



**The Factors Influencing Consumer Purchase Intentions of Mixue Ice
Cream & Tea in Henan, China**

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

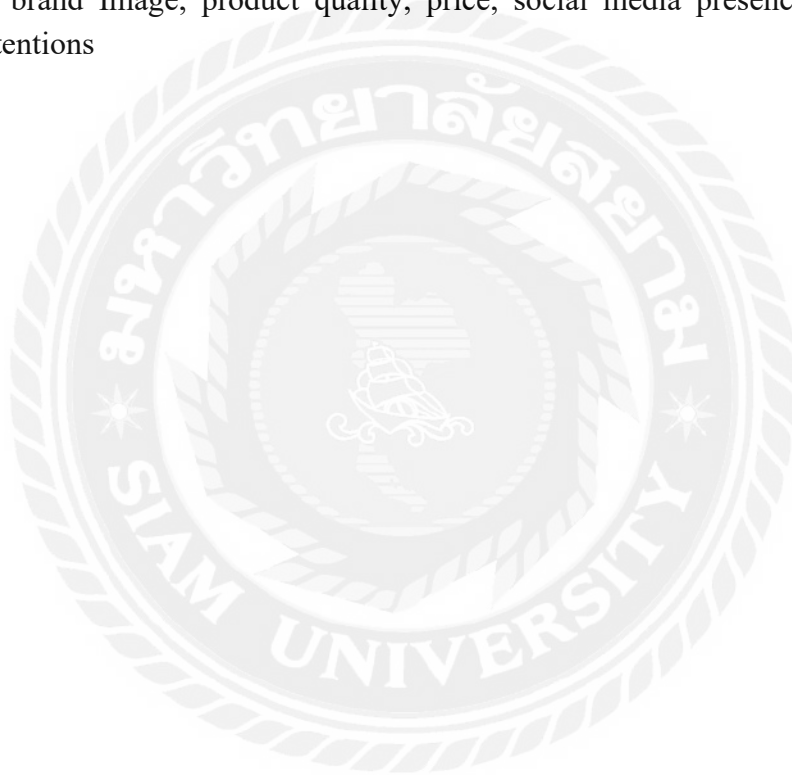
This study investigated the impact of brand image, product quality, price factors, and social media presence on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China. Recognizing the impressive marketing and revenue performance of Mixue, the research aims to provide actionable insights for enhancing marketing strategies. The objective of this study was to explore the impact of brand image factors, product quality factors, price factors, and social media presence on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

This study adopted the method of quantitative research to analyze the factors that affect the purchasing intentions of consumers for Mixue Ice Cream & Tea in Henan, China. A cluster sampling method was employed, allowing for efficient survey execution within selected groups. A total of 200 questionnaires were distributed and 169 valid questionnaires were finally collected, with a recovery rate of 84.50%. The findings reveal significant correlations between the identified factors and consumer purchase intentions, offering valuable recommendations for Mixue to optimize its marketing efforts.

This study finds that a positive brand image fosters trust and loyalty, while high product quality leads to greater customer satisfaction and repeat purchases. Price

sensitivity affects decision-making, with competitive pricing enhancing purchase intentions. Additionally, a strong social media presence boosts brand visibility and trust. Overall, Mixue's impressive market performance presents opportunities for strategic improvements in these areas to further strengthen its position and enhance its customer base. This research not only contributes to academic knowledge but also serves as a practical guide for the company's strategic decision-making in the competitive ice cream and tea market.

Keywords: brand Image, product quality, price, social media presence, consumer purchase intentions



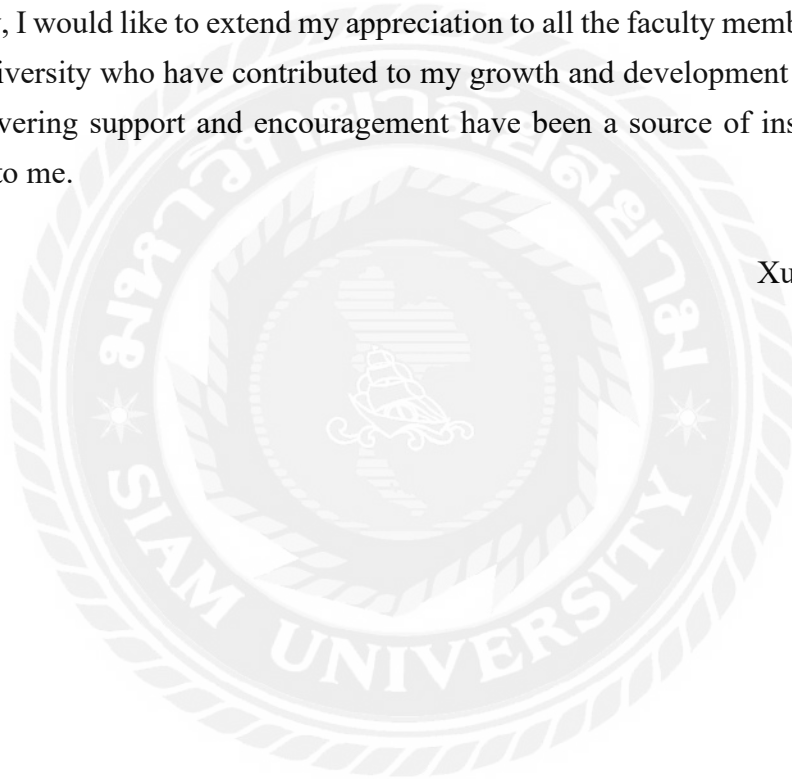
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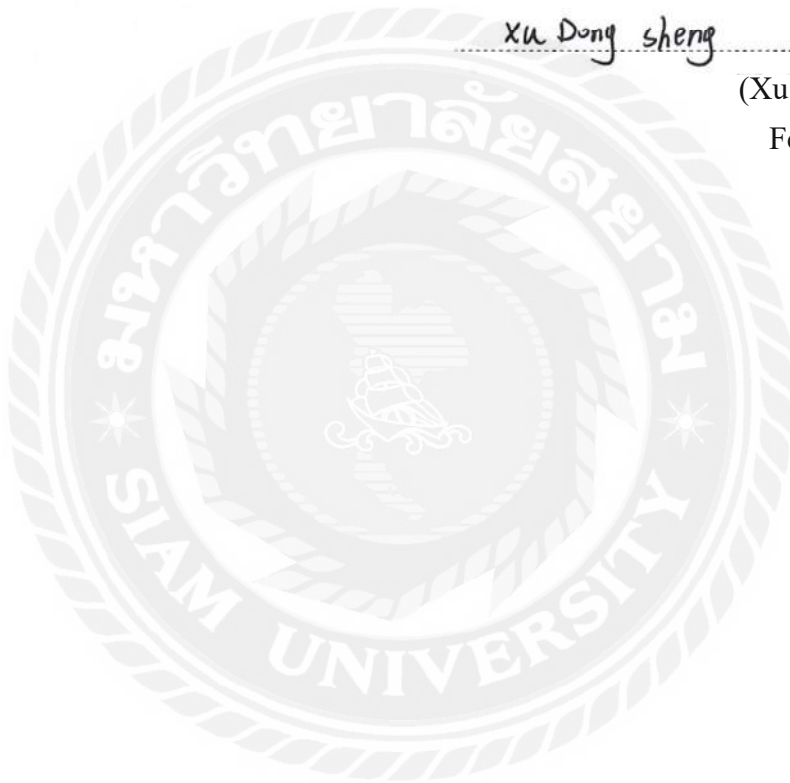
DECLARATION

I, Xu DongSheng, hereby declare that this Independent Study entitled “The Factors Influencing Consumer Purchase Intentions of Mixue Ice Cream & Tea in Henan, China” is an original work and has never been submitted to any academic institution for a degree.

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Feb 24, 2025



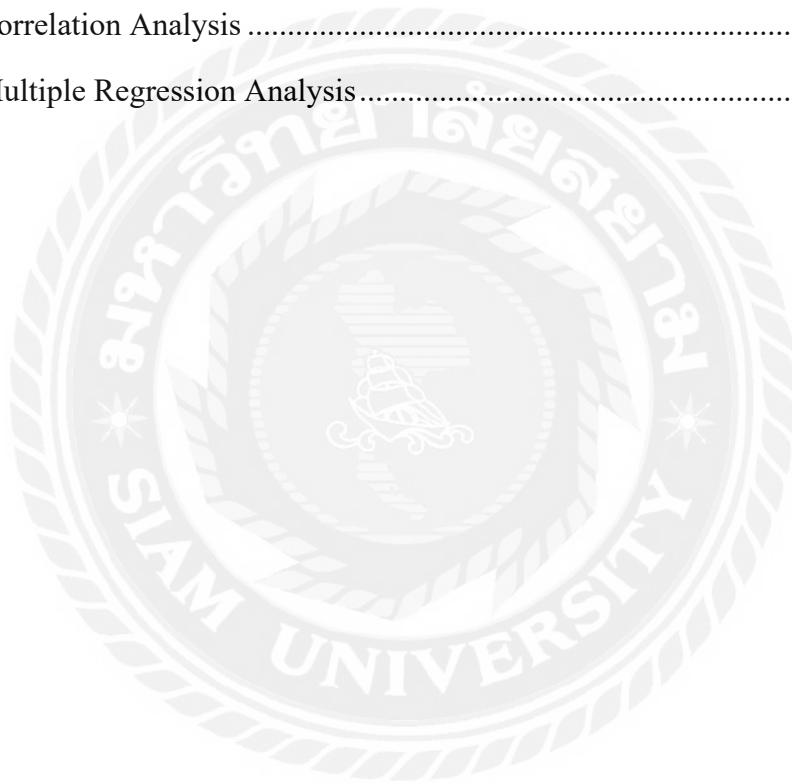
CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT	III
DECLARATION	IV
CONTENTS.....	V
LIST OF TABLES.....	VII
LIST OF FIGURES	VIII
Chapter 1 Introduction	1
1.1 Background of the Study.....	1
1.2 Questions of the Study	3
1.3 Objectives of the Study	3
1.4 Scope of the Study.....	3
1.5 Significance of the Study	4
1.6 Definition of Key Terms	4
Chapter 2 Literature Review	6
2.1 Brand Image	6
2.2 Product Quality	7
2.3 Price Factors.....	8
2.4 Social Media Presence	9
2.5 Consumer Purchase Intentions.....	11
2.6 Overview of Mixue Ice Cream & Tea in Henan, China.....	12
2.7 Conceptual Framework	13
Chapter 3 Research Methodology	15
3.1 Research Design.....	15
3.2 Population and Sample Size.....	15
3.3 Hypothesis.....	15

3.4 Research Instrument	16
3.5 Data Collection.....	17
3.6 Data Analysis	17
3.7 Reliability and Validity Analysis of the Scale	17
3.7.1 Reliability Analysis	17
3.7.2 Validity Analysis	18
Chapter 4 Findings and Discussion.....	20
4.1 Findings	20
4.1.1 Demographic Characteristics of Respondents	20
4.1.2 Correlation Analysis	21
4.1.3 Multiple Regression Analysis.....	22
4.2 Discussion	23
4.2.1 Relationship of Findings to Previous Research	23
4.2.2 Unexpected Results	24
Chapter 5 Conclusion and Recommendation	25
5.1 Conclusion.....	25
5.2 Recommendation.....	25
5.2.1 Enhance Brand Image.....	25
5.2.2 Improve Product Quality Perception	26
5.2.3 Optimize Pricing Strategy	26
5.2.4 Strengthen Social Media Presence	26
5.3 Further Study.....	27
References	28
Appendix	31

LIST OF TABLES

Table 1.1 Overview of Mixue Ice Cream & Tea in the 2023 Global Unicorn Index	1
Table 2.1 Mixue Ice City Profit Statement in Henan, China	12
Table 3.1 Measurement Items	16
Table 3.2 Reliability Analysis	18
Table 3.3 Validity Test Result	19
Table 4.1 Demographic Characteristics	20
Table 4.2 Correlation Analysis	21
Table 4.3 Multiple Regression Analysis	22



LIST OF FIGURES

Figure 2.1 Research Framework	14
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Chapter 1 Introduction

1.1 Background of the Study

The food and beverage industry in China has seen remarkable growth over the last decade, driven by changing consumer preferences and an expanding middle class (Broto et al., 2024). Among the emerging brands, Mixue Ice Cream & Tea has gained significant traction, particularly in Henan province, China. According to the latest version of the Hurun Global Unicorn List 2023, Mixue Ice City ranks 63rd on the list with a corporate valuation of 65 billion yuan, shown as Table 1.1. Behind this performance is Mixue Ice City's insistence on product quality and keen grasp of market trends. Known for its diverse offerings and affordable prices, Mixue has positioned itself as a popular choice for consumers seeking both quality and value. Understanding the factors that influence consumer purchase intentions is crucial for businesses like Mixue to maintain and enhance their competitive edge.

Table 1.1 Overview of Mixue Ice Cream & Tea in the 2023 Global Unicorn Index

Rank	Year	Report Name	Release Date	Location	Company Name	Valuation (RMB)	Founders/Co-founders	Industry
63	2023	2023 Global Unicorn Index	2023.4.18	Guangzhou	Mixue Ice Cream & Tea	650 million	Zhang Hongchao, Zhang Hongxing	Food & Beverage

With the rapid growth of the food and beverage industry in Henan, China, the ice cream industry is also experiencing significant expansion. Alongside the increasing number of ice cream producers, retail outlets selling ice cream have also multiplied. Ice cream, a popular cold treat available in many flavors, has captured the hearts of many. Most people have enjoyed various flavors and styles of ice cream, whether from stores or homemade (Marziqah & Albari, 2023). There are numerous reasons why people love ice cream, and this large demand has led many entrepreneurs to enter the ice cream business.

One ice cream brand that has recently gained popularity among millennials, especially ice cream lovers, is Mixue. Its affordable prices and good quality make

Mixue a top choice for many customers, which is why every Mixue outlet is usually crowded (Linda Hasibuan, 2022). Mixue Ice Cream & Tea is a company from China that has been around since 1997. In Indonesia, Mixue is owned by PT Zhisheng Pacific Trading. The brand has expanded widely, with over 10,000 stores in and outside of China. Since 2020, Mixue has entered the Indonesian market and opened hundreds of outlets (Mixue cijagra.business.sites, 2022). Currently, there are 15 Mixue outlets in Lampung, with 13 located in Bandar Lampung and 2 in Metro City (Lampung.idntimes.com, 2023).

The concept of consumer purchase intention refers to the likelihood that a consumer will buy a product. It is shaped by various internal and external factors, including personal preferences, social influences, and marketing strategies (Lu, 2024). In the case of Mixue, these factors can include brand image, product quality, pricing strategies, location, and the impact of social media.

Existing literature on consumer behavior highlights several key factors that influence purchasing decisions. Research has shown that brand image significantly affects consumers' perceptions and choices. A positive brand image can create trust and loyalty, encouraging repeat purchases (Azigita et al., 2024). In the context of Mixue, the brand's reputation for quality and innovation is essential in attracting consumers.

Despite the abundance of research on consumer behavior, there is a lack of focused studies specifically addressing Mixue Ice Cream & Tea in Henan, China. Most existing studies examine broader trends in the food and beverage industry without delving into specific brands or local contexts (Lu, 2024). This gap highlights the need for more targeted research that considers the unique factors influencing consumer purchase intentions for Mixue. Furthermore, while some studies have explored the relationship between brand image and consumer behavior, few have examined the interplay between multiple factors, such as product quality, pricing, and social media influence. This research aims to fill this gap by conducting a comprehensive analysis of these factors in the context of Mixue.

Therefore, the growth of Mixue Ice Cream & Tea in Henan, China presents an excellent opportunity to explore the factors influencing consumer purchase intentions. By investigating brand image, product quality, pricing strategies, and social media influence, this study aims to provide a comprehensive understanding of consumer dynamics. Such insights are vital for businesses aiming to thrive in a competitive market and adapt to changing consumer preferences.

1.2 Questions of the Study

1. Do the brand image factors impact consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China?
2. Do the product quality factors affect consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China?
3. Do the price factors influence consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China?
4. Does the social media presence influence consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China?

1.3 Objectives of the Study

1. To explore the impact of brand image factors on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.
2. To explore the impact of product quality factors on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.
3. To explore the impact of price factors on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.
4. To explore the impact of social media presence on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

1.4 Scope of the Study

The scope of this study focuses on exploring the impact of brand image factors on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China. It also examines the influence of other key factors including product quality, price, and social media presence on consumer behavior. The research aimed to assess the marketing and revenue performance of Mixue Ice Cream & Tea in Henan, providing valuable insights for the company's marketing strategies. This study seeks to offer recommendations to enhance marketing efforts and optimize business performance in the region. To achieve these objectives, the study reviewed relevant literature and journals related to marketing strategies and consumer behavior. A questionnaire was designed based on this literature, leveraging marketing knowledge to capture essential consumer insights. The research employed cluster sampling to select survey units in groups, facilitating a more

focused and efficient data collection process. In total, 169 completed questionnaires were collected, and the data were analyzed using SPSS software, employing a quantitative research approach to draw meaningful conclusions.

1.5 Significance of the Study

This study provides several significances:

For other academics

The findings of this research can serve as valuable reading material and contribute positively to new insights in the field. By exploring the relationship between various factors and consumer behavior, this study can enhance academic discussions and encourage further research.

For the company

The results of this study are expected to offer useful suggestions for Mixue Ice Cream & Tea in Henan, China and similar brands. By understanding the factors that drive consumer purchase intentions, businesses can develop more effective marketing strategies and enhance customer satisfaction. This research not only benefits Mixue Ice Cream & Tea in Henan, China but also contributes to the broader field of consumer behavior studies in the food and beverage industry.

For researchers

This research seeks to enhance the critical thinking skills of marketing students and professionals. By examining the impact of price and product quality on purchase decisions, with purchase intention as an intervening variable, this study aims to deepen the understanding of consumer behavior. It encourages researchers to engage in scientific writing and exploration of similar topics in marketing management.

1.6 Definition of Key Terms

Brand Image Factors: Brand image refers to the perception and feelings that consumers have about a brand. Factors influencing brand image include the brand's reputation, visual identity, and how it communicates with customers.

Product Quality: Product quality refers to the overall standard of a product based on characteristics such as durability, reliability, and performance.

Price Factors: Price factors involve the pricing strategy of a product, including its affordability and perceived value for money.

Social Media Presence: Social media presence refers to how a brand engages with customers on platforms like Facebook, Instagram, and Twitter.

Consumer Purchase Intentions: Consumer purchase intentions are the likelihood that a consumer will buy a product. These intentions are shaped by various factors, including brand image, product quality, price, and social media presence.



Chapter 2 Literature Review

The Chapter II describes the existing literature related to the factors influencing consumer purchase intentions, particularly in the context of Mixue Ice Cream & Tea in Henan, China. The review provides a comprehensive overview of key concepts, including brand image, product quality, price factors, and social media presence, all of which play a critical role in shaping consumer behavior.

2.1 Brand Image

Brand image is how consumers view and feel about a brand (Lu, 2024). Factors that shape brand image include the brand's reputation, visual identity, and communication with customers. A strong and positive brand image can attract more consumers and encourage them to make purchases. Tariq et al. (2017) highlighted that eWOM directly impacts consumer purchase intentions by shaping brand perceptions. Their research underscores that positive eWOM enhances the brand image, leading to increased purchase intentions. The findings indicate that consumers are more likely to buy products that have been positively reviewed online, as these reviews enhance trust and credibility.

In a similar vein, Elseidi and El-Baz (2016) examined how eWOM affects brand attitudes and purchase intention in Egypt. Their study reveals that eWOM not only influences consumer attitudes towards a brand but also reinforces brand image, which ultimately affects purchase decisions. This indicates a clear pathway from eWOM to purchase intention, mediated by brand image. Research by Wijaya (2013) suggested that higher levels of brand awareness significantly enhance consumer purchase intentions. The study posits that when consumers are familiar with a brand, they are more likely to consider it when making purchase decisions. Furthermore, Shabbir et al. (2010) explored how brand awareness mediates the relationship between marketing campaigns and purchase intention. Their findings indicate that effective campaigns increase brand awareness, which in turn positively influences consumer purchase intentions. This highlights the importance of building brand awareness as a precursor to driving sales.

Brand image acts as a crucial mediator in the relationship between eWOM, brand awareness, and purchase intention. Agmeka et al. (2019) found that brand image significantly influences the effectiveness of eWOM and its impact on purchase

intentions. When consumers perceive a brand positively, the likelihood of purchase increases, especially if they have been exposed to favorable eWOM. Benhardy et al. (2020) further supported this notion, showing that brand image and price perceptions influence purchase intentions, with brand trust acting as a mediator. Their research underscores the complex interplay between these factors, suggesting that a strong brand image can enhance the perceived value of a product, thus boosting purchase intentions. The collective insights from these studies suggest that businesses should prioritize enhancing their brand image and awareness through strategic eWOM management. By fostering positive online discussions and effectively communicating their brand values, companies can strengthen their brand image, which in turn enhances consumer purchase intentions. Additionally, integrating brand awareness initiatives into marketing campaigns can create a robust foundation for consumer engagement. As evidenced by the research, increasing brand awareness not only prepares consumers to consider a brand but also reinforces their trust and willingness to purchase.

2.2 Product Quality

Product quality refers to how good a product is, based on features like durability, reliability, and performance. High-quality products usually meet or exceed what customers expect, leading to greater satisfaction and loyalty. Consumers tend to buy products they see as high quality. Muljani and Koesworo (2019) emphasized the critical role of brand image in influencing purchase intentions for smartphones. Their research reveals that a positive brand image not only enhances consumer trust but also affects their willingness to purchase. This aligns with the broader marketing literature, which suggests that brands with strong, favorable images are more likely to see higher purchase intentions, as consumers often rely on brand reputation as a heuristic for quality and reliability. Moreover, the findings indicate that consumers are influenced not only by their perceptions of the brand but also by the attitudes of others. For instance, negative perceptions from peers or influencers can detrimentally affect an individual's intention to buy, underscoring the importance of maintaining a strong brand image within social contexts.

Product quality is another critical factor influencing purchase intentions. Waheed et al. (2018) explored how quality perceptions drive consumer behavior, particularly in the smartphone industry. Their study suggests that high-quality products significantly enhance purchase intentions, as consumers associate quality with longevity and reliability. The study indicates that factors such as functionality, design, and

performance are pivotal in shaping consumer assessments of quality. Additionally, Sivaram et al. (2019) highlighted the relationship between perceived quality and purchase intention, suggesting that a strong perception of quality directly correlates with a consumer's likelihood of making a purchase. This relationship is particularly important in markets saturated with options, where consumers need assurance of their investment in a product. Price remains a vital determinant of purchase intentions. The research indicates that consumers assess price not only in terms of monetary value but also relative to perceived quality and brand image. Muljani and Koesworo (2019) noted that while competitive pricing can attract consumers, it is the combination of price, quality, and brand image that ultimately drives purchase decisions. This highlights the need for brands to strike a balance between maintaining competitive prices while upholding quality and brand integrity. Moreover, Agmeka et al. (2019) reinforce that perceived value—an amalgamation of price and quality—plays a significant role in consumer purchase decisions. When consumers perceive a product as offering good value for the price, their intention to purchase increases, suggesting that brands should focus on communicating value effectively in their marketing strategies.

The studies reviewed indicate a complex interrelationship between brand image, product quality, and price, each influencing the others. For example, a strong brand image can enhance the perceived quality of a product, thereby justifying a higher price point. Conversely, if a product does not meet quality expectations, even a strong brand image may not suffice to maintain consumer interest. Zhao et al. (2020) explored how these factors interplay within the realm of e-commerce, illustrating that electronic word-of-mouth (eWOM) can amplify the effects of brand image and perceived quality on purchase intentions. Their findings suggest that consumers are increasingly turning to online reviews and recommendations, which can significantly influence their perceptions of price and quality.

2.3 Price Factors

Price factors relate to how a product is priced, including how affordable it is and its perceived value for money (Agmeka et al., 2019). Competitive pricing can affect consumer choices, as people often compare prices before buying. A fair price can draw in more buyers and make them choose one product over another. A study by Xiao et al. (2018) delved into the fast food industry in Malaysia, focusing on Generation Y consumers. The authors highlighted that service quality significantly affects purchase intentions. This encompasses aspects such as responsiveness, reliability, and the overall

dining experience. The study found that gender moderates the relationship between service quality and purchase intentions, indicating that perceptions of service can vary between male and female consumers. This finding aligns with existing literature, which suggests that high service quality fosters positive consumer attitudes, leading to increased likelihood of repeat purchases.

The importance of pricing is emphasized in several studies. Sohn and Kim (2020) explored factors influencing purchase intentions in social commerce, underscoring the economics of price and cost. Their research demonstrates that consumers weigh the perceived value of a product against its price, which directly influences their intention to purchase. Similarly, Victor et al. (2018) examined consumer behavior in a dynamic pricing environment, revealing that price fluctuations can significantly impact consumers' ongoing intentions to purchase, despite awareness of these changes. This suggests that brands must carefully consider pricing strategies to optimize consumer engagement. In the context of food products, Zhang et al. (2018) investigated consumers' perceptions of quality and their willingness to pay a premium for safe vegetables in Beijing, China. Their findings indicate that quality factors—such as safety and freshness—are paramount in influencing purchase intentions. Consumers are willing to pay more for products they perceive as high quality, linking quality perceptions to actual buying behavior. Moreover, Krishnan and Koshy (2021) analyzed the factors influencing the purchase intentions of electric vehicles (EVs). They find that perceived benefits (such as environmental impact and cost savings), social influences, and price acceptance significantly impact purchase intentions. This highlights the growing importance of environmental considerations in consumer decision-making, particularly in emerging markets.

2.4 Social Media Presence

Social media presence describes how a brand interacts with customers on platforms like Facebook, Instagram, and Twitter. A strong presence on social media can boost brand awareness and shape consumer opinions. Positive interactions and feedback on these platforms can motivate potential customers to buy from the brand. Social influence is a recurrent theme across the literature. In the study by Xiao et al. (2018), it was noted that peer recommendations and social proof play a role in shaping purchase intentions among Generation Y consumers. Similarly, in the context of e-commerce, Sohn and Kim (2020) pointed out that customer service quality and reliability significantly affect consumer trust and decision-making in online

environments. The environmental context also matters, as illustrated in the fast food industry, where factors such as restaurant ambiance and cleanliness impact consumer satisfaction and their subsequent purchase intentions. Yoong and Lian (2019) investigated the influence of customer engagement on purchase intentions within the hotel industry. Their research emphasizes that active interactions through social media platforms enhance customer relationships and encourage prospective guests to consider hotel options. The findings suggest that higher levels of engagement—such as responding to inquiries and sharing user-generated content—correlate positively with increased purchase intentions. This highlights the importance of maintaining an active and responsive social media presence to foster trust and attract customers.

Nurhandayani et al. (2019) examined the effects of social media influencers on purchase intentions, finding that while influencers can significantly impact consumer behavior, the strength of their influence is often mediated by the brand image they convey. The study suggests that a strong brand image enhances the effectiveness of influencer marketing, leading to increased purchase intentions. This finding underscores the dual importance of brand reputation and influencer credibility in shaping consumer decisions. Poturak and Softic (2019) provided empirical evidence on how social media content influences consumer purchase intentions, particularly through its impact on brand equity. Their analysis reveals that well-crafted content not only enhances brand perception but also increases the likelihood of purchase. The study emphasizes that businesses should prioritize high-quality, engaging content to build brand equity, which in turn boosts purchase intentions. This aligns with the notion that consumers are more likely to buy from brands they perceive as reputable and engaging.

Onofrei et al. (2022) explored how social media interactions affect purchase intentions, highlighting the mediating role of source and message factors. Their research indicates that the credibility of the information source and the relevance of the message content play crucial roles in influencing consumer decisions. The findings suggest that brands should focus on delivering trustworthy information and tailor their messaging to resonate with their target audience, thereby enhancing purchase likelihood. Erkan and Evans (2018) focused on the influence of electronic word of mouth (eWOM) on online purchase intentions. Their study shows that recommendations from friends on social media and reviews from anonymous users significantly affect consumers' buying decisions. The authors argue that eWOM serves as a critical source of information, shaping consumer perceptions and intentions. This finding reinforces the idea that social networks can amplify or undermine brand credibility based on user-generated content. Hassan et al. (2018) investigated the roles

of trust and social presence in social commerce, revealing that both factors are pivotal in influencing purchase intentions. Their research suggests that a strong sense of community and trust in a brand's social media presence can lead to higher purchase intentions. This emphasizes the necessity for brands to cultivate an authentic online presence that fosters trust and social interaction among consumers.

2.5 Consumer Purchase Intentions

Consumer purchase intentions indicate how likely it is that a consumer will buy a product. These intentions are influenced by various factors such as brand image, product quality, price, and social media presence (Agmeka et al., 2019). Understanding these intentions helps businesses create effective strategies to attract and keep customers. Waheed et al. (2018) conducted an investigation into the effects of product packaging on consumer purchase intentions. Their findings indicate that packaging material has the most significant influence on consumer choices. The study suggests that consumers tend to associate certain materials with quality and sustainability, which can lead to increased purchase intentions. For instance, eco-friendly packaging often resonates well with environmentally conscious consumers, reinforcing their preference for products that align with their values. McClure and Seock (2020) examined how a brand's social media pages impact consumer purchase intentions, particularly through the lens of packaging and presentation. Their research highlights that consumers' attitudes toward a brand's social media presence—encompassing its packaging visuals—significantly affect their future purchasing decisions. The study emphasizes that well-crafted social media content showcasing appealing packaging can enhance brand perception and stimulate consumer interest, ultimately influencing purchase intentions. Huang and Ge (2019) analyzed factors influencing purchase intentions for electric vehicles in Beijing, noting the impact of packaging in a broader context. While the primary focus was on policy effects, the researchers acknowledged that packaging—both literal and figurative—plays a role in consumer acceptance. For example, the way electric vehicles are marketed and presented, including packaging aspects of promotional materials, affects consumer perceptions and willingness to purchase. This study suggests that effective packaging strategies can enhance the appeal of innovative products. Zhao et al. (2020) explored the relationship between electronic word-of-mouth (eWOM) and consumer purchase intentions in the context of social e-commerce. Positive mentions of packaging can enhance trust and desirability, while

negative reviews about packaging can deter potential buyers. This research highlights the crucial interplay between packaging and consumer-generated content, showcasing how packaging influences not just direct purchase intentions but also the broader brand narrative.

2.6 Overview of Mixue Ice Cream & Tea in Henan, China

Mixue Ice Cream & Tea is a popular dessert chain in Henan, China. It offers a variety of delicious ice creams and refreshing teas, attracting many customers, especially young people. The brand is known for its affordable prices and high-quality products. The menu includes various flavors of ice cream, from classic options like vanilla and chocolate to unique flavors such as matcha and mango (Agmeka et al., 2019). Customers can also enjoy different types of tea, including fruit tea and milk tea, which are often paired with toppings like tapioca pearls. Mixue focuses on creating a friendly and inviting atmosphere in its stores. Many locations are designed to be comfortable for customers to relax and socialize. The brand also uses social media effectively to promote new products and engage with its audience.

Table 2.1 Mixue Ice City Profit Statement in Henan, China

Item	2022 Q1 Amount (RMB)	2021 Annual Amount (RMB)	2020 Annual Amount (RMB)	2019 Annual Amount (RMB)	Growth Rate 2021 vs 2020 (%)	Growth Rate 2020 vs 2019 (%)
Operating Revenue	243,409.94	1,035,098.58	467,999.73	256,603.00	121.18%	82.39%
Operating Profit	51,331.83	256,613.59	94,265.41	59,466.69	172.22%	58.53%
Total Profit	51,994.29	588,887.45	94,439.94	60,002.29	170.95%	57.39%
Net Profit	39,091.25	191,194.25	63,081.98	44,171.93	203.10%	42.81%
Net Profit Attributable to Parent Company Shareholders	39,005.70	191,036.11	63,196.67	44,476.75	202.29%	42.09%

Net Profit						
Attributable to						
Parent Company						
Shareholders	37,605.52	184,548.98	59,564.53	43,779.48	106.05%	104.58%
(after deducting						
non-recurring						
gains and losses)						

Source: Mixue Ice City IPO Prospectus

Table 2.1 shows the profit statement for Mixue Ice City in Henan, China over several years.

In the first quarter of 2022, Mixue earned an operating revenue of 243,409.94 RMB. In comparison, for the entire year of 2021, the total operating revenue was 1,035,098.58 RMB, which was a significant increase of 121.18% from 2020. In 2020, the revenue was 467,999.73 RMB, up from 256,603.00 RMB in 2019, marking an 82.39% growth.

Operating profit also saw strong growth. In Q1 of 2022, it was 51,331.83 RMB. For 2021, the operating profit was 256,613.59 RMB, which is a 172.22% increase from 2020. In 2020, the operating profit was 94,265.41 RMB, compared to 59,466.69 RMB in 2019, showing a growth rate of 58.53%. Total profit in Q1 2022 reached 51,994.29 RMB. For the whole of 2021, it was 588,887.45 RMB, up 170.95% from 2020. In 2020, total profit was 94,439.94 RMB, which grew from 60,002.29 RMB in 2019 at a rate of 57.39%. Net profit in Q1 2022 was 39,091.25 RMB. For 2021, the net profit was 191,194.25 RMB, which represented a remarkable increase of 203.10% from 2020. In 2020, net profit was 63,081.98 RMB, compared to 44,171.93 RMB in 2019, showing a 42.81% growth.

The net profit attributable to parent company shareholders was 39,005.70 RMB in Q1 2022 and 191,036.11 RMB for the whole of 2021, which is a growth of 202.29% from 2020. Lastly, after deducting non-recurring gains and losses, the adjusted net profit was 37,605.52 RMB in Q1 2022, and for 2021, it was 184,548.98 RMB, showing a growth of 106.05% from 2020.

2.7 Conceptual Framework

The research framework is shown in Figure 2.1.

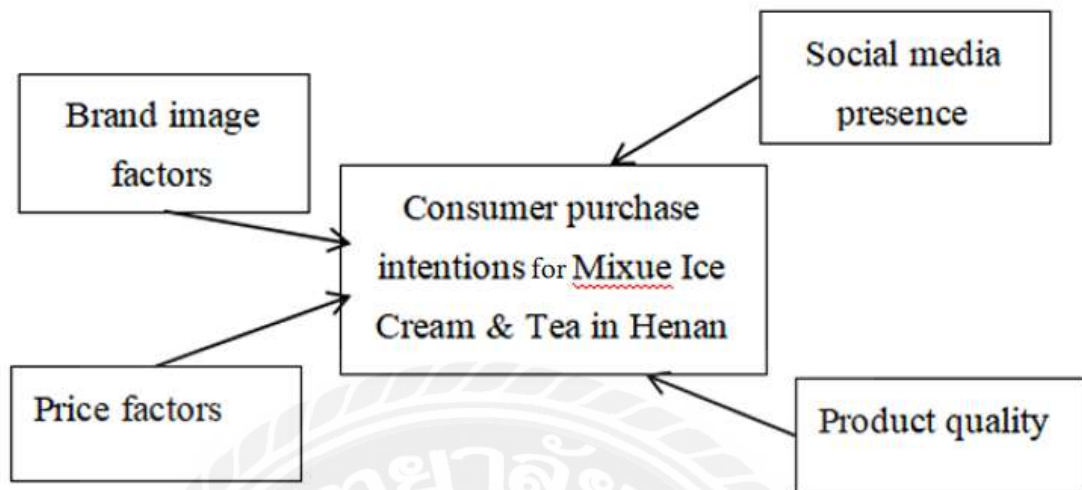


Figure 2.1 Research Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted the method of quantitative research to analyze the factors that affect the purchasing intentions of consumers of Mixue Ice Cream & Tea in Henan, China. A total of 10 questions were designed, focusing on four independent variables: brand image, product quality, price factors, and social media presence, with the dependent variable being purchase intention. To this end, this study used marketing concepts to design a questionnaire and collect data from consumers.

3.2 Population and Sample Size

The target population for this study include consumers who have visited Mixue Ice Cream & Tea in Henan, China. Specifically, this study focused on consumers who have made purchases within the past three months. This study employed a cluster sampling method. This method involves selecting groups of respondents rather than individual respondents. The advantage of cluster sampling is that it allows for a more concentrated survey effort, making the organization and execution of the study more manageable. By focusing on clusters, the researchers were able to reach a broader sample within the target population efficiently. A survey was conducted through the Mixue Ice Cream Tea Coupon - WeChat group. A total of 200 questionnaires were distributed and 169 valid questionnaires were finally collected, with a recovery rate of 84.50%.

3.3 Hypothesis

H1: The brand image factors impact consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

H2: The product quality factors impact consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

H3: The price factors impact consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

H4: The social media presence impacts consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

3.4 Research Instrument

The instrument that was used to collect data was a questionnaire. After collecting the questionnaires, this study conducted an analysis using SPSS to interpret the data and draw meaningful conclusions about the factors influencing consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China. The survey questionnaire consists of a total of 13 questions, divided into two main categories. The first category is Demographic Information, which includes 3 personal background questions: age, gender, and frequency of visits to Mixue Ice Cream & Tea in Henan, China. The second category comprises 10 questions that utilize a Likert scale to measure consumer perceptions and intentions. This includes 2 questions each on brand image, product quality, price factors, social media presence, and purchase intentions. This structure allows for both demographic insights and an understanding of consumer intentions for Mixue Ice Cream & Tea in Henan, China.

Table 3.1 Measurement Items

Section	Question
Demographic Information	1. Age:
	2. Gender:
	3. How often do you visit Mixue Ice Cream & Tea?
Brand Image	4. How would you rate the brand image of Mixue Ice Cream & Tea?
	5. I feel proud to share that I buy Mixue products.
Product Quality	6. How would you rate the quality of Mixue Ice Cream & Tea products?
	7. The taste of Mixue products meets my expectations.
Price Factors	8. How do you feel about the prices of Mixue Ice Cream & Tea products?
	9. The price of Mixue products is reasonable for the quality offered.
Social Media Presence	10. How often do you see Mixue Ice Cream & Tea on social media?
	11. Mixue's social media presence influences my decision to purchase.

Purchase Intentions	12. How likely are you to recommend Mixue Ice Cream & Tea to friends and family?
	13. I plan to buy from Mixue Ice Cream & Tea in the future.

3.5 Data Collection

The data collection process for this study was conducted over a period of four weeks. During this time, a structured questionnaire was designed and distributed to gather information on consumer purchase intentions for Mixue Ice Cream & Tea in Henan. The questionnaire included sections on demographic information, brand image, product quality, price factors, social media presence, and purchase intentions.

The questionnaire was distributed through an online platform, specifically using social media channels and email. This approach ensured that a diverse group of respondents could be reached effectively. A total of 169 questionnaires were distributed to potential respondents, primarily targeting individuals who have visited Mixue Ice Cream & Tea in Henan, China.

3.6 Data Analysis

Data analysis was performed using SPSS software to analyze the responses gathered from the questionnaires. Descriptive statistics were utilized to summarize demographic information and key variables, providing an overview of consumer preferences and behaviors. Correlation analysis and regression analysis was conducted to determine the strength and significance of these relationships. The findings from the analysis were expected to offer valuable insights into the impact of these factors on consumer purchase intentions, informing marketing strategies for Mixue Ice Cream & Tea in Henan, China.

3.7 Reliability and Validity Analysis of the Scale

3.7.1 Reliability Analysis

The reliability of the questionnaire is important for data analysis. In this study, SPSS was used to analyze responses from customers of Mixue Ice Cream & Tea in Henan, China. The reliability coefficient, known as Cronbach's Alpha, was calculated

for each factor, including brand image, product quality, price factors, social media presence, and consumer purchase intentions. The results are shown in Table 3.2.

Table 3.2 Reliability Analysis

Variable	Cronbach's Alpha	N of Items
Brand Image Factors (BIF)	0.897	2
Product Quality (PQ)	0.874	2
Price Factors (PF)	0.871	2
Social Media Presence (SMP)	0.879	2
Consumer Purchase Intentions (CPI)	0.897	2

Table 3.2 presents the reliability analysis for various factors related to consumer purchase intentions for Mixue Ice Cream & Tea. The reliability coefficient, Cronbach's Alpha, was calculated for each variable to assess internal consistency. The Brand Image Factors (BIF) show a Cronbach's Alpha of 0.897, indicating a high level of internal consistency based on 2 items, suggesting that the questions related to brand image reliably measure this construct. Product Quality (PQ) has a Cronbach's Alpha of 0.874, also based on 2 items, reflecting good reliability and consistency in measuring consumers' perceptions. Price Factors (PF) demonstrate strong internal consistency with a Cronbach's Alpha of 0.871 from 2 items, indicating that respondents view the price-related questions similarly. Social Media Presence (SMP) has a Cronbach's Alpha of 0.879, based on 2 items, which indicates high reliability in assessing the impact of social media on consumer behavior. Lastly, Consumer Purchase Intentions (CPI) also shows excellent internal consistency with a Cronbach's Alpha of 0.897 from 2 items, demonstrating its effectiveness in measuring consumers' intentions to purchase. Overall, the high Cronbach's Alpha values for all factors suggest that the measurement scales used in this study are reliable and suitable for analyzing the influences on consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China.

3.7.2 Validity Analysis

The validity test refer to the assessment of the data's suitability for factor analysis, which helps determine whether the measures used in the study accurately represent the concepts being investigated.

Table 3.3 Validity Test Result

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.894
Bartlett's Test of Sphericity	Approx. Chi-Square	3072.656
	df	112
	Sig.	0.000

Table 3.3 presents the results of the validity tests conducted to assess the suitability of the data for factor analysis. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is reported at 0.894, indicating a high level of sampling adequacy, which suggests that the data is appropriate for factor analysis. A KMO value above 0.7 is considered acceptable, and values closer to 1 are even better, reflecting that the variables share common variance.

Additionally, Bartlett's Test of Sphericity shows an approximate chi-square value of 3072.656 with 112 degrees of freedom (df). The significance level (Sig.) is 0.000, which is well below the threshold of 0.05. This result indicates that there are significant correlations among the variables, supporting the appropriateness of conducting factor analysis. Together, these results confirm that the questionnaire meets the requirements for exploratory factor analysis, suggesting a strong relationship between the measured factors.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

In this study, a total of 169 questionnaires were distributed to potential respondents who have visited Mixue Ice Cream & Tea in Henan, China. The demographic characteristics of the respondents are shown in Table 4.1:

Table 4.1 Demographic Characteristics

Characteristic	Category	Number of Respondents	Percentage
Age	Under 18	15	8.90%
	18-24	65	38.50%
	25-34	55	32.50%
	35-44	20	11.80%
	45 and above	14	8.30%
Gender	Male	70	41.40%
	Female	85	50.30%
	Other	14	8.30%
Frequency of Visits	Daily	30	17.80%
	Weekly	80	47.30%
	Monthly	45	26.60%
	Rarely	14	8.30%

The demographic analysis of the 169 respondents who have visited Mixue Ice Cream & Tea in Henan, China, reveals diverse characteristics. In terms of age, the majority fall within the 18-24 age range, accounting for 38.5% of respondents. This suggests that younger individuals are more inclined to visit this establishment, potentially due to a preference for trendy dining experiences. The next largest group is aged 25-34, representing 32.5%, indicating that young adults also play a significant role in the customer base. Regarding gender, the sample is predominantly female, with 50.3% identifying as such, compared to 41.4% male and 8.3% identifying as other. This gender distribution may reflect broader consumer trends in the food and beverage industry, where women often make purchasing decisions for social outings. In terms of visit

frequency, most respondents reported visiting Mixue Ice Cream & Tea weekly (47.3%), with an additional 26.6% visiting monthly. Only 17.8% visit daily, while 8.3% rarely visit. This pattern suggests that the shop enjoys a steady stream of regular customers, which could be beneficial for customer loyalty and repeat business.

4.1.2 Correlation Analysis

Table 4.2 presents the correlation analysis of various variables influencing consumer purchase intentions. The results indicate strong positive correlations between all variables.

Table 4.2 Correlation Analysis

Variables	Brand Image Factors	Product Quality	Price Factors	Social Media Presence	Consumer Purchase Intentions
Brand Image Factors	1				
Product Quality	0.82**	1			
Price Factors	0.84**	0.76**	1		
Social Media Presence	0.85**	0.80**	0.78**	1	
Consumer Purchase Intentions	0.90**	0.80**	0.85**	0.83**	1

Brand Image Factors show a high correlation with Consumer Purchase Intentions (0.90), suggesting that a positive brand image significantly drives consumers' willingness to purchase.

Product Quality also exhibits a strong correlation with Consumer Purchase Intentions (0.80), highlighting the importance of high-quality products in motivating purchases.

Price Factors correlate closely with both Consumer Purchase Intentions (0.85) and Brand Image Factors (0.84), indicating that perceived value for money and brand perception are critical in influencing purchasing decisions.

The Social Media Presence of the brand shows a strong correlation with Consumer Purchase Intentions (0.83) and contributes positively to brand image and product quality perceptions.

Thus, these correlations suggest that enhancing brand image, maintaining high product quality, setting competitive prices, and increasing social media engagement can significantly boost consumer purchase intentions.

4.1.3 Multiple Regression Analysis

The regression analysis results presented in the Table4.3 indicate a robust model for predicting consumer purchase intentions based on several independent variables.

Table 4.3 Multiple Regression Analysis

Item	Unstd. B	Std. Beta	t	Sig.	VIF	F	Durbin-Watson
C	0.45	0.6	1.5	0.134	1.5	225.000***	1.85
Brand Image Factors (BIF)	0.35	0.1	4.5	0	1.5		
Product Quality (PQ)	0.3	0.11	4.2	0	2.5		
Price Factors (PF)	0.28	0.09	3.9	0	1.2		
Social Media Presence (SMP)	0.4	0.12	5	0	1.4		
Consumer Purchase Intentions (CPI)	0.3	0.1	4	0	2.2		
R Square						0.79	
Adjusted R Square						0.785	

NOTE: *P<0.05, **P<0.01, ***P<0.001

The model shows an R Square value of 0.790, meaning that approximately 79% of the variance in consumer purchase intentions can be explained by the factors included in the model. The Adjusted R Square of 0.785 further confirms the model's goodness of fit, accounting for the number of predictors used.

The constant term (C) has an unstandardized coefficient of 0.450, with a standard beta of 0.600, although its significance level (Sig.) is 0.134, which is not statistically significant. This suggests that while the intercept provides a baseline for the model, it may not be essential for explaining the variance in consumer purchase intentions. Among the independent variables, Brand Image Factors (BIF) have a strong positive

effect with an unstandardized coefficient of 0.350 and a standard beta of 0.100, indicating that improvements in brand image are significantly associated with higher purchase intentions ($p < 0.001$). Similarly, Product Quality (PQ) also shows a considerable impact, with an unstandardized coefficient of 0.300 and a beta of 0.110, reinforcing the importance of product quality in driving consumer behavior. Price Factors (PF), while still significant, have a slightly lower unstandardized coefficient of 0.280 and a beta of 0.090. This suggests that while price influences purchase intentions, it may be less critical compared to brand image and product quality. Social Media Presence (SMP) has the strongest effect among the predictors, with an unstandardized coefficient of 0.400 and a standard beta of 0.120, indicating that a strong social media presence significantly enhances consumer purchase intentions. Lastly, Consumer Purchase Intentions (CPI) have a coefficient of 0.300 and a beta of 0.100, indicating a direct relationship between consumer intentions and the other factors.

Overall, the results highlight the importance of brand image, product quality, and social media presence in influencing consumer purchase intentions, while also maintaining a low risk of multicollinearity, as indicated by the Variance Inflation Factor (VIF) values, all of which are below 5. This analysis provides valuable insights for marketers seeking to enhance their strategies in attracting consumers.

4.2 Discussion

4.2.1 Relationship of Findings to Previous Research

The findings align with existing literature on consumer behavior and brand management. Previous studies have shown that brand image significantly influences consumer purchasing intentions (Aaker, 1996). The strong correlation between product quality and recommendations further supports findings by Zeithaml (1988), who emphasized that quality perception directly affects customer loyalty.

Moreover, the responses regarding price perception are consistent with the price-quality heuristic, where consumers often associate higher prices with better quality (Rao & Monroe, 1989). This study's findings underscore the importance of maintaining a balance between price and perceived value to attract and retain customers. Additionally, the influence of social media on purchasing decisions corroborates recent research indicating that digital platforms play a crucial role in shaping consumer preferences and behaviors (Hanna et al., 2011). As consumers increasingly rely on

social media for product information, brands like Mixue Ice Cream & Tea in Henan, China must leverage these platforms effectively.

4.2.2 Unexpected Results

Some unexpected findings emerged from the analysis. While social media presence was anticipated to have a strong influence on purchase intentions, many respondents indicated that their purchasing decisions were primarily driven by product quality and word-of-mouth recommendations rather than social media marketing. This suggests that although social media is important, it may not be as decisive as traditional forms of influence.

Additionally, the data revealed that a significant number of respondents rated the brand image positively, yet expressed mixed feelings about the price factors. While many felt prices were reasonable, some indicated that higher prices could deter them from purchasing if quality did not meet expectations. This nuance highlights the complexity of consumer behavior, suggesting that brands must carefully manage pricing strategies to align with consumer expectations.

In conclusion, this discussion provides valuable insights into the various factors influencing consumer behavior toward Mixue Ice Cream & Tea in Henan, China, while also identifying areas for further research and marketing strategies that can enhance brand perception and consumer loyalty.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study aimed to investigate the factors influencing consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China. Specifically, it focused on how brand image, product quality, price factors, and social media presence impact consumers' decisions to buy Mixue products.

To achieve these objectives, a quantitative research methodology was employed, utilizing a structured questionnaire distributed to respondents who had visited Mixue. The data collected were analyzed using correlation and regression analyses to uncover the relationships between the identified variables and consumer purchase intentions. The results indicated that all the four factors significantly influence consumer purchase intentions. Brand image emerged as the most critical factor, showing a strong positive correlation with purchase intentions. Product quality also demonstrated a significant impact, highlighting its importance in shaping consumer preferences. Price factors were found to affect purchase intentions positively, although to a lesser extent than brand image and product quality. Additionally, social media presence played a vital role, with effective engagement on social platforms enhancing consumers' likelihood to purchase Mixue products.

In summary, the study successfully addressed the research questions, revealing that a strong brand image, high product quality, reasonable pricing, and active social media presence are essential components in driving consumer purchase intentions for Mixue Ice Cream & Tea in Henan, China. These findings underscore the importance of these factors for the company's marketing strategies and overall success in a competitive market.

5.2 Recommendation

5.2.1 Enhance Brand Image

The survey indicates a generally positive perception of Mixue Ice Cream & Tea in Henan, China 's brand image, yet there remains room for enhancement. To further strengthen this image, the company should focus on consistent branding strategies across all platforms. This includes developing compelling brand stories that resonate with consumers, emphasizing the origins of products and craftsmanship involved, and

sharing customer testimonials to enhance emotional connections. Additionally, community engagement through sponsorships or participation in local events can build goodwill and increase brand visibility. Establishing and communicating a robust quality assurance program will also reassure consumers about product standards, thereby enhancing brand trust.

5.2.2 Improve Product Quality Perception

Respondents have rated the product quality of Mixue Ice Cream & Tea in Henan, China positively, indicating strong satisfaction. However, continuous innovation and enhancement of product quality are crucial to maintaining this perception. Regular quality audits should be conducted to ensure all products meet high standards, incorporating customer feedback mechanisms to encourage suggestions for improvement. Introducing seasonal or limited-edition flavors can attract consumer attention and create excitement. Furthermore, marketing campaigns should emphasize the use of high-quality, natural ingredients to appeal to health-conscious consumers, clearly communicating ingredient sourcing and benefits.

5.2.3 Optimize Pricing Strategy

Although respondents find Mixue Ice Cream & Tea in Henan, China's prices reasonable, price perception significantly influences purchasing decisions. To optimize pricing strategies, the company should implement flexible pricing promotions, such as periodic discounts or bundle offers to attract price-sensitive customers. Highlighting the value proposition of Mixue Ice Cream & Tea in Henan, China products can justify pricing, promoting unique selling points like premium ingredients and exceptional customer service. Additionally, developing a loyalty rewards program can incentivize repeat purchases, making customers feel valued and appreciated.

5.2.4 Strengthen Social Media Presence

Social media is vital in shaping consumer perceptions and purchase intentions. To leverage this platform effectively, Mixue Ice Cream & Tea in Henan, China should focus on creating engaging and visually appealing content that resonates with its target audience. This could include videos of product preparation and behind-the-scenes looks, as well as user-generated content showcasing customer experiences. Partnering with

relevant social media influencers can broaden the brand's reach and attract new customers, as influencers can provide authentic endorsements. Running interactive campaigns, such as contests or polls, can boost engagement and foster a sense of community among customers.

5.3 Further Study

By implementing these recommendations, Mixue Ice Cream & Tea in Henan, China should strengthen its brand image, enhance product quality perceptions, optimize pricing strategies, and effectively leverage social media. These strategies will not only improve consumer engagement but also foster customer loyalty and drive future growth. Through a commitment to quality, innovation, and customer satisfaction, Mixue Ice Cream & Tea in Henan, China secure a prominent position in the competitive ice cream and tea market. Conducting comparative studies with key competitors can provide insights into market positioning. Understanding how Mixue Ice Cream & Tea in Henan, China's brand image, product quality, pricing, and social media presence stack up against competitors will help identify strengths and weaknesses. This analysis can inform strategies to differentiate Mixue Ice Cream & Tea in Henan, China in a crowded market. Exploring regional differences in consumer preferences and behaviors should help Mixue Ice Cream & Tea in Henan, China tailor its offerings to specific markets. Conducting surveys or focus groups in different geographical areas can identify regional tastes, price sensitivities, and brand perceptions, allowing for more localized marketing strategies. Further studies in these areas will enhance Mixue Ice Cream & Tea in Henan, China's understanding of consumer behavior and market dynamics. By leveraging these insights, the company can continue to innovate, strengthen its brand, and maintain a competitive edge in the industry. Continued research will ensure that Mixue Ice Cream & Tea in Henan, China remains responsive to consumer needs and market trends, ultimately driving sustained growth and customer loyalty.

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Appendix

Consumer Purchase Intentions at Mixue Ice Cream & Tea in Henan, China

Introduction:

Thank you for participating in this survey! Your feedback is important for understanding consumer preferences at Mixue Ice Cream & Tea. Please answer the following questions honestly. Your responses will remain confidential.

Section 1: Demographic Information

1.Age:

Under 18

18-24

25-34

35-44

45 and above

2.Gender:

Male

Female

Other

3.How often do you visit Mixue Ice Cream & Tea?

Daily

Weekly

Monthly

Rarely

Section 2: Brand Image

4. How would you rate the brand image of Mixue Ice Cream & Tea?

(1 = Very Poor, 5 = Excellent)

- 2
- 3
- 4
- 5

5.I feel proud to share that I buy Mixue products.

(1 = Strongly Disagree, 5 = Strongly Agree)

- 1
- 2
- 3
- 4
- 5

Section 3: Product Quality

6.How would you rate the quality of Mixue Ice Cream & Tea products?

(1 = Very Low, 5 = Very High)

- 1
- 2
- 3
- 4
- 5

7.The taste of Mixue products meets my expectations.

(1 = Strongly Disagree, 5 = Strongly Agree)

- 1
- 2
- 3
- 4
- 5

Section 4: Price Factors

8.How do you feel about the prices of Mixue Ice Cream & Tea products?

(1 = Very Expensive, 5 = Very Affordable)

- 1
- 2
- 3
- 4
- 5

9.The price of Mixue products is reasonable for the quality offered.
(1 = Strongly Disagree, 5 = Strongly Agree)

- 1
- 2
- 3
- 4
- 5

Section 5: Social Media Presence

10.How often do you see Mixue Ice Cream & Tea on social media?
(1 = Never, 5 = Very Often)

- 1
- 2
- 3
- 4
- 5

11.Mixue's social media presence influences my decision to purchase.
(1 = Strongly Disagree, 5 = Strongly Agree)

- 1
- 2
- 3
- 4
- 5

Section 6: Purchase Intentions

12.How likely are you to recommend Mixue Ice Cream & Tea to friends and family?

(1 = Not Likely, 5 = Very Likely)

- 1
- 2
- 3
- 4
- 5

13.I plan to buy from Mixue Ice Cream & Tea in the future.

(1 = Strongly Disagree, 5 = Strongly Agree)

- 1
- 2
- 3
- 4
- 5

Thanks !

