Research Article

Factors Influencing Consumers' Brand Loyalty to Chinese Tea Drinks in Bangkok, Thailand

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Abstract.
Tea drinks have always been a consumer favorite beverage because of the variety of product types that appeal to a wide customer base. In recent years, with the continuous expansion of China's beverage market, some brands are looking to expand into overseas markets. They determine the brand's overseas development strategy by investigating the factors that impact consumer brand loyalty to identify the local target market and group. This study investigates the impact of demographic factors, consumer perception in 7ps, and consumer satisfaction on brand loyalty. An online questionnaire was used to survey Chinese tea drink consumers who lived in Bangkok for over a month. Four hundred valid data were selected and analyzed using SPSS software. The research results show that most consumers will have different degrees of consumer brand loyalty based on consumer perception of the 7ps and consumer satisfaction. Products incorporating cultural attributes were found to be more attractive to consumers. Each of these factors, demographic, consumer satisfaction, and consumer perception in 7ps, impact consumer brand loyalty.

Keywords: tea consumers, consumers brand loyalty, thailand, chinese tea drink

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1. Introduction

Chinese tea has a rich culture and history. It has been essential to China's heritage for thousands of years. However, the journey of Chinese tea drink brands from the domestic field to overseas markets is a relatively new but fascinating story. In the wave of globalization, these brands use their unique products to combine traditional Chinese tea culture with innovative drink concepts to attract global consumers.

Chinese tea drinks are becoming increasingly popular globally, which brings opportunities and challenges to drink companies aiming to expand their influence in the international market. In order to effectively penetrate and succeed in a specific market, enterprises need to understand consumers' brand loyalty and the factors that affect their decision-making process. This theoretical basis outlines the significance of the case study on brand loyalty of Chinese tea drink brands in Thailand tea consumers.

Consumer behavior is influenced by various cultural and contextual factors [1]. Thai consumers may have unique preferences, views, and attitudes towards Chinese tea compared to consumers in other countries. By investigating consumers' willingness to spend and brand loyalty in Thailand, research can better understand the cultural differences and specific consumer behaviors in the market.

Brand loyalty refers to consumers' love and trust in a brand [2]. Consumers with high brand loyalty are likelier to buy products of the same brand, which is the"brand effect". The brand effect has a significant impact on the company's market share. For example, consumers with high brand loyalty are more inclined to buy products of the same brand, thereby increasing the sales of the company's products and the market share. Consumers with high brand loyalty are more likely to be attracted by corporate advertising and promotional activities, reducing corporations' marketing costs. Consumers with high brand loyalty are usually willing to pay a higher price for the brand's products, directly increasing corporate profits. Consumers are more willing to buy high-quality products and enjoy a good service experience, which helps to increase brand loyalty [3]. Enterprises must convey their brand image through various channels, including advertising, promotional activities, and social media so that consumers can recognize, understand, and trust the brand. Enterprises can improve consumer satisfaction and brand loyalty through personalized services, such as customized products and exclusive consumer service [4].

To successfully enter and thrive in the Thai market, Chinese tea brands need to adapt their marketing strategies and products to meet the preferences and expectations of Thai consumers. By studying consumers' brand loyalty, research can reveal key factors that affect their decision-making process, such as product attributes, brand perception, service process, and price sensitivity. This information can guide Chinese tea brands to adjust their marketing messages, product features, and pricing to cater to Thai consumers [5].

The findings of this study will have practical implications for Chinese tea brands and other drink companies seeking to enter international markets. Research findings can guide strategic decisions, including product development, marketing campaigns, brand positioning, and distribution strategies. Understanding the brand loyalty of Thai consumers will enable Chinese tea brands to make informed business decisions and enhance their competitive advantage in Thailand.

2. Literature Review

2.1. Related research on consumers' brand loyalty

Fernandes' research confirms that Consumer-Brand Engagement (CBE) is a three-dimensional construct. It is seen to be stronger for emotional brand relationships than functional ones. The study demonstrates CBE's significant direct and indirect impact on Brand Loyalty (B.L.). In the comparative analysis, the findings reveal that the effects of CBE on B.L., whether directly or indirectly via Satisfaction, are more potent for emotional relationships. However, for functional brand relationships, Satisfaction emerges as a stronger direct predictor of B.L. This suggests that in functional relationships, where consumers focus more on the utility or practical aspects of a brand's offerings, their satisfaction with the brand's performance plays a more significant role in fostering loyalty [6].

Khamitov's research found that brand-based brand relationships exhibit high elasticity, generating the most substantial consumer brand loyalty. The positive effect of brand relationships on consumer brand loyalty grows stronger over time. This may indicate that consumers are increasingly valuing their relationships with brands. Non-status and public consumer brands are more likely to be affected by brand relationships in terms of loyalty than status and private consumer brands. Attitudinal consumer brand loyalty appears to have a stronger correlation with brand relationships than behavioral consumer brand loyalty [7].

Ceyhan's research highlights how different consumer perceptions subtly influence brand loyalty and purchase intentions in the context of Instagram social media marketing. Findings suggest that practical considerations (functional value) and brand alignment with consumers' self-image (self-brand image alignment) are particularly important in driving purchase intention and brand loyalty. However, hedonic value (relating to the pleasure or joy of using a brand) and co-creative value (referring to consumers' active participation in creating a brand experience) show different effects. They appear to be more critical for purchase intent than brand loyalty. In addition, this study highlights the mediating role of brand loyalty between functional value perception and co-creation and purchase intentions. This suggests that brands can increase brand loyalty by enhancing functional value and encouraging co-creation, indirectly affecting purchase intention [8].

2.2. Demographic factors on consumers' brand loyalty

A study by Rojas-Mendez highlighted that demographic factors influence consumer acceptance and, thus, indirectly, consumer brand loyalty. This means that influenced by its unique characteristics, different demographic groups may have different levels of loyalty to the same brand. Brands that resonate with a certain demographic group are likely to gain greater loyalty from that group [9].

Shen J's research shows that older generations are more concerned about environmental issues than younger generations. This could be due to several reasons, including, from a life stage perspective, older adults turning their attention to broader societal issues after having achieved most of their personal and professional aspirations or the increased time they spend witnessing environmental change [10].

2.3. Consumer satisfaction on consumers' brand loyalty

In the article "Relationship between Consumer Satisfaction and Loyalty," Sharma A conducted an in-depth investigation into the correlation between consumer satisfaction and consumer loyalty. The findings of this research underscore the direct and significant relationship between these two constructs. The research emphasizes that it is not enough for businesses to offer excellent products in a competitive market landscape. Establishing an emotional connection with the consumer base is also essential. This emotional connection serves as a driving force to engage consumers, enhance their overall satisfaction, and, in turn, foster loyalty towards the brand [11].

Further insights from Rajumesh showed that brand experience can significantly influence consumers' long-term memory associated with a brand. Positive experiences create associations and memories, increasing consumer satisfaction and brand loyalty. These findings underscore the value of delivering memorable and positive brand experiences, as they increase the likelihood of repeat purchases and long-term consumer brand loyalty [12].

2.4. Consumer perception in 7Ps market strategy on consumers' brand loyalty

When studying the relationship between marketing mix and brand loyalty, Adel Pourdehghan found that marketing mix has a dual impact on brand loyalty, direct and indirect, of which promotion is the most prominent. Promotions can directly encourage brand loyalty

and indirectly increase loyalty through other factors, such as consumer satisfaction and trust [13]. Research on daily necessities found that the product dimension significantly impacts consumer satisfaction and loyalty. Diversified choices can increase consumer satisfaction, while good products and excellent after-sales service can increase client trust and positively impact brand image, thereby increasing consumer loyalty [14].

Consumer satisfaction is vital to the success of your business. When consumers are satisfied, brand loyalty usually results. Raduzzi examines the drivers of consumer satisfaction and brand loyalty and explores the relationship between the two. The impact of the marketing mix (7Ps, including price, promotion, and place) on consumer satisfaction and brand loyalty was studied. The conclusion is that marketing mix does affect consumer satisfaction and brand loyalty [15].

Social media provides a social interactive environment where consumers can communicate with brands, exchange ideas with other users, create content, and influence the public. Brands also create various social media marketing applications by leveraging these opportunities [8]. At the same time, studying the role of consumer brand engagement (CBE) focuses on consumers' investment in their brand interaction. It concludes that cultivating virtual community recognition and providing rewards to attract consumers are crucial [16]. Loving the brand helps enhance a unique brand image, and self-motivation will increase consumer loyalty and revenue for specific brands. In addition, as acceptable peers help make purchasing decisions, strengthening the brand community will maintain existing consumers and attract more potential consumers from current consumer relationships [17].

Chinomona's findings highlight the compelling positive impact of brand awareness and product quality on brand loyalty, emphasizing their critical role in developing a loyal consumer base. Interestingly, while the study found that brand associations positively affect brand loyalty, this effect did not reach statistical significance. This could mean that while brand associations contribute to brand loyalty, they may not be as important or influential as brand awareness and product quality or may be influenced by other variables not considered in this study [18].

2.5. Related research on tea consumers

Pattarakitham's research found that brand image and perceived value affect consumer satisfaction. In addition, factors such as price, green food, perceived value, and consumer satisfaction will also affect consumer loyalty to tea beverages [19]. At the same

time, Oke's research results show that the factors influencing Thai consumers' decision-making to purchase green tea are perceived value (brand awareness, brand association, and brand loyalty) and perceived quality, and the decision-making is between consumer loyalty (repeat purchase and word-of-mouth behavior). There is a positive correlation between them. Additionally, many other factors, such as purchase convenience, taste, flavor, price, and packaging, were also found to have an overall impact on consumer brand loyalty [20]. A study of a mix of restaurants, including restaurants across many countries and formats, found that service quality increases perceived value, consumer satisfaction, and loyalty. Simultaneous perceived value mediates the link between service quality and consumer satisfaction. Consumer satisfaction, on the other hand, can enhance affective commitment and loyalty [21].

2.6. Conceptual framework
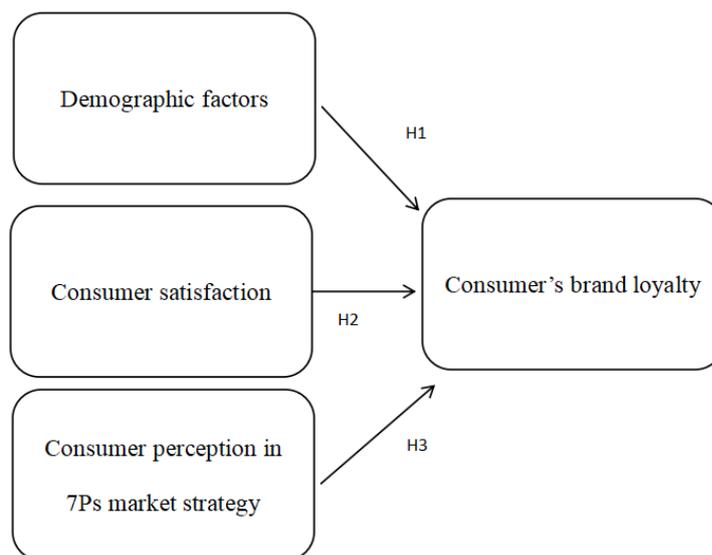
Figure 1: Concept framework.

As shown in the Figure 1, this study investigates the relationship between demographic factors, consumer satisfaction, and consumer perception in the 7Ps market strategy with consumer brand loyalty and makes the following three hypotheses:

H1: There are differences in consumers' brand loyalty based on demographic factor.

H2: Consumer satisfaction with Chinese tea drink brands impacts their brand loyalty.

H3: Consumer perception in the 7Ps market strategy of Chinese tea drink brands impacts their brand loyalty.

3. Research Methodology

3.1. Research design

This study adopts a quantitative research method.

3.2. Sample size and data collection

This study will use purposeful sampling techniques and calculation formulas to obtain the required sample size results [22]. These participants are based on their experiences with relevant brands and factors influencing their brand choice. This allows us to collect rich and detailed data and provide data on various consumer behaviors. The main method of collecting data online is to send questionnaires to Chinese tea drink consumers residing in Thailand through websites and social media. The questionnaire was also sent to friends, many of whom have different degrees of personality choices about drinks.

z is the z score

e is the margin of error

n is the population size

p is the population proportion

$$n = \frac{1.96 \wedge 2x0.5(1-0.5)}{0.05 \wedge 2} = 384.16$$

3.3. The reliabilities and validity analysis of the questionnaires

3.3.1. Reliability analysis of the questionnaire

Reliability denotes the degree of consistency and precision of outcomes derived from a measurement tool, such as a questionnaire or scale. It emphasizes the tool's capability to yield consistent results when applied to the same subject, ensuring minimal variability over multiple assessments. Within many research contexts, metrics like Cronbach's Alpha often represent a reliability coefficient. Higher than 0.7 is typically considered a benchmark for establishing the instrument's credibility.

In this study, α=0,895 indicates that the items have high internal consistency, which is often interpreted as all items measuring the same underlying concept or construct.

3.3.2. Validity analysis of the questionnaires

Content validity refers to the degree to which a tool, such as a questionnaire or test, measures the intended structure. The validity of a questionnaire is critical to ensuring that it measures what it is intended to measure. Validity analysis aims to improve the accuracy and reliability of research results. One way to determine this is to have an expert on the subject rate each item on the test according to its relevance and consistency with the specified objective. This method is called IOC (Index of Item Objective Congruence). Typically, three experts are rated using a three-point scale: +1 (the item is on target), 0 (not sure or not sure if it is on target), and -1 (the item is not on target). The general standard of the IOC value index is greater than 0.5.

4. Results

4.1. Descriptive analysis of demographic data

Descriptive analysis was used in this study to examine demographic data. Demographic data such as gender, age, education, income, and employment factors were analyzed to better understand the respondents' "personal profile."

The data obtained through descriptive analysis are shown in Table 1. In terms of frequency and proportion of respondents by age group, there were 184 male and 201 female respondents, respectively, of which 35 were under 18 years old, accounting for 9.1%, and 224 were between 18 and 30 years old (58.2%), 126 people over 30 years old accounted for (32.7%). In terms of work, 27 (7%) did not have a job, 126 were students (32.7%), and 126 were company employees (32.7). There are 13 government employees (3.4%), 35 business owners (9.1%) and 26 (6.2%) working in other jobs. In terms of education, 126 (32.7%) with a bachelor's degree or below, 156 (40.5%) with a bachelor's degree) and 103 people with a bachelor's degree or above (26.8%).

Among the 385 respondents, 76 (19.7%) have a monthly income of less than RMB 3,000, 57 (14.8%) have a monthly income of RMB 3,001-4,000, 88 (22.9%) have a monthly income of RMB 4,001-5,000, and 5,001 -67 people (17.4%) have a monthly income of RMB 6,000 and 97 people (25.2%) have a monthly income of more than RMB 6,000.

TABLE 1: The Table of respondent information statistics.

		Frequency	Percentage
Gender	Male	184	47.8
	Female	201	52.2
	Total	385	100
AGE	Less than 18 years	35	9.1
	18-30 Years	224	58.2
	More than 30 years	126	32.7
	Total	385	100
Occupation	No occupation/housewife	27	7
	Student	126	32.7
	Company Officer	160	42.6
	Government employee	13	3.4
	Business Owner	35	9.1
	Other	24	6.2
	Total	385	100
Educational	Less then Bachelor	126	32.7
	Bachelor	156	40.5
	Higher then Bachelor	103	26.8
	Total	385	100
Monthly income	Less than 3000 yuan	76	19.7
	3001-4000 yuan	57	14.8
	4001-5000 yuan	88	22.9
	5001-6000 yuan	67	17.4
	More than 6000 yuan	97	25.2
	Total	385	100
Marital Status	Single	238	61.8
	Married	134	34.8
	Widowed / Divorced	13	3.4
	Total	385	100

Table source: Author's own

4.2.1.1. Results T-test and Anova test results on the hypothesis: There are differences in consumers' brand loyalty based on demographic factors

As shown in Table 2, the p-value of gender is >0.01. This means that gender differences will produce differences in consumer brand loyalty. From Table 3, we found that the p values of age, education, occupation, monthly income, and marital status are all higher

than 0.05, indicating that these factors have no significant impact on consumer brand loyalty.

TABLE 2: T-test for gender factor.

	Gender	n	mean	SD	T	p
Consumers' brand loyalty	Male	184	3.6159	0.63291	0.117	0.344
	Female	201	3.6086	0.59949		

TABLE 3: ANOVA test for age, education, occupation, income, and marital status.

	Age	S.S.	D.F	M.S	F	p
Consumers' brand loyalty	Between Groups	0.419	2	0.209	0.553	0.576
	Within Groups	144.769	382	0.379		
	Total	145.188	384			
	Education	S.S.	D.F	M.S	F	p
	Between Groups	0.273	2	0.136	0.359	0.698
	Within Groups	144.915	382	0.379		
	Total	145.188	384			
	Occupation	S.S.	D.F	M.S	F	p
	Between Groups	0.806	5	0.161	0.423	0.833
	Within Groups	144.382	379	0.381		
	Total	145.188	384			
	Monthly income	S.S.	D.F	M.S	F	p
	Between Groups	0.879	4	0.22	0.579	0.678
	Within Groups	144.308	380	0.38		
	Total	145.188	384			
	Marital Status	S.S.	D.F	M.S	F	p
	Between Groups	1.232	2	0.616	1.635	0.196
	Within Groups	143.956	382	0.377		
	Total	145.188	384			

Table source: Author's own

4.2. Results multiple linear regression analysis test results of hypothesis: Consumer satisfaction with Chinese tea drink brands impacts their brand loyalty

Using consumer satisfaction as the independent variable and consumers' brand loyalty as the dependent variable for linear regression analysis, it can be seen that the model formula is:

Y=X0+X1

Y=Consumer brand loyalty

X0 =constant,X1 =consumer satisfaction

Y=2.585+ 0.203consumer satisfaction

Based on table 4, the model R-squared value is 0.209, which means that consumer satisfaction can explain consumers' brand loyalty's 20.9 % reason for change. When performing an F test on the model, it is found that it passes the F test.(F=101.173, p=0.000<0.05). The regression coefficient of consumer satisfaction is 0.203 (t=10.058, p=0.000<0.01). It means that consumer satisfaction will have a significant positive impact on consumers' brand loyalty.

TABLE 4: Linear regression of hypothesis: Consumer satisfaction with Chinese tea drink brands impacts their brand loyalty.

		Coefficients		Standardized Coefficients			
		B	SE	Beta	t	p	vif
	Constant(X_0)	2.585	0.106		24.41	0	
	consumer satisfaction(X_1)	0.203	0.027	0.457	10.058	0	1
R^2	0.209						
Adj-R^2	0.207						
F	F(1,383)=101.173,p=0						

Table source: Author's own

4.3. Results Multiple linear regression analysis test results of hypothesis: Consumer perception in the 7Ps market strategy of Chinese tea drink brands impacts their brand loyalty

Using product, price, place, promotion, people, process, process and physical as independent variables and consumers' brand loyalty as the dependent variable for linear regression analysis, it can be seen that the model formula is

TABLE 5: Multiple linear regression of hypothesis: Consumer perception in the 7Ps market strategy of Chinese tea drink brands impacts their brand loyalty.

		Coefficients		Standardized Coefficients			
		B	SE	Beta	t	p	VIF
	constant	1.695	0.26		6.518	0.001**	
	Product(X_1)	0.14	0.041	0.278	3.387	0.001**	3.729
	Price(X_2)	0.186	0.034	0.324	5.47	0.000**	1.936
	Place(X_3)	0.045	0.054	0.083	0.836	0.403	5.428
	Promotion(X_4)	0.143	0.038	0.23	3.71	0.000**	2.144
	People(X_5)	0.004	0.045	0.008	0.095	0.924	4.069
	Process(X_6)	0.027	0.04	0.041	0.66	0.51	2.132
	Physical(X_7)	0.04	0.049	0.058	0.832	0.406	2.701
R^2	0.319						
Adj-R^2	0.307						
F	F(7,377)=25.245,p=0						

Table source: Author's own

$$Y = X_0 + X_1 + X_2 + X_4$$

Y=Consumer brand loyalty

X0=constant,X1=product,X2=price,X4=promotion

$$Y = 1.694X_0 + 0.14X_1 + 0.186X_2 + 0.143X_4$$

Based on table 5, the model's R-squared value is 0.319. The 7Ps can explain 31.9% of consumer brand loyalty changes. When performing an F test on the model, it is found that the model passes the F test (F=25,245,p=0.000<0.05).

The regression coefficient value of the product is 0.14 (t=3.387,p=0.001<0.05), Which means that the product will have a significant positive impact on consumers' brand loyalty. The regression coefficient value of the price is 0.186 (t=5.47 p=0.000<0.01). It means that price will have a significant positive impact on consumers' brand loyalty. The regression coefficient value of place is 0.045 (t=-0.836, p=0.403>0.05),meaning that place will not impact consumers' brand loyalty. The regression coefficient value of promotion is 0.143 (t=3.71,p=0.000<0.05). It means that promotion will have a significant positive impact on consumers' brand loyalty. The regression coefficient value of people is 0.004 (t=0.0956,p=0.924>0.05), meaning that people will not impact consumers' brand loyalty. The regression coefficient value of the process is 0.027 (t=0.66,p=0.51>0.05). This means that the process will not impact consumers' brand loyalty. The regression

coefficient value of the physical environment is 0.04 (t=0.832, p=0.406>0.05). This means that the physical environment will not impact consumer brand loyalty.

In summary, product, price, and promotion will significantly impact consumers' brand loyalty; place, people, process, and physical will not impact consumers' brand loyalty.

5. Summary of hypothesis

In this study, the T-test found that the p-value of the gender factor was 0.344, which shows that gender factors have no significant impact on consumer password loyalty. In addition, the ANOVA test results found that the p-value of age was 0.576, the p-value of occupation was 0.833, the p-value of education was 0.698, the p-value of monthly income was 0.678. The p-value of marital status was 0.196. p>0.05 shows that these are all correct. Consumer brand loyalty has an impact but does not reach a significant relationship. In summary, demographic factors impact consumer brand loyalty, but no significant relationship exists between them (see table 6).

Through linear regression analysis of consumer satisfaction, it was found that the model R-squared value was 0.209, which means that consumer satisfaction can explain 20.9% of the change in consumer brand loyalty. When the F test was performed on the model, the model passed the F test (F=101.173, p=0.000<0.05). The regression coefficient value of consumer satisfaction is 0.203 (t=10.058, p=0.000<0.01), indicating that consumer satisfaction will significantly impact consumer brand loyalty.

The model R-squared value is 0.319, which means that consumer perception marketing strategy in 7Ps of marketing strategy can explain 31.9% of the change in consumer brand loyalty. When the F test was performed on the model, it was found that it passed the F test (F=25,245, p=0.000<0.05). It shows that the consumer perception marketing strategy in the 7Ps significantly positively impacts consumer brand loyalty. At the same time, research on various parts of the 7Ps also found that not everyone has a significant impact. Among them, the p-value of the product is 0.001, the p-value of the price is 0.000, and the p-value of the promotion is 0.000. These have a significant positive impact on consumer brand loyalty: the p-value of place is 0.403, the p-value of people is 0.924, the p-value of process is 0.51, and the p-value of physical environment is 0.406. These factors impact consumer brand loyalty but do not reach significance.

TABLE 6: Summary of the hypotheses testing results.

Statement of Hypothesis	p-value	Decision results
There are differences in consumers' brand loyalty based on demographic factors⊠	Gender=0.344	Supported
	Age=0.576	
	Income=0.678	
	Occupation=0.833	
	Education=0.698	
	Marital Status=0.196	
Consumer satisfaction with Chinese tea drink brands impacts their brand loyalty.	0.000**	Supported
Consumer perception in the 7Ps market strategy of Chinese tea drink brands impacts their brand loyalty.	Product=0.001**	Supported
	Price=0.000**	
	Place=0.403	
	Promotion=0.000**	
	People=0.924	
	Process=0.51	
	Physical=0.406	

Table source: Author's own

6. Conclusion

This study explores Factors Influencing Consumers' Brand Loyalty to Chinese Tea Drinks in Bangkok, Thailand. Through an in-depth analysis of consumers who have lived in Bangkok, Thailand, for over a month, we found that consumer satisfaction and consumer perceptions in the 7Ps market strategy have a significant positive impact.

One of the main findings of this study is that consumer satisfaction and perceptions of some of the 7Ps market strategies (product, price, promotion) positively impact consumers' brand loyalty. This study supports existing literature in this area and contributes to our understanding of consumer loyalty and behavior.

This research will help Chinese tea drink brands enter the Thai market quickly and stabilize their market quickly. This has significant implications for the service industry. Furthermore, these findings contribute to the ongoing discussion on how foreign brands can quickly enter local markets and gain local consumers' loyalty.

This study still has several limitations, which may provide avenues for future research. In the future, if we can obtain authorization from a certain brand to conduct targeted

research on it, we should be able to get more research results. At the same time, the survey group can be expanded in the future to obtain more experimental data to improve the experimental results.

This study provides valuable insights into the factors influencing consumers' brand loyalty. When a brand enters the market, it must consider consumer satisfaction and make strategic arrangements for consumer perception in the 7Ps marketing strategy to increase brand loyalty and firmly grasp the market. Overall, this study improves our understanding of consumer brand loyalty and consumer behavior.

7. Recommendation and future research

7.1. Recommendation

Thai beverage is known for its unique blend of flavors that reflect the unique tastes of the local populace. For tea brands eager to enter this market, comprehensive market research is necessary to capture these unique local preferences. Creating drinks that resonate with traditional Thai flavors can significantly increase consumer loyalty. Here are some suggestions for brand development:

Brand products must be diversified to meet the needs of different genders, ages, incomes, and other groups. At the same time, brands should refine and promote products based on the actual conditions of local markets and consumer groups, improve brand loyalty among different groups of people, and establish market advantages.

Pricing strategies need to be designed smartly, considering the economic disparity in Thailand, a country of stark contrasts between rich and poor. There is a need to focus on product value for money to increase sales and ensure maximum consumer satisfaction.

The choice of store location requires careful planning to ensure convenient transportation and high customer flow. By increasing brand awareness and facilitating deeper consumer interactions, brands can increase customer loyalty.

Brands focus on building a good in-store environment and providing high-quality in-store service facilities, which can effectively bring consumers a high-quality consumption experience and ultimately generate brand loyalty.

Brands should pay attention to the control of craftsmanship factors. Standardized processes increase consumer satisfaction, foster trust, and encourage loyalty. At the same time, optimizing the service process and making the consumption process simple and fast can significantly improve consumer satisfaction and loyalty.

Consumer satisfaction plays a key role in influencing brand loyalty. Repeat patronage is mainly dependent on positive experiences from previous interactions. Therefore, it is crucial to focus on improving customer satisfaction. Consumer perception in the 7Ps marketing strategy and satisfaction are intertwined to shape brand loyalty. A great marketing strategy can increase consumer awareness. Product value, strategic store places, and ambiance can significantly impact brand loyalty. At the same time, ensuring excellent consumer satisfaction is critical to maintaining brand loyalty and generating positive word-of-mouth.

7.2. Future research

In order to better understand consumers of Chinese tea brands, this includes collecting a larger sample size and further conducting variables based on consumer perception and satisfaction. A larger sample population and sample size may produce different results and increase the credibility of future studies. At the same time, additional research should be conducted to identify other relevant factors to obtain more complete data and better understand the factors that influence consumer brand loyalty.

This study focuses on the category of Chinese tea brands in order to determine the factors that affect consumer brand loyalty. There may be better results if we can obtain permission from the current market to collect and study data on a single Chinese tea brand. Discover. At the same time, all data are collected through an online platform, and further research can be conducted by conducting paper questionnaires directly to customers who consume tea brands in China.

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