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How customer value affects customer loyalty in milk tea market in China?

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ABSTRACT

In a competitive setting of the Chinese milk tea market, to increase customer loyalty is quite essential. Factors affecting customer loyalty varies, such as customer value and customer satisfaction. To address this issue, this study examines the relationship between customer value, customer satisfaction and customer loyalty. Switching cost, as an important factor, is also tested in this research as the moderator on the relationship between customer satisfaction and customer loyalty. The results of this research are derived from the customers of Yidiandian, a powerful milk tea brand in China. The results indicate that milk tea companies that strive for customer loyalty should focus primarily on customer value and customer satisfaction. In the Chinese milk tea market, functional value, emotional value, and social value are especially essential. The moderating effects of switching costs on the relationship between customer satisfaction and customer loyalty are significant when the level of customer satisfaction is above average. In light of those major findings, this study provides managerial implications for customer loyalty in the setting of the Chinese milk tea market.

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THE PROBLEM IDENTIFICATION

1.1 Introduction

Customer loyalty is a common but important concept in marketing. A previous study (Rosenberg *et al.*, 1984) have shown that a company needs to spend six times cost to win a new customer than to retain an old customer. Therefore, how to improve customer loyalty is very important for an enterprise to achieve long-term success. There are many factors affecting customer loyalty, such as customer value, customer satisfaction, and switching cost (Fournier, 1998). It is reasonable to look into those factors and see how they affect customer loyalty in different industries, which will provide insights for both marketers and scholars.

In recent years, the milk tea market in China has been trendy. From supermarkets to street stores, milk tea shops are everywhere. The milk tea industry has become a hot industry and attracted lots of investment, and a variety of milk tea products and brands emerge in endlessly stream (Bian and Xian, 2019). In the milk tea market in China, there are some different kinds of customer value affecting customer loyalty that should be discussed.

This paper investigates what customer value will affect customer loyalty, trying to explore the impact of different kinds of customer value that have on customer loyalty in China's milk tea market. The role of customer satisfaction and switching cost will also be discussed in this study to help better understand the process from customer value to customer loyalty.

1.2 Problem Statement

The paper aims to identify the relationship among customer value, customer satisfaction, switching cost, and customer loyalty and study how customer value affects customer loyalty in the fast-growing Chinese market of milk tea.

1.3 Research Objectives

To gain more insight and further study the problem stated above, the following questions will be discussed:

- (1) What are the components of customer value in the milk tea market in China?
- (2) How customer value affects customer satisfaction in the milk tea market in China?
- (3) What is the relationship between customer satisfaction and customer loyalty in the milk tea market in China?
- (4) What is the role of switching cost in the linkage between customer satisfaction and customer loyalty in the milk tea market in China?
- (5) How can marketers create opportunities based on the variables related to customer loyalty?

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Milk Tea Market in China

Milk tea is a kind of drink made from different types of tea, milk, and pearls, which is a kind of unique ingredient that made from tapioca (Noel, 2009). Milk tea originally was created in Taiwan, Taichung. A man whose name is Liu Han-Chieh has invented the new way to drink milk tea with pouring tapioca pearls into it (Noel, 2009).

Milk tea has become increasingly popular with Chinese people in recent years. By the end of 2018, China now has more than 400,000 milk tea stores (Xian and Bian, 2019). The milk tea industry has also attracted a lot of investors. Milk tea is so popular that a lot of milk tea brands have been invested over 1 billion yuan in 2018 (Xian and Bian, 2019). With a valuation of around 6 billion yuan, one of the most popular milk tea brands, Nai Xue Cha has become the first unicorn company in the Chinese milk tea market (Xian and Bian, 2019). Xian and Bian (2019) have also found that on Chinese social media platforms like Weibo, many young people regarded milk tea as a “life-saving product.” Younger Chinese generations are the most primary and important consumers of milk tea, with statistics indicating the people between the ages of 16 and 35 account for over 90 percent of milk tea consumers in China (Xian and Bian, 2019).

2.2 Yi Dian Dian – A Powerful Milk Tea Brand

Yi Dian Dian, originally from Taiwan, is one of the most popular milk tea brands in China. It is considered as a classic brand that serves traditional bubble milk tea. Yi Dian Dian has more than 600 stores in China and is now spreading its market to many other countries in Europe (Gandolfo, 2018). The most excellent selling point of Yi Dian Dian’s milk tea is that they keep their prices lower than most other milk tea brands (Noel, 2009). Their main customers were young students and professionals(Gandolfo, 2018).

Gandolfo (2018) has created a list of the Top 10 milk tea shops in China, and he ranked Yi Dian Dian as the Top 1 milk tea brand in China since Yi Dian Dian has the most market share in the Chinese milk tea industry in 2018 spring and summer. The following brands were Heytea and Coco (Gandolfo, 2018). Noel (2019) also ranked Yi Dian Dian as the most classical milk tea brand when he introduced milk tea in China. Therefore, it is reasonable to test people on what they feel about the Chinese milk tea market with Yi Dian Dian.

2.3 Previous Theories

2.3.1 The Relationship between Customer Value, Customer Satisfaction, and Customer Loyalty

Woodall (2003) proposed that there is a relationship between customer value, customer satisfaction, and customer loyalty. He proposed that customer value positively affects customer satisfaction, and customer satisfaction positively affects customer loyalty (Woodall, 2003). The high correlation between customer value and customer satisfaction has also been tested by many other researchers. For example, Bojanic and Rosen (1994) tested the relationship between customer value and customer satisfaction in the restaurant industry, and he found a strong positive correlation between them in four lodging markets segmented by price. In the linkage between customer satisfaction and customer loyalty, switching cost, as an important moderating factor, has also been studied by many previous researchers (Nielsen, 1996; Sharma and Patterson, 2000; Anderson and Sullivan, 1993).

2.3.2 The Model of Customer Value

Sheth *et al.* (1991) have created a model that classified customer perceived value into five different categories, function value, emotional value, social value, conditional value, and epistemic value. Woodall (2003) categorized customer value into 18 classifications, besides what has been proposed by Sheth *et al.* (1991), other values like aesthetic value, logical value and virtue value have all been listed. Since customer value changes in industries (Woodruff and Gardial, 1996), and Smith and Colgate (2007) has mentioned that Starbucks created functional value, emotional value, and social value for their customers. In milk tea industry in China, I will analyze functional value, social value, emotional value proposed by Sheth *et al.* (1991).

2.3.3 The Role of Switching Cost

Most previous studies (Nielsen, 1996; Sharma and Patterson, 2000; Anderson and Sullivan, 1993) have regarded switching costs has a moderating effect on the satisfaction–loyalty linkage. When switching costs are high, or the switching processes are difficult and painful, customers will choose to maintain relationships with existing companies or brands and do not want to end the relationship (Jackson, 1985). Sharma and Patterson (2000) proposed that, in the financial-planning service industry, switching costs can moderate the effect of satisfaction on customer loyalty in a positive way. Based on those previous studies, we can see that to study the relationship between customer value and customer loyalty; switching cost is an important factor.

Based on those previous theories, the empirical model of this study is built like this:

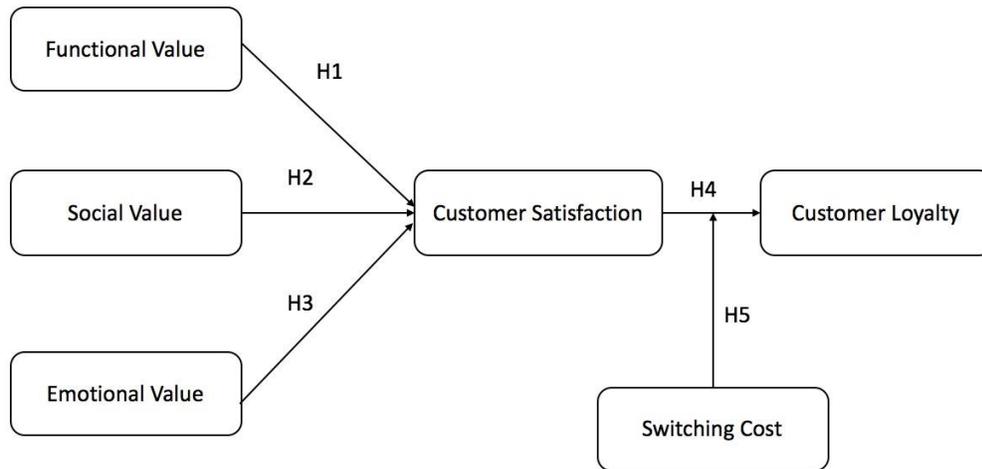


Figure 1. The conceptual model

2.4 Hypotheses

2.4.1 Customer Values

One basis for all the marketing activities is customer value (Holbrook, 1994). Craven (1988) proposed that consumer value is not only an act of product quality but also a respond to the price of the product. The reason why I choose to study functional, emotional, and social value is that previous studies (Smith and Colgate, 2007) have researched how those three values were adapted in beverage industries. For example, Starbucks creates functional value mainly via appropriate features and attributes like product quality, customization, hot drinks for cold days, and cold drinks for warm days. They create emotional value with pleasure or enjoyment, and social value by providing comfortable spaces where friends and colleagues can interact (Smith and Colgate, 2007).

2.4.2 Customer Satisfaction

Customer satisfaction still deserves repeated research in consumer marketing (Oliver, 1999). Definitions of satisfaction vary a lot, one of the concepts is defined by the transaction-specific approach. According to a transaction-specific approach, customer satisfaction is an emotional response raised by the consumer who has recently involved in a relationship with an organization (Oliver, 1993). However, overall satisfaction has been considered as the primary function of the quality of the service provided by an organization (Cronin and Taylor, 1992). Overall satisfaction can reflect the cumulative impression of a firm's service performance of the customers, compared with transactional-specific satisfaction (Cronin and Taylor, 1992). In this paper, I will investigate into overall satisfaction raised by Cronin and Taylor (1992). In Woodall's model, he proposed that customer value positively affects customer satisfaction (Woodall, 2003). Therefore, the hypothesized were proposed like:

H1: Functional value positively affects customer satisfaction in the Chinese milk tea market.

H2: Emotional value positively affects customer satisfaction in the Chinese milk tea market.

H3: Social value positively affects customer satisfaction in the Chinese milk tea market.

2.4.3 Customer Loyalty

Ehrenberg (1988) has proposed that the definition of customer loyalty is customers repeat purchasing service or a product from an organization, and customer loyalty could exist whenever customers have a second buying. Another concept of customer loyalty was that customer loyalty is a kind of commitment or preference, proposed by Hess and Story (2005). Since customer loyalty is essential for the long-term success of a company, therefore, it should be highly focused (DeWitt *et al.*, 2008).

Yang and Peterson (2004) found that, by improving customer satisfaction and providing high customer value, customer loyalty can be generated. There is also a study that showed that satisfaction greatly impacts customer loyalty in the banking market in Spain in a positive way (Beerli *et al.*, 2004). We can see that most cases indicated that customer satisfaction and customer loyalty have a positive correlation. Thus, the following hypothesis is proposed:

H4: Customer satisfaction positively affects customer loyalty in the Chinese milk tea market.

2.4.4 Switching Cost

Switching cost is an economic concept that has been considered as assets in both hard and soft (Nielson, 1996). The switching costs can be economical; however, it can also be psychological and emotional in marketing (Sharma & Patterson, 2000). Hauser *et al.* (1994) have also found that high switching costs could reduce the sensitivity of customers to perceived satisfaction levels. Researches (Nielson, 1996; Sharma and Patterson, 2000; Anderson and Sullivan, 1993) has revealed that switching costs could have a moderating effect on customer loyalty through customer satisfaction. For example, Lee *et al.* (2001) have found that switching costs did have a moderating effect on customer loyalty in mobile phone service market in France. Sharma and Patterson (2000) also indicated that switching costs positively moderates the effect of satisfaction on the relationship with customer loyalty in financial-planning service. Thus, the hypothesize is proposed like:

H5: Switching cost moderates the effect of customer satisfaction on customer loyalty.

METHODOLOGY

3.1 Data Collection and Sample Characteristics

To study the relationship among customer value, customer satisfaction and customer loyalty while switching cost as a moderator in Chinese milk tea market, quantitative research is applied. The three components of customer value are supposed to have a positive effect on customer satisfaction, and customer satisfaction is supposed to have a positive effect on customer value. Therefore, the linear regression method is used to measure independent variables (customer value) and dependent variable (customer satisfaction) and also independent variable (customer satisfaction) and dependent variable (customer loyalty). Switching cost is supposed to have a moderating effect on the relationship through customer satisfaction to customer loyalty. To test moderating effect, an analytic procedure proposed by Baron and Kenny (1986) was used. Hayes's PROCESS Model 1 (2012) in SPSS is used as the data analysis tool to test the moderating effect.

The questionnaire is used to collect data for each variable. In this questionnaire, respondents are asked to answer questions based on their personal experience and feelings towards Yidiandian's product. Yidiandian is a milk tea brand, which has been introduced above. To measure functional value, this study used items from Smith and Colgate (2007). To measure emotional value, this study used items from Mehrabian *et al.* (1974) and Wang *et al.* (2004). To measure social value, this study used items from Carlos *et al.* (2001), Li (2007), and Batra *et al.* (1991). To measure customer satisfaction, this study used items from Ting (2014) and Coelho *et al.* (2007). To measure switching cost, this study used items from Ting (2014) and Klemperer (1987). To measure customer loyalty, this study used items from Coelho and Henseler (2012), Ting (2014), and Wang *et al.* (2004). Also, brand familiarity toward Yidiandian will be tested in the questionnaire, and items from Chapman (2016) will be used. The complete questionnaire of this study is attached in the appendix. Each variable has three to five items to make the statement more clear to the respondents and the results more reliable. Likert scale from 1 (strongly disagree) to 7 (strongly agree) is used to measure those items. Ninety-two respondents answered the questions in this questionnaire. Most of them are college students and young professionals. The more specific profile of these respondents is listed in Table 1.

Items	Characteristics in %
Gender	Male: 21.74% Female: 78.26%
Age	<18: 1.09% 18-23: 81.52% 24-29: 16.3% >=30: 1.09%
Monthly living expense or salaries in RMB	0-1000: 3.26% 1001-2000: 28.26% 2001-3000: 29.35% 3001-4000: 14.13% 4001-5000: 8.7% >5000: 16.3%
On average, how many times do you drink milk tea in a month?	0-2: 32.61% 3-5: 36.96% 6-8: 16.3% 9-11: 9.78% >11: 4.35%
On average, how much money do you spend on milk tea per month?	0-20: 20.65% 21-40: 25% 41-60: 14.13% 61-80: 17.39% 81-100: 9.78% >100: 13.04%

Table 1. The demographic information of the respondents (%)

3.2 Reliability Test

All the data were collected through an online authorized questionnaire website, and 92 respondents did the questionnaire. This study will use the criteria of Cronbach's alpha to test each variable's reliability: Excellent ($\alpha > 0.9$), Good ($0.7 < \alpha < 0.9$), Acceptable ($0.6 < \alpha < 0.7$), Poor ($0.5 < \alpha < 0.6$), Unacceptable ($\alpha < 0.5$) (Kline, 2000; George & Mallery, 2003; Bhatnagar *et al.*, 2014). Cronbach's alpha of each variable is presented in Table 2. Base on the results, the reliability of functional value is good, and the reliability of emotional value, social value, customer satisfaction, switching cost, and customer loyalty are excellent.

Variables	No. of Items	Cronbach's Alpha (α)
Functional Value	5	0.772
Emotional Value	5	0.907
Social Value	5	0.953
Customer Satisfaction	5	0.962
Switching Cost	5	0.961
Customer Loyalty	5	0.952

Table 2. Cronbach's Alpha (α) of each variable

3.3 Correlation Test

The correlation index between every two variables is presented in Table 3. The results showed below is calculated through Pearson's correlation with SPSS. This study will use the criteria proposed by Evans (1996) to measure correlation, which is: 1) .00-.19 "very weak", 2) .20-.39 "weak", 3) .40-.59 "moderate", 4) .60-.79 "strong", and 5) .80-1.0 "very strong."

According to Evans (1996), functional value and customer satisfaction have a strong correlation since the r -value ($r = .744$) falls between .60-.79. Similarly, emotional value ($r = .715$) and emotional value ($r = .668$) both have a strong correlation with customer satisfaction. The correlation between customer satisfaction and customer loyalty is also strong, with the r -value equals 0.637. Switching cost and customer loyalty have a strong correlation since the r -value between these two is 0.732. Switching cost and customer satisfaction have a very strong correlation since their r -value equals 0.840, which falls between 0.80-1.0. The results of this correlation test are in accord with previous theories.

Correlation Matrix

Variables		Functional Value	Emotional Value	Social Value	Customer Satisfaction	Switching Cost	Customer Loyalty
Functional Value	Pearson Correlation Sig. (2-tailed)	1					
Emotional Value	Pearson Correlation Sig. (2-tailed)	.609**	1				
Social Value	Pearson Correlation Sig. (2-tailed)	.675**	.518**	1			
Customer Satisfaction	Pearson Correlation Sig. (2-tailed)	.744*	.715*	.668*	1		
Switching Cost	Pearson Correlation Sig. (2-tailed)	.731**	.749**	.696**	.840**	1	
Customer Loyalty	Pearson Correlation Sig. (2-tailed)	.645**	.537**	.759**	.637**	.732**	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 3. Correlation matrix of each variable (N=92)

3.4 Statistical Method

The regression will be used to analyze and explain the statistical significance. In this study, the path coefficients will be used to interpret the relationship between each variable. As shown in Table 4, all the p-value of indirect effect of this study is less than 0.05, which means they are all significant. All β is positive, which means the explanatory power or predictive power of those independent variables are positively correlated with those dependent variables.

	β	T Statistics	P Values
FV -> CS	.744	10.549	.000<0.05
EV -> CS	.715	9.696	.000<0.05
SV -> CS	.668	8.518	.000<0.05
CS -> CL	.840	14.699	.000 <0.05

Notes: FV= Functional Value; EV= Emotional Value; SV= Social Value;
CS= Customer Satisfaction; CL= Customer Loyalty.

Table 4. Path coefficients for variables

The moderating effect of switching costs will be tested by PROCESS, which is a regression-based computational tool for moderation analysis in SPSS (Hayes, 2012). Baron and Kenny (1986) proposed that if the interaction (Path c) is significant, the moderation hypothesis is supported. In this study, customer satisfaction is the predictor, and switching cost is the moderator. Customer loyalty would be the outcome variable in this model.

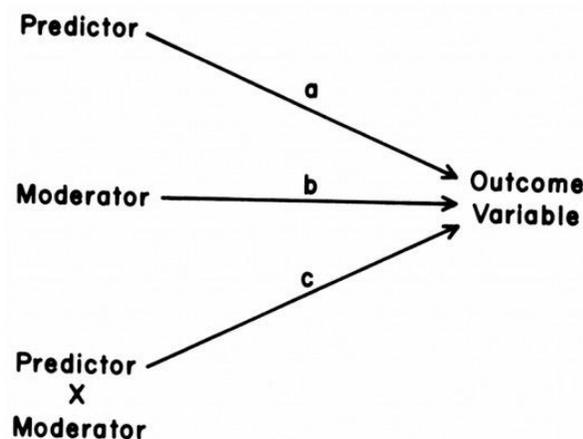


Figure 2. Moderation Model (Baron and Kenny, 1986).

Table 5 showed the results of Path C. Since the p-value is greater than 0.05, Path C is not significant, which means the moderating effect is not supported.

	β	T Statistic	P Value
Int_1	.011	1.617	.11 >0.05

Table 5. Results of the moderating effect of switching cost from PROCESS.

RESULTS

4.1 Hypotheses Testing

Based on all the analyses above, the results of hypotheses testing are presented in Table 6. Expect that H5 is refuted, all other hypotheses are supported.

No.	Hypothesis	Results
1	Functional value positively affects customer satisfaction in the Chinese milk tea market.	Supported
2	Emotional value positively affects customer satisfaction in the Chinese milk tea market.	Supported
3	Social value positively affects customer satisfaction in the Chinese milk tea market.	Supported
4	Customer satisfaction positively affects customer loyalty in the Chinese milk tea market.	Supported
5	Switching cost moderates the effect of customer satisfaction on customer loyalty.	Refuted

Table 6. Hypotheses testing

CONCLUSION AND IMPLICATIONS

5.1 Discussion

A study (Yang and Peterson, 2014) showed that only when the level of customer satisfaction is above the average level, switching cost could significantly moderate in the satisfaction towards loyalty relationship. However, this study only have 92 samples, and the overall customer satisfaction level is not ideal, which leads to an insignificant result.

The original core of this research is to study how customer value affects customer loyalty in the Chinese milk tea market. From the results stated above, we can see that young people have different attitudes towards Yidiandian's milk tea; however, they still have something in common. If customers feel that they are given functional value, emotional value, and social value of the milk tea they are drinking, they will be overall satisfied with the product. Their satisfaction with the product will directly lead to their loyalty, which will make them loyal to that product. When customers have a high overall satisfaction on a milk tea brand's product, switching costs could make effectiveness.

5.2 Managerial Implication

Under a competitive business environment of the Chinese milk tea market, it is not easy to increase customer loyalty directly. This study showed how customer value affects customer loyalty, which might provide some insights on how to work on customer loyalty in the Chinese milk tea market. First, milk tea companies, especially product departments, should work on how to make their products more functional. Since milk tea is not that healthy compared with milk nor coffee, it would be a chance to make milk tea more functional by making it healthier. Second, managers can figure out more ways, like interesting marketing campaigns to make your customer feel pleased when drinking your products. Third, managers should try to think about how to make people socializing when drinking or buying their products. For example, milk tea companies can cooperate with takeaway platforms on line so that people will order milk tea together to meet the delivery standard.

Switching costs could moderate the effect on customer satisfaction toward customer loyalty, but only when the customer satisfactory level is above average. Managers in milk tea company should work on their products and services to reach a satisfaction level that is above the industrial average; only then can switching cost make effectiveness. If the overall satisfaction level of your product is not good now, there is no need to set any switching barriers first.

5.3 Limitation and Future Research

The limitation displays in three aspects of this research. First, although the market share of Yidiandian is the highest, it is not the most popular milk tea brand recently since the competition in this industry is fierce, and excellent brand and marketing events are constantly emerging. Compared with excellent young milk tea brands like Nai Xue Cha and Heytea, Yidiandian's marketing strategy seems a little bit weak. This might be the reason why the overall satisfaction level of Yidiandian in this study is not high. The criteria for good milk tea updates in young

people's minds every day. Second, the sample number is inadequate, and over 78% of the respondents are female. A small sample will lead to inaccurate research results. This study basically tested female's attitudes toward milk tea, and the results cannot represent male's opinions. Third, even though the questionnaire is handed out through the internet, most of the respondents are people from Zhejiang, China. Zhejiang is a developed province compared with most other provinces in China. The living standard might be higher than the average level, which will affect consumption attitude. Further researched could be conducted based on gender difference, geographic comparison, and brand variety since this research only focuses on Yidiandian.

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APPENDIX

Questionnaire

Part 1.

Base on your perception of milk tea, rate for each item. (Take Yidiandian’s product for example.)



Function Value	Rating from 1 (lowest) to 7 (highest)						
1. Yidiandian’s hot milk tea makes me feel warm in cold days.	1	2	3	4	5	6	7
2. Yidiandian’s ice milk tea makes me feel at ease in hot days.	1	2	3	4	5	6	7
3. Yidiandian’s milk tea is thirst-quenching.	1	2	3	4	5	6	7
4. Yidiandian’s milk tea makes my throat comfortable.	1	2	3	4	5	6	7
5. Drinking Yidiandian’s milk tea can quench my thirst	1	2	3	4	5	6	7
Emotional Value	Rating from 1 (lowest) to 7 (highest)						
1. In general, I feel at ease when drinking Yidiandian’s milk tea.	1	2	3	4	5	6	7

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2. Yidiandian's milk tea gives me positive feelings.	1	2	3	4	5	6	7
3. I found it drinking Yidiandian's milk tea delightful.	1	2	3	4	5	6	7
4. Drinking Yidiandian's milk tea is the one that I would enjoy.	1	2	3	4	5	6	7
5. Drinking Yidiandian's milk tea would give me pleasure.	1	2	3	4	5	6	7
Social Value	Rating from 1 (lowest) to 7 (highest)						
1. The purchase of Yidiandian's milk tea can give me a sense of belonging.	1	2	3	4	5	6	7
2. The purchase of Yidiandian's milk tea can help me make more friends.	1	2	3	4	5	6	7
3. The purchase of Yidiandian's milk tea can enhance my pride and self-esteem.	1	2	3	4	5	6	7
4. Drinking Yidiandian's milk tea would help me make a good impression on other people.	1	2	3	4	5	6	7
5. Drinking Yidiandian's milk tea would make other people like me.	1	2	3	4	5	6	7
Customer Satisfaction	Rating from 1 (lowest) to 7 (highest)						
1. When drinking Yidiandian's milk tea, I feel satisfied.	1	2	3	4	5	6	7
2. Yidiandian's milk tea is very close to the ideal milk tea.	1	2	3	4	5	6	7
3. I am glad that I chose Yidiandian's milk tea.	1	2	3	4	5	6	7

4. Yidiandian's milk tea fulfilled my expectations.	1	2	3	4	5	6	7
5. Choosing Yidiandian's milk tea is the right decision.	1	2	3	4	5	6	7
Switching Cost	Rating from 1 (lowest) to 7 (highest)						
1. I worry that other brands' milk tea might not match my expectations.	1	2	3	4	5	6	7
2. I worry that there can be potential costs or expenses after switching to new brands.	1	2	3	4	5	6	7
3. I do not have sufficient time to understand the information about other brands' milk tea.	1	2	3	4	5	6	7
4. It takes efforts to adapt the services and product provided by other brands.	1	2	3	4	5	6	7
5. I worry that there can be unexpected trouble after switching to a new brand.	1	2	3	4	5	6	7
Brand Loyalty							
1. I'll choose Yidiandian's milk tea again when buying drinks next time.	1	2	3	4	5	6	7
2. I might recommend Yidiandian's milk tea if a friend or a colleague asked for my advice.	1	2	3	4	5	6	7
3. In the following year, I will be very likely to continue purchasing Yidiandian's milk tea.	1	2	3	4	5	6	7
4. Even with more choices, I will choose this brands' milk tea.	1	2	3	4	5	6	7
5. I feel I am loyal to Yidiandian's milk tea.	1	2	3	4	5	6	7

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Brand Familiarity	Rating from 1 (lowest) to 7 (highest)						
1. Yidiandian is familiar to me.	1	2	3	4	5	6	7
2. I am knowledgeable about Yidiandian.	1	2	3	4	5	6	7
3. I have seen any adverts about Yidiandian.	1	2	3	4	5	6	7

Part 2: Profile

1. Gender

- Male
- Female

2. Age

- <18
- 18-23
- 24-29
- ≥ 30

3. Monthly living expense or salaries in RMB

- 0-1000
- 1001-2000
- 2001-3000
- 3001-4000
- 4001-5000
- >5000

4. On average, how many times do you drink milk tea in a month?

- 0-2
- 3-5
- 6-8
- 9-11
- >11

5. On average, how much money(RMB) do you spend on milk tea per month?

- 0-20
- 21-40
- 41-60
- 61-80
- 81-100
- >100