

**BUILDING BRAND EQUITY IN THE GLOBAL FOOD AND  
BEVERAGE (F&B) INDUSTRY: A STUDY OF THE INFLUENCE OF  
SELECTED MARKETING AND BRANDING ACTIVITIES ON  
UNIVERSITY STUDENTS' PERCEPTION**

**BY**

**CHUA SEOW WERN**

**A final year project submitted in partial fulfilment of the requirement for the  
degree of**

**BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)**

**UNIVERSITI TUNKU ABDUL RAHMAN**

**FACULTY OF ACCOUNTANCY AND MANAGEMENT DEPARTMENT  
OF INTERNATIONAL BUSINESS**

**DECEMBER 2025**

© 2025 Chua Seow Wern. All rights reserved.

This final year project report is submitted in partial fulfillment of the requirements for the degree of Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman (UTAR). This final year project report represents the work of the author, except where due acknowledgment has been made in the text. No part of this final year project report may be reproduced, stored, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the author or UTAR, in accordance with UTAR's Intellectual Property Policy.

## DECLARATION

I hereby declare that:

- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 12912

## ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to my supervisor, Ms. Goh Poh Jin, for their invaluable guidance, patience, along with the unwavering support throughout this entire duration of this Final Year Project (FYP). Their expertise and feedback were fundamental in shaping this project and helping me overcome challenges as well.

I am also grateful to the faculty members of Faculty of Accountancy and Management (FAM) from UTAR Sungai Long campus for providing me with necessary knowledge and resources needed to complete this project successfully. To my beloved family and friends, thank you once again, for your endless support, understanding, and encouragement during the stressful moments. Your belief in me kept me motivated to push forward.

Finally, I extend my utmost appreciation to all participants who volunteered their time for answering questionnaires, as this work would not have been possible without their insightful contribution and support.

## TABLE OF CONTENTS

Copyright Page.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Table of Contents.....	v
List of Tables.....	vii
List of Figures.....	ix
List of Abbreviations.....	x
List of Appendices.....	xi
Preface.....	xii
Abstract.....	xiii
CHAPTER 1 RESEARCH OVERVIEW.....	1
1.1 Research Background.....	1-4
1.2 Research Problem.....	4-6
1.3 Research Objectives & Research Questions.....	6
1.4 Research Significance.....	7
CHAPTER 2 LITERATURE REVIEWS.....	8
2.1 Underlying Theories.....	8-10
2.2 Review of variables.....	10-19
2.3 Proposed Theoretical / Conceptual Framework.....	19
2.4 Hypotheses Development.....	20-21

CHAPTER	3	METHODOLOGY.....	22
	3.1	Research Design.....	22
	3.2	Sampling Design.....	22-25
	3.3	Data Collection Methods.....	25-27
	3.4	Proposed Data Analysis Tools.....	27-28
	3.5	Construct Measurement.....	28-35
CHAPTER	4	DATA ANALYSIS.....	36
	4.1	Descriptive Analysis.....	36-54
	4.2	Inferential Analysis.....	54-64
CHAPTER	5	DISCUSSION, CONCLUSION, AND IMPLICATIONS.....	65
	5.1	Discussion of Major Findings.....	65-67
	5.2	Implications of the study.....	68-70
	5.3	Limitations of the study.....	70-71
	5.4	Recommendations for Future Research.....	71-72
References.....			73-80
Appendices.....			81-88

## LIST OF TABLES

	Page
Table 3.1: Questionnaire Items	28-35
Table 4.1: Frequencies	36
Table 4.2: Frequency by Age Group	37
Table 4.3: Distribution of Respondents by Age Group	37
Table 4.4: Frequency by Gender	39
Table 4.5: Distribution of Respondents by Gender	39
Table 4.6: Frequency by Nationality	40
Table 4.7: Distribution of Respondents by Nationality	40
Table 4.8: Frequency by Level of Education	41
Table 4.9: Distribution of Respondents Level of Education	41
Table 4.10: Frequency by University Name	44
Table 4.11: Distribution of Respondents by University Name	46
Table 4.12: Total of Valid Responses	48
Table 4.13: Frequency of Awareness of Global F&B Brands	48
Table 4.14: Distribution of Respondents by Awareness of Global F&B Brands	48
Table 4.15: Frequency of Purchase of Global F&B Brands	50
Table 4.16: Distribution of Respondents by Purchase of Global F&B Brands	50
Table 4.17: Frequency of Consumption of Global F&B Brands	51
Table 4.18: Distribution of Respondents by Consumption of Global F&B Brands	51
Table 4.19: Frequency of Engagement of Global F&B Brands	53
Table 4.20: Distribution of Respondents by Engagement of Global F&B Brands	53
Table 4.21: Item-Total Statistics for Marketing Mix Strategies	54
Table 4.22: Reliability Analysis for Marketing Mix Strategies	54
Table 4.23: Item-Total Statistics for Branding Elements	55
Table 4.24: Reliability Analysis for Branding Elements	55
Table 4.25: Item-Total Statistics for Customer Relationship Management (CRM)	56
Table 4.26: Reliability Analysis for Customer Relationship Management (CRM)	56
Table 4.27: Item-Total Statistics for Traditional and Modern Marketing Activities	57
Table 4.28: Reliability Analysis for Traditional and Modern Marketing Activities	57
Table 4.29: Item-Total Statistics for Brand Trust	58
Table 4.30: Reliability Analysis for Brand Trust	58
Table 4.31: Item-Total Statistics for Brand Equity	59

Table 4.32: Reliability Analysis for Brand Equity	59
Table 4.33: Correlations between IV and DV	60
Table 4.34: Model Summary for Multiple Regression	61
Table 4.35: ANOVA for Multiple Regression	62
Table 4.36: Coefficient of Multiple Regression	62
Table 4.37: Summary of Hypothesis Testing (Multiple Regression Results)	64

## LIST OF FIGURES

	Page
Figure 2.1: Conceptual Framework	19
Figure 4.1: Distribution of Respondents by Age Group	38
Figure 4.2: Distribution of Respondents by Gender	39
Figure 4.3: Distribution of Respondents by Nationality	40
Figure 4.4: Distribution of Respondents by Level of Education	42
Figure 4.5: Distribution of Respondents by University Name	46
Figure 4.6: Distribution of Respondents by Awareness of Global F&B Brands	49
Figure 4.7: Distribution of Respondents by Purchase of Global F&B Brands	50
Figure 4.8: Distribution of Respondents by Consumption of Global F&B Brands	52
Figure 4.9: Distribution of Respondents by Engagement of Global F&B Brands	53

## LIST OF APPENDICES

	Page
Appendix D	81-82
Appendix Q – Student	83
Appendix Q – Supervisor	84
Turnitin Similarity Report	85
Questionnaire	86-91
Ethical Clearance Approval	92

## LIST OF ABBREVIATION

CRM	Customer Relationship Management
ELM	Elaboration Likelihood Model
F&B	Food and Beverage Industry
SPSS	Statistical Package for Social Science

## Preface

This research was conducted because of the growing significance of brand equity in the highly competitive global Food and Beverage (F&B) industry. In this well-established sector, consumers are constantly exposed to numerous famous international brands. As a university student and regular customer of such brands, the researcher has observed that certain brands consistently enjoy strong consumer preference due to their brand identity and brand trust they cultivate over time. Hence, this motivated the researcher to investigate how certain marketing and branding activities contribute to brand equity. Through academic studies of marketing and branding, it is revealed that brand equity is an asset that is useful in the long run. Despite many literatures on brand equity, there's few studies that thoroughly explore how various marketing activities influence brand equity among university students. Thus, the gap inspired the researcher to examine more on how each marketing dimension, namely marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing activities, and brand trust affect brand equity. In essence, the ultimate goal was to enhance the understanding of brand-building strategies, help industry experts make informed decisions, and provide a strong base for future academic studies in marketing-related fields.

## Abstract

Brand equity is a determinant factor in sustaining competitiveness in the global F&B sector, where consumers encounter many well-established international brands. This research investigates how specific marketing and branding dimensions, namely marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing activities, and brand trust influence brand equity among university students. This demographic group were chosen because they are an active consumer group who are constantly exposed to global F&B brands. As such, this study employed a quantitative research design, involving a structured questionnaire that was distributed through convenience sampling due to time constraints. A total of 193 responses were collected from students across various public and private educational institutions. Data were analysed using SPSS, involving descriptive analysis, reliability test, Pearson correlation analysis, ANOVA analysis, multiple regression analysis, and hypothesis testing to examine the relationship between the study variables. The results indicate that while all independent variables positively influence brand equity, only branding elements and brand trust significant positively influence brand equity. Brand trust surfaced to be the strongest predictor of brand equity among the five variables. These findings consistently support existing brand equity frameworks from past studies such as the Elaboration Likelihood Model (ELM), suggesting that peripheral cues like visual identity and trust are paramount in shaping brand evaluations for university students. This study also offers valuable significant theoretical and practical insights for enhancing brand equity in the global F&B sector.

**Keywords:** Brand Equity, Branding Elements, Brand Trust, Global F&B Industry, University Students

# **CHAPTER 1: RESEARCH OVERVIEW**

## **1.0 Introduction**

This chapter provides an overview of the study, encompassing the research background, research problems, research objectives, research questions, and research significance. It lays the groundwork for the research by underscoring the importance of brand equity in the global F&B industry.

## **1.1 Research Background**

In a world full of complexity due to various preferences of human beings, the global Food and Beverage industry (F&B) is constantly evolving and striving to be better. The F&B industry covers businesses engaged in food and beverage processing, packaging, distribution, and service. (Korurm, n.d.). This encompasses packaged food and beverages, restaurants, Quick-Service Restaurants (QSRs), cafés, and the list goes on. Within this wide range of sectors, QSR as well as fast-food restaurants including McDonald's and Starbucks are widely recognized as core F&B categories. These multinational brands offer prepared food and beverages, feature standardized menus worldwide, and run on large-scale rapid service systems, features that distinctly classify them within the F&B sector. (Jaisingh, 2025; Nixon et al., 2015; Lark Suite, 2025; Al-Surmi et al., 2020).

In contemporary times, there is no denying that this highly sought-after industry has become significantly more important because of the high customer demand for essential needs. Therefore, strong brand equity is extremely crucial for thriving in today's highly competitive marketplace. (The Hidden Asset: Understanding the Importance of Brand Equity, n.d.) Brand equity is significant for the strength of a

brand, perceived value, quality, brand recognition, and customer loyalty. Kotler and Armstrong (2009) characterized brand equity as the varying effect that brand recognition has on how consumers react to the product and marketing efforts. Next, based on the American Marketing Association (2024), brand equity is the value a brand holds in the consumers' minds. On top of that, Shaw (2012) explained brand equity as a collection of brand assets, name, logo, and symbol which either enhances or diminishes brand value. According to Buil et al. (2013), brands with powerful brand equity reign supreme from higher awareness, positive associations, excellent perceived quality, as well as stronger customer loyalty. Hence, the definition of brand equity encompasses these factors, along with the four dimensions, namely brand awareness, brand association, perceived quality, as well as loyalty. In the F&B sector, brands with greater brand equity frequently gain increased profitability enhanced long-term sustainability, as loyal customers are less sensitive to price changes and willing to pay higher prices. (Horsfall & Mac-Kingsley, 2018)

With powerful brand equity, it allows brands to maintain a competitive edge, such as charging premium prices, while at the same time attracting new customers. Besides, these brands also enjoy increased customer loyalty and have greater resilience during crisis. To give an illustration, major international brands such as Nestlé and Coca-Cola have successfully proven the power of marketing and branding strategies to support long-term customer relationships alongside brand success. Hence, many global companies recognize the importance of strong brand equity and invest in various marketing and branding activities such as advertising and customer service. (Horsfall & Mac-Kingsley, 2018; Hanaysha, 2016; Wulandari and Rahayu, 2023; Hanaysha and Pech, 2018; Oppelt, 2024; Al-Surmi et al., 2020).

By investing in marketing activities, a brand not only increases brand awareness and visibility in the short term but also develops a sustained brand image of value and reliability, which enhances brand equity in the long run. Besides, many brands recently practice modern marketing and consistent brand messaging in advertisements alongside other marketing practices. Next, marketing investment efforts also strengthen the bond between customers and brands by enhancing brand visibility, influencing how consumers perceive the brand, as well as demonstrating

a long-term commitment to them. (Horsfall & Mac-Kingsley, 2018; Hanaysha, 2016; Wulandari and Rahayu, 2023; Hanaysha and Pech, 2018; Oppelt, 2024; Al-Surmi et al., 2020).

Oppelt (2024) highlighted that consistent and perfectly aligned marketing activities not only boost immediate awareness but also create long-lasting brand positive associations and emotional connections. These are extremely vital for brands to survive and thrive, especially in competitive markets such as F&B sector. Therefore, aligning these marketing activities is significant, as misalignment can lead to limitations such as inconsistency, fragmented brand messaging, consumer confusion, and reduced brand trust. By ensuring consistency and alignment across traditional, modern, as well as digital channels, brands not only maximize resource effectively but also showcase a unified brand image that cultivates powerful brand equity over time.

As stated above, firms must make sure they have consistent brand messaging sent out to customers worldwide to cultivate trust. To put this in perspective, there are examples such as the iconic ice-cream brand, Ben & Jerry's, social justice strategies. This American brand has consistently woven social activism into its brand story. Their social justice strategies encompass racial equity, mass incarceration, and even climate justice. By communicating and demonstrating its social justice value through activist campaigns, transparent, and consistent messaging, the brand achieves a sense of authenticity and integrity that meets the expectations of today's customers as they are always on the lookout for brands that stay aligned and committed to their values. Therefore, these harness the brand's unwavering commitment and consistency to foster long-lasting brand trust along with customer loyalty, leading to stronger brand equity. (Oppelt, 2024; Everything PR, 2024).

However, despite the importance, there are still challenges and difficulties faced by the F&B industry in this era. They must be careful not to place too much focus on short-term sales and profits while carrying out marketing activities but consider long-term brand equity as well. Thus, it's significant for brands to find a balance between short-term profits and long-term brand success. (You're Torn Between

Short-term Gains and Long-term Brand Success. How Can You Find the Right Balance?, 2024). In other words, brands leverage short-term tactics while prioritizing brand equity success in the long run. Unfortunately, these challenges are especially pronounced in developing countries such as Nigeria. Their F&B industry does not thrive as much compared to developed countries as the managers do not have sufficient knowledge regarding the importance of brand equity and have not fully mastered the various marketing and branding techniques to build a strong brand identity. (Horsfall & Mac-Kingsley, 2018; Hanaysha, 2016; Wulandari and Rahayu, 2023; Hanaysha and Pech, 2018; Oppelt, 2024; Al-Surmi et al., 2020)

Thus, brands that successfully master and use various marketing and branding techniques will create a strong brand equity. Besides, they need to assess the effectiveness of different marketing and branding activities and choose the best activity or activities that perfectly suit or benefit the brand more to enhance brand strength in the long run alongside brand equity. While the global F&B industry is expanding, the local F&B market is dynamic, with an incredible mixture of both local and international brands. This creates opportunities for local businesses to maintain competitiveness in both global and domestic markets. Henceforth, I am interested in how the selected marketing and branding activities influence brand equity and its dimensions. (Horsfall & Mac-Kingsley, 2018; Hanaysha, 2016; Oppelt, 2024).

## **1.2 Research Problem**

Despite the growing awareness of brand equity's significance within the F&B industry, a considerable number of brands and companies still do not coordinate their marketing and branding efforts to build brand value as well as brand equity. This is particularly clear following the previous research done which showed that the strategic alignment of marketing activities and business goals improves firm performance. (Al-Surmi et al., 2020). Furthermore, one of the issues that motivated me to do the research is fragmented branding strategies. Due to the pressure rising from intense competition in the global market, companies and brands are forced to

figure out ways to stand out and differentiate themselves. However, those brands use inconsistent marketing strategies which lead to confusion and damage to brand reputation along with brand trust. (Veraldi, 2025; Lestari, 2023; Oppelt, 2024)

To give an example, during the year 1985, Coca-Cola's introduction of New Coke demonstrated how marketing strategies and decisions that do not align with brand values can have adverse effects. Despite positive results from product testing, the decision overlooked strong consumer connections, leading to negative reactions and a decline in brand trust. (Andrivet, 2025). Similarly, Starbucks' rapid expansion before the year 2008 weakened the brand experience and customer satisfaction as well. These force the brand to shut down hundreds of underperforming stores. Thus, this underscores the risks of focusing on short-term growth over long-term brand equity. (Francis, 2024)

As mentioned above, global F&B brands faced a few challenges including the misaligned marketing and branding efforts, fragmented branding strategies, inconsistencies in terms of brand messaging, and the list goes on. To illustrate more, misalignment, underinvestment, alongside inaccurate choice of marketing and branding activities diminish brand value along with brand equity. (Al-Surmi et al., 2020; Oppelt, 2024). To provide a clearer picture of these challenges, based on Kantar data, there's report statement about brands investing strongly in marketing and branding efforts such as brand-building activities achieved a significant percentage of 72% in terms of brand value, which contributes to enhanced brand equity. The other brands that did not invest much or deprioritized marketing activities only achieved 20%. Besides, according to Interbrand's Best Global Brands Report (2024), there is approximately \$3.5 trillion lost in global brand value from neglecting marketing activities, prioritizing short-term profits, and underfunding brand equity. (Oppelt, 2024).

Furthermore, there is also issue about vulnerability between marketing spending and equity. Consequently, companies do not give much thought and invest heavily in marketing campaigns, without relating them to the dimensions of brand equity such as brand awareness and brand loyalty. (Brand Finance, 2017). On top of that,

there is a lack of understanding about how certain marketing and branding activities help to build brand equity. Without clear metrics and strategies, there is a huge risk that F&B industry will lose customer trust, and this will lead to bad reputation. (Sohail et al., 2020; Francis, n.d.).

Moreover, as stated above, brands continue to struggle with issues such as companies place emphasis on short-term marketing activities. For instance, brands focus on discounts over long-term brand building. These brands tend to focus on short-term sales and neglect brand-building and brand equity measurements including brand association and brand loyalty. As a result, these companies find it hard to compete against established and recognized brands with higher profits and strong customer loyalty. (Oppelt, 2024). Henceforth, this research aims to understand the influence of various marketing and branding activities and how they shape brand equity and its dimensions which include brand awareness, brand associations, perceived quality, and loyalty in the global F&B sector.

### **1.3 Research Objectives and Research Questions**

#### **Research Objectives**

1. To examine the influence of marketing strategies (marketing mix and Customer Relationship Management (CRM)) on brand equity.
2. To assess the impact of branding elements on brand equity.
3. To evaluate the impact of traditional and modern marketing activities on brand equity.
4. To explore the effect of brand trust on brand equity.

#### **Research Questions**

1. How do marketing mix strategies and Customer Relationship Management (CRM) influence brand equity?
2. How do branding elements impact brand equity?
3. How do traditional and modern marketing activities impact brand equity?
4. How does brand trust affect brand equity?

## 1.4 Research Significance

This research is extremely important as understanding the effectiveness of various marketing and branding activities will contribute to powerful brand equity. This is crucial for businesses to thrive, especially in a highly competitive market such as F&B industry. Additionally, this study also holds valuable insights into both practical and academic value. These insights will help companies make strategic decisions related to marketing and branding strategies to achieve higher performance. For practitioners, my research helps to enhance marketing practices effectiveness. This will help marketing decision-makers and brand strategists make better decisions and distribute resources efficiently by applying the most effective marketing activity or activities based on my study to enhance brand equity in the global Food and Beverage (F&B) sector. (Fathian et al., 2015)

Next, my research helps to integrate and align CRM with marketing and branding strategies. Firms get to strengthen relationships with customers and brand equity based on my research guidance. (Altarifi, 2020). Next, my research offers practical framework to measure and see the influence of various marketing efforts on building brand equity. (Oliveira et al., 2015).

For academics, my research offers contributions to brand equity theory. This might involve new theories or provide support to existing theories. Next, my study provides foundation for related research. In other words, this study can be used for academic research exploration in not only F&B industry but also other related fields such as retail and healthcare. Next, my research helps to name research gaps on a global scale. The research contributes to limited study conducted in relation to the linkage between marketing, branding activities, and brand equity. (Fathian et al., 2015; Oliveira et al., 2015).

Overall, this study aims to offer a deeper insight into marketing and branding activities to thrive better, enhance marketing efforts, and brand equity as well. The findings will not only help existing brands but also can be guidelines for new brands to achieve competitive advantage in the global market.

# **CHAPTER 2: LITERATURE REVIEW**

## **2.0 Introduction**

This chapter reviews existing theories from past literature alongside empirical studies related to the dependent variable, which is brand equity and the five independent variables, namely marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing activities, as well as brand trust.

## **2.1 Underlying theories**

### **2.1.1 Elaboration Likelihood Model (ELM)**

In the beginning of the 1980s, Richard E. Petty and John T. Cacioppo created the theory of Elaboration Likelihood Model (ELM). This theory consists of a two-pronged model, highlighting how individuals process information they received, employing either heuristic or systematic approaches. In addition, this ELM theory primarily focused on persuasion, which suggests two persuasive routes. The first persuasive route is called the central route, where message receivers carefully and meticulously examine the persuasive message's logical merits. This route also requires deep and thoughtful analysis when processing the messages. On the other hand, the second persuasive route is called the peripheral route which is more to a heuristic approach. This is where recipients access the messages for detailed logical analysis when lacking motivation. This route relies more on superficial cues such as attractive endorsements and aesthetic packaging.

(Petty & Cacioppo, 1986; Petty & Cacioppo, 2012; White, 2011).

In this research, this theory's dual-route framework is relevant. For illustration, in terms of central route, marketing messages undergo deep and thoughtful processing for consumers with higher involvement. For instance, Luckin Coffee used more detailed information to influence their consumers for their products such as the origin of coffee beans used and sustainability practices. In this research, the variables involved such as marketing mix strategies, Customer Relationship Management (CRM), and traditional modern marketing activities can be seen as central route mechanisms. These components demand careful attention and deeper involvement to help create strong brand value, like customer loyalty and perceived quality. For example, Luckin Coffee successfully leveraged visual content on social media platforms, influencer collaboration, and limited-period deals to draw and support customer interest. (Petty & Cacioppo, 1986; Petty & Cacioppo, 2012; White, 2011).

In this study, variables such as brand trust along with branding elements follow a similar approach. These tactics may boost brand awareness, but the impact may be more temporary. (Liang, 2024). The ELM theory was adopted to categorize processing into peripheral, which is low involvement and central, which is more inclined to high involvement modes.

The findings showed that consumer trust along with promotions, visual style, and comedic elements, which are all peripheral cues, attracted consumer and enhanced engagement. Even without in-depth thought and thorough consideration, minimal exposure to the brand's peripheral cues influenced brand perceptions. Therefore, this reveals how most young consumers form brand opinions based on simple marketing tactics. Henceforth, young consumers such as university students may receive brand messages through one or both pathways depending on their current interest and situation. It is something to figure out by applying ELM theory into this research. As stated above, the variables are divided into both pathways, with marketing mix strategies, CRM, and traditional modern marketing activities

leaning towards the central route, whereas branding elements and brand trust are under the peripheral route. (Buchanan et al., 2017).

## **2.2 Review of variables**

### **2.2.1 Dependent Variable**

#### **2.2.1.1 Brand Equity**

In accordance with Özçifçi (2017) and France et al. (2025), brand equity represents the value a brand holds in the minds of consumers. In other words, it is how consumers perceive the overall value and strength of the brand. It is more important than short-term profit. A powerful brand equity will guarantee a brand's long-term success. On top of that, brands with strong identity and value help drive consumer buying behaviours, charge higher prices, and provide a long-lasting competitive edge. Furthermore, brand equity also fosters emotional bonds between brands and consumers that directly affect repeat buying behaviour and recommendations as well. (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001; Schüller et al., 2021; Ole et al., 2025).

According to Aaker (1991), he had a brand equity model with dimensions encompassing brand awareness, association, perceived quality, and loyalty. Primarily, brand awareness is defined as the ability of consumers to effortlessly recognize or remember a brand from memory in diverse contexts. This provides a basis for the establishment of further brand connections. Higher levels of brand awareness boost the chances of purchase intention and foster closer relationships with the brand. (Keller, 1993; Yoo & Donthu, 2001; Schüller et al., 2021; Ole et al., 2025).

Next on the list is brand association. This dimension represents the characteristics, assumptions, images, feelings, and beliefs stored in consumers' minds associated with a brand. It also reflects the practical and symbolic attributes such as reliability, credibility, uniqueness, and social importance alongside value. Collectively, these elements form the foundation of brand perception, preference, and commitment in the minds of consumers. (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001; Schüler et al., 2021; Ole et al., 2025).

Moving forward, the next dimension is perceived quality. The definition of perceived quality is the overall evaluation and appraisal of a product's quality compared to its competitors from a consumer perspective. The result also impacts on their willingness to pay premium prices and separate the brand from others. It plays a crucial role in gaining consumer trust and confidence, even setting a competitive edge for the brand worldwide. (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001; Schüler et al., 2021; Ole et al., 2025).

The last on the list is none other than brand loyalty. It is the degree to which customers favour and get attached to a brand, showing utmost respect and dedication by their consistent buying behaviour and reluctance to change brands. As a result, marketing expenses will decrease, and brand advocacy will become stronger. Such loyalty cultivates long-lasting customers relationships and reinforces the brand's current position in the market. In this research, brand equity is the most important aspect as the central element. (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001; Schüler et al., 2021; Ole et al., 2025).

### **2.2.2 Independent Variables**

### 2.2.2.1 Marketing Mix Strategies

The marketing mix is the strategic combination of the four Ps (4Ps) which consists of product, price, place, and promotion. Brands and companies use these strategies to promote a product or service to drive sales. The first component of the iconic marketing mix is product. The definition of a product is any good or service provided to consumers by brands to meet their needs, desires, and preferences. Product relates to consumer evaluations in terms of quality, attributes, functionalities, design aesthetics, and packaging. Products that are innovative, unique, and have superior quality will raise perceived value and encourage customer retention. (Qiao et al., 2022)

Next, price indicates the monetary value charged to customers to obtain a good or service. Price also expresses both the actual economic cost and perceived worth of a product or service. An equitable or premium pricing technique can impact on perceptions of product's quality and exclusiveness. Studies confirm that price contributes to enhanced perceptions of quality and customer loyalty, thus building stronger brand equity. (Dodds et al., 1991)

Moving on to the next item on the list, place is defined as locations and distribution channels that facilitate customer access to a brand's goods and services. In addition, the place pertains to the availability and delivery of brand offerings. Brands with comprehensive and widespread distribution supply chain networks foster greater trust, confidence, accessibility, and customer engagement, thereby strengthening brand equity as well. (Firmansyah et al., 2021)

Finally, promotion is the set of marketing communication activities alongside efforts designed to advertise and promote a brand to its target audience. Promotion comprises advertising, online marketing, as well as Public Relations (PR). On top of this, well-executed marketing promotion tactics can enhance brand visibility, encourage brand switching, and greater

perception of value, leading to powerful brand equity. (Dodds et al., 1991; Firmansyah et al., 2021)

According to research, the 4Ps are fundamental marketing strategies that play a significant role in shaping the overall brand equity with dimensions such as brand awareness and perceived quality. Moreover, studies also show that aligning the elements constantly helps to strengthen customer perceptions and trust towards the brand. Besides, these marketing strategies also reinforce brand equity and make the brand stronger, especially within competitive global industries such as the Food and Beverage industries (F&B). Henceforth, this research highlights the influence of marketing mix strategies in building brand equity in the global F&B industry. (Fathian et al., 2015).

#### **2.2.2.2 Branding Elements**

The elements of branding such as logos, tagline, and colours are significant for creating brand identity and improving brand equity while leaving a strong impression in consumers' minds. The first component of branding elements are logos and symbols. It refers to unique visual elements or signs and graphical representation that signify a brand's identity alongside brand essence. Logos and symbols function as key identifiers and visual tools, assisting consumers with prompt recognition and distinguishing brands from rivals. An effectively crafted logo enhances brand remembrance and evokes favourable emotional connections, hence positively affecting brand equity. (Farhana, 2012; Keller, n.d.).

Next, we have slogan or tagline effectiveness. The definition of slogan or tagline is short, catchy, and memorable, expressing a brand's key message and value. A memorable and impactful slogan or tagline communicates the brand's promise, message, and commitment. Therefore, consumers can recall it effortlessly. Well-designed slogans or taglines generate positive brand impressions and connections. These lead to the enhancement of

perceived value and quality. (Keller, n.d.).

The next branding element is visual attributes. It is defined as the overall aesthetic design of the product such as the packaging design, colour scheme, style, shape, and visual attractiveness. Besides, visual attributes contribute to consumers' first impression and brand personality as well. Studies have shown that carefully designed packaging and colour aesthetic boosts quality perception, foster trust, and brand loyalty. (Underwood & Klein, 2002; Simms & Trott, 2010; Keller, n.d.).

Lastly, we have brand image consistency. A consistent brand image involves exhibiting a unified look and messaging across all channels, helping customers identify and connect emotionally with the brand. The consistent use of brand design features such as logos and colours strengthens consumer trust and emotional attachment. Such standardized brand communication enhances brand equity and brand value. (Farhana, 2012; Keller, n.d.).

According to the research conducted by Keller (n.d.), it emphasizes that successful brand components must be meaningful, consistent, and memorable, because they influence how consumers perceive and remember the brand. For an illustration, the iconic chocolate brand, M&M leverages notable branding strategies such as the well-known slogan "Melts in Your Mouth, Not in Your Hand" and legendary spokes-characters, namely Red, Yellow, as well as Green. The addition of varied characters and the establishment of "M&M's World" store in Las Vegas, United States of America (USA) further amplify brand recognition and brand equity. Moreover, a study by Farhana (2012) further supports that well-designed and strong brand elements significantly improve brand awareness and brand loyalty, acting as key assets for building a strong brand identity and value. Besides, younger generations often form global brand perceptions based on the visual branding and aesthetic of the brand. Thus, this research highlights the influence of branding elements in building brand equity in the global F&B industry.

### **2.2.2.3 Customer Relationship Management (CRM)**

Customer Relationship Management (CRM) contributes to building brand equity and helps to enhance the brand value stronger by fostering good and long-lasting customer relationship through personalized messaging, various loyalty initiatives such as rewards and customer engagements. The first element of CRM is customer service. It is the act of delivering swift, effective, helpful, and personalized assistance that goes beyond what customers expect. This aspect measures how effectively a brand understands and fulfils customer requirements. A strong customer-centred approach boosts trust, confidence, and commitment. Furthermore, studies indicate that brands and companies concentrate on customer service quality, responsiveness, and customer satisfaction cultivate deeper brand connections and loyalty. (Hanaysha & Al-Shaikh, 2022)

Next on the list we have technology-driven CRM. This refers to the utilization of online applications and technology solutions to engage and connect with customers. Successful E-CRM methods such as personalized messaging, chat assistance, and rewards applications promote deeper customer engagement and satisfaction. These lead to stronger brand equity and brand value. (Ibrahim et al., 2021)

Additionally, we have Customer Intelligence (CI). The definition of CI is the systematic process of collecting and analysing customer information to understand their desires, preferences, and behaviours more clearly. Moreover, the ability to gather, organize, and manage customer information along with data facilitates stronger brand-customer relationships. Effective knowledge management enhances customers' brand experiences as well. (Hanaysha & Al-Shaikh, 2022)

Lastly, we have loyalty focus. It is defined as the strategic attention a brand

places on customers. The brand's priority is to build strong relationships and connections with customers through marketing programs to encourage customer retention and loyalty. This dimension assesses the brand's attempts to deepen strong bonds with customers using various tactics, for example, loyalty rewards. These build emotional attachment to brand and drives repurchasing. (Altarifi, 2020; Shriedeh & Ghani, 2016)

According to Altarifi (2020), good CRM enhances marketing innovation, performance, and effectiveness, leading to greater customer loyalty and brand trust, which are essential dimensions of the overall brand equity. Therefore, this research highlights the influence of CRM in building brand equity in the global F&B industry.

#### **2.2.2.4 Traditional and Modern Marketing Activities**

Both traditional and modern marketing activities play a vital role in developing a strong brand identity and brand value. Traditional marketing activities consist of flyers, brochures, print advertisements, and the list goes on. On the other hand, modern marketing activities encompasses social media marketing, influencer or content creator partnerships, digital advertising, and more. Both strategies are beneficial in their own way. Traditional marketing contributes to broad brand awareness and recognition while modern marketing allows for more engaging and focused consumer interactions. (Martí-Parreño et al., 2017)

The first on the list related to traditional marketing is traditional media exposure. This refers to the reception of brand messages through offline media platforms such as television, radio, and print media. Besides, exposure to traditional forms of advertising like TV commercials, billboards, and newspapers fosters strong brand awareness, recall, and recognition, which leads to strong brand equity. (Martí-Parreño et al., 2017)

Next on the list we have in-store promotions. This is defined as marketing

efforts and promotional activities conducted within retail stores. The goal is to attract and persuade customers to purchase products through visual displays as well as personal interactions. Thus, conventional methods of marketing boost brand visibility, customer trust alongside experience, and brand equity. (Ailawadi et al., 2001)

On the other hand, in terms of modern marketing activities, we have key aspects such as social media engagement. This represents the degree of interaction and communication between brands and users across digital platforms. It encompasses actions like sharing, liking, commenting as well as messaging. Brands that actively engage with social media like Facebook and Instagram create emotional ties with consumers, enhance brand visibility, loyalty, trust, and brand equity. (Bruhn et al., 2012; Sohail et al., 2020)

Finally, we have digital advertisements. This is the practice of delivering marketing and promotional content through electronic media such as social networks, emails, websites, and even search engines. Brands use these digital platforms to deliver personalized messages or online advertisements to improve relevancy, customer relationships, brand value, and brand equity. (Helm, 2007; Sohail et al., 2020)

According to Hanaysha (2022), the combination of both approaches can significantly improve the dimensions of brand equity such as brand awareness, association, perceived quality, and brand loyalty. Hence, this research highlights the influence of traditional and modern marketing in building brand equity in the global F&B industry.

#### **2.2.2.5 Brand Trust**

Brand trust stands for the belief and confidence of the consumer in a brand's dependability, integrity, and ability to meet their needs and fulfill expectations. This variable helps build long-lasting customer relationships

and affects significant aspects of brand equity such as brand awareness, association, loyalty, and perceived quality. (Chaudhuri & Holbrook, 2001)

The first dimension of brand trust is consistent performance. This refers to the ongoing capability of a brand to deliver reliable products, services, quality, messages, and values to fulfil customer expectations. This is because customers trust brands that deliver value consistently that meet their needs and expectations. Hence, brands that maintain reliable performance cultivate trust and confidence, at the same time supports repeat purchases and build strong brand equity. (Chaudhuri & Holbrook, 2001)

The second dimension is customer focus. This is defined as a brand or company that prioritizes customer needs, desires, expectations, and well-being in its business practices. Brands achieve this through goods, services as well as interactions. Next, brands that place a greater emphasis on customer service, satisfaction, and preference gain customers' trust. Therefore, these lead to stronger customer relationships, brand loyalty, brand value, and brand equity. (Delgado-Ballester et al., 2003)

Moving on to the next item on the list, we have brand honesty. This represents a brand's commitment and dedication to truthful representation that ensures messages and actions are aligned with values that it promises to achieve. Customers trust brands when they practice candid communication and refrain from deceptive claims. This transparency builds trust, enhances customer relationships, and brand credibility as well as brand equity. (Elliott & Yannopoulou, 2007)

Finally, we have brand responsibility. This refers to a brand's dedication to operate ethically, uphold social and environmental responsibility as well as ensuring product safety along with quality. Trust is strongly associated with food safety, cleanliness, and ethical practices, especially in the global F&B sector. Consumers have the tendency to support brands regarded as safe, accountable, trustworthy, and responsible. Hence, these lead to enhanced brand trust, equity, and brand value. (Horsfall & Mac-Kingsley, 2018)

According to Delgado-Ballester (2004), brand trust is fundamental for fostering customer commitment to buying repeatedly, henceforth, enhances brand equity. Thus, this research highlights the influence of brand trust in building brand equity in the global F&B industry.

## 2.3 Proposed Theoretical/ Conceptual Framework

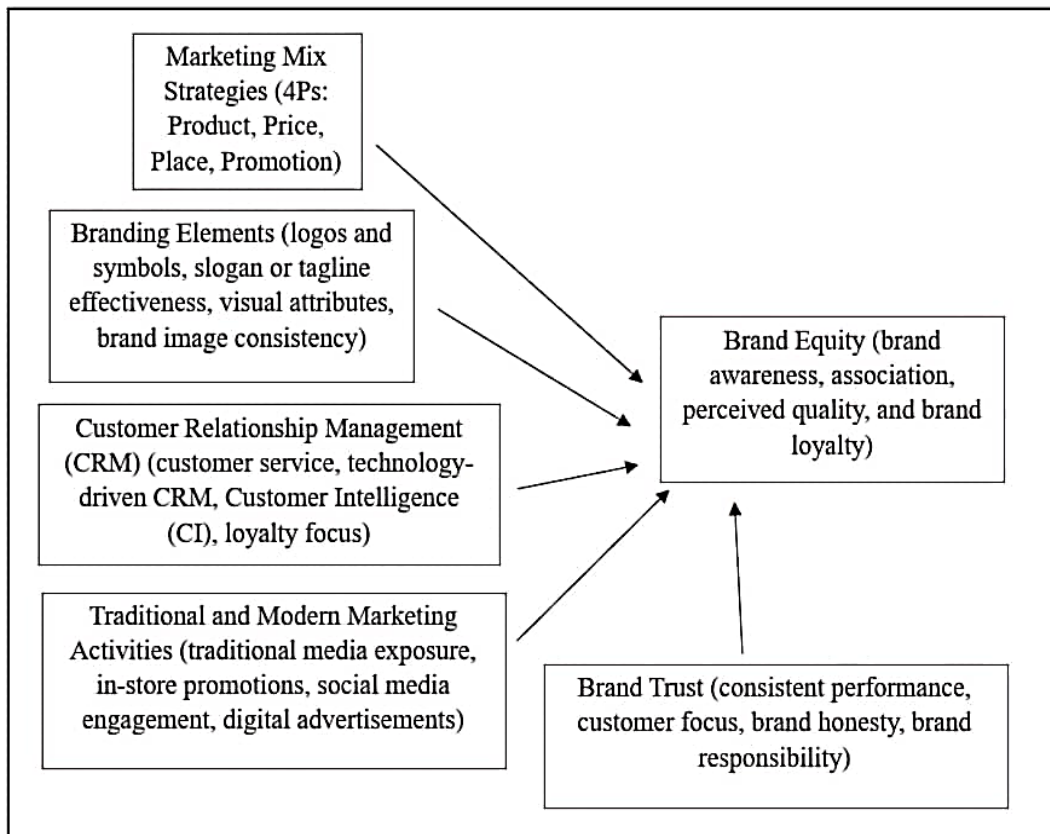


Figure 2.1: Conceptual Framework

The research framework shows the relationships between five independent variables which consists of marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing activities, and brand trust, as well as the dependent variable, brand equity. The figure shows a conceptual guide for understanding how various marketing and branding activities influence the overall brand equity and its dimensions including brand awareness, association, perceived quality, and brand loyalty.

## 2.4 Hypotheses Development

H1: Marketing mix strategies have a positive influence on building brand equity.

The strategic combination and coordination of the 4Ps which encompass product, price, place, and promotion, contributes to enhanced brand awareness, association, perceived quality, loyalty, and overall brand equity. It is crucial to build strong brand value, especially in competitive markets like the global F&B industry. (Fathian et al., 2015).

H2: Branding elements have a positive influence on brand equity.

The elements of branding such as logos, tagline, color, and packaging help improve brand recognition, brand awareness, and association as well. All these leads to building a stronger brand identity. Following Keller (n.d.), the findings proved that memorable and meaningful brand elements enhance brand equity and its dimensions.

H3: Customer Relationship Management (CRM) has a positive influence on brand equity.

Customer Relationship Management (CRM) strategies such as social media engagement and loyalty programs enhance brand equity by fostering trust and developing strong emotional connections with customers. A brand that excels in customer engagement will cultivate a strong brand equity, identity, and value. (Gui et al., 2024)

H4: Traditional and modern marketing activities have a positive influence on brand equity.

According to a study conducted by Rana (2025), it is proven that by integrating and combining both traditional marketing along with modern marketing techniques, these integrated marketing activities will enhance brand equity with its dimensions.

Both techniques are equally important and play vital roles in building brand equity.

H5: Brand trust has a positive influence on brand equity.

Based on research conducted by Delgado-Ballester et al. (2005), brand trust is built through reliability, honesty, and positive past experiences with the brand. Besides, brand trust also serves as a foundation of building long-lasting customer relationships, which strengthen brand equity and its dimensions including brand awareness, association, perceived quality, and brand loyalty.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter outlines the research methodology applied in this study, encompassing the research design, sampling design, data collection methods, and proposed data analysis tools. As emphasized by Creswell and Creswell (2017) and Saunders et al. (2019), it ensures the research's validity and reliability to produce insightful findings regarding the influence of selected marketing activities on brand equity in the global F&B industry.

### **3.1 Research Design**

This study employs a descriptive quantitative research method. Descriptive design and framework are suitable because the goal of the research is to define and explain the relationships between the independent variables, namely, marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing, and brand trust along with the dependent variable which is brand equity. The quantitative method is used to collect numerical data through a structured questionnaire, which allows for statistical analysis to investigate hypotheses and achieve the research objectives. This approach is fitting due to its capacity for objective evaluation alongside extending findings across the selected demographic group. (Creswell & Creswell, 2017; Saunders et al., 2019).

### **3.2 Sampling Design**

#### **3.2.1 Target Population and Respondents**

This research focuses on university students in Malaysia as the target population. Recently, during the ASEAN-China Higher Education Forum held on March 23, 2024, the Deputy Minister of Higher Education revealed the latest statistical data of university student population in Malaysia. According to the Ministry of Higher Education (2024), there are approximately 1.2 million students currently registered under the Ministry's authority. These impressive amounts encompass those attending public universities, private colleges, polytechnics, as well as community colleges.

This group is particularly relevant for the research, given their significant presence and dynamic consumer base exposed to both local and international food and beverage (F&B) brands. In addition, this group is appropriate for the research as young consumers like them often engaged and associated with F&B brands, are familiar with marketing along with branding strategies, and can provide insightful opinions alongside feedback about brand equity, making them suitable for this research. (Sekaran & Bougie, 2016).

### **3.2.2 Sampling Frame**

Given the large and widespread population, the sampling frame encompasses students from different faculties and academic programs to capture a diverse range of perspectives. The focus of this centre is on students at Universiti Tunku Abdul Rahman (UTAR). Despite the main concentration placed on UTAR students, the sampling frame will also incorporate students from both public and private educational institutions such as UTAR Kampar, Tunku Abdul Rahman University of Management and Technology (TAR UMT), Taylor's University, and Universiti Malaya (UM) to enhance generalizability in future research. (Sekaran & Bougie, 2016; Saunders et al., 2019)

Furthermore, by including a wider and comprehensive selection of

universities across different geographical locations, it would strengthen the generalizability of results beyond the study sample and setting. Besides, it could reduce sampling bias, since depending on a single institution may limit the representativeness of the outcomes. Thus, it can enhance the accuracy and reliability of the research results. (Sekaran & Bougie, 2016; Saunders et al., 2019)

### **3.2.3 Sampling Technique**

Due to limitations in time and accessibility, this study adopts non-probability convenience sampling. This method is commonly used in academic research settings when the researchers search for voluntary participants who are currently accessible and willing to participate. In addition, convenience sampling is widely regarded as a cost-efficient and rapid method since it facilitates prompt data collection without the need to construct a comprehensive sampling frame. (Etikan et al., 2016; Simply Psychology, 2023)

On top of that, this technique is also frequently employed when random sampling is practically impossible or is not feasible, especially in studies that are conducted across large geographical areas. While this non-probability convenience sampling technique has its drawbacks such as a greater risk of selection bias and lower representativeness, it serves as a practical method for pilot studies or exploratory research where the purpose is not to generalize findings. In the context of this research involving university students, this technique offers efficient and swift data collection, which aligns well with the research's practical considerations. (Etikan et al., 2016; Simply Psychology, 2023)

### **3.2.4 Sample Size**

As stated by Roscoe's Rule of Thumb (1975), a sample size ranging from 30 to 500 is considered adequate and satisfactory for most research studies. For multivariate approaches such as regression analysis, Hair et al. (2010) recommend having a minimum of 5 to 10 respondents for each measurement item. Henceforth, given that the questionnaire encompasses multiple items within six constructs, a sample size of approximately 150 to 200 respondents is regarded as appropriate and sufficient to ensure the reliability of statistical data.

Furthermore, Roscoe's Rule of Thumb (1975) highlights that although small samples might be suitable for pilot or preliminary studies, larger samples are preferred to enhance generalizability of the findings. In the same vein, Hair et al. (2010) noted that too small or insufficient sample size can lower the statistical power of regression analysis, thereby resulting in weaker findings or less reliable conclusions. Therefore, selecting a sample size between 150 and 200 not only complies with these established standards but also ensures proper alongside adequate representation of the target population. These will lead to increased credibility and reliability of the research outcomes.

## **3.3 Data Collection Methods**

### **3.3.1 Primary Data**

The definition of primary data is information and data obtained directly by the researcher specifically for the purpose of the study, employing techniques such as surveys, interviews, experiments, observations, and the list goes on. (Sekaran & Bougie, 2016). Henceforth, in this research, primary data will be gathered using a Google Form questionnaire, which is divided into three sections:

**Section A:** Includes demographic information and a preliminary assessment screening process such as awareness, purchase habits, consumption rate frequency, and social media followers. (Field, 2018)

**Section B:** Focuses on independent variables (marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing, brand trust), measured using 5-point Likert Scale statements. (Joshi et al., 2015).

**Section C:** Centers on the dependent variable (brand equity), which are measured using 5-point Likert Scale statements, covering dimensions like brand awareness, brand associations, perceived quality, and brand loyalty. (Joshi et al., 2015).

All items were modified from established research sources and adjusted to fit the global F&B industry to ensure reliability and validity. (Sekaran & Bougie, 2016). On top of that, ethical clearance has been secured, and the questionnaire will be distributed upon final approval.

### **3.3.2 Secondary Data**

According to Johnston (2014), secondary data consists of data and information that has already been gathered, analysed, processed, and published by third parties. These data are gathered from credible sources including peer-reviewed journals, books, and even well-regarded databases. In addition, secondary data is used to support the researcher's own findings. For instance, in this research, Google Scholar and ResearchGate are frequently used to extract relevant information. These legal sources offer both theoretical foundations and empirical validation to support the research's variables as well as other necessary information. Besides, only academic publications that are highly relevant to marketing, branding, and

even consumer behaviour are used exclusively to maintain suitability and reliability.

### 3.4 Proposed Data Analysis Tools

Data analysis will be performed using Statistical Package for the Social Sciences (SPSS). This technique is highly valued for its user-friendly interface and strong statistical capabilities. It is also a popular choice among quantitative researchers. In addition, it empowers researchers to manage data effectively, perform validity and reliability analysis, as well as carry out advanced statistical analysis accurately. (Pallant, 2020; George & Mallery, 2024; Field, 2018). The analysis to be conducted is as follows:

**Descriptive Analysis:** To provide a summary of demographic information and general response patterns. Besides, descriptive statistics also further assist in identifying data patterns and trends within the data, offering a basis for more in-depth statistical analysis. (Field, 2018)

**Reliability Analysis:** Internal consistency of the constructs will be evaluated using Cronbach's Alpha. It is commonly deemed satisfactory that a Cronbach's Alpha value is greater than 0.70, indicating that the measurement items consistently reflect the same underlying concept. (Tavakol & Dennick, 2011).

**Assumption Testing:** Normality, multicollinearity, and homoscedasticity will be accessed before conducting regression analysis. The results of regression analysis are sure to be valid, unbiased, and accurate when adhering to these assumptions. (Pallant, 2020)

**Inferential Analysis:** Multiple regression analysis will be used to examine the relationships between the five independent variables and the dependent variable. This technique allows for the identification of important factors and accesses their comparative significance on explaining brand equity. (Hair et al., 2010)

**Hypothesis Testing:** Hypothesis will be evaluated with a 95% confidence level ( $p < 0.05$ ). This degree of confidence reduces the probability of errors and makes sure that only relevant findings are seen as statistically significant. (Field, 2018)

### 3.5 Construct Measurement

For this research, all constructs were measured using multi-item scales. These constructs were adapted from previous validated research. The definition of construct measurement is the process of measuring relatively abstract concepts including brand equity into measurable items. This process ensures that the measurement items are all valid and reliable. (Bagozzi & Yi, 2012). Thus, the independent variables in this study, marketing mix strategies, branding elements, Customer Relationship Management (CRM), traditional and modern marketing activities, and brand trust were adapted from established scales in the context of previous validated research. On top of that, the dependent variable, brand equity, was measured using well-known Consumer-Based Brand Equity (CBBE) scales. Each measurement item was slightly modified to align with the global Food and Beverage (F&B) context while still preserving the validity of the original constructs. Besides that, this research uses a 5-point Likert scale as it is a highly dependable and frequently employed method for measuring attitudes along with opinions to gather data from questionnaires accurately. (Joshi et al., 2015)

Table 3.1: Questionnaire Items

<b>Variables</b>	<b>Measurement Items</b>	<b>Adapted/Adopted Measurement Items</b>	<b>References</b>
Marketing Mix Strategies (MM)	<ol style="list-style-type: none"> <li>1. The product quality of the brand is high quality</li> <li>2. The price of the brand's product</li> </ol>	<ol style="list-style-type: none"> <li>1. The product quality of global F&amp;B brands is excellent, consistent, and reliable.</li> <li>2. I prefer brands that offer affordable prices</li> </ol>	(Fathian et al., 2015; Dodds et al., 1991; Firmansyah et al., 2021)

	<p>is affordable</p> <p>3. Customers are willing to pay higher prices for recognizable brands that offer high quality</p> <p>4. The product is easily available in stores</p> <p>5. The brand promotes its products effectively</p> <p>6. The prices of the brand's product reflect great value</p>	<p>suitable for students like me</p> <p>3. I am willing to pay higher prices for recognizable brands that offer superior quality and unique experiences</p> <p>4. I can easily access these products through various distribution channels (e.g., finding Coca-Cola in supermarket).</p> <p>5. Marketing campaigns such as promotions affect my view of a brand.</p> <p>6. The prices of such products reflect great value</p>	
Branding Elements (BE)	<p>1. I can easily recognize the brand logo easily</p> <p>2. The brand slogan and tagline are</p>	<p>1. I can easily recognize global F&amp;B brands through their logos and design.</p> <p>2. Slogans, taglines, brand mottos, and packaging assist my</p>	(Farhana, 2012; Keller, n.d.; Simms & Trott, 2010)

	<p>memorable</p> <p>3. The brand uses consistent design features</p> <p>4. The packaging design of this brand is attractive</p> <p>5. Brands with powerful branding elements foster emotional bond</p> <p>6. The brand components improve my view of the product quality</p>	<p>recall of specific brands.</p> <p>3. Consistent brand identity across various platforms creates confidence in the brand.</p> <p>4. The packaging aesthetic style and visual design of these brands attract me and influence my preference.</p> <p>5. Powerful branding elements helps me connect emotionally with the brand.</p> <p>6. Brand components enhance my perception of the product quality</p>	
Customer Relationship Management (CRM)	<p>1. The brand offers high-quality customer service including personalized service</p> <p>2. Loyalty programs</p>	<p>1. I prefer international F&amp;B brands that offer to give personalized service or recommendations.</p> <p>2. Customer incentive programs such as loyalty points boosts</p>	(Altarifi, 2020; Hanaysha & Al-Shaikh, 2022; Shriedeh & Ghani, 2016)

	<p>encourage brand engagement</p> <p>3. The brand communicates personally with customers through technology</p> <p>4. Excellent customer service improves customer's connection with a brand</p> <p>5. The brand understands customers' needs and gives suggestions based on individual preferences</p> <p>6. Customers feel convenient when the brand uses digital tools to improve brand</p>	<p>my involvement with these brands.</p> <p>3. I appreciate it when brands communicate with me through technology (e.g., social media)</p> <p>4. Great customer service strengthens my relationship and connection to a brand.</p> <p>5. Such brands understand my needs and offer suggestions based on what I like</p> <p>6. I find it convenient when these brands use online tools (e.g., social media apps) to improve my experience</p>	
--	--	--	--

	experience		
Traditional and Modern Marketing Activities (TM)	<ol style="list-style-type: none"> <li>1. Social media marketing and promotions affect customers' opinions</li> <li>2. Traditional media advertising using TV and radio affect customers' confidence</li> <li>3. I notice online advertisements for this brand</li> <li>4. Both traditional and modern marketing activities influence how customers perceive the brand</li> <li>5. Creative marketing campaigns</li> </ol>	<ol style="list-style-type: none"> <li>1. Social media marketing and online promotions shape my opinion about these brands.</li> <li>2. Traditional media advertising using television and radio still affect my confidence in brands.</li> <li>3. I am better informed about these brands through digital media platforms than traditional advertising.</li> <li>4. Both traditional and modern marketing influence how I view a brand.</li> <li>5. Creative and innovative marketing campaigns such as online promotions foster my emotional bond with a brand.</li> <li>6. Seeing online</li> </ol>	(Rana, 2025; Bruhn et al., 2012; Martí-Parreño et al., 2017)

	<p>improve brand-customer relationship</p> <p>6. Customers are interested in trying products from the brand after seeing their online advertisements</p> <p>7. Consumers often engage with the brand on social media</p>	<p>advertisements from such brands makes me more interested in trying their products</p> <p>7. I often like, comment, share, or follow global F&amp;B brands on social media</p>	
Brand Trust (BT)	<p>1. The brand delivers what it promises</p> <p>2. Confidence in a brand encourage advocacy</p> <p>3. I feel secure when I use this brand</p> <p>4. The brand focus on customer satisfaction</p> <p>5. I believe this</p>	<p>1. I trust these F&amp;B brands that consistently deliver what they promise and fulfill their commitments</p> <p>2. Confidence in a brand makes me recommend and advocate it to others.</p> <p>3. I feel safe when I purchase products from recognizable brands that show responsibilities in areas like food safety,</p>	(Delgado-Ballester et al., 2003; Delgado-Ballester, 2004; Chaudhuri & Holbrook, 2001)

	<p>brand has integrity and transparency</p> <p>6. I believe these brands are socially responsible</p>	<p>hygiene, or social causes</p> <p>4. Global F&amp;B brands care about keeping customers satisfied with their products and services</p> <p>5. I believe these brands are honest in their advertisements and product claims</p> <p>6. I trust these brands that care about food safety, great hygiene, and social causes (McDonald's donation to charity)</p>	
Brand Equity (BEQ)	<p>1. I can easily recall this brand</p> <p>2. I prefer this trusted brand over others</p> <p>3. I am loyal to this brand</p> <p>4. I am willing to spend more on recognizable</p>	<p>1. I can easily remember specific F&amp;B brands when I think of food or beverages.</p> <p>2. I prefer choosing brands I trust and have positive feelings over unfamiliar ones.</p> <p>3. I often purchase products from specific</p>	(Yoo & Donthu, 2001; Aaker, 1991; Keller, 1993)

	brands	brands again.	
	5. I value greatly brands that have strong equity	4. I'm willing to spend more on well-known global F&B brands.  5. Strong branding enhances the product's perceived value to me.	

Source: (Fathian et al., 2015; Dodds et al., 1991; Firmansyah et al., 2021; Farhana, 2012; Keller, n.d.; Simms & Trott, 2010; Altarifi, 2020; Hanaysha & Al-Shaikh, 2022; Shriedeh & Ghani, 2016; Rana, 2025; Bruhn et al., 2012; Martí-Parreño et al., 2017; Delgado-Ballester et al., 2003; Delgado-Ballester, 2004; Chaudhuri & Holbrook, 2001; Yoo & Donthu, 2001; Aaker, 1991; Keller, 1993)

# CHAPTER 4: DATA ANALYSIS

## 4.0 Introduction

This chapter details the statistical findings and analyses resulting from the data collected from distributed questionnaires. It encompasses descriptive, reliability, inferential analysis, and hypothesis testing to explore the relationship between the research variables in this study. The discussion of these outcomes is structured around the research objectives, questions, and hypotheses presented in previous chapters. Furthermore, this chapter emphasizes key trends and insights gained through data analysis. Overall, the collective results seek to offer a clear perspective and understanding of how each variable affects brand equity in the global F&B industry.

## 4.1 Descriptive Analysis

As noted by Cooksey (2020), descriptive analysis is the statistical method of summarizing and showcasing the key attributes of a data set. These include frequencies and more without making inferences alongside conclusions about a larger population group. These methods are created to find and illustrate data patterns through tables and graphs.

### Statistics

		Age group	Gender	Nationality	Level of Education	Which university are you currently studying at?
N	Valid	193	193	193	193	193
	Missing	0	0	0	0	0

Table 4.1: Frequencies

Source: SPSS IBM

## 4.1.1 Demographic profile of respondents

### 4.1.1.1 Age group

#### Frequency table

#### Age group

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Valid</u>	<u>21 - 25</u>	<u>171</u>	<u>88.6</u>	<u>88.6</u>	<u>88.6</u>
	<u>26 - 30</u>	<u>9</u>	<u>4.7</u>	<u>4.7</u>	<u>93.3</u>
	<u>Above 30</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>93.8</u>
	<u>Below 20</u>	<u>12</u>	<u>6.2</u>	<u>6.2</u>	<u>100.0</u>
	<u>Total</u>	<u>193</u>	<u>100.0</u>	<u>100.0</u>	

Table 4.2: Frequency of Age Group

Source: SPSS IBM

<u>Age group</u>	<u>Number of respondents</u>	<u>Percentage (%)</u>
Below 20	12	6.2
21 – 25	172	88.7
26 – 30	9	4.7
Above 30	1	0.5

Table 4.3: Distribution of Respondents by Age Group

Source: Developed for the research.

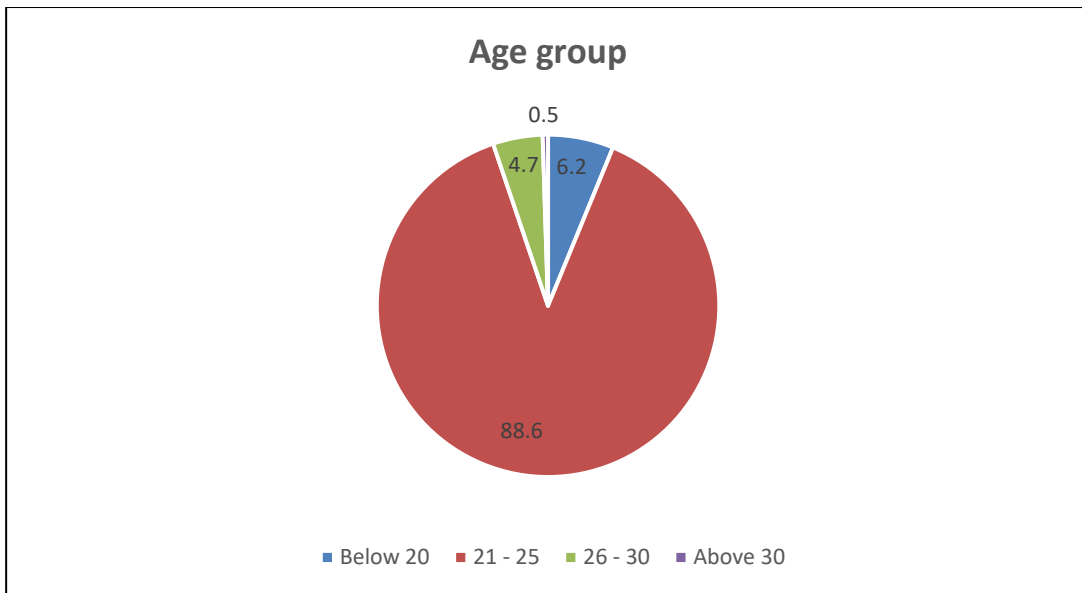


Figure 4.1 Distribution of Respondents by Age Group

Source: Developed for the research

To begin with the analysis, the respondents of this study were classified based on age group. According to Table 4.2, 4.3 and Figure 4.1, most respondents fall under the age of 21 – 25 years, resulting in 88.6%, or 171 respondents of the total sample. This further highlights the strong presence of young adults or university students. Besides, the age distribution of respondents reveals a smaller fraction of 6.2%, which is equivalent to 12 respondents who were under the age of 20, indicating limited participation from younger students. Next, 4.7%, approximately 9 respondents who were in the 26 – 30 age group, showing some involvement from working individuals. However, only a slight percentage of respondents, around 0.5%, or one respondent who was over 30 years old. In summary, the sample predominantly captured the views of young adult consumers or university students, which align with this research’s focus.

#### 4.1.1.2 Gender

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Valid</u> <u>Female</u>	<u>154</u>	<u>79.8</u>	<u>79.8</u>	<u>79.8</u>

<b>Male</b>	<b>39</b>	<b>20.2</b>	<b>20.2</b>	<b>100.0</b>
<b>Total</b>	<b>193</b>	<b>100.0</b>	<b>100.0</b>	

Table 4.4: Frequency of Gender

Source: SPSS IBM

<b>Gender</b>	<b>Number of respondents</b>	<b>Percentage (%)</b>
Male	39	20.2
Female	154	79.8

Table 4.5: Distribution of Respondents by Gender

Source: Developed for the research

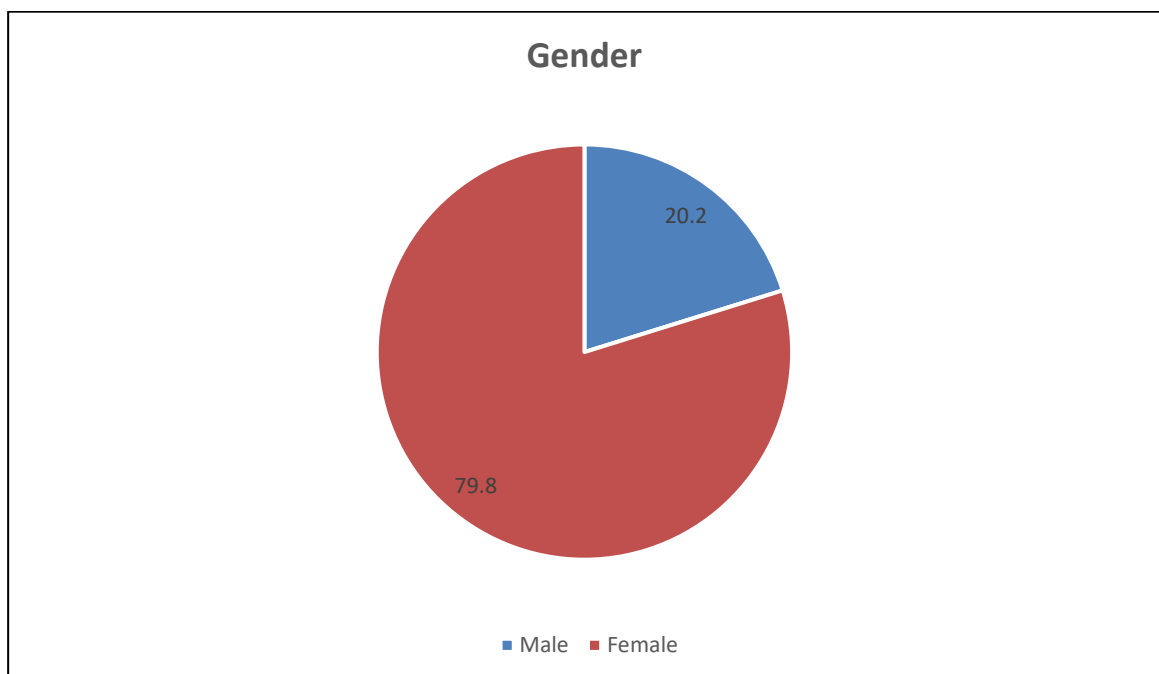


Figure 4.2: Distribution of Respondents by Gender

Source: Developed for the research

Furthermore, respondents were also categorized by gender. Table 4.4, 4.5 and figure 4.2 present the gender distribution among the respondents. The data reveals a notable gender disparity, with a significant skew towards female respondents. With the total of 154 individuals, female respondents comprised 79.8% of the sample. On the other hand, male respondents accounted for only 20.2%, which is equivalent to 39 male individuals. While there is a clear difference in gender representation, both genders contribute valuable insights that will enrich the overall analysis and research.

### 4.1.1.3 Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	International	3	1.6	1.6	1.6
	Malaysian	190	98.4	98.4	100.0
	Total	193	100.0	100.0	

Table 4.6: Frequency of Nationality

Source: SPSS IBM

Nationality	Number of respondents	Percentage (%)
Malaysian	190	98.4
International	3	1.6

Table 4.7: Distribution of Respondents by Nationality

Source: Developed for the research

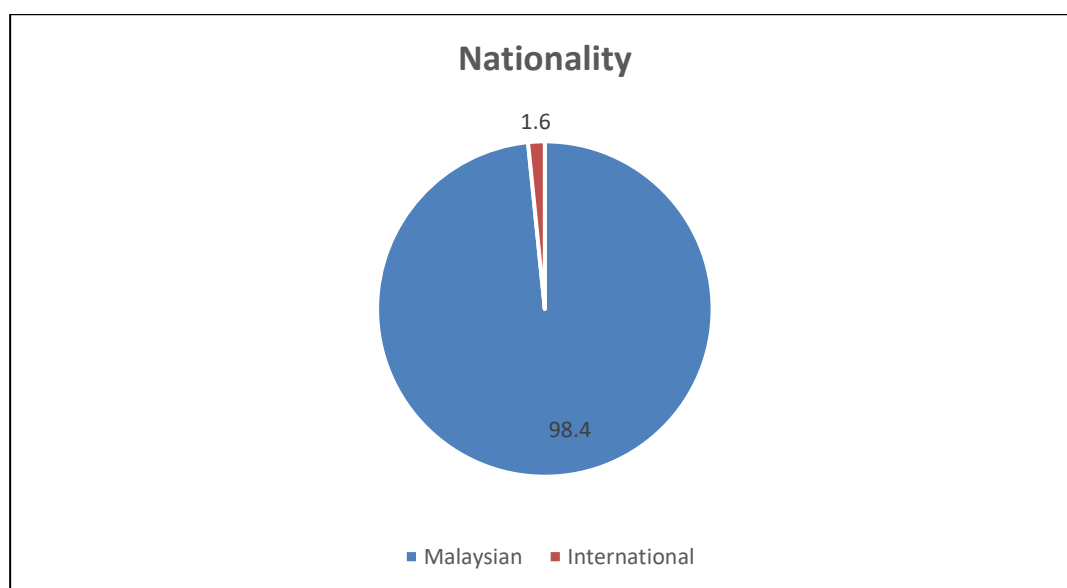


Figure 4.3: Distribution of Respondents by Nationality

Source: Developed for the research

Next, the respondents were also sorted according to nationality. In accordance with table 4.6, 4.7 and figure 4.3, the nationality distribution of the participants show that most respondents were Malaysian, comprised 98.4% of the total sample. This high percentage is equivalent to 190 individuals. Meanwhile, international respondents make up a small fraction, only 3 individuals, which equates to 1.6%. The

predominance of local respondents aligns with the research’s focus on the Malaysian university context. The small number of international respondents likely stem from pursuing education abroad. Nevertheless, responses from both local and international offer a greater understanding and deeper insight of the overall study.

#### 4.1.1.4 Level of Education

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<b>Valid</b>	<b><u>Bachelor’s degree</u></b>	<b><u>176</u></b>	<b><u>91.2</u></b>	<b><u>91.2</u></b>	<b><u>91.2</u></b>
	<b><u>Diploma</u></b>	<b><u>10</u></b>	<b><u>5.2</u></b>	<b><u>5.2</u></b>	<b><u>96.4</u></b>
	<b><u>Doctoral Degree</u></b>	<b><u>2</u></b>	<b><u>1.0</u></b>	<b><u>1.0</u></b>	<b><u>97.4</u></b>
	<b><u>Master’s degree</u></b>	<b><u>5</u></b>	<b><u>2.6</u></b>	<b><u>2.6</u></b>	<b><u>100.0</u></b>
	<b><u>Total</u></b>	<b><u>193</u></b>	<b><u>100.0</u></b>	<b><u>100.0</u></b>	

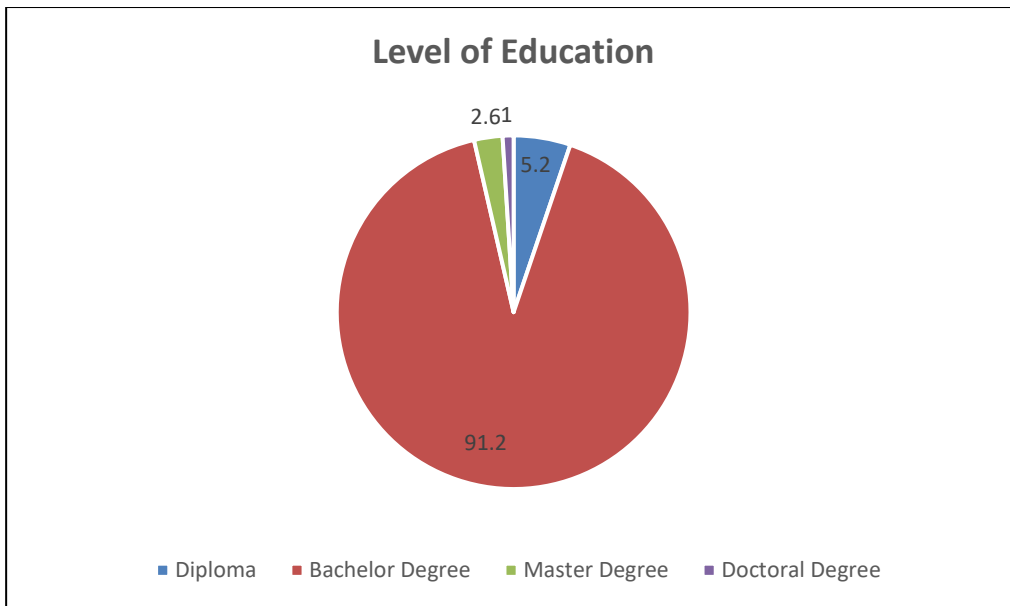
Table 4.8: Frequency of Level of Education

Source: SPSS IBM

<b>Level of Education</b>	<b>Number of respondents</b>	<b>Percentage (%)</b>
Diploma	10	5.2
Bachelor’s degree	176	91.2
Master’s degree	5	2.6
Doctoral Degree	2	1.0

Table 4.9: Distribution of Respondents by Level of Education

Source: Developed for the research



**Figure 4.4: Level of Education**  
Source: Developed for the research

Moreover, the respondents were also segmented by level of education. As shown in Table 4.8, 4.9 and figure 4.4, the highest percentage of education level reveals that most respondents held a bachelor's degree, comprising 91.2%, which equates to a total of 176 individuals. This high percentage suggests that most respondents were undergraduate students who are still pursuing degrees in various universities. Besides, a small percentage completed a diploma, comprising 5.2% or 10 respondents. Next on the list, a smaller proportion of 2.6% or 5 respondents held a master's degree. Meanwhile, there were only 2 respondents who had a doctoral degree, which is equivalent to approximately 1.0% of the total sample. These findings successfully reflected the perspective of degree-level students, which perfectly matches the study's target respondents for gathering insights from university students.

#### 4.1.1.5 University Name

Which university are you currently studying at?

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Valid</u> <u>Asia Pacific University of Technology &amp; Innovation (APU)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>.5</u>
<u>HELP University</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>1.0</u>
<u>International Advertising, Communcation and Technology College (IACT College)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>1.6</u>
<u>INTI International University</u>	<u>4</u>	<u>2.1</u>	<u>2.1</u>	<u>3.6</u>
<u>Management &amp; Science University (MSU)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>4.1</u>
<u>Monash University Malaysia</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>4.7</u>
<u>Multimedia University (MMU)</u>	<u>4</u>	<u>2.1</u>	<u>2.1</u>	<u>6.7</u>
<u>Nanyang Academy of Fine Arts (NAFA), Singapore</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>7.3</u>
<u>Peninsula College</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>7.8</u>
<u>Quest International University</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>8.3</u>
<u>SEGi University</u>	<u>2</u>	<u>1.0</u>	<u>1.0</u>	<u>9.3</u>
<u>Sunway University</u>	<u>5</u>	<u>2.6</u>	<u>2.6</u>	<u>11.9</u>
<u>Taylor's University</u>	<u>8</u>	<u>4.1</u>	<u>4.1</u>	<u>16.1</u>
<u>Tunku Abdul Rahman University of Management and Technology (TAR UMT)</u>	<u>40</u>	<u>20.7</u>	<u>20.7</u>	<u>36.8</u>
<u>Universiti Malaya (UM)</u>	<u>13</u>	<u>6.7</u>	<u>6.7</u>	<u>43.5</u>
<u>Universiti Malaysia Terengganu (UMT)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>44.0</u>
<u>Universiti of Malaysia Sarawak (UNIMAS)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>44.6</u>
<u>Universiti Putra Malaysia (UPM)</u>	<u>4</u>	<u>2.1</u>	<u>2.1</u>	<u>46.6</u>

<u>Universiti Sains Malaysia (USM)</u>	<u>2</u>	<u>1.0</u>	<u>1.0</u>	<u>47.7</u>
<u>Universiti Teknikal Malaysia Melaka (UTeM)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>48.2</u>
<u>Universiti Teknologi Malaysia (UTM)</u>	<u>7</u>	<u>3.6</u>	<u>3.6</u>	<u>51.8</u>
<u>Universiti Tun Hussein Onn Malaysia (UTHM)</u>	<u>4</u>	<u>2.1</u>	<u>2.1</u>	<u>53.9</u>
<u>Universiti Tunku Abdul Rahman (UTAR) Kampar</u>	<u>14</u>	<u>7.3</u>	<u>7.3</u>	<u>61.1</u>
<u>Universiti Tunku Abdul Rahman (UTAR) Sungai Long</u>	<u>62</u>	<u>32.1</u>	<u>32.1</u>	<u>93.3</u>
<u>Universiti Utara Malaysia (UUM)</u>	<u>2</u>	<u>1.0</u>	<u>1.0</u>	<u>94.3</u>
<u>University College Sedaya International (UCSI)</u>	<u>3</u>	<u>1.6</u>	<u>1.6</u>	<u>95.9</u>
<u>University Malaysia Sabah (UMS)</u>	<u>2</u>	<u>1.0</u>	<u>1.0</u>	<u>96.9</u>
<u>University of Nottingham Malaysia</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>97.4</u>
<u>University of Wollongong Malaysia (UOW)</u>	<u>1</u>	<u>.5</u>	<u>.5</u>	<u>97.9</u>
<u>Xiamen University Malaysia (XMUM)</u>	<u>4</u>	<u>2.1</u>	<u>2.1</u>	<u>100.0</u>
<u>Total</u>	<u>193</u>	<u>100.0</u>	<u>100.0</u>	

Table 4.10: Frequency of University Name

Source: SPSS IBM

University Name	Number of respondents	Percentage (%)
Universiti Tunku Abdul Rahman (UTAR) Sungai Long	62	32.1
Universiti Tunku Abdul Rahman (UTAR) Kampar	14	7.3
Tunku Abdul Rahman University	40	20.7

of Management and Technology (TAR UMT)		
Universiti Malaya (UM)	13	6.7
INTI International University	4	2.1
Universiti Teknikal Malaysia Melaka (UTeM)	1	0.5
University College Sedaya International (UCSI)	3	1.6
Taylor's University	8	4.1
Nanyang Academy of Fine Arts (NAFA), Singapore	1	0.5
University of Nottingham Malaysia	1	0.5
Universiti Utara Malaysia (UUM)	2	1.0
University Malaysia Sabah (UMS)	2	1.0
Peninsula College	1	0.5
Multimedia University (MMU)	4	2.1
Xiamen University Malaysia (XMUM)	4	2.1
Universiti Putra Malaysia (UPM)	4	2.1
Sunway University	5	2.6
Universiti of Malaysia Sarawak (UNIMAS)	1	0.5
Asia Pacific University of Technology & Innovation (APU)	1	0.5
University of Wollongong Malaysia (UOW)	1	0.5
HELP University	1	0.5
Monash University Malaysia	1	0.5
Universiti Teknologi Malaysia (UTM)	7	3.6
SEGi University	2	1.0
Universiti Sains Malaysia (USM)	2	1.0
Universiti Tun Hussein Onn	4	2.1

Malaysia (UTHM)		
Management & Science University (MSU)	1	0.5
Quest International University	1	0.5
Universiti Malaysia Terengganu (UMT)	1	0.5
International Advertising, Communication and Technology College (IACT College)	1	0.5

**Table 4.11: Distribution of Respondents by University Name**

Source: Developed for the research

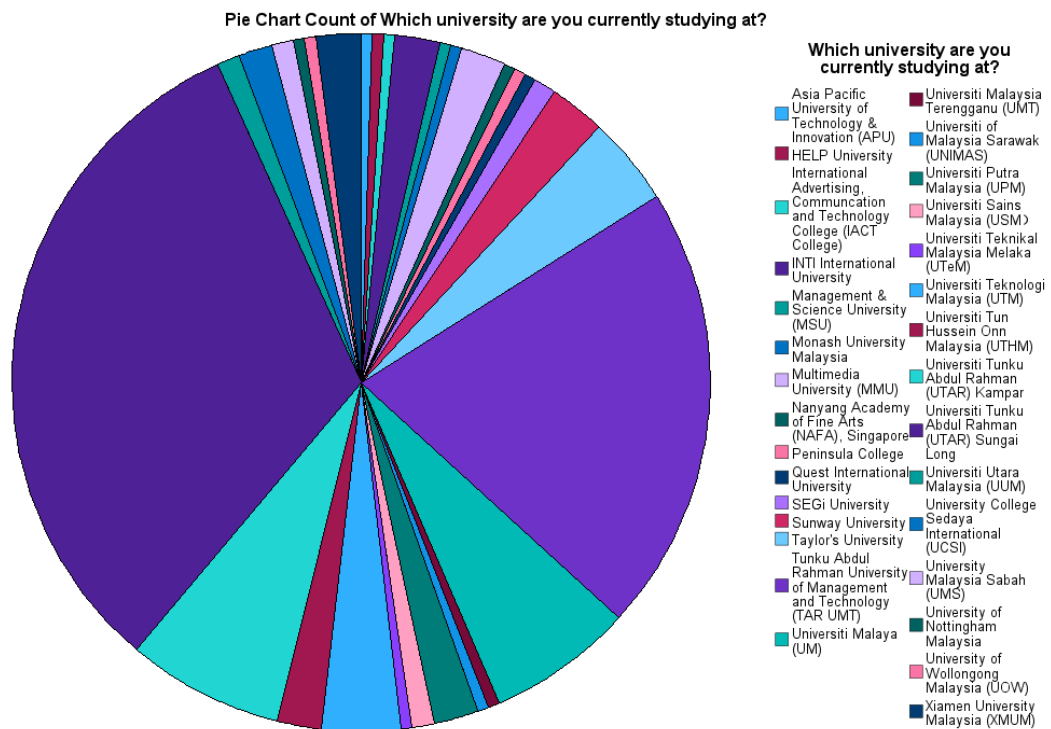


Figure 4.5: University Name

The respondents in this study came from a wide range of higher education institutions which encompasses public and private universities and more. According to table 4.10, 4.11 and figure 4.5, students from Universiti Tunku Abdul Rahman (UTAR) Sungai Long make up most respondents, comprised of 32.1%, which equates to a total of 62 individuals. Following this were students from Tunku Abdul Rahman University of Management and Technology (TAR UMT) with the second

highest percentage of 20.7% or 40 respondents. Next on the list was Universiti Tunku Abdul Rahman (UTAR) Kampar with the third highest percentage of 7.3%, which is equivalent to 14 students. In addition, 13 students from Universiti Malaya (UM) contributed to this research, approximately 6.7% of the respondents. Next, a smaller percentage of students were from Taylor's University, comprised of 4.1%, with the number of 8 respondents. Additionally, 7 students from Universiti Teknologi Malaysia (UTM) provide valuable information for this research, comprised of 3.6%. Next, there were 5 respondents or 2.6% from Sunway University. Meanwhile, Xiamen University Malaysia, Multimedia University (MMU), INTI International University, Universiti Putra Malaysia (UPM), and Universiti Tun Hussein Onn Malaysia (UTHM) each accounted for 2.1%, which equates to 4 students respectively. Besides, there were 3 respondents, which made up 1.5% of the sample, from University College Sedaya International (UCSI). On the other hand, 2 students from Universiti Utara Malaysia (UUM), Universiti Sains Malaysia (USM), and Universiti Malaysia Sabah (UMS), and SEGi University, offer insight into this study, comprised of 1.0% of respondents respectively. The remaining percentage of respondents were represented by other universities, with approximately 0.5% or 1 student from each institution such as Asia Pacific University (APU), Monash University, HELP University and more.

#### 4.1.2 Consumer Awareness and Behaviour toward global F&B brands

##### Statistics

		Have you heard of global Food and Beverage (F&B) brands? (e.g., McDonald's, Starbucks)	Have you ever purchased any products from a global F&B brand?	How frequently do you consume products from international F&B brands?	Do you follow any global F&B brands on social media platforms?
N	Valid	193	193	193	193
	Missing	0	0	0	0

Table 4.12: Total of Valid Responses

Source: SPSS IBM

##### 4.1.2.1 Awareness of global F&B brands

Have you heard of global Food and Beverage (F&B) brands? (e.g., McDonald's, Starbucks)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	193	100.0	100.0	100.0

Table 4.13: Frequency of Awareness of global F&B brands

Source: SPSS IBM

Awareness	Number of respondents	Percentage (%)
Yes	193	100.0
No	0	0.0

Table 4.14: Distribution of Respondents by Awareness of global F&B brands

Source: Developed for the research

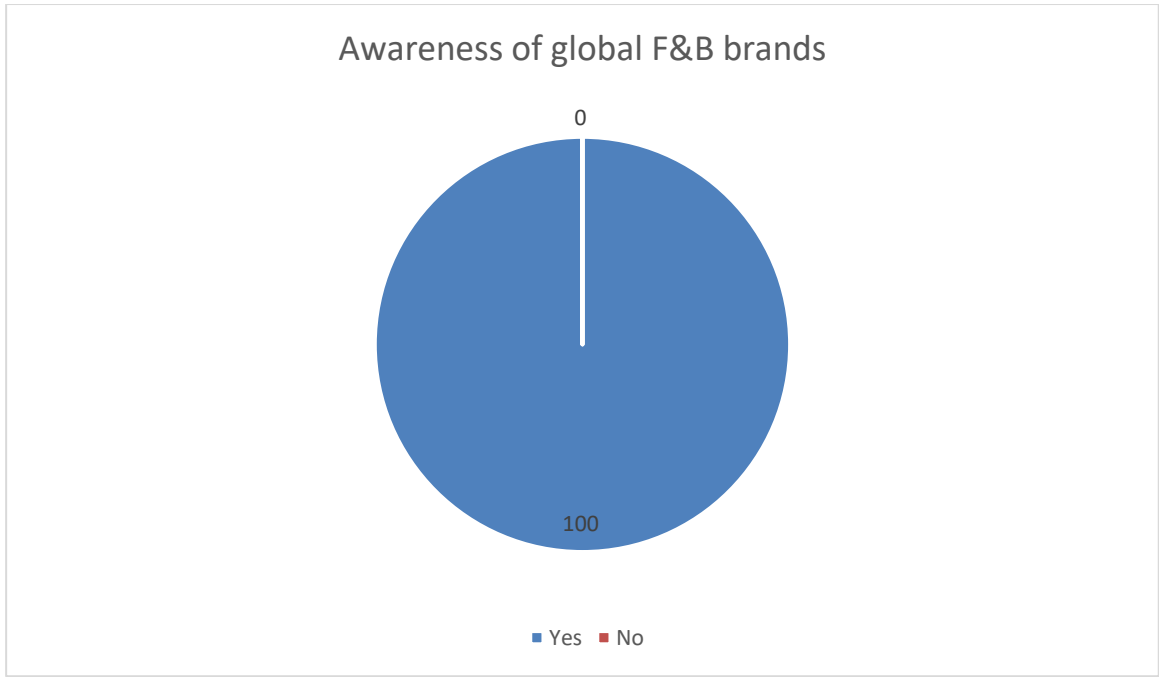


Figure 4.6: Awareness of global F&B brands  
Source: Developed for the research

According to the data in Table 4.13, 4.14, and figure 4.6, every respondent of the study comprised of 100%, which equates to a total of 193 respondents confirmed they were aware of global F&B brands. This recognition highlights a strong familiarity and understanding with international F&B brands such as McDonald's, Starbucks, Chagee, and the list goes on. This complete awareness also suggests that these brands are highly acknowledged, and respondents possess knowledge of them. This awareness level establishes a solid foundation for examining further behaviour of global F&B brands and research variables in this study.

**4.1.2.2 Purchase of global F&B brands**

**Have you ever purchased any products from a global F&B brand?**

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<b>Valid</b>	<b>No</b>	<b>1</b>	<b>.5</b>	<b>.5</b>	<b>.5</b>
	<b>Yes</b>	<b>192</b>	<b>99.5</b>	<b>99.5</b>	<b>100.0</b>
	<b>Total</b>	<b>193</b>	<b>100.0</b>	<b>100.0</b>	

Table 4.15: Frequency of Purchase of global F&B brands

Source: SPSS IBM

<b>Purchase</b>	<b>Number of respondents</b>	<b>Percentage (%)</b>
Yes	192	99.5
No	1	0.5

Table 4.16: Distribution of Respondents by Purchase of global F&B brands

Source: Developed for the research

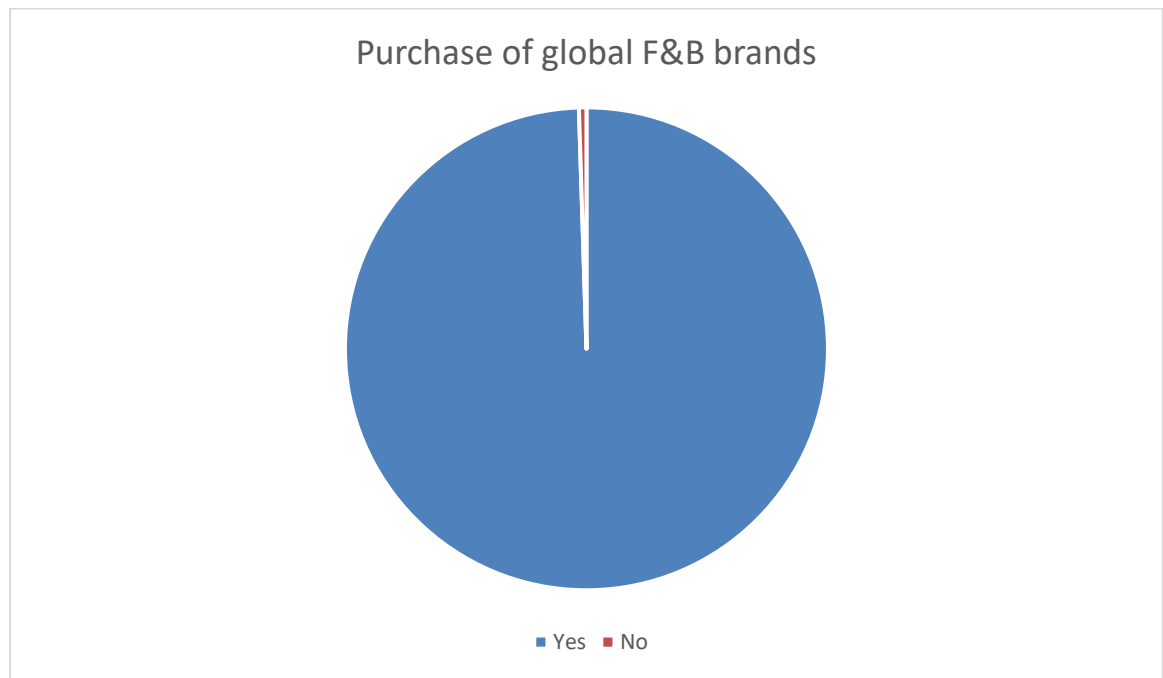


Figure 4.7: Purchase of global F&B brands

Source: Developed for the research

The results from table 4.15, 4.16, and figure 4.7 show that nearly every respondent, making up 99.5%, is equivalent to 192 individuals. This high percentage indicates that they purchase food or beverages from F&B brands worldwide. In the meantime, there's only one respondent stated not purchasing any product, comprised of the

remaining 0.5%. This suggests that almost all participants have direct purchasing experience with international F&B brands. This experience further enhances the validity and trustworthiness of their opinions in subsequent parts of the research.

#### **4.1.2.3 Consumption of global F&B brands**

**How frequently do you consume products from international F&B brands?**

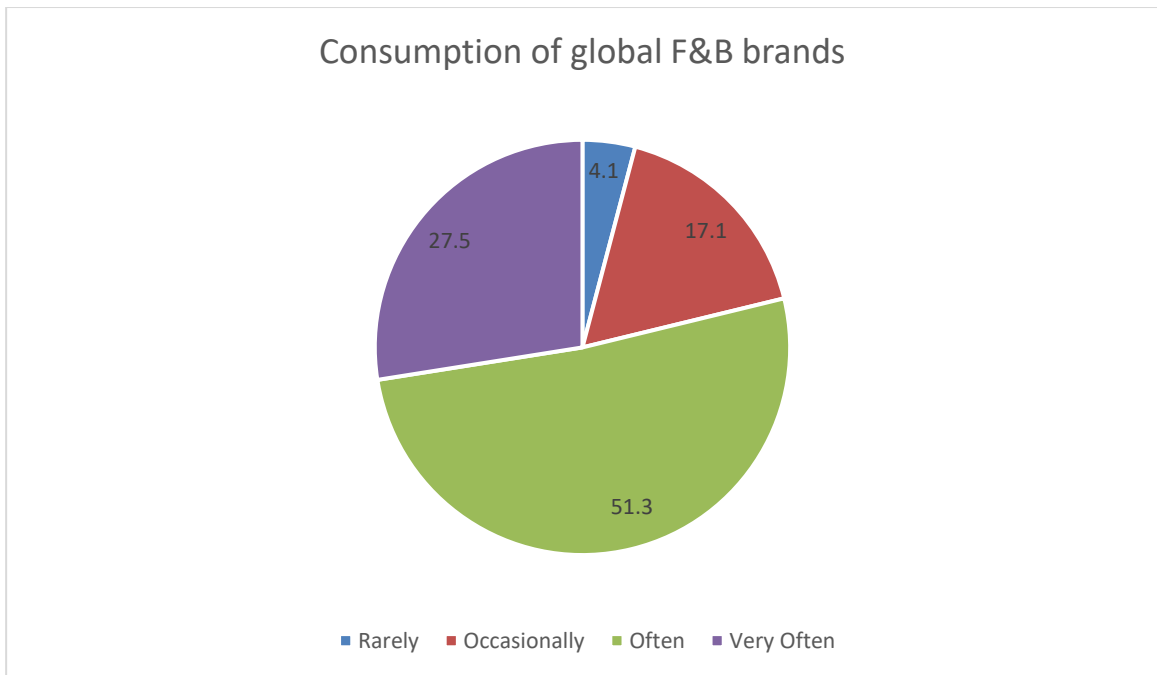
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally	33	17.1	17.1	17.1
	Often	99	51.3	51.3	68.4
	Rarely	8	4.1	4.1	72.5
	Very often	53	27.5	27.5	100.0
	Total	193	100.0	100.0	

**Table 4.17: Frequency of Consumption of global F&B brands**  
**Source: SPSS IBM**

<b>Consumption</b>	<b>Number of respondents</b>	<b>Percentage (%)</b>
Rarely	8	4.1
Occasionally	33	17.1
Often	99	51.3
Very Often	53	27.5

**Table 4.18: Distribution of Respondents by Consumption of global F&B brands**

**Source: Developed for the research**



**Figure 4.8: Consumption of global F&B brands**  
Source: Developed for the research

Respondents' consumption of global F&B brands, as presented in Table 4.17, 4.18, and Figure 4.8, reveals that most individuals, approximately 99 respondents frequently consume these products, with a high percentage of 51.3%. This high percentage stems from convenience, perceived value, and quality from well-known brands. Next, the second highest proportion of 27.5%, which equates to 53 respondents reported very frequent consumption of international F&B brands. These individuals were mostly driven by strong brand loyalty towards specific brands. Meanwhile, there were 17.1%, or 33 respondents who consume them occasionally, possibly during specific events. Besides, there was a small percentage comprised of 4.1%, or 8 individuals rarely consume such products, likely driven by health concerns. These findings highlight a common and consistent consumption habit of global F&B brands among those surveyed.

#### 4.1.2.4 Engagement of global F&B brands

**Do you follow any global F&B brands on social media platforms?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	63	32.6	32.6	32.6
	Yes	130	67.4	67.4	100.0
	Total	193	100.0	100.0	

Table 4.19: Frequency of Engagement of global F&B brands  
Source: SPSS IBM

Engagement	Number of respondents	Percentage (%)
Yes	130	67.4
No	63	32.6

Table 4.20: Distribution of Respondents by Engagement of global F&B brands  
Source: Developed for the research

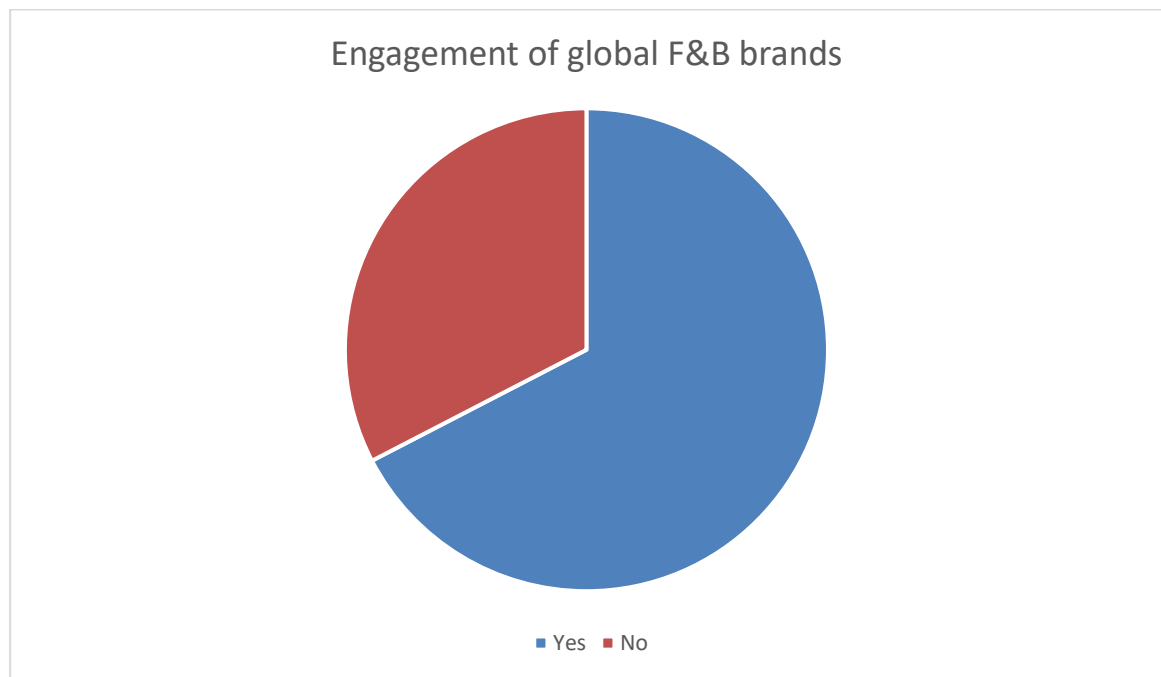


Figure 4.9: Engagement of global F&B brands  
Source: Developed for the research

The engagement of respondents with global F&B brands on social media platforms such as Facebook and Instagram is illustrated in Table 4.19, 4.20, and Figure 4.9. A significant 67.4%, which is equivalent to 130 respondents following these brands,

suggesting strong digital connection that may increase their exposure to brand and marketing updates such as promotional activities. Conversely, 32.6% of the sample, or 63 individuals reported they do not follow such brands, possibly relying on physical store experiences for more information. Overall, this highlights the importance of social media marketing strategies for such brands in maintaining consumer engagement.

## **4.2 Inferential Analysis**

By using sample data gathered, inferential analysis enables researchers to generalize and conclusions for a population. This is achieved by testing hypothesis and exploring relationships between research variables. Furthermore, techniques such as correlation and regression are used to evaluate the degree and significance of these relationships. (Hair et al., 2020)

### **4.2.1 Reliability Analysis**

#### 4.2.1.1 Variable: Marketing Mix Strategies

##### **Item-Total Statistics**

	<u>Scale Mean if Item Deleted</u>	<u>Scale Variance if Item Deleted</u>	<u>Corrected Item-Total Correlation</u>	<u>Cronbach's Alpha if Item Deleted</u>
<u>MM1</u>	<u>20.3109</u>	<u>17.840</u>	<u>.777</u>	<u>.891</u>
<u>MM2</u>	<u>20.0984</u>	<u>18.610</u>	<u>.721</u>	<u>.899</u>
<u>MM3</u>	<u>20.5440</u>	<u>18.187</u>	<u>.684</u>	<u>.904</u>
<u>MM4</u>	<u>20.0984</u>	<u>18.162</u>	<u>.762</u>	<u>.893</u>
<u>MM5</u>	<u>20.3264</u>	<u>17.450</u>	<u>.772</u>	<u>.891</u>
<u>MM6</u>	<u>20.4093</u>	<u>17.160</u>	<u>.793</u>	<u>.888</u>

Table 4.21: Item-Total Statistics for Marketing Mix Strategies

##### **Reliability Statistics**

<u>Cronbach's Alpha</u>	<u>N of Items</u>
<u>.910</u>	<u>6</u>

Table 4.22: Reliability Statistics for Marketing Mix Strategies

To ensure the internal consistency and stability of the measurement items of both independent variables along with dependent variables, a reliability analysis was conducted. For the first independent variable, which is Marketing Mix Strategies, The Cronbach's Alpha value obtained was 0.910, which exceeds the acceptable minimum standard of 0.70 as proposed by Nunnally (1978). This result signifies a remarkable degree of consistency, dependability, and stability. The high value also implies that all statements utilizing for measuring this variable are exceptionally reliable and accurate. Next, all Corrected Item - Total Correlation values are above 0.6, ranging from 0.684 to 0.793, suggesting that every item correlates strongly with the entire scale. On top of that, based on Table 4.21 and 4.22, the "Cronbach's Alpha if Item Deleted" values for each item, fall between 0.888 and 0.904, indicate that the removal of any one item would not increase the overall total alpha value. Therefore, all six items were preserved for further analysis.

Nunnally, J. C. (1978). Psychometric theory (2nd ed.). McGraw-Hill.

#### 4.2.1.2 Variable: Branding Elements

##### **Item-Total Statistics**

	<u>Scale Mean if Item Deleted</u>	<u>Scale Variance if Item Deleted</u>	<u>Corrected Item-Total Correlation</u>	<u>Item-Cronbach's Alpha if Item Deleted</u>
<u>BE1</u>	<u>20.5337</u>	<u>17.490</u>	<u>.806</u>	<u>.916</u>
<u>BE2</u>	<u>20.7720</u>	<u>17.500</u>	<u>.795</u>	<u>.918</u>
<u>BE3</u>	<u>20.6373</u>	<u>17.680</u>	<u>.810</u>	<u>.916</u>
<u>BE4</u>	<u>20.7202</u>	<u>17.953</u>	<u>.764</u>	<u>.922</u>
<u>BE5</u>	<u>20.8238</u>	<u>17.417</u>	<u>.771</u>	<u>.921</u>
<u>BE6</u>	<u>20.8394</u>	<u>17.281</u>	<u>.831</u>	<u>.913</u>

Table 4.23: Item-Total Statistics for Branding Elements

##### **Reliability Statistics**

<u>Cronbach's Alpha</u>	<u>N of Items</u>
<u>.930</u>	<u>6</u>

Table 4.24: Reliability Statistics for Branding Elements

Next, the reliability test for the second variable, which is Branding Elements, composed of six measurement items (BE1-BE6), are shown in Tables 4.23 and 4.24. Cronbach's Alpha figure is 0.930, surpassing the minimum threshold of 0.70. This significant finding implies excellent internal consistency and stability as well. Moreover, according to "all Corrected Item-Total Correlations" are greater than 0.7, varying from 0.764 to 0.831, indicates that every item correlates strongly with the entire scale. Besides, "The Cronbach's Alpha if Item Deleted" values are slightly below the total Alpha, verifying that removing any item would not increase the scale's reliability. Henceforth, the measurement items are deemed reliable and retained for future analysis.

#### 4.2.1.3 Variable: Customer Relationship Management (CRM)

##### **Item-Total Statistics**

	<u>Scale Mean if Item Deleted</u>	<u>Scale Variance if Item Deleted</u>	<u>Corrected Item-Total Correlation</u>	<u>Cronbach's Alpha if Item Deleted</u>
<u>CRM1</u>	<u>16.3472</u>	<u>12.103</u>	<u>.782</u>	<u>.902</u>
<u>CRM2</u>	<u>16.3368</u>	<u>12.131</u>	<u>.768</u>	<u>.905</u>
<u>CRM3</u>	<u>16.4041</u>	<u>11.971</u>	<u>.843</u>	<u>.890</u>
<u>CRM4</u>	<u>16.4767</u>	<u>12.334</u>	<u>.788</u>	<u>.901</u>
<u>CRM5</u>	<u>16.2798</u>	<u>12.473</u>	<u>.775</u>	<u>.904</u>

Table 4.25: Item-Total Statistics for Customer Relationship Management (CRM)

##### **Reliability Statistics**

<u>Cronbach's Alpha</u>	<u>N of Items</u>
<u>.919</u>	<u>5</u>

Table 4.26: Reliability Statistics for Customer Relationship Management (CRM)

Furthermore, the reliability analysis for the Customer Relationship Management (CRM) variable, comprising five items (CRM1 to CRM5), is presented in Tables 4.25 and 4.26. Cronbach's Alpha value is 0.919, also greater than the acceptable standard of 0.70. This outstanding figure signifies strong internal consistency and dependability among the five items. In addition, based on the "all Corrected Item-Total Correlations" span from 0.768 to 0.843, implies each item correlates strongly

with the overall scale. Next, “The Cronbach’s Alpha if Item Deleted” values are also slightly below the total Alpha figure, affirming that eliminating any item would not improve the scale’s performance. As such, the five measurement items are internally stable and reliable, and will maintain for further analysis.

#### 4.2.1.4 Variable: Traditional and Modern Marketing Activities

##### Item-Total Statistics

	<u>Scale Mean if Item Deleted</u>	<u>Scale Variance if Item Deleted</u>	<u>Corrected Item-Total Correlation</u>	<u>Item-Cronbach's Alpha if Item Deleted</u>
<b>TM1</b>	<b>24.1503</b>	<b>27.055</b>	<b>.797</b>	<b>.908</b>
<b>TM2</b>	<b>24.4301</b>	<b>26.840</b>	<b>.747</b>	<b>.912</b>
<b>TM3</b>	<b>24.1503</b>	<b>27.285</b>	<b>.741</b>	<b>.913</b>
<b>TM4</b>	<b>24.2591</b>	<b>27.047</b>	<b>.817</b>	<b>.906</b>
<b>TM5</b>	<b>24.0829</b>	<b>26.556</b>	<b>.816</b>	<b>.905</b>
<b>TM6</b>	<b>24.1036</b>	<b>26.958</b>	<b>.820</b>	<b>.906</b>
<b>TM7</b>	<b>24.6580</b>	<b>25.810</b>	<b>.645</b>	<b>.929</b>

Table 4.27: Item-Total Statistics for Traditional and Modern Marketing Activities

##### Reliability Statistics

##### Cronbach's Alpha N of Items

<b>.923</b>	<b>7</b>
-------------	----------

Table 4.28: Reliability Statistics for Traditional and Modern Marketing Activities

In accordance with table 4.27 and 4.28, the reliability test for the Traditional and Modern Marketing Activities variable consists of seven times, from TM1 to TM7. The Cronbach’s Alpha figure obtained is 0.923, which surpass the minimum acceptable standard level of 0.70. This excellent outcome implies strong internal consistency and reliability among the measurement items. On top of that, all Corrected Item- Total Correlation values are above 0.6, ranging from 0.645 to 0.820, suggesting that every item correlates strongly with the entire scale. While deleting TM7 results in a very slight increase in the total alpha value from 0.923 to 0.929, the differences suggest no issues or concern. This shows that TM7 aligns well with the other items. Given the small alpha improvement, TM7 should be maintained, and the variable’s overall reliability stays excellent. Other than that, the

remaining of The Cronbach's Alpha if Item Deleted values are all insignificantly lower than the overall Alpha value, confirming that removing any item would not increase the scale's reliability. Consequently, all items are internally consistent and are reserved for additional analysis.

#### 4.2.1.5 Variable: Brand Trust

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Total Correlation	Item-Cronbach's Alpha if Item Deleted
BT1	20.4456	18.019	.828	.912
BT2	20.3264	18.856	.764	.920
BT3	20.2487	18.573	.786	.918
BT4	20.3782	18.882	.815	.914
BT5	20.4870	17.605	.810	.915
BT6	20.2902	18.530	.768	.920

Table 4.29: Item-Total Statistics for Brand Trust

##### Reliability Statistics

Cronbach's Alpha	N of Items
.929	6

Table 4.30: Reliability Statistics for Brand Trust

Table 4.29 and 4.30 present the reliability statistics for the last independent variable, which is Brand Trust, composed of six items, from BT1 to BT6. The Cronbach's Alpha figure obtained is 0.929, which exceeds the minimum threshold of 0.70. This further implies outstanding achievement of internal consistency among the six items. On top of that, Next, all Corrected Item- Total Correlation values are above 0.7, ranging from 0.764 to 0.828, suggesting that every item correlates strongly with the overall scale. Cronbach's Alpha if Item Deleted values are marginally less than total Alpha value, affirming that eliminating any item would not enhance the overall value. Hence, the measurement items are deemed reliable and are kept for subsequent analysis.

#### 4.2.1.6 Dependent Variable: Brand Equity

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BEQ1	16.7513	10.334	.781	.890
BEQ2	16.6632	10.433	.803	.885
BEQ3	16.6321	10.661	.811	.885
BEQ4	16.8964	10.656	.708	.905
BEQ5	16.8290	10.059	.777	.891

Table 4.31: Item-Total Statistics for Brand Equity

##### Reliability Statistics

Cronbach's Alpha	N of Items
.911	5

Table 4.32: Reliability Statistics for Brand Equity

Finally, the reliability analysis was conducted on the dependent variable which is brand equity. This variable is comprised of five items, ranging from BEQ1 to BEQ5. Based on Table 4.31 and 4.32, The Cronbach's Alpha figure obtained is 0.911, which surpasses the minimum acceptable threshold of 0.70. This further indicates strong internal consistency and stability among the five items. Next, all Corrected Item- Total Correlation values are above 0.7, ranging from 0.708 to 0.811, suggesting that every item correlates strongly with the entire scale. Moreover, The Cronbach's Alpha if Item Deleted values are all slightly lower than total Alpha value, confirming that no item's removal would enhance the scale's performance. As such, the items are deemed reliable and internally consistent, and will be kept for further analysis

## 4.2.2 Correlation Analysis

### Correlations

		MMmean	BEmean	CRMmean	TMmean	BTmean	BEQmean
MMmean	Pearson Correlation	1	.858***	.839***	.860***	.853***	.791***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	193	193	193	193	193	193
BEmean	Pearson Correlation	.858***	1	.876***	.883***	.883***	.824***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	193	193	193	193	193	193
CRMmean	Pearson Correlation	.839***	.876***	1	.908***	.881***	.795***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	193	193	193	193	193	193
TMmean	Pearson Correlation	.860***	.883***	.908***	1	.896***	.813***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	193	193	193	193	193	193
BTmean	Pearson Correlation	.853***	.883***	.881***	.896***	1	.827***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	193	193	193	193	193	193
BEQmean	Pearson Correlation	.791***	.824***	.795***	.813***	.827***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	193	193	193	193	193	193

\*\*\*. Correlation at 0.001(2-tailed)

Table: 4.33: Correlations between IV and DV

Source: SPSS IBM

An analysis using The Pearson correlation analysis showed that all independent variables have significant and strong positive correlations with the dependent variable, brand equity ( $p < 0.001$ ). Notably, strong positive correlations were highlighted for marketing mix strategies ( $r = 0.791$ ), branding elements ( $r = 0.824$ ), Customer Relationship Management (CRM) ( $r = 0.795$ ), traditional and modern marketing ( $r = 0.813$ ). The excellent results suggest that advancements and improvements in these marketing branding strategies can lead to stronger brand equity for global F&B brands. Given Cohen, J. (1988) guidelines, correlations coefficients exceeding 0.70 signify strong relationships, indicating that all independent variables exhibit strong associations with the dependent variable. On

top of that, the absence of multicollinearity was also confirmed by the fact that correlation coefficients among the independent variables remaining below 0.90, improve data validation for subsequent regression analysis.

#### 4.2.3 Multiple Regression Analysis

##### Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.858 <sup>a</sup>	.736	.729	41597	.736	104.092	5	187	<.001

a. Predictors: (Constant), BTmean, MMmean, CRMmean, BEmean, TMmean

Table 4.34: Model Summary for Multiple Regression

Source: SPSS IBM

According to the model summary, Table 4.34, reveals that marketing mix strategies, branding elements, CRM, traditional and modern marketing activities, and brand trust together accounts for 73.6% ( $R^2 = 0.736$ ) of the variance observed in brand equity. Next, the adjusted  $R^2$  value of 0.729 implies that approximately 72.9% of the variance in brand equity is explained by these five independent variables, even after adjusting the number of predictors. This further highlights the model's significant explanatory power. Besides, the R value of 0.858 also confirms a strong positive relationship between the actual and predicted values of brand equity.

#### 4.2.4 ANOVA analysis

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.057	5	18.011	104.092	<.001 <sup>b</sup>
	Residual	32.358	187	.173		
	Total	122.415	192			

a. Dependent Variable: BEQmean

b. Predictors: (Constant), BTmean, MMmean, CRMmean, BEmean, TMmean

Table 4.35: ANOVA for Multiple Regression

Source: SPSS IBM

As shown in the ANOVA results (Table 4.35), the regression model achieves statistical significance ( $F(5,187) = 104.092, p < 0.001$ ). This remarkable outcome indicates that the collective impact of the five independent variables significantly predicts and affects brand equity among the respondents. Henceforth, the regression model is well-suited for interpreting variations in brand equity within the F&B brand worldwide.

#### 4.2.5 Coefficients

##### Coefficients<sup>a</sup>

<u>Model</u>	<u>Unstandardized Coefficients</u>		<u>Standardized</u>	<u>t</u>	<u>Sig.</u>	
	<u>B</u>	<u>Std. Error</u>	<u>Beta</u>			
<b>1</b>	<b>(Constant)</b>	<b>.708</b>	<b>.157</b>		<b>4.516</b>	<b>&lt;.001</b>
	<b>MMmean</b>	<b>.138</b>	<b>.079</b>	<b>.145</b>	<b>1.736</b>	<b>.084</b>
	<b>BEmean</b>	<b>.271</b>	<b>.092</b>	<b>.282</b>	<b>2.935</b>	<b>.004</b>
	<b>CRMmean</b>	<b>.041</b>	<b>.093</b>	<b>.044</b>	<b>.442</b>	<b>.659</b>
	<b>TMmean</b>	<b>.128</b>	<b>.101</b>	<b>.137</b>	<b>1.263</b>	<b>.208</b>
	<b>BTmean</b>	<b>.274</b>	<b>.093</b>	<b>.293</b>	<b>2.952</b>	<b>.004</b>

a. Dependent Variable: BEQmean

Table 4.36: Coefficients of Multiple Regression

Source: SPSS IBM

The standardized coefficients (Beta) and significance levels for each predictor were outlined in Table 4.36. Of the five independent variables, brand trust ( $\beta = 0.293, p = 0.004$ ) along with branding elements ( $\beta = 0.282, p = 0.004$ ) significantly and positively impact brand equity ( $p < 0.05$ ), implying that stronger brand equity in global F&B brands is driven by higher brand trust and stronger branding. While marketing mix strategies ( $\beta = 0.145, p = 0.084$ ), CRM ( $\beta = 0.044, p = 0.659$ ), and

traditional and modern marketing activities ( $\beta = 0.137$ ,  $p = 0.208$ ) have positive relationships with brand equity, these relationships are not statistically significant. Nevertheless, they still have positive impact on brand equity. Ultimately, the regression analysis identifies brand trust and branding elements as the strongest predictors of brand equity in this research. (Pallant, J., 2020)

#### 4.2.6 Hypothesis Testing

Hypothesis	Statement	$\beta$	p-value	Decision
H1	Marketing mix strategies have a positive influence on building brand equity.	0.145	0.084	Not supported
H2	Branding elements have a positive influence on brand equity.	0.282	0.004	Supported
H3	Customer Relationship Management (CRM) has a positive influence on brand equity.	0.044	0.659	Not supported
H4	Traditional and modern marketing activities have a positive influence on	0.137	0.208	Not supported

	brand equity.			
H5	Brand trust has a positive influence on brand equity.	0.293	0.004	Supported

(Significance level:  $p = 0.05$ ).

Table 4.37: Summary of Hypothesis Testing (Multiple Regression Results)

Source: Developed for the research

As detailed in the hypothesis testing results in Table 4.37, only branding elements (H2) and brand trust (H5) have significant positive effects on brand equity ( $p = 0.05$ ) among the five independent variables. This further indicates that brand recognition and consumer trust are paramount in stronger brand equity in the global F&B context. Nevertheless, with a standardized Beta ( $\beta$ ) of 0.293, brand trust has the most significant influence on brand equity compared to branding elements ( $\beta = 0.282$ ). While both variables positively influence brand equity, the degree to which consumer trust in global F&B brands is the most significant determinant of their overall brand equity. On the other hand, the other variables namely marketing mix strategies (H1), CRM (H3), and traditional and modern marketing activities (H4) showed positive but statistically insignificant relationships with brand equity. As such, H2 and H5 are supported while H1, H3, and H4 are not supported. These findings align with the regression analysis conducted earlier and further reinforce the Elaboration Likelihood Model (ELM) theory discussed in the previous chapters. The outcome suggests that peripheral factors such as branding elements and brand trust significantly and positively shape consumers' brand evaluation.

# **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

## **5.0 Introduction**

Based on the statistical foundation established in Chapter 4, this final chapter delves into the major findings and their importance related to the research objectives, questions and hypotheses formed. Additionally, this chapter further explores the theoretical as well as the practical implications of these outcomes, highlighting potential benefits. Next, this chapter also acknowledges the limitations to maintain transparency and proposes recommendations for further research to ensure refinement of the current findings.

## **5.1 Discussions of Major Findings**

The results of this study indicate that, from the five variables analysed, branding elements and brand trust were found to be significant factors influencing brand equity in the global F&B industry. To put this in perspective, branding elements demonstrated a positive and statistically significant influence on brand equity ( $\beta = 0.282$ ,  $p = 0.004$ ). This further suggests that strong and attractive visual identities, recognizable and memorable logos, consistent design styles, as well as aesthetic packaging left exceptional impression in university students' minds, elevating their perceptions of F&B brands worldwide such as Coca-Cola, Dunkin' Donuts, and Chagee. On top of that, in terms of real-life applications, brands that maintain coherent colour palettes, logos, packaging, as seen in McDonald's iconic Golden Arches or Starbucks' extraordinary green siren logo, stand out and reinforce brand recognition to help consumers including university students remember them easily. This further supports Keller's (2013) argument that consistent, meaningful, and memorable brand cues enhance brand recall, brand awareness, positive association, and overall brand equity. Besides, the findings also align with studies indicating international F&B brands employ standardized visual identity to cultivate unified global brand perceptions and brand image. (Merrilees & Miller, 2008; Pantea Foroudi, 2018).

Although branding elements have a crucial role, brand trust is the most significant factor in influencing brand equity compared to the other factors. The findings reveal that brand trust showed the strongest positive impact on brand equity ( $\beta = 0.293$ ,  $p = 0.004$ ), positioning it as the most influential predictor in this study. As such, this implies that university students prioritize and highly value international F&B brands they regard as reliable, accountable, responsible, stable, consistent and the list goes on. Such qualities are deemed significant and strongly associated with well-known F&B brands worldwide including Subway and Baskin-Robbins.

Meanwhile, in real-world scenarios, consumers including university students regularly purchase food and beverages from McDonald's due to their confidence in its hygiene standards along with practices. The same concept applies to Nestlé. This Swiss-based multinational company is also chosen by consumers thanks to its long-standing brand image for safe, high-quality products as well as its consistent quality.

Moreover, this is supported by previous studies revealing that perceived quality, safety, and reliability significantly enhance brand trust, unwavering commitment, and long-term customer loyalty. (Delgado-Ballester & Munuera-Alemán, 2001; Ha & Perks, 2005). Such behaviour further reflects Aaker's (1991) argument that trust forms the basis of brand equity and corresponds with the Elaboration Likelihood Model (ELM) theory (Petty & Cacioppo, 1986), wherein consumers depend on trustworthy and recognizable cues when evaluating well-established F&B brands worldwide. Consequently, brand trust, without any doubt, surfaces as the predominant catalyst for brand equity among international F&B brands.

On the other hand, marketing mix strategies did not significantly affect brand equity ( $p = 0.084$ ) in the global F&B context. Even though product quality, price, place, and promotion, collectively known as the 4Ps in marketing terms, play a vital role in standard marketing structures (Kotler & Armstrong, 2018), their impact may be limited for international F&B brands, where brand awareness and brand recognition is already widespread. At the same time, Customer Relationship Management (CRM) had no significant effect on brand equity ( $p = 0.659$ ). As such, this implies that CRM activities including loyalty programs may not be as prominent to university students, who often interact with such brands indirectly without engaging with them to build a relationship or foster emotional bond.

Lastly, traditional and modern marketing activities also did not significantly influence brand equity ( $p = 0.208$ ). Despite digital platforms and technology devices being prominent among university students, this demographic target sample may have already formed strong opinions about well-recognized F&B brands worldwide. Henceforth, diminishing the additional impact of marketing efforts. Nevertheless, such findings are consistent with ELM theory, which highlights that overly familiar brands are assessed through simple or peripheral cues instead of advertisements. (Petty & Cacioppo, 1986). In essence, the overall results propose that brand's identity and trustworthiness are far more significant and exerts a greater influence in shaping brand equity than marketing or CRM activities in the global F&B context.

## 5.2 Implications of the Study

### 5.2.1 Theoretical Implications

This research enriches the knowledge and contributes to the understanding of marketing, branding, and consumer behaviour literature by affirming that brand trust along with branding elements are the key factors influencing brand equity in the international F&B context. The findings strengthen Aaker's (1991) brand equity model, which place a greater emphasis on brand trust and brand associations as core elements that shape brand equity as well as brand value. On top of that, the prominent role of branding elements further aligns with Keller's (2013) Customer-Based Brand Equity (CBBE) framework, which focuses on the significance of brand visual identity, logo and slogan consistency, as well as visual design elements in fostering positive brand associations, which leads to a stronger brand equity in the F&B market worldwide.

In addition, the results support the Elaboration Likelihood Model (ELM) theory (Petty & Cacioppo, 1986), which highlights that consumers in low-involvement or less engagement categories such as food and beverage tend to rely on peripheral cues like brand visual identity along with trust in comparison with detailed marketing information. This is particularly evident in well-known global brands such as McDonald's and Starbucks maintain consistent visual identity worldwide so that consumers recognize instantly. Similarly, brands like Domino's Pizza with its blue and red branding, KFC featuring its Colonel Sanders icon, as well as Coca-Cola with its distinctive red packaging are perfect examples for exemplifying how consistent visual identities can improve brand recall among younger generations who regularly encounter such brands daily. (Foroudi, 2018; Papadopoulos & Heslop, 2014; Wang, 2022).

Besides, other well-established international F&B brands, including Burger King and PepsiCo, also depend significantly on consistent colours, aesthetic styles, packaging designs, and even store layouts to enhance brand recognition among university students. (Kapferer & Bastien, 2012). Furthermore, the dominance of

brand trust also corresponds with studies that emphasize how the perception of trust, reliability, and safety significantly enhances consumer confidence in the F&B sector. To illustrate, brands like KFC and Subway have made substantial investments in food safety certifications, clear sourcing practices, and strict hygiene practices, which improves how university students perceive brand image. In contrast, the lack of significant results for marketing mix, Customer Relationship Management (CRM), and traditional modern marketing activities add to existing knowledge by suggesting that, for well-known brands, advertising and promotional activities have a lesser impact on shaping brand equity. (Delgado-Ballester & Munuera-Alemán, 2001).

### **5.2.2 Practical Implications**

From a management perspective, the findings emphasize the need for improving brand identity and focusing on strategies that foster trust in F&B brands worldwide. Given that branding elements greatly influence brand equity, companies and brands should focus on standardizing visual identity, packaging style, store layouts, and more accordingly. For instance, Costa Coffee's signature maroon colour scheme, Krispy Kreme's iconic red-and-green branding, along with Nando's Afro-Portuguese aesthetic show how strong and unified these brand visual identities help university students to recall better across various locations. As a result, brand equity can be enhanced due to this level of consistency. (Papadopoulos & Heslop, 2014)

Next, the significant role of brand trust indicates that international F&B brands must invest in ensuring food safety, promoting hygiene practices, and maintaining consistent product quality. Such brands like Chipotle which is recognized for its clean ingredients, Tim Hortons, offering same recipes worldwide, and Taco Bell which provide clear allergen information show how maintaining high-quality standards can build trust among university students who value safety and reliability. (Sirdeshmukh, Singh, & Sabol, 2002). Likewise, Jollibee and Pret A Manger sustains solid global reputations by following strict hygiene standards, which directly contribute to consumers' trust and loyalty.

On the other hand, the fact that CRM and marketing activities didn't have great impact suggests that such brands should not depend exclusively on online advertisements or promotions to build strong brand equity. Instead, the focus should be on providing consistent product and brand experiences, thus promoting brand trust. For an illustration, university students might disregard social media advertisements from Chipotle or Costa Coffee. However, they will continue to purchase these brands due to the incredible quality, taste, and experience they get in real life. (Sohail et al., 2020). This further illustrates that long-term strategies based on product consistency and trustworthiness are more effective than short-term promotional strategies, which confirm the findings in previous chapters.

### **5.3 Limitations of the Study**

While this study offers valuable insight into the factors influencing brand equity, there are certain limitations. Firstly, the target sample comprised exclusively of university students, which may limit generalizability or represent a wider population. This is because university students have different preferences and consumption patterns in comparison to working adults. Besides, the younger generations may prefer famous F&B brands such as McDonald's and KFC instead of A&W. The reason is that these brands provide affordable prices that fit well with the student lifestyle. (Sirdeshmukh et al., 2002).

Secondly, the study employed a cross-sectional design, implying that the data represented opinions at a single point in time. Consumer behaviour may evolve due to new product releases, safety announcements, or even brand marketing events. To put this in perspective, brand trust in F&B industry such as Ben & Jerry's or Papa John's might fluctuate if product quality or company decisions take an unexpected turn, as these brands often get media attention for ingredient sourcing or product recalls. (Sirdeshmukh et al., 2002).

In addition, this study utilized self-reported responses, which could have been influenced by social desirability and limited recall accuracy. These university students might unintentionally exaggerate positive associations toward familiar global brands, potentially making the results less accurate. (Podsakoff & MacKenzie & Podsakoff, 2003). Lastly, the study only examined five predictors of brand equity while other significant factors such as service experience may be important as well. These limitations, while acknowledged, do not detract from the significance of the findings but merely highlight platforms for future studies.

## **5.4 Recommendations for Future Research**

Future studies could explore additional important factors that may influence brand equity other than the five variables examined. There are variables such as brand experience, social media engagement, or service quality strategies employed by international F&B brands like Starbucks and Zus Coffee. Such factors might provide deeper and valuable insight into consumers' perceptions of these brands worldwide. Furthermore, other research can broaden their sample size encompassing working adults, families, consumers of all age worldwide might enhance generalizability, as university students or younger generations constitute only one segment of the market base.

Next, from a methodological perspective, future studies could use a longitudinal design. This method allows them to track and observe how branding elements along with brand trust change over time, particularly when F&B brands face menu changes or innovation, safety incidents, or even major marketing campaigns. Researchers might also consider using a combination of quantitative and qualitative analysis methods, using surveys or questionnaires alongside interviews or focus group. This combination may gain more detailed information and understanding from consumers. Henceforth, a larger sample size or the use of probability sampling might also improve the accuracy, reliability, and generalizability of the findings. (Bryman, 2016).

In essence, this research advances both theory and practice by clarifying the two out of five independent variables that drive brand equity among university students, namely branding elements and brand trust. These findings emphasize long-term brand building strategies over short-term tactics. Despite the few limitations, it offers a solid foundation for future studies related to marketing and branding. Ultimately, international F&B brands must prioritize brand trust and consistency, alongside an attractive brand visual identity to effectively connect with university students and remain competitive worldwide. (Creswell & Creswell, 2018).

## REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.
- Ailawadi, K. L., Neslin, S. A., & Gedenk, K. (2001). Pursuing the value-conscious consumer: store brands versus national brand promotions. *Journal of marketing*, 65(1), 71-89.
- Al-Surmi, A., Cao, G., & Duan, Y. (2020). The impact of aligning business, IT, and marketing strategies on firm performance. *Industrial marketing management*, 84, 39-49.
- Altarifi, S. (2020). The impact of CRM on marketing performance through innovation capability. *Journal of Critical Reviews*, 7(12), 4424–4433.
- American Marketing Association. (2024). *Branding [Definition of brand equity]*. Retrieved July 6, 2025, from <https://www.ama.org/topics/brand-and-branding/>
- Andrivet, M. (2025, February 12). *New Coke: a classic branding case study on a major product change failure*. Retrieved July 6, 2025, from <https://www.thebrandingjournal.com/2025/02/new-coke/>
- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the academy of marketing science*, 40(1), 8-34.
- Brand Finance. (2017). *Brand Finance Food & Beverage 2017 report* [PDF]. Retrieved July 6, 2025, from [https://brandfinance.com/wp-content/uploads/1/brand\\_finance\\_food\\_and\\_beverage\\_report\\_locked.pdf](https://brandfinance.com/wp-content/uploads/1/brand_finance_food_and_beverage_report_locked.pdf)
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management research review*, 35(9), 770-790.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Buchanan, L., Kelly, B., & Yeatman, H. (2017). Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory investigation. *PloS one*, 12(2), e0171226.
- Buil, I., De Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of*

- business research*, 66(1), 115-122.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- De Oliveira, M. O. R., Silveira, C. S., & Luce, F. B. (2015). Brand equity estimation model. *Journal of Business Research*, 68(12), 2560-2568.
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European journal of Marketing*, 38(5/6), 573-592.
- Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity?. *Journal of product & brand management*, 14(3), 187-196.
- Delgado-Ballester, E., Munuera-Alemán, J. L., & Yagüe-Guillén, M. J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 35-54.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations and purchase intentions. *Journal of Marketing Research*, 28(3), 307-319.
- Elena, D. B., & Jose, L. M. A. (2001). Brand trust in the context of consumer loyalty. *European journal of Marketing*, 35(11-12), 1238-1258.
- Elliott, R., & Yannopoulou, N. (2007). The nature of trust in brands: a psychosocial model. *European journal of marketing*, 41(9/10), 988-998.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), 1-4.
- Everything PR. (2024, November 5). *Community-centric branding: How Ben & Jerry's built a loyal following through social justice advocacy*. Retrieved July 6, 2025, from <https://everything-pr.com/community-centric-branding-how-ben-jerrys-built-a-loyal-following-through-social-justice-advocacy/>
- Farhana, M. (2012). Brand elements lead to brand equity: Differentiate or die. *Information Management and Business Review*, 4(4), 223-233.

- Fathian, S., Slambolchi, A., & Hamidi, K. (2015). The relationship between elements of the marketing mix and brand equity. *Arabian Journal of Business and Management Review*, 6(1), Article 173.
- Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.
- Firmansyah, M. R., Sumarwan, U., & Ali, M. M. (2021). Marketing mix, brand equity, and purchase decisions of packaged rice products. *Jurnal Manajemen & Agribisnis*, 18(3), 240-240.
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International journal of hospitality management*, 76, 271-285.
- France, S. L., Davcik, N. S., & Kazandjian, B. J. (2025). Digital brand equity: The concept, antecedents, measurement, and future development. *Journal of Business Research*, 192, 115273.
- Francis. (n.d.). *Global branding: Issues, challenges and strategies*. Retrieved July 6, 2025, from <https://www.mbaknol.com/marketing-management/global-branding-issues-challenges-and-strategies/>
- Francis, A. (2024). *Case study: Starbucks Resilient Turnaround under Howard Schultz in 2008*. Retrieved July 6, 2025, from <https://www.mbaknol.com/management-case-studies/case-study-starbucks-resilient-turnaround-under-howard-schultz-in-2008/>
- George, D., & Mallery, P. (2024). *IBM SPSS Statistics 29 Step by Step: A Simple Guide and Reference* (18th ed.). Routledge.
- Gui, G., Condrobimo, A. R., & Sriwardiningsih, E. (2024, May). Increasing Customer Loyalty in Food and Beverage MSMEs Through Social CRM. In *2024 4th International Conference on Innovative Research in Applied Science, Engineering and Technology (IRASET)* (pp. 1-5). IEEE.
- Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of consumer behaviour: An international research review*, 4(6), 438-452.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- Hanaysha, J. (2016). Examining the link between word of mouth and brand equity: A study on international fast food restaurants in Malaysia. *Journal of Asian*

*Business Strategy*, 6(3), 41.

- Hanaysha, J. R., & Al-Shaikh, M. E. (2022). An examination of customer relationship management dimensions and employee-based brand equity: A study on ride-hailing industry in Saudi Arabia. *Research in Transportation Business & Management*, 43, 100719.
- Hanaysha, J. R., & Pech, R. J. (2018). *Brand prestige and the mediating role of word of mouth in the fast food industry*. *Global Business Review*, 19(6), 1494–1514.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Helm, S. (2007). The role of corporate reputation in determining investor satisfaction and loyalty. *Corporate reputation review*, 10(1), 22-37.
- Horsfall, H., & Mac-Kingsley, I. (2018). Brand equity and market performance: An empirical study of food and beverage firms in Rivers State. *International Journal of Economics and Business Management*, 4(4), 1-14.
- Ibrahim, Y., Abbas, T., & Kamal, M. (2021). The use of electronic customer relationship management (e-crm) features through hotel's website to enhance customer loyalty and brand image. *Journal of Association of Arab Universities for Tourism and Hospitality*, 21(1), 103-125.
- Jaisingh, Y. (2025, May 8). *The fast food chain industry- McDonald's Corporation*. Retrieved July 6, 2025, from <https://medium.com/%40yjaisingh/the-fast-food-chain-industry-mcdonalds-corporation-48fd8aecf62d>
- Johnston, M. P. (2014). Secondary data analysis: A method of which the time has come. *Qualitative and quantitative methods in libraries*, 3(3), 619-626.
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. *British journal of applied science & technology*, 7(4), 396.
- Kapferer, J. N. (2012). The luxury strategy: Break the rules of marketing to build luxury brands. *Hogan Page*.
- Keller, K. L. (1993). *Conceptualizing, measuring, and managing customer-based brand equity*. *Journal of Marketing*, 57(1), 1–22.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.

- Keller, K. L. (n.d.). *Choosing brand elements to build brand equity* [PDF]. Retrieved July 13, 2025, from <https://ngovietliem.com/wp-content/uploads/2022/11/Reading-1.6-Choosing-brand-elements-to-build-brand-equity.pdf>
- Kotler, P., & Armstrong, G. (2009). *Principles of marketing* (13th ed.). Pearson Prentice Hall.
- Korurm. (n.d.). *Food & beverage industry overview*. Retrieved July 6, 2025, from <https://www.korurm.com/industries/food-beverage>
- Lark Suite. (2025). *What is Quick-Service Restaurant (QSR)? Food & Beverage glossary*. Retrieved July 6, 2025, from [https://www.larksuite.com/en\\_us/topics/food-and-beverage-glossary/qsr](https://www.larksuite.com/en_us/topics/food-and-beverage-glossary/qsr)
- Lestari, V. (2023). Strategic Approaches to Marketing Management in Contemporary Business Environments. *Advances: Jurnal Ekonomi & Bisnis*, 1(5), 255-268.
- Liang, X. (2024, December). Exploring Luckin Coffee's Brand Communication Strategy Based on the Elaboration Likelihood Model. In *2024 4th International Conference on Social Development and Media Communication (SDMC 2024)* (pp. 244-251). Atlantis Press.
- Martí-Parreño, J., Bermejo-Berros, J., & Aldás-Manzano, J. (2017). Product placement in video games: The effect of brand familiarity and repetition on consumers' memory. *Journal of Interactive Marketing*, 38(1), 55-63.
- Merrilees, B., & Miller, D. (2008). Principles of corporate rebranding. *European Journal of Marketing*, 42(5/6), 537-552.
- Ministry of Higher Education Malaysia. (2024, March 23). *Speech by Deputy Minister at ASEAN–China Higher Education Forum* [PDF]. Retrieved August 20, 2025, from <https://mohe.gov.my/muat-turun/teks-ucapan-dan-slaid/2024-1/1395-speech-deputy-minister-acc-forum-higher-education-pdf>
- Nixon, L., Mejia, P., Cheyne, A., Wilking, C., Dorfman, L., & Daynard, R. (2015). “We’re part of the solution”: evolution of the food and beverage industry’s framing of obesity concerns between 2000 and 2012. *American journal of public health*, 105(11), 2228-2236.
- Ole, H. C., Sakka, E. W., & Mandagi, D. W. (2025). Perceived Quality, Brand Trust, Image, and Loyalty as Key Drivers of Fast Food Brand Equity. *Indonesian*

- Journal of Islamic Economics and Finance*, 5(1), 99-124.
- Oppelt, J. (2024, November 5). *The art of balancing long-term branding and short-term performance marketing*. Retrieved July 6, 2025, from <https://www.thebrandingjournal.com/2024/11/balancing-branding-and-performance-marketing/>
- Özçifçi, V. (2017). Determining the impact of brand equity on consumer purchase intention. *International Journal of Social Sciences and Education Research*, 3(4), 1164–1177.
- Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (7th ed.). Routledge.
- Papadopoulos, N. (2018). Country, Product-Country, Country-of-Origin, BRAND ORIGIN, or Place Image?: Perspectives on a Perplexing Theme: Place–Product Associations and Their Effects. In *Bridging Disciplinary Perspectives of Country Image Reputation, Brand, and Identity* (pp. 13-34). Routledge.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Petty, R. E., & Cacioppo, J. T. (2012). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer Science & Business Media.
- Qiao, Y., Yin, X., & Xing, G. (2022). Impact of perceived product value on customer-based brand equity: Marx’s theory–value-based perspective. *Frontiers in psychology*, 13, 931064.
- Rana, S. (2025). Effect of Traditional and Modern Integrated Marketing Communication on Brand Equity. *The Lumbini Journal of Business and Economics*, 12(2), 259-274.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (2nd ed.). Holt, Rinehart and Winston.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education.
- Schüler, N., et al. (2021). Perceived quality, brand associations, and loyalty as drivers of consumer-based brand equity. *Journal of Brand Management*, 28(3), 210–225.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building*

*approach*. John Wiley & Sons.

- Shaw, E. H. (2012). Marketing strategy: From the origin of the concept to the development of a conceptual framework. *Journal of historical research in marketing*, 4(1), 30-55.
- Shriedeh, F., & Ghani, N. H. A. (2016). Impact of customer relationship management on brand equity: Medical tourist perspective. *Research Journal of Business Management*, 11(1), 28–38.
- Simms, C., & Trott, P. (2010). Packaging development: A conceptual framework for identifying new product opportunities. *Marketing Theory*, 10(4), 397-415.
- Simply Psychology. (2023, July 31). *Convenience sampling: Definition, examples, and how to use it*. <https://www.simplypsychology.org/convenience-sampling.html>
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37.
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2020). The impact of social media marketing on brand trust and brand loyalty: An Arab perspective. *International Journal of Online Marketing (IJOM)*, 10(1), 15-31.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53.
- The hidden asset: *Understanding the importance of brand equity*. (n.d.). Retrieved July 6, 2025, from <https://www.wearecontinuous.net/news/the-hidden-asset-understanding-the-importance-of-brand-equity>
- Underwood, R. L., & Klein, N. M. (2002). Packaging as brand communication: effects of product pictures on consumer responses to the package and brand. *Journal of marketing theory and practice*, 10(4), 58-68.
- Veraldi, G. (2025, January 15). *Building brand equity in a fragmented market*. Retrieved July 6, 2025, from <https://www.linkedin.com/pulse/building-brand-equity-fragmented-market-giacomo-veraldi-hwrye>
- Wang, H. (2022). *Research on the brand awareness of Domino's Pizza in the Chinese market*. *BCP Business & Management*, 31, 56–61. <https://doi.org/10.54691/bcpbm.v31i.2536>
- White, H. A. (2011). *Elaboration likelihood model*. Oxford University Press.

Wulandari, A., & Rahayu, F. (2023). THE INFLUENCE OF ANTECEDENTS OF BRAND EQUITY ON THE FAST FOOD INDUSTRY. *Jurnal Ekonomi Trisakti*, 3(2), 2611-2620.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14.

You're torn between short-term gains and long-term brand success. How can you find the right balance? (2024, September 4). Retrieved July 6, 2025, from <https://www.linkedin.com/advice/0/youre-torn-between-short-term-gains-long-term-brand-nfb2f>



**APPENDIX D**

**UNIVERSITI TUNKU  
ABDUL RAHMAN FACULTY OF  
ACCOUNTANCY AND  
MANAGEMENT  
UNDERGRADUATE FINAL YEAR PROJECT**

**Final Year Project Assessment Form - Report**

**Final Year Project Title:**

Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception

<b>Name:</b>	Chua Seow Wern	<b>Student ID:</b>	2305269
--------------	----------------	--------------------	---------

No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	<b>Title and Abstract</b>	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	<b>Introduction</b>	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	<b>Literature Review</b>	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	<b>Problem Statement &amp; Objectives</b>	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
5	<b>Methodology</b>	Detailed, appropriate methods with clear rationale and feasibility.	Methods are outlined but some details or rationale may be lacking.	Methods are mentioned but lack clarity or rationale.	Methods are unclear, inappropriate, or not stated.	

6	<b>Results</b>	Results are clearly presented, well-organized, and thoroughly analyzed.	Results are presented but may lack organization or depth of analysis.	Results are unclear or poorly organized, with limited analysis.	Results are absent, unclear, or inadequately analyzed.	
7	<b>Discussion</b>	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	<b>Conclusion</b>	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	<b>Writing Quality</b>	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	<b>References</b>	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	



UNIVERSITI TUNKU ABDUL RAHMAN FACULTY OF ACCOUNTANCY AND MANAGEMENT UNDERGRADUATE FINAL YEAR PROJECT

APPLICATION FOR CERTIFICATION LETTER

TO BE COMPLETED BY STUDENT APPLICANT

Name: Chua Seow Wern Student ID: 2305269

Programme: BIN Academic Year 2025

Year of Study\*: 1 2 3 Trimester\*: 1 2 3 \*Please circle the appropriate number

Course code and course name: UKMZ3016 Research Project

Name of supervisor: Goh Poh Jin

Research topic or title:

Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception

Provide the following details to be included in the certification letter.

Name of the company:

Name of the contact person:

Designation of the contact person:

Address:

Office Telephone:

Mobile Phone:

Student

Signature: [Handwritten Signature]

Name: Chua Seow Wern

Date: 18/12/2025



# APPENDIX Q

## APPLICATION FOR CERTIFICATION LETTER

### TO BE COMPLETED BY FINAL YEAR PROJECT SUPERVISORS

This is to certify that I am the supervisor of this student of the FYP stated above, and that I have reviewed the student's research study (including the survey questionnaire, if any) to be conducted

Name: Goh Poh Jin

Faculty: FAM

Department: International Business

Supervisor	
Signature:	<u>GPJ</u>
Name:	<u>Goh Poh Jin</u>
Date:	<u>18/12/2025</u>

FOR OFFICE USE ONLY	
Date received:	Action taken: ( ) Date:
Signature:	Signature:
Name:	Name:





# Turnitin Similarity Report






## 19% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

### Match Groups


-  **241 Not Cited or Quoted 15%**  
Matches with neither in-text citation nor quotation marks
-  **49 Missing Quotations 3%**  
Matches that are still very similar to source material
-  **6 Missing Citation 0%**  
Matches that have quotation marks, but no in-text citation
-  **5 Cited and Quoted 0%**  
Matches with in-text citation present, but no quotation marks

### Top Sources

- 11%  Internet sources
- 8%  Publications
- 17%  Submitted works (Student Papers)



## Questionnaire

Questions Responses **193** Settings

 This form isn't accepting responses. [Manage](#)

Section 1 of 6

### Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception ✕ ⋮

**B** *I* U  

Dear Esteemed Respondents,

Greetings. I'm Chua Seow Wern, a student from University Tunku Abdul Rahman (UTAR), I am currently pursuing a Bachelor of International Business (Honours) and conducting this questionnaire as part of my Final Year Project (FYP), titled: "Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Dimensions on University Students' Perception".

This study aims to explore how university students perceive the influence of various marketing and branding activities and how these activities shape brand equity and its dimensions (brand awareness, association, perceived quality, and loyalty) in the global F&B industry (e.g., McDonald's, Starbucks, Nestle, Coca-Cola). The findings will offer valuable insights into marketing and branding, helping international brands build powerful brand identities and achieve long-term brand success.

Section 2 of 6

PERSONAL DATA PROTECTION NOTICE



Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (UTAR) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage, and retention of personal information

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion, such as name, IC number, phone number, or address. The data collected includes only:

- a) Age group
- b) Gender
- c) Nationality
- d) Level of Education
- e) Awareness of global F&B brands
- f) Purchase from global F&B brands
- g) Consumption of global F&B brands
- h) Engagement of global F&B brands

Section 3 of 6

Demographic



Description (optional)

Age group \*

- Below 20
- 21 - 25
- 26 - 30
- Above 30

Gender \*

- Male
- Female

Nationality \*

- Malaysian
- International

Level of Education \*

- Diploma
- Bachelor Degree
- Master Degree
- Doctoral Degree

Which university are you currently studying at? \*

- Universiti Tunku Abdul Rahman (UTAR) Sungai Long
- Universiti Tunku Abdul Rahman (UTAR) Kampar
- Tunku Abdul Rahman University of Management and Technology (TAR UMT)
- Universiti Malaya (UM)
- Other: .....

Have you heard of global Food and Beverage (F&B) brands? (e.g., McDonald's, Starbucks) \*

- Yes
- No

Have you ever purchased any products from a global F&B brand? \*

- Yes
- No

How frequently do you consume products from international F&B brands? \*

- Very often
- Often
- Occasionally
- Rarely

Do you follow any global F&B brands on social media platforms? \*

- Yes
- No

Marketing Mix Strategies \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
MM1: The prod...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MM2: I prefer b...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MM3: I am willi...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MM4: I can eas...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MM5: Marketin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MM6: The pric...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Branding Elements \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
BE1: I can easil...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BE2: Slogans, t...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BE3: Consisten...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BE4: The packa...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BE5: Powerful ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BE6: Brand co...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer Relationship Management (CRM) \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
CRM1: I prefer i...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM2: Custom...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM3: I apprec...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM5: Such br...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM6: I find it ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Traditional and Modern Marketing Activities \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
TM1: Social m...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM2: Tradition...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM3: I am bett...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM4: Both tradi...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM5: Creative ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM6: Seeing o...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TM7: I often lik...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Trust \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
BT1: I trust the...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BT2: Confidenc...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BT3: I feel safe ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BT4: Global F&...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BT5: I believe t...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BT6: I trust the...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Equity



This section is about how you perceive the overall brand equity and its dimensions (brand awareness, association, perceived quality, and loyalty). There is no right or wrong answer. Thank you for answering. Your support is greatly appreciated.

Brand Equity \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
BEQ1: I can ea...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BEQ2: I prefer ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BEQ3: I often p...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BEQ4: I'm willin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BEQ5: Strong b...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Ethical Clearance Approval



**UNIVERSITI TUNKU ABDUL RAHMAN** DU012(A)  
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-600/2025

16 October 2025

Dr Fitriya Binti Abdul Rahim  
Head, Department of International Business  
Faculty of Accountancy and Management  
Universiti Tunku Abdul Rahman  
Jalan Sungai Long  
Bandar Sungai Long  
43000 Kajang, Selangor

Dear Dr Fitriya,

### Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research project

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
-----	----------------	----------------	-------------------	-------------------

35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	
-----	---	----------------	----------------	--

**Kampar Campus** : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

**Sungai Long Campus** : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

**Website:** www.utar.edu.my

