

Determinants of Customer Satisfaction among Youths Who Consume Bubble Tea (Tealive) in Selangor, Malaysia

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ABSTRACT

This study aims to investigate the impact of brand equity (brand awareness, brand association, perceived quality, brand loyalty) on customer satisfaction, and primarily focusing on Tealive consumers via the mediating role of customer consumption decision among youths in Selangor, Malaysia. A total of 394 Tealive consumers between the ages of 15 and 24 were selected to participate in a questionnaire survey. The snowball sampling technique was employed to select the samples and collected using online questionnaires (Google form) that were distributed through social media platform. SPSS Statistics version 25 software was used to analyse the usable data. Findings show that brand awareness, brand association, perceived quality, and brand loyalty have significant relationship with customer consumption decision. The study provides insight to Tealive managers and operators with convincing advice for managing and allocating business resources as well as marketing activities to improve business effectiveness and also extends contemporary knowledge by adding the customer consumption decision factor as a mediator that might directly or indirectly affect customer satisfaction of Tealive consumers.

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1 INTRODUCTION

Currently, bubble tea is one of the beverage-drinking trends making waves throughout the world (Grand View Research, 2020). In 2019, the global bubble tea industry achieved a market value of USD 2.4 billion and is predicted to rise to

USD 4.3 billion by 2027 (Allied Market Research, 2020). The steadily growing market value of the bubble tea industry indicates that there is an increasing consumer demand for bubble tea (Teng et al., 2020).

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Table 1
Bubble tea growth by percentage in 2018

Countries	Bubble Tea Growth by % from May to Dec, 2018
Indonesia	> 8500 %
Philippines	> 3500 %
Thailand	> 3000 %
Vietnam	> 1500 %
Singapore	> 700 %
Malaysia	> 250 %

Source: Grab (2019)

Malaysia was one of the Southeast Asia countries introduced to the bubble tea culture in 2010 by Taiwan entrepreneurs and it becomes a favourite drink among students and young people (Lye, 2020). Table 1 shows that the bubble tea demand in Southeast Asia grew at a rate of 3,000 percent, and Malaysia recorded a 250 percent increase from May 2018 to December 2018 (Grab, 2019). In addition, it is discovered that per person on average, typically consumed three cups of bubble tea per month in Malaysia, Singapore, Indonesia, and Vietnam (Lim, 2019). These findings suggest that bubble tea has a strong and enticing influence on Southeast Asian consumers.

Chatime, a Taiwanese bubble tea company, launched its first outlet in Kuala Lumpur and brought the bubble tea culture to Malaysia in 2010 (Bubbleteamalaysia.com, 2019). Based on the market analysis by Straits Research, bubble tea sales in Malaysia in 2018 were relatively placed at RM206 million (49.8 million USD) and is predicted to increase at a 6.9 percent rate annually from 2019 to 2026 (Celcom, 2020). This indicates the increasing demand among Malaysians for bubble tea, which has expanded the bubble tea market in Malaysia.

The rising health-conscious trend among the youth is expected to lead the bubble tea market shift to a new phenomenon and spur its market growth in the foreseeable future (Fortune Business Insights, 2021). For example, the 13 Healthier Choice Symbol-Certified drinks' campaign was launched by Gong Cha, which makes up one-quarter of the menu to attract more health-conscious consumers (Low, 2020). A strong brand equity is paramount to determine the position of a bubble tea brand and proactively develop this into a market symbol. In an ever more crowded marketplace, brand equity defines the brand and encourages consumers to

form a consumption behaviour to achieve their satisfaction. Furthermore, it also allows a specific brand to stand out against other competitors and capture market share in this modern world full of fickle consumers (Pengpid & Peltzer, 2020).

Malaysia is a multi-religious and multicultural country, with Islam as its official religion. Therefore, bubble tea shops need to apply for Halal certificates to attract Muslim customers (CodeBlue, 2019). In Malaysia, only Chatime, CoolBlog and Tealive have obtained a Halal status, while other operators are yet to apply for the certification in Malaysia (Zulkipli, 2019).

A bubble tea brand with Halal certification could eliminate the doubts of most Muslims in Malaysia about whether the beverage violates religious guidelines (Feng, 2019). In other words, Halal certification acts as a form of guarantee for Muslim consumers and provide a high satisfaction level for Muslim customers. A strong brand equity can benefit consumers by ensuring them that they are always consuming products in a legally-safe manner and have the same quality as previous products to meet their needs and wants (Angulo-Ruiz et al., 2018).

When internationalization comes from an emerging market, flexible business adjustments are required after a detailed appraisal and review of strategies in order to exploit and enter the market (Patnaik & Kumar, 2014; Ooi & Richardson, 2019). Briefly, foreign bubble tea brands should pay more attention by adjusting their business model to meet to local market demands before expanding their businesses into the Malaysia market.

2 LITERATURE REVIEW

Customer satisfaction is the combined result of perception, evaluation, and psychological reaction based on the experience gained from consuming goods or services of a specific brand (Benoit et al., 2020). In this study, Aaker’s customer-based brand equity (CBBE) model was applied to explain a brand’s success and show that customer satisfaction is influenced by the customer’s attitude towards a certain brand.

CBBE reflects how a consumer perceives a brand and the experience gained by the consumer when it is linked with a brand. It represents the consumer’s thoughts and concept of the brand (Aaker, 1996). Brand equity also affects the value of a product or service provided by the company to its consumers (Aaker, 1991). According to Aaker (1991), brand association, brand awareness, perceived quality, and brand loyalty are the four elements that control brand equity. The organization can create strong brand equity in order to deliver value to customers by enhancing confidence in consumers’ purchasing decisions and types of satisfaction (Aaker, 1992).

In addition, strong brand equity provides value to the firm by allowing a company to charge a premium price for its products, increase customer loyalty, command greater respect in the market, and receive greater response through strategic marketing programs (Aaker, 1992). Therefore, this study used the CBBE model – Brand Equity (brand association, brand awareness, perceived quality, and brand loyalty) to investigate how customers’ attitudes towards a certain bubble tea brand (Tealive) affects their consumption decision and satisfaction in Malaysia. Figure 1 shows the research framework used in this study.

Brand awareness

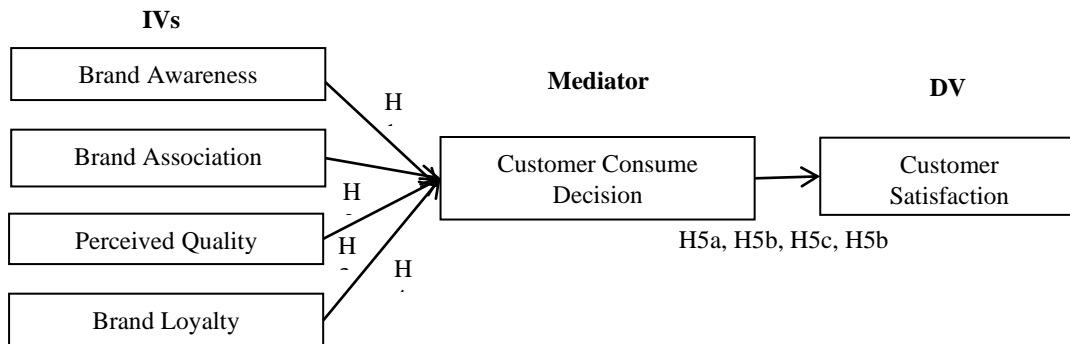
Brand awareness refers to the customer’s capability to spot a brand in a specific product group (Chaney et al., 2020; Masika, 2013; Aaker, 1996). In other words, BAW is the existence of a brand in the consumer’s memory. BAW represents the first phase in establishing brand equity as consumers prefer to purchase brands that they are familiar with (Foroudi et al., 2018). The level of average market intimacy depends on how fast and by how much the marketer increases consumer awareness of its products. Cost-effective promotions are frequently adopted by companies to increase product knowledge and BAW (Wolde, 2018). Improving BAW is conducive for pushing the brand for the customer’s purchasing consideration (Liu et al., 2017).

Some previous studies have shown the relationship between BAW and CBB. According to Lee et al. (2019) and Muigai (2017), there is a statistical and positive significant relationship between BAW and CBB. Gusti Noorlitaria et al., (2020) and Ahsan et al. (2020) found that BAW has a minor but significant influence on CBB. However, Azzari & Pelissari (2020) showed that the effect of BAS on CBB is only indirectly significant and positive when mediated by BL, BAS and PQ.

Based on previous studies, the following hypothesis was formulated:

H1: There is a significant relationship between brand awareness and customer consumption decision regarding Tealive consumption in Selangor.

Figure 1 Research Framework



Brand Association

According to Keller (2013), brand association (BAS) is the positive or negative information related to a brand in the consumer's mind, which is part of the connection with the brain's memory mode. Any element associated with brand preference is also referred to as BAS (Aaker, 1991; Keller, 1993). Furthermore, according to Aaker (1991), BAS provides some advantages to consumers by helping them process or recover information, distinguish brands, generate pleasant thoughts or attitudes, and provide reasons to prefer a particular brand. The strong uniqueness of a brand causes increased identification, BAW, and BAS (Lu & Gursoy, 2018).

Previous studies have shown the relationship between BAS and CBB. According to Sioaji & Indiani (2019) and Foroudi et al., (2018), findings show that BAS has a significant impact on CBB. Le-Hoang et al. (2020) managed to prove that the BAS factor has the strongest influence on CBB. Furthermore, Susilowati & Sari (2020) demonstrated that BAS has a marginally significant influence on CBB. According to Kurnianingsih & Riorini (2021), BAS has no partial or significant influence on CBB. Other researchers, such as Fitri et al. (2018), also found that BAS has no significant effect on CBB. Based on previous studies, the following hypothesis was formulated:

H2: There is a significant relationship between brand association and customer consumption decision regarding Tealive consumption in Selangor.

Perceived Quality

According to Masika (2013), perceived quality (PQ) is a judgment made by consumers after comparing their expectations with their perception of a product's performance. A consumer's evaluation of a product or service's superiority or excellence is known as PQ (Zeithaml, 1988). In other words, a consumer's general impression of a product or organization's relative superiority or inferiority is also known as PQ. According to Aaker (1991), consumers' choices are influenced by the positive PQ of brand extension, brand differentiation, and the motivation for consumers to make purchasing decisions.

Therefore, PQ can help the bubble tea brand to add value by providing consumers with purchasing motivation, positioning them differently from competitors, and charging relatively high prices (Setiani et al., 2018). Previous research has investigated the relationship between PQ and CBB. Azzari & Pelissari (2020) and Liu et al. (2017) found that the

relationship between PQ and CBB is positive and significant. Previous studies by Murty et al. (2018) and Ahsan et al. (2020) also found that PQ significantly affects the CBB. Furthermore, Calvo-Porrall & Lévy-Mangin (2017) discovered that PQ has a partially significant influence on CBB. However, Muigai (2017) examined millennial students (study samples) from US international universities and found that all brand equity variables (BAS, BAS and BL) have a positive and significant effect on CBB, except for PQ, which has no significant effect on CBB.

Based on previous studies, the following hypothesis was formulated:

H3: There is a significant relationship between perceived quality and customer consumption decision in Tealive consumers in Selangor.

Brand Loyalty

Brand loyalty (BL) is defined as the consumer's unwillingness to switch brands (Aaker, 1991). Oliver (2014) described BL as consumers' commitment to continue purchasing their favourite products or services in the future, regardless of any contextual influence or marketing strategy that might affect conversion behaviour. Aaker (1996) also pointed out that a company's loyal customer base may pose a barrier for new competitors entering the market. For example, if a new brand introduces a product with innovative value and the best value for money, but an established brand already exists in the market, then, loyal consumers might refuse to change and try the new brand.

Previous research had investigated the relationship between BL and CBB in a variety of industries. According to Fitri et al. (2018), BL has the greatest impact on purchasing behaviour in comparison to other variables. Similarly, Hossain (2018) and Syahrivar et al. (2018) also found that BL has a positive relationship with CBB. Furthermore, Muigai (2017) discovered that BL had a minor but significant impact on consumer behaviour. However, Susilowati & Sari (2020) found that BL is the only variable that does not significantly influence CBB. The unexpected result was probably caused by some other variables that were not included in the research model, like prices. Based on previous studies, the following hypothesis was formulated:

H4: There is a significant relationship between brand loyalty and customer consumption decision regarding Tealive consumption in Selangor.

Brand Equity and Customer Satisfaction

Customer consumption decision (CBB) is a process whereby consumers decide what brand they want to buy (Lee et al., 2019). Similarly, Firman et al. (2020) stated that a consumer's purchasing decision is a process whereby a consumer decides what brand to buy. The core of decision-making is the process of combining various knowledge to compare two or more different brands in order to eventually select just one (Lee et al., 2019). Brand equity (BAW, BAS, PQ, BL) is also a key element affecting consumers' purchasing interests. Seo & Park (2018) also confirmed that brand equity influences consumers' willingness to buy, pay premiums, create brand preference, and stronger BL. Previous studies show that overall brand equity (BAW, BAS, PQ, BL) has a positive and significant influence on CBB (Sioaji & Indiani, 2019; Ahsan et al., 2020).

Customer satisfaction (CS) is the overall assessment of consumers' purchase experience (Cronin et al., 2000; Mittal & Frennea, 2010). Before consumers decide to purchase a product, they compare and gauge the product's value with other alternatives, then decide to purchase the product that might fulfil their initial expectations. According to Kotler (2017), if a product fulfils the consumer's expectations, then the consumer may be satisfied. Conversely, if a product does not fulfil a consumer's expectations, then the consumer will be dissatisfied. According to Cardozo (1965), an increase in CS increases purchasing behaviour and leads to customers purchasing other products from the brand. I Ketut Kanten & Darma, (2017) also found that CBB has a positive and significant influence on CS and marketing strategies. Ahsan et al. (2020) also stated that CS is the outcome of the consumer's overall experience at various stages of purchase.

Relationship Between Brand Equity (brand awareness, brand association, perceived quality, brand loyalty) and Customer Satisfaction

According to Claver-Cortes et al. (2017), satisfaction relies on the degree to which the product surpasses, meets, or falls below the customer's expectations. A bubble tea shop's strong brand equity provides potentially strong brand performance and leads to CS (Qalati & Kwabena, 2019). Previous studies discovered that overall brand equity was positive and had a significant impact on CS (Rehman et al., 2016; Claver-Cortes et al., 2017; Ngan et al., 2019).

Brand equity (BAW, BAS, PQ, BL) has been found to be an antecedent of CBB and CS. According to previous studies, CS was found to be a consequence of CBB (Rehman et al., 2016). Considering these points, perhaps the customer's consumption decision (M) performs a mediating role between

brand equity (IV) and customer satisfaction (DV). Since mediation emerges from the causal relationship among variables, the mediating role of customer consumption decision (M) may explain the influence of brand equity (IV) on customer satisfaction (DV) in a more effective way.

Therefore, the proposed hypotheses are as follows:

H5a: Customer consumption decision has a significant mediating effect between brand awareness and customer satisfaction regarding Tealive consumption in Selangor.

H5b: Customer consumption decision has a significant mediating effect between brand association and customer satisfaction regarding Tealive consumption in Selangor.

H5c: Customer consumption decision has a significant mediating effect between perceived quality and customer satisfaction regarding Tealive consumption in Selangor.

H5d: Customer consumption decision has a significant mediating effect between brand loyalty and customer satisfaction regarding Tealive consumption in Selangor.

3 METHODOLOGY

Sample and Data Collection

Respondents in this quantitative study comprised youths in Selangor, Malaysia who are Tealive customers. The snowball sampling technique, which belongs to the non-probability sampling method, was used to select the respondents in the study. This study used the questionnaire to gather primary data, which comprised Tealive consumers who were between 15 and 24 years old and living in Selangor, Malaysia.

According to Wen & Aun (2020), respondents in the 18 – 22 age group and students indicated the highest frequency of purchasing bubble milk tea in the Klang Valley, which is 29.9 percent and 34.3 percent, respectively (Wen & Aun, 2020). The reason for choosing Selangor as the target location and Tealive as the product was because Selangor had the largest number of bubble tea brands in 2019 (320 brands), while Tealive had the largest number of bubble tea outlets in Selangor (145 outlets) (Khor Report, 2019). The Khor Report was presented by a research team established by Segi Enam Advisors Pte Ltd in Singapore.

According to Genroe (2019), 20 percent or more is an acceptable and good response rate for an online survey. Therefore, this study needed to collect at least 77 or more responses from the target respondents. It is obviously difficult to find a list of all the details of the number of young consumers out there. Therefore, this study first identified a few willing young Tealive consumers to participate in the study by filling out the questionnaire (Google Form) distributed through social media. Next, these young Tealive consumers provided details of their friends also aged between 15-24 and helped forward the questionnaire to them too. This study used the snowball sampling technique to collect data from 394 respondents.

Measures

There were eight sections (Sections A to H) in the questionnaire. Respondents rated their responses based on a 5-point Likert scale, in which 1 indicates ‘strongly disagree’ and 5 indicates ‘strongly agree’. Measurements for the variables were adapted from various reliable sources, for example BAW (Aaker, 1996; Yoo & Donthu, 2001; Keller, 2003; Tong & Hawley, 2009; Buil et al., 2013), BAS (Aaker, 1996; Yoo & Donthu, 2002; Pappu et al., 2006), PQ (Aaker, 1991; Sweeney & Soutar, 2001; Yoo & Donthu, 2001; 2002; Boo et al., 2009; Delassus & Descotes, 2012), BL (Yoo et al., 2000; Odin et al., 2001; Keller, 2003; Boo et al., 2009), CBB (Yoo & Donthu, 2001; Yasin et al., 2007), and CS (Reibstein, 2002; Ranaweera & Prabhu, 2003; Homburg et al., 2009).

The IBM Statistical Package for the Social Sciences (SPSS) Version 25 software was utilized to examine and analyse data after collecting it from the respondents. The IBM SPSS software was used to describe the frequency analysis, reliability analysis, descriptive analysis, analysis of variance

(ANOVA), and multiple regression analysis. This study tested the mediation effect using Baron & Kenny’s (1986) Four Steps method, whereby several regression analyses were conducted, and the significance of the coefficients was examined at each step:

Step 1: To examine the significance of the coefficients between IVs and DV.

Step 2: To examine the significance of the coefficients between IVs and the Mediator.

Step 3: To examine the significance of the coefficients between the Mediator and DV.

Step 4: To examine the significance of the coefficients between IVs, the Mediator and DV.

According to Baron and Kenny (1986), there are significant relationships between all variables from Step 1 to Step 3, with one proceeding to Step 4. This study also tested the indirect effects of the mediator by using Hayes’ (2013).

4 FINDINGS

Based on the data collected, majority of the respondents who purchased Tealive were female (224 respondents or 56.9 percent), while the rest were males (170 respondents or 43.1 percent). Most respondents were aged from 21 to 24 years and the majority (155 respondents or 39.3 percent) were found to possess a Bachelor’s Degree. The Chinese were the largest ethnic group represented (173 respondents or 43.9 percent), while most respondents were students (166 respondents or 46.1 percent) and 129 respondents (32.7 percent) did not have any income. There were 170 respondents (43.1 percent) who made a 1-time Tealive purchase per month. Respondents’ demographic profiles are presented in the table below.

Table 2
Demographic Profile

Item	Descriptions	Frequency	Percentage (%)
Gender	Male	170	43.1
	Female	224	56.9
Age	15-17 years old	94	23.9
	18-20 years old	138	35.0
	21-24 years old	162	41.1
Education level	STPM or lower	147	37.3
	Diploma	58	14.7
	Bachelor’s Degree	155	39.3
	Master’s Degree	34	8.6
Ethnicity	Malay	126	32.0
	Chinese	173	43.9
	Indian	95	24.1

Occupation	Student	166	42.1
	Government servant	21	5.3
	Private sector worker	150	38.1
	Self-employed	51	12.9
	Unemployed	6	1.5
Monthly income	Do not have income	129	32.7
	RM 1,500 and below	73	18.5
	RM 1,501- RM 2,500	58	14.7
	RM 2,501- RM 3,500	98	24.9
	RM 3,501- RM 4,500	30	7.6
Purchase frequency per month	RM 4,500 and above	6	1.5
	1 time	170	43.1
	2 – times	142	36.0
	More than 3 times	82	20.8

Table 3
Hypothesis Testing Results

Hypothesis	Relationship	β	t-value	Sig.	Interval Estimate		Results
					LL	UL	
H1	BAW \rightarrow CBB	0.372	8.530	0.000	0.731	0.868	<i>Supported</i>
H2	BAS \rightarrow CBB	0.086	2.295	0.022	0.663	0.872	<i>Supported</i>
H3	PQ \rightarrow CBB	0.075	2.018	0.044	0.664	0.828	<i>Supported</i>
H4	BL \rightarrow CBB	0.422	10.671	0.000	0.371	0.627	<i>Supported</i>
H5a	BAW \rightarrow CBB \rightarrow CS	0.535	10.511	0.000	0.100	0.273	<i>Supported</i>
H5b	BAS \rightarrow CBB \rightarrow CS	0.498	12.773	0.000	0.173	0.359	<i>Supported</i>
H5c	PQ \rightarrow CBB \rightarrow CS	0.609	17.892	0.000	0.150	0.314	<i>Supported</i>
H5d	BL \rightarrow CBB \rightarrow CS	0.414	7.655	0.000	0.188	0.470	<i>Supported</i>

Note: Significance level: $p < 0.05$; LL = lower-level confidence interval and, UL = upper-level confidence interval at 95% confidence interval.

Table 3 shows that the BAW ($\beta = 0.372$, $p < 0.05$) and BAS ($\beta = 0.086$, $p < 0.05$) are positively related to CBB. In addition, the relationship between PQ ($\beta = 0.075$, $p < 0.05$), PC ($\beta = 0.422$, $p < 0.05$) and CBB is positive. Therefore, H1, H2, H3 and H4 are supported.

The mediation effect was evaluated using the Baron and Kenny (1986) Four Step analysis method and Hayes' (2013) PROCESS version 3.5.3 software. There is no zero between the lower-level confidence interval and upper-level confidence interval of the indirect effect of all independent variables. The results in Table 3 indicate that there are indirect relationships flowing from BAW to CS and BAS to CS via the mediation effect of CBB. On the other hand, PQ and BL affect the CS via CBB. Thus, H5a, H5b, H5c and H5d are supported.

5 DISCUSSIONS

This study investigated the impact of the CBBE model – Brand Equity (BAW, BAS, PQ, BL) on the CS of Tealive consumers via the mediating role of CBB among youths in Selangor, Malaysia. The following sections will discuss the findings in detail.

Brand Awareness and Customer Consumption Decision

The findings are consistent with Murty et al. (2018) and Anselmsson et al. (2017). Results show that BAW has a significant relationship with CBB. In addition, Ansari et al. (2019) and Coelho et al., (2018) also stated that BAW was found to have a positive and statistically significant relationship with CBB. Aaker's CBBE model states that if a consumer recognizes a brand, the consumer will have a high level of brand knowledge as well as a high level of BAW (Gebre, 2017; Aaker, 1996). During the COVID-19 pandemic, the Malaysian government had implemented the Movement Control Operation (MCO). A high-ranking BAW bubble tea brand might survive when the business model changes from a physical store to an online store by using food delivery services. This is because people will be more willing to choose the brand which they are most familiar with in a specific product group.

Brand Association and Customer Consumption Decision

Hossain (2018) also found that the BAS factor has the strongest impact on the CBB. In Aaker's CBBE model, all brand-related perceptions, feelings, thoughts, experiences, attitudes, images,

beliefs and anything that links a consumer's mind to a certain brand, are known as BAS (Lu & Gursoy, 2018; Aaker, 1996). High sugar content in bubble tea might cause anxiety among health-conscious customers, which will lead to these customers to consider a health certified bubble tea brand as a better choice compared to a non-health certified bubble tea brand and eventually prefer to purchase the health certified brand.

Consumers buy a preferred beverage brand because the brand has a positive image, how they associate with BAS in their minds and a long history of the brand's excellent reputation. In a similar vein, Aaker's CBBE model states that this dimension can affect consumers' positive perception of a brand because the brand's stable reputation in the product category is influenced by the consumer's positive feelings and experiences (Hossain, 2018; Aaker, 1996).

Perceived Quality and Customer Consumption Decision

Findings of this study are consistent with Azzari & Pelissari (2020) and Liu et al (2017), whereby PQ was found to have a significant impact on CBB. In addition, Lee et al. (2019) and Kurnianingsih & Riorini (2021) also found that the relationship between PQ and CBB was positive and significant. Aaker's CBBE model emphasizes that PQ is the consumer's opinion about a brand's overall superiority or excellence when compared to other alternatives before purchasing a product (Aaker, 1996). Tealive is one of the brands that has obtained the Halal status.

By providing high-quality and pork-free ingredients in bubble tea to Muslim customers, Tealive has gained a major market share in Malaysia's bubble tea industry. Halal certification helps to encourage Muslim consumers to purchase a specific product by differentiating the brand from competitors and eliminating ambiguity when making a purchasing decision. As a result, Muslim consumers will prefer to buy a beverage with quality and the Halal status guaranteed.

Brand Loyalty and Customer Consumption Decision

Findings of this study regarding Brand Loyalty is similar to Lee et al. (2019) and Fitri et al (2018). According to Syahrivar et al. (2018) and Sioaji & Indiani (2019), findings show that BL has the most significant impact on CBB. Since the beginning of the COVID-19 pandemic, some bubble tea brands have come up with various marketing strategies, like price-off promotions to retain customers and attracting new customers. Some loyalty programs used by bubble tea shops, like membership systems, can be a marketing tool to retain loyal customers (Violita et al., 2018).

For example, during the MCO, Tealive launched a promotion campaign called, 'Buy 2 Get 1' deal in collaboration with Touch 'n Go eWallet, which is an efficient tool for rewarding loyal customers while also attracting new potential customers. A loyal customer usually focusses less on price and more on the rewards offered by bubble tea shops. Aaker's

CBBE model states that a brand with high BL will reduce the customers' sensitivity to price and they will pursue the preferred brand while refusing to switch to other brands (Aaker, 1996). As a result, BL is an essential element that must be used by organizations in market competition and encourage the CBB.

Mediating Effect of Customer Consumption Decision

According to the Aaker's CBBE model, high brand equity levels provide potentially convincing information that helps towards forming purchasing behaviour and CS (Murty et al., 2018; Aaker, 1996). A bubble tea brand with high brand equity will strongly influence customers' choices in comparison with other brands. When first-time consumers decide to purchase a certain product, they will first consider the product's brand equity, especially those customers who are health conscious. They perceive that healthy ingredients in bubble tea are the value that they desire. Therefore, they will first compare the ingredients of a certain bubble tea brand with other brands before deciding to purchase a particular brand. After purchasing it, they will evaluate the bubble tea brand as to whether it has fulfilled their expectation and satisfied their needs. Consequently, high brand equity will indirectly affect CS after CBB is made.

CONCLUSION

This study intended to investigate the impact of brand equity on the CS of Tealive consumers via the mediating role of CBB among youths in Selangor, Malaysia. Findings show that BAW and BL have a positive and very strong relationship with CBB while BAS and PQ have a positive and strong relationship with CBB. Furthermore, CBB has a significant and partial mediating effect between all elements in the CBBE model (BAW, BAS, PQ, BL) and CS for Tealive consumers. As a result, more research should be conducted involving the bubble tea industry in order to help expand Malaysia's bubble tea market in the future. This research has several limitations that need to be addressed, one of which is methodological bias. The data collection method in this study was the questionnaire-based survey method, which was only in one language, namely English. Since Malaysia is a multi-lingual and multi-racial country, hence, the questionnaire should appropriately be written in several major languages to provide a better understanding of the questions. Next, this study primarily targets respondents who purchase Tealive in Selangor, Malaysia; thus, future studies should expand the population and sample size of the study to involve other states in Malaysia. Moreover, the results of this study do not represent all youths in Malaysia; therefore, to generalize the results, high-involvement decision products should be tested in future research. Additionally, the limited number of variables in this study is insufficient to capture the entire scope of the study. As such, more variables should be included in future research to obtain a more accurate, generalised and reliable result.

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