

Beyond the Cup: Branding, Trust, and Loyalty as Drivers of Customer Satisfaction in a Malaysian Beverage Industry

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Malaysia's beverage market has become increasingly competitive, making customer satisfaction a critical indicator of repeat purchase and brand resilience. This study examines the influence of customer satisfaction and branding on purchase intention, using Tealive as a case study. This study aims to investigate how branding, trust, and loyalty influence consumers' satisfaction. A quantitative research design was employed, involving the distribution of structured questionnaires to 180 customers. The findings indicate that branding ($b = 0.245$, $p < 0.01$), trust ($b = 0.299$, $p < 0.01$), and loyalty ($b = 0.261$, $p < 0.01$) have significant positive effects on customer satisfaction, emerging as the strongest predictors. These findings reveal the importance of delivering superior service quality and maintaining a consistent brand image to enhance customer loyalty and trust. These findings also suggest that beverage brands need to strengthen both relational cues and consistent service experiences to sustain customer satisfaction and loyalty. This study contributes to the understanding of consumer behavior in the Malaysian beverage industry and offers practical insights for Tealive's marketing and branding strategies aimed at sustaining long-term competitiveness.

Keywords: Branding; Consumer Behavior; Customer Satisfaction; Loyalty; Trust

JEL Classification: M31; M37

INTRODUCTION

In the last few years, the food and beverages (F&B) industry in Malaysia has become extremely competitive. Teenagers are increasingly turning to bubble tea products throughout Malaysia. Tealive is one of the most prominent local brands. Now rapidly expanding in the country, Tealive offers a range of fresh tea drinks in various flavors and also leaves its mark. Their commitment to offering high-quality beverages that are available for everyone, everywhere. Tealive also highlights the distinct customer experience through their attractive store designs and friendly atmosphere (Ahmad, 2024). Recent research shows that brand reputation can shape customer satisfaction and loyalty because credible brands gain trust and strengthen their market position (Açikgöz et al., 2024).

With a growing number of competitors entering the market, it is essential that Tealive has an insight into what drives the preference of drinking from the potential customers with respect to choosing one type or another. When it comes to consumer choices, two main factors in such consumer behavior are customer satisfaction and branding. Happy customers are more likely to repurchase when they are satisfied with taste, service, and experience. Meanwhile, a strong brand also influences consumers' perception, trust, and loyalty towards the products, which stimulates them to buy in the future. In such a situation, understanding what drives consumers to choose Tealive and keep coming back is more important than ever. In food-and-beverage settings, trust and social presence also strengthen customer loyalty, showing that relational cues matter alongside product quality (Attar et al., 2023).

Customer satisfaction is already recognized as the primary determinant of repeat purchase behavior. Oliver (1999) explains that satisfaction is a customer's overall appraisal after consumption. This is going to influence a consumer's likelihood of repurchase and recommendation of an item quite a bit. Higher satisfaction correlates with stronger consumer loyalty in the beverage industry because taste, experience, and service quality are all extremely important indicators of customer retention. Digital marketing and brand trust can further increase loyalty through customer satisfaction, indicating that satisfaction functions as a bridge between brand inputs and repeat patronage (Andriana, 2025).

In line with these findings, Balasubramanian et al. (2018) and Waebuesar et al. (2022) reported that perceived satisfaction among bubble-tea consumers in Malaysia significantly affects repurchase intention. This is especially important for brands like Tealive, where product quality, service quality, and perceived value directly affect how customers assess the overall product experience. As Kee et al. (2024) also indicate, positive satisfaction strengthens consumers' behavioral intentions, particularly in highly competitive retail environments.

Recent studies in the Malaysian and broader Asian beverage context indicate that customer satisfaction is closely linked to brand trust, product consistency, and loyalty-building practices. For example, recent work on Starbucks in Malaysia and Asia shows that service quality, brand loyalty, and customer satisfaction remain tightly connected, while a study on Nestlé also found that satisfaction and loyalty are mutually reinforcing in the food-and-beverage sector (Waebuesar et al., 2022). These findings suggest that beverage brands need more than product appeal alone; they must also sustain trust, consistency, and recognizable brand value to retain customers.

Accordingly, this study examines how branding, brand trust, and brand loyalty influence customer satisfaction in the Tealive context in Malaysia. The study contributes to the

literature by integrating these three brand-related constructs into a single explanatory model and by providing local evidence that can help beverage firms better understand how customer satisfaction is formed in a competitive market. The findings are expected to offer both theoretical and practical insights for brands seeking to strengthen customer retention and long-term competitiveness.

LITERATURE REVIEW

Influencing Factors of Customer Satisfaction

Related literature from this chapter describes branding, trust, and loyalty as factors influencing customer satisfaction. Research on these factors has focused on their impact on consumers' evaluations of products and services (Keller, 1993; Kotler & Keller, 2016). With the growth of the tea drink industry, how to improve customer satisfaction through effective branding, the establishment of trust, and the development of loyalty is a critical issue for enterprises to attain a competitive advantage. In this study, the Malaysian beverage brand Tealive serves as a case study in order to explore how branding-related factors influence customer satisfaction, and three hypotheses are generated, thus providing a theoretical basis for future empirical analysis. Customer-experience research in e-commerce shows that satisfaction, trust, loyalty, perceived risk, value, and service quality are closely interconnected, which supports a combined model rather than isolated variables (Pires et al., 2024).

In addition, recent evidence from food and beverage companies shows that customer satisfaction can act as a strategic bridge between brand-related efforts and customer loyalty. Andriana (2025) found that digital marketing and brand trust have a significant positive influence on customer loyalty through customer satisfaction, indicating that satisfaction is not only an outcome but also a mechanism through which brand-related actions are converted into repeat patronage. This suggests that, in beverage brands such as Tealive, customer satisfaction is closely tied to how effectively the brand builds trust and encourages loyal behavior over time.

Hypotheses Development

Branding: Creating Value and Emotional Connection

Identity of a brand is formed when a business or other organization enhances the persona or character of the brand and establishes its value to consumers (Keller, 1993). An effective brand identity helps the business differentiate itself from competitors and develop consumer trust in that brand (Aaker, 1996). Good branding will reduce the perceived risk in the mind of the consumer and improve the perceived quality of the goods (Susanto & Pandjaitan, 2024).

Tealive's brand positioning is youthful, innovative, and culturally relevant. A clear visual image is formed, designed, and implemented in creative products, with regular participation on social media. According to Kuek et al. (2024), consumers are positive and satisfied with the brand when brands operate consistent messaging and marketing platforms. This shows how branding has a great influence on a customer's overall satisfaction with a brand. Brand reputation matters because it shapes consumers' general perception and directly affects satisfaction and loyalty (Açikgöz et al., 2024).

As Keller (1993) and Kapferer (2012) point out, in the lifestyle space, branding has to do more than make sense; it has to tap into consumers' emotional attachments with the brands they use. By showcasing itself as innovative, culturally relevant, and approachable, Tealive is developing a very high-value emotional connection, and customers are taking away a good experience with the brand.

H1: Branding positively affects customer satisfaction.

Brand Trust: Reducing Risk and Enhancing Satisfaction

According to Mayer et al. (1995), brand trust means the belief that a brand can continuously deliver the brand's promises and consistently produce products of reliable quality. Customers who consume F&B from brands they trust perceive less risk and uncertainty in this food and beverage category. Thus, by having faith in brands, customers are more confident when making decisions and feel more certain about their buying habits. In e-commerce marketplace platforms, customer satisfaction and e-trust both help sustain continued usage, suggesting that trust works as a retention mechanism rather than only a risk reducer (Kim & Yum, 2024).

With respect to Tealive, they establish trust by offering a uniform approach to preparing all drinks, a consistent flavor across all locations, and transparent service. Susanto and Pandjaitan (2024) state that a customer's evaluations of a company's offerings and satisfaction levels are shaped by trust. A brand you trust will yield a positive/timely experience and a feeling of security during consumption.

According to Luo et al. (2023), trust is the foundation upon which a long-term customer relationship is built with customers. When Tealive offers both consistency in the various outlets and a reliable service, then the customer develops trust in the brand, and ultimately, the customer becomes satisfied.

H2: Brand trust positively affects customer satisfaction.

Brand Loyalty: Reflecting Accumulated Satisfaction

Consistent with Oliver (1999), brand loyalty refers to the tendency of a person to repeat purchases of a particular company's product (brand) over a period of time. Therefore, customer loyalty is predicated upon consistently receiving substantial value from the brand. Brand loyal customers also develop stronger brand expectations and an emotional connection with the brand. These emotions cause higher client satisfaction. Organizations such as Tealive grow brand loyalty by having their customers buy from them over and over, creating points or a membership that enables users to participate in their loyalty program.

Several authors noted that loyal customers are generally more satisfied than their non-loyal counterparts, because consistent consumer expectations will be coincident with the level of performance of the brand (Waebuesar et al., 2022). Customer loyalty is increasingly understood as a retention asset that goes beyond satisfaction and includes emotional attachment, identification, and switching resistance (Pereira et al., 2025). Customers tend to become more satisfied when they use the same brand, since they are familiar with the brand and already trust it. As Oliver (1999) stated, there are two types of loyalty: behavioral and attitudinal. Emotional attachment will affect customers' evaluation of the brand. As a result, Tealive will build an emotional connection with the audience as a modern lifestyle brand, increasing customer satisfaction.

H3: Brand loyalty positively affects customer satisfaction.

Conceptual Framework

Branding, brand trust, and brand loyalty affect consumer satisfaction, as shown in previous studies. Branding influences how customers perceive a product or service and the expectations they have for that product or service. A high level of brand trust reduces uncertainty and the risk associated with purchasing products or services. Brand loyalty reflects customers' long-term positive evaluations of a company's products and services,

which in turn builds strong customer loyalty. For Tealive, all three elements work together to establish a customer's level of satisfaction with Tealive. Based on previous research, the following three hypotheses (H1-H3) are developed to evaluate the impact of branding, trust, and loyalty on a customer's overall satisfaction in future empirical research. The research framework is illustrated in Figure 1.

Figure 1. Research Framework

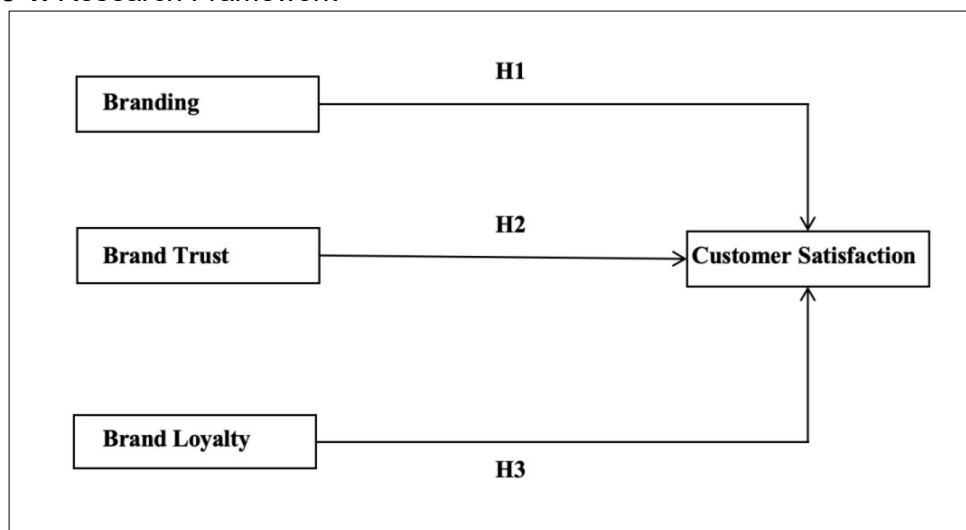


Figure 1 illustrates the conceptual framework of this study, which proposes that branding, brand trust, and brand loyalty are key determinants of customer satisfaction among Tealive customers. The model assumes that customers' overall satisfaction is influenced not only by the way they perceive and recognize the brand, but also by the level of trust they place in the brand and their willingness to maintain a long-term relationship with it. Branding is expected to shape favorable customer perceptions and strengthen the overall consumption experience, while brand trust reflects customers' confidence in the consistency and reliability of the products and services provided. Brand loyalty, in turn, represents customers' commitment to continue choosing the brand despite the availability of alternative beverage options. By examining these relationships simultaneously, the framework provides a comprehensive understanding of the factors that contribute to customer satisfaction in the Malaysian beverage industry. The proposed relationships are subsequently tested through three research hypotheses.

RESEARCH METHOD

Research Design

This study adopted a cross-sectional quantitative design using a structured questionnaire to examine the direct effects of branding, brand trust, and brand loyalty on customer satisfaction among Tealive customers in Malaysia. A quantitative survey approach was appropriate because the study aimed to measure respondents' perceptions at a single point in time and test the hypothesized relationships statistically. The design also allowed the researchers to compare the relative strength of each predictor and determine which brand-related factor contributes most strongly to customer satisfaction.

Sample and Procedures

Data were collected online through Google Forms and distributed to Tealive customers in Malaysia using a convenience sampling approach. Respondents participated voluntarily and completed the questionnaire anonymously, which helped encourage honest responses and improve data collection efficiency. A total of 180 usable

questionnaires were returned and retained for analysis. The collected data were coded and analyzed using SPSS, with descriptive statistics, reliability analysis, correlation analysis, and multiple regression employed to assess the relationships among the variables.

Data Analysis

The analysis began with descriptive statistics to summarize respondent characteristics and the central tendency of the study variables. Reliability was then examined to confirm the internal consistency of the measurement items. Correlation analysis was used to assess the associations among branding, brand trust, brand loyalty, and customer satisfaction, while multiple regression analysis was conducted to test the hypotheses and determine the relative influence of each independent variable on customer satisfaction.

Measures

All items in this study were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire included items measuring branding, brand trust, brand loyalty, and customer satisfaction, as shown in Appendix 1. The measurement items were self-developed based on customers' experiences with Tealive and were pre-evaluated to ensure clarity, relevance, and consistency with the study objectives. Branding items captured respondents' perceptions of Tealive's image and market identity, trust items reflected reliability and service consistency, loyalty items assessed repeat-purchase tendency and emotional attachment, and customer satisfaction items measured respondents' overall evaluation of their experience with Tealive.

Demographic

Five items assembled on how the data provided a clearer understanding of the respondents' profiles and enabled meaningful comparisons and analysis of consumer behavior patterns across different demographic groups. An example item is "Purchase frequency per month."

Customer Satisfaction

Four items were assessed to evaluate consumers' satisfaction with Tealive products. An example item is "I am satisfied with my overall experience at Tealive."

Branding

Four items were created to examine how branding influences customers' purchases compared to other competitive brands. An example item is "Tealive has a strong and recognizable brand image."

Trust

Four items were included to measure consumers' confidence in Tealive's reliability to deliver high-quality products. An example item is "I feel confident in the safety and hygiene standards practiced by Tealive."

Loyalty

Four items were met to examine customers' experience and expectations that drive repurchase in the future. An example item is "I intend to continue purchasing from Tealive in the future."

RESULTS

Respondents' Demographic Profile**Table 1.** Summary of Respondent's Demography (N=180)

Item	Classification	Frequency (n)	Percentage (%)
Gender	Female	102	56.7
	Male	78	43.3
Age	18-24	100	55.6
	25-34	58	32.2
	35-44	13	7.2
	45 and above	9	5
Race	Chinese	58	32.2
	Indian	20	11.1
	Malay	98	54.4
	Other	4	2.2
Educational Level	Bachelor Degree	56	31.1
	Master	23	12.8
	PHD	6	3.3
	STPM/Matriculation/Foundation/Diploma	95	52.8
Purchase Frequency per Month	1-2 times	66	36.7
	Less than once	76	42.2
	More than 3 times	38	21.1

Table 1 shows that the sample is predominantly female, with 102 respondents (56.7%), compared to 78 male respondents (43.3%). In terms of age, the largest group is respondents aged 18–24 years ($n = 100$, 55.6%), followed by those aged 25–34 years ($n = 58$, 32.2%), 35–44 years ($n = 13$, 7.2%), and 45 years and above ($n = 9$, 5.0%). This indicates that the study mainly captured younger consumers. By race, Malay respondents form the largest group ($n = 98$, 54.4%), followed by Chinese ($n = 58$, 32.2%), Indian ($n = 20$, 11.1%), and other races ($n = 4$, 2.2%).

For educational level, most respondents hold STPM/Matriculation/Foundation/Diploma qualifications ($n = 95$, 52.8%), followed by Bachelor's degree holders ($n = 56$, 31.1%), Master's degree holders ($n = 23$, 12.8%), and PhD holders ($n = 6$, 3.3%). Regarding purchase frequency per month, the largest proportion of respondents reported purchasing less than once a month ($n = 76$, 42.2%), followed by 1–2 times per month ($n = 66$, 36.7%) and more than 3 times per month ($n = 38$, 21.1%). Overall, the demographic profile suggests that the findings largely reflect the perceptions of young, moderately educated consumers who engage with Tealive occasionally rather than very frequently.

Descriptive Statistics, Reliability, and Correlation Analysis**Table 2.** Descriptive Statistic, Alpha, Correlations

Variables	1	2	3	4
Branding	.648	.625***	.611***	.592***
Trust	.625***	.712	.630***	.617***
Loyalty	.611***	.630***	.765	.599***
Customer Satisfaction	.592***	.617***	.599***	.698
Number of Items	4	4	4	4
Mean	2.6194	2.5333	2.5569	2.5931
Standard Deviation	.95844	.99769	1.02307	.98701

Note: $N=180$; $p^* < .05$, $**p < .01$, $***p < .001$. The diagonal entries represent Cronbach's coefficient alpha.

Table 2 presents descriptive statistics, reliability measures, and zero-order correlations among the study variables. All tested variables demonstrate high levels of reliability, with Cronbach's alpha coefficients ranging from 0.648 to 0.698.

In terms of relationships among the variables, branding is positively correlated with Trust ($r = .625, p < .001$), loyalty ($r = .611, p < .001$), and customer satisfaction ($r = .592, p < .001$). Trust also shows positive associations with loyalty ($r = .630, p < .001$) and customer satisfaction ($r = .617, p < .001$), while loyalty is positively related to customer satisfaction ($r = .599, p < .001$). The mean scores are clustered between 2.5333 and 2.6194, which suggests that respondents' evaluations are slightly below the midpoint of the scale. The standard deviations range from .95844 to 1.02307, indicating a moderate spread of responses across the sample.

Regression Analysis and Hypothesis Testing

Table 3. Regression Analysis

Variables		Customer Satisfaction
1	Branding	.245**
2	Trust	.299**
3	Loyalty	.261**
R ² change		.486

Note: N=180; *p <0.5, **p <0.01, ***p<0.001.

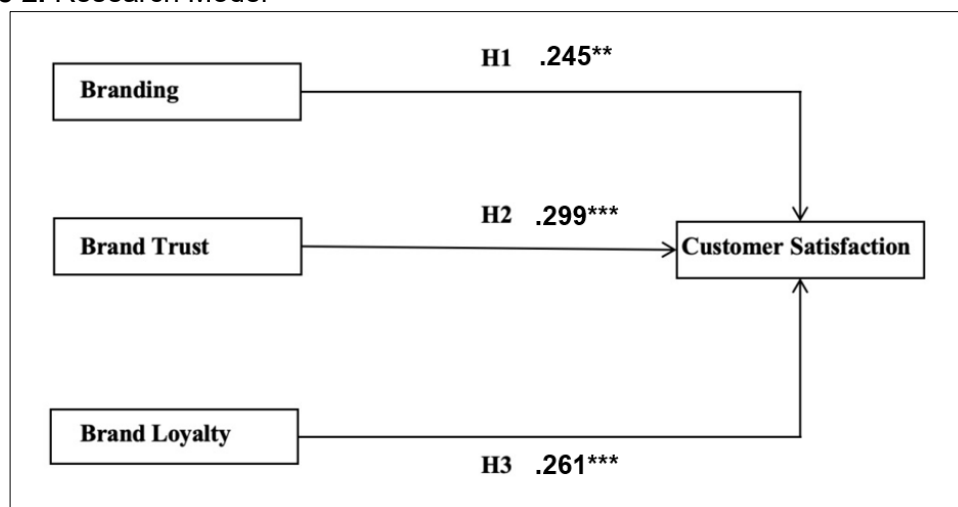
Based on Table 3, the hypotheses were tested using regression analysis. As is evident, branding, trust, and loyalty were entered as the independent variables while customer satisfaction was entered as the dependent variable. H1 predicts that branding has a positive effect on customer satisfaction. H2 predicts that there is a positive effect of trust on customer satisfaction. H3 predicts a positive relationship between customer loyalty and customer satisfaction.

The findings support hypotheses H1, H2, and H3. Branding, trust, and loyalty engagement were positively correlated with customer satisfaction, with beta values of 0.245, 0.299, and 0.261, respectively. The R2 value of 0.486 suggests that 48.6% of the variance in Tealive's customer satisfaction can be explained by all the variables.

Among these variables, customers' trust in Tealive had the highest beta value of 0.299, indicating that customers' trust is the strongest predictor of customer satisfaction among the examined variables. The remaining variable, branding and loyalty also has a positive and significant impact on customer satisfaction, with a coefficient of 0.245 and 0.261.

In a nutshell, the regression analysis shows that branding, trust, and loyalty with customer engagement have positive and significant relationships with customer satisfaction, with customers' trust having the strongest influence. The summarized output of the hypothesized model is provided in Figure 2.

Figure 2. Research Model



DISCUSSION

This study focuses on customer satisfaction and the relationship between branding, trust, and customer loyalty with Tealive. The variables included items using a survey to gauge the participants' perceptions in terms of brand image, trustworthiness, loyalty intentions, and overall satisfaction. These factors are repeatedly identified as strongly positive predictors of customer outcomes in previous research.

Branding and Customer Satisfaction (H1)

First, branding showed a positive and significant effect on customer satisfaction ($\beta = 0.245$, $p < 0.01$), supporting H1. This result suggests that a recognizable and coherent brand image helps reduce uncertainty, improves expectation formation, and makes the customer experience feel more predictable and trustworthy. In a beverage market where competitors often offer similar products, branding becomes an important cue that helps customers differentiate one brand from another before purchase. Recent evidence from Starbucks and other food-and-beverage contexts also shows that brand-related cues remain central to customer satisfaction and repeat behavior (Kuek et al., 2024; Luo et al., 2023; Waebuesar et al., 2022). Recent brand-reputation evidence likewise shows that credible brands gain trust and strengthen satisfaction and loyalty, which is consistent with the present result (Açikgöz et al., 2024).

Branding refers to the customer's perception of the image, identity, and promise of a brand. A well-known brand sets expectations for its customers and reduces the uncertainty in making a purchase; in this way, customers tend to be satisfied with their experience when they are treated according to the brand's promise. Positive brand image and brand strength are positively correlated with satisfaction as they build trust and perceived value in the customers before customers come to a product or service (Tahir et al., 2024). Accordingly, within the Tealive setting, customers who have a positive perception of the brand are more likely to experience satisfaction with their overall experience and product quality.

Trust and Customer Satisfaction (H2)

Second, brand trust had a positive and significant effect on customer satisfaction ($\beta = 0.299$, $p < 0.01$), supporting H2. Trust matters because customers are more willing to remain satisfied when they believe a brand is reliable, honest, and capable of delivering consistent quality. In beverage consumption, trust lowers perceived risk and makes the brand experience feel safer and more dependable. This pattern is also consistent with

recent evidence showing that trust remains a strong predictor of customer satisfaction and loyalty in Malaysian food-service settings (Susanto & Pandjaitan, 2024; Kee et al., 2024). Brand trust and digital-marketing studies in food-and-beverage contexts also show that trust and satisfaction jointly reinforce loyalty, supporting the role of trust in the satisfaction process (Andriana, 2025).

Trust is an important driver of customer satisfaction, which represents customers' belief in a brand's reliability, honesty, and ability to deliver consistent quality. As a customer trusts a brand, they will have a lower perception of risks and greater purchase confidence, which will lead to a higher evaluation of their overall experience. There is empirical evidence to support this phenomenon. Susanto and Pandjaitan (2024) concluded that trust has a positive and significant impact on customer satisfaction in the food service sector. Their results show that there is a higher likelihood of satisfaction for customers with the products and services provided by a brand if they trust it. In the context of this study, customers who trust Tealive should also experience higher levels of satisfaction, as trust promotes customers' confidence and strengthens the relationship between customer and brand.

Brand Loyalty and Customer Satisfaction (H3)

Third, brand loyalty had a positive and significant effect on customer satisfaction ($\beta = 0.261$, $p < 0.01$), supporting H3. Loyalty reflects accumulated experience rather than a single transaction, so loyal customers are more likely to evaluate the brand positively because they are already familiar with its offerings and service patterns. In the beverage sector, loyalty often develops when repeated positive encounters reinforce expectations and reduce uncertainty. Recent studies likewise show that customer satisfaction and loyalty are closely connected in Starbucks and Nestlé-related contexts (Kuek et al., 2024; Waebuesar et al., 2022). Fast-food research likewise finds that brand image, trust, customer satisfaction, and brand loyalty move together, which supports the interpretation that loyalty develops from repeated favorable evaluations (Gasparetto et al., 2025; Yulisetiari et al., 2025).

Customer loyalty behavior, as manifested by repeat purchase intention and preference for the same brand, depends on customer satisfaction. Happy customers are more likely to maintain regular buying from the same brand. In turn, its most loyal customers have become more emotionally attached to the brand, making them more at ease with occasional service failures or minor shortcomings. That means that satisfaction encourages loyalty through continual positive experiences. Previous studies find a strong positive relationship between customer satisfaction and customer loyalty and indicate that higher levels of satisfaction are positively related to stronger intentions to remain loyal to a brand (Fornell, 1992; Ooko et al., 2023). In this study, the users of Tealive who are reported as more satisfied could be able to exhibit higher loyalty intentions, including repeat purchase intention. Recent restaurant-loyalty reviews identify satisfaction, service quality, food quality, brand image, price fairness, sensory experience, sustainable practices, and customer engagement as recurring loyalty drivers, suggesting room for broader strategic refinement (Purnami & Nurcaya, 2025).

CONCLUSION

This study examined how branding, brand trust, and brand loyalty influence customer satisfaction in the Malaysian beverage context, using Tealive as the case setting. The findings show that all three constructs have significant positive effects on customer satisfaction, with brand trust emerging as the strongest predictor. This suggests that customer satisfaction is not formed by a single brand cue alone, but by the combined effect of brand image, reliability, and repeated positive experience. In a competitive

beverage market, where consumers can easily compare alternatives, the brand that consistently communicates value and fulfills its promises is more likely to sustain customer satisfaction.

The results also indicate that Tealive's performance depends not only on product appeal, but on the extent to which the brand can transform recognition into trust and trust into favorable evaluations over time. Customers who perceive the brand as credible are more likely to interpret their overall experience positively, and this helps explain why trust is the strongest predictor in this study. Brand loyalty also contributes meaningfully, showing that repeated exposure and accumulated satisfaction reinforce positive customer responses. Taken together, these findings show that customer satisfaction in the beverage sector is relational as well as transactional.

From a managerial perspective, Tealive should maintain a coherent brand identity across outlets and communication channels, ensure consistent product and service delivery, and reinforce trust through reliable interactions at every customer touchpoint. Loyalty-building initiatives such as membership rewards, limited-time offers, and culturally resonant campaigns may strengthen repeat purchase behavior, but these strategies are most effective when supported by a stable and trustworthy brand experience. Future research could compare Tealive with other beverage brands, include additional variables such as perceived value, store atmosphere, and digital engagement, and use longitudinal data to examine how satisfaction evolves over time. Researchers may also test whether brand trust mediates or moderates the relationship between branding and loyalty, or whether consumer segments differ in how they evaluate the brand. Such extensions would deepen understanding of customer satisfaction in Malaysia's beverage industry and provide more actionable guidance for brand managers.

LIMITATION

The current research reveals some aspects of these concepts to be limited. First, the sample size was based on 180 respondents, while data were largely collected using self-administered questionnaire via Google Forms. The sample consisted mainly of students aged 18 to 24 years and probably it is not representative of the perceptions and experiences of other population classes, professionals, working adults, and those with lower or higher level of income. While suitable to the scope of this study, it might introduce potential biases like response inaccuracy; social desirability bias; and generalizability to a larger consumer population might be limited.

Second, this study focused on Tealive and did not compare it with other beverage brands or categories. Consequently, the results cannot be generalized to the larger beverage industry. In addition, the study covered customer satisfaction, branding, trust and loyalty, although important factors like pricing strategy, store environment and digital marketing influences were not addressed. These variables could also affect customers trust and intention to purchase.

Lastly, the research was cross sectional, and data collection occurred at one point in time. This methodological approach may not capture changes in customer satisfaction, trust, or loyalty over time. Longitudinal research designs could help better understand how these factors develop and influence the customer's behavior over time. To understand more deeply customer behavior in the beverage industry, future studies should have a larger sample size, be made comparative with other brands, and research additional factors.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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