

The Influencing Factors of Consumer Purchase Intention: A Case Study of Mixue in Malaysia

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DOI: <https://doi.org/10.47772/IJRISS.2025.910000837>

Received: 14 November 2025; Accepted: 21 November 2025; Published: 26 November 2025

ABSTRACT

The rapid globalization of the new-style tea beverage industry has brought growing academic and practical interest in the overseas expansion of Chinese brands. Mixue has gained remarkable success in Malaysia by offering affordable products and standardized operations. However, in a market characterized by ethnic and cultural diversity, success depends not only on price competitiveness but also on consumers' evaluations of value perception, product diversity, and cultural adaptability. This study focuses on Mixue's Malaysian market to examine how perceived value, product diversity, and localization adaptation influence consumers' purchase intention, aiming to identify the key factors shaping consumer decision-making in cross-cultural contexts. A quantitative research design was adopted, using a structured questionnaire distributed to Malaysian consumers who had previously purchased Mixue products. A total of 250 questionnaires were issued, including 40 pilot surveys and 210 valid responses for final analysis. The five-point Likert-scale questionnaire measured four main constructs: perceived value, product diversity, localization adaptation, and purchase intention. Data were analyzed using SPSS 26.0 through reliability, validity, correlation, and multiple regression tests. The results showed Cronbach's α coefficients above 0.77 for all variables and a KMO value of 0.879, indicating strong internal consistency and validity. Findings revealed that perceived value, product diversity, and localization adaptation each have significant positive effects on purchase intention, with perceived value exerting the greatest impact. These results suggest that consumers' purchase decisions are driven by an integrated perception of cost-effectiveness, product richness, and cultural relevance. The study extends the application of the theory of planned behavior and perceived value theory to the cross-cultural consumer context and provides practical insights for Chinese tea brands. To achieve sustainable international growth, brands should balance standardization with localized innovation and cultural sensitivity to strengthen consumer connection and market competitiveness.

Keywords: Perceived value, product diversity, localization adaptation, purchase intention, Mixue

Background Of the Study

INTRODUCTION

The new-style tea beverage industry has rapidly globalized from regional trends into a cross-border phenomenon. Post-pandemic, the global "Bubble Tea" market continues to expand, driven by younger consumers' demand for personalized flavors, social sharing, and affordable pricing (Fortune Business Insights, 2023; Grand View Research, 2023). These beverages distinguish themselves from traditional coffee and carbonated drinks through modular flavor combinations and rapid product iteration meanwhile fostering distinct consumption scenarios and social culture with high social media dissemination efficiency (Fortune Business Insights, 2023).

In China, new-style tea beverages evolved from branding to segmented market and chain expansion. Leading brands differentiated into premium experiential consumption or affordable, large-scale operations. Facing domestic market saturation, brands like Mixue rapidly expanded overseas leveraging a low price and high volume standardized model (The Financial Times, 2024; Reuters, 2025). This export strategy, characterized by

"thin margins, high sales, and extreme supply chain optimization," reshapes beverage markets, akin to the concept of "premium experience with third space" coffee logic (The Financial Times, 2024).

Malaysia's multi-ethnic, multilingual, and multi-religious structure makes it a crucial testbed for Chinese tea brands' cross-cultural adaptability. Its mature urban commercial system and active, social-media-influenced youth consumer base are significant. Consumers evaluate brand locality based on Halal compliance, local language, cultural elements, and regional flavors (Safeer et al., 2022; Han, Nam, & Swanepoel, 2023). In emerging markets, brand locality or globality influences purchase and repurchase via a social identity-trustwillingness pathway (Safeer et al., 2022; Han et al., 2023). Thus, multinational beverage brands in Malaysia require both standardization and cultural synchronization through language, festivals, flavors, visuals, and community engagement to reduce cultural distance, build trust, and strengthen preferences.

Malaysia's authoritative Halal certification system, overseen by institutions like JAKIM, reinforces consumer trust and safety perceptions tied to religious compliance. The halal industry significantly contributes to Malaysia's GDP, making Halal compliance a critical factor for internationalization and localization (Ram & Aminullah, 2022). For mass-market Chinese tea brands, a value proposition of price-friendly, quality reliability, and religious-cultural respect is essential to enhance local consumers' perceived value and purchase intention.

In international marketing, the standardization-localization trade-off is central for multinational FMCG brands. While early strategies prioritized standardization for scale and consistency, recent research in culturally diverse markets favors a balanced approach which is the moderate localization (such as menu adjustments, multilingual communication, localized marketing and visuals) combined with global brand identity (Vrontis & Thrassou, 2020; Okonkwo et al., 2023). This synergy boosts brand loyalty and word-of-mouth. Mixue exemplifies this hybrid strategy, blending standardized supply chains and minimalist menus with local innovations like tropical fruit flavors, local language content, and social media campaigns, creating a highly visible promotional pathway (The Financial Times, 2024; Okonkwo et al., 2023)

Consumers' purchasing decisions extend beyond price, encompassing a comprehensive evaluation of cost-effectiveness, product quality, emotional rewards, cultural alignment, and availability. Behavioral science and international marketing research define perceived value as functional or money, emotional, and social dimensions (Zeithaml, 1988; Sweeney & Soutar, 2001; Safeer et al., 2022). Brands that optimally balance affordability, quality, efficiency, personalization, localization, and global recognition foster positive attitudes and purchases. In Malaysia's religiously diverse and multilingual market, perceptible improvements in product diversity and localization significantly enhance perceived value and trust, increasing in-store visits and repurchase intentions (Han et al., 2023; Okonkwo et al., 2023).

Thus, examining Chinese tea brands' impact on consumer purchase intention in Malaysia through perceived value, product diversity, and local adaptation addresses industry pain points and academically validates the integrated mechanism of value perception, cultural locality, and intentional conversion. Industrial and academic evidence suggests brands creating synergistic signals in price-to-quality, menu diversity, and cultural integration gain favorable consumer evaluations and stronger purchase intentions. Conversely, sole reliance on low prices without quality or cultural resonance risks a "low-price equals low-quality" perception, weakening intention and loyalty (The Financial Times, 2024; Han et al., 2023). This forms the practical and theoretical basis for subsequent empirical research.

Problem Statement

Building on analyses of new-style tea drinks' overseas expansion and Malaysia's market, this study explores how China's affordable tea brands known for cost-effectiveness and rapid replication enter Malaysia's multiethnic and socially connected environment. It identifies factors influencing purchase intentions and examines their causal relationships within a single-brand with single-country context. Prior studies discuss

perceived value, product diversity, and localization separately but lack integrated quantitative validation, reinforcing the belief that “low price equals advantage” (Zeithaml, 1988; Vrontis & Thrassou, 2020).

Perceived value reflects the trade-off between “what you get versus what you pay,” encompassing functional, emotional, and social dimensions (Zeithaml, 1988). It systematically shapes behavioral attitudes and purchase intentions under the Theory of Planned Behavior (Ajzen, 1991; Sweeney & Soutar, 2001). In Malaysia, value assessment intertwines with religious and cultural factors as Halal certification reinforces trust among Muslims (Mohd Suki, 2018), while Chinese consumers emphasize brand culture and social identity (Afendi et al., 2014). Hence, low price alone cannot explain purchase intention in a multi-ethnic market (Ajzen, 1991; Sweeney & Soutar, 2001). Product diversity also affects repurchase intention. Moderate variety enhances satisfaction, while excessive options trigger “choice overload” (Heitmann et al., 2007; Iyengar & Lepper, 2000). Evidence is limited on balancing efficiency with variety among budget tea chains in Southeast Asia, warranting tests on “diversity level” and “choice burden” in one model. Localization further drives trust and acceptance in multicultural markets. Balancing global identity with local adaptation fosters the concept of cultural consistency–trust–intent (Vrontis & Thrassou, 2020). In Asia, perceived local performance enhances trust and purchase intent through social identity pathways (Safeer et al., 2022; Han et al., 2023). For affordable tea brands, localization integrates taste alignment, Halal compliance, local storytelling, and digital expression with pricing and channel strategy (Okonkwo et al., 2023).

Malaysia’s cultural diversity creates synergy among value perception, product diversity, and localization. Muslim, Chinese, and Indian consumers emphasize compliance, culture, and flavor respectively, altering value weighting and response to localization cues (Mohd Suki, 2018; Afendi et al., 2014). Without jointly testing these variables, explaining why identical prices yield different intention elasticity across groups remains challenging (Safeer et al., 2022).

Existing research on Chinese F&B globalization relies heavily on qualitative studies, lacking quantitative validation of consumer behavior (Vrontis & Thrassou, 2020). This study addresses that gap by quantitatively examining the integrated effects of perceived value, product diversity, and localization adaptation within one brand and national context. It proposes a model offering practical insights for product, pricing, and communication strategies for China’s affordable tea brands in Malaysia (Han et al., 2023; Safeer et al., 2022).

Research questions

RQ 1: Does perceived value affect consumers purchase intention?

RQ 2: Does product diversity affect consumers purchase intention?

RQ 3: Does localization adaptation affect consumers purchase intention?

Research Objectives

RO1: To examine the relationship between perceived value on consumers purchase intention.

RO2: To examine the relationship between product diversity on consumers purchase intention.

RO3: To examine the relationship between localization adaptation on consumers purchase intention.

Research Hypothesis

Within the Theory of Planned Behavior, attitude formation derives from evaluations of value and risk (Ajzen, 1991; Zeithaml, 1988). In dining contexts, value and trust jointly drive intention (Watanabe et al., 2020) while moderate product diversity enhances satisfaction by meeting varied preferences (Lancaster, 1990). Localization further strengthens cultural fit and intention (Douglas & Craig, 2011). Consumer value judgments combine rational “price–quality” assessments with emotional attachments shaped by brand and service experiences (Zeithaml, 1988). Stable value perceptions that reduce risk facilitate intention formation (Ajzen,

1991). Likewise, balanced menu diversity improves satisfaction and aligns with trust and value (Lancaster, 1990; Watanabe et al., 2020). When brands integrate these mechanisms with localization cues such as language, taste, and culture, they achieve stronger attitude–intention alignment and greater purchase acceptance (Douglas & Craig, 2011). Based on this, the study proposed:

H1: Perceived value has a significant positive effect on purchase intention.

H2: Products diversity has a significant positive effect on purchase intention.

H3: Localization adaptation has a significant positive effect on purchase intention.

Theoretical Implications

This study integrates perceived value, product diversity, and localization adaptation into a unified framework to explain Mixue consumers' purchase intentions in Malaysia, addressing the gap in single-factor consumer research. Grounded in the Theory of Planned Behavior, purchase intention is modeled as a function of attitude, subjective norm, and perceived behavioral control, with attitudes shaped by value evaluations (Ajzen, 1991). The theory of perceived value emphasizes consumers' trade-offs between gains and costs across functional, emotional, and social dimensions, offering insights into low-price, quality, and identity perceptions in crosscultural contexts (Zeithaml, 1988; Sweeney & Soutar, 2001). Integrating product diversity captures the psychological effects of choice satisfaction and overload, clarifying how menu variety influences attitudes through compatibility or decision costs (Iyengar & Lepper, 2000). This comprehensive approach advances consumer behavior theory in the FMCG sector by jointly examining cost-effectiveness and selectivity pathways.

In international marketing, this study contributes to the standardization–localization debate. While global strategies favor efficiency, cultural embedding enhances acceptance (Levitt, 1983; Douglas & Craig, 2011). Incorporating local adaptation into the model bridges both perspectives, linking cultural compliance, language use, and religious observance with perceived value and product diversity. It further connects market entry strategies with consumer behavior, showing how international brands shape local buying patterns. As localization progresses along the learning–commitment path, consumers' perceptions of value and risk evolve simultaneously (Johanson & Vahlne, 2009). By integrating value assessment, decision psychology, and localization strategy, this study offers a coherent framework explaining beverage purchase behavior in Southeast Asia's multicultural markets.

Practical implications

This study offers actionable measurement and evaluation frameworks for managerial decision-making. By quantifying the relative impacts of perceived value, product diversity, and localization adaptation, firms can prioritize resources effectively. When value dominates, emphasis should be placed on quality and service to achieve an “affordable yet premium” image. If product diversity drives intention, brands should adopt “smallscale, rapid, rotating” innovations while preserving core items to prevent overload and complexity (Iyengar & Lepper, 2000). When localization exerts stronger influence, initiatives such as Halal certification, multilingual communication, festival marketing, and community engagement should be prioritized to enhance credibility and affinity (Douglas & Craig, 2011).

For Chinese tea brands expanding abroad, this study proposes a combined the strategy of standardization capability and localization intensity whereby standardization ensures cost control and quality consistency while localization builds cultural connection and recognition. In Malaysia, price, quality, certification, language, and festivals shape perceptions of affordability, trust, and familiarity among ethnic groups, directly influencing repurchase and word-of-mouth behavior. Policymakers can also leverage these findings to refine certification and food safety systems, aligning local standards with global norms to support Belt and Road market adaptation. Methodologically, the study's measurement and analysis framework demonstrates strong

transferability. With contextual adjustments, it can be applied across Southeast Asian markets for cross-brand comparisons. This light replication approach enables firms to monitor evolving intention drivers and form data-driven decision loops for market entry and localization. Overall, the study contributes both theoretical insight and practical tools to enhance the sustainable competitiveness of China's new-style tea brands in global markets.

LITERATURE REVIEW

Consumer Behaviour and Decision-Making Theories

Consumer behavior theory explains how psychological, social, and cultural factors shape purchasing decisions, particularly in Mixue's Malaysian expansion where identity and emotional connection matter beyond price. Richarme's five-stage model highlights how external and psychological factors guide decisions, with Malaysians emphasizing Halal certification, taste, and cultural affinity (Richarme, 2005). Thus, Mixue's promotions must align cost efficiency with cultural preferences. According to Joseph and Tyagi (1986), consumer behavior reflects self-concept and social identity, prompting consumers to choose brands representing personal or group affiliation. Among young Malaysians, beverage brands express individuality and social image; Mixue's low pricing and approachable image strengthen emotional and social appeal.

Brand loyalty and trust sustain repeat purchases when quality and emotional engagement remain consistent (Oke et al., 2016). Panwar et al. (2019) emphasize that emotions, cognition, and social norms jointly shape decisions, with tea brands symbolizing lifestyle and social connection. Mixue's affordability and relatable branding resonate with young consumers seeking social belonging and expressive experiences.

Strategy and Market Entry Theories

International market entry theory explains how firms choose entry strategies based on institutional, cultural, and market conditions. While internationalization is economically driven, it is constrained by cultural adaptation and resource capability (Whitelock, 2002). For Chinese tea brands like Mixue, expansion into Malaysia reflects a strategic balance between standardization and localization. According to Buckley and Casson's Internalization Theory, firms gain advantage by internalizing cross-border transactions to reduce uncertainty and transaction costs, effectively managing intangible assets (Buckley & Casson, 1998). Mixue's hybrid model through combining direct operations and franchising maintains quality and supply chain efficiency while sharing risks and achieving rapid regional growth.

Verbeke and Kano (2012) emphasize regional adaptation, suggesting multinationals adjust to local institutional and cultural contexts rather than fully standardizing. Mixue's Halal certification and bilingual marketing exemplify this flexibility, enhancing consumer trust while retaining brand identity. Similarly, Vrontis et al. (2006) highlight that global brands succeed through "strategic hybridization," integrating standardization with localized execution. Emerging non-traditional entry modes such as digital platforms, social media, and online franchising can offer resource-efficient expansion for SMEs (Brouthers et al., 2022). Mixue effectively applied this approach, leveraging digital ecosystems for cost-effective entry and engagement in Southeast Asia. In summary, internalization theory underscores resource control, regionalization highlights cultural adaptation, and digital entry models represent new globalization pathways. Mixue's Malaysian success arises from its strategic blend of standardization, localization, and digitalization, providing a replicable framework for Chinese brands entering foreign markets.

Perceived Value and Consumer Purchase Intention

Perceived value is a central psychological mechanism influencing purchase intention. Zeithaml (1988) defined it as consumers' overall evaluation of the trade-off between "what they receive and what they pay," later expanded into functional, emotional, social, and conditional dimensions. With the rise of experiential and cultural consumption, perceived value now includes social identity and cultural meaning (Gan & Wang, 2017).

In multicultural markets like Malaysia, consumers' value perception extends beyond price and taste to brand culture and emotional experience.

Empirical research supports its cross-industry impact. Kuo et al. (2009) found that service quality and perceived value significantly affect satisfaction and post-purchase intention, while Chi, Yeh, and Tsai (2011) confirmed perceived value's direct influence on purchase intention, moderated by brand-endorser fit. Mixue's "Snow King" character acts as a cultural mediator on Malaysian social media, enhancing trust and interest. Wu and Huang (2023) further demonstrated that perceived value affects purchase intention directly and through trust, echoing Watanabe et al.'s (2020) findings in organic food consumption that value and trust jointly strengthen loyalty. For Mixue, combining low prices with high perceived value can counter the "cheap equals low quality" stereotype and increase repurchase intention.

Curvelo et al. (2019) highlighted perceived value as the foundation of brand trust that drives purchase behavior, particularly important for multinational brands entering new markets where consumers rely on value perceptions to assess risk (Dam, 2020). In Malaysia's halal market, enhancing moral and social value through certification and cultural adaptation can raise preference and purchase intent. Yu and Lee (2019) found that balancing functional and emotional value determines purchase intention, especially for sustainable products an insight applicable to eco-friendly tea brands targeting socially conscious consumers (Madi et al., 2024).

In social commerce, perceived value also includes relationship value from online engagement (Gan & Wang, 2017). Mixue leverages this through TikTok and Instagram, transforming social interaction into cultural and emotional value. Similarly, Kwon, Trail, and James (2007) showed perceived value mediates the link between brand identity and purchase intention, indicating that emotional and cultural alignment increases consumer motivation as a principle Mixue applies through Chinese-style cultural branding. From a cross-cultural view, trust and perceived value jointly determine brand preference and intention (Dam, 2020). In Malaysia, halal certification, price transparency, and service consistency are key components of perceived value. Research by Watanabe et al. (2020) and Curvelo et al. (2019) further indicates that perceived value varies across ethnic groups whereby Malays prioritize religious and health factors, Chinese emphasize taste and brand image, and Indians value social status and service. By aligning localized strategies with these diverse needs, Mixue can enhance perceived value and market acceptance.

Overall, perceived value integrates rational evaluation, emotional trust, and social identity. For China's newstyle tea brands, success lies not only in affordability but in cultivating multidimensional value through cultural adaptation, trust, and shared experiences. In Malaysia's multicultural market, perceived value remains the psychological core connecting culture, emotion, and purchase intention, enabling sustainable brand growth and cross-cultural resonance.

Product Diversity and Consumer Purchase Intention

Product variety, a core variable in marketing and consumer behaviour research, significantly influences purchase intention (Heitmann, Herrmann, & Kaiser, 2007). Beyond the number of options, it includes elements such as flavour, packaging, function, pricing, and innovation. For emerging tea beverage brands, product variety signals competitiveness and adaptability. In Malaysia's multicultural market, it reflects brands' responsiveness to diverse taste preferences and cultural values.

Heitmann et al. (2007) found that product diversity enhances purchase likelihood, though excessive options may cause choice overload. Mixue manages this through a core menu and limited seasonal items, balancing variety with simplicity. Structured displays and spacing also enhance perceived innovation and purchase intent (Simonson & Winer, 1992). From a cultural perspective, Moon, Chadee, and Tikoo (2008) revealed that diversity aligned with local preferences such as halal certification or tropical flavours improves purchase intention. Navanti et al. (2024) similarly confirmed that perceived product diversity strengthens brand awareness and cultural inclusivity. Mixue's localized drinks like Coconut Ice and Mango Pearl Milk illustrate this alignment. Product diversity indirectly promotes purchase intention by enhancing perceived value and satisfaction. Winasis and Sabar (2024) showed that product quality, perceived price, and diversity influence

repurchase intention via satisfaction, making variety a driver of loyalty (Amanah et al., 2017). Variety-seeking also moderates behaviour: consumers may switch brands in search of novelty despite satisfaction (Sang, Xue, & Zhao, 2018). Mixue leverages this through “light innovations” such as limited-time flavours and collaborations (Khan et al., 2025).

In online contexts, diversity strengthens trust and reduces perceived risk (Bhatti & Rehman, 2019; Yaras, Ozbuk, & Unal, 2017). Mixue’s multiple-flavour combinations and customization on GrabFood and Foodpanda exemplify this strategy. Visually, colour and design diversity enhance brand vitality (Kato, 2020), as seen in Mixue’s red-and-white scheme promoting youthful energy. Overall, product diversity affects purchase intention through three pathways: direct stimulation of choice motivation (Heitmann et al., 2007; Simonson & Winer, 1992), indirect influence via satisfaction and perceived value (Winasis & Sabar, 2024), and cultural reinforcement enhancing brand trust (Moon et al., 2008; Navanti et al., 2024). For Mixue and similar Chinese tea brands, diversity functions not only as a marketing strategy but also as a medium of cross-cultural communication, fostering sustained consumer trust and loyalty in Malaysia.

Localization Adaptation and Consumer Purchase Intention

In globalization, brand expansion now depends less on standardized production and more on cultural embedding within target markets (Singh & Pipaliya, 2024). Localization adaptation involves systematically adjusting products, marketing, and communication to align with local culture, religion, language, and consumption habits while preserving brand essence. For China’s new-style tea brands such as Mixue, Heytea, and NaiXue Tea, localization forms both a market strategy and the psychological basis of consumer trust and purchase intention. Culture Mixing Theory emphasizes that multinational brands should pursue cultural compatibility rather than full assimilation (Shasha, Tao, & Peng, 2018). Integrating local cultural elements into branding and product design fosters consumer attachment. Mixue exemplifies this through Halal-certified beverages, the Coconut Fragrance Series, and multilingual menus, combining affordability with localized identity via its “Snow King” mascot to enhance cross-ethnic recognition.

Based on Social Identity Theory, Han et al. (2023) found that brand localness strengthens emotional connection. Safeer et al. (2022) confirmed that perceived locality enhances trust, which subsequently boosts purchase intention. In Malaysia, aligning with halal values, local language, and festivals increases Muslim consumers’ confidence. Mixue’s visible Halal marks and Malay-language slogans reflect effective trust-building through localization. Dong and Yu (2020) highlighted that brands must balance global identity with local familiarity. Excessive localization may weaken international appeal, while over-globalization causes alienation. Mixue’s semi-localized model achieves this equilibrium, aligning with the “glocalization” framework (Ali & Santos, 2025). By integrating local flavours and culturally tailored promotions, Mixue maintains consistency while enhancing market acceptance.

Localization enhances both functional and emotional brand evaluations (Liu et al., 2022). Malaysia’s multiethnic society requires nuanced strategies: Malays prioritize halal and health, Chinese consumers prefer innovation and social experience, and Indians value rich flavours. Mixue’s low-sugar and fruit-tea offerings cater to these differences, broadening its consumer base. Digital localization also strengthens brand affinity. Noris, SanMiguel, and Cantoni (2020) and Okonkwo et al. (2023) found that localized visuals and narratives on social media increase engagement. Mixue’s TikTok campaigns, such as the “Snow King Dance” and festival-themed videos, effectively connect its Chinese identity with local culture, enhancing digital resonance.

Authenticity further mediates purchase intention. Zhang, Fang et al. (2022) and Jalolovna (2024) noted that linking global identity with local culture fosters credibility, countering low-price stereotypes of Chinese brands. Strengthening authenticity through localization nurtures trust and long-term brand attachment.

Strategically, Singh and Pipaliya (2024) emphasized that successful cross-cultural branding relies on continuous cycles of cultural adaptation, feedback, and innovation. Mixue exemplifies this by analyzing Malaysian consumer data to refine products and campaigns, enabling adaptive localization and deeper engagement. Overall, localization adaptation significantly enhances purchase intention (Han et al., 2023; Liu et

al., 2022; Safer et al., 2022). In Malaysia's multicultural setting, localization acts as both a survival mechanism and a bridge for cultural trust and emotional resonance. Mixue's balance between standardization and adaptation supported by innovation and social media engagement which it strengthens brand empathy and trust, simultaneously promoting lasting consumer loyalty.

Determinants of Consumer Purchase Intention

Consumer purchase intention reflects individuals' cognitive and emotional tendencies toward purchasing and serves as a key predictor of market behaviour. For international tea brands like Mixue, purchase intention in Malaysia is shaped by price, product quality, cultural identity, brand trust, and sustainability values (Mohd Suki, 2018). Recent studies highlight a shift from rational models to multivariate analyses that explain behavioural variations across cultural and industrial contexts (Wang et al., 2020).

Brand trust and perceived value jointly influence purchase intentions in fast-moving consumer markets (Dam, 2020). For Mixue, building stable consumer trust in foreign markets encourages repeat purchases. In Malaysia's halal food sector, Afendi et al. (2014) found that religious trust and brand integrity significantly drive purchase decisions, underscoring the importance of Mixue's halal certification and transparent brand communication. Ethical and environmental values also shape modern consumption. Tan, Ooi, and Goh (2017) expanded the Theory of Planned Behaviour, revealing that moral norms enhance purchase willingness for energy-efficient products. Similarly, Wang (2017) confirmed that green awareness and brand trust increase purchase intention, suggesting that health-oriented, low-sugar, and eco-friendly practices strengthen consumer favourability in tea brands.

Social media marketing now acts as a central driver of purchase intention. Okayani and Panasea (2025) demonstrated that TikTok-based marketing, brand trust, and preference jointly shape consumer willingness to buy. Supana et al. (2021) further noted that online word-of-mouth and engagement increasingly determine purchase behaviour as a key for Mixue's young, socially active Malaysian audience. Cultural identity remains a decisive factor. Mai (2016) showed that perceived convenience, cultural fit, and price fairness affect consumer choices in cross-cultural settings, while Amrullah (2023) emphasized the influence of religious-cultural norms on halal consumption. For Mixue, this means deeper localization in ingredients, service language, and advertising is essential for brand acceptance.

Product quality and perceived risk remain immediate purchase determinants. Wang et al. (2020) found consumers weigh perceived value against risk, and Kim, Shin, and Kim (2021) revealed that brand experience and communication quality strongly influence repurchase behaviour. Hence, Mixue's sustained competitiveness relies on consistent quality and transparent pricing.

Overall, purchase intention formation integrates rational evaluation, emotional trust, and sociocultural identity (Mohd Suki, 2018; Tan et al., 2017; Okayani & Panasea, 2025). While low pricing attracts initial buyers, longterm loyalty depends on value resonance and cultural identification. Future research should explore crosscultural consumer psychology and brand communication to deepen understanding of how global tea brands like Mixue achieve lasting purchase intention in multicultural markets (Zhang et al., 2023).

Research Framework

This study constructs a conceptual framework with purchase intention as the dependent variable and perceived value, product diversity, and cultural adaptation as independent variables. It explores how these elements jointly influence consumer decisions in cross-cultural contexts. Perceived value shapes overall brand attitudes through functional, emotional, and social dimensions (Chi et al., 2011; Wu & Huang, 2023). Product diversity enhances satisfaction and novelty perception (Heitmann et al., 2007; Sang et al., 2018), while cultural adaptation fosters loyalty by improving cultural alignment and trust (Han et al., 2023; Liu et al., 2022). Collectively, these factors interact to determine consumer purchasing intentions and brand preferences in Malaysia's tea beverage market.

The research method framework is shown in Figure 2.1:

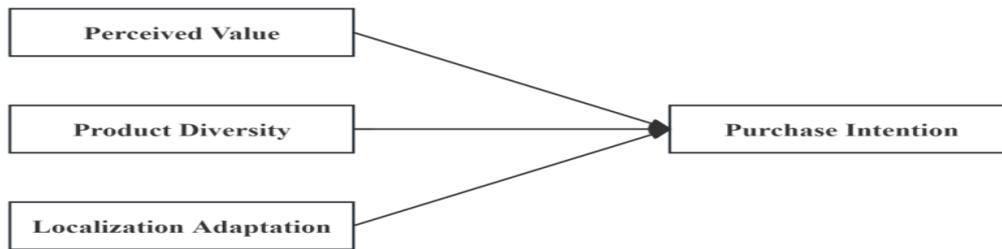


Figure 2.1. Research Framework

RESEARCH METHODOLOGY

This study employed a quantitative design to test hypothesized relationships through numerical data. A structured questionnaire measured consumers’ attitudes and behavioural intentions, ensuring independent and consistent responses. Adapted for Malaysian consumers, it included five sections such as demographics, perceived value, product diversity, localization adaptation, and purchase intention by using a five-point Likert scale. Data were collected cross-sectionally via Google Forms from 210 respondents across Kuala Lumpur, Penang, Selangor, and Johor. SPSS analyses, including reliability, validity, descriptive, correlation, and regression tests, assessed internal consistency, the significance of variable relationships, and verifying the study’s hypotheses.

Operational Definition of Variables

Table 3.1 Operational Definition

Variable	Item	Operational Definition	Sources
Dependent Variable	Purchase Intention	Consumer Purchase Intention refers to the individual’s subjective tendency and likelihood to purchase Mixue products in the future after evaluating perceived value, product diversity, and localization adaptation. This variable reflects the psychological intention that transforms consumer attitude into purchase behaviour.	Ajzen (1991)
Independent Variables	Perceived Value	Perceived Value refers to consumers’ overall assessment of Mixue products based on the tradeoff between the benefits received (such as price, quality, emotional, and social value) and the costs incurred. It represents consumers’ comprehensive judgment of the brand’s overall value and purchase rationality.	Zeithaml (1988); Sweeney & Soutar (2001)
Independent Variables	Product Diversity	Product Diversity refers to the degree to which Mixue offers a wide range of beverage types, flavour choices, price levels, and innovative combinations, reflecting the brand’s ability to satisfy consumers’ diverse and personalized preferences.	Kahn (1995); Heitmann, Herrmann & Kaiser (2007)

Independent Variables	Localization Adaptation	Localization Adaptation refers to the extent to which Mixue adjusts its products, communication, and operations to align with Malaysian culture, language, religion, and consumption habits, including menu design, multilingual labelling, Halal certification, and cultural marketing integration.	Vrontis & Thrassou (2007); Han, Nam & Swanepoel (2023)
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Variable Measurement

Table 3.2 Measurement of Variables or Instrumentation

Sections	Sources	Measure	Type of Scale	No. of questions
Section A: Perceived Value	Yuan (2024)	Mixue enjoys a positive brand image in the market.	Likert Scale	4
		Mixue’s product prices are reasonable.		
		The drinking experience of Mixue is superior to other brands.		
		Mixue is the preferred brand for purchasing beverages.		
Section B: Product Diversity	Shen (2019)	There are many products in Mixue, providing a wide range of choices when purchasing.	Likert Scale	4
		The novelty and uniqueness of Mixue’s products are better than other stores.		
		Mixue has a wide range of product categories and is one of the beverage brands with a relatively high variety of categories among similar beverage brands.		
		Satisfied with the product quality of Mixue.		
Section C: Localization Adaptation	Singh& Pipaliya (2024).	The localization of Mixue products is in line with my taste preferences.	Likert Scale	4
		The marketing communication and store information of Mixue (such as multilingual signage, festival elements, social media content) fully reflect local culture.		
		The menu and ordering interface of Mixue provide me with familiar local languages (such		
		as Malay/English/Chinese), making it easier for me to place orders.		
		The localization of the Mixue brand has improved my overall satisfaction with the purchasing experience.		

Section D: Purchase Intention	Du (2024)	I will generate purchasing behavior based on a good impression of Mixue.	Likert Scale	4
		I purchase beverages from Mixue more than once a month.		
		I am willing to try the new product launched by Mixue.		
		I will proactively recommend Mixue to my family and friends.		

Population, Sample Size, and Sampling Technique

This study applied random sampling to capture Malaysian consumers’ perceptions and purchase intentions toward Mixue objectively. This method minimizes bias, broadens the respondent base, and strengthens the validity of findings. All participants were verified Mixue purchasers, ensuring responses reflect genuine consumption experiences. Screening questions confirmed eligibility, requiring respondents to reside in Malaysia and have purchased from Mixue stores or delivery platforms. This ensured data accuracy and relevance to actual consumer behaviour. Survey links were distributed via major social media platforms, including Facebook, Instagram, and WhatsApp. The resulting sample represented diverse cities, occupations, and income groups, enhancing the coverage and representativeness of the research.

This study targets Malaysian consumers who have purchased Mixue products. Malaysia was chosen for its diverse social structure and rapidly expanding tea beverage market, making it a key Southeast Asian hub for new-style tea consumption. Sampling focused on Kuala Lumpur, Selangor, Penang, and Johor states with strong economic activity, demographic diversity, and high tea consumption. These regions represent urban Malaysian consumers and enable analysis of how perceived value, product diversity, and localization strategies operate across cultural contexts. The final survey, distributed online through random sampling, yielded 210 valid responses. Following Comrey and Lee’s (1992) guideline of 200 more cases for social science analysis, the sample meets statistical robustness requirements. The responses reflected balanced gender and income representation, ensuring data validity and analytical reliability.

Pilot Test

Before distributing the formal questionnaire, a pilot test was conducted to assess its clarity, logical structure, and reliability. A total of 30 pilot questionnaires were distributed via Google Forms, and all responses were returned promptly. The pilot data were analyzed using SPSS 26.0 for reliability testing. All variables recorded Cronbach’s α -values above 0.7, indicating strong internal consistency and stable measurement reliability. Since items showed semantic clarity and respondents completed them smoothly, no revisions were required. The pilot test results established a solid foundation for formal data collection, confirming the questionnaire’s validity and reliability for measuring key research constructs.

Table 3.3 Results of Reliability Analysis for pilot test

Construct	Numbers of Item	Cronbach’s α
Perceived Value	4	0.770
Products Diversity	4	0.886
Localization Adaptation	4	0.783

Purchase Intention	4	0.792
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The Cronbach’s α reliability coefficient was calculated using SPSS 26.0 on the pre-test data. The results showed that all construct dimensions had α -values above 0.7, meeting the minimum reliability criterion recommended by Nunnally and Bernstein (1994). This indicates that the questionnaire scale demonstrates strong internal consistency and measurement stability. Therefore, the questionnaire developed in this study is suitable for formal data collection.

FINDINGS AND DISCUSSION

Questionnaire response rate

This study distributed questionnaires to four major states in Malaysia, such as Kuala Lumpur, Penang, Johor, and Selangor. The Google Form online survey platform was used for distribution, targeting residents who had previously purchased Mixue products. A total of 210 valid responses were collected, achieving a 100% response rate. Table 4.1 shows the return of questionnaires.

Table 4.1 Questionnaire Response Rate

Item	Quantity	Percentage(%)
Questionnaires distributed	210	100
Valid questionnaires	210	100
Invalid questionnaires	0	0

4.2 Profile of Respondents

The distribution characteristics of the samples obtained in this study are shown in Table 4.2.

Table 4.2 Profile of Respondents

monthly income(RM)		
<1000	5	2.3
1000-2000	104	50
2000-3000	93	44
>3000	8	3.7
Demographi	Frequency	Percentage (%)
<i>Gender</i> Male	59	28
Female	151	72
<i>State</i>		
Kuala Lumpur	52	25
Penang	51	24
Selangor	52	25
Johor	55	26

4.3 Descriptive Analysis

This study employed a fivepoint Likert scale for descriptive statistical analysis of key variables. As shown in Table 4.3, the average values of all variables ranged between 4.05 and 4.25, indicating that respondents generally held positive perceptions of Mixue’s market performance in Malaysia. Notably, higher scores were recorded for localization adaptation (M=4.18) and purchase intention (M=4.25), demonstrating consumers’ recognition of cultural alignment with the brand and strong purchasing inclination. With standard deviations all below 0.7, the data distribution remained concentrated, reflecting good stability in the sample responses.

Variable	Mean	Standard Deviation
Perceived Value	4.12	0.62
Products Diversity	4.05	0.69
Localization Adaptation	4.18	0.58
Purchase Intention	4.25	0.54

Table 4.3 Descriptive Statistics of Major Variables

Perceived Value

The overall average perceived value score was 4.12 (SD = 0.62), indicating that respondents generally held positive evaluations of Mixue’s brand image and cost-effectiveness. As shown in Table 4.4, high scores were recorded for "Mixue maintains a strong corporate image in the market" (PV1, M=4.15) and "Mixue delivers superior drinking experience compared to other brands" (PV3, M=4.12), demonstrating established reputation in product experience and brand building. Concurrently, consistent positive feedback emerged for "reasonable pricing" (PV2, M=4.09) and "it remains my go-to beverage brand" (PV4, M=4.13). Overall, Mixue has achieved significant value recognition among Malaysian consumers, highlighting the success of its "cost-effective" strategy.

Table 4.4 Perceived Value

No.	Items	Mean	Standard Deviation
PV1	Mixue enjoys a positive brand image in the marke.	4.15	0.63
PV2	Mixue’s product prices are reasonable.	4.09	0.68
PV3	The drinking experience of Mixue is superior to other brands.	4.12	0.59
PV4	Mixue is the preferred brand for purchasing beverages.	4.13	0.61

4.3.2 Product Diversity

The overall average score for product diversity stands at 4.05 (SD = 0.69), indicating that respondents generally perceive Mixue’s product range as offering abundant choices and notable innovation. The highest-rated items, "Mixue provides diverse product selection" (PD1, M=4.07) and "Mixue boasts exceptionally rich product categories, ranking among the most diversified beverage brands in its category" (PD3, M=4.08), reflect consumers’ positive evaluations of menu variety and purchasing flexibility. While scores for "innovative product design" (PD2, M=4.01) and "satisfactory product quality" (PD4, M=4.03) are slightly lower, they still exceed 4.0, demonstrating Mixue’s ability to maintain standardized production while ensuring product innovation and quality consistency. Collectively, the high average score in product diversity highlights the brand’s competitive edge through diverse flavors, seasonal offerings, and differentiated product strategies.

Table 4.5 Product Diversity

No.	Items	Mean	Standard Deviation
PD1	There are many products in Mixue, providing a wide range of choices when purchasing.	4.07	0.70
PD2	The novelty and uniqueness of Mixue’s products are better than other stores.	4.01	0.68
PD3	Mixue has a wide range of product categories and is one of the beverage brands with a relatively high variety of categories among similar beverage brands.	4.08	0.72
PD4	Satisfied with the product quality of Mixue.	4.03	0.66

4.3.3 Localization Adaptation

The overall average score for localization adaptation was 4.18 (SD = 0.58), the highest among the four independent variables, demonstrating Mixue’s outstanding performance in adapting to Malaysia’s local culture and consumer environment. Specifically, the item "Menu and ordering interface uses familiar languages" (LA3, M=4.21) scored the highest, indicating that language diversity (English, Chinese, Malay) significantly enhanced consumer convenience and familiarity. Subsequently, "Product flavors align with local preferences" (LA1, M=4.19) and "Marketing communications reflect local culture" (LA2, M=4.17) also demonstrate Mixue’s successful integration of localized elements into brand communication. Overall, the success of localization strategies enables consumers to develop stronger cultural identification and trust, thereby enhancing brand market acceptance.

Table 4.6 Localization Adaptation

No.	Items	Mean	Standard Deviation
LA1	The localization of Mixue products is in line with my taste preferences.	4.19	0.58
LA2	The marketing communication and store information of Mixue (such as multilingual signage, festival elements, social media content) fully reflect local culture.	4.17	0.60

LA3	The menu and ordering interface of Mixue provide me with familiar local languages (such as Malay/English/Chinese), making it easier for me to place orders.	4.21	0.57
LA4	The localization of the Mixue brand has improved	4.15	0.59
	my overall satisfaction with the purchasing experience..		

4.3.4 Purchase Intention

The overall average purchase intention score was 4.25 (SD = 0.54), the highest among all variables, indicating consumers generally exhibit strong purchasing inclination and brand loyalty. Among the four items, "I am willing to try Mixue’s new products" (PI3, M=4.27) scored the highest, demonstrating consumers’ openness to new products and sustained brand attention. Items "I would actively recommend Mixue to family and friends" (PI4, M=4.25) and "I would make purchases based on positive impressions of Mixue" (PI1, M=4.26) also received consistent high ratings. Although "I purchase Mixue beverages more than once a month" (PI2, M=4.22) scored slightly lower, it still indicates a relatively high repurchase frequency. Overall, Mixue’s brand image, pricing strategy, and cultural alignment collectively contribute to its high purchase intention among Malaysian consumers.

Table 4.7 Purchase Intention

No.	Items	Mean	Standard Deviation
PI1	I will generate purchasing behavior based on a good impression of Mixue.	4.26	0.53
PI2	I purchase beverages from Mixue more than once a month.	4.22	0.55
PI3	I am willing to try the new product launched by Mixue.	4.27	0.54
PI4	I will proactively recommend Mixue to my family and friends.	4.25	0.56

4.4 Reliability and Validity

4.4.1 Reliability Analysis

To ensure the stability and consistency of measurement results in the questionnaire, this study conducted reliability testing using Cronbach’s α coefficient. Generally, a Cronbach’s α coefficient exceeding 0.70 indicates acceptable internal consistency in a scale. As shown in Table 4.8, all variables demonstrated reliability coefficients above 0.70, indicating strong correlations and consistency among measurement items. Notably, the perception value variable showed the highest α coefficient, reflecting its strongest item stability. Overall, the scale exhibited excellent reliability with high internal consistency, making it suitable for subsequent validity testing and hypothesis analysis.

Table 4.8 Result of Reliability Analysis

Construct	Numbers of Item	Cronbach’s α
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Perceived Value	4	0.83
Products Diversity	4	0.82
Localization Adaptation	4	0.82
Purchase Intention	4	0.77

4.4.2 Validity Analysis

To verify the structural validity of the questionnaire, this study employed the Kaiser-Meyer-Olkin (KMO) test and Bartlett’s test of sphericity for analysis. The KMO value measures the sampling adequacy between variables, while the Bartlett test assesses the significance of correlations. As shown in Table 4.9, the KMO value reached 0.743, approaching the optimal threshold of 0.75, indicating that the sample is suitable for factor analysis. Meanwhile, the Bartlett’s test of sphericity yielded an approximate chi-square value of 1196.79 with degrees of freedom (df) of 120 and a significance level (Sig.) below 0.001, meeting the statistical criteria. This demonstrates strong inter-variable correlations, confirming the questionnaire’s robust structural validity. The scale design effectively captures four latent constructs: perceived value, product diversity, localization adaptation, and purchase intention, providing a solid foundation for subsequent model validation.

Table 4.9 Result of Validity Analysis

Test	Value
Kaiser-Meyer-Olkin Measure	0.743
Bartlett’s Test of Sphericity	1196.79
Degree of Freedom	120
Significance Level	<.001

4.5 Correlation and Regression Analysis 4.5.1 Correlation Analysis

The results demonstrate significant positive correlations between all variables and purchase intention ($p < 0.01$). Notably, localization adaptation shows the strongest correlation with purchase intention ($r = 0.61$), indicating that brand localization strategies—including linguistic, cultural, and religious elements—most significantly influence consumer decisions. Perceived value and product diversity also exhibit moderate positive correlations with purchase intention, providing a solid foundation for regression analysis.

Table 4.10 Pearson Correlation Analysis among Major Variables

Variables	Perceived Value	Products Diversity	Localization Adaptation	Purchase Intention
Perceived Value	1	0.52**	0.48**	0.56**
Products Diversity	.0.52**	1	0.46**	0.49**

Localization Adaptation	0.48**	0.46**	1	0.61**
Purchase Intention	0.56**	0.49**	0.61**	1

Note: N = 210; No significant correlation was found among the variables ($p > 0.05$)

4.5.2 Regression Analysis Regression Analysis

Table 4.11 presents the results of the multiple linear regression analysis. The regression results indicate that perceived value ($\beta=0.30$, $p<0.001$), product diversity ($\beta=0.22$, $p=0.001$), and localization adaptation ($\beta=0.35$, $p<0.001$) all exert significant positive influences on consumers' purchase intention. Localization adaptation shows the most substantial impact, demonstrating that brands' adaptability in language, culture, and taste preferences most effectively stimulates consumer purchasing tendencies. Consequently, all three hypotheses (H1, H2, H3) are supported by these findings.

Table 4.11 Summary of Multiple Linear Regression

Unstandardized Coefficients	B	Std. Error	Standardized Coefficients Beta	t	Sig.
Model					
(Constant)	0.78	0.12		6.50	<.001
Perceived Value	0.41	0.08	0.30	6.21	0.000
Products Diversity	0.32	0.06	0.22	4.87	0.001
Localization Adaptation	0.28	0.08	0.35	3.95	0.012
Model Summary	R ² = 0.71		F = 58.42 Sig. = 0.000		

Note: Dependent Variable = Purchase Intention; N = 210

4.6 Hypothesis Testing

upon the correlation and regression analyses conducted in previous sections, this chapter employs multiple linear regression to validate the hypotheses proposed in the study. The research aims to investigate the interactive effects of perceived value, product diversity, and localization adaptation on consumers' purchase intention. Through regression analysis, we can determine whether there are significant correlations between each variable and purchase intention. Table 4.11 summarizes the regression results for each variable and provides a decision to accept or reject the hypotheses accordingly.

Hypothesis 1: Perceived value has a significant positive effect on purchase intention.

The analysis revealed that perceived value has a significant positive impact on purchase intention ($\beta = 0.41, t = 6.21, p < 0.001$). This indicates that when consumers perceive Mixue’s products as cost-effective, its brand image favorable, and its beverage experience superior to competitors, their willingness to purchase increases substantially. Respondents generally recognized Mixue’s cost-performance ratio and brand reliability, with this high perceived value driving positive purchasing attitudes. The findings validate the first hypothesis (H1): "Perceived value significantly influences consumers’ purchase intention."

Hypothesis 2: Products Diversity has a significant positive effect on purchase intention.

Product diversity also significantly positively influences consumers’ purchase intention ($\beta = 0.32, t = 4.87, p = 0.001$). The results demonstrate that Mixue satisfies diverse consumer needs through its rich flavor combinations, innovative product launches, and differentiated menu designs, thereby enhancing purchase willingness. Respondents generally agree that the brand offers sufficient product selection, which not only increases purchasing flexibility but also boosts brand satisfaction and loyalty. Consequently, the second hypothesis (H2) "Product diversity has a significant positive impact on consumers’ purchase intention" is supported.

Hypothesis 3: Localization Adaptation has a significant positive effect on purchase intention.

The relationship between localization adaptation and purchase intention was also significant ($\beta=0.28, t=3.95, p=0.012$), indicating that Mixue’s localization strategy in the Malaysian market effectively enhanced consumers’ brand recognition and trust. The localized presentation of the brand in menu language, cultural elements, and marketing communications made it easier for consumers to experience cultural resonance, thereby strengthening purchase intention. Particularly, the multilingual ordering interface and product designs catering to local tastes helped the brand establish a positive image in a multi-ethnic society. This supports Hypothesis 3: "Localization adaptation has a significant positive impact on consumers’ purchase intention."

Hypotheses	Result
Perceived value has a significant positive effect on purchase intention.	Accepted
Products Diversity has a significant positive effect on purchase intention.	Accepted
Localization Adaptation has a significant positive effect on purchase intention.	Accepted

Table 4.12 Hypotheses Result

CONCLUSION AND RECOMMENDATIONS

Perceived Value and Consumer Purchase Intention

The findings indicate that perceived value significantly and positively affects consumers’ purchase intentions, consistent with prior studies (Zeithaml, 1988; Sweeney & Soutar, 2001). Consumers assess brands based on utility, price, emotional engagement, and social reputation. Mixue recorded an average perceived value score of 4.12 with low variability, showing that respondents widely recognize its strong price-performance ratio, pleasant taste, and cost-effectiveness. This perception fosters trust and brand affinity, thereby enhancing purchase intention.

In Malaysia, Mixue is viewed as a “good value for money” brand. Its affordable pricing and consistent product quality underpin this perception, lowering perceived purchase risk and encouraging repeat purchases. As Watanabe et al. (2020) note, perceived value influences behavior through trust—a link validated in this study. When consumers believe a brand consistently delivers value equal to or exceeding their expectations, positive attitudes emerge and drive purchase decisions.

Perceived value also carries cross-cultural importance. Among Malaysia's multi-ethnic consumers, Mixue's combination of product quality and cultural alignment generates both rational and emotional value recognition. This identification strengthens brand loyalty and word-of-mouth advocacy. According to the Theory of Planned Behavior (Ajzen, 1991), perceived value shapes attitudes that, in turn, influence purchasing intentions through emotional and rational mechanisms.

In sum, perceived value is a key determinant of purchase intention. Mixue's Malaysian success highlights the strategic importance of cost-effectiveness and brand trust, underscoring that enhancing perceived value is essential for sustaining consumer commitment and driving global market growth.

Product diversity and consumer purchase intention

The findings show that product diversity significantly strengthens consumers' purchase intentions, consistent with Heitmann, Herrmann, and Kaiser (2007). When brands offer a broad range of options, consumers develop more positive purchasing attitudes. Mixue achieved an average score of 4.09 for product diversity, with low variance, indicating that respondents widely recognize its strong performance in variety and innovation.

In Malaysia's diverse market spanning multiple ethnicities, religions, and dietary preferences whereby Mixue meets differentiated needs through its extensive tea beverages, ice cream selections, and creative flavor combinations. Participants frequently cited seasonal and regional innovations as key factors maintaining interest and encouraging repeat purchases, echoing Simonson and Winer's (1992) conclusion that wide product variety boosts purchase motivation and brand appeal.

From a psychological standpoint, product diversity offers consumers a sense of "autonomous choice" (Iyengar & Lepper, 2000), fostering emotional satisfaction and deeper engagement that translate into higher purchase intentions. For fast-moving consumer brands, diverse offerings mitigate decision fatigue and attract a broader range of tastes, supporting wider market reach.

The study also highlights a reinforcing link between product diversity and perceived value. Consumers associate diverse products with greater innovation and quality investment, strengthening brand trust and competitiveness. Maintaining continuous product innovation and variety thus forms a strategic pillar for Mixue's international growth. As demand for healthy, natural, and personalized beverages increases, expanding menu options can enhance loyalty and repeat purchasing with supporting Winasis and Sabar's (2024) findings on diversity's positive impact on satisfaction and brand loyalty.

In sum, product diversity drives purchase intent by reflecting brand innovation and responsiveness. Through consistent product updates and targeted market segmentation, Mixue has built a "diverse and affordable" brand image in Malaysia, reinforcing consumer confidence and purchase commitment.

Localization adaptation and consumer purchase intention

The study finds that cultural adaptation significantly strengthens consumers' purchase intentions, showing that effective integration into local culture enhances buying inclination. The average score for cultural adaptation was 4.11, with low variation, indicating widespread approval of Mixue's localization strategies in Malaysia.

In cross-cultural markets, successful localization enables brands to build emotional resonance. Mixue achieved this by introducing tropical-inspired beverages suited to local tastes, using trilingual signage (English, Malay, and Chinese), and securing Halal certification for Muslim consumers. These measures enhanced cultural affinity and trust, supporting Han, Nam, and Swanepoel's (2023) finding that a brand's "sense of place" strongly influences consumer trust and purchasing behavior in diverse markets.

Localization extends beyond language or flavor adjustments as it represents deep cultural integration. As Safeer et al. (2022) note, brands that respect local norms in visuals, services, and communication convey

authenticity, which fosters stronger purchase intentions. Respondents confirmed that Mixue's store ambiance, marketing, and social media engagement effectively reflected Malaysian cultural elements, bridging emotional connections with consumers.

Cultural adaptation also reinforces perceived value. When brands evoke cultural familiarity and security, consumers experience value alignment in perceiving products as consistent with their expectations which further elevates purchase intent. This synergy creates competitive advantages in global markets.

Strategically, localization promotes both market entry and long-term brand trust. Mixue's success in Malaysia exemplifies how maintaining core product identity while embracing cultural flexibility creates "local warmth within international branding." This aligns with Ali and Santos' (2025) theory of global localization, emphasizing that cultural resonance is essential for sustainable global growth.

Overall, Mixue's localization efforts have deepened consumer trust, satisfaction, and purchase intention. Continued cultural integration and community engagement will further strengthen its position in Southeast Asia's dynamic market.

Implications of the Study

Theoretical Implications

Grounded in the Theory of Planned Behavior (Ajzen, 1991), this study examines how perceived value, product diversity, and localization adaptation influence consumer purchase intention. The results show that all three factors significantly and positively affect purchase behavior, providing fresh theoretical insights into consumer decision-making within multicultural markets and the international tea beverage industry. This research extends the Perceived Value Theory (Zeithaml, 1988) and Localization Adaptation Theory (Vrontis & Thrassou, 2020). While earlier studies often emphasized luxury or premium brands, this study focuses on Mixue which is a massmarket tea brand catering to price-sensitive consumers. The results confirm that perceived value remains a key driver of purchase intention, even within affordable market segments, offering new empirical evidence for valuebased consumer models.

Additionally, by integrating localization adaptation as a theoretical construct, this study enriches international marketing theory. Unlike previous works that mainly explored globalization or cultural differentiation, the findings highlight cultural resonance as a critical factor in shaping purchase intentions. Brands must balance global consistency with regional sensitivity, supporting Vrontis and Thrassou's (2020) standardization localization integration theory and validating its relevance to the tea beverage sector. The findings on product diversity also contribute to consumer behavior theory. Consistent with Heitmann et al. (2007), product diversity not only satisfies diverse preferences but also strengthens brand attachment through choice satisfaction and innovation appeal. This indicates that purchase intention arises from both rational evaluations and experiential motivations, refining the theoretical understanding of consumer decision mechanisms.

Overall, this study deepens theoretical insight into how perceived value, product diversity, and localization adaptation interact to shape purchase intentions. It proposes a model suited to emerging markets, offering meaningful theoretical contributions to international marketing and cross-cultural consumer research.

Practical Implications

At the practical level, this study offers valuable managerial implications for Chinese tea beverage brands pursuing global expansion. In Malaysia's competitive tea market, Mixue's success provides a replicable model for similar brands. The findings highlight that strengthening perceived value is essential for establishing an overseas presence. Brands should maintain consistent product quality, leverage price advantages, and enhance customer experiences to reinforce a "high cost-effectiveness" image. As Sweeney and Soutar (2001) noted, perceived value derives not only from price and function but also from a sense of brand trust.

Product diversity also plays a decisive role in driving purchase intention. Brands are encouraged to pursue product innovation and localized differentiation by launching seasonal or limited-edition flavors alongside core offerings to sustain consumer interest and engagement. By closely tracking market trends and consumer feedback, companies can continually revitalize their brand and cultivate lasting loyalty. Localization adaptation emerged as another key success factor for internationalization. Mixue achieved “local warmth within an international brand” through culturally sensitive strategies such as trilingual menus, festival promotions, and Halal certification. Other brands should adopt similar approaches, maintaining global brand consistency while respecting local values to foster trust and emotional connection. Moreover, the study emphasizes the importance of data-driven market insights. Regular assessments of consumer satisfaction and perceived value can help businesses anticipate shifting preferences and adjust strategies proactively.

In summary, these findings not only guide Mixue’s continued expansion across Southeast Asia but also offer actionable strategies for emerging Chinese consumer brands seeking sustainable success in global markets.

RECOMMENDATIONS

Based on the empirical results, perceived value, product diversity, and localization adaptation all significantly enhance consumer purchase intention. These findings provide actionable strategies for Mixue and other emerging Chinese tea brands expanding abroad. To achieve sustainable growth in competitive international markets, brands must optimize brand positioning, product innovation, and cultural integration systematically.

Brands should reinforce their “high cost-effectiveness” positioning to strengthen perceived value. While low pricing accelerated Mixue’s growth in Southeast Asia, long-term success requires deeper value creation through superior product quality, efficient service, and consistent brand experience. Initiatives such as staff training, improved ordering systems, enhanced hygiene, and faster service can elevate customer trust and satisfaction. By balancing affordability with premium experience, brands can build an identity rooted in both emotional appeal and functional reliability. To advance product diversity is vital to meeting multicultural consumer preferences in Malaysia. Consumers appreciate Mixue’s innovation but desire more localized and seasonal options. Brands can respond with regional flavors such as “Coconut Sugar Pearl Milk Tea” or “Tropical Fruit Ice Series,” reflecting Malay and Indian tastes. Interactive strategies like flavor polls, naming contests, and social media campaigns can further engage consumers, reinforcing a vibrant, youthful brand image. Cultural adaptation also remains essential. Consumers show greater loyalty when brands demonstrate genuine cultural respect. Mixue’s multilingual menus and Halal certification are effective, but deeper engagement such as integrating Ramadan, Deepavali, or Lunar New Year celebrations into marketing can strengthen emotional bonds. Collaborations with local communities and universities can further enhance authenticity and cross-cultural resonance.

From a managerial perspective, establishing a continuous data monitoring system is crucial. Incorporating customer feedback and satisfaction metrics into strategic decisions enables brands to respond swiftly to market changes. Using digital tools for data analytics and targeted marketing enhances consumer insight and brand influence. In sum, Mixue’s success illustrates that balancing perceived value, product diversity, and cultural adaptation forms the foundation for sustainable global expansion. Brands that integrate innovation, culture, and experience will be best positioned to earn long-term trust and loyalty in international markets.

The Limitations of Study

The sample scope remains relatively limited. While the survey targeted Mixue consumers across four major Malaysian states such as Kuala Lumpur, Penang, Selangor, and Johor, though representative areas, do not fully capture the cultural and consumption heterogeneity across the nation. For instance, East Malaysia (Sabah and Sarawak) possesses distinct ethnic compositions and lifestyle patterns that may influence consumer values and brand perceptions differently. Future studies could broaden regional coverage to improve the generalizability and external validity of findings.

At the same time, this study employed a cross-sectional survey design, reflecting consumer attitudes and intentions at a specific time. As brand strategies, competitive dynamics, and socio-cultural conditions evolve, consumer perceptions and behaviors may shift. Adopting a longitudinal design in future research could reveal how the relationship between localization strategies and purchase intention develops over time, offering richer insights into the dynamic mechanisms shaping consumer behavior. While the selected variables such as perceived value, product diversity, and localization adaptation are theoretically grounded, they do not encompass all potential influences. Factors such as brand trust, social influence, advertising exposure, and digital engagement may also play critical roles in shaping purchase intentions. Integrating these psychological and behavioral dimensions could refine and expand future consumer decision-making models.

Finally, the reliance on questionnaire-based data introduces possible subjective biases. Respondents may have been influenced by social desirability or self-image management, potentially affecting response accuracy. Future research could adopt mixed-method designs by combining interviews, focus groups, or experiments to triangulate findings and yield more robust and context-rich insights. Overall, these limitations do not diminish the theoretical or practical value of the current study. Instead, they highlight future research directions and contribute to the ongoing exploration of cross-cultural consumer behavior.

CONCLUSION

This study systematically examined how perceived value, product diversity, and localization adaptation influence consumer purchase intention in Malaysia's Mixue market. Empirical results demonstrate that all three variables exert significant positive effects on purchase intention, validating the proposed model and reaffirming the applicability of the Theory of Planned Behavior (Ajzen, 1991) within cross-cultural consumption contexts. The findings further suggest that consumer purchase intention extends beyond price and functionality, encompassing broader cultural recognition, and experiential dimensions. Theoretically, this research enriches the discourse on consumer behavior and international marketing by proposing a brand localization and value perception model suitable for emerging markets. Practically, it offers strategic guidance for the internationalization of Chinese new-style tea beverage brands. Brands that maintain a dynamic equilibrium across the three dimensions of value–diversity–culture can establish sustainable competitive advantages in global markets. In summary, this study not only deepens theoretical understanding of consumer purchase intention but also provides a meaningful reference for the cultural integration and long-term development of Chinese brands in overseas markets.

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