

Brand Image and Brand Awareness to The Success of The Beverage Business in The Market International (Case Study of Mixue Condet Raya)

Bani Saad¹, Rizki Nurul Nugraha²

¹STIE Indonesia Banking School

²National University

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ABSTRACT

This research discusses brand image and brand awareness which have an important role in influencing the success of beverage businesses in the international market. The case study on Mixue Condet Raya provides a specific focus on the relevant context to gain deeper insights. This research has urgency in providing a better understanding of how brand image and brand awareness can shape the success of beverage businesses in the international market. The results of the research can provide strategic guidance to businesses in managing their brands effectively. This research uses a descriptive qualitative approach with survey methods, interviews, and is assisted by SWOC Analysis to identify the strengths, weaknesses, opportunities and challenges in Mixue's success on an international scale. This research can help Mixue Condet Raya to be able to maintain its business on an international scale, especially Indonesia.

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Corresponding Author:

Name: Rizki Nurul Nugraha, SST.Par., MM.Par

Institution: Nasional University, Pejaten Barat, Pasar Minggu, City of South Jakarta, Special Capital Region of Jakarta 12520, Indonesia

e-mail: rizki.nurul@civitas.ac.id

1. INTRODUCTION

The tourism sector is one of the largest and strongest sectors in the world economy. This is driven by the world of tourism from various fields in Indonesia which continues to experience development and improvement from time to time, and can be seen from tourists visiting tourist destinations in Indonesia, which are famous for their natural beauty, the uniqueness of a tourist destination and cultural diversity. [9]. Tourism can make a major contribution to state revenue, create jobs, and improve the welfare of the community.

Marketing and brand image also have a close relationship in the Food and Beverage industry, especially for beverages. Trends and innovations in the culinary industry, especially in the *Food and beverage department* sector, which has the function of carrying out food and beverage sales [9]. Some of the factors influencing this growth include changes in consumer tastes, lifestyle developments, and technological advances. Seeing the potential that social media has, it is very helpful for businesses to find consumers, expand target markets and increase product sales. [4]. In Indonesia and Southeast Asian countries, the latest beverage trends often reflect a combination of local traditions and modern touches, from ice cream to tea drinks with boba combinations, for example.

Indonesia is the largest market share for boba drinks in Southeast Asia. The annual turnover of US\$1.6 billion or equivalent to Rp23.74 trillion shows the huge demand and popularity of boba drinks in Indonesia. The role of Mixue, a Chinese ice cream and boba drink chain, is also an important factor in the growth of the market. With the boba beverage market in Indonesia accounting for 43.7 percent of the total market in Southeast Asia, Mixue can be considered a key player in driving this growth. With the rapid growth of the market, businesses in the boba beverage industry in Indonesia will likely continue to innovate and compete to meet evolving consumer demands. A deep understanding

of consumer tastes, efficient supply chain management, and smart marketing strategies will be the keys to success in facing competition in this increasingly crowded market.

In an increasingly competitive environment, it is important for international beverage companies, such as Mixue, to build a strong *brand image* and increase the level of *brand awareness* among consumers. This is a key aspect in creating business success in a competitive global market. The phenomenon of boba drinks, including the variants offered by Mixue, has gained significant popularity in international markets, including Indonesia. This study attempts to explain how Mixue's *brand image* and *brand awareness* can influence its business success amidst consumers' fascination with boba drinks.

Mixue as a representative of the international beverage business has the potential to continue to grow in Indonesia. With the growth of the boba beverage market in Indonesia reaching 43.7 percent of the total Southeast Asian market, it is important to understand the factors that can influence the success of Mixue's business in this market. While it is important to understand the factors that influence the success of international beverage businesses in the global market, research that specifically examines the influence of brand image and brand awareness on the success of beverage businesses, especially Mixue in Indonesia, is still quite limited. Therefore, this study tries to fill the void of literature in understanding the dynamics of this market. The formulation of the problem in this study is whether the *brand image* is able to make Mixue Condet raya achieve the success of the beverage business and how *brand awareness* can make Mixue Condet raya achieve the success of the beverage business and how the SWOC Analysis is applied to the Mixue Condet raya company.

2. LITERATURE REVIEW

2.1 Brand Image

Explains that Brand Image is the perception and belief held by consumers [5]. This includes associations that are stored and immersed in the memory or memory of consumers, which are usually first recalled when they hear a slogan or remember the brand. According to [6] there are 3 dimensions that make up a brand image including:

a. Favorability of Brand Association

This dimension relates to the extent to which consumers believe that the attributes and benefits associated with a brand can satisfy their needs and wants. The superiority of the brand association creates a positive attitude towards the brand.

b. Strength of Brand Association

The strength of brand associations depends on how information enters the consumer's memory and how it is managed by the brain as part of the brand image. Strong brand associations are formed when consumers actively consider and decipher information about the product or service, creating a close relationship in consumers' memories.

c. Uniqueness of Brand Association

The uniqueness of brand associations highlights the importance of brands to be unique and attractive. A brand that is unique and difficult to imitate by competitors can create a strong impression on the customer's memory. This uniqueness can drive consumer interest in exploring more about the brand and, if well maintained, can create consumer loyalty. These three dimensions provide an overview of the complexity and importance of building a positive and unique brand image to achieve consumer trust and loyalty.

Components of Brand Image according to [7] consists of company image, user image and product image. Where the corporate image refers to the perceptions formed by individuals, customers, stakeholders, and the general public towards a company. User image is a set of consumer characteristics associated with the characteristics of a brand. Meanwhile,

product image is a picture of the product in the eyes of consumers based on their knowledge, responses, and experiences with the product. The three components above are important factors in the formation of an image of a brand. Based on the understanding of Kotler and Keller above, it can be concluded that Brand Image is an assessment given by consumers to a brand / company, the assessment given by consumers comes at a certain time after interaction between companies and consumers.

2.2 Brand Awareness

Brand Awareness is a consumer's ability to remember or call a brand in certain situations. According to [8] *brand awareness* is the ability of someone who is a *potential buyer* to *recognize* or *recall* a brand as part of a product. According to [5] brand awareness consists of brand recognition and brand recall, which are explained as follows:

a. Brand recognition

Brand recognition is the ability of consumers to confirm prior exposure to a brand when given a brand as a cue. For example, when they go to the store, whether they can recognize the brand as a brand that has been exposed or not.

b. Brand recall

It is the ability of a consumer to retrieve a brand from memory (remember the brand) when given a product category, need category, or purchase or use situation as a cue. Although brand recall may be less important at the time of purchase, consumers' brand evaluation and choice will still often depend on what they remember. As is the case with most information in memory, we are generally more adept at recognizing brands than remembering them.

2.3 Business Success

The success of a business will largely depend on the part an ordinary business develops. One of the indicators to measure the success of a business that is easiest to observe is the profit earned by the entrepreneur. According to [9] Business success is a business that can achieve goals in its business, besides that a company that

is all in the activity refers to achieving a success. Advances in technology and science also contribute to encouraging entrepreneurial practices which will lead to various inventions of types of products and consumer services.

According to [2] indicators of business success are as follows:

- a. Capital
- b. Revenue
- c. Sales volume
- d. Production *output*
- e. Labor

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3. METHODS

The research method used is a qualitative descriptive research method. Qualitative research according to Sukmadinata 2017 in [10] is research aimed at understanding social events from the perspective of participants, namely those who are interviewed, observed, asked for data, opinions and perspectives. In this study, researchers used the interactive data analysis method from Miles and Huberman, this model consists of three things, namely data collection, data reduction, data presentation and conclusions with added SWOC supporting methods where the presentation was carried out with descriptive techniques, namely describing the application of SWOC analysis at Mixue Condet Raya. SWOC is a comprehensive environmental analysis where the industry runs and helps in the projection of various aspects of the environment as well as incorporating them into the organization's decision-making mechanism [11].

4. RESULTS AND DISCUSSION

MIXUE PROFILE



Mixue Condet Raya opened on November 25, 2021. Mixue is located at Jalan Condet Raya No 09. Mixue Ice Cream & Tea itself is an international franchise that offers tea drinks and fresh ice cream. The company provides a variety of drinks such as *bubble tea*, *fruit tea*, *milkshakes*, and ice cream products. Launching from the company's official website, this ice cream company was first founded in 1997 by Zhang Hongchao. Currently the company itself is operated by Mixue Bingcheng Co., Ltd. To ensure the quality of every ice cream and tea it sells, the company also cooperates with Henan Daka Food Co., Ltd. on R&D and production.

Meanwhile, Shangdao Intelligent Supply Chain Co., Ltd. also cooperates with Mixue on the warehousing and logistics service part, (Detikfinance). Thus, a complete industrial chain was formed to protect and accelerate the development of Mixue Ice Cream & Tea. Thanks to that, now the Mixue company itself has more than 20,000 stores spread internationally, including in Indonesia. One of the advantages of Mixue is the relatively low price of ice cream and drinks. In Indonesia, one cone of Mixue ice cream is priced at only Rp8 thousand, while other drinks are priced starting from Rp10 thousand. As a result, Mixue products are selling well. Most consumers claim to choose Mixue because of its low price and good taste.

4.1. Brand Image on Business Success Mixue Condet Raya

4.1.1 Brand Association Advantage

The superiority of brand association plays a crucial role in determining the success of Mixue Condet Raya's business in the international market. Brands associated with consistent product quality help build consumer trust and give Mixue products a positive image. Continuous innovation and variety of products offered are also important factors, creating a special appeal for consumers who are looking for a different experience. The success of the brand is also influenced by high levels of customer satisfaction, where positive consumer experiences create brand associations with superior service quality.

An effective brand communication strategy, whether through advertising or social media, supports Mixue Condet Raya's brand advantage by conveying a clear and positive message to consumers. Sustainable brand management, which creates a strong brand identity and constantly maintains brand integrity, is an important foundation in creating a competitive advantage.

It is also important to note that extensive brand recognition in the international market can give Mixue Condet Raya a significant advantage in expanding market share. The brand's ability to adapt to local culture, create relevance to local values, strengthen consumer engagement, and accommodate local preferences also plays a key role in the success of their business on an international scale. With all these advantages, Mixue Condet Raya has a strong foundation to achieve and maintain excellence in the beverage industry in the global market.

4.1.2 Strength of Brand Association



The strength of brand association is the main foundation in stretching the network of Mixue Condet Raya's business success on the global stage. One of the key advantages is the consistent product quality, which has helped create a brand image that is reliable and trusted by consumers around the world. With products that continue to maintain high quality standards, Mixue Condet Raya is able to position itself as a major player in the international beverage industry around Condet Raya.

In addition, high customer satisfaction is a pillar that strengthens the strength of this brand. (Salsabila et al., 2022).. Positive consumer experiences not only create solid loyalty, but also provide positive testimonials that play a major role in building a superior brand reputation around the world.

4.1.3 Uniqueness of Brand Association

Mixue can be favored by the public because of its distinctive taste and attractive marketing methods so that it can attract consumers to make repeat purchases. Several consumer factors prefer Mixue products compared to other brands, namely because of attractive packaging, softer texture, varied flavors, and varied prices are able to increase consumer purchasing decisions. Mixue Condet Raya creates a unique position in the international market, highlighting the appeal and values that set it apart from its competitors. The brand's business success is not only determined by the quality of its products, but also by its ability to bring something unique and meaningful to consumers around the world.

4.2 Brand Awareness on Business Success Mixue Condet Raya

4.2.1 Brand Recognition

Mixue took the opportunity to promote its 2018 online marketing campaign in China. The campaign series consisted of an earworm theme song, and a refreshing new brand visual identity including an adorable mascot. Therefore, Mixue's logo, symbol, visual identity can stick in people's memory, Now maybe when we see the logo of the snow king who is carrying ice cream, we will immediately remember, that it is the logo of Mixue. That's what is called brand awareness.

4.2.2 Brand Recall

Consumers around Condet Raya tend to choose to buy Mixue because of its affordable price and comfortable place, this reflects that Mixue Condet Raya is able to create a deep impression in the minds of consumers so that consumers do not hesitate to make repeat purchases.

Good brand awareness not only creates consumer loyalty, but also stimulates increased sales by creating strong preferences among consumers. Support from related parties, such as distributors and business partners, can also be positively influenced by a high level of brand awareness, helping to expand the product range. Mixue Condet Raya, with a reputable brand image, can gain a price bargaining advantage, differentiate

itself from competitors, and respond better to marketing and promotional efforts. Thus, *brand awareness* is not just a marketing element, but a strong foundation for the success of Mixue Condet Raya's business in achieving a superior position in the international market.

4.3 Mixue Condet Raya Business Success

4.3.1 Capital

Capital is one of the determinants of the success of a business. Based on a letter published by PT Zhisheng Pacific Trading, which is the holder of the Mixue franchise rights in Indonesia, it explains that the initial capital to open a Mixue outlet is around Rp700-800 million. This amount includes the entire investment from the initial construction of the outlet, recipe book, menu, product manufacturing equipment, employee uniforms, to assistance from management.

4.3.2 Revenue

Revenue is said to be successful if it can generate profits as expected. Before carrying out production, entrepreneurs usually calculate the potential revenue to be obtained. When this target can be achieved or exceeded, the production can be called successful. One of the things that sets Mixue apart is that they do not share the proceeds with the franchisor. They only supply the raw materials and machinery. This allows the franchisor to have full control over their business, while Mixue remains focused on the supply of materials and support.

4.3.3 Sales Volume

Sales volume will produce a large number of products. A business can be said to be successful if the sales volume increases so that there is no accumulation of raw materials in the warehouse. Mixue seeks large sales volumes. By selling in large quantities, they can take advantage of economies of scale, which allows them to significantly lower production costs. This benefits them in terms of highly competitive pricing.

4.3.4 Production Output

Another indicator of business success is production output. A business is called successful if the product output is in line with

the set target. Usually, entrepreneurs will set daily production targets. When this target is achieved, the business stage can be said to be successful. In a Mixue franchise, the franchisor is responsible for purchasing all equipment and raw materials from Mixue. This includes the machinery and equipment required to run a Mixue store. Mixue has a strong approach to the supply chain, ensuring a steady availability of raw materials. This helps to keep prices low so that franchise owners can sell at competitive prices.

4.3.5 Labor

The success of a business can also be seen in terms of labor. Labor is the people in charge of producing a product. The availability of labor, skills, and ability to understand the field of work is one of the determinants of the success of mass production. Franchise owners have full independence in managing their store operations. They manage management, employee recruitment, and day-to-day operations.

With this approach, Mixue has created a highly scalable and profitable business model. They have shown that by focusing on economies of scale and competitive pricing, you can achieve great success in the business world. Mixue's success provides valuable lessons on how to create a strong and profitable business model.

4.4 Swoc Analysis of Mixue Condet Raya Company

In the company, of course, it has its advantages and disadvantages, to find out we can cover the company we want to research, one of which is by looking for SWOC analysis, as follows:

1. Strengths

- ◆ **Product Innovation:** Mixue Condet Raya has a history of innovation in beverage product development, giving it a competitive advantage.
- ◆ **Product Quality:** Mixue Condet Raya's superior products are known for their

high quality, creating consumer loyalty.

- ◆ **Wide Distribution:** An extensive distribution network can increase the affordability of the product in the international market.
- ◆ **Brand Recognition:** A strong brand image can be the foundation for expansion in the global market.

2. Weaknesses

- ◆ **Dependence on Certain Segments:** If Mixue Condet Raya is overly dependent on one market segment, the risk of market fluctuations may increase.
- ◆ **Limited Resources:** Limited resources may be an obstacle in expanding operations and product innovation.
- ◆ **International Market Uncertainty:** Cultural differences and international market regulations can be a significant challenge.

3. Opportunities:

- ◆ **International Market Expansion:** Opportunities to enter new markets and increase market share overseas.
- ◆ **Innovation Skills:** Innovative skills can be used to develop new products that can replace or surpass the competition.
- ◆ **Collaborations and Partnerships:** Opportunities to collaborate with local or international partners to increase distribution and brand presence.

4. Challenge:

- ◆ **The complexity of the International Market:** Mixue Condet Raya must be able to understand the dynamics of the International Market including cultural differences and consumer behavior.
- ◆ **Intense competition:** Mixue Condet Raya must be able to understand local and global competitors and develop strategies that can compete.
- ◆ **Reputation Management:** Maintaining a positive reputation and brand image in international markets requires special attention. Brand-related

criticism or incidents can have a significant impact on a company's image.

5. CONCLUSION

It can be concluded that Mixue Condet Raya's strengths lie in product innovation, high quality, wide distribution, and strong brand image. However, it needs to be aware of dependence on certain market segments, limited resources, and uncertainty in the international market. There are opportunities for international expansion, utilization of innovative capabilities, and collaboration and partnership opportunities. With a deep understanding of these aspects, Mixue Condet Raya can design more effective strategies to optimize potential and overcome

challenges in achieving global business success.



SUGGESTION

It is recommended that Mixue Condet Raya remains proactive in monitoring and adapting itself to fierce global competition. This allows Mixue Condet Raya to remain relevant in the international market by understanding market trends and competitive dynamics. And the company needs to strengthen monitoring of changes in international regulations. Always committed to complying with the rules and norms that apply in each market. And suggestions for future researchers are expected to focus on strengthening brand image through a consistent branding strategy.

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BIOGRAPHIES OF AUTHORS

	<p>Bani Saad SE,AK,M.Si,CA, Graduate from master Accounting Program Gadjah Mada University 2007, Lecture at STIE Indonesia Banking School. As a financial consultant and auditor for public and private sector Email: bani.saad@ibs.ac.id</p>
	<p>Rizki Nurul Nugraha, SST.Par., MM.Par, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at Nasional University Jakarta. As a tourism consultant specialist for Tourism Planning and Development. Email: rizki.nurul@civitas.unas.ac.id, ORCID: 0009000734368750</p>