



The Perception of Customer-based Brand Equity in China's tea industry: A case study Tian Shang Ren Jian Brand

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Abstract

Background and Aim: A brand equity might be its monetary value, its position in a company's balance sheet, or customers' loyalty and confidence in the goods offered by the business. This study aims to explore the level of perception of customer-based brand equity of the Tian Shang Ren Jian brand in China's tea industry and to study the guideline for Customer based Brand Equity development of the Tian Shang Ren Jian brand in China's tea industry

Materials and Methods: This research is a quantitative research method. The total sample size for the research will be 385 customers of the Tian Shang Ren Jian brand. The questionnaire was used as a tool to collect data. Statistical values such as percentage, frequency, mean, and standard deviation were used for data analysis.

Results: The results suggest that each of the variables demonstrated elevated values, with an average score of 4.11 and a deviation from the mean of 0.64. The levels of brand awareness, image, perceived quality, and loyalty were significantly higher. Tian Shang Ren Jian's customer-based brand equity ideas can help China's tea sector build successful partnerships by emphasizing individualization and self-conceptual links. Tian Shang Ren Jian needs to improve its understanding of the brand, sales promotion, and digital media technologies to uphold consumer confidence and enhance brand/product communication.

Conclusion: Tian Shang Ren Jian's customer-based brand equity ideas can help China's tea sector build successful partnerships, with an average score of high level from the mean. Managers and marketers of Tian Shang Ren Jian brand should review their situation analysis and rethink their brand identity to improve sustainability.

Keywords: Brand Name; Brand Equity; Customer-based Brand Equity; Chinese Tea

Introduction

Brands are strategic assets in marketing (Kamkankaew, 2012). The brand's contract points, distribution methods, pricing, marketing, and sales influence customers' brand impressions. Brand equity, like "brand value," is multifaceted in "the brand construct." Customer brand experience or brand owner advantages characterize it. Aaker (1996) classified brand equity definitions to simplify. Brand equity can be a brand's value as an asset when sold or included in a balance sheet, a measure of customers' relationship to a brand, or a description of consumers' brand associations and beliefs. This article does not discuss measuring brand strength and value. Brand value is a business transaction, while the others are user-focused.

Pappu et al. (2005) explained branding makes companies stand out. Aaker (1996) advised distinctiveness for fundamental competitive positioning. Marketing literature says branding is strategic (Aaker, 1991, Kapferer, 1994, Keller, 2001). Brands give companies a long-term advantage (Aaker, 1996). Thus, if customers like the brand, the company may have an edge. Brands remind consumers where their preferred products come from and protect customers and manufacturers from imitations. Branding helps market share and competition.

As the world tea market grew, China, India, Kenya, and Sri Lanka supplied the most tea. China controls the tea market, and several areas employ tea production to raise people out of poverty, helping the business grow. Global demand and increased technologies drive tea production in key tea-producing





countries. Kenya, India, and Sri Lanka are formidable. Chinese tea is the world's largest industrial producer, but several issues have made it less competitive.

Chinese have grown and drunk tea for millennia. China produces and drinks most tea. Nationwide tea use has developed a culture. Chinese tea is revered. Ancient commoners and aristocrats utilized tea for conversation and gathering. Demand for Chinese and global tea has surged. Tea sales rose. Tea protects the environment, boosts tea growers' earnings, brings in foreign currency, and exports cultural practices, helping the green economy. Tea production is standardizing. Domestic tea consumption, agricultural acreage, and output dominate. Disregard the low yield, disproportionate deep garden area and production, uneven export category structure, rising production costs, insufficient deep processing and comprehensive utilization, and branding standardization. "Large nation, small tea" and "big but not strong" are Chinese tea business concepts. Tea sales vary. China's tea sector must use its development advantages and overcome its challenges to compete worldwide.

Owner Tian Shang Ren Jian founded the company. Blockchain technology empowers local agriculture and product attributes for the first time. Industry founder. Winning the Western Division of the Fifth China Blockchain Development Competition sent the company to the national finals. The State Internet Information Office released the sixth 2021 blockchain information service filings. The "heaven and earth" flavor of Dali's Wuliang Highland company is famous. The company's goods continue to give clients from all walks of life, consumers, and business partners tremendous brand power, a gratifying cultural experience, and flawless product encounters.

Tea advertising makes China's brand performance unpredictable. Small producers sold at outdoor markets and tea cafés. Chinese consumers prefer local brands but increasingly want organic and pesticide-free teas. China's modest unit price increases make immunizing tea harder than instant tea. Traditional advertising has helped luxury brands, especially those targeting the wealthy, sell. Brand loyalty has prevented traditional Chinese marketing from increasing high-end tea sales.

Successful brands give their companies a competitive edge, making brand equity important in brand management, business, and academia. Most companies value brand equity. Aaker (1991) defined brand equity as a brand's name and symbol's assets and liabilities that increase or decrease a product's worth to a corporation or its customers. Brand equity studies on other industries were found, but none on tea. China's tea market is increasingly dependent on the Tian Shang Ren Jian brand's customer-based equity, but how Chinese tea manufacturers build brand equity is unclear. This study fills this knowledge gap. Brand equity helped the tea sector compete and retain customers. To comprehend customer brand equity, this study analyzed China's tea industry's brand equity-building features.

Research Objective

1. To explore the level of perception of Customer-based Brand Equity of Tian Shang Ren Jian brand in China's tea industry
2. To study the guideline for Customer based Brand Equity development of Tian Shang Ren Jian brand in China's tea industry

Literature Review and Conceptual Framework

Brand Equity

Brands are more than just a name or a symbol; they are representations of ideas, sentiments, and physical manifestations of those ideas, and they are used to assist customers in recognizing objects. Brands are used to help customers identify products. The term "Brand Equity Ten," referring to ten sets of metrics for Brand Equity organized into five categories, was first used by Aaker (1996). Brand loyalty, measures of perceived quality and leadership, measures of brand association and differentiation, measures of awareness, and measures of market behavior made up the five groups. The price premium was proposed by Aaker (1991) as a possible best single indicator of Brand Equity in his earlier research.

As may be seen from the following summary, there are essentially two types of definitions for "Brand Equity." One group of definitions emphasizes a brand's financial worth to a company (Simon





and Sullivan, 1993). Brand Equity is defined as the value of a brand from the standpoint of the consumer in the other definitions (Keller, 1993).

Consumer-based Brand Equity

Marketers and customers respect consumer-based brand equity. Consumer-based brand equity emphasizes the brand's customer benefits, according to MacKay, Romaniuk, and Sharp (1998). This stresses customers' value to marketers. Martin and Brown (1990) defined Brand Equity as consumer judgments of quality, value, brand image, trust, and commitment. Brand image, trustworthiness, and commitment are all founded on customer brand belief. Aaker (1991) defined brand equity as a company's assets (or liabilities)—goodwill, customer loyalty, and word-of-mouth advertising. Keller (1993) defined Consumer Based Brand Equity as awareness, associations, perceived quality, and loyalty. (CBBE).

Chaudhuri & Holbrook (2001) noted brands can be objective or emotional. Product consumers are subjective, but brand perception is objective. Brand association, image, and personality are objective, while consumer attitude shows an individual's unique perspective and awareness of a brand. Blackstone believed brand linkages, identities, and importance-built brand value and raised brand recognition. Brand equity is a company's name's monetary value and its products' reputation, associations, and character.

Santad & U-on (2019) called consumer-based brand equity the distinctive effect of brand familiarity on advertising reaction. Consumer Based Brand Equity is calculated by comparing consumers' reactions to one portion of the brand's marketing mix to the same part for a generic or made-up product or service. Positive brand encounters promote word-of-mouth equity. Keller (1993) defined consumer-based brand equity as brand knowledge and image. Brand awareness includes associations.

Cobb-Walgren, Cynthi & Donthu (1995) defined Consumer Based Brand Equity as multi-dimensional Brand Strength and Brand Value. Management strategies boost brand value. Customers' behaviors give brands an edge. Lasser, Mittal, and Sharma (1995) established five consumer-perceived Brand Equity characteristics: performance, social image, value, trustworthiness, and identity. When consumers like a firm and its communications, trustworthiness, value, the brand's effect compared to the consumer's cost, and identification (a positive emotional connection to the brand) are developed. Lasser, Mittal, and Sharma define consumer-based brand equity as a product's perceived quality and attractiveness improving due to a well-known brand name. Perceptions, not loyalty, purpose to use, etc. Cobb-Walgren, Cynthi & Donthu (1995) explored consumer-based brand equity and buying decisions. Hotels were compared to domestic cleaners, a low-risk service category. Over 10 years, two comparable brands in each category spent considerably differently on advertising. The poll indicated that customers preferred and bought brands with more advertising.

Feldwick (1996) defined brand equity as value, strength, and description. Brand strength and brand description were customers' opinions of a brand's character. Keller (1993) called consumer-based brand equity the distinctive effect of brand familiarity on advertising reaction. Consumer Based Brand Equity is calculated by comparing consumers' reactions to one portion of the brand's marketing mix to the same part for a generic or made-up product or service. Positive brand encounters promote word-of-mouth equity. Sangaram, Supothamjaree, Boonnamma & Binsodaoh (2020) defined consumer-based brand equity as brand knowledge and image. Brand awareness includes associations.

Farhata, Mohd Mokhtarb & Sallehc (2020) defined Consumer Based Brand Equity as multi-dimensional Brand Strength and Brand Value. Management strategies boost brand value. Customers' behaviors give brands an edge. Lasser, Mittal, and Sharma (1995) established five consumer-perceived Brand Equity characteristics: performance, social image, value, trustworthiness, and identity. When consumers like a firm and its communications, trustworthiness, value, the brand's effect compared to the consumer's cost, and identification (a positive emotional connection to the brand) are developed. Cobb-Walgren, Cynthi & Donthu (1995) define consumer-based brand equity as a product's perceived quality and attractiveness improving due to a well-known brand name. Perceptions, not loyalty, purpose to use, etc. Keller (1993) explored consumer-based brand equity and buying decisions. Hotels were compared to domestic cleaners, a low-risk service category. Over 10 years, two comparable brands in





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Information of Tian Shang Ren Jian Brand

Shanghai Aurora Information Technology Group Co., Ltd. Dali State Modern Enterprise owns Yunnan Tianshangrenjian Tea Industry Co. Nanjian County, Dali Prefecture, Yunnan Province, which is known for its "high mountains, pure land, and ecology," including the foot of Wuliang Mountain. 10,000 mu. Heaven and Earth Refined Tea Factory covers 12,146.44 square meters. GMP-compliant domestic refined tea factory construction. The first phase of the world's largest digital tea valley cost 200 million yuan and the second phase 1 billion.

The company is developing its national marketing system, solidifying its core competitiveness, and integrating tea planting, technology, production, and market to promote green, healthy tea drinking. To reinvigorate the tea business, we process alpine tea ecologically. The company leverages industrial chain thinking and the Internet to develop a vertical and horizontal Chinese tea industry chain that covers "taste," "ceremony," "ease," "storage," and "enjoyment." Introduce tea products for healthcare, cultural tourism, circulation, and storage. The Infinite Culture Series of Chinese Tea in Heaven and Earth reveals that the eight core product categories are more modern and store wealth, providing entrepreneurs and operators with limitless business alternatives.

The Heaven and earth block chain's tea industry traceability system includes the digital Tibetan tea valley system, allocating tea production regions, processing, packing, shipping, storing, and certifying the year of production. Status quo grows tea business. Yunnan Tianshangrenjian Tea Industry Co., Ltd. (enterprise code: 211916) debuted on the Shanghai Stock Exchange Center's display system on July 20, 2021, launching the Chinese tea industry chain into space. Based on the extensive tea industry chain, with "tea people as one" as its service concept, "product + culture" as its service model, "inheritance + innovation" as its development momentum, and "blockchain + tea industry" as its traction, Yunnan Tianshangrenjian Tea Industry Co., Ltd. aims to be listed in three years, innovate, develop, forge ahead, and create China's No. 1 tea in the world.

The author of the aforementioned review has constructed a conceptual framework for the research, which can be seen in Figure 1.

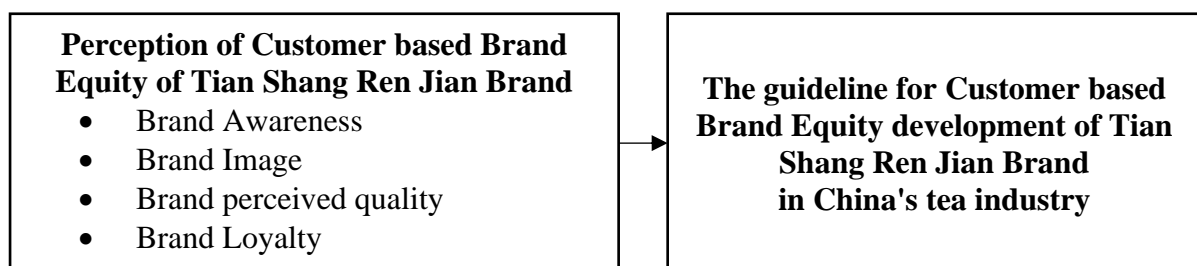


Figure 1 The conceptual framework of this study

Research Methodology

Population and Sample: The term population refers to the total number of people or other entities to which the results of an investigation are intended to be generalized. The customers in China who are familiar with the Tian Shang Ren Jian Brand and have made purchases from the company were the focus of the study's primary recruitment efforts.

To determine the sample size of this study, the number of customers who have purchased and had an experience with Tian Shang Ren Jian Brand is unidentified. The sample size was calculated based on Cochran (1977) and Kamkankaew et al (2023). As a result, the total sample size for the research will be 385 customers of the Tian Shang Ren Jian brand. These customers will represent the total population. The researcher used an online questionnaire to facilitate an online sampling approach using products of the Tian Shang Ren Jian brand that were purchased from online shops.





Research Tools: The questionnaire was used as a tool to collect data in this study and the researcher constructed a questionnaire from the related concept and theory, academic research journals related to studied variables such as brand awareness, brand image, brand perceived quality, and brand loyalty which are shown in Table 1.

Table 1 Research variables and measurements

Research variables	Source	Number of Items
Brand awareness	Keller (1993) Aaker (1996) Yoo & Donthu (2001) Saputra & Margaretha (2020)	6
Brand image	Keller (1993) Aaker (1996) Yoo & Donthu (2001) Oppong & Phiri (2018)	6
Brand perceived quality	Keller (1993) Aaker (1996) Yoo & Donthu (2001) Park & Namkung (2022)	7
Brand loyalty	Keller (1993) Aaker (1996) Yoo & Donthu (2001) Saputra & Margaretha (2020) Saeed & Shafique (2021).	6

The questionnaire was developed based on four variables. The measure items are close-ended response questions about the perception of brand awareness, brand image, brand perceived quality, and brand loyalty.

For measurement of the perception of brand awareness, brand image, brand perceived quality, and brand loyalty, the interval scale was used a five-point Likert Scale to measure the level of agreement. The five-point Likert scale was ranked below (Likert, 1932):

- 5 = the highest level of perception
- 4 = the high level of perception
- 3 = the moderate perception
- 2 = the low level of perception
- 1 = the lowest perception

The width of the class interval was defined by utilizing the formula as follows (Sauro & Lewis, 2011):

- 4.21-5.00 = The respondent's acceptance of all variable factors is the highest level of perception
- 3.41-4.20 = The respondent's acceptance of all variable factors is a high level of perception
- 2.61-3.40 = The respondent's acceptance of all variable factors is the moderate perception
- 1.81-2.60 = The respondent acceptance of all variable factors is the low level of perception
- 1.00-1.80 = The respondent's acceptance of all variable factors is the lowest perception

Cronbach's alpha coefficient was used to do statistical analysis to find the reliability of each variable factor from 30 pilot respondents. The value of Cronbach's alpha must be between $0 \leq \alpha \leq 1$, the higher value means higher reliability and is closely related to the section. Based on the above, Cronbach's alpha (α) of each factor in this research was from 0.861 to 0.898 for 30 pilot test results. Therefore, the reliability of all the indices in the pilot test and the full-scale survey was conducted and was good. Cronbach alpha (α) of all the variables passed the benchmark of 0.65 (Craig & Moores, 2006).

Data Collection: Primary data consisted of information collected straight from respondents. The questionnaire was the research instrument of choice. The researcher read a substantial number of articles, documents, and publications before deciding on a research topic and developing survey questions. As a result, between the months of January 2023 and March 2023, we gathered data from 385 individual questionnaires. Completed questionnaires were double-checked for accuracy using both student and adviser suggestions before data analysis began. Data were entered into a statistical program in its raw form from filled-out surveys for further processing and analysis. After that, we did the calculations, analyzed the data, and summarized the findings. In this case, secondary data was easily





accessible. The research team gathered information from a wide range of resources, such as textbooks, academic journals, paperwork, websites, company profiles, and other documents

Data Analysis: The completed questionnaire served as the basis for arriving at the weight determined based on the predetermined requirements. Using a statistics tool, the information was saved to a file. To present the first research objective, the calculation of the mean and standard deviation was utilized to investigate the customer perception, regarding their level of brand awareness, brand image, brand perceived quality, and brand loyalty. To present the second research objective, the findings of the first objective of the research will be categorized, and descriptive statistics will be utilized in the process of generating descriptions for the customer-based brand equity development guideline for the Tian Shang Ren Jian brand in China's tea business.

Statistics Used in Data Analysis: The statistical values such as percentage, frequency, mean, and standard deviation were used for data analysis, to define the information that was presented in the form of a descriptive table. These statistical values were utilized as part of the statistics that were employed in the study of the data.

Result

To provide the first research objective of the study, the first research objective aims to explore the level of perception of customer-based brand equity of the Tian Shang Ren Jian brand in China's tea industry. This section covers the level of perception of customer-based brand equity of the Tian Shang Ren Jian brand in China's tea industry which are brand awareness, brand image, brand perceived quality, and brand loyalty.

Table 2 the overall level of agreement with this study

Variables	Mean	S.D.	Meaning
brand awareness	4.16	0.64	high
brand image	4.15	0.63	high
brand perceived quality	4.11	0.64	high
brand loyalty	4.01	0.63	high
Total	4.11	0.64	high

Table 2 provides a level of perception of customer-based brand equity of the Tian Shang Ren Jian brand in China's tea industry which are brand awareness, brand image, brand perceived quality, and brand loyalty. The results indicated that all of the variables had a high level (mean score = 4.11, S.D. = 0.64), especially brand awareness (mean score = 4.16, S.D. = 0.64), brand image (mean score = 4.15, S.D. = 0.63), brand perceived quality (mean score = 4.11, S.D. = 0.64) and brand loyalty (mean score = 4.01, S.D. = 0.63) accordingly.

To provide the second research objective of the study, the second research objective aims to study the guideline for Customer based Brand Equity development of the Tian Shang Ren Jian brand in China's tea industry. This section covers the guideline for Customer based Brand Equity development of Tian Shang Ren Jian brand in China's tea industry which is based on the result of the previous section.

To apply these connecting notions, one must first rate the most promising growth opportunities. Some places must encourage relationships. Products with high financial, psychological, or social risk, an interactive interface, daily use, and long usage horizons dominate the market. The prior relationship typology may influence partnerships. Studying different partnerships exposes their qualities and potential. Relationship-building financial investments can be properly appraised. Financial criteria should determine whether to collaborate with a product category client. Gains (commitment, accommodation, tolerance, collaboration, termination of alternatives monitoring) can be evaluated against connection costs (initiation, maintenance, upkeep). Commitment, tolerance, cooperation, and ending alternatives monitoring are advantages. Relationship-focused benefits are increased when consumer generations pass them down. Business and personal brands can connect. Participate in

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Citation:



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corporate brand involvement as it becomes more important. Despite being overlooked, corporate branding is often the first point of contact. In today's difficult economy, corporate clients are better. A successful commercial relationship can triumph beyond individual item problems. Corporate relationships help brand engagement. Tian Shang Ren Jian brand managers must use various strategies to attract and encourage attractive people to create romantic connections and assist them realize how such partnerships can meet their needs. To enhance long-term commitment, assess the pros and cons before starting a relationship. Participation fees reduce cognitive dissonance and encourage commitment. Encourage brand loyalty as well. Pampers may give pregnant mothers free cribs for campaigning.

Second, managers must know different approaches to grow and mature partnerships. Brand connection quality is as crucial as cyclicity and velocity. Predicting relationship growth may require different methods. Managers can boost efforts by encouraging speedy start-ups and consistency. Tian Shang Ren Jian may encourage cycle recycling via flashback commercials and product re-releases. The manager needs relationship-maintenance tools. Relationships need mutual commitment. Reduce options, establish hurdles to departing (such as irrevocable investments, formal vows, or social support), and develop self-conceptual links between relationship membership and continuous commitment. Primary incentives, secondary rewards, or relational costs like effort, tension, or uncertainty might increase commitments. Secondary advantages increase well. Healthy partnerships require both parties to individualize. Marketing to a single customer is pointless. To address client needs and personalized service, focus on the "person qua person" connection. This requires customer-sensitive databases. These databases show your company's customer expertise and commitment. Both strengthen the growth-phase relationship. These communications have helped establish the Tian Shang Ren Jian brand by producing a high degree of awareness and a distinct and good image in the modern Chinese market, but the brand's communication activities can be improved. It will address several key issues: When asked if marketing communications had helped them understand Tian Shang Ren Jian and its products, consumers were unfamiliar with the brand. These answers displayed brand ignorance. The Tian Shang Ren Jian brand successfully leveraged various emotive cues, but providing accurate information is the best approach to correct misperceptions. Tian Shang Ren Jian should include more brand and product information in its communications to sustain consumer trust. Consumers distrust quality, flavor, and naturalness, survey finds. This analysis suggests Tian Shang Ren Jian should provide more brand and product information. Second, the Tian Shang Ren Jian brand has to strengthen its marketing communications, both in intensity and attractiveness, because it has a mediocre performance in stimulating customers to buy, and communication activities have dropped in recent years, according to interviewees. Two concerns occur. It sells poorly. Second, brand marketing must improve. Sales promotion is more valuable to these clients. Sales promotion promotes FMCG sales. Tian Shang Ren Jian outperforms other Chinese tea brands due to its extensive retail networks.

Third, since digital media technologies were the least familiar component of the Tian Shang Ren Jian brand, future communication campaigns should promote online aspects. Customers and companies believe digital resources save money and influence. The brand's website was the best way to emotionally connect consumers to Tian Shang Ren Jian, hence it should be used more in marketing. As noted, a brand's website can deliver more information than any other media and address customers' cognitive deficits. Interviewees remarked that the official Tian Shang Ren Jian brand accounts on Weixin and Renren were less active than on Weibo. These accounts have fewer updates and customer interactions. Tian Shang Ren Jian's loyal customers require constant attention. Using popular Chinese social networking sites (SNS) to provide feedback and establish emotional attachments will improve brand resonance and repeat customers for Tian Shang Ren Jian.



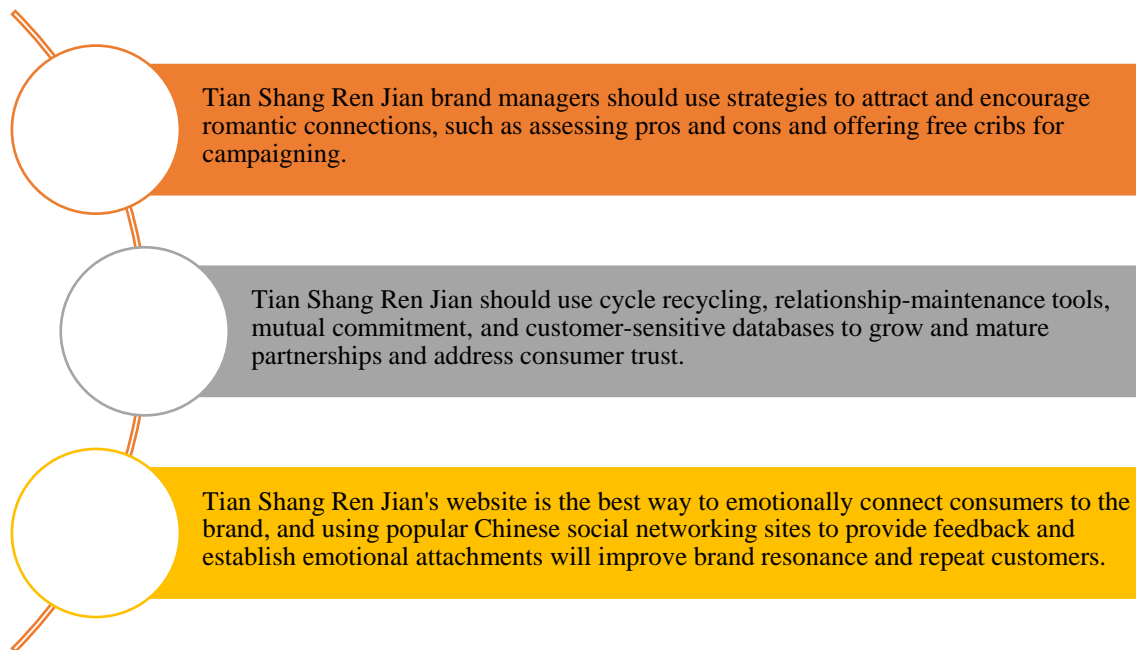


Figure 2 The guideline for Customer based Brand Equity development of Tian Shang Ren Jian brand in China's tea industry

Discussion

Discussion for the level of perception of customer-based brand equity of Tian Shang Ren Jian brand in China's tea industry, for brand awareness, brand awareness has a total mean score = 4.16, S.D. = 0.64. It means the brand promotes its exceptional features through advertising and marketing. These findings validated Aaker (1991)'s idea of Brand Awareness, which ranges from basic recognition to dominance when consumers recall the brand exclusively. Liaogang, Chongyan & Zian (2007) examined the brand strength of six major Chinese mobile phone manufacturers and found similar results. A Beijing school surveyed 174 students. Customer-based brand equity in China favors global brands over native ones. This research seeks to identify consumer preferences and create the brand perceptual map and ideal line. The two studies will examine how domestic brands may boost brand equity to compete with foreign companies.

For brand image, brand image has a total mean score = 4.15, S.D. = 0.63. This business's high-quality tea packaging and promotional campaign are enticing, with a distinct brand identity and outstanding aesthetic appeal. It likes Addi's tea and uses it often. Keller (1993) presented consumer-based brand equity, which incorporates brand image as the second component of brand knowledge. These data validated this theory. Brand associations are founded on memories of qualities, benefits, and attitudes. Quang Bui, Vinh Nguyen & Thai Pham (2017) found a similar association between Customer-based Brand Equity, Brand Awareness/Association, Brand Loyalty, and Perceived Quality. Four renowned Ho Chi Minh City coffee establishments polled 310 customers. SEM showed that pricing, distribution intensity, and non-monetary promotion increased but Brand Equity dropped with monetary promotion. This research can help Vietnamese coffee shop workers.

For brand perceived quality, brand perceived quality has a total mean score = 4.11, S.D. = 0.64. This brand offers a better tea flavor and scent than its competitors. It produces high-quality goods and has the knowledge, competence, and skills to perform its duties and provide services. This brand's manufacturing is likewise remarkable. These findings corroborated Keller (1993)'s theory that perceived quality is a subjective assessment of a brand's total market effectiveness compared to





competitors. It is important to the Consumer Based Brand Equity paradigm and linked to brand purchase intent, brand choice, and premium willingness. This encourages people to prefer one brand over another. Jiao (2018) also found that brand awareness, perceived quality, and brand preferences affect brand equity. The China Securities Regulatory Commission's "Xiang Piao Piao Foods Co., Ltd. initial public offering of shares and listing prospectus" showed brand ownership's impact on business growth.

For brand loyalty, brand loyalty has a total mean score = 4.01, S.D. = 0.63. As long as the tea brand keeps producing high-quality items, they'll keep my business. They prefer the brand despite its higher price. Since it resembles other tea brands, they want to suggest it to friends and family. These findings validated Aaker (1991)'s theory that brand loyalty is an emotional investment in a company's products or services. It can repel new competitors, boost pricing, prevent price wars, and add value. Brand loyalty reduces marketing costs, boosts international trade leverage, attracts new customers, and buys time to respond to competition. Kananurak (2018) found similar results in Bangkok. 400 respondents were analyzed using age- and occupation-based stratified quota sampling and purposive sampling. Purchase Intention and Brand Equity correlated positively. Brand Association and Brand Loyalty improve Brand Equity.

Discussion for the guideline for customer-based brand Equity development of Tian Shang Ren Jian brand in China's tea industry, Tian Shang Ren Jian's customer-based brand equity rules emphasize market leaders, consumers, and corporate clients' interdependence. The idea promotes using tools to build and maintain relationships, individualization, and individual value. Insufficient consumer awareness of the brand, inefficient sales promotion techniques, and digital media technology constraints are to blame. To sustain consumer trust, add brand and product details, information, emotional connections, and corporate branding and transparency. Brand or product communication can enhance the consumer experience. These findings corroborated Aaker (1996)'s theory that brand equity is built on brand value, potency, and presentation. Brand strength is how much customers like a brand, whereas brand description is how they see it. Keller (1993) presented Consumer-based Brand Equity, which is customers' distinctive impact on brand advertising. Brand knowledge and brand image are two important factors of brand awareness and associations. Word-of-mouth from positive brand experiences builds brand equity. The findings further confirm Moran (2002)'s idea that brand equity should be determined by market share, relative price, and brand loyalty. Each item has a higher impact on the brand's competitiveness, but its impact is reduced. Stukalina & Pavlyuk (2021) used the Customer-Based Brand Equity (CBBE) model to simulate a university's brand, which supports this finding. Structural equation modeling was used to confirm brand equity interrelationships from Transport and Telecommunication Institute survey data. The poll showed the CBBE model's five brand dimensions—performance, images, judgments, emotions, and resonance—are important. Domestic students value the university's image and Resonance more than overseas students. According to Uford & Duh (2021), two of Nigeria's four sources of customer-based brand equity (CBBE)—brand association and brand loyalty—had the biggest impact on UBA's total CBBE. Cross-sectional data from 12 UBA locations in Nigeria's seven states showed that CBBE significantly influenced customers' brand preference, repurchase, and premium price. Theory and management are considered. Park & Namkung (2022) examined how Instagram marketing techniques affected customer-based brand equity (brand awareness, brand image, perceived quality, brand love, and Instagram re-usage intention). Instagram marketing actions increased brand equity and attitude and behavioral loyalty in 358 coffee drinkers. Coffee firms can utilize results to improve brand equity and predict consumer purchasing behavior.

Conclusion

The findings indicate that all variables exhibited high values, with a mean score of 4.11 and a standard deviation of 0.64. Notably, brand awareness, image, perceived quality, and loyalty were particularly high. Research on Tian Shang Ren Jian's customer-based brand equity principles in China's tea industry is important. The statement emphasizes market leaders, consumers, and corporate clients' interdependence. The article emphasizes financial investments, relationship expenses, and advantages, and recruiting desirable people for romantic engagements. It also suggests using relationship-building

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Citation:



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strategies to reduce the risk of leaving, create barriers to leaving, and strengthen self-conceptual ties. Successful partnerships need both sides to emphasize individualization and focus on the "person qua person." "Tian Shang Ren Jian's Chinese market has improved customer service, although there are still places for development. Poor brand comprehension, bad sales marketing, and digital media technologies contribute to this situation. Integrating brand and product details boost consumer confidence. The brand should focus on providing additional information and emotional engagements on popular Chinese social media channels. Multi-product brands need corporate branding and openness. Brand/product communication can also improve the consumer experience.

Recommendation

Managerial Recommendations

Based on the empirical evidence presented in this study, the following managerial recommendations can be proposed by this paper:

1. Tian Shang Ren Jian brand needs to understand supplier company behavior and invest in satisfaction programs, complaint handling, and communication and merchandising strategies to build brand trust. Investors should be aware of managerial entrenchment, which can erode financial results and brand image over time.
2. Investing in providing vitamins to the Tian Shang Ren Jian brand can improve its strength in the current market.
3. Managers and marketers must create creative marketing activities to gain market share, maintain it, and improve the website.

Further research Recommendations

Based on the empirical evidence presented in this study, the following future research recommendations can be proposed by this paper:

1. This study aimed to elicit responses from users of the Tian Shang Ren Jian brand in China, as the products are widely used and accessible to high-class earners.
2. Future study sought to gather user responses to the Tian Shang Ren Jian brand in China, as products are widely used and accessible.
3. Qualitative studies should be applied to other industries with limitations.

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