



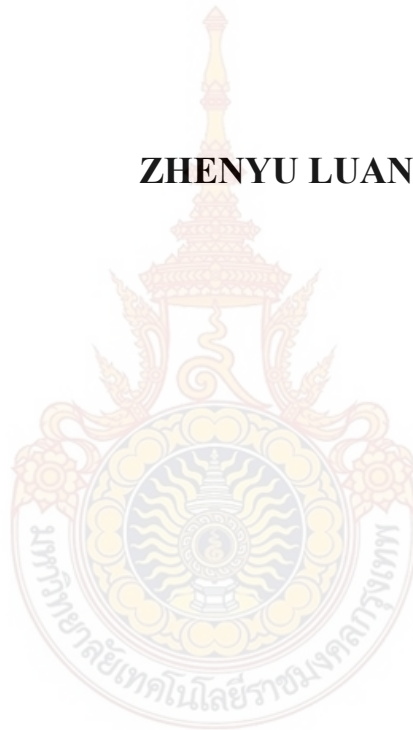
**FACTORS INFLUENCING CONSUMERS' BRAND LOYALTY  
TO CHINESE TEA DRINKS IN BANGKOK, THAILAND**

**ZHENYU LUAN**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE  
INSTITUTE OF SCIENCE INNOVATION AND CULTURE  
AJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP  
ACADEMIC YEAR 2023  
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**Author** Zhenyu LUAN  
**Major** Master of Management (Management Science)  
**Advisor** Associate Professor Dr. Vuttichat Soonthonsmai

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## ABSTRACT

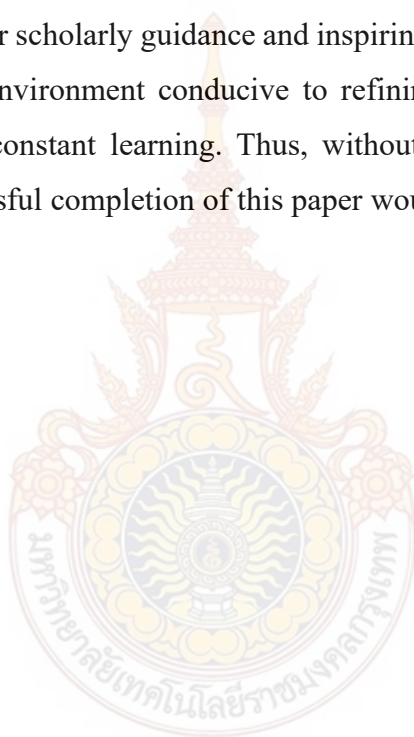
Tea drinks have always been a favorite beverage among consumers because of their variety of product types that appeal to a wide variety of consumers. In recent years, with the continuous expansion of China's beverage market, some brands are no longer satisfied with only developing in the local market but are turning overseas. They determine the brand's overseas development strategy by investigating the factors that impact consumer brand loyalty most to capture the local target market and target group. This study investigates the impact of demographic factors, consumer perception in 7ps, and consumer satisfaction on brand loyalty. This study used an online questionnaire 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. From another perspective, products incorporating cultural attributes are more attractive to consumers. After testing the hypothesis, it is found that demographic factors, consumer satisfaction factors, and consumer perception in 7ps factors all impact consumer brand loyalty.

**Keywords:** tea consumers, consumers brand loyalty, Thailand, Chinese tea drinks

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Zhenyu LUAN



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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background and Statement of the Problem**

#### **1.1.1 Research Background**

Chinese tea has a rich culture and history. It has been important 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.

Starting with domestic success, Chinese tea drink brands have been committed to bringing their products and the essence of Chinese tea culture to global consumers. Understanding the cultural and consumer market differences between China and overseas regions, these brands have developed product innovation, marketing, and distribution strategies that match local tastes and preferences while retaining Chinese tea's authentic flavor. Brands have established themselves in overseas markets by offering high-quality traditional teas. They position their products not just as a drink but as an authentic Chinese tea experience, often emphasizing their connection to the tea's origin, traditional processing techniques, and health benefits.

Some brands are making waves worldwide with their modern interpretations of tea beverages. Known for the popularity of Chinese and fruit teas, these brands have attracted young consumers worldwide with their innovative and Instagram-friendly beverages. They effectively introduced a new face of Chinese tea culture, complementing tea's image as a traditional healthy drink. The key to their overseas expansion is understanding and adapting to local tastes. For example, some brands introduced local flavors or adjusted sweetness levels to cater to local tastes. They also often incorporate local cultural elements into store design to create a comfortable drinking space for consumers.

In addition, Chinese tea drink brands entering overseas markets also use their "newness" and cultural heritage to promote products. They are also benefiting

from growing global interest in Asian cuisine, health and wellness trends, and growing demand for new and unique food and drink experiences.

Thailand is renowned for its rich tea culture, superior geographical location, and growing consumer base, providing an interesting market for Chinese tea drink brands. In this case study, understanding consumers' brand loyalty is crucial for Chinese tea drink brands to gain a firm foothold in the Southeast Asian market and effectively adjust their marketing strategy and product supply to meet the needs and preferences of Thai consumers. Through a comprehensive analysis of consumer brand loyalty, this study attempts to contribute to the existing knowledge system in consumer behavior, especially in the context of Chinese tea in the international market. The results of this study can help foreign brands carry out targeted marketing activities in Thailand, strengthen product development, and establish strong brand influence.

In conclusion, this study aims to provide valuable insights into the factors influencing Chinese tea drink brand loyalty among tea drinkers in Thailand. These findings benefit Chinese tea drink brands and other companies in the drink industry, providing valuable information for consumer behavior and enabling informed decision-making to meet the constantly changing needs of consumers in the international market.

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. Therefore, 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 the brand loyalty of Chinese tea drink brands among Thai tea consumers. Studies indicate that various cultural and contextual factors influence consumer behavior (Kacen *et al.*, 2002). 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, the researcher can better understand the cultural differences and specific consumer behaviors in the market.

Brand loyalty refers to consumers' love and trust in a brand (Lau *et al.*, 1999). 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 their market share. Corporate advertising and promotional activities are more likely to attract consumers with high brand loyalty, reducing the company's marketing costs. Consumers with high brand loyalty are usually willing to pay a higher price for the brand's products, directly increasing the company's profits. Consumers are more willing to buy high-quality products and enjoy a good service experience, which helps to increase brand loyalty (Ahmed *et al.*, 2002). Enterprises must convey their brand image through various channels, including advertising, promotional activities, and social media, so 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 (Chuang *et al.*, 2020).

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 (Ge *et al.*, 2021).

### **1.1.2 Statement of the Research Problem**

Despite the growing interest in Chinese tea, there is limited research on consumer brand loyalty in Thailand. This study aims to fill this gap by providing empirical evidence and insights into the preferences and behaviors toward Chinese tea brands among Chinese consumers living or temporarily residing in Thailand. These findings will contribute to the existing literature on consumer brand loyalty, cross-cultural marketing, and international market entry strategies.

## **1.2 Research Questions**

Are there any differences in consumers' brand loyalty based on demographic factors?

Does consumer satisfaction have an impact on brand loyalty for Chinese tea products?

How does consumer perception of the 7Ps market strategy affect brand loyalty toward Chinese tea beverage brands?

### **1.3 Research Hypotheses**

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

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

H3: Consumer perceptions of the 7Ps market strategy of Chinese tea drink brands impact their brand loyalty.

### **1.4 Research Objectives**

1. To study the differences in consumer loyalty of Chinese tea drink brands classified by demographic factors.

2. To study the impact of consumer satisfaction factors on consumers' brand loyalty to Chinese tea drink brands.

3. To study the impact of consumer perceptions of the 7Ps market strategy on consumers' brand loyalty to Chinese tea drink brands

### **1.5 Scope of the Research Study**

The research results show that most consumers are willing to choose and buy products that meet their preferences. Through hypothesis testing, it was found that demographic factors, consumer perceptions of the 7Ps market strategy, and consumer satisfaction influence consumers' brand loyalty. This paper only studies the consumers' brand loyalty research of Chinese tea drinks.

## 1.6 Research Framework

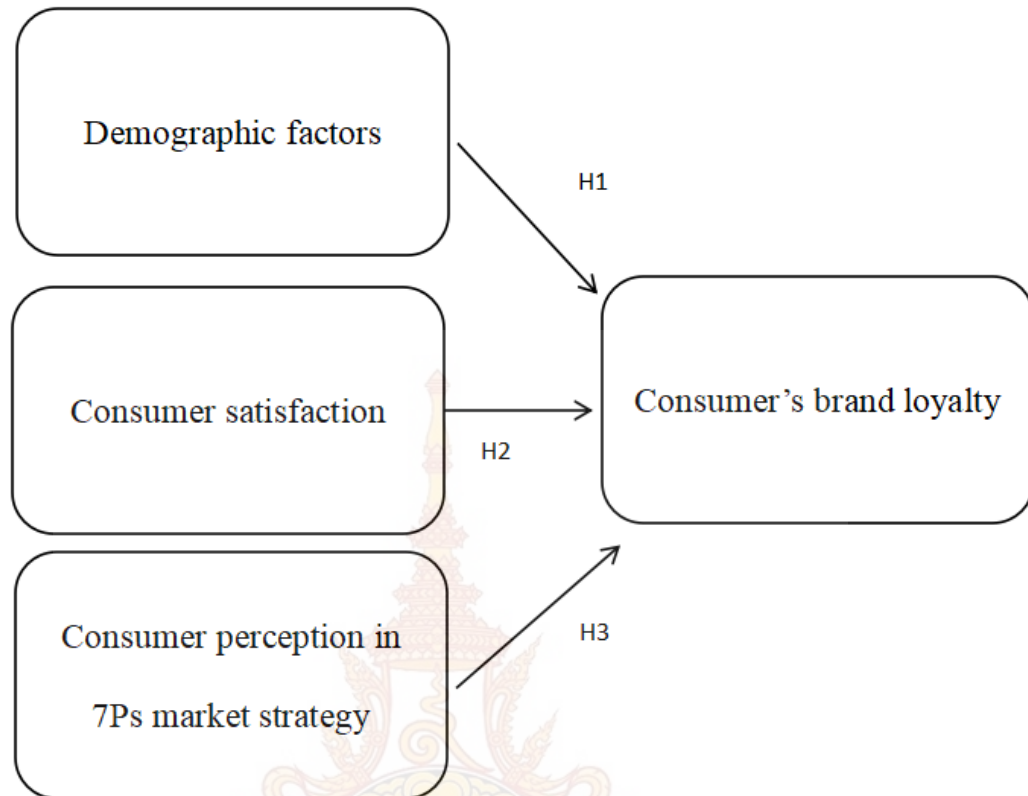


Figure 1 Research Framework

## 1.7 Definition of the Key Terms

**1.7.1 Consumer satisfaction** is a term used to describe and measure how well a company's products or services meet or exceed consumer expectations (Wantara *et al.*, 2019). This is crucial for businesses, as it provides them with a metric they can use to manage and improve their business. At the same time, consumer satisfaction is crucial for a company's reputation and loyalty because, in a volatile market, a company's reputation largely depends on consumer satisfaction. Likewise, consumer satisfaction may lead to a stronger competitive position, higher market share and profitability, lower price elasticity, lower business costs, prevention of cost segmentation, increased consumer lifetime value, and reduced attraction of new consumers.

**1.7.2 Consumer perception of the 7Ps market strategy** refers to how consumers perceive a company, its products, or its services based on their experiences



and interactions. Various factors, such as product or service quality and consumer service, form this perception. It is the impression on the mind of the consumer about the brand's overall personality. A Product is a company's offering to meet consumers' needs or desires. It significantly shapes consumer perception. In addition, consumer perception of a product or service is greatly influenced by its price. Existing research indicates a common consumer tendency to associate high prices with high quality and vice versa. Place is the manner and ease of product or service distribution, significantly impacting consumer perception. Promotion is the mode and message of a company's communication with its consumers. It can also shape consumer perception. People, which is the role of staff, particularly in consumer service, is pivotal in influencing consumer perception. The process is how a service is delivered; it involves the procedures, mechanisms, and flow of activities and can influence consumer perception. Physical evidence is the ambiance in which a service is delivered, and the tangible elements associated with it can shape consumer perception.

**1.7.3 Consumer brand loyalty** refers to the positive association consumers develop with a particular brand, prompting them to consistently choose that brand over competitors when purchasing goods or services. This loyalty is often a direct result of consumer satisfaction, trust, and the perceived value of the brand's products. It is a key component contributing to a brand's overall value and competitive advantage.

A brand is important for consumers to identify manufacturers, evaluate product quality, understand corporate image, and guide purchasing decisions. In brand development, ongoing research highlights the impact of perceived quality and brand trust on consumers' brand experience and loyalty.

## **1.8 The Benefits of the Study**

### **1.8.1 Theoretical Benefits of the Study**

A review of existing literature revealed a distinct lack of research on consumer loyalty to Chinese tea brands in the Bangkok market. The current study aims to fill this research gap by investigating and revealing the dynamics of consumer loyalty to Chinese tea brands in Bangkok. This research work is expected to contribute to the academic community and future research.

### **1.8.2 Practical Benefits of the Study**

Research can provide an in-depth understanding of market dynamics, consumer preferences, and the competitive landscape, allowing Chinese tea beverage brands to make informed decisions and customize products or services to meet market needs. Additionally, such research can identify growth opportunities and potential threats, allowing brands to strategize and allocate resources more effectively.





## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Related Theories**

##### **2.1.1 Demographic Factors**

Demographic factors are socioeconomic characteristics that classify or categorize people in a population. They are commonly used in market research, public policy development, and social science research to understand or identify trends or patterns. It mainly includes gender, age, education, work, and income. Thus, demographic factors are particularly important when studying consumer behavior. The impact of demographic factors on consumer acceptance indirectly affects brand loyalty (Rojas-Mendez, 2017). At the same time, it also directly or indirectly affects consumers' transaction tendencies and brand attitudes. It is not that people with higher income and education levels consume more, but that consumers with higher levels of two factors will be more rational in consumption (Shukla *et al.*, 2013). Taking environmental issues as an example, income level and education level are positively correlated with the degree of attention to the issue. In a sense, high-quality consumers pay more attention to health and environmental issues. However, surprisingly, age has the opposite effect on personal environmental issues, meaning older generations are more concerned about environmental issues than younger generations (Shen *et al.*, 2008). Demographic factors are key determinants of consumer behavior and have a complex relationship with brand loyalty. Recognizing and understanding these nuances enables companies to adjust their marketing strategies and product offerings more effectively, increasing consumer satisfaction and brand loyalty.

##### **2.1.1.1 Gender**

Gender refers to the social and cultural roles, behaviors, expectations, and identities of men or women in a specific society. Although gender illustrates biological differences between men and women, it is a broader and more complex structure encompassing identity, social behavior, and cultural aspects. (Connell, 2009). At the same time, it combines with other factors (family, religion, and experience) to help people improve their personalities, forming a unique individual.

#### **2.1.1.2 Age**

Age refers to a person's lifespan or the number of years since birth. This is a basic demographic feature widely used to classify and understand individuals in the population. It is an important factor in various fields. In consumer behavior, age affects consumption patterns and preferences. Different age groups may prefer products, brands, and experiences. For example, teenagers may be more interested in fashion and technology, while older adults may prioritize health-related products and services (Gajjar *et al.*, 2013).

#### **2.1.1.3 Education**

Education refers to acquiring knowledge, skills, values, and attitudes through formal or informal teaching. It is a fundamental aspect of personal and social development, playing an important role in shaping an individual's intellectual, social, and economic abilities. It helps individuals develop social skills, norms, values, and cultural awareness (Penbek *et al.*, 2012). Assisting personal growth, self-esteem, and confidence while promoting personal values, moral behavior, and social responsibility.

Education can improve cognitive ability, critical thinking, and information-processing skills (Pressley *et al.*, 1989). Educated consumers are likelier to participate in extensive information searches, critically evaluate alternatives, and make informed decisions based on objective standards. Simultaneously, education can shape consumer preferences and consumption patterns. Individuals with different levels of education may have different interests, cultural experiences, and perspectives. This may affect their preferences for specific products, brands, or experiences that align with their values, intellectual pursuits, and/or personal interests. Excellent education leads to rich cognition, leading to effective consumption behavior. In contrast, a lack of cognitive concepts leads to ignorance and reduces the ability of individuals to protect and assert their rights against expropriation by sellers (Durmaz *et al.*, 2014).

#### **2.1.1.4 Occupation**

Occupation refers to a specific job or profession that an individual engages in as a means of livelihood. Each profession has objective properties independent of the individual engaged in the profession; Social culture and physical characteristics determine each profession (Nelson, 1988). Occupations not only vary in terms of the type of work involved but also in terms of the working conditions, hours,

and level of responsibility. It is also a key demographic variable that affects consumer behavior in multiple ways. Different professions and wage ranges affect consumers' purchasing power and consumption patterns. At the same time, a profession can shape an individual's lifestyle, values, and consumption preferences.

#### **2.1.1.5 Income**

It refers to the total inflow of economic benefits formed by individuals, including businesses or daily activities such as selling goods, providing services, and transferring asset use rights (Black *et al.*, 2012). This usually includes operating, investment, fair value change, asset disposal, and other non-operating income. Simply put, it refers to the funds individuals or businesses obtain to provide goods and/or services or through investment capital typically measured over a specific period. In economics, income is considered one of the main indicators of an individual's or family's economic condition. It is often used to evaluate the wealth and living standards of an individual, a family, or a country.

Income is a key factor affecting consumer behavior. It refers to an individual or family's earnings during a specific period (Mincer, 1958). Income directly affects consumers' purchasing power and ability to purchase goods and services. Higher-income levels provide individuals with higher disposable income, enabling them to spend more on various products and services. Income affects the quantity, quality, and variety of goods and services that consumers can afford. Income plays an important role in shaping consumers' consumption patterns. Different income levels are related to different consumption habits and preferences. Although consumers, regardless of income levels, have the same awareness of some specific products, there are significant differences in the quality and degree of brand awareness among consumers of different income levels (Irawan *et al.*, 2021).

#### **2.1.2 Consumer Satisfaction**

Consumer satisfaction is a term used to describe and measure how a company's products or services meet or exceed consumer expectations (Wantara *et al.*, 2019). This is crucial for enterprises, as it provides them with an indicator that can be used to manage and improve their businesses.

The purpose of conducting consumer satisfaction research is to obtain evaluations of consumer satisfaction, consumer defects, repurchase rates, and specific

service recommendation rates through continuous quantitative research (Kim *et al.*, 2022), identify core issues of internal and external consumers, identify the fastest and most effective methods, and achieve maximum value.

Consumer satisfaction is crucial for a company's reputation and loyalty, as the company's reputation largely depends on consumer satisfaction in turbulent markets (Khan, 2022). Consumer satisfaction may lead to a stronger competitive position, higher market share and profitability, lower price elasticity, lower business costs, prevention of cost segmentation, increased consumer lifetime value, and reduced cost of attracting new consumers. Thus, enterprises increasingly emphasize consumer satisfaction (Bayraktar, 2012 ) and the quality of products and functional services due to their significant impact on consumer satisfaction and loyalty.

### **2.1.3 Consumer Perception in 7Ps Market Strategy**

Consumer perception in the 7Ps market strategy refers to how consumers perceive a company, its products, or services based on their experiences and interactions. Various factors, such as product or service quality and consumer service, form this perception. The impression in the consumer's mind of the brand's overall personality directly affects consumer behavior. Positive perception increases consumer brand loyalty and vice versa (Agyekum, 2015).

Consumer perception plays an indispensable role in shaping business outcomes. Not only does it have the capacity to create enhanced consumer satisfaction by aligning products and services with consumers' expectations, but its significance extends further. Research and business practices have underscored that perception directly influences consumers' repeat purchase intention (Aulia, 2016). Essentially, when consumers perceive a product's value, quality, and benefits positively, they are more likely to make repeated purchases. This continuous cycle of positive experiences and repeated purchases can further solidify their loyalty to a particular brand. Hence, managing consumer perceptions is not merely about achieving immediate sales or satisfying consumers in the short term; it is integral to long-term consumer retention and building enduring brand loyalty. Firms invest for sustainable growth and profitability (Tukiran, 2021).

What influences consumer perceptions of the 7Ps market strategy?

A product is a company's offering to meet consumers' needs or desires, and naming the product significantly shapes consumer perception. Product quality, design, packaging, and branding are critical. High-quality and well-designed products tend to create positive consumer perceptions and drive purchasing decisions (Kotler, 2015).

Price aspect: consumer perception of a product or service is greatly influenced by its price. Existing research indicates a common consumer tendency to associate high prices with high quality and vice versa. However, this is not a universal rule, as considerations like value for money often influence consumer perception (Rao & Monroe, 1989).

Place, as the manner and ease of product or service distribution, significantly impact consumer perception. When products or services are conveniently accessible, companies will likely receive a more positive evaluation from consumers (Rosenbloom, 2007).

Promotions, the mode and message of a company's communication to its consumers can also shape consumer perception. When promotional messages align with consumers' needs and wants, they can cultivate positive perceptions (Keller, 2001).

People involved in the staff role influence consumer perception, particularly in consumer service. When knowledgeable and friendly employees deliver superior consumer service, it can dramatically enhance consumer perception (Zeithaml, 2006).

The process is the way a service is delivered. The procedures, mechanisms, and flow of activities can influence consumer perception. Smooth and efficient processes often result in high consumer satisfaction and positive consumer perceptions (Hole *et al.*, 2018).

Physical evidence is the ambiance in which a service is delivered, and the tangible elements associated with it can shape consumer perception. For example, a well-maintained, inviting store environment or a user-friendly and aesthetically pleasing website can enhance the consumer experience, thus positively influencing their perception (Bitner, 1992).

Understanding and managing consumer perceptions is critical for businesses seeking to build and maintain a strong market presence. Not only can this



create consumer satisfaction, but more importantly, it directly impacts consumers' intention to repeat purchases and consumer brand loyalty (Oliver, 1999).

#### **2.1.4 Consumers' Brand Loyalty**

Brand loyalty refers to consumers' positive association with a specific brand, leading them to consistently purchase goods or services from that brand rather than from its competitors. Brand loyalty is often a result of consumer satisfaction, trust, and perceived value in a brand's offerings. It is vital to a brand's value and competitive edge (Hasan *et al.*, 2014).

With the rapid development of the market, there are more and more similar and functionally identical products on the market, which in some cases have no apparent difference except for the brand name (Singh, 2021 ). On the other hand, there is a notion that brands incorporate elements such as a name, term, logo, symbol, design, or a blend of these as a device to single out the products and services of a particular seller or group of sellers, setting them apart from their competitors (Eckert, 2012 ). For consumers, brands are tools to identify manufacturers, evaluate product quality, gauge the company's image, and guide their purchasing decisions. In the process of brand development, through continuous research on the impact of perception (perceived quality) and rationality (brand trust) on brand experience and brand loyalty, the research found that quality and trust are important for brands to build and maintain consumer loyalty (Akoglu, 2022). Therefore, maintaining good consumer satisfaction can contribute to the emotional connection between the brand and consumers, which forms a brand attachment. This is the prerequisite for the enhancement of brand loyalty as well as a variable that directly affects brand loyalty (Ghorbanzadeh, 2021 ).

## **2.2 Related Studies**

### **2.2.1 Related Research on Consumers' Brand Loyalty**

Danaher's findings suggest that an online shopping environment may facilitate higher loyalty to more dominant brands than a traditional shopping environment. Consumer behavior regarding online shopping platforms appears to be geared towards consolidating market share and showing greater loyalty to brands already dominating the market. The findings of this study provide interesting insights

into the nuances of brand loyalty in the digital age. It highlights the importance of small market brands developing effective strategies to increase visibility and compete effectively in the online marketplace (Danaher, 2003).

Leckie's study provides novel insights into the intricate relationships between several factors and brand loyalty. It underscores the value of fostering consumer involvement and highlights the role of self-expressive brands in creating emotional bonds with consumers. However, the finding that cognitive processing negatively impacts brand loyalty is intriguing and counter-intuitive. It suggests that a balance must be struck in engaging consumers' cognition. Overstimulating cognitive processing might trigger evaluation and comparison processes that could undermine brand loyalty. The research also emphasizes that involvement can directly influence brand loyalty. This calls for marketers to develop strategies to enhance consumer engagement with their brands (Leckie, 2016).

Fernande's research confirms that consumer-brand engagement (CBE) is three-dimensional. It is seen as stronger for emotional brand relationships than functional ones. The study demonstrates CBE's significant direct and indirect impacts on brand loyalty (BL). In the comparative analysis, the findings revealed that the effects of CBE on BL, whether directly or indirectly via satisfaction, are stronger for emotional relationships. This suggests that when consumers have emotional connections with a brand, their engagement with the brand contributes significantly to their loyalty. However, satisfaction emerged as a stronger direct predictor of BL for functional brand relationships. This suggests that in functional relationships where consumers focus more on the utility or practical aspects of a brand's offering, their satisfaction with its performance plays a more significant role in fostering loyalty (Fernandes, 2019).

Khamitov's research found that brand-based 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 (Khamitov, 2019).

Ceyhan's research highlights how different consumer perceptions subtly influence brand loyalty and purchase intentions in the context of social media marketing via Instagram. 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, hedonistic 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, as they appear to be more important for purchase intent than brand loyalty. In addition, this study highlights the mediating role of brand loyalty between functional value perception, 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 (Ceyhan, 2019).

#### **2.2.1.1 Demographics Factor on Consumers' Brand Loyalty**

A study by Rojas-Mendez highlighted that demographic factors influence consumer acceptance, thus indirectly enhancing consumer brand loyalty. This means that, according to its unique characteristics, different demographic groups may have different levels of loyalty towards the same brand. Brands that resonate with a certain demographic group are likely to gain greater loyalty from that group (Rojas-Mendez, 2017).

In addition, demographic factors such as income and education level affect consumption patterns, but not necessarily linearly. As Shukla pointed out, it is not that people with higher income and education levels consume more but that their consumption tends to be more rational. This could be attributed to their increased awareness, access to information, and understanding of value for money, quality, and other key attributes of previously purchased products or services (Shukla, 2013).

Furthermore, when it comes to issues such as environmental sustainability, demographic factors play an important role. Higher-income and education levels are generally positively associated with greater concern for environmental issues. This trend may be because individuals in these demographic groups are generally more exposed to information about environmental issues and are generally more able to purchase environmentally friendly products, which are often more expensive. This does not mean consumers in lower-income or less-educated groups do not care about



the environment. However, the urgency of other needs or a lack of affordable options may limit their ability to prioritize environmental concerns in consumption decisions.

Interestingly, age, a demographic factor, was inversely related to an individual's concern for environmental issues. Research shows that older generations are more concerned about environmental issues than younger generations. This could be due to a few reasons, including, from a life stage perspective, older adults turning their attention to wider societal issues after achieving most of their personal and professional aspirations or the increased time they spent witnessing environmental changes (Shen *et al.*, 2008).

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

#### **2.2.1.2 Consumer Satisfaction on Consumers' Brand Loyalty**

In the article "Relationship between consumer Satisfaction and Loyalty," Sharma investigated the correlation between consumer satisfaction and 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 toward the brand (Sharma, 2020).

As highlighted by Sharma, the connection between consumer satisfaction and loyalty is consistent with Bowen's argument. According to Bowen, consumer satisfaction does lead to consumer loyalty. This means businesses prioritizing and successfully keeping their consumers happy can look forward to a loyal consumer base, ensuring repeated consumers and a sustainable competitive advantage (Bowen, 2001).

Both pieces of research underscore the need for businesses to invest in strategies that attract consumers with high-quality products and build a deeper emotional rapport with them. This combination of product excellence and emotional engagement is key to enhancing consumer satisfaction and ultimately cultivating loyalty. As Bowen and Sharma's research suggests, this process can significantly contribute to the business's growth and long-term success.

In the context of the hospitality industry, research conducted by Nam shows that consumer satisfaction is a determinant of factors such as employee behavior, harmony with the ideal self, and brand image. These factors directly or indirectly affect consumers' brand loyalty through the mediating role of consumer satisfaction. Interestingly, the study found that the effects of employee physical fitness and lifestyle consistency on brand loyalty were entirely mediated by consumer satisfaction, emphasizing the critical role of consumer satisfaction in fostering brand loyalty. Furthermore, this finding implies that employee brand loyalty can only exert influence through its effect on consumer satisfaction. Therefore, strategies to increase brand loyalty should prioritize increasing consumer satisfaction (Nam, 2011).

Further insights from Rajumesh showed that brand experience can significantly influence consumers' long-term memories associated with a brand. Positive experiences create associations and memories, increasing consumers' 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 (Rajumesh, 2014).

These studies highlight consumer satisfaction as a key driver of brand loyalty. They believe the path to lasting brand loyalty requires consistently delivering positive consumer experiences, consequently increasing consumer satisfaction. Therefore, enterprises, especially the hotel industry, should focus on enriching the consumer experience and improving consumer satisfaction to cultivate lasting brand loyalty.

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

### **2.2.1.3 Consumer Perception of the 7Ps Market Strategy On Consumers' Brand Loyalty**

When studying the relationship between marketing mix and brand loyalty, 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 (Pourdehghan, 2015). Research on daily necessities found that the product dimension greatly impacts consumer satisfaction and loyalty. Diverse

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 (Thanabordeekij, 2020 ).

Xie studied the customer marketing mix, customer satisfaction, and customer loyalty at budget hotels in Central Bangkok. The researcher found that product, people, process, and physical factors positively impact customer satisfaction. At the same time, customers perceive that price, location, and promotions harm customer satisfaction. Customer satisfaction positively impacts customer loyalty (Xie, 2020).

Customer satisfaction is vital for the success of your business. When customers are satisfied, brand loyalty usually results. Raduzzi examines the drivers of customer satisfaction and brand loyalty and explores the relationship between the two. The impact of the marketing mix (7Ps, including price, promotion, and place) on customer satisfaction and brand loyalty was studied. The conclusion is that the marketing mix does affect customer satisfaction and brand loyalty (Raduzzi *et al.*, 2019).

Othman's research in Malaysia found that in the tourism industry, extra attention needs to be paid to customers' special needs and preferences to maintain long-term relationships. From a marketing perspective, the relationship between marketing and customer loyalty is analyzed, and it is concluded that there is a relationship between the two. Thus, there is a significant positive impact (Othman *et al.*, 2019).

Social media provides a socially 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 (Ceyhan, 2019). At the same time, studying the role of consumer brand engagement (CBE), which focuses on consumers' investment in brand interaction, concludes that cultivating virtual community recognition and providing rewards to attract consumers are crucial (Kaur, 2020). Loving the brand helps to enhance a unique brand image, whereas self-motivation will increase consumer loyalty and revenue for specific brands. In addition, as satisfactory peers help make purchasing decisions, strengthening the brand community will maintain existing

consumers and attract more potential consumers from current consumer relationships (Le, 2021).

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. As such, they may be influenced by other variables not considered in this study. Additionally, the study revealed a strong positive relationship between brand loyalty and repeat purchase intention, reinforcing the view that brand loyalty is a key determinant of consumers' repeat purchase decisions (Chinomona, 2017).

Pricing strategy is a fundamental aspect of marketing that can greatly influence consumer perception and brand loyalty. Consumers often build quality assumptions based on the price of a product or service, interpreting high prices as indications of high quality and low prices as indications of low quality (Lichtenstein *et al.*, 1993). It is important to acknowledge that modern consumers think beyond price versus quality and assess the value they get for their money. Modern consumers think further than price versus quality, thus focusing more on product perceived value. They, therefore, seek a balance between price and perceived value, usually defined as the ratio between perceived gains (quality, satisfaction, durability) and perceived sacrifices (price, time, effort) (Zeithaml, 1988).

The people's factor is very important regarding the influence of brand loyalty. Marketing usually refers to the creation, promotion, sales, and service personnel interactions with these individuals and can significantly impact how consumers perceive brands (Bitner *et al.*, 1990). Positive interactions can lead to good perception and strengthen brand loyalty. Conversely, negative interactions can lead to negative impressions, reduced loyalty, and the possible loss of consumers. The experience of consumers and employees with the product and company can shape their perception of the entire brand, affecting their immediate purchasing decisions and long-term brand loyalty (Heskett *et al.*, 1994).

Process refers to the approach by which consumers obtain services or products, which can significantly affect consumers' cognition and ultimately affect brand loyalty. Efficient product acquisition speed and service quality can positively contribute to the brand's overall perception (Rust *et al.*, 1994). Well-executed processes increase consumer satisfaction, foster trust, and encourage loyalty. Hence, streamlining operations, reducing wait times, or making transactions easier for consumers in businesses that include services can significantly increase consumer satisfaction and loyalty (Zeithaml *et al.*, 2006).

Place, often referring to the convenience of location and where a product is distributed, impacts consumer brand loyalty. Consumers are likely to positively perceive the brand if the product is offered in a convenient location or if the service is readily available. Moreover, efficient supply chains, fast delivery times, and lenient return policies can all lead to positive consumer perceptions, fostering brand loyalty (Chowdhury *et al.*, 1998). Effective distribution strategies can also enhance consumer perception and brand loyalty.

The physical environment in which a service is provided can significantly affect consumer perception. An attractive store layout or a well-structured website helps consumers find what they need and contributes to a positive consumer experience (Bitner, 1992).

In 1982, through the investigation and analysis of the beer market at Canaan University, it was found that lifestyle has different effects on the brand loyalty of different consumer groups. Even if other explanatory variables are included, this influence remains stable. Advertising with lifestyle content may have some negative effects, but lifestyle is still an important factor affecting consumer brand loyalty (Goldberg, 1982 ). In 2011, with the development of time, the information age arrived. By studying the relationship between SNS users and brand loyalty, Park found that these two variables would show significant differences due to the different lifestyles of consumers, which played an important role in consumer segmentation (Park, 2011).

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



### 2.2.2 Related Research on Tea Consumers

China is an ancient tea-tasting country with a long history of tea. When friends meet and people come and go, they always brew tea and wait for them. Tea is not only a thirst quencher; it has a deep cultural heritage and brought about a tea culture. For thousands of years, China has accumulated a lot of material culture regarding tea planting and production and a wealth of spiritual culture about tea. Concerning culture, different regions have produced different tea types and consumer groups. In a study, it was seen that income and culture have a significant positive impact on tea-drinking behavior (Guan, 2011). With the advancement of the Silk Road, tea also began to travel to various parts of the world.

Tea drinks have fresh and elegant natural characteristics, making people relax. Different types of tea also have different characteristics, such as bitter-tasting tea, which can give people some refreshing and relaxing effects. This is in line with the Eastern philosophy that advocates "quietness, tranquility, and modesty," which conforms to the thoughts of Buddhism and Confucianism. This has made it very popular in Thailand and some countries where Buddhism is prevalent. As a crossroads in Southeast Asia, tea culture in Thailand is diverse and influenced by various cultures. The study of the tea-drinking habits of consumers in the United States, South Korea, and Thailand found that different countries and consumer groups have different preferences for green tea (Lee, 2010). For instance, Thai consumers prefer tea with a fruity flavor and without bitterness. With the development of time and the advancement of the local market, Thai tea has retained its advantages and eliminated the issue of disadvantages, and its own tea culture has also been born. Thai tea is also famous for its unique taste and excellent quality.

Regarding the development history, there has also been a strong local brand, "King Thai Tea." In the study of brand loyalty in 2014, research found the impact of brand trust on brand loyalty (Noor, 2014). This brand (King Thai Tea) also moves worldwide with its excellent products and services.

With the increasing number of millennial tea drink consumers, the factors affecting tea drinks have shifted from prioritizing their previous lifestyles to a healthy one. This study investigated consumer repurchase intentions based on consumers' perceptions of product and information quality during the promotion process. It

concluded that food quality benefits product satisfaction, brand trust, and perceived value (Tian, 2022). With more and more people paying attention to sustainable development strategies, the concept of green living has begun to emerge. As one of the world's three major drinks, tea has been in increasing consumer demand for healthy drinks for a long time. Adding health attributes to products and promoting the inclusion of health concepts positively impact perceived product quality and trust. Many brands take this as launching healthy tea products to attract consumers and build brand loyalty (Zheng, 2022).

Pattarakitham's research found that brand image and perceived value affect customer satisfaction. In addition, factors such as price, green food, perceived value, and customer satisfaction will also affect customer loyalty to tea beverages (Pattarakitham, 2015). Simultaneously, 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. The decision-making is within consumer loyalty, i.e., repeat purchase and word-of-mouth behavior, as they have a positive correlation. 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 (Oke, 2016). A study of a mix of restaurants, including restaurants across many countries and formats, found that service quality increases perceived value, customer satisfaction, and loyalty. Likewise, perceived value mediates the link between service quality and customer satisfaction. On the other hand, customer satisfaction can enhance effective commitment and loyalty (Lai, 2015).

With the rapid development of the economy, drink shops are no longer just about enjoying a drink. They have now transformed into places to socialize and gather with friends and family. This trend has allowed existing beverage brands to compete by offering differentiation in product, price, location, promotion, service, ambiance, and presentation. Through the marketing mix of coffee shops and its impact on customer loyalty, Erlina found that physical evidence factors are the main factors affecting customer loyalty. In contrast, price factors are the factors that have the lowest impact on customer loyalty. The importance of the components of the marketing mix

in increasing customer loyalty in the coffee shop business was also highlighted (Erlina, 2021).





## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

This study adopts a quantitative research method.

#### 3.2 Samples and Sample Size

##### 3.2.1 Population

Chinese consumers have lived in Bangkok, Thailand, for over a month.

##### 3.2.2 Samples

Chinese consumers have lived in Bangkok, Thailand, for over a month.

##### 3.2.3 Sampling Methods

This study will use purposeful sampling techniques and calculation formulas to obtain the required sample size results (Krejcie, 1970). The 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.

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

Where:

z is the z score

e is the margin of error

n is the population size

p is the population proportion

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Thus, a sample size of at least 385 people would be necessary for the case above.

Due to the infinite nature of the population, the sampling method used in this study was to choose non-probability sampling. It is a convenient sampling.

### 3.3 Data Collection

The main method was collecting questionnaires online and sending them to Chinese tea drink consumers in Thailand through websites and social media. The questionnaires were also sent to friends, many of whom have different degrees of personality choices about drinks.

The survey questionnaire was initially prepared in English. The purpose is to facilitate communication and editing with my supervisor. In Bangkok, Thailand, questionnaires were also distributed and collected in English. Although Bangkok is an international metropolis with many consumers from different countries, some still do not speak English. Therefore, this part of the questionnaire results (responses from the non-English speaking consumers) has been removed to ensure the authenticity of content from the received questionnaire, as the pure English option can block most random choices to ensure the rigor and accuracy of the research.

To obtain more answers, the questionnaire begins with a paragraph specifically explaining the nature and purpose of the research. Respondents were assured that their contributions would be important and valuable. Likewise, confidentiality and anonymity were also ensured.

### 3.4 Research Instrument

Survey tools refer to the different ways researchers collect information from respondents. Researchers can use different types of measuring instruments. This depends on the nature of the research to be conducted.

This study adopted a questionnaire survey method. This is a type of investigation. This study used a controllable scale to survey questions to obtain reliable information, develop the final form of the questionnaire, and then distribute and collect the questionnaire online.

As data support for the research, researchers designed a series of structured and unstructured problems. The survey questionnaire must be designed to be effective and reliable, rather than fabricated, for the collected data to be used for validation research.

To verify the meaning of the English scale, a blind back-translation was performed. First, three Management Master's students from the ISIC of the Rajamangala University of Technology Krungthep in Bangkok translated the English-measured scale into Chinese. Secondly, two English Master's students from the University of Political Science and Law in Thailand (who had seen the English version) translated the Chinese measured item scale back to English. Finally, the English-measured item scale was compared with the original measured scale. Although there are subtle differences in terminology when translated from Chinese to English by two translators who had never seen the English version, the translation still conveyed the original text's meaning. Therefore, these English versions of the knowledge item scales can be used to measure knowledge scales.

This research adopts the questionnaire survey method and is divided into four parts. The first part is demographics. The second part is consumer perception of the 7Ps market strategy. The third part is the factor of consumer satisfaction, and the fourth part is the factor of consumer brand loyalty.

The questionnaire was conducted confidential and anonymously online to protect the participants' privacy. The questionnaire can be completed in less than 10 minutes, and no personal information was disclosed.

### **3.5 The Reliabilities and Validity Analysis of the Questionnaires**

#### **3.5.1 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, a reliability coefficient often represented by metrics like Cronbach's Alpha exceeding 0.7 is typically considered a benchmark for establishing the instrument's credibility and trustworthiness.

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

### **3.5.2 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 in 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.

## **3.6 Data Analysis**

### **3.6.1 Descriptive Analysis**

Transform raw data into a form that is easy to understand and interpret. Summarize data using central tendency and dispersion measures for continuous data and frequency counts for categorical data. Use visualizations such as histograms, bar charts, and pie charts to understand distributions. and generate descriptive information with absolute and percentage frequencies for demographic factors. Get the mean and standard deviation of consumer satisfaction and perception in the 7Ps market strategy.

### **3.6.2 Inferential Statistics**

H1: Consumer demographic factors impact consumers' loyalty to Chinese tea drink brands.

In this study, the influence of gender, age, income, education, and occupation on consumer brand loyalty was determined by investigating the key demographic factors. T-test was used to analyze gender, while ANOVA was used to analyze age, income, education, and work (occupation). Thus, demographic factors' influence on consumer brand loyalty was determined. The hypothesis is invalid if  $p$  is less than the significance level ( $p=0.05$ ).

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

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

Multiple linear regression (MLR) is a statistical method that employs several explanatory variables to forecast the outcome of a dependent variable.



## CHAPTER IV

### ANALYSIS RESULT

#### 4.1 Research Finding

The study used quantitative research methods, summarized the research objectives and research questions, and then accurately described the research results on factors influencing the brand loyalty of Chinese tea beverage consumers in Bangkok, Thailand. Relevant factors for this study include demographic factors, consumer perceptions of marketing strategies, consumer satisfaction, and consumer brand loyalty. The three hypothetical questions for this study were:

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

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

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

This study adopted quantitative research methods. It focused on tea consumer groups who have lived in Bangkok for over a year. Respondent data for this study were collected through WeChat mini-programs in 2023. Sample sizes approached infinity, so researchers used Krejcie's (1970) sample scale to determine and adjust the sample size required for an experiment.

At the same time, experiments have proven that all three independent variables impact consumer brand loyalty. Among them, consumer satisfaction and perception of the 7Ps marketing strategy significantly impact brand loyalty.

Table 4.1. 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 officer	13	3.4
	Business owner	35	9.1
	Other	24	6.2
	Total	385	100
Educational	Less than Bachelor	126	32.7
	Bachelor	156	40.5
	Higher than 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 4.1 shows 201 female respondents in this survey, accounting for 52.2%, and 184 male respondents, accounting for 47.8%. From this, we can conclude that this survey has slightly more females than males.

According to the Table, there are 35 respondents under 18, accounting for 9.1%; 224 respondents between the ages of 18-30, accounting for 58.2%. Moreover, for respondents over 30 years old, 126 were accounting for 32.7%. It was found that most of the respondents in this survey were between the ages of 18-30.

As seen from Table (4.1), in terms of occupation, most of the respondents were company employees, with 160 people accounting for 42.6%. In contrast, the 126 students accounted for 32.7%, 35 business owners accounted for 9.1%, 27 unemployed/housewives accounted for 7%, 24 respondents in other jobs accounted for 6.2%, and 13 government employees accounted for 3.4%. It was observed that company employees are the largest group in this survey.

From Table 4.1, regarding the level of education, 126 respondents have less than a Bachelor's degree, accounting for 32.7%, 156 respondents with a Bachelor's



degree, accounting for 40.5%, and 103 respondents with a higher than a bachelor's degree or above accounting for 26.8%. It was found that most of the respondents in this survey have a Bachelor's degree.

As seen from the Table, most of the respondents who answered our questionnaire have a monthly income of more than 6,000 yuan, 97 accounting for 25.2%, and 88 of the respondents whose monthly income is between 4,001-5,000 yuan accounting for 22.9%. Seventy-six people have a monthly income of less than 3,000 yuan, accounting for 19.7%. In comparison, 67 people have a monthly income between 5,001-6,000 yuan, accounting for 17.4%, and 57 people with a monthly income of 3,001-4,000 yuan, accounting for 14.8%.

The Table further illustrates that in this survey, there were 238 single respondents, accounting for 61.8%, and 134 married respondents, accounting for 34.8%. While 13 respondents were divorced or widowed, accounting for 3.4%. We can conclude that singles accounted for the largest proportion in this survey.

Table 4.2. Table of Questionnaire Mean and Std. Deviation 1

Variable	Variable	Mean	Std. dev	Meaning
Product	The products of brands are always my first choice.	3.44	1.334	Agree
	The taste of the drinks brand gives me a sense of satisfaction.	3.35	1.328	Agree
	The label of tea drinks can bring me essential information.	3.37	1.293	Agree



Price	The price performance of the product is higher than other brands.	3.75	1.238	Agree
	Seeing a clear price tag in the store helps me make a quick decision.	3.58	1.274	Agree
	The stable price makes me more confident in choosing this brand.	3.81	1.142	Agree
Place	Buying a beverage at a favorite place brings familiarity.	2.97	1.614	Agree
	Buying beverages at a favorite platform brings familiarity.	3.6	1.31	Agree
	The accessibility of tea drink store place meets my expectations.	4.13	1.034	Total agree
Promotion	Special promotion on products make my desire to buy surge.	2.03	1.153	Disagree
	The promotional campaigns of tea drink store effectively captures my attention.	2.15	1.125	Disagree
	Receiving discount price from brands makes me feel valued.	2.16	1.109	Disagree

People	The staff service at a tea brand store strengthens my emotional connection with the brand.	3.12	1.531	Agree
	Recommendations from service staff make the tea brand's products more reassuring.	3.54	1.34	Agree
	Friendly service staff strengthened my trust in the brand.	4.14	1.055	Total agree
Process	The tea preparation the process is very simple, which makes me feel at ease.	4.14	1.073	Total agree
	The process is very simple and makes me feel very satisfied.	3.92	1.106	Agree
	The store's flexible payment methods make me feel very convenient.	3.94	1.095	Agree
Physical environment	The cleanliness of the store meets my expectations.	4.26	0.997	Total agree
	The environment in the the store gave me a refreshing feeling.	4.11	1.018	Total agree
	The service facilities in the store is convenient for me to occupation outdoors.	4.16	1.003	Total agree

Consumer satisfaction	The consumer service team can assist you effectively.	3.84	1.265	Agree
	The product and service meet your expectations.	3.83	1.181	Agree
	Products and services are worth the money.	3.72	1.209	Agree
	The service staff is helpful and approachable.	3.76	1.183	Agree
Consumer brand loyalty	The overall cost performance of products and services determines repurchase of this brand.	3.65	0.714	Agree
	Always tell friends and family about the famous tea brand.	3.63	0.806	Agree
	The reliability of products and services determines loyalty to this brand.	3.56	0.716	Agree

As seen from Table 4.2, the average value of the product is 3.35-3.44, which shows that the respondents agree with this part of the content, and the standard deviation is 1.293-1.334, which shows that the data deviation is small. The average price value is 3.58-3.75, which shows that the respondents agree with this part of the content, and the standard deviation is 1.142-1.274, which shows that the data deviation is small. The mean value for place is 2.97-4.13, which shows that the respondents agree with this part of the content, and the standard deviation is 1.034-1.614, which shows that the data deviation is large. The average value of promotion is 2.03-2.16, which shows that the respondents disagree with this part of the content, and the standard deviation is 1.109-1.153, which shows that the data deviation is small. The mean value for people is 3.12-4.14, which shows that the respondents agree with this part of the content, and the standard deviation is 1.055-1.531, which shows that the data deviation is large. The

average value of the process is 3.92-4.14, which shows that the respondents agree with this part of the content, and the standard deviation is 1.095-1.106, which shows that the data deviation is small. The average value of the physical environment is 4.11-4.16, which shows that the respondents agree with this part of the content, and the standard deviation is 0.997-1.018, which shows that the data deviation is small. The average value of consumer satisfaction is 3.72-3.84, which shows that the respondents agree with this part of the content. The respondents agree with this part of the content, and the standard deviation is 1.181-1.265, which shows that the data deviation is small. The average value of consumer brand loyalty is 3.56-3.65, which shows that the respondents agree with this part of the content, and the standard deviation is 0.714-0.806. It also shows that the data deviation is small.

## 4.2 Hypothesis Testing Results

### 4.2.1 Results of T-test and ANOVA of H1

Hypothesis 1 in this study is consumers' brand loyalty based on gender, as data analysis was conducted on demographic factors, and an independent t-test was used on gender variables. ANOVA was used to analyze age, education, occupation, income, and marital status.

Table 4.3. Independent Samples T-test of Gender

	Gender	n	Mean	SD	t	P
Consumer brand loyalty	Male	184	3.6159	0.63291	0.117	0.344
	Female	201	3.6086	0.59949		

As shown in Table 4.3, the p-value of consumer brand loyalty is approximately 0.334, much larger than the critical value of 0.05. This means there is no difference in consumers' brand loyalty based on gender.

Table 4.4. One-way ANOVA Test of Age

	Age	SS	D.F	M.S	F	p
Consumer brand loyalty	Between Groups	0.419	2	0.209	0.553	0.576
	Within Groups	144.769	382	0.379		
	Total	145.188	384			

From an age perspective, it can be seen from Table 4.4 that the p-value of consumer brand loyalty is approximately 0.576, which is higher than the critical value of 0.05. This means that age differences do not lead to differences in brand loyalty.

Table 4.5. One-way ANOVA Test of Education

	Education	SS	D.F	M.S	F	p
Consumer brand loyalty	Between Groups	0.273	2	0.136	0.359	0.698
	Within Groups	144.915	382	0.379		
	Total	145.188	384			

From an educational perspective, Table 4.5 shows that the p-value of consumer brand loyalty is approximately 0.698, which is higher than the critical value of 0.05. This implies that differences in educational attainment do not lead to differences in brand loyalty.

Table 4.6. One-way ANOVA Test of Occupation

	Occupation	SS	D.F	M.S	F	p
Consumer brand loyalty	Between Groups	0.806	5	0.161	0.423	0.833
	Within Groups	144.382	379	0.381		
	Total	145.188	384			

From an occupation perspective, it illustrates that the p-value of consumer brand loyalty is approximately 0.833, which is higher than the critical value of 0.05. This suggests that differences in consumer jobs do not lead to differences in brand loyalty.

Table 4.7. One-way ANOVA Test of Monthly Income

	Monthly income	SS	D.F	M.S	F	p
Consumer brand loyalty	Between Groups	0.879	4	0.22	0.579	0.678
	Within Groups	144.308	380	0.38		
	Total	145.188	384			

As for monthly income, it can be seen from Table 4.7 that the p-value of consumer brand loyalty is approximately 0.678, which is higher than the critical value of 0.05. This expresses that differences in consumers' monthly income do not lead to differences in brand loyalty.

Table 4.8. One-way ANOVA Test of Marital Status

	Marital Status	SS	D.F	M.S	F	p
Consumer brand loyalty	Between Groups	1.232	2	0.616	1.635	0.196
	Within Groups	143.956	382	0.377		
	Total	145.188	384			

From the perspective of marital status, it can be deduced from Table 4.8 that the p-value of consumer brand loyalty is approximately 0.196, which is greater than the critical value of 0.05. This implies that differences in consumers' marital status do not lead to differences in brand loyalty.

In summary, age, gender, education, job, income, and marital status all impact consumer brand loyalty, but there are no significant differences.

#### 4.2.2 Results of Simple Linear Regression of H2

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

$$Y = X_0 + X_1$$

$$Y = \text{Consumer brand loyalty}$$

$$X_0 = \text{constant}, X_1 = \text{consumer satisfaction}$$

$$Y = 2.585 + 0.203 \text{ consumer satisfaction}$$



Table 4.9. Simple Linear Regression of H2

		Coefficients		Standardized Coefficients			vif
		B	SE	Beta	t	p	
	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						

The model R-square value is 0.209, which means that consumer satisfaction can explain consumers' brand loyalty at 20.9% for the reason for change. Upon performing an F test on the model, it is noted that it passes 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), suggesting that consumer satisfaction will significantly impact consumers' brand loyalty.

#### 4.2.3 Results of Multiple Linear Regression of H3

Table 4.10. Multiple Linear Regression of H3

		Coefficients		Standardized Coefficients			VIF
		B	SE	Beta	t	p	
	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						

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:

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

$Y$  = Consumer brand loyalty

$X_0$  = constant,  $X_1$  = product,  $X_2$  = price,  $X_4$  = promotion

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

The model R-square value is 0.319, indicating that 7Ps can explain 31.9% of consumer brand loyalty changes. Performing an F test on the model showed that the model passed the F test. ( $F=25,245$ ,  $p=0.000<0.05$ ).

The regression coefficient value of the product is 0.14 ( $t=3.387$ ,  $p=0.001<0.05$ ). It means that the product will have a significant positive impact on consumers' brand loyalty. The regression coefficient value of the price is 0.186 ( $t=5.47$ ,  $p=0.000<0.01$ ), which indicates that price will significantly impact 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 ( $t=3.71$ ,  $p=0.000<0.05$ ), which means that promotion will significantly impact consumers' brand loyalty. The regression coefficient value of people is 0.004 ( $t=0.0956$ ,  $p=0.924>0.05$ ), showing 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 physical is 0.04 ( $t=0.832$ ,  $p=0.406>0.05$ ), indicating that physical will not impact consumers' brand loyalty.

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

### 4.3 Summary of Hypothesis

This study utilized 385 respondents. This study's proportion of female consumers is relatively large (201, 52.2%), and most respondents were between 18-30 years old (224, 58.2%). Regarding occupation, most of the respondents were company employees (160, 42.6%), and in terms of education, most of them had a bachelor's degree (156, 40.5%). Most respondents have a monthly income of more than 6,000 (97, 25.2%), and a larger proportion of respondents are single (238, 61.8%). In order to explain

the causal relationship in this study, this study used a one-sample t-test and ANOVA test for hypothesis 1, and simple linear regression and multiple linear regression were used to test hypotheses 2 and 3. A one-sample t-test and an ANOVA test are used to confirm the degree of influence between demographic factors and consumer brand loyalty, and simple linear regression (SLR) is used to determine the degree of influence between consumer satisfaction and consumer brand loyalty. At the same time, multiple linear regression (MLR) was used to determine the impact of consumer perception in marketing 7ps on consumer brand loyalty. The hypothesis test shows that all hypotheses were established: demographic factors have no significant impact on consumer brand loyalty, consumer satisfaction has a significant impact on consumer brand loyalty ( $p < 0.05$ ), consumer perception in marketing 7ps has a significant impact on consumer brand loyalty, among which product, price, and promotion all had significant positive impact on consumer brand loyalty. The hypothesis test results are summarized in Table 4.11 below.

Table 4.11. Summary of the Hypotheses Testing Results

Statement of Hypothesis	p-value	Decision Results
H1: 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	
H2: Consumer satisfaction with Chinese tea drink brands impacts their brand loyalty.	0.000**	Supported
H3: 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	

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, from the ANOVA test results, it was 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.  $p > 0.05$ , thus illustrating that these are all correct, as 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.

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 about marketing strategy in 7Ps indicates 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 consumer perception in the 7Ps marketing strategy significantly impacts consumer brand loyalty. Simultaneously, research on various parts of the 7Ps also found that not every factor 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 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.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

This study presents 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 more than a month, we found that consumer satisfaction and consumer perceptions in the 7Ps marketing strategy have a significant positive impact.

According to the data analysis results, among the demographic factors, gender, age, income, occupation, education, and marital status have no significant impact on Chinese tea drink consumers' brand loyalty. This study investigated the relationship between demographic factors and consumer brand loyalty, and the analysis results confirmed the hypothesis that "There are differences in consumers' brand loyalty based on demographic factors." Through data analysis, it is found that there is a significant correlation between consumer satisfaction and consumer brand loyalty. This means that brands can improve consumer satisfaction by improving product quality and service levels to improve consumer brand loyalty. Also, the research results confirmed the hypothesis that "consumer satisfaction of Chinese tea drink brands has an impact on their brand loyalty." Hence, according to the research results, it can be identified that consumer perception in the 7Ps marketing strategy significantly impacts consumer brand loyalty. At the same time, further research found that not all 7Ps have significant correlations, among which product, price, and promotion factors are significantly correlated with consumer brand loyalty. This means brands can increase consumer brand loyalty by improving these factors. At the same time, the research results confirmed the establishment of the hypothesis "Consumer perception in the 7Ps market strategy of Chinese tea drink brands has an impact on their brand loyalty."

It can be concluded that consumer satisfaction and perception in the 7Ps marketing strategy are crucial to determining the brand's position in the target market and increasing its appeal to consumers. Therefore, every element of the marketing

strategy must be compatible with each other and meet the various needs of the company's target market while ensuring that each link can stabilize and improve consumer satisfaction, thereby steadily increasing consumer brand loyalty.

## 5.2 Discussion

The hypothesis test shows that all three independent variables impact consumer brand loyalty, among which consumer satisfaction and perception in the 7Ps of marketing strategy significantly impact consumer brand loyalty.

### 5.2.1 Demographic Factors and Consumer Brand Loyalty

This study provides preliminary evidence of a relationship between demographic factors and consumer brand loyalty. Different groups may have different levels of loyalty towards the same brand, which is consistent with Rojas-Mendez's (2017) findings. As far as gender is concerned, according to the one-sample T-test, the p-value was found to be 0.344, which illustrates that there are differences in consumers' brand loyalty based on gender factors.

At the same time, this study found through the ANOVA test that income and education level will also affect consumer brand loyalty. The p-value of the education factor was 0.698, while the p-value of the income factor was 0.678, but because  $p > 0.05$ , it does not show a significant relationship. This demonstrates that people with higher income and education levels do not necessarily have higher brand loyalty. Nevertheless, their consumption tends to be more rational. This result is consistent with Shukla's (2013) research results.

Through the analysis of the research results, it was found that age impacts consumer brand loyalty as  $p = 0.576$ , but  $p > 0.05$ , so there is no significant relationship. Age was perceived to have a potential impact on consumer brand loyalty. This effect is insignificant, but consumers may have different opinions based on age. At the same time, consumption behavior and brand loyalty change with age. This research result is consistent with Gajjar (2013).

Through the analysis of the research results, it was found that occupation impacts consumer brand loyalty, but  $p > 0.05$ , so there is no significant relationship. The p-value of the occupation factor is 0.833. This result is slightly different from that of



Krataithong (2020) in most cases. This case illustrates differences in consumer brand loyalty based on occupational factors. It is not that the higher the position (job position), the higher the loyalty, nor the higher the position, the more loyal to expensive brands.

The study also found that marital status has a potential impact on consumer brand loyalty at  $p=0.196$ , which is consistent with the research results of Gajjar (2013). Different marital statuses will have an impact on consumer behavior and thereby affect consumer brand loyalty. At the same time, the research results were consistent with the research results of Shen (2008), which illustrates that there are differences in consumers' brand loyalty based on marital status factors.

### **5.2.2 Consumer Satisfaction and Consumer Brand Loyalty**

This study shows a positive and highly significant relationship between consumer satisfaction and brand loyalty. The p-value is 0.000. This shows that consumer satisfaction has a significant impact on consumer brand loyalty. Consumer satisfaction directly affects brand loyalty, which means businesses that prioritize and successfully meet consumers' needs can gain a loyal consumer base, ensuring repeat business and sustainable competitive advantage. This is consistent with the findings of Sharma (2020) and Bowen (2001).

Through descriptive analysis of the questionnaire data, statistics show that the average consumer satisfaction level is 3.79. In comparison, this question has the highest standard deviation, 1.209. This increases consumer satisfaction and brand loyalty, which is consistent with the findings of Rajumesh (2014).

The study by Bayraktar (2012) stated that consumer satisfaction may lead to a stronger competitive position, higher market share, profitability, lower price elasticity, lower business costs, prevention of cost division, and increased consumption.

Brands should note that providing quality products is insufficient in a highly competitive market environment. Therefore, creating an emotional connection with your consumer base is also crucial. This emotional connection is the basis for attracting consumers and is the driving force behind improving overall consumer satisfaction, thereby fostering brand loyalty. At the same time, we must pay attention to brand reputation. An excellent reputation ensures the brand stands firm in a turbulent market environment. Simultaneously, an excellent reputation can maximize consumer

satisfaction and drive brand loyalty. This is consistent with the research results by Khan (2022).

Nam's (2011) research illustrates that consumer satisfaction is determined by factors such as employee behavior, harmony with the ideal self, and brand image. So, these factors directly or indirectly affect consumers' brand loyalty through the mediating effect of consumer satisfaction.

Based on the above discussion and according to a study by Rajumesh (2014), brands should pay more attention to consumers' experiences, as positive experiences generate positive associations and memories, thereby improving consumer satisfaction and brand loyalty.

### **5.2.3 Consumer Perception in 7Ps Marketing Strategy and Consumer Brand Loyalty**

This research utilized the multiple linear regression method to analyze the consumer perception in the 7Ps marketing strategy.  $P < 0.01$  proves consumer perception in the 7ps marketing strategy positively and significantly impacts brand loyalty. The study also found that not all 7Ps significantly impact consumer brand loyalty. The paragraphs below provide a discussion for each part of the 7Ps:

This research found that the product has a significant correlation with consumer satisfaction at  $p < 0.01$ , which implies that the product has a positive and significant impact on consumer brand loyalty. When a product always meets consumers' needs, it gives rise to a generation of brand loyalty, as established by the research results of Chinomona (2017). For brands, this illustrates the importance of ensuring product quality in consolidating consumer brand loyalty.

This research found that price has a significant correlation with consumer brand loyalty ( $p < 0.01$ ), which means that price has a significant positive impact on consumer brand loyalty. Pricing strategy can greatly influence consumer perception and brand loyalty. At the same time, when contemporary consumers consider product value, they no longer start from price and quality but pay more attention to cost performance, price stability, and the perceived value of the product's brand. The results of this study are consistent with the research results of Zeithaml (1988).

The research found that place factors impact consumer brand loyalty but did not reach a significant relationship ( $p > 0.05$ ). This is similar to the findings of

Chowdhury (1998). Brands should focus on good convenience and product delivery places, which positively impact consumers since place plays an integral role in consumer brand loyalty.

This study found that promotions are significantly related to consumer brand loyalty ( $p < 0.01$ ), which means that promotions have a significant positive impact on consumer brand loyalty. Promotions can increase brand loyalty directly and indirectly through other factors, such as consumer satisfaction and trust, as our finding is consistent with the research results of Pourdehghan (2015).

This study found that people impact consumer brand loyalty but did not show a significant relationship ( $p > 0.05$ ). This is slightly different from the results of Bitner (1990) but similar to the research results of Heskett (1994).

This study found that the process also impacts consumer brand loyalty but did not show a significant relationship ( $p > 0.05$ ). This is similar to the research results of Rust (1994) and Zeithaml (2006). Nonetheless, there is no significant relationship.

This study found that the physical environment has an impact on consumer brand loyalty but did not show a significant relationship ( $p > 0.05$ ), and it is similar to Bitner's (1992) findings. There is also no significant relationship. People pay more attention to office efficiency in a modern society with rapid economic development. A good in-store environment and in-store service facilities can effectively help this category of people's occupation outside the home, which further helps provide a positive consumer experience and generate brand loyalty.

### **5.3 Implication for Practice**

Based on the research results, some suggestions can be made for managing and improving consumer brand loyalty. Brands should prioritize maintaining excellent consumer satisfaction. In this study, it was found that there is a significant correlation between consumer satisfaction and brand loyalty. Brands should make continuous monitoring and improving customer satisfaction a top priority. This could be achieved through excellent customer service and responsive support that meets consumer expectations. Likewise, products have a significant impact on consumers' brand loyalty. In order to effectively cultivate loyalty, brands should focus on product quality and

innovation, ensuring market competitiveness and increasing consumer brand loyalty. Research has found that price and promotion significantly impact consumer brand loyalty. Brands should pay attention to pricing strategies and effective promotions that help build brand loyalty. At the same time, brands should not only focus on traditional aspects such as product, price, and promotion but also pay more attention to people, place, physical environment, and process factors. All these elements collectively contribute to the overall customer experience and can significantly impact loyalty. Thus, by adopting the above strategies and maintaining a holistic approach to managing consumer brand loyalty, brands can effectively cultivate and increase brand loyalty and achieve long-term success.

## **5.4 Recommendation for Future Research**

### **5.4.1 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:

(1) Brand products should be diversified to meet the needs of different genders, ages, income levels, 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.

(2) 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.

(3) 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.

(4) Brands should 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.

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

(6) Consumer satisfaction plays a key role in influencing brand loyalty. Repeat patronage is largely 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. Ensuring excellent consumer satisfaction is critical to maintaining brand loyalty and generating positive word-of-mouth.

#### **5.4.2 Future Research**

In order to better understand consumers of Chinese tea brands, future studies should consider 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. Also, additional research should be conducted to identify other relevant factors essential for obtaining more complete data and better understanding 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 obtain permission from the current market to collect and study data on a single Chinese tea brand. Notably, in this study, all data were collected through an online platform, and further research can be conducted by conducting paper questionnaires directly with customers who consume tea brands in China.

### 5.5 Limitations of the Study

This study has large limitations in sample types due to the survey group. It cannot explain whether consumers' brand loyalty will change due to different cultures, religions, and other factors. This study focuses on the categories of Chinese tea brands to determine the factors that influence consumer brand loyalty. Due to licensing issues, this study could not collect accurate data on a single brand, making it impossible to analyze consumer brand loyalty for a specific brand. Future research can expand this part of the research content by obtaining brand authorization.





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## APPENDICES

### Questionnaire

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

Dear Sir/Madam

Thank you for filling out this questionnaire in your spare time. This questionnaire was filled out anonymously. The questionnaire design and the results obtained are only for research purposes. Thank you for your cooperation.

### Questionnaire Feed Back

#### Part-1 Demographic Factor

1. Gender

- 1) ☐ Male                      2) ☐ Female

2. Age

- 1) ☐ Under 18                      2) ☐ 18-30  
3) ☐ Over 30

3. Education

- 1) ☐ Less than Bachelor                      2) ☐ Bachelor  
3) ☐ Higher than Bachelor

4. Occupation

- 1) ☐ No work/housewife                      2) ☐ Student  
3) ☐ Company Officer                      4) ☐ Government worker  
5) ☐ Business Owner                      6) ☐ Other

5. Monthly Income

- 1) ☐ Lower than 3000 yuan                      2) ☐ 3001 – 4000 yuan  
3) ☐ 4001 – 5000 yuan                      4) ☐ 5001 – 6000 yuan  
5) ☐ More than 6000 yuan

6. Marital status

- 1) ☐ Married                      2) ☐ Not Married  
3) ☐ Widowed / Divorced

## Part-2 Consumer Perception in 7Ps Market Strategy

Consumer Perception is consumers' awareness of branded products and services. This questionnaire mainly investigates whether consumers understand Chinese tea brands' characteristics, quality, and services.

(Product, Price, Place, Promotion, People, Process, and Physical evidence)  
5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree; And 1=Strongly Disagree

7. Product Feature	1	2	3	4	5
7.1 Brand products have always been my first choice.					
7.2 The taste of drink brands gives me a sense of satisfaction.					
7.3 The label of tea drinks can bring me essential information.					

8. Price Feature	1	2	3	4	5
8.1 The price performance of the product is higher than other brands.					
8.2 A clear price tag in the store helps me make a quick decision.					
8.3 The stable price makes me more confident in choosing this brand.					

9. Store location Feature	1	2	3	4	5
9.1 Buying a beverage at a favorite place brings familiarity.					
9.2 Buying a beverage at a favorite platform brings familiarity.					
9.3 The accessibility of the tea drink store location meets my expectations.					

10. Promotion	1	2	3	4	5
10.1 Special promotions on products make my desire to					

buy surge.					
10.2 The promotional campaigns of the tea drink store effectively captured my attention.					
10.3 Receiving discount prices from brands makes me feel valued.					

<b>11. People Feature</b>	1	2	3	4	5
11.1 The staff service at a tea brand store strengthens my emotional connection with the brand.					
11.2 Recommendations from service staff make the tea brand's products more reassuring.					
11.3 Friendly service staff strengthened my trust in the brand.					

<b>12. Process Feature</b>	1	2	3	4	5
12.1 The tea preparation process is very simple, which makes me feel at ease.					
12.2 The process is very simple and makes me feel very satisfied.					
12.3 The store's flexible payment methods make me feel very convenient.					

<b>13. Physical Evidence</b>	1	2	3	4	5
13.1 The cleanliness of the store meets my expectations.					
13.2 The environment in the store gave me a refreshing feeling.					
13.3 The service facilities in the store are convenient for me when working outdoors.					

### Part-3 Consumer Satisfaction

Consumer satisfaction is mainly aimed at consumers' feelings and evaluations of brand services. The main survey content of this questionnaire is whether consumers are satisfied with the service process of Chinese tea brands and after-sales products

5=Very interested; 4=Interested; 3=Average; 2=A little; 1=No feeling

	1	2	3	4	5
14. The consumer service team can assist you effectively.					
15. Product and service meet your expectations.					
16. Products and services are worth the money.					
17. The service staff is helpful and approachable.					

### Part-4 Consumer Brand Loyalty

	1	2	3	4	5
18. The overall cost performance of products and services determines the repurchase of this brand.					
19. Always tell friends and family about the famous tea brand.					
20. The reliability of products and services determines loyalty to this brand.					

THANK YOU FOR YOUR ASSISTANCE

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