



**THE INFLUENCE OF MARKETING MIX 7PS AND SERVICE  
QUALITY ON THE BRAND LOYALTY OF DISNEYLAND IN  
CHINA**



**YARU GAO**

**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  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP  
ACADEMIC YEAR 2024  
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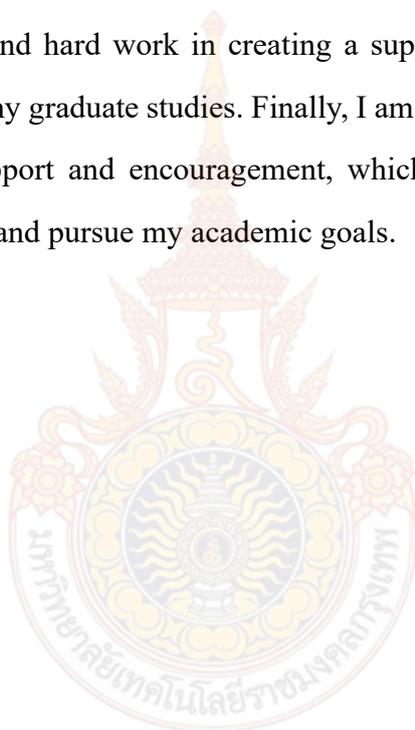
## ABSTRACT

This research aims to examine the influence of demographics, the 7Ps of the marketing mix, and service quality on Disneyland's brand loyalty in China. The researcher used the questionnaire as the research tool and collected data from 436 visitors who visited Disneyland in China. Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics, including independent-samples t-tests, One-way ANOVA, LSD, and Multiple Linear Regression, at the 0.05 significance level. The results showed that most respondents were male, aged 26-35, held a bachelor's degree, were employees, and had a monthly income of 5,000 CNY or less. The first hypothesis was tested, and the results showed that among demographic factors, age and education level significantly affected brand loyalty among visitors to Disneyland in China. The results of the second hypothesis tested indicated that, within the marketing mix, the 7Ps (product, place, promotion, process, and physical evidence) significantly influenced brand loyalty. For the last hypothesis tested, the results also found that service quality (tangibles, reliability, responsiveness, assurance, and empathy) significantly influenced brand loyalty.

**Keywords: Marketing Mix 7Ps, Service Quality, Brand Loyalty**

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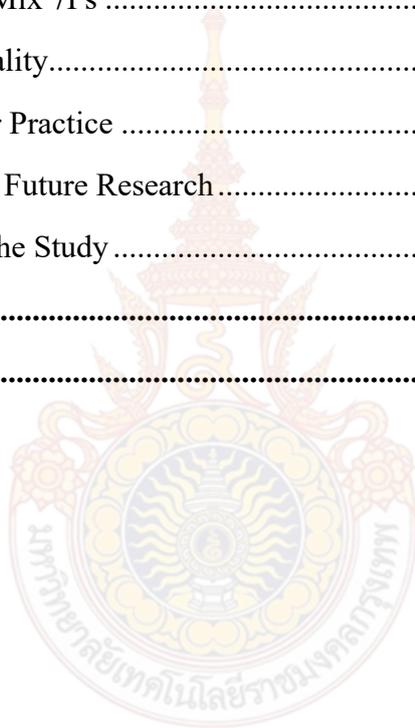
Yaru GAO

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# CHAPTER I

## INTRODUCTION

### 1.1 Background and Statement of the Problem

With the deepening process of globalization and the continuous development of the Chinese market, the presence and growth of internationally renowned brands in China have attracted significant attention (Smith, 2018; Wang, 2020). As one of the world's most populous countries, China boasts a vast consumer market and a rapidly expanding middle class (Chen & Li, 2019). Alongside China's swift economic growth and rising living standards, demand for leisure and entertainment has grown (Zhao, 2017). Theme parks, as a novel consumption model that integrates culture, entertainment, and tourism experiences, have garnered increasing popularity and favour among Chinese consumers (Lin, 2016). As one of the most renowned theme parks globally, Disneyland captivates numerous visitors with its unique charm and distinctive brand image (Johnson & Roberts, 2015). However, despite its global acclaim, Disneyland in China faces a series of challenges and pressures, one of which is how to enhance brand loyalty among its Chinese patrons (Liu & Zhang, 2021).

In 2016, the opening of Shanghai Disneyland marked a significant milestone for Disney in the Chinese market, becoming an essential node among Disney parks worldwide (Smith, 2017; Liu, 2018). As a world-renowned entertainment brand, Disneyland has attracted global visitors with its unique charm and endless creativity since its inception (Johnson & Roberts, 2015). However, despite initially drawing large crowds, several issues and challenges have gradually emerged in subsequent operations (Wang & Zhao, 2019). For instance, some visitors have expressed dissatisfaction with the park's service quality and queue times, leading to a loss of visitors (Chen, 2020). These issues could lead to a decline in visitor brand

loyalty, thereby impacting Disneyland's competitive position and profitability in the Chinese market (Zhang & Li, 2021).

Additionally, as competition in the Chinese theme park market intensifies, the emergence of other theme parks has increased the competitive pressure on Shanghai Disneyland (Xu, 2019). In such a competitive environment, improving and maintaining visitor loyalty at Shanghai Disneyland has become an urgent issue (Liu & Zhang, 2021).

In today's highly competitive market, establishing strong brand loyalty is crucial for companies to sustain a competitive advantage (Kotler & Keller, 2016). Particularly in a country like China, which boasts a vast market and a diverse consumer base, building brand loyalty is vital for the long-term development of enterprises (Hofstede, 2010). As a key venture of the Disney Group in China, enhancing brand loyalty at Shanghai Disneyland is a crucial factor in its success in the Chinese market (Li & Zhang, 2018). Brand loyalty refers to the emotional connection and degree of loyalty that consumers have towards a brand, which directly influences their purchasing behavior and repeat purchase rates (Aaker, 1991). Therefore, understanding and analysing the factors that affect brand loyalty at Shanghai Disneyland is of significant importance for enhancing brand loyalty and consolidating market position (Berry, 2000). This study aims to explore the factors influencing brand loyalty to Disneyland in China from the perspectives of the Marketing Mix (7Ps) and demographics, and to provide effective marketing strategies and management recommendations for the company (Borden, 1964; McCarthy, 1960).

Previous studies have shown that the Marketing Mix 7Ps, demographic factors, and service quality are crucial in influencing brand loyalty (Kotler & Keller, 2016; Aaker, 1991).

Demographic characteristics, as fundamental attributes of individual consumers, significantly impact their brand perceptions, attitudes, and behaviours (Schiffman & Kanuk, 2000). As one of the most populous countries in the world,

China's vast and diverse consumer base makes understanding its demographic characteristics essential for effective brand marketing (Hofstede, 2010). This study will conduct an in-depth analysis of Chinese consumers' Demographics, Including Gender, Age, Education level, Occupation, and Monthly Income (Solomon, 2017). These factors influence consumers' consumption habits, purchasing behaviour, and brand preferences, thereby affecting brand loyalty. For instance, consumers across age groups may have varying preferences for amusement park attractions, consumers from different occupational backgrounds may evaluate the park's service quality differently, and monthly income may affect overall family satisfaction and loyalty to Disneyland (Kotler, 2010; Blackwell et al., 2006). Exploring how these factors impact brand loyalty towards Disneyland is crucial for developing effective marketing strategies (Hawkins & Mothersbaugh, 2010).

Secondly, the Marketing Mix 7Ps, as a core element in the formulation and implementation of marketing strategies, directly affects a brand's performance and market position (Kotler & Keller, 2016; McCarthy, 1960). In the operation of Shanghai Disneyland, how the Marketing Mix 7Ps addresses market competition, meets consumer needs, and aligns with Disney's global brand image will influence consumer brand loyalty (Lovelock & Wirtz, 2011). The Marketing Mix, also known as the 7Ps, includes the following factors: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Disneyland attracts consumers and enhances brand awareness through product innovation, pricing strategies, advertising, and other promotional activities, which, in turn, affect consumer attitudes and behaviours towards the brand (Schultz & Block, 2015). For instance, ticket prices, merchandise quality, and the appeal of promotional activities can all affect consumer brand loyalty (Aaker, 1991; Kotler et al., 2017).

Finally, according to Smith and Bolton's (1998) research, service quality directly affects customer satisfaction and loyalty. In a service-oriented enterprise like Disneyland, high-quality service not only enhances the overall customer experience

but also strengthens their trust and reliance on the brand (Parasuraman et al., 1985). Good service quality, by improving service reliability, responsiveness, and staff professionalism, can significantly enhance customer brand loyalty (Liu et al., 2005). Therefore, service quality plays a crucial role in forming brand loyalty at Disneyland. By providing an exceptional service experience, Disneyland can effectively attract and retain customers, thereby fostering long-term loyalty.

However, specialised research on Disneyland brand loyalty in China remains insufficient. Existing studies predominantly focus on Disney's overall brand image, lacking a systematic exploration of the unique context and market characteristics of Shanghai Disneyland (Li & Shoostari, 2003). Therefore, this study will analyze brand loyalty among Shanghai Disneyland consumers, focusing on demographics and the 7Ps of the Marketing Mix (Huang & Sarigöllü, 2014).

## 1.2 Research Questions

- 1) How do differences in demographic factors generate differences in brand loyalty to Disneyland in China?
- 2) How does Marketing Mix 7Ps influence the brand loyalty of Disneyland in China?
- 3) How does service quality influence the brand loyalty of Disneyland in China?

## 1.3 Research Hypotheses

**H1:** Differences in demographic factors generate differences in brand loyalty to Disneyland in China.

**H2:** The 7Ps of the Marketing Mix influence brand loyalty at Disneyland in China.

**H3:** Service quality influence on brand loyalty of visitors at Disneyland in

China.

## **1.4 Research Objectives**

1) To study the difference in demographic factors that generate differences in brand loyalty of Disneyland in China.

2) To study the influence of the Marketing Mix 7Ps on the brand loyalty of Disneyland in China.

3) To study the influence of service quality on the brand loyalty of Disneyland in China.

## **1.5 The Scope and Limitations of the Study**

### **1.5.1 Content**

This study examines the factors that influence brand loyalty towards Disneyland in China. The research variables are divided into independent and dependent variables. Brand loyalty at Disneyland in China is the dependent variable of this study, while demographics, the Marketing Mix (7Ps), and service quality are the independent factors. This study adopts a questionnaire survey method.

### **1.5.2 Research Field**

This study selects Shanghai Disneyland in China as the research subject.

### **1.5.3 Sample and Population**

The population of this study consists of Disneyland in China. The population is infinite. From January 1 to December 30, 2023, Shanghai Disneyland welcomed 13 million visitors (Hu, 2024). According to Taro Yamane's Sample Size Table, the population is considered infinite, with an error probability of 0.05 (5%) at a 95% confidence level, requiring a minimum sample size of 436.

### **1.5.4 Sampling Method**

Due to the large population, the sampling method used in this study is non-

probability sampling, which is particularly convenient.

### 1.5.5 Duration

The study lasted approximately four months, from July 1, 2024, to October 31, 2024.

## 1.6 Research Framework

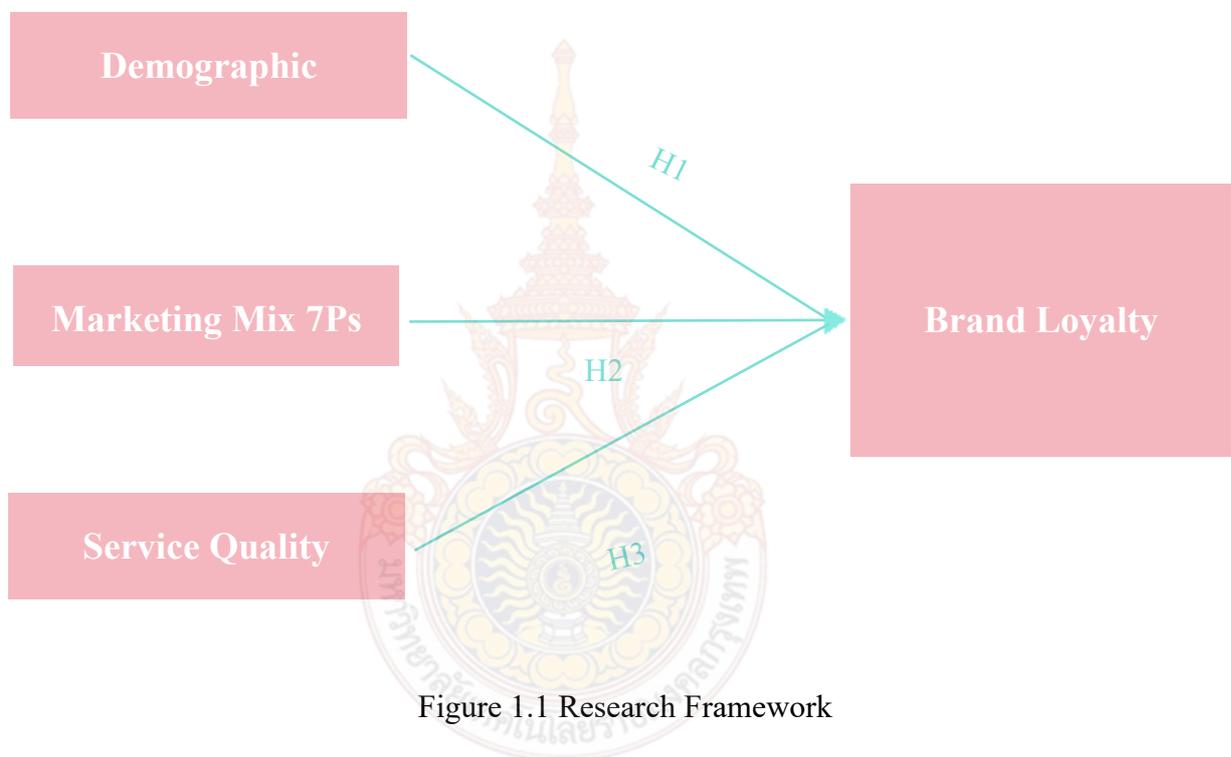


Figure 1.1 Research Framework

## 1.7 Definition of Key Terms

1) Demographics: Demographics is the science of studying the quantity, structure, and characteristics of a population, including factors such as age, gender, education level, and income level. In market research, demographic data is used to describe the characteristics of target audiences, enabling businesses to understand the composition and traits of consumer groups and inform marketing strategies and product positioning accordingly. When formulating marketing strategies and brand management, considering the demographic characteristics of target audiences can

promote emotional connections and enhance brand loyalty between brands and consumers.

2) Marketing Mix 7Ps: Marketing Mix 7Ps refers to the series of strategies and tactics used by businesses in marketing activities, including aspects such as Product, Price, Place, Promotion, People, Process, and Physical Evidence. By effectively combining these marketing elements, businesses can achieve product positioning, sales promotion, and brand building, thereby enhancing market competitiveness and brand loyalty.

3) Service Quality: Service quality is a critical factor in determining customer satisfaction and brand loyalty. It refers to the overall evaluation of the service based on the customer's perception and expectations. According to the SERVQUAL model by Parasuraman, Zeithaml, and Berry (1988), the key dimensions of service quality include tangibles, reliability, responsiveness, assurance, and empathy. In the context of Disneyland, service quality encompasses the entire guest experience, including interactions with staff, the cleanliness and maintenance of the park, the efficiency of service, and the perceived value of the services provided. High service quality at Disneyland is expected to result in higher customer satisfaction, thereby fostering greater brand loyalty.

## **1.8 Benefit of the Study**

1) Uncovering Consumer Behaviour Patterns: By analysing the impact of demographic factors on brand loyalty, it is possible to gain insights into consumer behavioural characteristics and preferences, providing valuable references for businesses to formulate precise market strategies and product positioning.

2) Optimizing Marketing Strategies: The Marketing Mix 7Ps is one of the key factors influencing brand marketing effectiveness. Studying the impact of demographics and the 7Ps of the Marketing Mix on brand loyalty helps businesses

optimize marketing strategies, enhance brand influence, and improve market competitiveness.

3) Optimizing Service Quality: As a crucial factor affecting customer loyalty, service quality is especially vital for service-oriented enterprises like Disneyland. In the highly competitive theme park market, by optimizing service quality, Disneyland can not only meet customer expectations but also establish solid brand loyalty. This enhances its market competitiveness and provides theoretical and empirical support for long-term sustainable development.

4) Enhancing Brand Management Level: For well-known brands like Disneyland, brand loyalty is a crucial guarantee for long-term development. Researching the impact of demographics and Marketing Mix 7Ps on brand loyalty helps businesses gain a deeper understanding of consumer needs, strengthen brand management, and enhance customer satisfaction and loyalty.

5) Enriching Academic Research Content: This study not only provides practical marketing guidance for businesses but also contributes to enriching and improving brand loyalty theories. It offers new research perspectives and ideas for academia, promoting academic exchanges and theoretical innovation.

Therefore, the significance of this research lies in exploring the mechanisms through which demographics and Marketing Mix 7Ps affect brand loyalty at China Disneyland. It provides a scientific basis for decision-making and management recommendations for businesses, which is crucial for understanding consumer behavior, optimizing marketing strategies, and enhancing brand management. This study not only offers effective brand management and marketing strategies for China Disneyland but also serves as a reference and inspiration for other theme park enterprises and related industries, thereby promoting the healthy development of China's theme park industry.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Related Theories**

Brand loyalty refers to consumers' preference for a particular brand and their tendency to repeat purchasing behavior (Aaker, 1991). This concept encompasses not only consumers' emotional attachment to the brand but also their commitment to choosing it over competing brands (Oliver, 1999). In a highly competitive market environment, brand loyalty is a crucial factor for companies to maintain market share and achieve long-term profitability (Kotler & Keller, 2016). This is especially critical in the service industry and experience economy, where businesses heavily rely on repeat customer purchases and word of mouth (Reichheld & Sasser, 1990).

In China, the theme park market is intensely competitive. Since the opening of Shanghai Disneyland in 2016, Disney's presence in the Chinese market has become an integral part of its global brand strategy (Smith, 2017; Liu, 2018). As a world-renowned entertainment brand, Disneyland attracts global visitors with its unique charm and endless creativity (Johnson & Roberts, 2015). According to the 2023 report jointly released by the Themed Entertainment Association and AECOM Economics, the rankings of theme parks in China are as follows:

1. Shanghai Disneyland
2. Chimelong Paradise
3. Universal Beijing Resort
4. OCT Happy Valley
5. Haichang Ocean Park

These theme parks have shown outstanding performance in terms of visitor numbers and market influence. The Chinese theme park market recovered rapidly in 2023, with impressive visitor numbers in the first half of the year and excellent

performance during the summer peak season (Chen & Liu, 2023). Nationwide, theme park ticket bookings doubled year-on-year, with Shanghai Disneyland experiencing a 4.5-fold increase (Wang, 2023). Shanghai Disneyland maintains its leading position due to its strong brand influence and high-quality visitor experience (Zhang, 2023).

Today, theme parks have evolved beyond a simple "ticket economy," with secondary consumer spending accounting for an increasing proportion of revenue (Smith, 2020). As the world's first and most successful theme park, Disneyland attracts millions of visitors globally each year. However, ticket revenue accounts for only about 30% of its total income, with merchandise sales within the park being the primary source of revenue (Johnson & Roberts, 2015). Disneyland's brand loyalty in the Chinese market is unique and markedly different from that of other domestic theme parks (Wang & Zhao, 2021).

### **2.1.1 Demographic**

When examining the factors that influence brand loyalty, demographics are recognized as a key factor (Hong & Wu, 2021). Focused on the mobile phone industry, the study found that gender and age moderate the relationship between brand experience and brand loyalty, with younger consumers being more sensitive to innovative brand experiences. Global Search (2024) indicated significant differences in brand loyalty and consumption behaviors between Millennials and Generation Z, highlighting the crucial role of brand-consumer interaction, especially among younger-generation consumers. Demographic factors include Age, Gender, Education level, Occupation, income, and Monthly Income, all of which profoundly affect consumer habits, purchasing behaviors, and brand preferences, thereby impacting brand loyalty.

Firstly, gender is also a key factor influencing brand loyalty. There are specific differences in consumption behavior and brand preferences between men and women. Research indicates that female consumers place greater emphasis on emotional and social factors in their purchasing decisions. In contrast, male consumers tend to focus more on product functionality and practicality (Kotler, 2010). In Disneyland,

female visitors may be more inclined to purchase souvenirs and participate in interactive activities, whereas male visitors may prefer thrilling rides and technologically advanced entertainment. By analyzing gender differences, Disneyland can optimize product design and service delivery to meet the needs of both genders, thereby enhancing brand loyalty (Hawkins & Mothersbaugh, 2010).

Thirdly, Education level and occupational background are also important factors influencing consumer brand loyalty. Higher-educated consumers may emphasize a brand's emotional value, such as cultural connotations and social responsibilities, as their education enables them to perceive brands more strongly cognitively and emotionally, helping them bond with brands that meet their emotional needs and develop positive attitudinal loyalty. In contrast, less educated consumers may be less sensitive to the link between brand emotional value and attitudinal loyalty, focusing more on practical functional value and less on emotional factors (Xu, 2024). In Disneyland, highly educated visitors may pay closer attention to the park's cultural content and educational value, demonstrating a deeper understanding of its brand story and cultural heritage.

Fourthly, an individual's occupational background influences their lifestyle and spending power, with preferences in leisure and tourism consumption varying across different industries. Understanding the characteristics of consumers with various levels of education and occupational backgrounds helps Disneyland develop differentiated marketing strategies to enhance brand loyalty (Hofstede, 2010).

Finally, income level is a crucial factor influencing brand loyalty. Consumers with different income levels exhibit significant differences in spending power and consumption habits. High-income consumers generally have greater spending power and stronger brand loyalty, and are more willing to pay a premium for high-quality, high-brand-value products and services (Kotler & Keller, 2016). In Disneyland, high-income visitors might prefer VIP services and premium experiences, such as fine dining and private tours, while middle- and low-income visitors might

focus more on cost-effectiveness and promotional activities. By analyzing the impact of income level on consumption behavior, Disneyland can optimize price strategies and service design to meet the needs of consumers with different income levels, thereby enhancing brand loyalty (Hawkins & Mothersbaugh, 2010).

In summary, demographic characteristics hold significant theoretical and practical value in the study of brand loyalty. By thoroughly analyzing the needs and preferences of consumers across various age groups, genders, educational levels, occupations, family structures, and income levels, Disneyland can develop more precise and effective marketing strategies to enhance brand loyalty and market competitiveness.

### **2.1.2 Marketing Mix 7Ps**

The Marketing Mix, also known as the 7Ps, is a fundamental component of formulating and executing marketing strategies, directly impacting a brand's performance and market position. The traditional Marketing Mix 7Ps theory, proposed by McCarthy (1960), includes the following factors: Product, Price, Place, Promotion, People, Process, and Physical Evidence. These factors provide a systematic framework and guidance for companies in their brand-building and marketing activities across various market environments. When analyzing the factors influencing brand loyalty at Shanghai Disneyland, the Marketing Mix 7Ps theory offers a crucial theoretical foundation.

#### **1) Product**

The product is the primary element of the 7Ps of the Marketing Mix. It refers to a company's efforts to develop and offer products or services that meet the needs of its target market, thereby satisfying consumer demands. In the operation of Shanghai Disneyland, the product strategy is mainly reflected in various entertainment facilities, themed activities, and supporting services. Disneyland continuously innovates and diversifies its entertainment projects, dining services, and merchandise sales to enhance the overall consumer experience (Kotler & Keller, 2016). The diversity

and high quality of products are key factors in attracting consumers and maintaining brand loyalty. Disneyland's globally launched attractions, such as Mickey's PhilharMagic, Pirates of the Caribbean, and Zootopia, not only enhance visitors' entertainment experiences but also effectively promote brand loyalty (Lovelock & Wirtz, 2011).

Moreover, Disneyland emphasizes product diversity and high quality. For instance, during holidays and special occasions, Disneyland launches special events and limited-edition merchandise, such as Halloween activities and Christmas celebrations. These initiatives not only enhance visitor experiences but also increase brand appeal and recognition (Schultz & Block, 2015). Implementing these strategies enables Disneyland to maintain its competitive edge in the market. Disneyland's brand image and cultural essence are conveyed through its products, thereby strengthening consumers' emotional connection and loyalty to the Disney brand (Schultz & Block, 2015).

## 2) Price

The price is equally crucial in cultivating brand loyalty. A reasonable pricing strategy can attract new customers while retaining existing customers' loyalty. Shanghai Disneyland's pricing strategy in the Chinese market caters to the different purchasing power of various consumer groups. Through tiered prices and seasonal discounts, the park enhances visitor satisfaction and loyalty (Lovelock & Wirtz, 2011). For example, Shanghai Disneyland adjusts ticket prices based on peak and off-peak seasons. It offers various ticket options such as family packages and annual passes to meet the needs of different types of visitors (Borden, 1984).

Moreover, Shanghai Disneyland maximizes revenue through price discrimination strategies. For high-spending groups, the park provides VIP services and exceptional event experiences. Despite the higher prices, these offerings attract a large number of consumers due to their uniqueness and high value-added services (Aaker, 1991). This flexible, diverse pricing strategy not only increases the park's revenue but

also effectively enhances visitor satisfaction and loyalty.

### **3) Place**

The place refers to how businesses deliver products or services to target consumers through appropriate channels. For theme parks, convenient transportation and comprehensive service facilities are key to enhancing consumer experiences and brand loyalty (Lovelock & Wirtz, 2011). Shanghai Disneyland collaborates with transportation departments and travel companies to offer convenient travel options and diverse packages, thereby enhancing consumer convenience and satisfaction (Wang & Zhao, 2019). Additionally, Shanghai Disneyland has established a comprehensive online and offline sales network in the Chinese market, facilitating consumers to purchase tickets and book related services. Through partnerships with domestic tourism platforms and travel agencies, Shanghai Disneyland further expands its market coverage and brand influence (Kotler et al., 2017). For example, Shanghai Disneyland collaborates with major tourism platforms such as Ctrip and Meituan to provide online ticket booking and travel package services, which not only convenience visitors but also increase brand visibility and market penetration.

Furthermore, Shanghai Disneyland emphasizes diversifying its channels and improving service quality. Within the park, visitors can access information and services conveniently through self-service terminals and mobile applications. This efficient and convenient service experience enhances visitor satisfaction and brand loyalty (Lovelock & Wirtz, 2011). Through a multi-channel marketing strategy, Shanghai Disneyland not only expands its market influence but also enhances consumer brand loyalty.

### **4) Promotion**

The promotion encompasses various forms of advertising, public relations activities, and social media promotion employed by businesses to enhance brand awareness and reputation, thereby influencing consumer brand loyalty (Kotler & Keller, 2016). Shanghai Disneyland attracts a large number of visitors through multi-channel

advertising and colorful theme events (Li & Shoostari, 2003). Particularly in the Chinese market, Shanghai Disneyland effectively utilizes social media platforms for targeted marketing and interactive communication, thereby strengthening emotional connections and fostering brand loyalty among consumers (Huang & Sarigöllü, 2014). For example, Shanghai Disneyland leverages platforms like WeChat and Weibo for brand promotion and interactive marketing. By releasing exciting event previews, sharing visitor experiences, and narrating brand stories, Shanghai Disneyland attracts significant attention and engagement, strengthening emotional connections with consumers.

Furthermore, Shanghai Disneyland conducts large-scale brand promotions through various forms, including television commercials, outdoor advertising, and sponsorship activities. These promotional activities not only increase brand exposure but also enhance consumer brand awareness and loyalty (Aaker, 1991). For instance, during major holidays and special events, Shanghai Disneyland launches promotional activities and discount offers to attract more visitors. The implementation of these promotional strategies effectively enhances brand awareness and reputation, thereby strengthening consumer loyalty.

In conclusion, each element of the 7Ps of the Marketing Mix plays a crucial role in enhancing brand loyalty. Through product innovation, reasonable price, multi-channel distribution, and effective promotion, Shanghai Disneyland has successfully established and maintained strong brand loyalty in the Chinese market (Liu & Zhang, 2021).

### **5) People**

In the factors influencing brand loyalty in Shanghai Disneyland, the personnel aspect of the Marketing Mix 7Ps plays a crucial role. People are a key element of the service Marketing Mix 7Ps, particularly in the experience economy, where their impact is especially pronounced.

Firstly, the quality and service attitude of personnel directly affect visitor

satisfaction and brand loyalty. Research indicates that employees' professional qualities, enthusiastic service, and positive attitudes are essential factors in enhancing customer satisfaction. Shanghai Disneyland staff undergo rigorous training, enabling them to provide high-quality service, thereby enhancing visitors' experience and satisfaction (Chen, 2023).

Secondly, interaction between personnel and customers plays a vital role in building brand loyalty. Positive and friendly employee interactions can strengthen customers' emotional connections and enhance the brand image. For instance, Shanghai Disneyland employs "role-playing" to integrate staff into story contexts, increasing the fun and engagement of interactions, thus boosting visitors' brand loyalty (Zhang & Wang, 2023).

Additionally, China's unique cultural background presents distinct requirements for personnel management. Understanding and respecting local culture as well as fostering employees' cross-cultural communication skills are key factors in Disney's success in the Chinese market. Studies have shown that cross-cultural training and localized management strategies help improve service quality and customer brand loyalty (Li, 2023).

Through analysis of personnel quality, interaction, and cultural background, it is evident that personnel factors significantly influence brand loyalty at Shanghai Disneyland. These factors collectively help Disney establish and maintain strong brand loyalty in the Chinese market.

## **6) Process**

The process component of the Marketing Mix (7Ps) is critical to influencing brand loyalty at Shanghai Disneyland. A well-designed and efficient process can significantly enhance the overall customer experience, ultimately leading to increased satisfaction and loyalty. The following sections discuss the key elements of the process that impact brand loyalty at Shanghai Disneyland.

### **① Seamless Booking and Ticketing**

An efficient booking and ticketing process is fundamental in creating a positive first impression. Shanghai Disneyland has invested in user-friendly online platforms that allow visitors to book tickets and accommodations seamlessly. This convenience reduces the likelihood of frustration and enhances the overall customer experience, which is crucial for brand loyalty (Smith, 2023).

#### ② Efficient Queuing Systems

Queuing is an inevitable part of theme park experiences, but efficient queuing systems can significantly impact visitor satisfaction. Shanghai Disneyland utilizes advanced technologies, including FastPass and virtual queues, to minimize wait times. This approach not only improves the visitor experience but also encourages repeat visits, thus fostering brand loyalty (Johnson & Lee, 2023).

#### ③ Consistency in Service Delivery

Consistency in service delivery is essential to maintaining high customer satisfaction. Shanghai Disneyland ensures that all service processes, from ride operations to food and beverage services, are standardized and of consistently high quality. This consistency builds trust and reliability, which are critical components of brand loyalty (Wang, 2023).

#### ④ Feedback and Improvement Mechanisms

Shanghai Disneyland actively seeks customer feedback through surveys and social media. This feedback is used to improve processes and address issues promptly and continuously. By demonstrating that it values customer input and is committed to ongoing improvement, Shanghai Disneyland strengthens its relationship with visitors and fosters brand loyalty (Li & Zhao, 2023).

#### ⑤ Safety and Security Measures

Ensuring the safety and security of visitors is a top priority for Shanghai Disneyland. The park has implemented rigorous safety protocols and emergency response procedures to protect its guests. A strong emphasis on safety reassures visitors and contributes to a positive and stress-free experience, which is vital for sustaining

brand loyalty (Chen, 2023).

These references demonstrate how the process component of the 7Ps of the Marketing Mix is meticulously managed at Shanghai Disneyland, enhancing brand loyalty through efficient, consistent, and customer-centric operations.

### **7) Physical Evidence**

In the context of Shanghai Disneyland, the physical evidence component of the 7Ps of the Marketing Mix plays a significant role in shaping visitors' perceptions and fostering brand loyalty. Physical evidence encompasses the tangible aspects customers encounter that contribute to their overall experience and impression of the brand.

#### **① Park Design and Ambience**

The design and ambience of Shanghai Disneyland are meticulously crafted to offer an immersive, magical experience. The park's architecture, landscaping, and themed areas create a unique environment that aligns with Disney's brand image. Research indicates that a well-designed physical environment can significantly enhance customer satisfaction and loyalty by creating memorable experiences (Brown & Smith, 2023).

#### **② Cleanliness and Maintenance**

Cleanliness and park maintenance are critical components of physical evidence that influence brand loyalty. Shanghai Disneyland maintains high standards of cleanliness and regularly updates its facilities to ensure a pleasant environment for visitors. Studies have shown that cleanliness is a key factor in customer satisfaction in service environments, particularly in theme parks (Jones, 2023).

#### **③ Visual and Sensory Elements**

Visual and sensory elements, such as lighting, music, and scents, play a crucial role in creating an engaging atmosphere at Shanghai Disneyland. These elements are strategically used to enhance the overall sensory experience, making the park visit more enjoyable and memorable. Research has demonstrated that sensory

marketing can positively impact customer emotions and loyalty (Miller & Lee, 2023).

#### ④ Signage and Information Accessibility

Adequate signage and accessible information are vital to providing a seamless visitor experience. Shanghai Disneyland ensures that signs are evident, informative, and strategically placed to guide visitors throughout the park. This attention to detail helps reduce visitor stress and enhances the overall experience, contributing to higher brand loyalty (Johnson, 2023).

#### ⑤ Themed Merchandise and Souvenirs

The availability of themed merchandise and souvenirs is an important aspect of physical evidence that reinforces brand identity and loyalty. Shanghai Disneyland offers a wide range of exclusive Disney-themed products that let visitors take a piece of the magic home. Purchasing souvenirs can create lasting memories and strengthen the emotional connection to the brand (Wang & Zhao, 2023).

By focusing on the physical aspects, such as park design, cleanliness, sensory elements, signage, and merchandise, Shanghai Disneyland creates a compelling and cohesive brand experience that significantly enhances visitor satisfaction and loyalty.

### 2.1.3 Service Quality

#### 1) SERVQUAL Model

The SERVQUAL model, proposed by Parasuraman, Zeithaml, and Berry (1988), is a classic framework for assessing service quality. The model defines five dimensions of service quality:

**Tangibles:** Refers to the appearance of physical facilities, equipment, and personnel.

**Reliability:** The ability to perform the promised service accurately and dependably.

**Responsiveness:** The willingness to help customers and provide prompt service.

**Assurance:** The knowledge and courtesy of employees and their ability to inspire trust and confidence.

**Empathy:** The provision of caring and individualized attention to customers.

In the context of a theme park, these dimensions directly impact the overall service experience. For example, the modernization and cleanliness of facilities (tangibles), the timeliness and consistency of service (reliability), the enthusiasm and prompt response of staff (responsiveness), the professional knowledge and friendliness of employees (assurance), and personalized customer attention (empathy) all influence visitor satisfaction and loyalty (Zhang, 2020).

## 2) SERVPERF Model

Cronin and Taylor (1992) proposed the SERVPERF model, which argues that service quality should be measured solely on the basis of customers' actual perceptions, rather than on the difference between expectations and perceptions. This model highlights that perceived actual performance is a more effective predictor of customer satisfaction and loyalty (Li, 2019).

## 3) Service Quality Customer Loyalty Model

Studies have shown that high-quality service can significantly enhance customer satisfaction, thereby increasing brand loyalty. For Disneyland, providing a high-quality service experience, such as friendly staff interactions, clean facilities, timely service, and an overall comfortable environment, can effectively boost visitors' willingness to revisit and recommend the park (Wang, 2018).

Multiple empirical studies support the importance of service quality for brand loyalty. For instance, a study of theme park visitors found that service quality significantly impacts customer satisfaction and loyalty, with staff professionalism and friendly attitudes among the most influential factors (Li, 2020). Another study found that modernization and facility maintenance are key factors influencing visitors' decisions to return (Chen, 2019).

In summary, service quality is a critical factor influencing brand loyalty. By optimizing service quality, theme parks like Disneyland can significantly enhance visitor satisfaction and loyalty, thereby achieving a long-term competitive advantage.

#### **2.1.4 Brand Loyalty**

Loyalty is an essential concept in strategic marketing. Loyalty provides fewer reasons for consumers to engage in an extended search for information among alternatives. Uncles et al. (2006) also suggest that purchase decisions based on loyalty may become simplified and even habitual, which they attribute to satisfaction with the current brand(s). A base of loyal customers is advantageous for an organisation as it reduces the marketing cost of doing business (Bandyopadhyay & Martell, 2007; Fournier, 1998; Gremler & Brown, 1999; Javalgi & Moberg, 1997; Knox, 2004; McAlexander, Schouten & Koenig, 2002; Reichheld & Markey, 2000). In addition, strategies such as brand extension and market penetration can capitalise on loyalty (Dekimpe et al., 1997). Finally, a large number of loyal customers is an asset for a brand and has been identified as a significant antecedent of brand equity (Brady et al., 1997).

Over the past forty years, academics have debated brand loyalty, with the core issue being the construct's dimensionality and measurement. Brand loyalty appears to be a complex, multidimensional construct (Dick and Basu, 1994; Ha, 1998; Javalgi and Moberg, 1997; Jones and Taylor, 2007; Mellens et al.). Yet, during this period, views on brand loyalty have oscillated between unidimensional and multidimensional perspectives. More recent approaches have further divided attitudinal loyalty into emotional, cognitive, and conative components (see Oliver 1999; Harris and Goode 2004; Hartel and Russell-Bennett 2010).

#### **Definitions of brand loyalty**

The concept of brand loyalty was developed empirically in the 1940s and 1950s as a unidimensional construct, defined in attitudinal terms such as 'brand preference' (Guest 1944) and behavioural terms such as 'share of the market' (Cunningham 1956). However, Day (1969) disputed the construct's singular nature and

was the original proponent of the two-dimensional concept of brand loyalty, encompassing both attitude and behavior. Jacoby (1971) built on this foundation and developed a definition of brand loyalty that appears to serve as the basis for most brand loyalty research today.

## **2.2 Related Studies**

2.2.1 In his paper "Marketing Mix 7Ps Factors that Influence the Brand Loyalty of Zebra Craft Beer," published in 2024, Luo thoroughly discussed the impact of Marketing Mix 7Ps factors on brand loyalty. The study examined the market factors influencing brand loyalty for Zebra Craft Beer. Using a quantitative survey method, a total of 433 participants were involved, revealing the key market factors affecting brand loyalty. The analysis highlighted the pivotal role of product-related factors and strategic pricing in influencing brand loyalty. Additionally, the study emphasized the significant impact of effective distribution channels and successful promotional activities on consumer loyalty, underscoring their interdependence. The research indicated that product quality, price strategy, promotional activities, and distribution channels are the primary Marketing Mix 7Ps factors influencing Zebra Craft Beer's brand loyalty. These factors collectively enhance consumer loyalty through various mechanisms, providing valuable insights for enterprises to develop effective marketing strategies.

2.2.2 Bhasin (2024) in the article "Marketing Mix of Disneyland Park and 7Ps" explored the application of the Marketing Mix 7Ps framework in Disneyland's operations and thoroughly discussed the impact of these factors on brand loyalty. The study analyzed data from various Disneyland parks worldwide, employing field research and data integration methods to examine how each of the 7Ps contributes to building brand loyalty. The findings revealed that Disneyland's strong brand image is rooted in its high-quality, storytelling-rich products, differentiated pricing strategies, extensive and efficient marketing channels, and impactful promotional campaigns.

Moreover, well-trained and enthusiastic staff, immersive on-site tangible displays, and comprehensive visitor services were identified as critical elements that enhance emotional resonance and visitor satisfaction. By strategically integrating these dimensions, Disneyland effectively cultivates deep emotional connections with its visitors, setting a benchmark in the global theme park industry. The research highlighted the significant role of the Marketing Mix 7Ps in fostering exceptional brand loyalty, underscoring the marketing mix's impact on it.

2.2.3 In Bhasin's (2024) study, "Marketing Mix of Universal Studios Theme Parks and 7Ps," published in 2024, the author explored the application of the Marketing Mix 7Ps framework in shaping Universal Studios' brand identity and thoroughly discussed the impact of these factors on brand loyalty. Using a case study approach, the research examined various operational dimensions, including product design, pricing strategies, channel expansion, promotional activities, personnel management, tangible park features, and visitor experience optimization. The findings demonstrated the significant role of unique attractions combined with engaging storytelling in enhancing visitor satisfaction. Competitive and dynamic ticket pricing strategies, diverse marketing channels, and impactful promotional campaigns also played a vital role in attracting and retaining visitors. Furthermore, the study underscored the importance of professional, enthusiastic staff, immersive, meticulously maintained park environments, and seamless visitor experience management in fostering a strong emotional connection with guests. By integrating these elements, the study highlighted how Universal Studios effectively leverages the Marketing Mix 7Ps to enhance visitor loyalty, underscoring the Marketing Mix 7Ps' significant influence on brand loyalty.

2.2.4 Jin (2024) in the article "Theme Park Brand Management and Customer Loyalty" explored the brand management strategies of theme parks and thoroughly discussed the impact of Marketing Mix 7Ps factors on brand loyalty. The study analyzed how elements such as brand value positioning, emotional connections,

and service quality influence customer loyalty. Using methods such as surveys, in-depth interviews, and comparative analysis of multiple theme parks, the research collected data on customer perceptions of brand value, emotional experiences, and service quality. The findings highlighted that effective brand value positioning enables visitors to recognize and remember theme park brands quickly. Emotional connections, fostered through thematic storytelling and interactive experiences, enhance visitors' sense of belonging and loyalty. Moreover, high-quality service, reflected in staff performance and facility maintenance, directly shapes visitor satisfaction and brand evaluations. By integrating these factors, the study demonstrated the Marketing Mix 7Ps' significant role in strengthening brand loyalty in theme parks, providing valuable insights into the mechanisms underlying their influence.

2.2.5 Schwab (2022) In his study "Succeed in Your Marketing Mix, and Follow LEGO's Example," Schwab thoroughly discussed the impact of Marketing Mix 7Ps factors on brand loyalty, using LEGO as a case study. The study explored how specific strategies and practices within the 7Ps framework (product, price, place, promotion, people, physical evidence, and process) interact to shape consumer loyalty to the LEGO brand. Employing a case study approach, Schwab collected and analyzed extensive data on LEGO's history, product offerings, marketing campaigns, and sales performance to identify the key drivers of its success in achieving high brand loyalty in the competitive toy market. These findings demonstrate the interconnectedness of the 7Ps strategies in enhancing brand loyalty and provide valuable insights for businesses aiming to replicate LEGO's success. Collectively, these efforts reaffirm the significant influence of the 7Ps of the Marketing Mix on brand loyalty.

2.2.6 Moisescu (2009) in "The Influence of Market Type and Demographics on Brand Loyalty: A Study of Urban Romania Consumers " focused on analyzing the impact of education level and income on brand loyalty. The study aimed to explore how these two factors independently and collectively influence brand loyalty through questionnaire surveys and statistical analysis. The results showed that

consumers with higher levels of education and income tend to exhibit greater brand loyalty, as they prioritize brand value and quality over price. This research outcome has significant reference value for enhancing brand loyalty at Disneyland Shanghai.

2.2.7 Schiffman and Kanuk (2000) explored the interactive effects of demographic factors such as age, gender, and income on brand loyalty through empirical research in their book "Consumer Behavior." The study, conducted through questionnaire surveys and data analysis, revealed that higher age and income generally enhance brand loyalty. In contrast, the effect of gender on brand loyalty varies by brand and product category. The research findings indicated that female consumers in higher income and older age brackets exhibit the highest brand loyalty. This study provides theoretical support for businesses on integrating various demographic factors to develop differentiated marketing strategies during brand promotion.

2.2.8 Kotler and Keller (2016) extensively discussed the comprehensive impact of various demographic factors on brand loyalty in their classic work "Marketing Management." Their study aimed to analyze how factors such as age, gender, income, and education level collectively influence brand loyalty through large-scale consumer surveys. The research results demonstrated significant differences in brand loyalty among consumers of different age groups, genders, income levels, and educational backgrounds. For instance, older, female, higher-income, and more educated consumers tend to exhibit higher brand loyalty. These findings provide important reference points for businesses when formulating marketing strategies.

2.2.9 Huang and Sarigöllü (2014) conducted an empirical analysis to explore the comprehensive impact of multiple demographic factors on brand loyalty. Through data collection and analysis of a large number of consumers, their study revealed significant interactive effects of age, gender, income, and education level on brand loyalty formation. The results showed that consumers of different ages, genders, incomes, and educational backgrounds exhibit varying degrees of brand loyalty. For example, younger, higher-income, and more educated consumers are more inclined

toward brand loyalty, while male consumers may show lower loyalty than females in specific product categories. These findings offer necessary theoretical and empirical support for businesses in market segmentation and precision marketing.

2.2.10 Blackwell et al. (2006) analyzed the influence of demographic characteristics on brand loyalty comprehensively in "Consumer Behavior." Their research found that factors such as age, gender, income, and educational level interact in complex and dynamic ways, forming relationships that significantly influence brand loyalty. Through questionnaire surveys and data analysis, the study revealed that higher-income, more educated, and older female consumers generally exhibit higher brand loyalty. In contrast, male consumers may show lower loyalty than females in specific product categories. This study provides theoretical and empirical support for businesses on integrating demographic characteristics into brand marketing strategies.

2.2.11 Li & Shoostari (2003) focused on the influence of promotional strategies on brand loyalty, emphasizing the market promotion of Shanghai Disneyland. Their research aimed to analyze the effects of Shanghai Disneyland's advertising and promotional activities on brand loyalty. Through questionnaire surveys and data analysis, the findings revealed that Shanghai Disneyland successfully attracted a large number of visitors through multi-channel advertising and exciting themed events, thereby increasing brand awareness and loyalty.

2.2.12 Schultz & Block (2015) analyzed the impact of promotional strategies on brand loyalty, with a focus on Shanghai Disneyland's holiday promotion activities. Their research aimed to explore the influence of Shanghai Disneyland's promotional activities during major holidays and specific events on brand loyalty. Empirical analysis indicated that implementing these promotional strategies effectively increased brand awareness, reputation, and consumer loyalty.

2.2.13 Solomon (2017) discussed the influence of age factors on consumer brand loyalty in his book "Consumer Behavior: Buying, Having, and Being." The study aimed to analyze the cognition, attitudes, and behaviors of consumers of different age

groups towards brands, as well as the role of age in consumer purchasing decisions and brand preferences. Solomon's investigation and analysis of consumers across different age groups provided insights into the mechanisms by which age influences brand loyalty, revealing the importance of age factors in brand selection and loyalty formation. The research results offer profound insights and empirical support for understanding the impact of age factors on brand loyalty in consumer behavior.

2.2.14 Li (2020) in "The Impact of Service Quality on Brand Loyalty" proposes that service quality is a key driver of brand loyalty. A questionnaire survey was employed to collect data from 300 customers on their service quality evaluations, which were then analyzed using regression. The study examined the varying effects of the five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) on brand loyalty. The research indicated that reliability and responsiveness have a significant positive impact on brand loyalty, whereas tangibility and empathy have a lesser influence. For Shanghai Disneyland, improving service reliability and responsiveness can significantly enhance visitors' brand loyalty, thereby increasing visitor satisfaction and revisit rates.

2.2.15 Wang (2021) in "The Impact of Service Touchpoints on Brand Loyalty" explored the influence of service touchpoints (such as front desk service and after-sales service) on brand loyalty, suggesting that managing service touchpoints is a crucial way to enhance brand loyalty. Using a combination of in-depth interviews and questionnaire surveys, data were collected from 200 customers regarding their experiences with service touchpoints. The research was then conducted using path analysis. The study found that positive service touchpoint experiences significantly enhance customer brand loyalty, with after-sales service having the greatest impact. Shanghai Disneyland can enhance visitors' brand loyalty and overall satisfaction by refining the management of various service touchpoints, particularly post-sales service.

2.2.16 Smith & Brown (2021) in "The Impact of Service Quality on Brand Loyalty in the Hospitality Industry" proposed a multidimensional impact model of

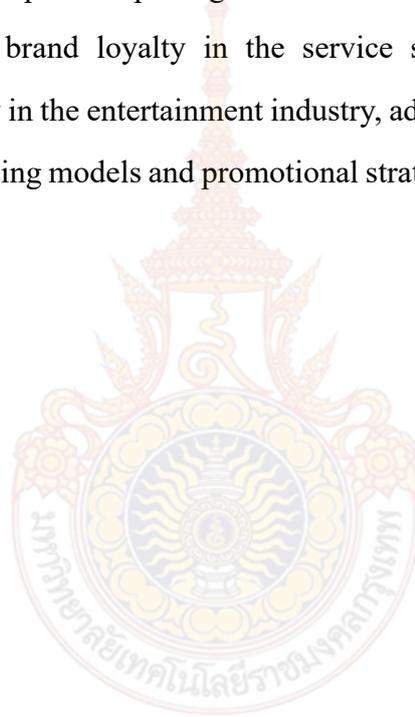
service quality on brand loyalty, emphasizing the importance of service quality in the hotel and tourism industries. An online survey collected data from 500 hotel customers, which was analyzed using Structural Equation Modeling (SEM). The study revealed that all dimensions of service quality (including tangibility, reliability, responsiveness, etc.) significantly impact brand loyalty, with emotional loyalty having the most significant effect. Shanghai Disneyland can effectively enhance visitors' loyalty by improving overall service quality, particularly in emotional experiences.

2.2.17 Zhao (2022) in "The Impact of Service Quality on Brand Loyalty in the Context of the Experience Economy" explored how service quality influences brand loyalty through customer experience in the context of the experience economy, proposing a new service quality evaluation model. Through field surveys and questionnaires, data were collected from 436 visitors on their experience, and analyzed using regression and path analysis. The research found that customer experience acts as a mediator between service quality and brand loyalty, with emotional experience having a significant impact on brand loyalty. Shanghai Disneyland can significantly enhance visitors' brand loyalty and willingness to revisit by improving the quality of their experience, especially their emotional experience.

2.2.18 Johnson and Anderson (2023) in "Service Quality and Brand Loyalty: A Meta-Analytic Review" conducted a meta-analysis on the relationship between service quality and brand loyalty, synthesizing research findings from the past twenty years. Through a systematic literature review and meta-analysis, the impact of service quality on brand loyalty across various industries was analyzed. The study indicated that all dimensions of service quality significantly affect brand loyalty, with assurance and responsiveness having the greatest effect. By improving all aspects of service quality, particularly assurance and responsiveness, Shanghai Disneyland can greatly enhance visitors' brand loyalty and overall satisfaction.

2.2.19 "The Impact of Pricing Strategies and Promotional Activities on Brand Loyalty in Service Industries." Williams (2020). This paper focused on pricing

strategies and promotional campaigns as key Marketing Mix 7Ps factors in service-based industries. It emphasized how effective promotions, combined with consistent service quality, drive consumer loyalty, particularly in entertainment venues such as theme parks. The study used a quantitative research approach, collecting data from a sample of 520 participants across various service industries, including theme parks, hotels, and restaurants. It employed regression analysis to examine the relationship between the two factors (pricing and promotion) and brand loyalty. The study demonstrated that competitive pricing and innovative promotions are indispensable tools for enhancing brand loyalty in the service sector. It is recommended that businesses, especially in the entertainment industry, adopt customer-centric approaches in designing their pricing models and promotional strategies to secure long-term loyalty.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

In the study "The Influence of Marketing Mix 7Ps and Service Quality on Brand Loyalty of Disneyland in China," this research employed a quantitative approach, collecting data through questionnaires to gather opinions and views. The study included one dependent variable and multiple independent variables. The dependent variable in this research is brand loyalty among Chinese visitors to Disneyland. In contrast, the independent variables are demographic factors, the 7Ps elements of the Marketing Mix, and service quality.

#### **3.2 Research Population and Samples**

##### **3.2.1 Population**

The population of this study consisted of visitors to Shanghai Disneyland in China between January 1 and December 30, 2023, totaling approximately 13 million (Hu, 2024).

##### **3.2.2 Samples**

The Yamane sampling formula is a standard statistical method for determining the required sample size for a study (Samar, 2017). According to Taro Yamane's sample size table, for an infinite population with an error probability of 0.05 (5%) at a 95% confidence level, the sample size should be at least 436.

$N$  = The required number of the sample population.

$e$  = The margin of error, which is typically the standard error at a 95% confidence level.

A 95% confidence level indicates that we expect the sample estimate of a

parameter (e.g., the mean) to have a 95% probability of falling within the confidence interval of the population parameter.

A 5% margin of error represents the maximum allowable sampling error, usually expressed as a percentage of the population parameter.

$$\begin{aligned}
 n &= \frac{N}{1+Ne^2} \\
 &= \frac{13,000,000}{1+13,000,000(0.05)^2} \\
 &= \frac{13,000,000}{1+32,500} \\
 &= \frac{13,000,000}{32,501} \\
 &= 399.987 \\
 &\approx 400
 \end{aligned}$$

Therefore, to ensure an adequate sample size, this study collected data from 436 respondents to ensure statistical validity and reliability.

### 3.2.3 Sampling Methods

Since the population is infinite, the sampling method used in this study is non-probability sampling, which is a convenient approach.

## 3.3 Data Collection

This study employed a questionnaire survey to collect data. The researcher distributed the questionnaire to the sample via WeChat and Wenjuanxing. A total of 436 survey questionnaires have been collected from these samples.

## 3.4 Research Instrument

In the study of factors influencing brand loyalty to Disneyland in China, a questionnaire survey was used as the primary research instrument. The questionnaire was divided into three parts, as detailed:

### **Part 1: Demographics**

This section aims to collect basic demographic information from respondents and consists of 5 closed-ended questions: age, gender, education level, occupation, and income level. This information helped analyze the impact of different demographic characteristics on brand loyalty.

### **Part 2: Marketing Mix 7Ps**

The 7Ps of the Marketing Mix—product, price, promotion, place, people, process, and physical evidence—are treated as independent variables. These factors are measured using specific questions in the questionnaire, each on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

### **Part 3: Service Quality**

The researcher used a 5-point Likert scale to measure the impact of service quality on brand loyalty to Disneyland in China. This includes the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Based on questionnaire scores, the researcher gained a detailed understanding of respondents' evaluations of Disneyland's service quality in China and analyzed its impact on brand loyalty.

### **Part 4: Brand Loyalty**

Brand loyalty is the dependent variable in this study and is measured on a 5-point Likert scale. By measuring and analyzing these variables, the study aimed to understand the impact of various factors on brand loyalty.

## **3.5 Content Validity and Reliability**

### **3.5.1 Content Validity**

In studying the factors influencing brand loyalty to Disneyland in China, the Index of Item-Objective Congruence (IOC) was employed to assess content validity. Three experts specializing in the development of research instruments evaluated the content and measures of the questionnaire items to address the research questions.

These experts assessed the questionnaire based on predefined criteria:

-1: This item is not congruent with the content of the measurement objective.

0: There is uncertainty about whether this item is congruent with the content of the measurement objective.

+1: This item is congruent with the content of the measurement objective.

Items that achieve an IOC index of 0.5 or higher were retained. If any item scores below 0.5 but is deemed necessary to cover the required measurement, it was revised based on the experts' recommendations.

Table 3.1 IOC on Likert Scale

IOC on Marketing Mix		Expert 1	Expert 2	Expert 3	IOC Index
Product	6. Disneyland offers a wide variety of entertainment and attractions.	+1	+1	+1	1
	7. The themed installations at Disneyland are very appealing.	+1	+1	+1	1
	8. Disneyland's products and souvenirs meet my expectations.	+1	+1	0	0.67
	9. The entertainment facilities provided by Disneyland meet my expectations.	0	+1	+1	1
	10. The cultural entertainment activities provided by Disneyland satisfy my interests.	+1	0	+1	0.67
Price	11. The ticket prices at Disneyland are commensurate with the experience provided.	+1	+1	+1	1
	12. The consumption expenses within Disneyland are reasonable.	+1	0	+1	0.67
	13. The dining prices at Disneyland are acceptable.	+1	+1	+1	1

IOC on Marketing Mix		Expert 1	Expert 2	Expert 3	IOC Index
Place	14. The overall expenditure experience at Disneyland offers good value for money.	+1	+1	+1	1
	15. The price of souvenirs and merchandise at Disneyland is reasonable.	0	+1	+1	0.67
	16. Ticket purchasing at Disneyland is convenient.	+1	+1	0	0.67
	17. The location of Disneyland is easily accessible.	+1	+1	+1	1
	18. Information about Disneyland is easily obtainable.	+1	+1	+1	1
	19. The transportation directions at Disneyland are clear and easy to understand.	+1	+1	+1	1
	20. The maps and guide information provided by Disneyland help me navigate the park smoothly.	+1	+1	0	0.67
Promotion	21. The advertising of Disneyland is very effective.	+1	+1	+1	1
	22. The promotional activities at Disneyland encourage me to visit again.	+1	0	+1	0.67
	23. I am satisfied with the promotional activities at Disneyland.	+1	+1	+1	1
	24. Disneyland's promotional offers are easily accessible.	+1	+1	+1	1
	25. Disneyland's promotional offers are aligned with holidays and seasonal changes.	+1	0	+1	0.67
People	26. The staff at Disneyland are very friendly.	+1	+1	+1	1
	27. The staff at Disneyland is very professional.	+1	+1	+1	1
	28. The staff at Disneyland can provide personalized services.	+1	+1	+1	1
	29. The staff at Disneyland are proactive in offering assistance.	0	+1	+1	0.67

IOC on Marketing Mix		Expert 1	Expert 2	Expert 3	IOC Index
Process	30. The staff at Disneyland demonstrates a professional attitude in their service.	+1	+1	+1	1
	31. The queuing system at Disneyland is well managed.	+1	+1	+1	1
	32. The navigation within the park is straightforward.	+1	0	+1	0.67
	33. The safety inspection procedures at Disneyland make me feel secure.	+1	+1	+1	1
	34. The queue management at Disneyland is efficient.	+1	+1	+1	1
	35. Disneyland can handle emergencies promptly and effectively	+1	+1	+1	1
	36. The facilities at Disneyland are well-maintained.	+1	0	+1	0.67
Physical Evidence	37. The environment at Disneyland is pleasant and attractive.	+1	+1	+1	1
	38. The architectural design of Disneyland is unique and distinctive.	+1	+1	+1	1
	39. The landscape design at Disneyland is distinctive.	+1	+1	0	0.67
	40. The environment at Disneyland provides a pleasant visual experience.	+1	+1	+1	1

### 3.5.2 Reliability

To ensure the reliability of the tools used in this study, a pretest was conducted with 30 qualified participants. The purpose of the pretest is to assess the consistency and reliability of the measurement tools. Reliability was evaluated using Cronbach's alpha coefficient, a statistical measure of internal consistency. For the tools to be considered reliable, the Cronbach's alpha coefficient must be 0.70 or higher. This threshold is widely accepted in social science research as an indicator of good reliability.

By conducting this pilot test, the study aims to refine the survey tools and ensure that the data collected in the primary research is consistent and reliable, thus providing a solid foundation for subsequent analysis of the factors influencing brand loyalty to Disneyland in China.

The constructs related to the Influence of the 7Ps of the Marketing Mix and Service Quality on Brand Loyalty at Disneyland in China exhibited high reliability. The Cronbach's values for Product, Price, Place, Promotion, People, Process, and Physical Evidence were 0.868, 0.977, 0.864, 0.874, 0.858, 0.862, and 0.879, respectively. Similarly, Tangibles, Reliability, Responsiveness, Assurance, and Empathy. With Cronbach's  $\alpha$  values of 0.856, 0.880, 0.854, 0.869, and 0.863. Finally, the construct measuring Brand Loyalty achieved a Cronbach's alpha  $\alpha$  of 0.947.

As all Cronbach's values exceeded the threshold of 0.70, the questionnaire demonstrates strong reliability and is appropriate for collecting future empirical data.

## **3.6 Data Analysis**

### **3.6.1 Descriptive Statistics**

In this study, descriptive statistics were used to summarize the basic features of the survey data. Descriptive statistics provide simple summaries about the sample and the measures. They form the basis of virtually every quantitative analysis.

#### **Descriptive statistics included:**

##### **Part 1: Demographic Information**

Frequency and percentage distributions were used to describe the demographic characteristics of respondents, including gender, age, educational level, occupation, and monthly income. These statistics provided an overview of the sample composition. The mean and standard deviation are applied to the Marketing Mix 7Ps, service quality, and brand loyalty.

## Part 2: Frequency Distributions

A frequency distribution was used to display each response category for each item, helping to understand the distribution pattern of respondents' ratings. For example, if the survey uses a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), the width of the intervals is calculated as follows:

$$\begin{aligned} N &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

This study analyzes responses to Marketing Mix 7Ps, service quality, and brand loyalty by calculating the average scores within predefined ranges:

4.21 - 5.00 is considered strongly agree

3.41 - 4.20 is considered to agree

2.61 - 3.40 is considered neutral

1.81 - 2.60 is considered to disagree

1.00 - 1.80 is considered strongly disagree

### 3.6.2 Inferential Statistics

Inferential statistics were used to assess the relationships between independent variables (demographic characteristics, Marketing Mix 7Ps elements, and service quality) and the dependent variable (brand loyalty). The goal is to test the research hypotheses and make inferences about the population based on the sample data.

#### Hypothesis Testing:

**H1:** Differences in demographic factors generate differences in brand loyalty to Disneyland in China.

Independent-samples t-tests (for Gender) and one-way ANOVAs (for Age, Educational Level, Occupation, and Monthly Income) are used to test the hypothesis.

**H2:** The 7Ps of the Marketing Mix influence brand loyalty at Disneyland in China. (Multiple Linear Regression Analysis is used to test the hypothesis.)

**H3:** Service quality's influence on consumer brand loyalty at Disneyland in China. (Multiple Linear Regression Analysis is used to test the hypothesis.)

## CHAPTER IV

### ANALYSIS RESULT

To examine the factors influencing brand loyalty to Disneyland in China, a statistical analysis was conducted on a sample of 436 individuals interested in Disney. This study primarily focuses on the impact of the marketing mix (7Ps) and service quality on brand loyalty for Disneyland in China, examining how these independent variables influence the dependent variable.

The research findings are divided into two parts. The descriptive statistics of the variables used in this study are included in the first part. In contrast, the second part discusses the results of testing the research hypotheses using multiple regression. The statistical symbols and implications used in data analysis and interpretation are as follows:

$\alpha$  = Coefficient of reliability

N= Number of population

n=Number of samples

X=Mean

SD=Standard Deviation

t=t-Distribution

f=f-Distribution

df = Degree of freedom

LSD= Least Significant Difference

Sig=The level of statistical significance to test the hypothesis

\*=The statistical significance is at the 0.05 level

## 4.1 Descriptive Statistics

The following is divided into two parts.

Part I: Analysis of Respondents' Demographic Data.

Part II: The analysis results of the range of marketing mix factors and service quality factors.

### 4.1.1 Demographic Factors

Table 4.1 Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	221	50.7
	Female	215	49.3
Age	18-25	36	8.3
	26-35	184	42.2
	36-45	141	32.3
	Over 45	75	17.2
Educational Level	High school or below	72	16.5
	Associate degree	139	31.9
	Bachelor's degree	208	47.7
	Graduate degree or above	17	3.9
Occupation	Student	30	6.9
	Employee	251	57.6
	Owner of the business	14	3.2
	Freelance	114	26.1
Monthly Income (CNY)	Other	27	6.2
	≤5000	210	48.2
	5001-10000	185	42.4
	10001-15000	34	7.8
Total	15001-20000	5	1.1
	Over 20000	2	0.5
Total		436	100

Table 4.1 presents the demographic data of a sample of 436 individuals in China who have visited Disney. The majority of the sample consists of females (50.7%), with 42.2% of participants in the 26-35 age range. Additionally, 47.7% of the sample have completed a bachelor's degree. In terms of occupation, company employees

constitute the largest group at 57.6%. Regarding income levels, 48.2% of the sample have an income  $\leq$  5000 CNY.

#### 4.1.2 Marketing Mix 7Ps

Table 4.2 The Descriptive Statistics of Marketing Mix 7Ps

	Mean	Std. Deviation	Meaning	Ranking
Product	3.6995	1.03239	Agree	3
Price	3.5986	1.08782	Agree	6
Promotion	3.6147	1.05620	Agree	5
Place	3.7362	0.99038	Agree	2
People	3.8211	0.98733	Agree	1
Process	3.6904	1.02295	Agree	4
Physical Evidence	3.5963	1.07528	Agree	7
Marketing Mix 7Ps	3.7179	0.81127	Agree	

Table 4.2 presents the descriptive statistics for the 7Ps of the Marketing Mix. All variables were at an acceptable level. People have the highest mean value of 3.8211 (SD = 0.98733), indicating that visitors' opinions of people are at an agreeable level. The place has the second-highest mean value of 3.7362 (SD = 0.99038); visitors' views are generally positive. The product ranks third, with a mean of 3.6995 (SD = 1.03239); visitors' opinions are at an agreeable level. The process ranks fourth with a mean value of 3.6904 (SD = 1.02295); visitors' process of the product is at an agreeable level. Promotion ranks fifth with a mean value of 3.6147 (SD = 1.05620), indicating that visitors' promotion of the product is at an agreeable level. Price ranks sixth, with a mean of 3.5986 (SD = 1.08782); visitors' price perception of the product is at an agreeable level. Physical Evidence has the lowest rank, with a mean value of 3.5963 (SD = 1.07528). Visitors' perception of the product's physical evidence is at an agreeable level. The total mean value for the 7Ps of the marketing mix is 3.7179, indicating that visitors' opinions on the theory are at an agreeable level.

### 4.1.3 Service Quality

Table 4.3 The Descriptive Statistics of Service Quality

	Mean	Std. Deviation	Meaning	Ranking
Tangibles	3.8234	0.97956	Agree	2
Reliability	3.6330	1.08414	Agree	5
Responsiveness	3.8463	0.97404	Agree	1
Assurance	3.6674	1.03143	Agree	3
Empathy	3.6628	1.03217	Agree	4
Service Quality	3.7523	0.75999	Agree	

Table 4.3 presents the descriptive statistics for service quality. All variables were at an acceptable level. Responsiveness has the highest mean value of 3.8463 (SD = 0.97404); visitors' opinions on responsiveness are at an agreeable level. Tangibles have the second-highest mean value of 3.8234 (SD = 0.97956); visitors' views on tangibles are at an agreeable level. Assurance ranks third with a mean value of 3.6674 (SD = 1.03143); visitors' opinions on assurance are at an agreeable level. Empathy ranks fourth with a mean value of 3.6628 (SD = 1.03217); visitors' opinions on empathy are at an agreeable level. Reliability has the lowest rank, with a mean value of 3.6330 (SD = 1.08414). Visitors' opinion on reliability is at an agreeable level. The overall mean service quality score is 3.7523, indicating that visitors' opinions on the theory of service quality are at an agreeable level.

### 4.1.4 Brand Loyalty

Table 4.4 The Descriptive Statistics of Brand Loyalty

	Mean	Std. Deviation	Meaning
Brand Loyalty	3.5550	1.11590	Agree

Table 4.4 shows the descriptive statistics for Brand Loyalty. The mean value of 3.5550 (SD = 1.11590) for visitors' opinions

## 4.2 Inferential Statistics

### 4.2.1 The Demographic Factors' Influence on Brand Loyalty of Disneyland in China

Inferential statistics were used to test the hypotheses at the 0.05 significance level. The analysis evaluated the influence of the dependent variable on the independent variables under the following hypotheses.

Part I: Demographic factors have different influences on brand loyalty at Disneyland in China.

Table 4.5 The Analysis Results on Gender Difference Influence on Brand Loyalty

Brand Loyalty	Gender	N	Mean	SD	t	df	Sig.
	Male	221	3.5973	1.10198	0.801	434	0.424
	Female	215	3.5116	1.13096			

H1<sub>a</sub>: The difference in brand loyalty to Disney in China among visitors based on gender.

$$H_0 : \mu_1 = \mu_2$$

$$H_i : \mu_1 \neq \mu_2$$

Table 4.5 presents the results of the analysis of the influence of gender on brand loyalty, using a t-test with a significance level of 0.05. The study found no significant difference in brand loyalty based on gender ( $t(434) = 0.801$ ,  $p = 0.424$ ).

H1<sub>b</sub>: The difference in brand loyalty to Disney in China among visitors based on age.

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair}$$

Table 4.6 The Analysis Results on Age Difference Influence on Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.798	3	3.266	2.653	0.048*
Within Groups	531.881	432	1.231		
Total	541.679	435			

Table 4.6 presents the results of the analysis of the influence of age differences on brand loyalty, conducted using a One-way ANOVA at a significance level of 0.05. This study found that age ( $F = 2.653$ ,  $p = 0.048$ ) had a significant effect on brand loyalty.

Table 4.7 Illustrates the Differences in Multiple Comparisons of Age

Brand Loyalty	Gender	N	Mean	SD	t	df	Sig.
	Male	221	3.5973	1.10198			
	Female	215	3.5116	1.13096	0.801	434	0.424

Age	Group J	18-25	26-35	36-45	Over 45
Group I	(I-J)	3.8611	3.4402	3.6950	3.4267
18-25	3.8611	-	.4209 (.038)*	.1661 (.423)	.4344 (.054)
26-35	3.4402		-	-.2548 (.041)*	.0136 (.929)
36-45	3.6950			-	.2684 (.091)
Over 45	3.4267				-

\* The mean difference is significant at the 0.05 level.

Dependent Variable: Brand Loyalty

Table 4.7 presents the paired mean comparisons of the influence of age groups on brand loyalty among visitors. The mean value for the 18-25 age group is higher than that for the 26–35 age group, with a statistically significant difference of

0.038. Similarly, the mean value for the 26–35 age group is lower than that for the 36–45 age group, with a statistically significant difference of 0.041.

H1<sub>c</sub>: The difference in brand loyalty to Disney in China among visitors based on educational level.

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair}$$

Table 4.8 The Analysis Results on Educational Level Influence on Brand Loyalty

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	18.410	3	6.137	5.066	0.002*
Within Groups	523.269	432	1.211		
Total	541.679	435			

Table 4.8 presents the results of the analysis of the influence of educational level differences on brand loyalty, which were analyzed using a One-way ANOVA at a significance level of 0.05. This study found that educational level ( $F = 5.066$ ,  $p = 0.002$ ) was a significant predictor of brand loyalty.

Table 4.9 Illustrates the Differences in Multiple Comparisons of Educational Level

<b>Educational Level</b>	<b>Group J</b>	<b>High School or Below</b>	<b>Associate Degree</b>	<b>Bachelor's Degree</b>	<b>Graduate Degree or Above</b>
Group I	(I-J)	3.8194	3.4317	3.6106	2.7647
High school or below	3.8194	-	0.3877 (.016)*	0.2088 (.166)	1.0547 (.000)*
Associate degree	3.4317		-	- 0.1789 (.139)	0.6669 (.019)*
Bachelor's degree	3.6106			-	0.8459 (.091)
Graduate degree or above	2.7647				-

\* The mean difference is significant at the 0.05 level.

Dependent Variable: Brand Loyalty

Table 4.9 presents the paired mean comparisons of the influence of educational level on brand loyalty among visitors. The mean value for the high school or below group is higher than that for the associate degree and graduate degree or above groups, with significant values of 0.016 and 0.000, respectively. The mean value for the associate degree group is higher than that for graduate degrees or higher, with a significant difference of 0.019.

H1<sub>d</sub>: The difference in brand loyalty to Disney in China among visitors based on occupation.

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair}$$

Table 4.10 The Analysis Results on Occupation Influence on Brand Loyalty

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	4.393	4	1.098	.881	0.475
Within Groups	537.286	431	1.247		
Total	541.679	435			

Table 4.10 presents the results of the analysis of the influence of occupation differences on brand loyalty, which were analyzed using a One-way ANOVA at an alpha significance level of 0.05. This study found that occupation ( $F = 0.881$ ,  $p = 0.475$ ) did not significantly affect brand loyalty.

H1<sub>e</sub>: The difference in brand loyalty to Disney in China among visitors based on monthly income.

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair}$$

Table 4.11 The Analysis Results on Monthly Income Influence on Brand Loyalty

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	6.370	4	1.592	1.282	0.276
Within Groups	535.309	431	1.242		
Total	541.679	435			

Table 4.11 presents the analysis results on the influence of monthly income differences on brand loyalty, which were obtained using a one-way ANOVA with a significance level of 0.05. This study found that monthly income ( $F = 1.282$ ,  $p = 0.276$ ) did not differ significantly in brand loyalty.

#### 4.2.2 Marketing Mix 7Ps Influences on Brand Loyalty

Part II: The 7Ps of the Marketing Mix and Their Influence on Brand Loyalty at Disneyland in China.

In Hypothesis 2,  $Y =$  brand loyalty,  $X_1, X_2, X_3, X_4, X_5, X_6,$  and  $X_7$  are Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Table 4.12 Summary of the Model of Marketing Mix 7Ps Influences Brand Loyalty

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R-Square</b>	<b>Std. Error of the Estimate</b>
5	.689e	.474	.468	0.81385

*e. Predictors: (Constant), Product, Price, Place, Promotion, People, Process, Physical Evidence.*

From Table 4.12, summarize the multiple linear regression result, which shows that the marketing mix 7Ps significantly influences brand loyalty with a multiple correlation coefficient (R) of 0.689 at a significant level of 0.05. The predictive analysis equation's capability is 46.8%.

Table 4.13 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix 7Ps on Brand Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.009	.191		.047	.963
Physical Evidence	.291	.047	.281	6.170	.000*
Product	.212	.046	.196	4.581	.000*
Process	.196	.050	.180	3.892	.000*
Place	.155	.047	.138	3.318	.000*
Promotion	.114	.045	.108	2.530	.012*

*a. Dependent Variable: Brand Loyalty*

Equation 1:

$$Y = 0.009 + 0.291X_7 + 0.212X_1 + 0.196X_6 + 0.155X_3 + 0.114X_4$$

(0.963) (0.000\*) (0.000\*) (0.000\*) (0.000\*) (0.012\*)

FOR

Y= Brand Loyalty

X<sub>1</sub>=Product, X<sub>2</sub>=Price, X<sub>3</sub>=Place, X<sub>4</sub>=Promotion, X<sub>5</sub>=People, X<sub>6</sub>=Process,

X<sub>7</sub>=Physical Evidence.

From Table 4.13, it can be observed that, in terms of standardized coefficients, Physical Evidence is the most crucial variable influencing brand loyalty, with a regression coefficient of approximately 0.281. This is followed by Product, Process, Place, and Promotion, with coefficients of 0.196, 0.180, 0.138, and 0.108, respectively.

### 4.2.3 Service Quality Influences On Brand Loyalty

Part III: Service quality influences visitors' brand loyalty at Disneyland in China.

In Hypothesis 3, Y = brand loyalty, X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, and X<sub>5</sub> are Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Table 4.14 Summary of the Model of Service Quality Influences Brand Loyalty

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R-Square</b>	<b>Std. Error of the Estimate</b>
5	.602e	.363	.355	0.89607

*e. Predictors: (Constant), Tangibles, Reliability, Responsiveness, Assurance, Empathy*

From Table 4.14, summarize the multiple linear regression result, which shows that service quality significantly influences brand loyalty with a multiple correlation coefficient (R) of 0.602 at a significant level of 0.05. The predictive analysis capability is 35.5%.

Table 4.15 The Multiple Linear Regression Coefficients for the Influence of Service Quality on Brand Loyalty

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	-.014	.245		-.058	.954
Empathy	.273	.048	.253	5.718	.000*
Reliability	.219	.049	.213	4.512	.000*
Responsiveness	.189	.048	.165	3.936	.000*
Tangibles	.171	.050	.150	3.405	.000*
Assurance	.107	.046	.099	2.316	.021*

*a. Dependent Variable: Brand Loyalty*

Equation: 2

$$Y = -0.014 + 0.273X_5 + 0.219X_2 + 0.189X_3 + 0.171X_1 + 0.107X_4$$

$$(0.954) (0.000^*) (0.000^*) (0.000^*) (0.000^*) (0.021^*)$$

FOR

Y= Brand Loyalty

X<sub>1</sub>=Tangibles, X<sub>2</sub>=Reliability, X<sub>3</sub>=Responsiveness, X<sub>4</sub>=Assurance,

X<sub>5</sub>=Empathy

From Table 4.15, it can be observed that, in terms of standardized coefficients, Empathy is the most crucial variable influencing brand loyalty, with a regression coefficient of approximately 0.253. This is followed by Reliability, Responsiveness, Tangibles, and Assurance, with coefficients of 0.213, 0.165, 0.150, and 0.099, respectively.

Table 4.16 Summary Result on Hypothesis 1

Demographic	Brand Loyalty
Gender	-
Age	√
Educational Level	√
Occupation	-
Monthly Income	-
<i>- The mean difference has a significant value of more than 0.05.</i>	
<i>√ The mean difference is significant at the 0.05 level.</i>	

From Table 4.16, this study found that age ( $F = 2.653$ ,  $p = 0.048$ ) and educational level ( $F = 5.006$ ,  $p = 0.002$ ) significantly influence brand loyalty. However, gender ( $t(436) = 0.801$ ,  $p = 0.424$ ), occupation ( $F = 0.881$ ,  $p = 0.475$ ), and monthly income ( $F = 1.282$ ,  $p = 0.276$ ) did not significantly influence brand loyalty.

Table 4.17 Summary Result on Hypothesis 2

Marketing Mix 7Ps	Brand Loyalty
Product	√
Price	-
Place	√
Promotion	√
People	-
Process	√
Physical Evidence	√
<i>- The mean difference has a significant value of more than 0.05.</i>	
<i>√ The mean difference is significant at the 0.05 level.</i>	

Table 4.18 Summary Result on Hypothesis 2 on Equation

<b>Brand Loyalty</b>	<b>Forecasting Equations</b>				
	$Y = -0.014 + 0.273X5 + 0.219X2 + 0.189X3 + 0.171X1 + 0.107X4$				
	(0.954) (0.000*) (0.000*) (0.000*) (0.000*) (0.021*)				
<i>Y= Brand Loyalty</i>					
<i>X1=Tangibles, X2=Reliability, X3=Responsiveness, X4=Assurance, X5=Empathy</i>					

Table 4.19 Summary Result on Hypothesis 3

<b>Brand Loyalty</b>	<b>Forecasting Equations</b>				
	$Y = 0.009 + 0.291X7 + 0.212X1 + 0.196X6 + 0.155X3 + 0.114X4$				
	(0.963) (0.000*) (0.000*) (0.000*) (0.000*) (0.012*)				
<i>Y= Brand Loyalty</i>					
<i>X1=Product, X2=Price, X3=Place, X4=Promotion, X5=People, X6=Process, X7=Physical Evidence</i>					

Table 4.20 Summary Result on Hypothesis 3 on Equation

<b>Service Quality</b>	<b>Brand Loyalty</b>
Tangibles	√
Reliability	√
Responsiveness	√
Assurance	√
Empathy	√
<i>- The mean difference has a significant value of more than 0.05.</i>	
<i>√ The mean difference is significant at the 0.05 level.</i>	

## **CHAPTER V**

### **CONCLUSION**

The objective of this study is to investigate the impact of the marketing mix (7Ps) and service quality on brand loyalty at Disneyland in China, and to offer practical recommendations for the company. According to the analysis results from Chapter 4, this chapter is divided into five parts:

#### **5.1 Conclusion**

##### **5.1.1 Demographic Factors**

The study examined the demographic characteristics and their impact on brand loyalty at Disneyland in China. A total of 436 valid responses were collected. The majority of the sample consists of females (50.7%), with 42.2% of participants in the 26-35 age range. Additionally, 47.7% of the sample have completed a bachelor's degree. In terms of occupation, company employees constitute the largest group at 57.6%. Regarding income levels, 48.2% of the sample have an income  $\leq$  5000 CNY. The analysis focused on the influence of five demographic factors-gender, age, education level, occupation, and monthly income on brand loyalty. Among these factors, age ( $F = 2.653$ ,  $p = 0.048$ ) and educational level ( $F = 5.006$ ,  $p = 0.002$ ) significantly influence brand loyalty. However, gender ( $t(436) = 0.801$ ,  $p = 0.424$ ), occupation ( $F = 0.881$ ,  $p = 0.475$ ), and monthly income ( $F = 1.282$ ,  $p = 0.276$ ) did not significantly influence brand loyalty.

##### **5.1.2 Marketing Mix 7Ps**

Summary of the multiple linear regression results, showing that the marketing mix (7Ps) significantly influences brand loyalty, with a multiple correlation coefficient (R) of 0.689 at the 0.05 level. The predictive analysis's capability is 46.8%.

In terms of standardized coefficients, Physical Evidence is the most influential variable influencing brand loyalty, with a regression coefficient of approximately 0.281. This is followed by Product, Process, Place, and Promotion, with coefficients of 0.196, 0.180, 0.138, and 0.108, respectively.

### **5.1.3 Service Quality**

Summary of the multiple linear regression result, showing that service quality significantly influences brand loyalty with a multiple correlation coefficient (R) of 0.602 at a significant level of 0.0. The predictive analysis equation's capability is 35.5%.

In terms of the Standardized Coefficients, Empathy is the most influential variable influencing brand loyalty, with a regression coefficient of approximately 0.253. This is followed by Reliability, Responsiveness, Tangibles, and Assurance, with coefficients of 0.213, 0.165, 0.150, and 0.099, respectively.

## **5.2 Discussion**

### **5.2.1 Demographic Factors**

The findings reveal that age and educational level significantly affect brand loyalty. These results are consistent with those of Zhao (2024) and Search (2023), who found that age is associated with differences in brand loyalty. Secondly, these results are consistent. Xu (2024) found that educational level is related to differences in brand loyalty.

### **5.2.2 Marketing Mix 7Ps**

The results of this study suggest that the marketing mix, comprising the 7Ps, significantly influences brand loyalty. This finding is consistent with Luo (2024), who found that the 7Ps of the marketing mix significantly influence brand loyalty. This finding aligns with Bhasin (2024). The results highlighted the effectiveness of these strategies in creating emotional resonance and establishing a strong brand image,

underscoring the influence of the 7Ps of the marketing mix on brand loyalty. The result aligns with Bhasin (2024), who focused on Universal Studios Theme Parks' 7Ps marketing mix. The study found that these strategies significantly enhance visitor perceptions and foster loyalty, underscoring the influence of the 7Ps of the marketing mix on brand loyalty. This finding aligns with Jin (2024), in the article "Theme Park Brand Management and Customer Loyalty," which indicates that the 7Ps of the marketing mix influence brand loyalty. And also consistent with Schwab (2022), using LEGO as a case study, the findings reveal that the marketing mix 7Ps influence on brand loyalty, that LEGO's innovative and diverse products, reasonable pricing, practical promotional activities, professional staff, and optimized retail and operational processes significantly enhance brand loyalty, consistent with the marketing mix 7Ps influence on brand loyalty.

### **5.2.3 Service Quality**

This study found that service quality influences brand loyalty, with consistent results across contexts. Li (2020) found that service quality significantly influences brand loyalty. This finding aligns with Smith and Brown (2021), who found that service quality significantly influences brand loyalty. The result aligns with Zhao (2022), who identified emotional experience as a key mediator between service quality and brand loyalty and found that service quality significantly influences brand loyalty. Consistent with these studies, Johnson and Anderson (2023) conducted a meta-analysis that confirmed the significant influence of service quality on brand loyalty.

## **5.3 Implications for Practice**

The findings of this study provide significant insights into the factors influencing brand loyalty to Disneyland, particularly the roles of age, education level, physical evidence, and empathy. These insights can guide practical strategies for enhancing visitor loyalty and satisfaction at Disneyland.

This study identified age and education level as significant determinants of brand loyalty. The 26-35 age group showed the strongest on-brand loyalty, suggesting that Disneyland should develop targeted offerings for younger visitors. Marketing strategies should focus on experiences that align with their preferences, such as innovative attractions, interactive technologies, and social media engagement. Similarly, the bachelor's degree education level group showed strong brand loyalty, underscoring the importance of accessible, affordable experiences for this demographic. Special ticket discounts, promotional bundles, and simplified booking processes can effectively appeal to this audience.

The role of physical evidence was highlighted as a crucial factor in shaping brand loyalty. Enhancing the tangible elements of Disneyland parks. Firstly, there are well-maintained facilities, visually appealing designs, and immersive themed environments. Secondly, Disneyland can significantly influence visitors' perceptions. Disneyland should invest in continuous upgrades of its attractions, cleanliness, and signage to maintain its premium image. Thirdly, Disneyland should focus on incorporating more innovative and culturally immersive architectural elements, ensuring that each park reflects a seamless blend of storytelling and aesthetic appeal. Additionally, regular updates and maintenance of iconic structures and themed areas will help sustain the parks' premium image and provide visitors with a consistently memorable experience. Fourthly, Disneyland should invest in incorporating more interactive, themed landscaping features, such as seasonal floral displays, immersive garden paths, and culturally inspired outdoor areas, to create a more engaging, visually captivating environment.

Additionally, regular maintenance and creative landscaping updates will help sustain the parks' premium image and provide visitors with a memorable, immersive experience. The role of physical evidence is highlighted as a crucial factor in shaping brand loyalty. Enhancing the environment at Disneyland, which already provides a pleasant visual experience, can further improve visitors' perceptions.

Ultimately, Disneyland should prioritize introducing more dynamic and interactive elements into its surroundings, such as immersive lighting effects, seasonal decorations, and new visual features that align with evolving themes. By continuously refreshing the park's aesthetic appeal, maintaining high standards of cleanliness, and ensuring that every visual element reinforces the brand's premium image, Disneyland can further elevate its guest experience and strengthen brand loyalty. Attention to detail in physical settings creates memorable experiences, fostering deeper emotional connections with visitors.

Empathy emerged as another critical factor influencing brand loyalty. Firstly, Disneyland should invest in more comprehensive staff training to ensure employees consistently address guest concerns. Implementing a feedback loop that allows guests to easily report concerns and promptly follow up can demonstrate a genuine commitment to addressing issues. Secondly, Disneyland should expand its use of technology, such as mobile apps or personalized guest profiles, to offer tailored experiences for visitors. For example, offering customized itineraries tailored to guest preferences or sending personalized greetings upon arrival could enhance the overall guest experience. Thirdly, Disneyland should emphasize empathy and active listening in staff training. Role-playing scenarios and customer service workshops can help employees better understand guests' emotional needs and handle problem-solving with greater compassion and understanding. Fourthly, Disneyland should continue to develop and expand its offerings for different age groups by adding more age-appropriate attractions, providing customized services (like stroller relaxation areas for seniors), and offering age-specific discounts or promotions to cater to diverse needs. Finally, Disneyland could implement a system where staff proactively engage with guests upon arrival to understand their preferences and special requests. Additionally, using data analytics to anticipate guest needs based on past visits or real-time behaviors (such as favorite attractions or food preferences) could improve the overall experience.

By addressing the influences of age, education level, physical evidence, and empathy, Disneyland can develop comprehensive strategies to strengthen brand loyalty and visitor satisfaction. These measures are essential for maintaining Disneyland's competitive advantage as a global leader in themed entertainment.

#### **5.4 Suggestions for Future Research**

This study offers insights into the impact of the Marketing Mix (7Ps) and service quality on brand loyalty at Disneyland in China. However, certain limitations suggest avenues for future research.

First, this study focused solely on Disneyland in China. Future research could extend the scope to include Disney parks in other countries or regions to examine potential cross-cultural differences in how the Marketing Mix 7Ps and service quality influence brand loyalty. Comparative studies across different Disney parks would offer a more global perspective and enhance the generalizability of the findings.

Second, this study employed a quantitative approach using survey data. Future studies could employ qualitative methods, such as interviews or focus groups, to gain a deeper understanding of visitors' subjective perceptions and experiences. A mixed-methods approach could enrich the findings by examining the factors that drive brand loyalty.

Third, while this study identified the Marketing Mix 7Ps and service quality as key factors influencing brand loyalty, it did not explore potential moderating or mediating variables, such as visitor satisfaction, emotional connection, or perceived value. Future research could examine these variables to develop a more comprehensive understanding of the mechanisms underlying brand loyalty.

Finally, this study was conducted within the specific context of Disneyland in China. Future research could investigate similar factors at other types of theme parks or entertainment destinations, both within and beyond China, to determine whether the

findings are generalizable. Comparative studies across different types of entertainment venues, such as theme parks, cultural attractions, or urban entertainment centers, could provide valuable insights into the broader applicability of the Marketing Mix 7Ps and service quality framework.

## **5.5 Limitations of the Study**

This study has several limitations that may influence the interpretation and generalizability of its findings.

First, the study was conducted within a specific time frame, capturing data from visitors to Disneyland in China during 2024. The behaviors and brand loyalty observed may be influenced by time-specific factors such as post-pandemic recovery, economic conditions, or temporary marketing campaigns. Future research could adopt a longitudinal design to examine how brand loyalty evolves across different time periods and under varying external influences.

Second, this research was limited to Disneyland in China as the focal context. While this provided valuable insights into the effects of the Marketing Mix 7Ps and service quality on brand loyalty within a central theme park in China, the findings may not apply to other entertainment venues or regions. Comparative studies across different types of theme parks or other Disney locations worldwide could provide a broader understanding of how these factors influence brand loyalty in diverse settings.

Finally, the sample 436 was restricted to Disneyland visitors in China. While focusing on a specific visitor group allowed for targeted analysis, the findings may not be generalizable to other demographic or cultural groups. Future research could include a more diverse sample, such as international visitors or other age and socioeconomic groups, to determine the broader applicability of the study's conclusions.

Acknowledging these limitations lays the groundwork for future research to enhance and broaden the scope of this study. This will contribute to a deeper, more holistic understanding of the factors that influence brand loyalty in the theme park industry.



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## APPENDICES

### Appendix A: Questionnaire

Dear Disneyland Visitor,

I am a student at RMUTK ISIC, currently conducting a master's thesis on "The Influence of Marketing Mix 7Ps and Service Quality on Brand Loyalty of Disneyland in China." Your participation in this survey is crucial to the success of my research.

Please be assured that all information you provide will be kept strictly confidential and used solely for academic research purposes. Your responses will be anonymous and will not be used for any commercial purposes.

Thank you for your valuable time and contribution to this study.

Have you ever visited Disneyland in China?

- Ever
- Never

Part 1: Demographics
1. Gender
<input type="checkbox"/> A. Male
<input type="checkbox"/> B. Female
2. Age
<input type="checkbox"/> A. 18-25
<input type="checkbox"/> B. 26-35
<input type="checkbox"/> C. 36-45
<input type="checkbox"/> D. Over 45
3. Educational Level
<input type="checkbox"/> A. High school or below
<input type="checkbox"/> B. Associate degree
<input type="checkbox"/> C. Bachelor's degree
<input type="checkbox"/> D. Graduate degree or above

4. Occupation						
<input type="checkbox"/> A. Student						
<input type="checkbox"/> B. Employee						
<input type="checkbox"/> C. Owner of business						
<input type="checkbox"/> D. Freelance						
<input type="checkbox"/> E. Other						
5. Monthly Income (CNY)						
<input type="checkbox"/> A. ≤5000						
<input type="checkbox"/> B. 5001-10000						
<input type="checkbox"/> C. 10001-15000						
<input type="checkbox"/> D. 15001-20000						
<input type="checkbox"/> E. Over 20000						
Please carefully read the following questions and choose the appropriate box. 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree						
Part 2: Marketing Mix						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Product	6. Disneyland offers a wide variety of entertainment and attractions.					
	7. The themed installations at Disneyland are very appealing.					
	8. Disneyland's products and souvenirs meet my expectations.					
	The entertainment facilities provided by Disneyland meet my expectations.					
	10. The cultural entertainment activities provided by Disneyland satisfy my interests.					
Price	11. The ticket prices at Disneyland are commensurate with the experience provided.					
	12. The consumption expenses within Disneyland are reasonable.					
	13. The dining prices at Disneyland are acceptable.					
	14. The overall expenditure experience at Disneyland offers good value for money.					
	15. The price of souvenirs and merchandise at Disneyland is reasonable.					

Place	16. Ticket purchasing at Disneyland is convenient.					
	17. The location of Disneyland is easily accessible.					
	18. Information about Disneyland is easily obtainable.					
	19. The transportation directions at Disneyland are clear and easy to understand.					
	20. The maps and guide information provided by Disneyland help me navigate the park smoothly.					
Promotion	21. The advertising of Disneyland is very effective.					
	22. The promotional activities at Disneyland encourage me to visit again.					
	23. I am satisfied with the promotional activities at Disneyland.					
	24. Disneyland's promotional offers are easily accessible.					
	25. Disneyland's promotional offers are aligned with holidays and seasonal changes.					
People	26. The staff at Disneyland is very friendly.					
	27. The staff at Disneyland is very professional.					
	The staff at Disneyland can provide personalized services.					
	29. The staff at Disneyland are proactive in offering assistance.					
	30. The staff at Disneyland demonstrates a professional attitude in their service.					
Process	31. The queuing system at Disneyland is well managed.					
	32. The navigation within the park is straightforward.					
	33. The safety inspection procedures at Disneyland make me feel secure.					
	The queue management at Disneyland is efficient.					

	Disneyland can handle emergencies promptly and effectively.					
Physical Evidence	36. The facilities at Disneyland are well-maintained.					
	37. The environment at Disneyland is pleasant and attractive.					
	38. The architectural design of Disneyland is unique and distinctive.					
	The landscape design at Disneyland is distinctive.					
	40. The environment at Disneyland provides a pleasant visual experience.					
<b>Part 3: Service Quality</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Tangibles	41. Cleanliness of Disneyland facilities.					
	42. Comfort of Disneyland rides.					
	43. Quality of food and beverages in Disneyland.					
	44. The restroom facilities at Disneyland are clean and well-maintained.					
	45. The layout of the venues at Disneyland is reasonable and convenient.					
Reliability	46. Punctuality of waiting times for Disneyland attractions.					
	47. Accuracy of information and notifications provided by Disneyland.					
	48. Safety of storing and retrieving items in Disneyland.					
	49. The customer service at Disneyland is accurate and reliable.					
	50. Disneyland operates its attractions on time for opening and closing.					
Responsiveness	51. Friendliness and helpfulness of Disneyland staff.					
	52. Timeliness of response to guest questions and requests in Disneyland.					

	53. Efficiency of assistance provided by Disneyland in emergencies.					
	54. Disneyland provides timely emergency medical services.					
	55. Disneyland offers fast passes to reduce wait times.					
Assurance	56. Professionalism and familiarity of Disneyland staff with service procedures.					
	57. Safety and reliability of services provided by Disneyland.					
	58. Compliance of Disneyland with relevant regulations and provisions.					
	59. Disneyland staff are equipped to handle unexpected issues.					
	60. The facilities at Disneyland meet international safety standards.					
Empathy	61. Disneyland staff's care and attention to guest concerns.					
	Disneyland provides personalized services.					
	Empathy and understanding are displayed by Disneyland staff during problem-solving processes.					
	Disneyland provides special services for visitors of different age groups.					
	Disneyland staff proactively understand visitors' needs.					
<b>Part 4: Brand Loyalty</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	66. When choosing theme parks, I tend to select Disney Shanghai.					
	67. I would habitually choose Shanghai Disney due to my satisfaction with it.					
	68. I believe that my loyalty to Shanghai Disney helps reduce the confusion and time costs of selecting other theme parks.					
	69. I would recommend Shanghai Disney to friends and family due to my loyalty.					
	70. I am willing to participate in Disney's brand extension activities or new projects because of my loyalty to Shanghai Disney.					

