might negatively affect brand loyalty.

Table 4. Correlations Between Brand Loyalty and Brand Services (N=151)

Brand Loyalty Items		Brand Services Items			
		Overall, I would say the quality of service of MIXUE is excellent.	I feel good about what MIXUE offers to its customers.	I have always had an excellent experience when I purchased from MIXUE.	MIXUE offers excellent service.
I regularly refer to this particular product/brand through social media.	Pearson Correlation	-0.113	-0.086	-0.003	-0.073
	Sig. (2-tailed)	0.169	0.294	0.974	0.371
	N	151	151	151	151
I usually use this product/brand as my first choice in comparison with the other product/brand.	Pearson Correlation	-0.047	-0.033	-0.003	-0.057
	Sig. (2-tailed)	0.565	0.686	0.955	0.488
	N	151	151	151	151
I would recommend this product/brand to others through social media.	Pearson Correlation	-0.065	-0.098	0.014	-0.077
	Sig. (2-tailed)	0.431	0.231	0.862	0.348
	N	151	151	151	151
I will not switch to another product/brand that appears on social media next time.	Pearson Correlation	-0.018	0.019	0.039	0.011
	Sig. (2-tailed)	0.824	0.816	0.634	0.890
	N	151	151	151	151
I am satisfied with the product/brand that appeared in the social media.	Pearson Correlation	-0.088	-0.131	-0.116	-0.121
	Sig. (2-tailed)	0.282	0.109	0.151	0.140
	N	151	151	151	151

Note: *Correlation is significant at the 0.05 level (2-tailed); **Correlation is significant at the 0.01 level (2-tailed).

Table 4 presents a descriptive analysis and the correlations between brand loyalty and brand services. Our data showed that most correlations are weak and not statistically significant. This implies that the perceived quality of brand services has no strong impact on brand loyalty.

Table 5. Correlations Between Brand Loyalty and Consumer Preference (N=151)

Brand Loyalty Items		Consumer Preference Items			
		In total, I prefer MIXUE.	If I were to buy any product, I would prefer MIXUE if everything else was equal.	I prefer MIXUE to another brand of its type.	I feel that MIXUE is appealing to me.
I regularly refer to this particular product/brand through social media.	Pearson Correlation	-0.036	-0.202**	-0.090	-0.186*
	Sig. (2-tailed)	0.657	0.013	0.273	0.022
	N	151	151	151	151
I usually use this product/brand as my first choice in comparison with the other product/brand.	Pearson Correlation	-0.054	-0.083	-0.045	-0.133
	Sig. (2-tailed)	0.507	0.310	0.584	0.103
	N	151	151	151	151
I would recommend this product/brand to others through social media.	Pearson Correlation	-0.018	-0.132	-0.094	-0.139
	Sig. (2-tailed)	0.823	0.105	0.250	0.088
	N	151	151	151	151
I will not switch to another product/brand that appears on social media next time.	Pearson Correlation	-0.057	-0.007	-0.056	-0.099
	Sig. (2-tailed)	0.483	0.929	0.494	0.224
	N	151	151	151	151
I am satisfied with the product/brand that appeared in the social media.	Pearson Correlation	-0.072	-0.159	-0.130	-0.133
	Sig. (2-tailed)	0.377	0.052	0.111	0.104
	N	151	151	151	151

Note: *Correlation is significant at the 0.05 level (2-tailed); **Correlation is significant at the 0.01 level (2-tailed).

Table 5 presents a descriptive analysis and the correlations between brand loyalty and consumer preference. Our data showed that some significant negative correlations were found, especially with preference if all products were equal and the appeal of the brand. It indicates that consumer preferences can negatively impact brand loyalty under certain conditions.

Table 6. Correlations Between Brand Loyalty and Purchase Decision (N=151)

Brand Loyalty Items		Purchase Decision Items				
		I feel good about my decision to purchase products from MIXUE.	I will positively recommend MIXUE to other people.	I frequently purchase from MIXUE.	I intend to purchase again from MIXUE in the future.	Overall, I am satisfied with my purchase of goods MIXUE.
I regularly refer to this particular	Pearson Correlation	-0.115	-0.142	0.044	-0.099	-0.141

product/brand through the social media.	Sig. (2-tailed)	0.161	0.082	0.592	0.227	0.083
	N	151	151	151	151	151
I usually use this product/brand as my first choice in comparison with the other product/brand.	Pearson Correlation	-0.079	-0.172*	0.069	-0.093	-0.147
	Sig. (2-tailed)	0.337	0.035	0.401	0.259	0.071
	N	151	151	151	151	151
I would recommend this product/brand to others through the social media.	Pearson Correlation	-0.072	-0.198*	0.052	-0.108	-0.137
	Sig. (2-tailed)	0.380	0.015	0.525	0.187	0.093
	N	151	151	151	151	151
I will not switch to another product/brand that appears on social media next time.	Pearson Correlation	-0.057	-0.124	0.291	0.032	-0.093
	Sig. (2-tailed)	0.485	0.129	0.291	0.699	0.255
	N	151	151	151	151	151
I am satisfied with the product/brand that appeared in the social media.	Pearson Correlation	-0.100	-0.177*	0.020	-0.097	-0.124
	Sig. (2-tailed)	0.223	0.030	0.807	0.238	0.130
	N	151	151	151	151	151

Note: *Correlation is significant at the 0.05 level (2-tailed); **Correlation is significant at the 0.01 level (2-tailed).

Table 6 presents a descriptive analysis and the correlations between brand loyalty and purchase decisions. Our data showed some significant negative correlations, especially with recommending to others and satisfaction with purchases. It indicates that purchase decisions and overall satisfaction are negatively related to brand loyalty.

DISCUSSION

The findings indicate that most correlation coefficients are negative, suggesting an inverse relationship between brand loyalty and perceived quality. Moreover, none of the correlations are statistically significant ($p < 0.01$), implying that perceived quality does not have a meaningful impact on brand loyalty. This challenges conventional expectations, as quality is often assumed to be a critical determinant of customer loyalty. However, the results suggest that other factors might play a more substantial role in fostering loyalty among MIXUE customers. Based on these findings, H1 is rejected.

Several significant negative correlations were observed, particularly regarding the attractiveness of promotions and vouchers and the perception of products being reasonably priced. The strongest negative correlations were found in relation to recommendations and satisfaction, suggesting that lower price promotions might drive short-term purchases but could potentially weaken long-term brand loyalty. This aligns with the notion that excessive reliance on promotions may condition consumers to seek deals rather than develop a genuine attachment to the brand. Given these results, H2 is rejected.

Additionally, the findings reveal that most correlations between brand services and brand loyalty are weak and statistically insignificant. This suggests that while service quality is essential for customer satisfaction, it does not necessarily translate into higher brand loyalty. Instead, customers may value other factors, such as affordability and convenience, more than service quality in their purchasing decisions. Therefore, H3 is rejected.

Regarding consumer preferences, some significant negative correlations were identified, particularly concerning preferences when all products were equal and the appeal of the brand. This implies that, under certain conditions, consumer preferences may not necessarily enhance brand loyalty. Customers who perceive all products as equal may be more inclined to switch brands based on external factors such as pricing and availability rather than loyalty-driven considerations. Consequently, H4 is rejected.

Furthermore, purchase decisions, particularly recommending the brand to others and overall satisfaction with purchases, showed significant negative correlations with brand loyalty. This suggests a potential disconnect between customer satisfaction and brand advocacy. While consumers may be satisfied with their purchase, this does not guarantee continued patronage or strong brand attachment. This finding underscores the complexity of consumer behavior, where satisfaction alone does not always translate into repeated purchases or strong brand commitment. Therefore, H5 is rejected.

These results provide valuable insights into the intricate relationship between brand loyalty and various influencing factors, including perceived quality, pricing strategies, brand services, consumer preferences, and purchase decisions. Contrary to traditional assumptions, perceived quality does not appear to be the primary driver of loyalty for MIXUE customers. Similarly, aggressive pricing strategies, such as heavy reliance on promotions, may generate immediate sales but can erode long-term brand loyalty.

To attract and retain the younger generation, MIXUE must adopt a balanced and multifaceted approach. While perceived quality and competitive pricing remain important, they should be supplemented with strategies that foster deeper brand loyalty. Personalized customer engagement, consistent and exceptional service experiences, and cultivating emotional connections with the brand may be more effective in building sustained loyalty.

However, it is crucial to recognize that no brand can perfectly balance all aspects—price, service, and quality—without trade-offs. MIXUE must make strategic choices that align with its target consumers. Attempting to cater to every possible customer need may dilute its brand identity and alienate its existing customer base. Instead, the company should maintain its unique characteristics while refining its strategies based on consumer expectations and preferences.

Ultimately, these findings offer significant implications for the beverage industry. Brands should focus on cultivating loyalty through well-calibrated, consumer-centric initiatives rather than blindly following industry trends. By implementing targeted strategies that align with their core identity, brands can establish long-lasting relationships with their customers while ensuring sustainable growth in a competitive marketplace.

CONCLUSION

This research study provides the relationship between each variable and each other, which is the relationship between dependent variables and independent variables, and the relationship between the five variables and brand loyalty. This research also found out that customers do not care much about the price as long as the quality and services meet their expectations, and many customers still will not be loyal to MIXUE even if its price is low and attractive, compared to contrary beliefs that customers favored brands due to their price. Other than that, consumer preference and decision also significantly influence consumer loyalty as customer preferences influence the standards that are applied during the decision-making process, and the results of these decisions either strengthen or weaken loyalty. Brands that regularly satisfy or surpass consumer

preferences and make buying satisfying are more likely to build a devoted following of patrons. Other than the beverage industry, this research also hopes to benefit other catering and service industries in understanding ways to obtain consumers' brand loyalty through the strategies of price, services, and others. We hope that our research can help in the near future to understand more about consumer behavior when they are designing strategies to satisfy consumers and gain loyalty.

LIMITATION
Researchers can find flaws in their work by reviewing the study's limitations, and a well-identified constraint can also help to make the study better. We will discuss some of the limitations that we have encountered during the research in this part. In this study, responses were gathered via a Google Form, and most are 18-24-year-old Chinese customers, which means it was not possible to collect a representative sample of all MIXUE's customers' opinions, which resulted in possible biases and limitations in research results. The launch of a new application is an additional restriction. We have never utilized IBM SPSS Statistics 27, a brand-new application to us. We had to spend some time getting acclimated to this brand-new program, and we were also unfamiliar with the tables and figures that appeared in SPSS. To avoid any incorrect interpretations, we needed to learn how to analyze SPSS results, which required us to put in additional effort.

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DECLARATION OF CONFLICTING INTERESTS
The authors declare that there is no conflict of interest.

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