

BUYING BEHAVIOR ON THE BUYING PREFERENCE OF THE CONSUMER OF MIXUE ICE CREAM AND TEA SHOP

ABSTRACT

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This study examines consumer purchasing behavior to understand how customers make decisions regarding product choices, which is vital for marketing and business operations. It focuses on Mixue Ice Cream and Tea Shop, a prominent brand recognized for its affordable, high-quality offerings. This study explores factors that influence consumer decisions, including marketing strategies, demographic characteristics, and consumer attitudes, especially in the context of recent food safety concerns that have affected brand trust. The objective is to generate insights that enable Mixue to enhance customer satisfaction, optimize marketing efforts, and refine operational strategies to meet consumer demands more effectively. This study employs purposive sampling to select respondents who have direct experience with Mixue products. Data are collected through a structured survey questionnaire designed to capture customer insights. Statistical analyses—including frequency and percentage distributions, weighted means, and t-tests—are applied to interpret the data and fulfill the study's objectives. Respondents from the employee group reported feeling relaxed and happy each time they visited Mixue, and they expressed a desire to return. They showed a preference for ordering tea or lighter options such as sorbet rather than creamy ice cream. Additionally, they indicated that they often visited Mixue during family outings or celebrations to enjoy a treat together. In contrast, the student group also reported feelings of relaxation and happiness during each visit, citing Mixue's affordability and promotional deals—such as buy-one-get-one-free offers—as primary motivators for patronage. Hypothesis testing revealed a statistically significant difference between the two groups' buying behavior and preferences, with weighted means of 2.45 and 2.37 respectively. A t-test yielded a t-value of 0.2509 and a p-value of 0.8102, indicating that the variance between groups was not statistically significant.

RECOMMENDED CITATION

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