


Exploring the Influence of Price Perception, Product Quality, and Promotion on Consumer Purchase Decisions

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This research aims to understand how customer's views on price, product quality and promotional offers influence their decision to buy from Mixue, a popular brand offering ice creams and drinks. Businesses that want to remain competitive must understand the factors influencing shifting consumer preferences. Quantitative research is the methodology used in this research. The survey questions via Google Forms are distributed to 101 respondents focusing on Mixue's customers. The results reveal that favourable price perception and high product quality significantly increase the likelihood of purchase, while promotional activities also play a key role in attracting new customers. However, these results emphasize how crucial it is for Mixue to continue providing high-quality products at competitive prices and diversify its promotional strategies to enhance customer engagement and boost purchase decisions.

Keywords: Price; Product quality; Promotional, Purchase decision; Survey

INTRODUCTION

Mixue, a Food and Beverage (F&B) company founded in 1997 by Zhang Hong Chao in the People's Republic of China. Currently, Mixue has over 34,000 outlets in China and more than 4,000 outlets in 11 countries including Indonesia, Vietnam, Malaysia and others. The 4 main product series offered by Mixue are Fresh Ice Cream and Tea, Milk Tea, Fruit Tea and Coffee. Nowadays, there are countless F&B brands worldwide, it is a very competitive market, but Mixue can grow rapidly among others. Thus, for businesses hoping to maintain development, knowing what influences consumer purchase decisions is important.

The buying decision is the process a customer goes through to decide whether or not to buy a thing. This process involves several steps, including identifying a need or desire, gathering information, evaluating alternatives, making a purchase, and reflecting on the transaction and its outcomes. Numerous elements, such as pricing, product quality, individual preferences, prior user experiences, brand image, and others, will affect consumers' decisions to buy during the process. One tactic a company uses to sway customer decisions is the marketing mix (4P). Elements of the marketing mix can significantly influence purchasing decisions in various retail contexts. This study will focus on three key dimensions which are price perception, product quality and also promotion used by Mixue to influence consumer's purchase decisions to purchase their products.

One of the most important aspects of consumer decision-making is price perception, especially in the food and beverage sector where affordability and value for money are important variables. Mixue's pricing strategy capitalizes on affordability by targeting budget-conscious consumers such as students, teenagers and families. Customers review whether the goods they receive meet or surpass their expectations about the amount spent, therefore the perception of value goes beyond the price tag. Its success has been based on its excellent balancing act between value and affordability, which has made it a strong competitor in a crowded market.

Product quality is equally important as it is positively related to customer satisfaction (Maryoso, 2023). Taste, freshness and presentation are especially important in the food and beverage industry. Customers are becoming more discriminating in a competitive market, looking for products that are both affordable and of excellent quality. Delivering consistent quality across its product line has been a major factor in Mixue's success and in encouraging customers to return. Besides, Mixue also ensures that its beverages and desserts are not only affordable but also delicious, visually appealing, and fresh. This focus on quality has enabled Mixue to meet consumer expectations and build customer loyalty. In addition, Mixue not only maintains consistent product standards while also innovating with new menu offerings to sustain customer interest and differentiate itself in a competitive marketplace.

Promotion serves as a dynamic and impactful tool that enables businesses like Mixue to connect with their audience, increase visibility and stimulate purchase decisions. In today's digital age, marketing efforts have evolved from traditional advertisements to highly interactive and targeted campaigns. Mixue's marketing tactics have successfully used social media platforms such as Facebook, Instagram and TikTok to interact with its audience. In addition to increasing sales right now, these marketing initiatives help strengthen client relationships and brand recognition over time. Mixue has established itself as a trendy, personable and customer-friendly brand by encouraging excitement and a connection with customers.

This study aims to look into how consumers' perceptions of pricing, product quality, and promotion impact their choices to buy. By focusing on Mixue as a case study, this research the research seeks to offer insights into the mechanisms that drive customer behaviour in the food and beverage industry. The results will be useful for understanding Mixue's commercial performance as well as for advancing the fields of strategic marketing and consumer behaviour more broadly.

LITERATURE REVIEW

This section focuses on understanding the theories and expanding it to present the theoretical framework used in the research and justify the current model. We identified and summarized the relevant research by searching through various journals and articles.

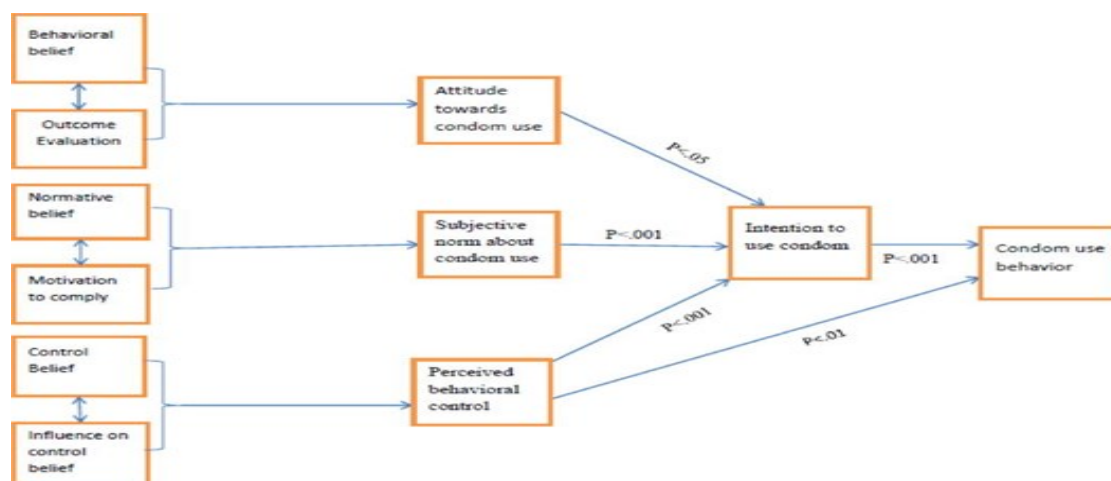
Theoretical Background

Theories play an important role in consumer behavior research by helping to explain the underlying mechanisms that drive the decision-making process. This study adopts the Theory of Planned Behavior (TPB) to investigate how price perception, product quality, promotion strategy, customer satisfaction, and purchase decisions are interconnected.

Ajzen (1991) claimed as the founder of Theory of Planned Behavior (TPB). This theory aims to explain and predict purchase intentions across different situations (Miguel et al., 2022). According to the TPB, three factors shape an individual's behavior: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to how an individual evaluates the decision to perform a specific behavior such as buying a product. Subjective norms relate to the perceived social pressure to engage in the behavior, influenced by the beliefs and opinions of others, such as family and friends, which affect decision-making. Perceived behavioral control reflects perception of individual about their ability to perform the behavior, taking into account factors like financial resources, time, and knowledge (Putri, 2024).

The TPB is particularly relevant as it offers a framework to understand how customers' attitudes toward Mixue's pricing, product quality, and promotion strategy interact with social influences and perceptions of purchase ease. These factors collectively shape the customer's intention to buy, which ultimately translates into actual purchase behavior. By applying TPB, this study aims to explore how external factors and customer satisfaction interact to influence purchase decisions in the food and beverage industry.

Figure 1. Theory of Planned Behavior (TPB)



Price Perception

The affordable pricing supports its growth while supporting brand loyalty and repeat purchases. Price perception has a big impact on what customers decide to buy, especially in marketplaces with fierce competition. According to research, consumers' perceptions of a product's value are influenced by its price; higher prices are typically associated with better quality, but they can also deter buyers on a tight budget. Pricing strategies, including discounts and promotions, influence consumer behaviour by shaping perceptions of affordability and value. Similarly, research suggests that consumer satisfaction may function as a mediator in this relationship, with fair pricing positively influencing customer loyalty and repeat business. Maintaining a reputation for "value for money" is essential, particularly for Mixue, a company that sells tea and ice cream at affordable prices. Research suggests that price suitability to product quality is critical in competitive markets like Malaysia, where affordability directly impacts consumer trust and purchase likelihood (Pandey, et al., 2021). Competitive pricing increases customer satisfaction and purchase likelihood in price-sensitive sectors.

Aligning product pricing with consumer expectations and market conditions to maintain relevance and appeal is important. To maintain customer trust and increase sales, Mixue must strike a balance between perceived quality and pricing. Additionally, psychological tactics like just-below pricing (e.g., \$9.99) and rounded values (e.g., \$10.00) have a substantial impact on price perception. These strategies use simplicity or affordability to sway consumer choices. While just-below pricing is seen to give better values, particularly in competitive marketplaces, rounded costs are frequently linked to reliability and convenience of processing. Such strategies enhance perceived value, but their effectiveness depends on consumer familiarity and sensitivity to these approaches. Moreover, research highlights that perceived affordability and the price-to-benefit ratio are key drivers of repeat purchases in the Malaysian market (Pandey, et al., 2021). For Mixue, implementing psychological pricing that aligns with consumer preferences could strengthen brand loyalty and maintain affordability perceptions while maximizing appeal in price-sensitive markets (Abdulsalam et al., 2024).

H1: Price perception positively affects customer satisfaction.

H5: Price perception positively affects purchase decisions.

Product Quality

Product quality is an essential factor in influencing customer satisfaction and purchase decisions. It denotes the extent to which a product meets or surpasses customer expectations regarding its functionality, reliability, durability, and overall value. They also describe product quality as encompassing various aspects that indicate the level of excellence in meeting consumer needs or desires. Consumers tend to select products that not only satisfy their requirements but also exhibit superior quality. According to (Nilowardono et al., 2024), products in the market should be of high quality and thoroughly tested to meet consumer expectations. Consumers are inclined to select products of superior quality over other similar products that simply fulfill their needs and desires (Zhao et al., 2021). That means the higher the product quality, the more likely consumers are to make a purchase decision.

Additionally, consumers tend to choose services that provide high-quality food, which is not only related to taste and freshness, but also to appearance and packaging. The quality of food presentation and the aesthetics of packaging appeal are essential in forming the first impressions and contributing to the overall customer experience. High quality products create a positive experience that encourages consumers to return to using the service. In the context of Mixue, product quality elements like ingredient

freshness and consistent flavor delivery are critical factors that influence customers' overall satisfaction and likelihood of repeat purchase.

Product quality is often measured based on customer expectations and perceptions, consistent with the expectation-disconfirmation model. According to this model, if the perceived quality of Mixue products is higher than customer expectations, it will lead to positive disconfirmation and higher satisfaction levels. This will make customers feel that their purchases are worthwhile, thereby increasing the likelihood of positive word-of-mouth and brand advocacy. Therefore, maintaining high product quality standards is not only critical for meeting customer expectations, but also to helping Mixue maintain its market competitiveness. According to (Sumarlinah et al., 2022), product quality refers to the capability to fulfill customer needs and expectations, with high-quality products demonstrating customer satisfaction through their performance relative to these expectations.

H2: Product quality positively affects customer satisfaction.

H6: Product quality positively affects purchase decisions.

Promotion Strategy

Customers' decisions to buy are heavily impacted by the promotion strategy, especially in the competitive food and beverage industry. Brands like Mixue use social media platforms as a powerful tool to interact with consumers and increase brand awareness (Chen, 2022). The brand has placed a strong emphasis on cost-effectiveness and productive social media engagement. Factors contributing to Mixue's success include its broad product selection, reasonable prices, and active presence on younger demographic friendly websites like Instagram and TikTok. Ad campaigns on Instagram and TikTok have helped the business establish a strong connection with younger consumers. These campaigns frequently use influencer partnerships, trending content, and interactive challenges to generate buzz encouraging consumer interaction and in-store visits (Beamish et al., 2023). Through the creative use of cheap promotions and engaging social media campaigns, Mixue has successfully established itself as a brand that younger Malaysian customers choose, increasing its position as a market leader in the food and beverage industry. The value of combining digital platforms with marketing campaigns to improve customer relations and guarantee brand loyalty. To attract younger, tech savvy audiences and maintain a strong client base, Mixue has found success using digital channels to market their reasonably priced ice creams and teas.

Additionally, Mixue's brand image has been strengthened and consumer loyalty has been promoted by its clever marketing efforts and constant quality. The integration of online and offline promotional tactics, including influencer collaborations and limited-time offers, has effectively driven consumer interest and purchase intentions. These promotions are strategically designed to attract value-conscious customers, aligning with Malaysian consumer preferences. Mixue has been able to strengthen its position in the Malaysian market by focusing its advertising on social media interaction and campaigns that are relevant to local culture. The adoption of localized advertising strategies has proven to increase customer satisfaction and engagement by aligning promotions with local values and culture. In order to effectively engage clients, Mixue's promotional strategy in Malaysia also incorporates immersive and personalized marketing. The company regularly offers discounts like loyalty plans and individualized deals to draw in new clients and keep hold of its current clientele. The combination of promotional tools, such as limited-time discounts and personalized offers, creates a sense of exclusivity that drives purchase decisions. Sales are boosted by the exclusivity and urgency created by these promotions, which are frequently linked to joyous occasions or community

gatherings. Mixue guarantees a unified and customer-friendly marketing strategy by combining these focused tactics with its online presence.

H3: Promotion Strategy positively affects customer satisfaction.

H7: Promotion Strategy positively affects purchase decisions.

Customer Satisfaction

Customer satisfaction is a key factor influencing purchasing decisions, especially in competitive markets. As (Wulandari, 2022) explains, the word “satisfaction” comes from the Latin words “satis,” meaning enough or good enough, and “facio,” meaning to make or do. It is defined as an emotional response to an experience associated with a purchased product or service, retail outlet, or behavioral pattern. In Mixue's context, satisfaction includes both tangible aspects, such as the quality of ingredients and packaging, and intangible aspects, such as the overall experience of purchasing and consuming its products. Satisfied customers not only make repeat purchases, but also become brand advocates through positive word of mouth, thereby reducing acquisition costs and enhancing brand image. However, unhappy customers may harm a brand's reputation and may direct customers to other competitors.

The alignment between customer satisfaction and purchasing decisions emphasizes the importance of delivering value that meets or exceeds customer expectations. According to (Ali et al., 2021), customer satisfaction is a measure of how closely a company's products and services meet customer expectations. For Mixue, ensuring that product quality and promotion strategy align with consumer needs is essential. This alignment increases the likelihood of a positive purchasing decision because satisfied customers see a strong connection between the value of the product and their expectations. (Akoi and Yesiltas, 2020) explain that customer satisfaction directly impacts company performance, as satisfied customers are more likely to make informed purchase decisions, thereby boosting sales and profit. According to (Chew et al., 2024), providing high-quality products and ensuring a pleasant overall experience are essential to building long-term customer loyalty, further emphasizing the importance of product quality in driving customer satisfaction.

Finally, (Abbas et al., 2021) state that satisfaction occurs when products and services successfully fulfill customers' extreme needs and demands. For Mixue, maintaining consistent product quality and effective promotional strategies are crucial factors in achieving customer satisfaction. These factors affect the overall purchase decision by strengthening the perception that Mixue provides better value than its competitors. Maintaining high satisfaction levels not only strengthens purchase decisions but also enhances the brand's competitive positioning in the market.

H4: Customer satisfaction positively affects purchase decisions.

Purchase Decision

Purchase decisions, as a dependent variable, are influenced by several factors, such as price perception, product quality, and promotional strategy. Price perception has a significant impact on purchasing decisions, particularly in value-conscious countries like Malaysia. Particularly in the food and beverage industry, where price frequently influences purchase intent, consumers are most likely to favour businesses with competitive pricing. Additionally, buyers are more likely to create a purchase when perceived value and price are strongly aligned (Supana, 2021). In addition to improving customer satisfaction, price fairness increases the probability of a return business. Furthermore, customers' trust is increased by transparent and consistent pricing policies, which over time aid brands in fostering loyalty (Supana, 2021). The psychological effects of promotional pricing, such as sales or temporary discounts, may create a sense of

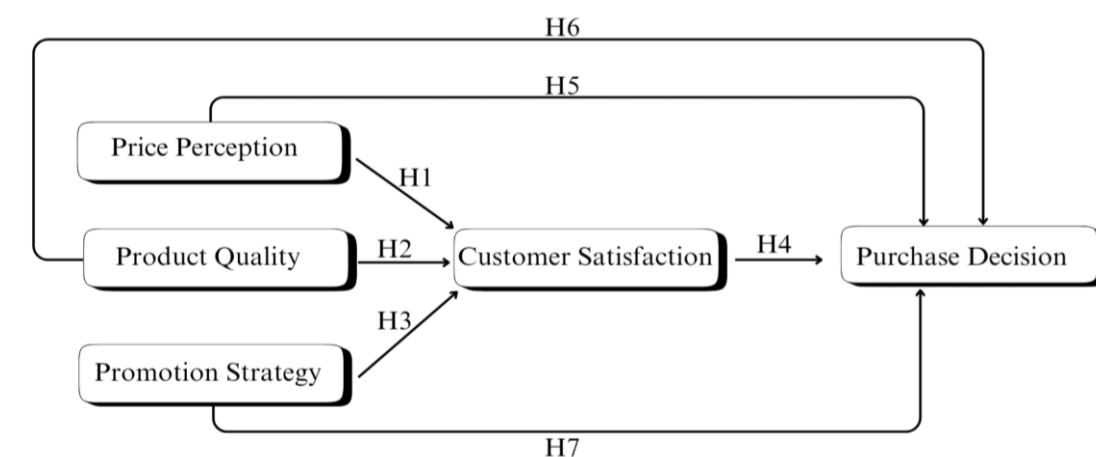
urgency in consumers, encouraging them to snap judgments about what to buy. When coupled with favourable opinions about the quality of the product, these elements work together to create a solid basis for consumer buying decisions in the fiercely competitive marketplace.

Product quality is another critical determinant of purchase decisions. Consistent product quality builds trust and satisfaction, which drives repeat purchases. When customers perceive a product to meet or exceed their expectations, their purchase intentions are solidified, regardless of competitive pricing or promotions. Combined with promotional strategies such as discounts or engaging marketing campaigns, these factors collectively influence the overall purchase decision-making process in dynamic consumer markets like Malaysia. Price perception directly impacts consumer choices, particularly in cost-sensitive markets, as affordability enhances perceived value. Moreover, consistent product quality encourages trust and satisfaction, while promotions like discounts or digital engagement campaigns effectively enhance consumer motivation to purchase. These interconnected factors collectively shape customer satisfaction, ultimately driving purchase behaviour in competitive markets like Mixue. Mixue's competitive pricing strategy and focus on affordability significantly influence consumers' purchase decisions in Malaysia, where value-conscious customers are drawn to cost-effective options in the food and beverage sector (KCL Finance, 2023). Mixue's purchase decisions are heavily influenced by its ability to offer affordable products that resonate with customers' value expectations, alongside the brand's strong promotional efforts, which enhance consumer engagement and drive purchasing intent.

Conceptual Framework

The study framework model is depicted in Figure 2.

Figure 2. Research Framework



RESEARCH METHOD

This study used a quantitative research that has been authorized in order to gather and examine data systematically. The sample size of this survey consisted of 101 responses from Mixue Customers in Malaysia. The primary tool used in obtaining data is through Google Forms. It is due to its accessibility to anyone with Internet connection, simple and ease of distribution. Google Form can organise the answer by respondents into Google Sheets that make it easier to analyze and calculate data using IBM SPSS Statistics Software (Junaeni, 2020).

This Google Form aimed to gather responses on the Impact of Price Perception, Product Quality and Promotion on the Purchase Decision for Mixue. The link was distributed by team members through various types of social media platforms such as WhatsApp, Telegram, Instagram and Facebook. Everyone who participates will be informed about the purpose of the study and assured that their responses will stay private. The data will be exported into a spreadsheet for screening and cleaning. This to ensure a comprehensive understanding of research topics thus will provide reliable and valid results.

Scale and Measurement Instrument

The question was made using closed-ended questions. The frequency and percentage of responses will be determined by analyzing demographic of respondent. For instance is gender, age, ethnicity, occupation, and monthly income range. The survey used 5-point Likert scale that is align from "Strongly Disagree" which is (1) to "Strongly Agree" which is (5) for every variable in both the independent and dependent variables (McLeod, 2018). Number 3 represent neutral item thus having positif and negative options on the side. By using this scale, it offers the research deeper insight into the factor that affect Mixue's customer perception.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

The dependent variable in this study is purchase decision, which was measured using four statement items designed to assess consumers' intention to buy Mixue products. One illustrative item is: "The unique taste quality of Mixue ice cream and drinks provides a sense of satisfaction."

The independent variables include price perception, product quality, and promotion strategy, assessed through a total of 13 items. Specifically, price perception was measured with 3 items, product quality with 6 items, and promotion strategy with 4 items. Examples of these items include: "The taste offered by each variant of Mixue ice cream and drinks meets expectations and is not inferior to similar products" for product quality; "Mixue ice cream and drinks are offered at an affordable price" for price perception; and "Promotions conducted by Mixue are of high quality" for the promotion strategy variable.

The mediating variable in this study is customer satisfaction, measured using five items. One of the example statements is: "I am satisfied with the service given by Mixue."

RESULTS

Table 1. Summary of Respondent's Demographics (N=105)

Responses	Frequency	Percentage (%)
Gender		
Female	54	53.5
Male	47	46.5
Age group		
18-20	16	15.8
21-30	22	21.8
31-40	18	17.8
41-50	24	23.8

51 and above	21	20.8
Ethnicity		
Chinese	42	41.6
Malay	32	31.7
Indian	27	26.7
Occupation		
Employed	41	40.6
Self-employed	11	10.9
Student	22	21.8
Unemployment	27	26.7
Monthly income		
Below Rm1500	19	18.8
RM1500 - RM2500	33	32.7
RM2501 - RM3500	17	16.8
RM3501 - RM4500	24	23.8
Above RM4500	8	7.9
How often do you having Mixue products?		
Almost everyday	7	6.9
Few times a week	31	30.7
Not even once a month	7	6.9
Once a week	34	33.7
Once or twice a month	22	21.8
What factor are most important when choosing Mixue over other ice cream and drinks?		
Affordable price	9	8.9
Affordable price, product quality	12	11.9
Affordable price, product quality, promotion	27	26.7
Affordable price, promotion	25	24.8
Product Quality	5	5.0
Product quality, promotion	10	9.9
Promotion	13	12.9

Table 1 shows the demographic profiles of the 101 respondents that are collected using Google Forms. From the result, the majority of respondents are female which is 53.5% and a broad age range. The large percentage of responders are employees. Next, among the respondents, 32.4% make between RM1500 and RM2500 per month, making them middle-class earners. Respondents placed a higher priority on three of the variables which are affordable price, product quality and promotion (26.7%) when purchasing Mixue products. Last but not least, 33.7% of respondents enjoy Mixue ice cream and drinks once a week while 30.7% of them purchase it a few times a week.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha and Zero-order Correlations for All Study Variables. ($N=101$)

Variables	1	2	3	4	5
Price Perception	0.847				
Product Quality	0.588**	0.871			
Promotion Strategy	0.686**	0.620**	0.884		
Customer Satisfaction	0.731**	0.636**	0.681**	0.822	

Purchase Decision	0.548**	0.476**	0.671**	0.764**	0.858
Number Of Items	3	5	3	4	3
Mean	3.954	4.141	3.891	4.089	4.109
Standard Deviation	0.815	0.715	0.863	0.751	0.855

Note: N = 101; *p < .05, **p < .01, ***p < .001. The diagonal entries in bold represent Cronbach's Coefficient Alpha.

Table 2 presents descriptive statistics, measures of reliability and zero-order correlations among the study variables. All variables assessed demonstrated excellent reliability, with Cronbach's Alpha coefficients ranging from 0.82 to 0.88.

Table 3. Summary of Regression Analysis

Variables	Purchase Decision			Customer Satisfaction		
	B	Standard Error	Beta, β	B	Standard Error	Beta, β
Price Perception	-0.152	0.102	-0.145	0.392	0.082	0.425***
Product Quality	-0.122	0.101	-0.102	0.248	0.087	0.236**
Promotion Strategy	0.364	0.093	0.368***	0.211	0.080	0.243**
Customer Satisfaction	0.779	0.114	0.685***			
R Square	0.642			0.626		
Adjusted R Square	0.627			0.615		

Note: N = 101, *p < 0.05, **p < 0.01, ***p < 0.001

Table 3 shows the developed hypotheses, which were tested with regression analysis. According to the data in Table 4, price perception, product quality and promotion strategy were categorized as independent variables, while customer satisfaction was categorized as the dependent variable.

As an outcome, promotion strategy and customer satisfaction were positively correlated to purchase decision, with β values of 0.386 and 0.685 respectively. Thus, H4 and H7 are supported. The value of R^2 is 0.642, which means that 64.2% of the variance in purchase decision can be explained by promotion strategy and customer satisfaction. The highest β value for purchase decision was customer satisfaction at 0.685, followed by promotion strategy with a β value of 0.368. Conversely, product quality and price perception did not significantly affect purchase decisions, leading to the rejection of hypotheses H5 and H6.

Moreover, the analysis indicates that the price perception, product quality and promotion strategy may influence purchase decisions through customer satisfaction. The analysis shows that the independent variables which are price perception, product quality and promotion strategy are positively related to the dependent variable customer satisfaction, with β values of 0.425, 0.236 and 0.243 respectively. Therefore, hypotheses H1, H2, and H3 are supported. Price perception has the highest β value of 0.425, indicating that it is the most impactful factor, followed by product quality and promotion strategy. Figure 3 presents the summarized results of the proposed hypotheses.

Figure 3 Overview Result of Hypothesized Model



DISCUSSION

Based on the results, Mixue can apply the findings to enhance customers' purchase decisions by primarily focusing on the promotion strategy and customer satisfaction. This study highlights that the promotion strategy significantly impacts the customers' purchase decisions with a strong positive correlation which is $\beta=0.368$. To improve the customers' purchase decisions, Mixue may invest more in promotions such as advertisements, coupons, discounts, free samples and others. (Larson, 2024) stated that there are more than 5.16 billion active social media users worldwide so Mixue is highly suggested to increase the advertisement budgets in social media to increase its exposure to potential customers. For instance, Mixue may advertise their brand on platforms like Facebook, Instagram, and TikTok which will help Mixue to reach a broader audience. Besides, Mixue can also collaborate with influencers who can effectively impress customers while highlighting the brand's affordability and unique offerings. Effective promotional methods are essential for raising customer awareness and interest in products.

Customer satisfaction is found to be the most reliable predictor of purchase decisions with the strongest positive correlation which is $\beta=0.685$, highlighting its critical role as a mediator. In this study, 3 main factors will influence customer satisfaction, which are price perception, product quality and promotion strategy with β values of 0.425, 0.236, and 0.243 respectively. Price perception and product quality directly influenced customer satisfaction but had a weaker direct impact on purchase decisions. However, Mixue should also focus on these 2 factors as it will influence customer satisfaction and affect purchase decisions indirectly. Communicating affordability effectively in marketing campaigns can enhance perceived value and encourage purchases. For example, marketing campaigns may highlight how Mixue provides high-quality beverages and ice creams at a fraction of the price of competitors. Price transparency such as itemizing expenses during sales can help consumers feel more confident about how affordable a product is.

Product quality has a big impact on customer satisfaction even when it doesn't directly affect buying decisions. Since quality is frequently a crucial component in consumer decision-making, maintaining high standards for ingredients and preparation is crucial for sustaining customer interest and loyalty. Maintaining high-quality ingredients, unique flavours and attractive product packaging will ensure customers feel they are receiving an outstanding experience. Mixue may further set itself apart from competitors by adding regionally inspired or seasonal flavours, which will increase the variety of products and satisfy local preferences.

In conclusion, Mixue may implement a comprehensive strategy that includes effective promotion, guarantee customer satisfaction, affordable price and excellent product quality. By doing so, Mixue may significantly improve purchase decisions, build brand loyalty and growth sustainability in this competitive F&B market.

CONCLUSION

This study found that price perception, product quality and promotion significantly influence customer purchase decisions for Mixue in Malaysia. Among these, promotion and customer satisfaction act as the strongest factors, while customer satisfaction acts as a key mediator between other variables. Price perception and product quality mainly affect customer satisfaction, they indirectly contribute to purchase decisions. These findings highlight the importance of maintaining the price affordable, delivering high quality products consistently and using innovative promotional strategies to attract and retain customers in this competitive F&B market.

To capitalize on these findings, Mixue should prioritize enhancing its promotional strategies especially in social media. Moreover, Mixue should also focus on improving customer satisfaction by ensuring excellent service at outlets, gathering and acting on customer feedback and also maintaining consistent product availability and quality.

Last but not least, Mixue should highlight its affordability of price while advertising and also ensure transparent pricing which can strengthen the price perception of consumers. Finally, Mixue should maintain high quality ingredients, unique flavours and also attractive product packaging to ensure that customers receive an excellent product which is higher than their actual expectations. By implementing these strategies, Mixue is able to enhance customer loyalty, improve purchase decisions and also secure its position in this competitive F&B market.

LIMITATION

The present research has several limitations to consider. First, the sample size of 105 respondents may not be large enough to fully represent the larger Mixue consumer base that can affect the result which is not exactly relevant. Next, since the survey was conducted via online Google Form, there is a possibility that some of the respondents may have provided socially desirable answers or created their responses to fit their personal preferences, introducing biases. In addition, the study only focused on three factors which are price, product quality and promotion. Still, many other factors influence consumer decisions such as brand loyalty and place. Last but not least, this research only relied on quantitative data so, it's unable to capture the qualitative reasons behind consumer choice.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no conflicts of interest related to the research, authorship, or publication of this paper.

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