THE IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY FOR CHINESE TEA BRANDS THROUGH THE MEDIATING ROLES OF PERCEIVED VALUE AND CUSTOMER ENGAGEMENT

RUI LUO

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2024

THE IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY FOR CHINESE TEA BRANDS THROUGH THE MEDIATING ROLES OF PERCEIVED VALUE AND CUSTOMER ENGAGEMENT

RUI LUO

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2024

Dissertation Title	The Impact of Brand Image on Customer Loyalty for Chinese Tea Brands through the Mediating Roles of Perceived Value and Customer Engagement
Name-Surname	Mr. Rui Luo
Program	Business Administration (Management)
Dissertation Advisor	Assistant Professor Umawasee Sriboonlue, D.B.A.
Dissertation Co-Advisor	Assistant Professor Suraporn Onputtha, Ph.D.
Academic Year	2024

DISSERTATION COMMITTEE

.... Chairman
(Assistant Professor Saksuriya Traiyarach, Ph.D.)

.... Committee
(Associate Professor Montree Piriyakul, Ph.D.)

.... Committee
(Associate Professor Khahan Na-Nan, Ph.D.)

.... Committee
(Assistant Professor Suraporn Onputtha, Ph.D.)

.... Committee
(Assistant Professor Umawasee Sriboonlue, D.B.A.)

Approved by the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy

.... Dean of Faculty of Business Administration
(Associate Professor Khahan Na-Nan, Ph.D.)
1 October 2024

Dissertation Title	The Impact of Brand Image on Customer Loyalty for Chinese Tea Brands through the Mediating Roles of Perceived Value and Customer Engagement
Name-Surname	Mr. Rui Luo
Program	Business Administration (Management)
Dissertation Advisor	Assistant Professor Umawasee Sriboonlue, D.B.A.
Dissertation Co-Advisor	Assistant Professor Suraporn Onputtha, Ph.D.
Academic Year	2024

ABSTRACT

The purposes of this study were to investigate 1) the impact of brand image on customer loyalty, 2) the impact of brand image on customer loyalty through the mediating role of perceived value and customer engagement, 3) the mediating role of perceived value in the impact of brand image on customer loyalty, and 4) the mediating role of customer engagement in the impact of brand image on customer loyalty.

The research methodology combined qualitative research and quantitative research. The qualitative research was conducted using in-depth interviews with 12 experts and 20 non-experts (tea enthusiasts) in the tea industry. The quantitative research was done through a survey; the questionnaires were distributed to 600 consumers of five tea brands in Sichuan Province, China. The research instrument used in qualitative data analysis was analytic induction while statistics used for quantitative data analysis included frequency, percentage, mean, standard deviation. For hypothesis testing, Partial Least Squares-Structural Equation Modeling (PLS-SEM) was the statistical method used.

The results of hypothesis testing indicate that brand image has a positive and significant impact on customer loyalty. In addition, brand image, through perceived value and customer engagement as mediating variables, has a highly significant impact on customer loyalty. Separately, brand image, through perceived value as a mediating variable, has a highly significant impact on customer loyalty, and brand image, through customer engagement as a mediating variable, has a highly significant impact on customer loyalty. All these findings were statistically significant at a level of .001.

Keywords: brand image, perceived value, customer engagement, customer loyalty, tea

Acknowledgement

Throughout the long journey of pursuing my doctorate, I gained knowledge, friendships, and personal growth. Reflecting on these past years, I realized that my achievements would not have been possible without the support and help of many individuals. I would like to take this opportunity to express my sincere gratitude to all the mentors, classmates, friends, and family members who supported and helped me in my academic and personal life.

First and foremost, I would like to extend my deepest thanks to my advisor, Assistant Professor Dr. Umawasee Sriboonlue. Thank you for your meticulous guidance and selfless assistance throughout my doctorate studies. Your dedication and rigor deeply influenced me, and you provided extensive guidance and support for my dissertation, enabling me to complete it successfully. I also wish to thank my co-advisor, Assistant Professor Dr. Suraporn Onputtha, for the assistance provided during the completion of my dissertation.

I was deeply grateful to the members of my dissertation defense committee, Assistant Professor Dr. Saksuriya Traiyarach, Associate Professor Dr. Khahan Na-Nan and Associate Professor Dr. Montree Piriyakul. Thank you for taking the time out of your busy schedules to participate in my dissertation defense. In each defense session, you provided invaluable suggestions and feedback. Your advice and guidance greatly propelled my research work, ensuring I could successfully complete my dissertation.

I would also like to thank the professors of the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi. Despite the challenges posed by the pandemic, you successfully completed the courses through online teaching. Your course content greatly benefited me, offering constructive suggestions and insights for my subsequent dissertation topic selection, proposal, research methodology, and data analysis. I also extended my gratitude to all the leaders and staff at the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi for their hard work during my doctorate journey.

I was thankful to my fellow doctorate candidates. We helped and motivated each other, allowing us to complete our studies smoothly and leaving us with wonderful

memories in a foreign land. As someone in their forties returning to academia, I had to thank my institution, Sichuan University of Science and Engineering, and the leaders and teachers at the School of Civil Engineering. Without your support, encouragement, and help, I could not have completed this academic journey.

I held infinite gratitude towards my family. Thank you to my parents for their tireless care of my two lovely sons while I was studying in Thailand. Your support and dedication were my driving force. A special thank you to my spouse, Chen Yanqiong, for giving me boundless love and support during my doctorate studies and for the enormous effort at home, which allowed me to focus on my doctorate and complete it successfully. Your contribution was the greatest in my dissertation.

Lastly, I must thank myself for my perseverance and effort. Despite the many hardships, I never gave up. Here, I expressed my deepest gratitude and highest respect to all who helped and supported me. Thank you for your companionship, which enabled me to complete this extraordinary academic journey.

Rui Luo

Table of Contents

Page

Table of Contents (Continued)

List of Tables

List of Tables (Continued)

List of Figures

List of Figures (Continued)

Page

CHAPTER 1
INTRODUCTION

1.1 Background and Statement of the Problems

1.1.1 Theoretical Background of the Study

As society progresses, competition in the modern market economy becomes increasingly fierce. Companies and businesses are relentlessly striving to sell their products to consumers. To improve their sales, merchants are employing every possible strategy. The marketing concept has continually evolved, starting from the “Product, Price, Promotion, Place” (4P) theory, which focuses on an enterprise-centered approach with less emphasis on consumer behavior. It then transitioned to the “Consumer, Cost, Convenience, Communication” (4C) theory, which is more consumer-oriented and pays less attention to competitors and customer maintenance. The latest evolution is the “Relevance, Reaction, Relationship, Reward” (4R) theory, which is competition-oriented. This theory integrates businesses and customers to create a competitive advantage, minimize costs, and emphasize the importance of establishing strong associations and relationships among consumers in a highly competitive market.

With the continuous changes in society, marketing has changed from a single product function-centered to consumer-centered and then to humanism-centered. The marketing relationship between companies, products, and consumers has gone beyond simple people and things, and there is a deeper connection and relationship between them. In the book Marketing Management, Keller, Parameswaran, and Jacob (2011) elaborate on consumers' psychological processes and decision-making factors when buying products or services. Various psychological reactions and influences of consumers before, during, and after the purchase are analyzed, therefore the psychological behavior of consumers greatly impacts the purchase of products.

Previous studies have shown that brand loyalty helps secure a stable customer base and consistent sales revenue while mitigating the effects of market fluctuations on companies. Customer loyalty can reduce the cost of time and energy in the purchase process; reduce marketing costs; help expand brand influence and awareness; resist competitive pressure; and enhance brand value. The loyalty of dedicated customers directly influences brand value, making customer loyalty a crucial factor in marketing.

Therefore, in the fierce market competition, how to build brand loyalty is very important. Brand loyalty can bring stable customers and stable sales revenue to enterprises, and reduce the impact of market fluctuations on enterprises. High repeat purchase rate, loyal customers do not need to reconsider purchase decisions, reducing time and energy costs in the purchase process; reducing marketing costs, brand loyalty can reduce marketing and advertising costs, and loyal customers do not need to spend a lot of money and resources; positive word of mouth spread. Loyal customers share their purchase experiences and recommend brands to relatives and friends, which helps expand brand influence and popularity. To resist competitive pressure, loyal customers are less likely to switch to competing brands. Their loyalty directly impacts brand value, contributing to its increase.

In today's rapidly evolving digital era and the flourishing of self-media, competition in the market economy has become increasingly intense. Building an international brand has become a crucial requirement for enterprises to compete on the global stage. Brands not only set trends but also guide companies toward success in a turbulent market environment. Therefore, driving business strategy through the optimization of resource allocation and a focus on establishing a strong brand is of paramount importance. Brand image is often regarded as the “face” of the brand, providing consumers with both material and psychological value that goes beyond the product itself. The perceived value of a brand arises from customers' assessment of the gains and losses associated with the product, reflecting their subjective perception of the value offered by the company's products or services. A positive brand image and high perceived value are essential elements in fostering customer loyalty.

1.1.2 Realistic Background of the Study

China is the birthplace of tea, with a history spanning over 5,000 years and a rich cultural heritage. As the country with the largest tea cultivation area in the world, China also leads in both the production and consumption of tea globally. Moreover, China boasts the largest tea market in the world. Tea is one of the pillar industries of Chinese agriculture, involving approximately 80 million people in related work, including 60 million tea farmers. According to data, in 2022, the gross domestic product (GDP) of

China's tea industry reached 121.02 trillion yuan (source: China Tea Association website). In today's rapidly developing society, the pursuit of quality of life continues to rise, making the demand for health increasingly important. Research indicates that drinking tea has numerous positive effects on physical health. Therefore, tea consumption, as a healthy lifestyle choice, aligns perfectly with the current consumer demand for health and high-quality life. As a result, China's tea market has maintained steady growth in recent years, and tea holds a highly significant position in the Chinese market.

Although China's tea has many advantages, it is relatively backward in the development of tea brands. It is mainly reflected in: first, there is no world-class tea brand, and the overall construction of tea brand is relatively backward; Second, there are a lot of tea enterprises in China, and they are relatively scattered and not concentrated enough; Third, the scale of tea enterprises is not large, and there are very few large-scale enterprises covering the entire tea industry chain, and they are not representative enough. As the competition between tea enterprises becomes more and more fierce, and the homogenization of tea products becomes more and more serious, the construction of tea brands is becoming more and more important. At the same time, with the improvement in people's consumption level, consumers are paying more and more attention to tea brands, and many consumers have gradually shifted from buying unbranded tea to buying branded tea. Statistics show that in the past decade, the average consumption growth rate of branded tea has exceeded that of unbranded tea, and the market share of branded tea has continued to rise.

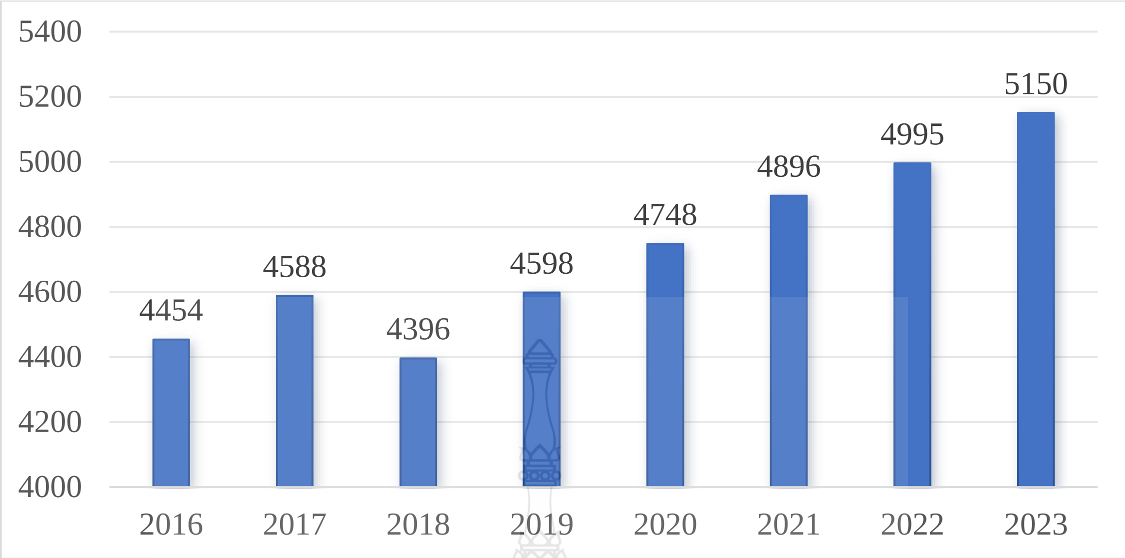


Figure 1.1 Statistics of Tea Planting Area in China (Ten thousand mu); 2016 to 2023; Data Source: Chinese Commerce Industrial Research Institute Database

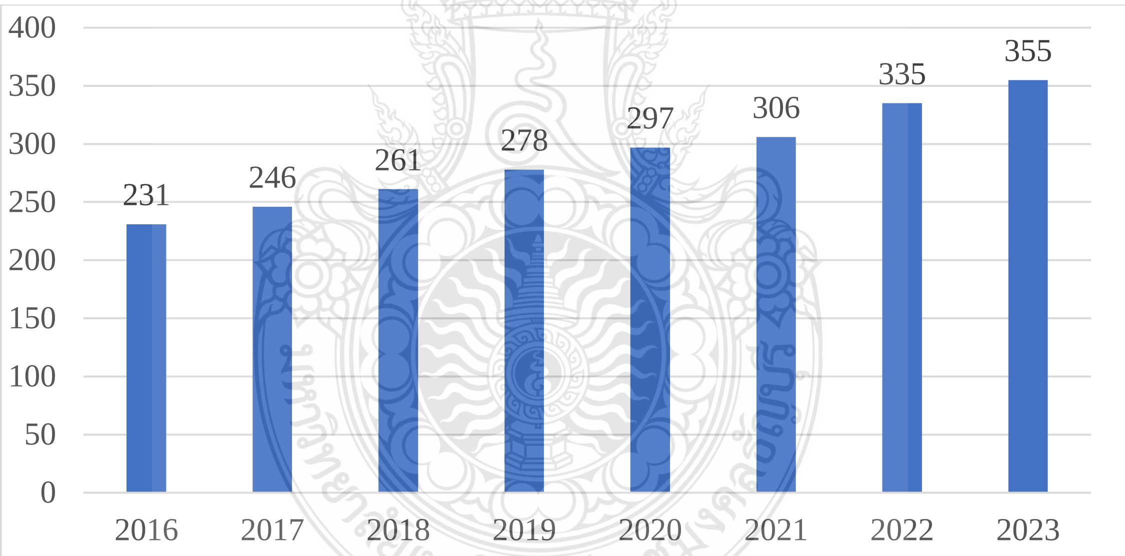


Figure 1.2 Statistics of Tea Production in China (Ten thousand tons); 2016 to 2023; Data Source: Chinese Commerce Industrial Research Institute Database

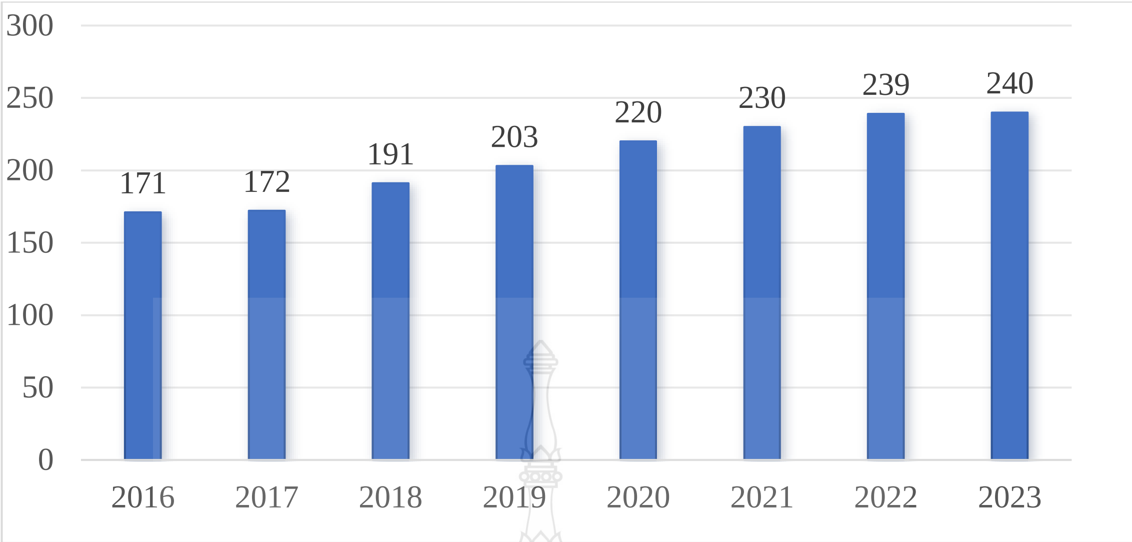


Figure1.3 Tea Consumption Statistics in China (Ten thousand tons); 2016 to 2023; Data Source: Chinese Commerce Industrial Research Institute Database

The three figures above show the following: Figure 1 illustrates the tea plantation area in China from 2016 to 2023 (in ten thousand tons); Figure 2 shows the total tea production in China from 2016 to 2023; and Figure 3 displays the tea consumption in China from 2016 to 2023. The three figures indicate that the tea plantation area in China is continuously increasing, the total tea production is rising, and tea consumption is also growing, although the rate of increase has been relatively small in recent years.

In the process of tea marketing, tea is a product that can be purchased and consumed repeatedly. Therefore, how to cultivate customer loyalty behavior tea has become the source of core competitiveness of enterprises. If it can cultivate high loyalty behavior consumers, it can bring stable income and net profit to the enterprise, and also save a lot of publicity costs and later customer maintenance costs. More importantly, in the competition of homogeneous products, customers with high loyalty behavior can help enterprises naturally resist other competitors, thus consolidating their market position and share. Therefore, this study chooses Chinese tea brand as an example.

1.1.3 Statement of the Problems

Consumers perceive the overall impression and recognition of a brand as its brand image. The more positive and attractive the brand image, the greater the increase in consumer interest and brand reputation, as well as enhanced interaction and engagement. Research indicates that consumers are more inclined to interact with or participate in things that align with their values. A positive brand image can stimulate direct purchases of the brand, fostering brand loyalty and ongoing purchasing behavior, as well as encouraging positive recommendations and promotions of the brand. Therefore, a stable and positive brand image is crucial for building and maintaining customer loyalty.

A positive and attractive brand image can shape brand perception, deliver brand value, influence product perception, and trigger emotional resonance, thus enhancing consumers' perceived value of the brand.

Products or services with high perceived value can often stimulate consumer interest and attraction. Consumers are more willing to actively learn about and engage with brands with high perceived value because they believe that such products can meet their needs and expectations. At the same time, Products or services that are perceived as having high value can significantly boost consumer engagement. Consumers are more willing to engage in brand-related events, social media interactions, survey feedback, etc., because they develop a positive perception and affection for the brand. Products or services with high perceived value play a direct role in fostering customer loyalty and encouraging continued purchases of the brand's products.

Customer engagement can enhance customer awareness and goodwill towards the brand. When consumers feel more deeply engaged with a brand, their understanding of the brand will be more comprehensive, and their identification and loyalty to the brand will increase accordingly. Customer engagement makes consumers feel concerned and valued by the brand, enhances their emotional connection to the brand, and thus makes them more likely to become loyal customers.

1.2 Research Questions

Are there any impacts of tea brand image that are serially transmitted to customer loyalty through perceived value and customer engagement, and whether there are any shortcuts from tea brand image to customer loyalty via perceived value and customer engagement?

1.3 Research Objectives

This study was conducted using a combination of directional and quantitative research methods. In quantitative analyses, questionnaire surveys on tea brand image, perceived value, customer engagement, and customer loyalty were conducted to achieve the following objectives:

1. To determine the direct impact of brand image on customer loyalty.

2. To ascertain whether the brand image influences customer loyalty sequentially through perceived value and customer engagement.

3. To identify the mediating role of perceived value in the impact of brand image on customer loyalty.

4. To determine the mediating role of customer engagement in the impact of brand image on customer loyalty.

1.4 Research Hypotheses

The title of this study is "The Impact of Brand Image on Customer Loyalty for Chinese Tea Brands Through the Mediating Roles of Perceived Value and Customer Engagement." In order to solve the problems raised in this study and achieve the objectives of this study, the following research hypotheses are proposed:

H1: Brand image has a positive and significant impact on customer loyalty.

H2: Brand image has a positive impact on customer loyalty through perceived value and customer engagement.

H3: Brand image has a positive impact on customer loyalty through perceived value.

H4: Brand image has a positive impact on customer loyalty through consumer engagement.

1.5 Conceptual Framework

According to the literature review and the purpose of this study, Figure 1.8 is proposed as the conceptual and hypotheses model.

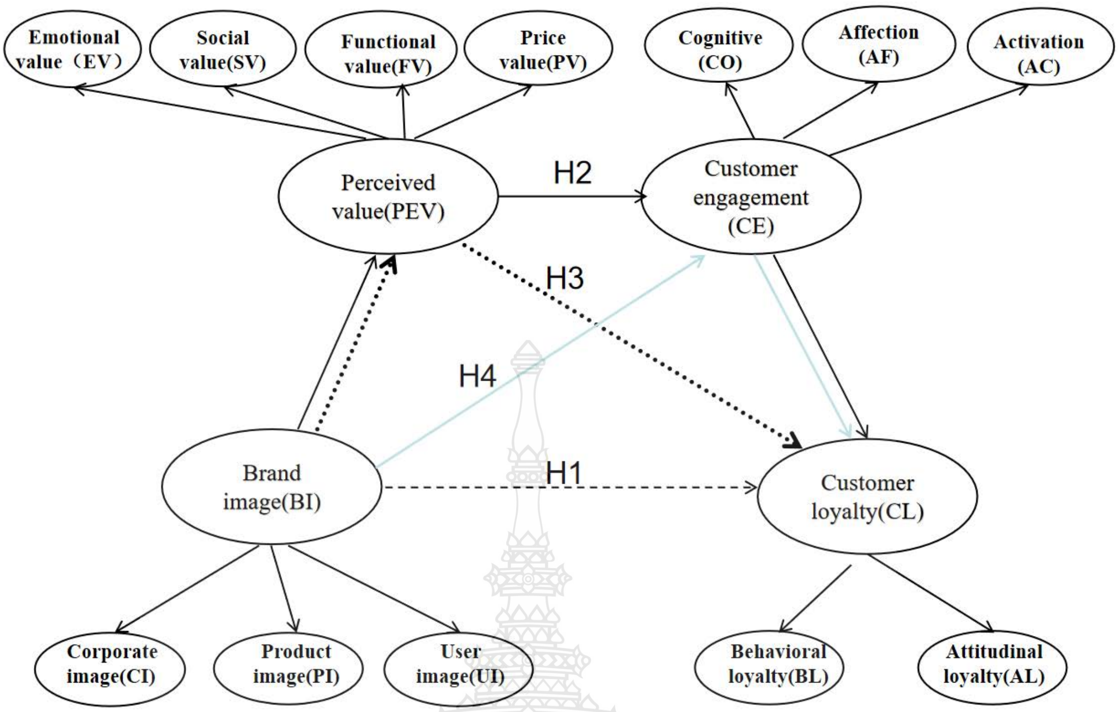


Figure 1.4 Conceptual and Hypotheses Model

1.6 Definition of Terms

1.6.1 Brand Image

Brand image is a crucial element in brand development and marketing communication. It encompasses consumers' overall perception, impression, and evaluation of a brand, including its attributes, image, values, and emotional bond with consumers. According to Keller (1993), the brand image reflects the comprehensive impression, awareness, and evaluation that consumers have of a brand, shaping its position and image in their minds. Aaker (1996) identifies the brand image as comprising various components, including the brand's visual identity, reputation, personality, values, and emotional connection with consumers. These are two of the most widely agreed definitions.

1.6.2 Perceived Value

The benefits and satisfaction that consumers experience when purchasing and using a product or service are referred to as perceived value. Perceived value is the subjective assessment and evaluation by consumers, encompassing the practicality, functionality, emotional value, and social value of the product or service Zeithaml (1988).

Additionally, some scholars argue that perceived value is the overall assessment of the utility of a product or service, resulting from a comparison between the benefits received and the costs incurred. Sweeney and Soutar (2001) define perceived value as encompassing four aspects: functional value, emotional value, social value, and price value, a definition that is widely accepted.

1.6.3 Customer Engagement

The degree to which consumers actively participate and engage in brand activities and brand building is referred to as customer engagement. This includes consumers' cognition of the brand, their involvement with it, and their emotional connection to it Hollebeek, Srivastava, and Chen (2019). Customer brand engagement is a two-way relationship between consumers and brands, involving consumers' attention, participation, feedback, and recommendation behavior to the brand. It is not only the expression of consumers' identification and loyalty to the brand but also the active participation and interaction of consumers in brand activities, which further enhances the interactive relationship between consumers and brands.

1.6.4 Customer Loyalty

Brand loyalty refers to the degree of emotional connection, identification, and consistent purchasing behavior that consumers exhibit toward a particular brand or organization, demonstrating a tendency for stable, enduring, and repetitive purchasing inclination Oliver (1999), Reichheld and Teal (1996). Loyalty represents a steadfast relationship between consumers and brands, encompassing not only emotional attachment and identification but also consumer behaviors such as repeat purchases, word-of-mouth communication, and positive recommendations Dick and Basu (1994).

1.7 Delimitations and Limitations of the Study

Although this study examines the multifaceted and multichannel effects of brand image, perceived value, and customer engagement on customer loyalty, it is important to recognize that consumer behavior is influenced by a wide array of factors and psychological variables. The factors and pathways explored in this research may represent only a portion of the broader spectrum of influences. Consequently, the research methodology might have limitations in fully capturing the complexity of these intricate effects.

Due to variations across different industries, cultural backgrounds, and market environments, the impact of brand image, perceived value, and customer engagement on customer loyalty may vary significantly. As this study has not fully accounted for these differing factors, they could introduce uncertainty into the results.

The data used in this study only reflect conditions at a specific point in time and do not account for potential changes over time. Since customer loyalty and related variables may evolve, these changes could impact the results of the study.

The data for this study are sourced from tea brands and consumers in Sichuan Province, China. Given the vast size of the tea market in China, the scale and scope of this sample are somewhat limited. This limitation poses significant challenges to the representativeness and validity of the sample, potentially affecting the generalizability of the research findings.

1.8 Contributions of the Study

This study provides a new theoretical framework for the fields of brand management and marketing. By using Chinese tea brands as the research context, it empirically demonstrates the direct relationships between brand image, perceived value, customer engagement, and customer loyalty. The study reveals the impact of brand image on customer loyalty through the chain mediation of perceived value and customer engagement, explores the mediating role of perceived value in the relationship between brand image and customer loyalty, and examines how customer engagement mediates the effect of brand image on customer loyalty.

The findings have important practical guidance for brand managers and marketers. They can use the findings to optimize strategies for brand image, perceived value, and customer engagement, thereby increasing customer loyalty. The study covers elements from a number of domains such as brand management, marketing, and consumer behavior. Therefore, the study can provide a case study for interdisciplinary cooperation between these fields and provide new research directions and ideas for researchers in related fields.

As an important pillar industry of China's agriculture, the construction of tea brands is still lagging behind, and the economic value of tea has not been fully explored. The purpose of this study was to explore the impact of tea brand image on customer loyalty through perceived value and customer engagement. Increasing the visibility and influence of Chinese tea brands can enhance the perceived value of the brand and promote customer engagement, thereby increasing customer loyalty. The Chinese government can enhance the competitiveness of Chinese tea brands in domestic and foreign markets through policy guidance to promote tea brand building, enhance brand perceived value, and promote customer engagement. This will not only help to improve consumer loyalty to Chinese tea brands, but also enhance the economic value of tea, increase the income of tea farmers, form a healthy tea consumer group and market segment, and provide constructive suggestions for solving related problems in China's agriculture and rural revitalization.

CHAPTER 2
REVIEW OF THE LITERATURE

This study aims to explore the impact of brand image on customer loyalty for Chinese tea brands, focusing on the mediating roles of perceived value and customer engagement. The research examines four hypotheses: (1) the direct influence of brand image on customer loyalty, (2) the effect of brand image on customer loyalty through perceived value, (3) the impact of brand image on customer loyalty via customer engagement, and (4) the influence of brand image on customer loyalty through the sequential mediation of perceived value and customer engagement. These latter three hypotheses are based on the foundational relationships between brand image and perceived value, brand image and customer engagement, perceived value and customer engagement, perceived value and customer loyalty, and customer engagement and customer loyalty.

Thus, this chapter provides a comprehensive review of studies on brand image, perceived value, customer engagement, and customer loyalty, offering theoretical support for the framework and hypotheses of this research.

2.1 Concepts and Theories of Customer Loyalty

2.1.1 The Concept of Customer Loyalty

Tucker (1964) first proposed the definition of customer loyalty, thinking that if a customer buys a certain brand's products three times in a row, he/she is considered loyal to a certain brand. According to Newman and Werbel (1973), brand loyalty is defined as the repeated purchase of a particular brand and consideration of that brand only, without gathering information about other brands. Keller (1993) argues that loyalty exists when repeat purchases show favorable attitudes toward the brand. Engel and Blackwell (1982) believed that consumers' preferences, attitudes, and behavioral responses to brands are called loyalty. Aaker and Equity (1991) believed that brand loyalty is an index to measure the degree of customer attachment to the brand and proposed the pyramid theory of brand loyalty. Bloemer and Kasper (1995) divided customer loyalty into real customer loyalty and false customer loyalty. Oliver (1999) believes that customer loyalty is the customer's heartfelt commitment to future purchases of similar products or services. Rowley (2005) divided customer loyalty into four categories: captive, convenience, satisfaction, and commitment.

In the definition of customer loyalty, is mainly defined by behavior and attitude. Oliver (1999), Reichheld and Schefter (2000), Sirdeshmukh, Singh, and Sabol (2002) define customer loyalty as behavioral loyalty. Aaker and Equity (1991), Kim and Moon (2009), and Bhattacharya and Sen (2003) defined customer loyalty from attitudes. Scholars' definition of customer loyalty is also constantly changing. In literature reviews, many scholars believe that customer loyalty includes two dimensions: behavioral loyalty and attitudinal loyalty. The following Table 2.1 is the definition of customer loyalty by some scholars.

Table 2.1 The Definition of Customer Loyalty

Author （s）	**Definition**
Aaker and Equity (1991)	Loyalty is regarded as the standard to measure customer loyalty, and it must be associated with a brand.
Dick and Basu (1994)	Loyalty is considered to reflect the intensity of the connection between a person's relative attitude and their consistent repeat behavior.
Mellens, Dekimpe, and Steenkamp (1996)	Loyalty implies consistent repurchase of a brand, resulting from a positive affection of the consumer towards that brand.
Andreassen and Lindestad (1998)	Customer loyalty refers to a deliberate inclination to repeatedly choose a product.
Chakrapani (1998)	Building customer loyalty is not an easy task, because loyalty operates in a psychological and competitive context.
Oliver (1999)	Loyalty involves a strong intention to continually buy or return to a preferred product or service over time, resulting in frequent repeat purchases of the same brand or brands, regardless of external factors or marketing tactics that might encourage switching.
Kandampully, Zhang, and Bilgihan (2015)	Customer loyalty refers to the purchase of products on a repeated and preferably exclusive basis, and recommendation of a specific product to friends and associates.
Reichheld (2003)	Customer loyalty extends beyond repeat purchases. Loyal customers also participate in positive word-of-mouth, sharing favorable reviews and feedback about the company and its products with family, colleagues, and business partners.

Table 2.1 The Definition of Customer Loyalty (Cont.)

Author （s）	Definition
Yi and Jeon (2003)	Customer loyalty refers to the repeated purchase of a specific product or service over a defined period.
Nunes and Drèze (2006)	Loyalty means faithfulness which means unswerving devotion.
Russell-Bennett, McColl-Kennedy, and Coote (2007)	Customer loyalty is a central focus for both marketing researchers and practitioners.
Kandampully et al. (2015)	The concept of customer loyalty is grounded in consumer behavior theory and pertains to the commitment consumers may show towards brands, services, or activities.
Watson, Beck, Henderson, and Palmatier (2015)	Customer loyalty consists of attitudes and purchasing behaviors that consistently favor one brand or entity over its competitors.

Note: Obtained through collation of information

In the literature review, many experts and scholars have defined customer loyalty, and there are few systematic studies on the dimensions of customer loyalty. Based on research of experts and scholars, customer loyalty is mainly concentrated in the aspects of attitude loyalty and behavioral loyalty, and this study uses attitude loyalty and behavioral loyalty to measure customer loyalty.

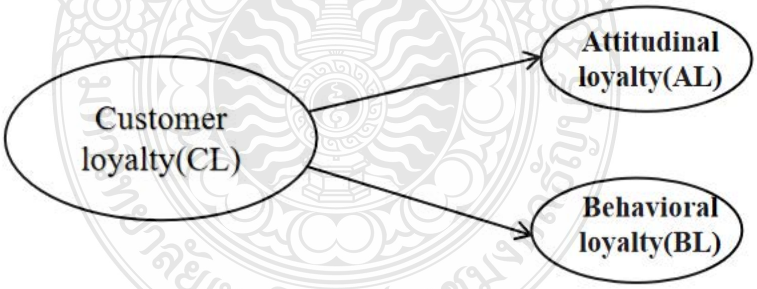


Figure 2.1 The Dimensions of Customer Loyalty in this Study

2.1.2 The Study of Factors Influencing Customer Loyalty

Johnson, Herrmann, and Huber (2006) the determinants of customer loyalty are a complex process and evolve over time and in response to changes in the market environment. Different factors may have an impact on customer loyalty at different times and there may be interactions and influences between these factors.

Bowen and Shoemaker (1998), Oliver (1999), Eshghi, Haughton, and Topi (2007), and Martínez and Del Bosque (2013) research indicate that customer satisfaction is a crucial factor in fostering customer loyalty.

Lin and Wang (2006), Williams and Soutar (2009), Lin, Lobo, and Leckie (2017) studies believe that high perceived value makes consumers more likely to remain loyal and continue to buy to build customer loyalty.

Aydin and Özer (2005), Bilgihan (2016), Dekhil, Jridi, and Farhat (2017), and Shafiee and Bazargan (2018) studies believe that trust plays a key role in enhancing loyalty.

Andreassen and Lindestad (1998), Zins (2001), Aydin and Özer (2005), Boohene and Agyapong (2011), Gürlek, Düzgün, and Uygur (2017) believe that corporate image plays a key role in enhancing customer loyalty.

Cronin Jr and Taylor (1992), Bei and Chiao (2001), Boohene and Agyapong (2011), Liu, Lee, and Hung (2017), Shafiee and Bazargan (2018) service quality is considered a key factor influencing customers' purchasing decisions and ongoing purchase intentions, which in turn affects customer loyalty.

Roos (1999), Kim, Park, and Jeong (2004), Oyeniyi and Abiodun (2010), Papista, Chrysochou, Krystallis, and Dimitriadis (2018) considered switching costs to be a very important factor affecting customer loyalty.

2.1.3 Relevant Theories of Customer Loyalty

The research underscores the importance of customer loyalty in several key areas. It is essential for maintaining a consistent customer base and minimizing customer turnover. Loyal customers contribute to enhanced brand value and generate favorable word-of-mouth, which can significantly influence public perception and market reach. Moreover, customer loyalty plays a pivotal role in shaping enterprise and brand management strategies, guiding marketing approaches, and influencing consumer behavior. Its impact extends across the entire business environment, affecting everything from strategic decision-making to competitive positioning and long-term success.

2.1.3.1 Research on Customer Loyalty and Marketing Theory

Russell-Bennett et al. (2007) argued that customer loyalty has always been an important topic in marketing research and practice. It is broadly acknowledged as a crucial element for achieving long-term growth and profitability Rai (2012). Customer loyalty is widely regarded as a key indicator of organizational success. It reflects the effectiveness of a company's strategies in maintaining a dedicated customer base, enhancing brand reputation, and driving repeat business. High levels of customer loyalty often correlate with improved financial performance, long-term growth, and a competitive edge in the market Nyadzayo and Khajehzadeh (2016). Chang, Chen, and Ho (2012) also viewed customer loyalty as an important factor in the survival and growth of a business and as a competitive asset of an organization. Watson et al. (2015), Ganesh, Arnold, and Reynolds (2000) have shown that while customer loyalty is a primary marketing objective for businesses, achieving it presents significant challenges. Building and sustaining loyalty is a complex and strategic endeavor that requires ongoing effort and careful management to realize its benefits.

2.1.3.2 Research on Customer Loyalty and Market Competition

Reichheld and Sasser (1990), Gupta and Zeithaml (2006), Fomell, Johnson, Anderson, Cha, and Bryant (1996), Oliver (1999), Keiningham, Cooil, Aksoy, Andreassen, and Weiner (2007), Verhoef, Franses, and Hoekstra (2002), Verhoef et al. (2002) and other scholars have examined the importance of loyal customers for firms to build competitive advantage from various aspects, including the positive impact of loyal customers on firms' stable revenues and profits, which provide firms with the association between customer loyalty and firm performance, and the impact of loyal customers on the long-term growth of the firm.

2.1.3.3 Research on Customer Loyalty and Brand Building

Oliver (1999), Homburg and Giering (2001), Lin et al. (2017), Papista et al. (2018) studies argue that loyal customers are important to firms' product and service satisfaction and the importance of loyal customers for brands. Highly satisfied customers are more likely to continue to choose the brand and become positive recommenders and loyal supporters of the brand. Reichheld (2004), Ananda, Hernández-García, Acquila-Natale, and Lamberti (2019), Lee and Youn (2009), Zeithaml, Berry, and Parasuraman (1996), Cheung, Lee, and Rabjohn (2008), Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), East, Hammond, and Lomax (2008) studies have argued that the positive referral role of loyal customers for brand word-of-mouth (WOM) marketing and the role of WOM in powerful effects in helping companies expand their reach, attract new customers, and increase brand awareness. These studies provide insights into electronic word-of-mouth, online consumer communities, and consumer acceptance of products or brands recommended by other consumers.

2.1.3.4 Research on Customer Loyalty and Business Management

Anderson, Fornell, and Lehmann (1994), Blattberg and Deighton (1996), Gupta and Zeithaml (2006), Keiningham, Cooil, Aksoy, et al. (2007), Kumar and Reinartz (2016) study considered the impact of loyal customers for firms to reduce marketing costs. Loyal customers typically purchase a firm's products or services on a relatively consistent basis, so maintaining the loyalty of existing customers saves marketing costs and delivers continuous value relative to attracting new customers.

Reichheld and Teal (1996) explored in detail the impact of loyalty on business growth, profitability, and long-term value in their book The Loyalty Keiningham, Cooil, Aksoy, et al. (2007) study examined the effectiveness of various customer satisfaction and loyalty metrics in forecasting customer retention, propensity to recommend, and purchase share. Hennig-Thurau, Gwinner, and Gremler (2002) study takes relationship effectiveness and relationship quality in relationship marketing together and analyses their impact on customer recommendation and purchase behavior. These sources address research on customer retention and loyalty, as well as strategies for enhancing customer retention through fostering loyalty. Their research provides theoretical and practical support for organizations to understand and improve customer retention.

Reichheld and Sasser (1990)showed that by reducing churn, firms can achieve “zero churn” and increase customer value, Bolton, Lemon, and Verhoef (2004) proposed a theoretical framework for customer asset management, suggesting that the contribution of loyal customers to firm value is important. Keiningham, Cooil, Andreassen, and Aksoy (2007) demonstrated a positive correlation between customer loyalty and revenue growth for firms, indicating that loyal customers are more likely to make additional purchases and recommend brands. Fornell, Mithas, Morgeson III, and Krishnan (2006) explored the relationship between customer satisfaction and stock prices and found that satisfied and loyal customers lead to high returns and low-risk stock performance. By building a loyal customer base, firms can reduce customer churn and reduce the cost of re-acquiring new customers, thereby enhancing their continued competitiveness and profitability. Table 2.2 shows the research on Customer Loyalty value by different journals in recent ten years.

Table 2.2 The Research Statistics on Customer Loyalty by Different Journals

Author(s)	Title	Journal	Research conclusions
Dam and Dam (2021)	Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty	Journal of Asian Finance, Economics and Business	The results indicated that service quality positively influences brand image, customer satisfaction, and customer loyalty. Additionally, brand image was found to have a favorable effect on both customer satisfaction and loyalty. Furthermore, customer satisfaction was shown to have a positive correlation with customer loyalty.
Khan, Salamzadeh, Iqbal, and Yang (2022)	The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction	Journal of Relationship Marketing	The study results indicate that customer relationship management and company reputation have a positive and significant impact on customer loyalty. Additionally, customer satisfaction partially moderates the relationship between customer relationship management, company reputation, and customer loyalty.
Lina (2022)	Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty	Journal Mahasiswa Ekonomi & Buisnis	The study results confirm that, mathematically, product quality and satisfaction are key factors influencing loyalty.
Islam et al. (2021)	The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust.	Sustainable Production and Consumption	The results reveal that corporate social responsibility efforts have a strong positive relationship with corporate reputation, customer satisfaction, and customer trust.

Table 2.2 The Research Statistics on Customer Loyalty by Different Journals (Cont.)

Author(s)	Title	Journal	Research conclusions
Kurhayadi, Rosadi, Yusuf, Saepudin, and Asmala (2022)	The effect of company reputation and customer experience on customer loyalty behavior city link Indonesia	Educational Journal of history and Humanities	This finding aligns with the study's results, which indicate that both airline image and service quality significantly impact customer behavioral intentions.
Nguyen, Pham, Tran, and Pham (2020)	Impact of Service Quality, Customer Satisfaction, and Switching Costs on Customer Loyalty	The Journal of Asian Finance, Economics and Business	The results indicate that all five service quality factors in e-banking reliability, responsiveness, service capacity, empathy, and tangibility positively affect customer satisfaction, with service capacity and tangibility having the strongest impact. Enhanced service quality, particularly in these areas, improves customer satisfaction and, in turn, boosts customer loyalty.
Almohaimmeed (2019)	Pillars of customer retention: an empirical study on the influence of customer satisfaction, customer loyalty, and customer profitability on customer retention	Serbian Journal of Management	The study found that customer relationship management has a substantial impact on customer satisfaction, which in turn significantly affects both customer loyalty and profitability.
Kusumawati and Rahayu (2020)	The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions	International Journal of Quality and Service Sciences	The results highlight that empathy strongly and positively impacts customer satisfaction, repurchase intention, and word-of-mouth, while reducing customer complaints and price sensitivity. Additionally, customer satisfaction has a significant influence on both loyalty and disloyalty behaviors.

Table 2.2 The Research Statistics on Customer Loyalty by Different Journals (Cont.)

Author(s)	Title	Journal	Research conclusions
Singh et al. (2021)	Antecedents involved in developing fast-food restaurant customer loyalty	The TQM Journal	The findings show that service quality and price fairness significantly impact customer satisfaction and brand image, while physical environment quality does not. Customer satisfaction influences brand trust and loyalty, whereas brand image affects trust and loyalty but not satisfaction directly.
Zephaniah, Ogba, and Izogo (2020)	Examining the effect of customers' perception of bank marketing communication on customer loyalty	Scientific African	The results suggest that various aspects of bank marketing communication, such as advertising, sales promotions, public relations, and personal selling, are key indicators of customer loyalty.

Note: Obtained through collation of information

2.2 Concepts and Theories of Brand Image

2.2.1 The Concept of Brand Image

The idea of brand image was initially presented by Gardner and Levy in 1955 Garderner and Levy (1955). Keller et al. (2011), Heding, Knudtzen, and Bjerre (2020) and many other scholars have studied brand image as an important component of branding. Aaker and Equity (1991), Keller (1993), Kapferer (2012), De Chernatony (1999), Berry (2000), and others have defined branding, but none of them have a unified definition. Consequently, there are variations in a large number of definitions of brand image.

Wang Changzheng (2007) argues that, as scholars' definitions of brand image have their own focuses, brand image can be broadly classified into four types: based on existing definitions of brand image, four key emphases are proposed: psychological elements, significance, self-importance, and individuality.

The research emphasizes the dominant role of psychological factors in defining brand image. Aaker and Equity (1991), Aaker (1996), Keller (1993), Biel (1993), John, Loken, Kim, and Monga (2006) believe that brand image is a psychological reaction of consumers to the brand, consumers' psychological activities are rich in levels and diverse in content, and consumers' specific “association”, “perception”, “attitude” and “understanding” of the brand are the brand image delivered by enterprises.

Nöth (1988), Kleine III and Kernan (1991) believe that each brand has different meanings for different consumers, and it is precisely because different brands are endowed with different meanings that there are great differences between brands. For consumers, the meaning of a brand is the brand image they understand, and such a broad definition has obvious shortcomings.

Levy (1959), Cova (1996), Wattanasuwan (2005), Arnould and Thompson (2005) Consumers are seen as purchasing products not just for their functionality, but also for the symbolic significance they carry. This significance is not just any meaning but is deeply connected to the “self-meaning” that individuals derive in their journey of self-identity construction. Although there are differences in the understanding of “self-meaning” among different scholars, they all regard “self-meaning” as the core element of brand image.

Belk (1988) believe that brands have anthropomorphic characteristics, and that brands have human-like personalities or traits. Aaker (1997) used the “Big Five model” to establish the theory of brand personality, which suggests that brands have some characteristics that are similar to people, and brand image perception is then divided into two dimensions: “warmth” and “power”. Table 2.3 shows the definition of brand image.

Table 2.3 The Definition of Brand Image

Author(s)	Definition
Aaker and Equity (1991)	Brand image is a combination of consumers' brand associations.
Dodds, Monroe, and Grewal (1991)	Brand image summarizes almost all the information about its products. When consumers perceive that a brand has a good brand image, they also have a higher perceived quality and overall evaluation of the brand.
Biel (1992)	Brand image encompasses the collection of associations and characteristics linked to a brand name in the minds of consumers.
Keller (1993)	Brand image refers to how consumers perceive and understand a particular brand, encompassing its traits, personality, values, emotional bond with consumers, and distinctiveness from competitors.

Table 2.3 The Definition of Brand Image (Cont.)

Author(s)	Definition
Roth (1995)	Brand image is the result of consumer reaction to the overall marketing activities of the brand's production operator.
Richardson, Dick, and Jain (1994)	Brand image serves as an external indicator for consumers to assess product quality, carrying associated brand information that extends to nearly all products under the brand.
Jo Hatch and Schultz (2003)	Brand image is the consumer's cognition, impression and attitude towards the corporate brand, which can be shaped through brand communication and corporate behavior.
Keller et al. (2011)	Brand image is how a brand is perceived based on the associations stored in a consumer's memory.

Note: Obtained through collation of information

2.2.2 Research on the Dimensions of Brand Image

Because scholars' understanding of the concept of brand image varies widely, there are different understandings among scholars on the composition of brand image, and the differences in the compositional dimensions between different theoretical models directly affect the marketing practices of brands.

Reynolds & Gutman (1984) proposed a brand image consisting of three dimensions: product attributes, results of use, and values represented. Subsequently, the theoretical models of brand image mentioned by Park, Jaworski, and MacInnis (1986), Keller (1993), Aaker and Equity (1991), Aaker (1996), Biel (1993), and Aaker (1997) have been the most cited and influential in brand image in research.

According to Whan (1986), brand image consists of functional concepts, symbolic concepts and "aesthetic concepts" dimensions. Keller (1993) proposed the famous brand equity model based on Whan's (1986) theory. The brand equity model suggests that Keller (1993) proposed the famous brand equity model on the basis of the theory of Whan (1986), and the brand equity model believes that various perceptions in consumers' memory are reflected by brand association, and the model divides brand image into four dimensions: brand association type, brand association preference, brand association strength and brand association uniqueness. Aaker (1997), on the basis of Keller and Park's research, combined with the psychological theory of the "big five model" to establish the brand personality dimensions, which believes that the brand image consists of five dimensions: sincerity, excitement, competence, sophistication, ruggedness, and 15 subdimensions under the five major dimensions. dimensions are subdivided into 15 sub-dimensions and 42 brand personality traits. Aaker (1991) proposed the famous brand equity model, and in 1996 proposed the brand identity model. Aaker (1991) in the brand equity model, the brand image is regarded as a series of product qualities, intangible features, consumer benefits product uses, Aaker's (1996) brand identity model regards brand image as a series of brand associations consisting of product quality, intangible features, consumer benefits, product use, celebrity/commoner, product price, lifestyle, product category, competitor characteristics, etc. Aaker (1996) considers the brand image as a reflection of the consumer's perception of the brand on the one hand, and of whether or not a company's shaped brand image is successfully conveyed to the consumer on the other hand, and believes that the brand image consists of brand value, organizational association, brand personality, and brand symbols as well. Aaker (1996) believes that brand image consists of four dimensions: brand value, organizational associations, brand personality, and the brand as a symbol.

Biel (1993) Brand image can be categorized into three dimensions: corporate image, product or service image, and user image. In the literature reviewed, many scholars have used this dimension to measure tea brand image, and this study also uses this dimension to study brand image.

Biel (1993) believes that there is not much difference between brands in terms of style, function, etc., but the image is very different, some brand consumers think more about the functional benefits of the brand, while some brand consumers think more about the emotional benefits, therefore, Biel by the two categories of associations called “hard” and “soft” aspects. Therefore, Biel refers to these two types of associations as “hard” and “soft”.

Corporate Image

The “hard” aspects of corporate image encompass factors such as nationality, company size, history, and market share. Nationality can evoke stereotypical perceptions related to origin, while size, market share, and historical background provide consumers with insights into a company's capabilities. On the other hand, the “soft” aspects of corporate image involve elements like customer focus, employee reputation, social responsibility, and environmental efforts. A company that prioritizes customer orientation tends to create a welcoming and positive impression.

Product Image

The “hard” side of the product image includes price, performance, technology, service, and origin. The “soft” side of the product or service image includes color, style, design, etc., which conveys the personality characteristics of the brand.

User Image

The “hard” side of a user's image includes age, gender, occupation, income, and education level. The “soft” side of the user image includes personality traits, social class, values, lifestyle, hobbies, and so on. User image is a difficult aspect of the business to manage well.

In addition, there is also a brand image divided into “warmth” and “ability” dimensions. For example, brand passion Albert, Merunka, and Valette-Florence (2013); brand love Ahuvia (2005); brand attachment Batra, Ramaswamy, Alden, Steenkamp, and Ramachander (2014) can be categorized as “warmth” dimension; quality, durability, and trust can be categorized as “capability” dimension Wu Bo (2013). Table 2.4 summarizes scholars' research on brand image dimensions.

Table 2.4 The Dimensions of Brand Image

Author(s)	Dimensions
Aaker (1997)	Sincerity, Excitement, Competence, Sophistication and Ruggedness.
Chinchen, Waugh, and Whan (1986)	Functional concept, Symbolic concept and Experiential concept.
Keller et al. (2011)	Characteristics, Interests and Attitudes.
Biel (1992)	Soft and Hard. 1.company image, 2. product and service image, 3.user image.
Aaker and Equity (1991)	Product Attitude, Consumer Benefit, Brand Personality.
Krishnan (1996)	The quantity of brand associations, the intensity of brand associations, the distinctiveness of brand associations, and the origins of brand associations.
Cui Nan (2010)	Individual, relational, social and collective.
Keller (1993)	Types, Favorability, Strength, Uniqueness.
Fan Xiu Cheng (2002)	Products, enterprises, humanization, symbols.

Note: Obtained through collation of information

In this study, the dimension research theory of Biel (1993) brand image was selected. The following Figure 2.2 is the brand image dimension of Biel (1993).

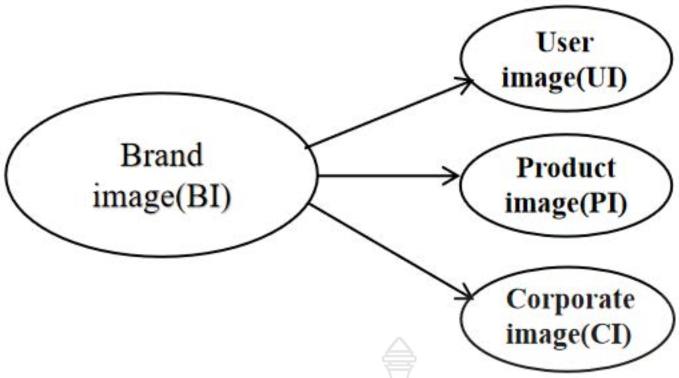


Figure 2.2 The Dimensions of Brand Image in this Study

2.2.3 Relevant Theories of Brand Image

As market competition continues to intensify, the significance of brand image is growing rapidly. It is a crucial element of a company's marketing strategy. A strong brand image can enhance brand loyalty, increase market share, and boost a company's competitiveness. It significantly influences consumer decision-making, with a favorable brand image leading to increased positive consumer behavior, stronger brand loyalty, and improved word-of-mouth promotion. By strategically managing their brand image, companies can secure numerous market advantages and positively impact their overall performance.

2.2.3.1 Brand Equity Theory

Research by Aaker and Equity (1991) indicates that the effect of brand image on brand asset value is essential for both creating and sustaining the brand's image. Keller (1993) examined the Brand Equity Value (CBBE) model and how brand image contributes to brand equity. Yoo and Donthu (2001), Lassar (1995) studied the Consumer Brand Equity Value Scale, exploring the impact and measurement of brand image on brand equity. Erdem (1998) investigates how brand image influences brand equity by analyzing its effects on consumer purchasing decisions. Delgado-Ballester and Luis Munuera-Alemán (2005) and others examined how brand trust affects brand asset value, investigating the connection between brand image and brand equity. These experts all agree that brand image is a crucial component of brand assets.

2.2.3.2 Self-consistency Theory

The self-consistency theory of brand image is an important concept in consumer psychology, which emphasizes that consumers choose brands that are consistent with their own self-concept to meet their self-identity needs. Swaen (2005) research explores how consumers' emotions after using a product affect their perception of a brand and the formation of a brand image. Kleine, Kleine III, and Allen (1995) research explored how item accessories are linked to consumers' self-concepts, thereby affecting their self-congruity with brand image. Escalas and Bettman (2003), the study explores how consumers achieve brand image and self-consistency through the identification of reference groups, and the impact of this consistency on purchasing behavior. Escalas and Bettman (2005) research explored the relationship between self-construction, reference groups, and brand meaning, and studied how brands are related to consumers' self-congruity. Escalas and Bettman (2005) summarizes developments in consumer brand relationship research, including the role of brand image in terms of self-congruity. Sirgy et al. (1997) examined two approaches to assessing self-image consistency and explored how self-congruity influences brand preference and purchase intention. Additionally, the study analyzed how online consumer reviews affect brand image and purchase intention, particularly focusing on the role of brand image in the context of self-congruity and consumer expertise. Finally, the research investigated the influence of cultural factors on country-specific regional effects and how brand image impacts consumers' self-congruity in different cultural contexts.

2.2.3.3 Consumer Psychology Theory

The relationship between brand image and purchase behavior occupies an important position in consumer behavior research. Keller (1993), Delgado-Ballester and Munuera-Alemán (2001), Yoo and Donthu (2001), Erdem (1998), Chaudhuri and Holbrook (2001), Aaker and Biel (2013), Buil, De Chernatony, and Martínez (2013). They each explored the impact and role of band image on consumer purchasing behavior from different perspectives.

Examining how brand image affects customer engagement is a key focus within consumer behavior research. Hollebeek, Glynn, and Brodie (2014), Escalas and Bettman (2005), Vivek, Beatty, and Morgan (2012), Pansari and Kumar (2017), Van

Doorn et al. (2010), Lim, Radzol, Cheah, and Wong (2017), Louro (2021). These sources offer case studies that analyze how brand image influences customer engagement.

Numerous researchers have demonstrated that brand image significantly affects customers' perceived value. Keller et al. (2011) introduced how brand image affects perceived value in the book. Hosany, Ekinci, and Uysal (2006) studied the impact of destination image and destination personality on perceived value. Pappu, Quester, and Cooksey (2005) empirically studied the effect of brand image on perceived value. Pappu et al. (2005) studied the impact of brand image on perceived value with multiple scales of consumers' perceived value. The following Table2.5 shows the research statistics on brand image by different journals in the past ten year.

Table 2.5 The Research Statistics on Brand Image by Different Journals

Author(S)	Title	Journal	Research conclusions
Dam and Dam (2021)	Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty.	Journal of Asian Finance Economics and Business.	Service quality positively influences brand image, customer satisfaction, and customer loyalty, while brand image also contributes positively to customer satisfaction.
Hien, Phuong, Tran, and Thang (2020)	The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation.	Management Science Letters	The findings indicate that the image of the country of origin positively affects brand image, brand evaluation, and purchase intention. Additionally, the study found that brand image and brand evaluation mediate the link between the country-of-origin image and purchase intention.

Table 2.5 The Research Statistics on Brand Image by Different Journals Cont.)

Author(S)	Title	Journal	Research conclusions
Savitri, Hurriyati, Wibowo, and Hendrayati (2022)	The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries.	Current Psychology	The empirical analysis reveals that both brand communication and brand image positively influence brand preference. Furthermore, brand image acts as a mediator in the relationship between brand communication and brand preference.
Shehzadi et al. (2021)	The role of digital learning toward students' satisfaction and university brand image at educational institutes of Pakistan: a post-effect of COVID-19.	Asian Education and Development Studies	Information and Communication Technology (ICT), e-service quality, and e-information quality significantly enhance students' e-learning experiences, which in turn foster positive electronic word-of-mouth and student satisfaction. Additionally, the study found that positive electronic word-of-mouth and student satisfaction contribute to building a favorable brand image for universities.
Agmeka, Wathoni, and Santoso (2019)	The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behavior in E-commerce.	Procedia Computer Science	The findings indicate that the effect of discount framing on purchase intention and actual behavior is influenced by the brand's reputation and image.
Huang, Gao, and Hsu (2019)	A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry.	Ekoloji	The research highlights significant positive effects of brand image on perceived value, perceived value on repurchase intention, and brand image on repurchase intention.

Table 2.5 The Research Statistics on Brand Image by Different Journals Cont.)

Author(S)	Title	Journal	Research conclusions
Norvadewi, Sampe, Ardianto, and Yusuf (2023)	The Impact of Brand Image And Price Online Product Purchase Decisions At Shopee	Asian Journal of Management, Entrepreneurship and Social Science	Based on the t-test and F-test results, both brand image and price individually exert a significant partial effect on purchasing decisions. Additionally, their combined effect on purchasing decisions on Shopee is also notably significant.
Savitri et al. (2022)	The role of social media marketing and brand image on smartphone purchase intention	International Journal of Data and Network Science	The study found no significant link between Social Media Marketing and Brand Image. However, Social Media Marketing did significantly influence Purchase Intention when Brand Image served as a mediator.
Jasin (2022)	The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SME Products.	Journal Of Information Systems and Management	The study shows that Social Media Marketing and Electronic Word of Mouth both positively affect Brand Image. They also positively influence Purchase Intention. Brand Image plays a key role in shaping Purchase Intention. Social Media Marketing impacts Purchase Intention through its effect on Brand Image.

Note: Obtained through collation of information

2.2.4 A Summary of the Literature Review on Brand Image

The literature review highlights several key impacts of brand image, including:

Perceived Value: Brand image significantly affects consumers' perceived value. A strong and positive brand image enhances the perceived value of the brand, making it more appealing to customers.

Customer Engagement: Brand image plays a crucial role in customer engagement. A well-established and favorable brand image encourages deeper interaction and involvement from customers, fostering stronger relationships.

Customer Loyalty: Brand image directly influences customer loyalty. A positive brand image helps build trust and emotional connections, leading to increased loyalty and repeat purchases.

In summary, the literature underscores the importance of brand image in shaping perceived value, driving customer engagement, and enhancing customer loyalty.

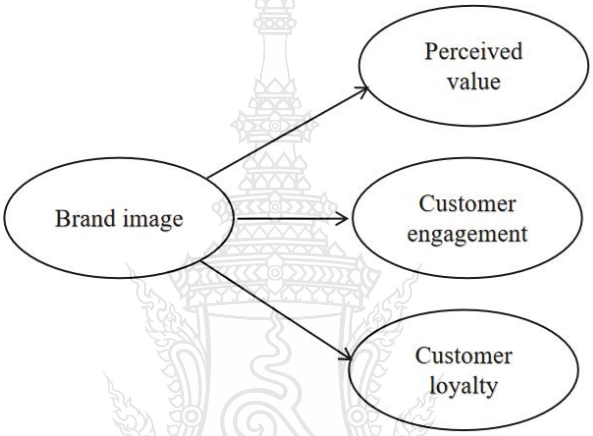
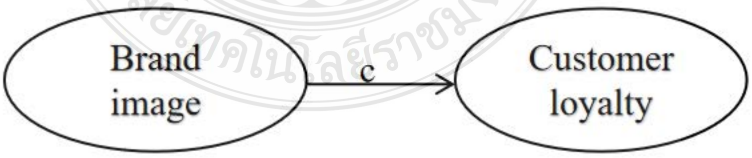


Figure 2.3 The Relationship between Brand Image and Perceived Value, Customer Engagement and Customer Loyalty

Therefore, based on the literature review and research framework, hypothesis 1 of this study is proposed, namely:

H1: Brand image has a positive and significant impact on customer loyalty.



C≠0

Figure 2.4 Research Hypothesis 1

2.3 The Concept and Theories of Customer Perceived Value

2.3.1 The Concept of Customer Perceived Value

Customer perceived value is often considered a major driver of competitive advantage in the modern business landscape Eggert and Ulaga (2002), Payne and Holt (2001). In the 1980s, seminal contributions by scholars such as Holbrook and Corfman (1985), Monroe and Krishnan (1985), and Zeithaml (1988) did provide an important foundation for the concept of customer perceived value but did not result in the concept of customer perceived value. It was not until the early 1990s that the concept of customer perceived value emerged as an issue of growing interest in both academia and practice. Among them, Monroe (1990), Matthyssens and Van den Bulte (1994), Dietz (1997), Woodruff (1997), and Holbrook (1999) were the first experts and scholars to propose the concept of customer perceived value.

However, customer perceived value is based on the concept of "value" itself Holbrook (1999), Eggert and Ulaga (2002). Customer perceived value is far from being a new concept, it is rooted in different research fields and theoretical perspectives. In fact, customer perceived value has considerable links to psychology and social psychology Holbrook (1994) as well as to marketing research Parasuraman, Berry, and Zeithaml (1991), which creates a strong heterogeneity in terminology. These terms have been used predominantly in the study of perceived value. For example, T Woodall (2003), Salem Khalifa (2004), and Woodruff and Value (1997) proposed "customer value". Patterson and Spreng (1997), Sánchez-Fernández and Iniesta-Bonillo (2007), and Valentin (2001) proposed "perceived value". Allenby, Arora, and Ginter (1998), Chung and Kalnins (2001) have proposed "value". Tony Woodall (2003) proposed "customer value", Eggert and Ulaga (2002) proposed "customer perceived value" and so on, these contents have been basically. In this paper, we use the term "customer perceived value" for the sake of convenience.

Customer perceived value, from the perspective of consumers, is considered to be an important indicator of consumer behavior and one of the key factors influencing consumers' willingness to repurchase. In the research, many scholars are closely related to consumers in studying customer perceived value. For example, Zeithaml et al. (1996) examined how service quality influences consumers' likelihood to repurchase. Sweeney and Soutar (2001) asserted that perceived value is a significant indicator of customer loyalty. Yoo and Donthu (2001) have suggested that when consumers perceive a brand to have high value, their likelihood of staying loyal and opting for repeat purchases increases. Chaudhuri and Holbrook (2001) argued that customer-perceived brand value is an important mediator in building brand loyalty, and is an important in measuring and predicting the importance in terms of consumer's repurchase intentions.

As market competition becomes more and more intense, customer perceived value becomes more and more important to enterprises. Sirgy et al. (1997) Academic research on customer perceived value typically focuses on two main areas: one examines the value customers bring to the enterprise from a business perspective, while the other explores customer needs and perceptions to understand what they seek from the enterprise, aiming to guide production and management practices. The following Table 2.6 is the definition of customer perceived value by some scholars.

Table 2.6 The Definition of Perceived Value

Author （S）	**Definition**
Monroe (2002)	Customer-perceived value is the trade-off between perceived performance and perceived cost. That is the value created by the firm for the buyer must be perceived by the buyer if it is to be rewarded with a premium.
Zeithaml (1988)	Customer-perceived value refers to the overall assessment of a product's usefulness based on the customer's perceived benefits and drawbacks.
Kotler (1994)	From the transference value perspective, customer-perceived value is the difference between the total perceived benefits and total costs of a product. Total customer value includes economic, functional, and psychological benefits, while total customer cost covers expenses related to evaluating, buying, using, and discarding the product.
Butz Jr and Goodstein (1996)	Customer perceived value arises from the purchase and use of the product to discover the additional value of the product, so as to establish an emotional bond with the enterprise.
Ravald and Grönroos (1996)	Customer perceived value is the result of positively or negatively adjusting for the added value of additional elements in the relationship over and above the core value of the goods offered by the company.

Table 2.6 The Definition of Perceived Value (Cont.)

Author （S）	Definition
Woodruff (1997)	Customer perceived value refers to the evaluation of the customer's perceived preference for product performance, the performance of product attributes, and the results of use in a certain use environment that forms or prevents their purchase intentions.
Dahai, Xiaoyan, and Xiaofei (1999)	Customer value is the trade-off and comparison of the utility that the customer receives and the cost he or she pays throughout the process of purchasing and using a product.
Parasuraman and Grewal (2000)	Customer perceived value is a trade-off between the customer's perceived gain and perceived loss. It consists of four types of value: acquisition value, which refers to the benefits received after paying money; transaction value, which refers to the pleasure that customers get from the transaction process; use value, which refers to the utility received from the use of the product or service; and redemption value, which refers to the residual value received after the product is exchanged for a new one or the service is terminated.
Changhong (2001)	Customer perceived value is the customer's overall evaluation of the utility of a product or service based on what they get and what they pay.
Sweeney and Soutar (2001)	Customer perceived value is composed of four value dimensions of emotion, sociability, quality/performance and price/cost performance to promote purchasing attitude and behavior.
Flint, Woodruff, and Gardial (2002)	Value is interpreted in terms of values, ideal values, and value judgments, and it is believed that customer-perceived value is a trade-off and comparison between desired characteristics and renounced characteristics.
Wu Yonghong (2004)	Customer perceived value refers to the customer for the enterprise to provide specific products, in the process of meeting their needs perceived various benefits and payments, the two are weighed after the formation of the overall evaluation.
Chen and Dubinsky (2003)	Customer perceived value is the net benefit received by the customer minus the cost and price paid to obtain the desired benefit.
Cheng Haiqing (2007)	Customer-perceived value is the extent to which customers view and assess an enterprise and its products as relevant, aligned, or closely meeting their needs throughout their entire interaction and engagement with the enterprise.

Note: Obtained through collation of information

Various scholars have approached the definition of customer perceived value from different perspectives, but a unified concept remains elusive. Generally, it is viewed as a balance between the perceived benefits and perceived costs experienced by consumers. Cheng Haiqing (2007) Perceived benefits are the advantages customers recognize from a specific product or service, while perceived losses are the costs incurred during the evaluation, acquisition, and use of that product or service. Ultimately, perceived value is defined by the customer's perspective rather than the business itself.

2.3.2 Research on the Dimensions of Customer Perceived Value

Initial research on customer perceived value focused on the quality-price relationship Dodds and Monroe (1985), Monroe and Chapman (1987), thereby understanding value as “the cognitive trade-off between quality and perceived sacrifice” Dodds et al. (1991). This is the one-dimensional structure of early customer perception value. Many scholars have used this dimensional structure for research, Bolton and Drew (1991), Agarwal and Teas (2001), Sweeney, Soutar, and Johnson (1999), Teas and Agarwal (2000) directly or indirectly use customer value perception from the evaluation of benefits and sacrifices related to products or services. Dodds and Monroe (1985) argue that value is based on the concept of “trade-offs”, “intuitive calculations”, or “gains and losses”. Customer perceived value is more related to economic and cognitive aspects, indicating that customers behave rationally and try to maximize the utility of their choices.

Some scholars believe that customer perceived value is not only related to cognition and economy but also related to other factors such as emotion. Based on this, Sheth, Newman, and Gross (1991), Holbrook (1994), and Babin, Darden, and Griffin (1994) proposed a multidimensional structure of customer perceived value. Among them, Pura (2005), Wang, Po Lo, Chi, and Yang (2004), Petrick (2002), Woodruff (1997), Sheth et al. (1991), Sweeney and Soutar (2001) have defined are more popular in the research of customer perceived value. Table 2.7 is the definition of some scholars on the dimensions of customer perceived value.

Table 2.7 The Dimensions of Perceived Value

Author(S)	Dimensions
Kotler and Armstrong (1994)	Product value, service value, people value, image value.
Sheth et al. (1991)	Social value, emotional value, functional value, cognitive value, contextual value.
Wang et al. (2004)	Social value, emotional value, functional value, perceived sacrifice.
Xiaobing (2009)	Functional value, aesthetic value, social value, service value
Yang Xiaoyan (2006)	Social value, emotional value, functional value, perceived sacrifice, green value.
Kressmann et al. (2006)	Pragmatic value, rational judgment, symbolic meaning, emotional judgment.
Sweeney and Soutar (2001)	Emotional value, social value, functional value, and price value.
Babin et al. (1994)	Utility value, Hedonic value.
Zeithaml (1988)	Quality, Price.
Park et al. (1986)	Functional benefits, symbolic benefits, and experiential benefits.
Aaker (2004)	Functional benefits, emotional benefits, and self-expression benefits.

Note: Obtained through collation of information

This study adopts the definition of customer perceived value dimension by Sweeney and Soutar (2001) and uses a questionnaire to measure customer perceived value.

Functional Value

Functional value refers to the functional features and performance provided by the product or service, and how to meet the actual needs of consumers. It focuses on how well a product or service solves a problem, provides utility, and accomplishes a specific task. Functional value emphasizes the utility of the product in fulfilling tasks, meeting needs, and solving problems.

Social Value

Social value pertains to the influence and significance of a product or service in social and interpersonal contexts. It highlights how consumers derive value through social interactions, social validation, and status enhancement when using the product or service. This concept emphasizes the product's effect on the relationships and connections between consumers and their social networks.

Emotional Value

Emotional value refers to the role of a product or service in terms of emotion and emotional satisfaction. It focuses on how consumers experience emotional experience, emotional satisfaction, and positive emotions when using a product or service. Emotional value emphasizes the pleasure, emotional connection, and emotional enrichment that a product or service brings to consumers.

Price Value

Price value refers to the relationship between a product or service and its price. It focuses on whether the benefits that consumers perceive a product or service to provide are commensurate with its price. Price value emphasizes whether consumers think that buying a product or service is worth the money and whether the price is reasonable. It also has to do with consumers' perception of the balance between cost and benefit.

In this study, the dimension research theory of Sweeney and Soutar (2001)'s perceived value was selected.

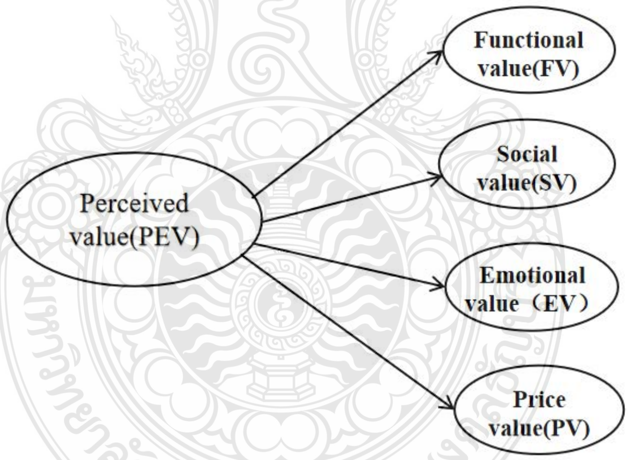


Figure 2.5 The Dimensions of Perceived Value in this Study

2.3.3 Relevant Theories of Customer Perceived Value

2.3.3.1 Theoretical Study on Customer Perceived Value and Consumer Behavior

Zeithaml (1988), and Sweeney and Soutar (2001) found that the higher the customer’s perceived value, the stronger the consumer’s desire to buy. Keller et al.

(2011), Aaker and Joachimsthaler (2012), El-Adly and Eid (2016), Leppäniemi, Karjaluoto, and Saarijärvi (2017) studies found that there is a positive relationship between customer perceived value and brand loyalty. Hennig-Thurau et al. (2004)， and Bickart and Schindler (2001) found that the higher the perceived value of a product or service, the more likely consumers are to recommend it to others through positive word of mouth. Oliver (1999), Bloemer and Kasper (1995) found that perceived high-value products or services can encourage consumers to repeat purchases and form lasting customer relationships. Marbach, Lages, and Nunan (2016) research believe that customer perceived value can help managers better segment and evaluate customer online engagement. Jiang, Jun, and Yang (2016) found that customer perceived value plays a mediating role in the impact of customer loyalty. Tax, Brown, and Chandrashekaran (1998), Smith, Bolton, and Wagner (1999) found that perceived low value products or services may lead to consumer complaint behavior, which may negatively affect brand image.

2.3.3.2 Research on Customer Perceived Value and Enterprise Management

Customer perceived value greatly affects a company's performance. When consumers view a product or service as highly valuable, it often results in several positive outcomes that enhance business performance. Zeithaml (1988), and Sweeney and Soutar (2001), argue that customers' perception of high value to a product or service increases a firm's market share. Oliver (2014), and Anderson et al. (1994) believe that perceived high-value products or services are likely to maintain long-term cooperative relationships with consumers. Aaker and Joachimsthaler (2012) believe that perceived high-value products or services and consumers establish brand loyalty to form a stable customer base. Hennig-Thurau et al. (2004), and Bickart and Schindler (2001) is believed that products or services perceived as high-value can lead to more favorable word-of-mouth and boost the company's visibility and reputation. Anderson et al. (1994), Rust, Zahorik, and Keiningham (1995) argued that high-value products or services increase repeat purchases, thereby generating a steady cash flow.

2.3.3.3 Research on Customer Perceived Value in Different Industries

The study of customer perceived value is also a cross-style applicable concept. Enterprises in different industries can apply this concept to understand and meet customer needs, optimize product or service design, and improve the competitiveness of enterprises. Saucède, Fenneteau, and Codron (2014), and Babin et al. (1994) studied the perceived value of retailers leading to multiple customers. Zeithaml et al. (1996), and Anderson et al. (1994) studied customer perceived value in the service industry. Petrick (2002), and Yoon and Uysal (2005) studied customer perceived value in the tourism industry. Bolton et al. (2004), Dodds et al. (1991) studied customer perceived value in the technology industry. Enterprises in different industries can improve customer satisfaction and loyalty, increase market share, and ultimately improve the competitiveness and performance of enterprises by understanding and meeting customers' perceived value, and optimizing product or Service design. The following Table 2.8 shows the research on perceived value by different journals in recent years.

Table 2.8 The Research Statistics on Perceived Value by Different Journals

Author(S)	Title	Journal	Research conclusions
Kusumawati and Rahayu (2020)	The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty.	The TQM Journal	Quality experience significantly influences customer perceived value, satisfaction, and loyalty. Additionally, customer perceived value strongly affects both satisfaction and loyalty, while customer satisfaction also has a notable impact on loyalty.
Slack et al. (2021)	Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioral intentions.	British Food Journal	Food quality and the physical environment significantly influence customer perceived value, while employee service quality does not. The individual dimensions of fast-food service quality also prove to be important factors in shaping customer perceived value. Additionally, customer perceived value significantly impacts customer satisfaction, which in turn plays a crucial role in determining behavioral intentions.

Table 2.8 The Research Statistics on Perceived Value by Different Journals (Cont.)

Author(S)	Title	Journal	Research conclusions
Jiang and Hong (2023)	Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China.	Tourism Recreation Research	The value dimensions considered in this study play a major role in predicting destination attachment in the night-time tourism context.
Amenuvor, Owusu-Antwi, Basilisco, and Seong-Chan (2019)	Customer Experience and Behavioral Intentions: The Mediation Role of Customer Perceived Value.	International Journal of Scientific Research and Management	The study demonstrates that customer experience has a positive and significant impact on behavioral intentions. It offers valuable insights for both management and theory regarding the management of customer experiences, perceived value, and subsequent behavioral intentions.
Slack, Singh, and Sharma (2020)	Impact of perceived value on the satisfaction of supermarket customers: developing country perspective.	International Journal of Retail & Distribution Management	The findings indicate that customer perceived value (CPV) positively influences customer satisfaction. Among its components, functional value related to price and value for money has a stronger positive effect compared to social value. Emotional value shows a negative impact, while functional value associated with performance and quality does not significantly affect customer satisfaction.
Basrowi, Ali, and Suryanto (2023)	Unpacking the Impact of Customer Perceived Value and Competitive Advantage on Customer Loyalty: The Mediating Role of Trust	Journal of Economics and Business	The findings reveal that perceived value, competitive advantage, and trust all significantly influence customer loyalty. Additionally, the study highlights the mediating role of trust in the relationships among these variables.

Table 2.8 The Research Statistics on Perceived Value by Different Journals (Cont.)

Author(S)	Title	Journal	Research conclusions
(Regina, Agusinta, & Setyowati, 2021)	The Effect of Sales Promotion on Purchase Intention Through Customer Perceived Value on E-Commerce During the Covid-19 Pandemic.	Advances in Transportation and Logistics Research	The findings demonstrate that sales promotion has a significant positive effect on customer purchase intention, both directly and indirectly.
Sivashankar, Rangani, and Rathnayake (2019)	Customer perceived value and customer relationship marketing in B2B agribusinesses: a case of agrochemical market in Sri Lanka.	Journal of Agribusiness and Rural Development	The findings show that dealers perceive slightly higher economic value compared to emotional value, with social value being comparatively lower. Positive, though weaker, correlations were observed between dealers' perceived emotional, economic, and social values and their satisfaction and loyalty. Additionally, customer satisfaction and loyalty mediated the relationship between perceived value and CRM attributes, thereby influencing relationship marketing.
Yang, Tang, Men, and Zheng (2021)	Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence.	Journal of Retailing and Consumer Services	The results indicate that environmental stimuli have a substantial impact on consumer perceived values, including both utilitarian and hedonic values. Specifically, the perception of hedonic value has a significant and direct effect on impulse buying behavior (IBB). Additionally, the combined effect of perceived hedonic value and interpersonal influence significantly influences IBB. These findings offer useful insights for m-commerce retailers aiming to encourage consumer impulse buying behavior.

Table 2.8 The Research Statistics on Perceived Value by Different Journals (Cont.)

Author(S)	Title	Journal	Research conclusions
Wiedmann, Labenz, Haase, and Hennigs (2018)	The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength	Journal of Brand Management	The results confirms that multisensory marketing plays a crucial role in creating brand experiences, which are essential for enhancing customer perceived value and brand strength. The research highlights how various components of customer perceived value such as financial, functional, social, and individual aspects are particularly impacted by multisensory marketing and brand experience. These insights offer valuable guidance for developing effective experiential marketing strategies.

Note: Obtained through collation of information

2.3.4 A Summary of the Literature Review on Perceived Value

The literature review highlights the significance of perceived value in marketing and notes that this concept has attracted extensive research from numerous experts and scholars. The review thoroughly examines the direct impact of perceived value on customer engagement and customer loyalty, as well as its crucial role as a mediator in the interactions between other variables. Additionally, the literature explores the influence of perceived value on consumer behavior, business management, and research across various fields. These studies provide solid theoretical support for the current research.

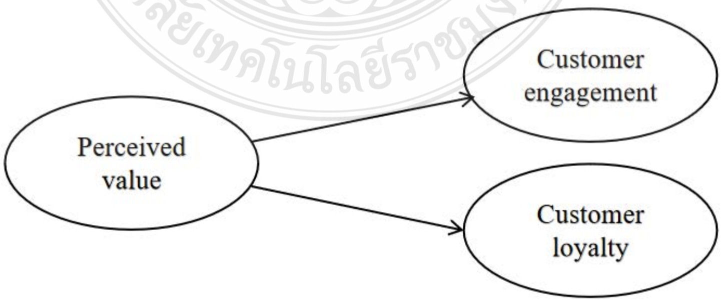
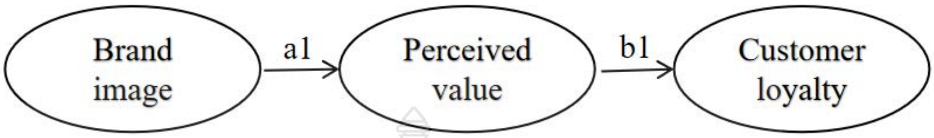


Figure 2.6 The Relationship between Perceived Value and Customer Engagement and Customer Loyalty

Therefore, based on the literature review and research framework, hypothesis 3 of this study is proposed, namely:

H3: Brand image has a positive impact on customer loyalty through perceived value.



a1*b1≠0

Figure 2.7 Research Hypothesis 3

2.4 Concepts and Theories of Customer Engagement

2.4.1 The Concept of Customer Engagement

Customer engagement has evolved with the growth of social media. Hollebeek (2011) study concluded that customer engagement has a great role in building brand loyalty. Choudhury and Harrigan (2014) argued that social media has an important role in customer engagement along with for improving customer relationships. Pansari and Kumar (2018) believe that customer engagement in social media has an important role in co-creation and marketing. So many experts and scholars define and explain customer engagement as well, but none of them have a unified statement.

Pansari and Kumar (2018) Consider that customer engagement involves forming a connection and co-creating value with a brand, product, service, or other customers. Choudhury and Harrigan (2014) viewed customer engagement as the process where customers actively connect and co-create value through their interactions with brands and organizations. Brodie, Hollebeek, Jurić, and Ilić (2011) suggests that customer engagement is an “active, interactive and participatory” behavior, where consumers are actively involved in the activities of brands and companies in a variety of ways. Hollebeek (2013) suggests that customer engagement is a positive, multidimensional behavior through which consumers create value and receive rewards. Vivek et al. (2012) considered customer engagement as a positive, interactive relationship between customers and brands, firms, and other customers following a purchase. Prahalad and

Ramaswamy (2004) view customer engagement as a process in which "customers and firms collaborate to create value", emphasizing the active involvement of consumers in creating and delivering value.

These experts and scholars have defined customer engagement in terms of interactivity, co-creation of value, and consumer brand relationships. In the process of defining customer engagement, there were also definitions of similar concepts, such as consumer engagement, brand engagement, and engagement. They help you understand the meaning of customer engagement and its role in branding and marketing. The following Table 2.9 is the definition of customer engagement by some scholars.

Table 2.9 The Definition of Customer Engagement

Author （S）	**Definition**
Patterson, Yu, and De Ruyter (2006)	The extent of a customer's active engagement, mental focus, and emotional engagement in their relationship with a service organization.
Sprott, Czellar, and Spangenberg (2009)	A personal trait reflecting consumers' tendency to incorporate significant brands into their self-identity.
Higgins and Scholer (2009)	A condition of being deeply engaged, immersed, or fully focused on something, leading to specific outcomes of attraction or aversion.
Abdul-Ghani, Hyde, and Marshall (2011)	Involves establishing a consumer connection, such as with specific media.
Scott and Craig-Lees (2010)	Audience engagement is characterized by (a) the cognitive effort, which refers to the mental capacity devoted to a specific task, and (b) the emotional response, encompassing the spectrum of pleasantness to unpleasantness, reflecting variations in positive versus negative emotions and the general mood state and level of arousal.
Vivek et al. (2012)	The degree to which an individual actively engages with and feels connected to the organization.
Mollen and Wilson (2010)	Describes online brand engagement as the customer's mental and emotional commitment to maintaining an active relationship with the brand, as represented by the website or other digital platforms aimed at conveying brand value.
Van Doorn et al. (2010)	Describes customer engagement behavior as the actions customers take toward a brand or firm beyond making purchases, driven by motivations like word-of-mouth, recommendations, assisting other customers, blogging, and writing reviews.

Table 2.9 The Definition of Customer Engagement

Author （S）	Definition
Brodie et al. (2011)	A multifaceted concept that includes cognitive, emotional, and/or behavioral aspects, playing a pivotal role in relational exchanges where other relational elements act as precursors or outcomes in ongoing engagement processes within a brand community.
Choudhury and Harrigan (2014)	Customers connect and co-create value through active interactions in brand and company activities.
Pansari and Kumar (2018)	Customer engagement is the process of building connections and co-creation of value with brands, products, services or other customers.

Note: Obtained through collation of information

2.4.2 Research on the Dimensions of Customer Engagement

The components and influencing factors of customer engagement vary depending on the perspective of customer engagement definition.

Hollebeek et al. (2019) in S-D Logic's customer engagement framework suggest that the factors influencing customer engagement are individual characteristics, interaction pathways, and value creation factors. Van Doorn et al. (2010) suggests that the factors affecting customer engagement are cognitive, affective and behavioral aspects of customers. Vivek et al. (2012) identified brand interaction and co-creation of value as two factors of customer engagement. Lemon and Verhoef (2016) argued that customer engagement involves customer experience, interaction, and constituent elements. Hollebeek et al. (2014) argued that customer engagement involves cognitive processing; affection; activation. The main customer engagement influences in the study include individual consumer characteristics, brand or company behavior, and social environment. The following Table 2.10 is the scholars' studies on the dimensions of customer engagement.

Table 2.10 The Dimensions of Customer Engagement

Author (S)	Dimensions
Brodie et al. (2011)	Cognitive; Emotional; Behavioral.
Calder, Malthouse, and Schaedel (2009)	1. Stimulation & inspiration (E); 2. Social facilitation (E); 3. Temporal (C); 4. Self-esteem & civic mindedness (E); 5. Intrinsic enjoyment (E); 6. Utilitarian (C); 7. Participation & socializing (B); 8. Community (E).
Algesheimer, Dholakia, and Herrmann (2005)	Utilitarian (C); 2. Hedonic (E); Social (B/E).
Scott and Craig-Lees (2010)	Cognitive processing (C); Affection (E); Activation (B).
Hollebeek et al. (2014)	Cognitive processing; Affection; Activation.

Note: Obtained through collation of information

This study adopts Hollebeek et al. (2014) dimensions of customer engagement. Hollebeek et al. (2014) theoretical framework of customer engagement, the “C-E-B model” is commonly used to explain the different dimensions of customer engagement. This model classifies customer engagement into three main dimensions: cognitive processing (C, Cognitive), affection (E, Emotional), and activation (B, Behavioral).

Cognitive

This dimension focuses on the consumer's cognitive activities during the engagement process, i.e. thinking, understanding, and evaluating. This includes the consumer's awareness, knowledge, and understanding of the brand, product, service or activity. Cognitive engagement emphasizes how consumers engage with a brand by acquiring information, thinking about decisions, and analyzing choices.

Affection

This dimension emphasizes the consumer's emotional experience during the engagement process. Affective engagement involves the emotional connection between the consumer and the brand or product, including emotional investment, emotional resonance, and emotional identification. Emotional engagement emphasizes the emotional response consumers have to a brand and how they emotionally connect with the brand.

Activation

This dimension focuses on consumers' behavioral activities during the engagement process. Activation engagement involves consumers expressing engagement through behaviors such as purchasing a product, attending an event, participating in an interaction, etc. Behavioral engagement highlights the actions consumers actually take and how they interact with the brand through their actual behavior.

In this study, the dimension research theory of Hollebeek et al. (2014)'s perceived value was selected.

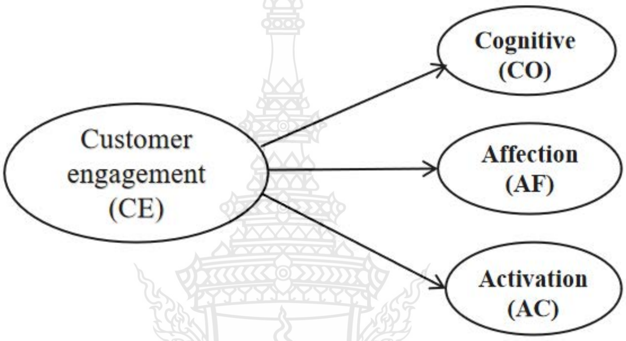


Figure 2.8 The Dimensions of Perceived Value in this Study

2.4.3 Relevant Theories of Customer Engagement

In recent years, with the continuous development of social media, research on customer engagement has increased. An important topic in the field of marketing and consumer behavior, customer engagement concerns the degree of interaction and engagement between consumers and a brand, product, or service.

2.4.3.1 Customer Engagement and Consumer Behavior Theory

Tajfel, Turner, Austin, and Worchel (1979) believed that in consumer behavior, social identity can affect purchasing behavior, brand loyalty, and sharing purchasing experience with specific groups. Bandura (1986) believed that in consumer behavior, observing other people's participation and behavior can affect individual purchasing decisions and behaviors. Simon (1955) believes that participation can affect consumers' access to information about brands, products, or services, thereby affecting their decision-making. Loewenstein (2000) believed that high participation may trigger emotional responses, affecting consumers' attitudes and loyalty to brands. Cialdini and

Goldstein (2004) believe that consumers may be influenced by other people's participation behavior, thus affecting their purchasing decisions. Oliver (1999) considered consumers' emotional connection and emotional engagement with brands, and how such emotions affect their purchasing decisions, brand loyalty, and recommendation behavior. Hollebeek (2013) believes that consumers' perception of participation can affect their attitudes and loyalty to brands. Hamari, Koivisto, and Sarsa (2014) research suggests that gamification can prompt consumers to participate more actively in brand activities and influence their purchase intention and loyalty. Ha and Perks (2005) research considers how consumers' interactions with brands, products, or services affect their engagement and behavior.

2.4.3.2 Theoretical Research on Customer Engagement and Purchase Intention

Brodie, Ilic, Juric, and Hollebeek (2013), and Vivek et al. (2012) argue that consumers' engagement in brand activities, social media interactions, and brand communities can enhance their brand awareness, emotional connection, and loyalty. Kim and Ko (2012) believe that a positive engagement experience can improve consumers' trust and awareness of the brand, thereby increasing their purchase intention. Hennig-Thurau et al. (2010), and Cheung et al. (2008) believe that when consumers actively engage with a brand, their emotional connection to it deepens, leading to a greater inclination to recommend the brand to others. Hollebeek (2011), and Van Doorn et al. (2010) believe that active consumer engagement is positively correlated with loyalty. Kim and Kim (2004), and Godes and Mayzlin (2004) believe that active customer engagement can produce positive word-of-mouth effects, which in turn affect the behavioral intentions of other consumers. Consumers are more likely to trust the recommendations of friends, family, or other consumers to influence their purchasing decisions. Bhattacharya and Sen (2003), and Hollebeek (2013) believe that consumers' active engagement in brand activities can strengthen their emotional connection with the brand, thereby increasing brand loyalty and long-term behavioral intention. Chitturi, Raghunathan, and Mahajan (2008), Phua, Jin, and Kim (2017) Consumers’ engagement in social media can affect other consumers’ purchase intentions through information sharing, likes, comments, etc., thereby Expand the influence of the brand. Chiu, Hsu, Lai, and Chang (2012), Vivek et al. (2012) Active customer engagement can enhance consumers' satisfaction with a brand, thereby influencing their behavioral intentions, including purchase, recommendation, and loyalty.

2.4.3.3 Theoretical Research on Customer Engagement and Social Capital

Lin (2017) proposed a network theory of social capital, which explored how social relationships arise and function in different social environments. Ellison, Steinfield, and Lampe (2011) research considers how Facebook as a social media platform affects people's social capital accumulation and use and reveals how different social connection strategies affect social capital. Kwak, Lee, Park, and Moon (2010) research analyzed the impact of Twitter user interaction behavior on the construction and dissemination of social capital. Cheung and Lee (2010) research proposed a theoretical model of intentional social behavior in online social networks, explaining users' social behavior in the network environment. Kim and Ko (2010) research considers how the social media of luxury fashion brands affect customer relationships and purchase intention through the establishment and utilization of social capital. Van Doorn et al. (2010) emphasized the important role of social capital in customer engagement.

2.4.3.4 Customer Engagement and Self-determination Theory

Kim and Ko (2010), and Cheung et al. (2008) argue that self-determination theory can be used to explain why consumers choose to engage with brands, and how engagement can satisfy their intrinsic needs, such as growth, autonomy, and belonging. Cheung et al. (2008), and Hollebeek (2011) believe that self-determination theory emphasizes individual autonomy and self-determination, explaining why consumers choose to engage with brand activities and how they feel the satisfaction of autonomous decision-making. Van Doorn et al. (2010), and Brodie et al. (2013) believe that through brand engagement, consumers can satisfy their autonomy and belonging needs, thereby strengthening the emotional connection with the brand.

Research on customer engagement has increasingly garnered widespread attention. The following Table 2.11 shows the research on customer engagement conducted by various journals in different fields over recent years.

Table 2.11 The Research Statistics on Customer Engagement by Different Journals

Author(S)	Title	Journal	Research conclusions
Prentice, Han, Hua, and Hu (2019)	The influence of identity-driven customer engagement on purchase intention	Journal of Retailing and Consumer Services	This study explores the relationship between social identification, customer engagement, and purchase intention in online communities. The findings show that person-to-person identification strongly affects community identification, both of which significantly impact customer engagement and, in turn, drive purchase intention.
Harrigan, Evers, Miles, and Daly (2018)	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent	Journal of Business Research	Consumers use social media to make travel choices and actively interact with tourism brands. The research shows that the three facets of Consumer Brand Engagement (CBE) have a significant impact on self-brand connection and brand usage intentions, offering valuable insights for tourism marketing theory and practice.
Rather, Hollebeek, and Rasoolimanesh (2022)	First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation	Empirical Research Article	engagement acts as a moderating factor influencing the relationships between customer experience (CX), value cocreation, and revisit intentions. Additionally, there are significant differences between first-time and repeat customers regarding customer engagement (CE), CX, cocreation, and revisit intentions.
Yen, Teng, and Tzeng (2020)	Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement	International Journal of Hospitality Management	There is a positive correlation between innovativeness, customer engagement, and customer value co-creation behaviors, with customer engagement serving as a mediator in this relationship.

Table 2.11 The Research Statistics on Customer Engagement by Different Journals (Cont.)

Author(S)	Title	Journal	Research conclusions
Abror et al. (2020)	Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty	Journal of Islamic Marketing	Customer satisfaction is a key antecedent of customer engagement and loyalty. Customer engagement has a significant positive effect on customer loyalty.
Li, Teng, and Chen (2020)	Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust	Journal of Hospitality and Tourism Management	In the context of tourism social media, brand attachment and customer trust play a crucial role in enhancing brand loyalty through customer engagement.
Molinillo, Anaya-Sánchez, and Liébana-Cabanillas (2020)	Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites	Computers in Human Behavior	The study reveals that customer engagement is a crucial predictor of the four dimensions of customer loyalty toward social commerce websites. Additionally, social support and two community factors significantly influence customer engagement.

Note: Obtained through collation of information

2.4.4 A Summary of the Literature Review on Customer Engagement

In the literature review, it is found that with the development of society, customer engagement plays an increasingly important role in marketing. Customer engagement is not only a direct influencing factor in many factors but also plays a mediating role in many influences. From the literature review, it was found that customer engagement has a direct impact on customer loyalty.

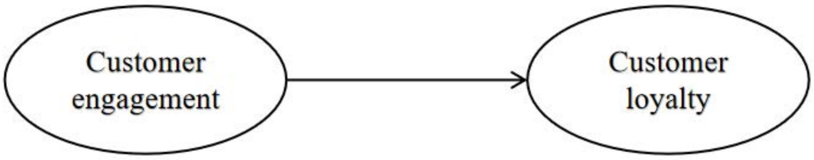
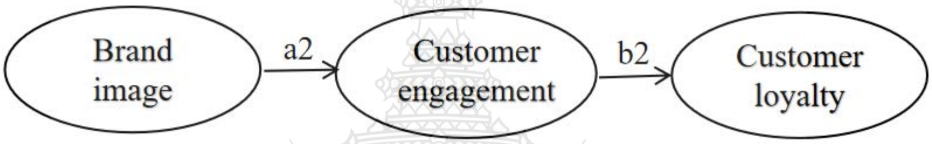


Figure 2.9 The Relationship between Customer Engagement and Customer Loyalty

Therefore, based on the literature review and research framework, hypothesis 2 and hypothesis 4 of this study are proposed.

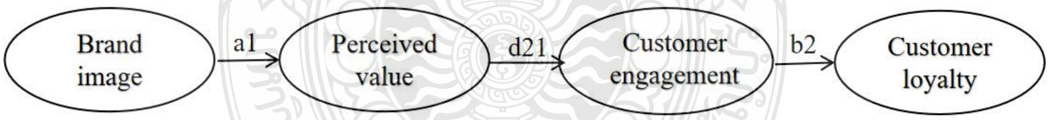
H4: Brand image has a positive impact on customer loyalty through consumer engagement.



a1*b2≠0

Figure 2.10 Research Hypothesis 4

H2: Brand image has a positive impact on customer loyalty through perceived value and customer engagement.



a1*d21*b2≠0

Figure 2.11 Research Hypothesis 2

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

Chapter 3 plays a pivotal role in the dissertation, as it directly affects the accuracy of the conclusions derived from this research. This section offers an extensive overview of the research methodologies employed in the study. A mixed-methods approach was adopted, integrating both qualitative and quantitative research techniques. For the qualitative analysis, in-depth interviews were conducted, with a focus on the objectives and methods used in these interviews. On the quantitative side, the process of gathering and analyzing questionnaire data was explored, including the choice of the sample population, measurement tools, data collection, and subsequent analysis. This chapter thoroughly details the research design, geographical scope, study population and sample size, sampling strategies, research instruments, as well as the procedures for data collection and analysis.

3.2 Conceptual and Hypotheses Framework

Through the literature review in Chapter 2, this study developed the conceptual framework and hypothesis framework. Figure 3.1 presented the conceptual framework and hypothesis framework of this study.

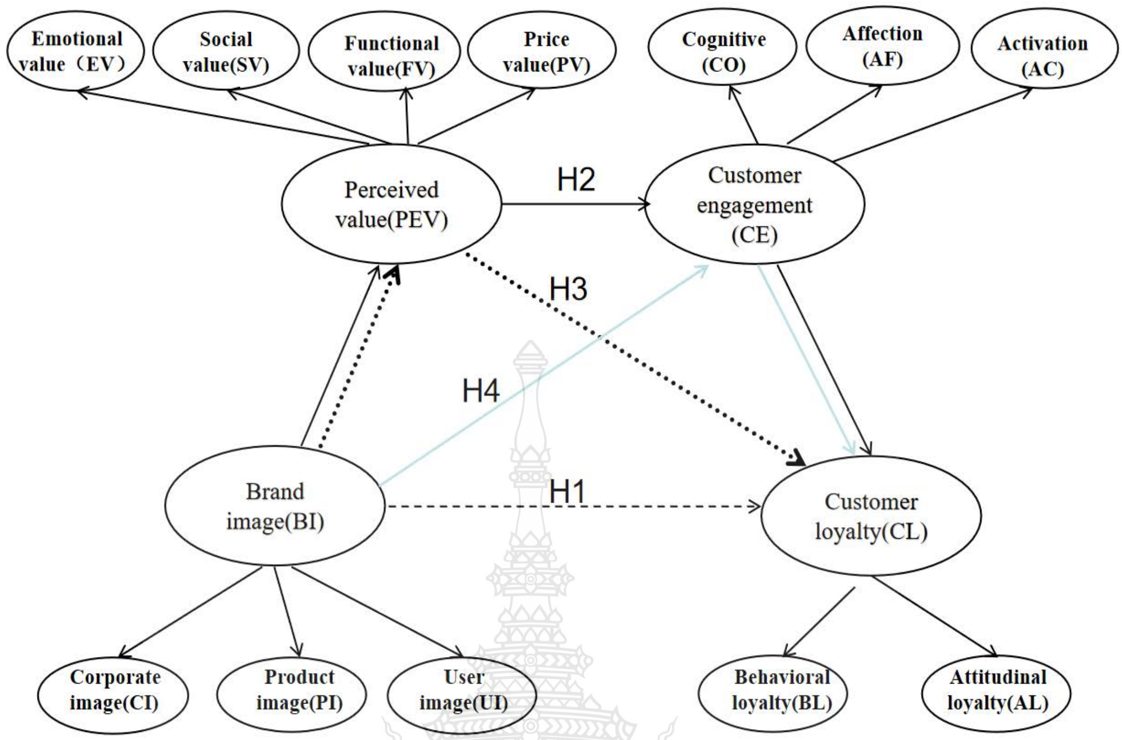


Figure 3.1 Conceptual and Hypothesis Framework

3.3 Research Design and Methodology

This research seeks to examine the structural connections between brand image, perceived value, customer engagement, and customer loyalty. To accomplish this, the study utilized the following approach: Initially, an exhaustive review of relevant literature and theoretical concepts was performed to establish a solid theoretical foundation. Following this, a research framework was developed, and related hypotheses were formulated based on the literature insights. Afterward, specific methodologies were defined, covering research design, variable measurement, and the choice of analytical tools. Data collection then ensued, involving both qualitative and quantitative data. The gathered data were subsequently subjected to thorough analysis through both qualitative and quantitative methods. Finally, the study drew conclusions from the analysis, elucidating the interactions and influence pathways between brand image, perceived value, customer engagement, and customer loyalty. Figure 3.3 below is the research framework for this study.

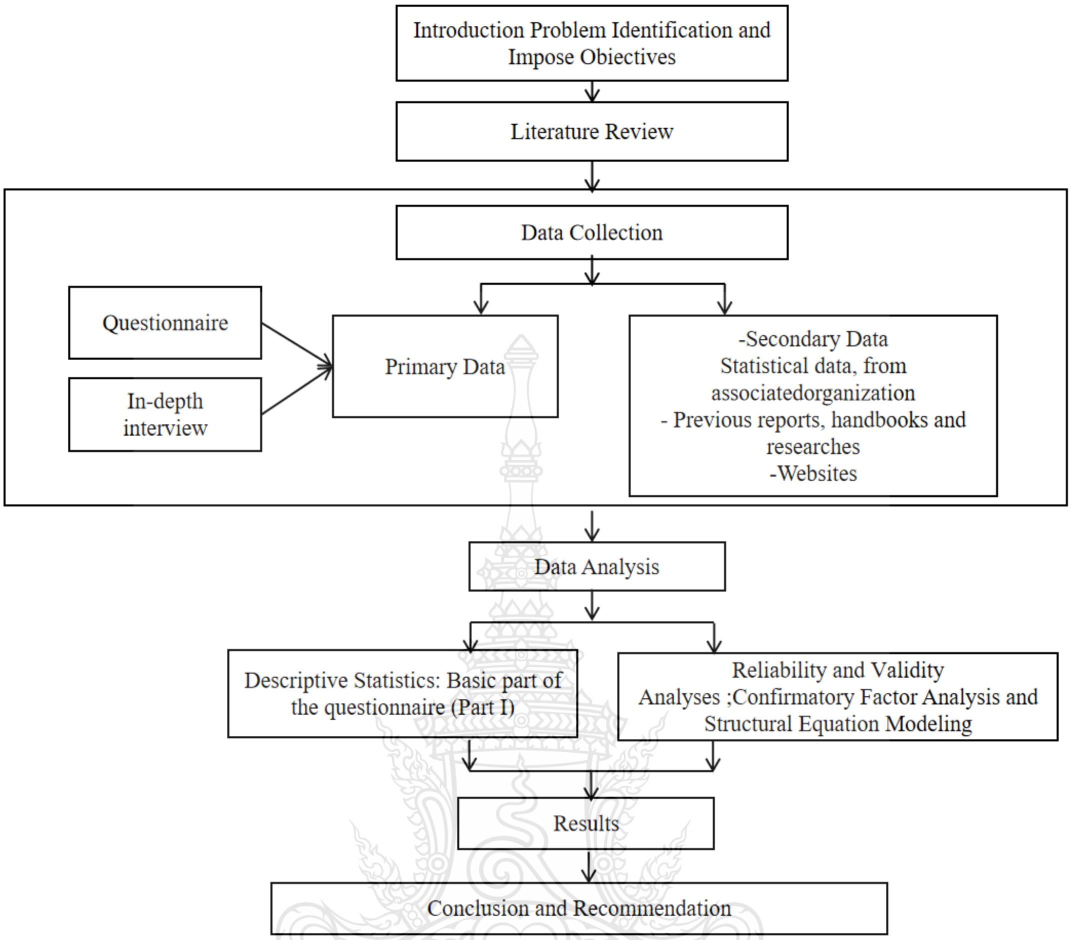


Figure 3. 2 Research Framework

3.4 Studying Area

This study focuses on Chinese tea as its research subject. In China, there are nearly 600 million tea drinkers, close to 1,000 tea markets, and over 2 million tea shops, resulting in extensive data. Through an analysis of relevant tea-related data in China. (Source: China Tea Distribution Association)

Sichuan's existing tea plantation cultivation scale of more than 5 million mu, second only to Yunnan, Guizhou provinces, ranked third in the country; tea production amounted to 350,000 tons, accounting for about 12% of the country's total tea production, ranked fourth in the country; the province's more than 5,000 tea enterprises, more than 6,000 tea workshops and 3 million tea farmers, the annual production of tea occupies more than 10% of the country(Source: Sichuan Agricultural Products Circulation

Association). Therefore, this study selects tea brands and consumer groups in Sichuan Province as the research subjects, collecting surveys on the impact of brand image, perceived value, and customer engagement on customer loyalty.

3.5 Population and Sample Size

Sichuan Province has a large number of tea brands and a vast consumer base. In this study, a substantial number of tea brands from Sichuan Province were collected through consultation with relevant departments. To guarantee the accuracy and trustworthiness of the data in this research, the top 20 tea brands were chosen. Table 3.1 below presents the list of these 20 tea brands in Sichuan Province.

Table 3.1 The 20 Tea Brands in Sichuan Province

Arrange in order	Tea Brand Name	Arrange in order	Tea Brand Name
1	Zhu Ye Qing	11	Long Du Xiang Ming
2	Meng Ding Mountain Tea	12	Zao Bai Jian
3	Tian Fu Long Ya	13	Chuan Shang Zao
4	Bashan Que She	14	Yu Xin
5	Meng ding Gan Lu	15	Guang An Song Zhen
6	Xu Fu Long Ya	16	Qing Cheng Xue Ya
7	E Mei Xue Ya	17	Qi Fo Gong Tea
8	Chuan Hong	18	Chao Hua Gan Lu
9	Wen Jun	19	Gan Lu Tang
10	Mi Cang Shan	20	Su Weng

To reflect the current situation of the study, the researcher will randomly draw 5 tea brands from 20 tea brands in the form of lots, and the consumer groups of the 5 tea brands will be taken as the research objects. The following Table 3.2 is a random sample of 5 out of 20 brands.

Table 3.2 The Random Sample of 5 out of 20 Brands

Tea Brand Name	Brand Name Abbreviation
Zhu Ye Qing	ZYQ
Meng Ding Gan Lu	MDGL
Mi Cang Shan	MCS
Long Du Xiang Ming	LDXM
Tian Fu Long Ya	TFLY

This study involves 4 variables, 12 influencing factors, and 60 questionnaire items. In PLS-SEM, a common guideline for determining sample size is the "10-fold rule," which suggests that the sample size should be at least 10 times the number of indicators for the most complex construct in the model. Additionally, for each measurement variable, it is generally recommended that the sample size be 5 to 10 times the number of measurement variables. Therefore, for a model with 60 measurement items, an ideal sample size would be between 300 and 600 Hair, Hult, Ringle, Sarstedt, and Thiele (2017). To ensure the reliability of the research results, this study collected 600 valid questionnaires, meeting the sample size requirements.

3.6 Sampling Method

In accordance with the requirements of this study, the 600 questionnaires will be evenly distributed among the consumer groups of 5 tea brands for collection, with 120 questionnaires collected for each tea brand. The primary method of collection involves surveying consumers who purchase tea from the selected exclusive stores of the 5 chosen tea brands.

3.7 Research Instrument

This study focused on four variables and 12 factors, namely brand image, perceived value, customer engagement, and customer loyalty. It employed a mixed-methods approach, integrating both qualitative and quantitative research techniques.

3.7.1 Qualitative Research

The qualitative aspect of this study utilized in-depth interviews. Data were gathered through face-to-face sessions with 8 to 18 experts, including tea scholars and industry professionals, using a series of open-ended and progressively detailed questions: subsequently, data was also gathered through face-to-face interviews with 15-30 non-experts (tea-drinking enthusiasts) using preliminary questions. The collection of data primarily involved audio recordings and note-taking, capturing the interviewees' statements, opinions, and experiences, which were then summarized. The purpose of this approach was to further validate the effectiveness of the research framework and hypotheses, thereby laying a solid foundation for subsequent quantitative empirical research.

3.7.2 Quantitative Research

In this study, a questionnaire survey was used for quantitative data collection. The questionnaire used in this study was revised and refined based on previously developed questionnaires. These modifications were specifically tailored to address the unique characteristics of tea, ensuring that the questionnaire better met the needs of the research. A 5point LIKERT type scale was used for the questionnaire. Each question had five answers: Strongly agree, Mostly agree, Somewhat agree, Slightly agree, and Do not agree at all, which were recorded as 5, 4, 3, 2, and 1 Likert (1932). This total score indicates the strength of their attitudes or their varying positions on the scale.

3.7.2.1 Brand Image (BI)

Brand image has been researched by many scholars in the past, this study adopts Biel (1993) categorized brand image into three aspects: corporate image, product or service image, and user image. In the literature reviewed, many scholars have used this dimension to measure tea brand image, and this study also uses this dimension to study brand image. Biel believes that there is not much difference between brands in terms of style, function, etc., but the image is very different, some brand consumers think more about the functional benefits of the brand, while some brand consumers think more about the emotional benefits.

This part of the questionnaire was mainly based on the literature of Biel (1993), Wang (2012), Shengjun Yuan (2021), and Fei Wen (2023). Minor modifications were made according to the differences in the subjects of this study. The specific questionnaire is as follows.

Table 3.3 Corporate Image Questionnaire and References

Variable Name	Questions	Sources
The company of this tea brand:		
CI1	Is very strong.	Biel (1993) ,Wang (2012), Shengjun Yuan (2021).
CI2	Has a very high level of popularity.	Biel (1993), Wang (2012), Shengjun Yuan (2021).
CI3	Is a highly trusted entity among consumers.	Biel (1993), Wang (2012),Shengjun Yuan (2021).
CI4	Possesses a strong sense of social responsibility.	Wang (2012), Shengjun Yuan (2021).
CI5	Has a large market share and has a lot of potential for growth.	Wang (2012).

Table 3.4 Product Image Questionnaire and References

Variable Name	Questions	Sources
This tea brand:		
PI1	The packaging is exquisite and beautiful.	Biel (1993), Wang (2012), Fei Wen (2023).
PI2	The products are very fresh.	Biel (1993), Wang (2012), Fei Wen (2023).
PI3	The overall quality is very high.	Biel (1993) Wang (2012), Fei Wen (2023).
PI4	Fully embodies the elements of tea culture.	Wang (2012), Fei Wen (2023).
PI5	Great value for money.	Wang (2012), Fei Wen (2023).

Table 3.5 User Image Questionnaire and References

Variable Name	Questions	Sources
Purchasing this tea brand:		
UI1	Reflects matching income.	Biel (1993), Wang (2012), Fei Wen (2023).
UI2	Reflects a high level of cultural cultivation.	Biel (1993), Wang (2012), Fei Wen (2023).
UI3	Reflects a high taste in lifestyle.	Biel (1993), Wang (2012), Fei Wen (2023).
UI4	Reflects a high social status.	Wang (2012), Shengjun Yuan (2021),Fei Wen (2023).
UI5	Considered a symbol of appreciation for exquisite quality and high-quality products.	Wang (2012), Fei Wen (2023).

3.7.2.2 Perceived Value (PEV)

This study adopts the definition of customer perceived value dimension by Sweeney and Soutar (2001). According to Sweeney and Soutar (2001), perceived value is categorized into functional value, social value, emotional value, and price value. Functional value refers to the practical features and performance of a product or service and how well it meets the consumer's needs. Social value encompasses the product or service's role and impact within social and interpersonal contexts, focusing on the value gained through social interactions, societal approval, and status. Emotional value pertains to the role of a product or service in providing emotional satisfaction and fulfillment, emphasizing the positive feelings and emotional experiences consumers derive from its use. Price value is the relationship between a product or service and its price. It focuses on whether consumers believe that their perceived benefits of a product or service are commensurate with its price. Price value emphasizes whether consumers perceive the purchase of a product or service as value for money and whether the price is reasonable.

This part of the questionnaire was mainly based on the literature of Sweeney and Soutar (2001) and Ophelia Xia (2016). Minor modifications were made according to the differences in the subjects of this study. The specific questionnaire is as follows.

Table 3.6 Functional Value Questionnaire and References

Variable Name	Questions	Sources
This tea brand:		
FV1	The quality is highly guaranteed.	Sweeney and Soutar (2001).
FV2	Excels in promoting tea culture.	Sweeney and Soutar (2001).
FV3	Perfect in terms of color, fragrance, and taste.	Sweeney and Soutar (2001).
FV4	It is healthier.	Sweeney and Soutar (2001).
FV5	The functionality is fully certified.	Ophelia Xia (2016).

Table 3.7 Emotional Value Questionnaire and References

Variable Name	Questions	Sources
Drinking tea from this brand:		
EV1	Brings me a great sense of pleasure and comfort.	Sweeney and Soutar (2001).
EV2	Makes me feel somewhat dependent.	Sweeney and Soutar (2001).
EV3	Resonates with my emotions.	Sweeney and Soutar (2001).
EV4	Evokes nostalgic or pleasant memories.	Sweeney and Soutar (2001).
EV5	Conveys a very powerful cultural experience.	Ophelia Xia (2016).

Table 3.8 Social Value Questionnaire and References

Variable Name	Questions	Sources
Purchasing tea from this brand:		
SV1	Represents my social status.	Sweeney and Soutar (2001).
SV2	Helps me project a positive and healthy personal image.	Sweeney and Soutar (2001).
SV3	This leads others to perceive me as a cultured individual.	Sweeney and Soutar (2001).
SV4	Manifestation of my values.	Sweeney and Soutar (2001).
SV5	Reflects my social responsibility and commitment.	Ophelia Xia (2016).

Table 3.9 Price Value Questionnaire and References

Variable Name	Questions	Sources
The price of this tea brand is:		
PV1	Reasonably priced.	Sweeney and Soutar (2001).
PV2	Worth the money.	Sweeney and Soutar (2001).
PV3	Reflects its outstanding quality and uniqueness.	Sweeney and Soutar (2001).
PV4	Compared to other high-end teas in the market is competitive.	Sweeney and Soutar (2001).
PV5	The right choice.	Ophelia Xia (2016).

3.7.2.3 Customer Engagement (CE)

This study adopted Hollebeek et al. (2014) dimensions of customer engagement. The theoretical framework of customer engagement proposed by Hollebeek et al. (2014), commonly known as the "C-E-B model" is used to explain the different dimensions of customer engagement. The model categorizes customer engagement into three main dimensions: cognitive processing (C, Cognitive), affective (E, Emotional), and activation (B, Behavioral). Cognitive processing refers to the consumer's cognitive activities during the engagement process, i.e., thinking, understanding, and evaluating. Emotion emphasizes the consumer's emotional experience during the engagement process. Emotional engagement involves an emotional connection between the consumer and the brand or product, including emotional engagement, emotional resonance, and emotional identification. Activation refers to the behavioral activities of consumers in the engagement process. Activation participation involves consumers expressing participation through behavior, such as purchasing products, participating in activities, and engaging in interactions.

This part of the questionnaire was mainly based on the literature of Hollebeek et al. (2014), Panda (2019), and Shengjun Yuan (2021). Minor modifications were made according to the differences in the subjects of this study. The specific questionnaire is as follows.

Table 3.10 Cognitive Questionnaire and References

Variable Name	Questions	Sources
Drinking this tea brand:		
CO1	Makes me calm in it.	Shengjun Yuan (2021).
CO2	Gets me to think about this tea brand.	Hollebeek et al. (2014).
CO3	Let me think about it a lot.	Hollebeek et al. (2014).
CO4	Stimulates my interest to learn more about this tea brand.	Hollebeek et al. (2014).
CO5	Piqued my curiosity about the history and culture of tea.	Shengjun Yuan (2021)

Table 3.11 Activation Questionnaire and References

Variable Name	Questions	Sources
AC1	Compared to other tea brands, I spend a lot of time drinking this tea brand.	Hollebeek et al. (2014).
AC2	Whenever I crave tea, I usually choose this tea brand.	Hollebeek et al. (2014).
AC3	When I want to have tea, this tea brand is often one of the first brands that comes to my mind.	Hollebeek et al. (2014).
AC 4	I feel excited and enthusiastic when interacting with this tea brand.	Hollebeek et al. (2014).
AC 5	I believe this tea brand effectively stimulates my interest in activities related to tea.	Panda (2019), Shengjun Yuan (2021).

Table 3.12 Affection Questionnaire and References

Variable Name	Questions	Sources
AF1	I feel very positive about having this tea brand.	Hollebeek et al. (2014),Panda (2019).
AF2	Drinking tea from this brand brings me joy.	Hollebeek et al. (2014).
AF3	Drinking tea from this brand makes me feel great.	Hollebeek et al. (2014).
AF4	Owning this tea brand makes me feel proud.	Hollebeek et al. (2014),Panda (2019).
AF5	Every time I consume this tea brand, it evokes a sense of comfort and familiarity.	Hollebeek et al. (2014),Panda (2019).

3.7.2.4 Customer Loyalty (CL)

Griffin, Jill (1995), Gremler D.D. (1995), ZhengX, Cheung C M K, Lee et al. (2015) argued that customer loyalty consists of two types attitudinal and behavioral loyalty. In this study, customer loyalty was surveyed by questionnaire according to two dimensions of attitudinal and behavioral loyalty.

This part of the questionnaire was mainly based on the literature of LuXing Liu (2015), Ophelia Xia (2016), Panda (2019), and Shengjun Yuan (2021). Minor modifications were made according to the differences in the subjects of this study. The specific questionnaire is as follows.

Table 3.13 Attitude Loyalty Questionnaire and References

Variable Name	Questions	Sources
AL1	If I could choose again, I would choose this tea brand once more.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
AL2	I make a conscious effort to use this tea brand because it is the best choice for me.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
AL3	I consider myself a loyal customer of this tea brand.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
AL4	I have a strong personal connection with this tea brand, not just because of its taste and quality.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
AL5	I actively follow updates and new products from this tea brand and am interested in its latest offerings.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).

Table 3.14 Behavior Loyalty Questionnaire and References

Variable Name	Questions	Sources
BL1	I would recommend this tea brand to friends and relatives.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
BL2	I plan to continue purchasing tea from this tea brand.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
BL3	If I need tea, this tea brand will be my first choice.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
BL4	I will speak positively about this tea brand.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).
BL5	I intend to encourage others to buy tea from this tea brand.	LuXing Liu (2015) ,Ophelia Xia (2016), Panda (2019), Shengjun Yuan (2021).

3.7.2.5 Validity of Instruments

All instruments utilized in this study were adapted from previously published research and established measurements used globally. Therefore, there will be cultural differences of various languages in literature translation. In this study, in order to avoid the problem of cultural differences in language translation, translation experts are invited to check the language translation to ensure that the literature can be used accurately and the questionnaire can achieve the purpose of this study.

Table 3.15 Construct and Sub-construct Names

Acronym	Construct and Sub-construct Names
BI	Brand Image
CI	Corporate Image
PI	Product Image
UI	User Image
PEV	Perceived Value
FV	Functional Value
SV	Social Value
EV	Emotional Value
PV	Price Value

Table 3.15 Construct and Sub-construct Names (Cont.)

Acronym	Construct and Sub-construct Names
CE	Customer Engagement
CO	Cognitive
AF	Affection
AC	Activation
CL	Customer Loyalty
AL	Attitude Loyalty
BL	Behavior Loyalty

3.8 Data Collection

3.8.1 Primary Data Collection

In the raw data, this study uses two methods of data collection: in-depth interviews and questionnaires.

3.8.1.1 In-depth Interview Primary Data Collection

In this study, the researcher listed in-depth interview outlines on 10-18 experts (including experts in the tea industry, and experts in the production and sale of tea) and 20-30 non-experts (mainly tea drinking enthusiasts) material summaries.

3.8.1.2 Questionnaire Data Collection

The questionnaires were collected among the consumers who bought tea at the five selected tea brand specialty outlets in accordance with the preliminary requirements. The questionnaire was structured into five sections, with the first section covering basic information, including age, gender, education, income, position, the purpose of purchasing tea, whether to regularly buy branded tea, how long to drink tea, favorite tea brand, etc.; the second part: brand image; the third part: perceived value; the fourth part: customer participation; the fifth part: customer loyalty.

3.8.2 Gathering Secondary Data

Secondary data is primarily gathered by researchers on brand image, perceived value, customer engagement, and customer loyalty to validate and reinforce the primary data. Sources of secondary data include university libraries, online resources (Pro Quest), government data, association data, and more. The collection of secondary data facilitates the study of issues related to this study and helps to better process primary materials.

3.9 Data Analysis and Processing

3.9.1 Analysis of In-depth Interviews

The materials collected from the in-depth interviewer interviews were synthesized and summarized through thematic, content, and framing analyses to analyze the content needed to justify this study.

3.9.2 Descriptive Statistics

Descriptive statistics are mainly summary statistics of basic personal information in the first part of the questionnaire to provide some basic information for the subsequent analysis in Chapter Four. Descriptive statistical analysis was performed using SPSS software to understand the categories and features of the study subjects.

3.9.3 Structural Equation Modeling

Structural equation modeling (SEM) examines the relationships between latent variables, which are variables that cannot be directly observed but can be inferred through the observed values of measured variables. In this study, the effects of brand image, perceived value, and customer engagement on customer loyalty were analyzed using SEM, as these relationships are not directly observable and require indirect measurement through the model. The SMARTPLS 4.0 software was utilized for conducting the structural equation modeling to test the proposed hypotheses.

3.9.4 Reliability and Validity Analyses

In this research, the evaluation of measurement scales for variables and factors involved conducting reliability and validity tests. The reliability assessment focused on analyzing the internal consistency reliability and the construct reliability (CR) of the scales. On the other hand, the validity assessment primarily investigated the content validity and construct validity of the scales.

This research employs a questionnaire survey method, drawing on expert consultations and referencing pertinent measurement scales, to investigate how brand image and perceived value influence customer engagement and loyalty. The reliability of a questionnaire refers to the consistency and stability of its measurements when the same questionnaire is used repeatedly or at different points in time. Reliability is an important indicator for assessing the stability and reliability of a questionnaire measurement tool.

In research and evaluation, reliability is an important element in ensuring that the instrument accurately measures the phenomenon or concept to be measured.

3.9.4.1 Internal Consistency Reliability

The most widely utilized index for assessing internal consistency is Cronbach's alpha (α). A higher value of Cronbach's alpha signifies a stronger correlation among the measurement items, indicating that these items effectively represent the intended content domain. According to Henson (2001), a reliability coefficient of 0.70 or above indicates that the test scores are reliable if the purpose is to develop a measurement tool; If the reliability coefficient exceeds 0.80, it suggests that the questionnaire demonstrates a high degree of reliability.

3.9.4.2 Construct Reliability

Construct reliability measures the extent of internal consistency among the observed variables associated with a latent variable. Typically, a CR value of at least 0.5 is considered acceptable. Bagozz1 and Yi (1988) state that a construct reliability of 0.60 or above indicates a good construct reliability for that latent variable. Diamantopoulos and Siguaw (2000) also agree.

$CR=(\sum\lambda)2/[(\sum\lambda)2 + \sum\theta]$

where CR is the construct reliability;

In this context, λ represents the standardized coefficient of the observed variable in relation to the latent variable, often referred to as the standardized factor loading. The term ε denotes the error term associated with the indicator variable, while θ represents the variance of this error. To ensure the reliability of the questionnaire, the researcher should focus on the following considerations during both the design and data collection phases:

1. Write the questionnaire questions clearly and unambiguously, avoiding ambiguous dichotomous questions.

2. Ensure that the questions in the questionnaire are related to the concept or phenomenon to be measured and not irrelevant or repetitive.

3. Follow standardized reliability tests and conduct multiple reliability tests where appropriate to obtain more comprehensive results.

By assessing the reliability of the questionnaire, the researcher can ensure the stability and reliability of the measurement instrument, thereby increasing the credibility and accuracy of the findings.

3.9.4.3 Content Validity

The validity of a questionnaire refers to the ability of the questionnaire measurement instrument to accurately measure the concept or phenomenon it is intended to measure. In short, validity assesses the extent to which a questionnaire can measure the content or variable of interest in a study. A valid questionnaire should be able to provide reliable and accurate measurements to ensure that the results of the study are valid and credible.

The content validity of the questionnaire was ensured in this study in the following ways. Measurement entries were reviewed and discussed based on modifications to the questionnaire items based on comments and suggestions from 12 experts and scholars from the tea industry. This process ensured that the questions covered the scope of the study and accurately reflected the variables to be measured. References were made to well-established domestic and international measures of relevant variables and factors and construct dimensions, and the measurement items were revised based on iterative discussions among the three experts.

3.9.4.4 Construct Validity

Construct validity measures how well a measurement tool aligns with the theoretical concept it aims to represent. In this study, the construct validity of brand image, perceived value, customer engagement, and customer loyalty is evaluated through two main aspects: convergent validity and discriminant validity. Ensuring the validity of the questionnaire is crucial, as a valid instrument yields reliable and precise data, which supports the scientific rigor of the research and the credibility of the findings. The researcher thoroughly evaluated the questionnaire's validity before finalizing its design and initiating data collection, making necessary adjustments to enhance its validity Netemeyer (2003), Hair et al. (2017).

3.9.5 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was employed to evaluate the relationships between variables and validate the structural patterns within the research framework. CFA tests hypotheses by assessing how well the data aligns with the hypothesized model, ensuring the accuracy of theoretical constructs and the model. However, the effectiveness of CFA is influenced by the following factors: Research Hypotheses: The clarity and accuracy of the hypotheses affect the effectiveness of CFA. Sample Size: A sufficient sample size is crucial for obtaining reliable results. Measurement Instruments: The quality and appropriateness of the tools impact the accuracy of the results. Missing Data: Proper handling of missing data is essential for maintaining the integrity of the results Kline (2023).

In SMARTPLS Structural Equation Analysis, there are some important metrics used to assess the fit, interpretability and precision of parameter estimation of the model.

Path coefficients measure both the strength and direction of direct relationships between latent variables, as indicated by the T-statistic. A t-value exceeding 1.96 signifies that the path coefficients are statistically significant Hair et al. (2017). The R^2 (Coefficient of Determination) assesses how effectively the model accounts for the variability in latent variables, with values of 0.6 or higher suggesting a robust model Chin (1998). Q^2 (Predictive Relevance) evaluates the model's predictive capability regarding variance in latent variables; a Q^2 value above 0 implies that the model performs better than a random prediction Hair et al. (2017).

Loading values assess the strength of the connection between observed indicators and latent variables, with values over 0.70 indicating a robust relationship Hair et al. (2017). The Average Variance Extracted (AVE) gauges how well the variables explain their observed indicators, with an AVE above 0.50 demonstrating a significant explanatory power Fornell and Larcker (1981). Composite Reliability (CR) measures the dependability of the latent variable concerning its indicators; a CR value greater than 0.70 indicates high reliability Hair et al. (2017). Redundancy (R) evaluates the latent variable's contribution to the model, with a higher redundancy variance reflecting a substantial impact Tenenhaus, Vinzi, Chatelin, and Lauro (2005).

Model fit indices assess how well a model aligns with the data. Metrics such as the Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and Incremental Fit Index (IFI) should approach a value of 1, indicating a good fit of the model to the data Hu and Bentler (1999). Bootstrap techniques are employed to test the confidence intervals for path coefficients. When these confidence intervals do not include zero, it signifies that the path coefficients are statistically significant, thereby reinforcing the robustness of the model parameters Effron and Tibshirani (1993).

Table 3.16 The Test Criteria for both the Measurement Model and Structural Equation Modeling in PLS-SEM testing

Measurement		Criterion	Sources
Construct Reliability	Cronbach Alpha(α) Composite Reliability	Cronbach Alpha(α)> 0.7. Composite Reliability> 0.7.	Hair et al. (2017) Hair, Risher, Sarstedt, and Ringle (2019)
Convergent Validity	AVE	AVE> 0.5.	Hair et al. (2017)
Discriminant Validity	Fornell-Larcker criterion	The within-concept variance of this latent variable should be significantly larger than the cross-loading with other latent variables.	Fornell and Larcker (1981)
	Cross Loadings	The factor loading of the indicator on the construct to which it belongs should be greater than the loading between the indicator and the other constructs in the model.	Hair et al. (2017)
	Heterotrait-Monotrait Ratio of Correlations (HTMT)	HTMT <0.9.	Henseler, Ringle, and Sarstedt (2015)
Collinearity Test	VIF	Probable collinearity issues when VIF≥5; Possible collinearity issues when VIF≥3-5; Ideally show that VIF<3.	Hair et al. (2017)
Structural model	p-value, t-statistic, confidence interval	P<0.05, t-statistic>1.96, 95 percent confidence interval does not contain zero.	Hair et al. (2017)
R^2	The ability to explain variance	0.25 as a small effect size;0.50 as medium effect size;0.75 as large effect size.	Hair et al. (2019)

Table 3.16 The Test Criteria for both the Measurement Model and Structural Equation Modeling in PLS-SEM testing

Measurement		Criterion	Sources
f^2	The effect values between latent variables	$0.02 \leq f^2 < 0.15$: small effect; $0.15 \leq f^2 < 0.35$: medium effect; $f^2 \geq 0.35$: large effect.	Hair et al. (2017)
Path Coefficient	The path coefficient or the direct effect value in path analysis	Effect size, tools, and p-values.	Hair et al. (2017)
p-value	An important indicator of significance	*$p<0.05$ (significant); **$p< 0.01$ (highly significant); ***$p<0.001$ (very highly significant).	Hair et al. (2019)

Note: Obtained through collation of information

CHAPTER 4
RESEARCH RESULTS

4.1 Introduction

In this research, perceived value and customer engagement are utilized as intermediary factors to examine how brand image influences customer loyalty. Here, brand image serves as the independent variable, while perceived value and customer engagement function as mediating variables. Customer loyalty is the dependent variable. The study employs a mixed-methods approach, integrating both qualitative and quantitative research methodologies. Quantitative research used the questionnaire survey method, and qualitative research used the in-depth interview method. This chapter mainly introduces the analysis of quantitative research, including the preliminary preparation of questionnaires, data collection, data analysis, and analysis results; the analysis of qualitative research, including in-depth interview design, material collection, and material analysis and analysis results.

4.2 Qualitative Analysis

4.2.1 Qualitative Analysis Purpose

The title of this study is The Impact of Brand Image on Customer Loyalty for Chinese Tea Brands through the Mediating Roles of Perceived Value and Customer Engagement. By reviewing a large amount of literature in the early stage, the researcher proposed the research questions, research framework, and research topics of this study.

The question of this research is: Are there any impacts of tea brand image that are serially transmitted to customer loyalty through perceived value and customer engagement, and whether there are any shortcuts from tea brand image to customer loyalty via perceived value and customer engagement?

The research hypothesis is: 1) Brand image has a positive and significant impact on customer loyalty. 2) Brand image has a positive impact on customer loyalty through perceived value and customer engagement. 3) Brand image has a positive impact on customer loyalty through perceived value. 4) Brand image has a positive impact on customer loyalty through consumer engagement.

Qualitative research was performed using in-depth interviews to explore the pathways through which perceived value and customer engagement mediate the relationship between brand image and customer loyalty. This approach aimed to validate the research framework and hypotheses, providing a foundation for subsequent research.

To fulfill the research objectives, this study employed a dual approach for data collection, including comprehensive interviews with experts as well as detailed interviews with individuals outside the field of expertise.

4.2.2 Collection and Summary of Qualitative Analysis Data

4.2.2.1 In-depth Interviews with Experts

A total of 12 experts were collected for in-depth interviews, including 3 tea business owners, 4 tea research experts from universities, 3 business administration research experts from universities, and 2 from tea research institutes. The interviews were mainly face-to-face interviews. The interviews were conducted with open-ended and progressive questions. The following is a summary of 12 in-depth interviews with experts.

Question 1: When buying tea, what factors will affect your tea buying behavior?	
Same: Brand image, perceived value, customer engagement are factors that influence their consideration when purchasing tea. The brand image gives people a good image, including a good image of the company, products, and consumers who buy the products, giving people positive energy publicity. Perceived value is a recognition of the value of a product in terms of its functional, social, situational, and price aspects. Through customer engagement, we can enhance our understanding of the product, become passionate about the product, and increase our love for the product.	Different: One expert claims that brand trust influences consumer purchasing decisions; two experts argue that customer satisfaction is crucial in the buying process; another expert highlights that conversion value is a key factor in shaping purchasing behavior.

Question 2: Regarding the influencing factors mentioned above, do you think there is a mutual influence relationship between them?	
Same: brand image impacts perceived value; brand image impacts customer engagement, and perceived value impacts customer engagement.	Different: Four experts agree that there is an interactive relationship between brand image and perceived value and that these two factors mutually enhance each other; one expert proposes that brand trust can serve as an important moderating variable, effectively enhancing the positive impact of brand image on customer engagement; two experts emphasize the moderating role of customer satisfaction in the relationship between brand image and customer engagement.

Question 3: Do you think customer loyalty is important? Could you please share your opinion?
Experts widely recognize customer loyalty as a key element of business success, emphasizing its central role in generating long-term revenue and ensuring brand stability. They believe that customer loyalty results from continuous positive interactions, leading to repeat purchases and word-of-mouth recommendations. Summary of experts' opinions: 1. For enterprises: Loyal customers will continue to purchase products or services, providing a stable revenue stream for the company; loyal customers reduce marketing and advertising expenses; enhance brand market recognition; have trust and emotional connection with the brand; high customer loyalty can serve as an important competitive advantage. 2. For customers: Improved shopping experience; more discounts and rewards; purchases that meet their needs and expectations; loyal customers receive higher quality customer service; an increased sense of participation and belonging for customers; simplified shopping decision-making process; reduced uncertainty in purchasing decisions.

Question 4: From your perspective, what do you think are the ways to form loyalty to a certain tea brand?	
Same: Brand image significantly influences consumer purchasing behavior and is a key determinant in brand selection. Experts broadly agree that brand image contributes to customer loyalty in several ways: firstly, a favorable brand image directly boosts customer loyalty; secondly, it enhances perceived value, which subsequently reinforces customer loyalty; thirdly, it improves customer engagement, thereby strengthening loyalty; and lastly, through the chain mediation of perceived value and customer engagement, a positive brand image ultimately enhances customer loyalty.	Differences: Two experts highlight that brand awareness serves as a vital intermediary in the relationship between brand image, customer engagement, perceived value, and customer loyalty; Three experts stress the importance of brand trust as a critical mediator in strengthening the link between customer engagement and customer loyalty; Two experts assert that conversion value is a significant moderating factor in influencing customer loyalty; Three experts argue that personal characteristics of consumers also play a crucial moderating role in the development of customer loyalty.

Question 5: Everyone thinks that brand image is very important to the formation of customer loyalty. Could you please tell us about your understanding of brand image?
1. Brand image provides consumers with key information about the company's status, thereby increasing a sense of security and trust during purchase decisions; 2. Brand image enables consumers to gain a deeper understanding and positive perception of the product's quality, service, and social recognition, which helps enhance the brand's appeal and market position; 3. Consumers often compare themselves during the purchasing process, assessing whether they fit the specific brand image, and this sense of identification is an important factor in forming loyalty; 4. Brand image is not only a

key factor in prompting consumers to make their first purchase but also a core element in establishing and maintaining long-term customer loyalty.

Question 6: What is your understanding of perceived value and customer engagement？

Perceived value is a reflection of the functional, social, emotional, and price value of a product. It is influenced by the brand image to further promote customer engagement. and customer loyalty.

Customer engagement, with the progress of society, there are more and more forms of customer engagement. Through brand image and perceived value, consumers can be promoted through various customer engagements, thereby forming customer loyalty. customer engagement. can allow consumers to further understand and understand the product and enhance their enthusiasm and passion for the product. As society progresses, customer engagement. becomes increasingly important.

Question 7: What dimensions do you think the brand image of tea includes?

The experts agreed that the dimensions of tea brand image from academic, personal perception, and other perspectives were agreed to consist of corporate image, product image and user image, which provided a more comprehensive overview of tea brand image.

Individual experts agreed in the interviews that brand image has some relationship with culture and product attributes, but did not specify the specific dimensions.

Question 8: What dimensions of perceived value do you think are included?

Experts agreed that the dimensions of perceived value consisting of emotional value, social value, functional value and price value were considered by academics, individuals and others to provide a more comprehensive overview of perceived value.

Individuals or a few experts believe that perceived value also includes service value. As society develops, perceived value will be broader, and individual differences will lead to different perceptions of perceived value.

Question 9: What dimensions do you think customer engagement includes?

The experts agreed that the dimensions of customer engagement from academic, personal cognition and other perspectives consisted of Cognitive, Affection, and Activation, which provide a relatively comprehensive overview of customer engagement.

Individuals or a few experts also believed that customer engagement would evolve with the development of multimedia, etc., but no specific dimensions were proposed.

Question 10: What dimensions do you think customer loyalty includes?

The experts agreed that the research on the dimensional aspects of customer loyalty is not comprehensive enough and the dimensions studied mainly from the two dimensions of behavioral loyalty and attitudinal loyalty.

Individual experts also mentioned in the interviews that customer loyalty also includes repeat purchase intention, satisfaction, and product trust, but no new dimensions were proposed in terms of the constituent dimensions.

Question 11: Perceived value and customer engagement are involved as intermediate variables in the influence of tea brand image on customer loyalty, what do you think is the relationship between the before and after position of the two variables?

The experts agreed that perceived value and customer engagement are intermediate variables involved in the influence of tea brand image on customer loyalty. The experts agreed that tea brand image influences customer loyalty in the order of perceived value and customer engagement from an academic point of view, traditional Chinese culture and perceptual awareness. Experts believe that the image of a tea brand can affect customer loyalty by mediating through both perceived value and customer engagement.

The experts also mentioned that there is some mutual influence among the four variables, but the influence is not large and obvious enough, and there are fewer studies in this aspect of academic research.

Question 12: Please talk about the existing problems and suggestions for improvement in China's tea brand building.
Problems with tea brands: 1. Insufficient awareness of tea brands and lack of emphasis on brand building; 2. Tea brand building is relatively backward, with very few influential tea brands; 3. There are numerous types of tea brands, but the brand building lacks distinctiveness and is not standardized; 4. Tea brand building lags behind that of other product brands. Suggestions: Firstly, strengthen the promotion of tea brand awareness and increase the emphasis on tea brand recognition; secondly, tap into resources for tea brand building and create a good brand image; finally, integrate social resources to create influential tea brands.

4.2.2.2 In-depth Interviews with Non-experts

A total of 20 non-expert in-depth interviews were collected this time. The interviews were conducted with tea consumers in tea purchasing stores. Because of non-expert interviews, taking into account the actual situation of the interviewer, face-to-face interviews were mainly conducted with preparatory questions.

There was a total of 9 questions in the interview, which were:

1. Do you think brand image has a mediating role in influencing customer loyalty, whether perceived value and customer engagement have a mediating role?

2. Does brand image have a positive impact on perceived value?

3. Does perceived value have a positive impact on customer engagement?

4. From your perspective, do you think the influence of tea brand image is transmitted to customers' loyalty to the brand through perceived value and customer engagement? What is your attitude?

5. Do you believe that brand image influences customer loyalty by mediating through perceived value? Could you elaborate on your perspective?

6. Do you think that brand image impacts customer loyalty by mediating through customer engagement? Could you explain your viewpoint?

7. Does customer engagement have a positive impact on customer loyalty?

8. Do you believe that brand image has a direct and positive effect on customer loyalty?

9. Besides the factors mentioned, are there other elements you think influence the relationship between brand image, perceived value, customer engagement, and the development of customer loyalty?

Among the 20 people interviewed, all 20 believed that the tea brand image had an impact on customer brand loyalty; all 20 thought that the tea brand image influenced perceived value; among them, 16 believed that the tea brand image affected customer engagement, while 2 were unclear about this; all 20 agreed that perceived value influenced customer engagement; all 20 acknowledged that perceived value affected customer loyalty; all 20 concurred that customer engagement influenced customer loyalty; 18 believed that the tea brand image could affect customer loyalty through the mediating effect of perceived value, with 2 expressing uncertainty; 17 thought that the tea brand image could impact customer loyalty through the mediating effect of customer engagement, with 3 being unclear; 15 believed that the tea brand image had an impact through the chained mediating effect of perceived value and customer engagement, while 5 were unclear. Regarding the ninth question, none of the 20 respondents raised any additional opinions.

4.2.3 Qualitative Analysis Results

4.2.3.1 Results of In-depth Interviews with Experts

From the 12 experts of the in-depth interview material analysis results are:

1. Brand image significantly influences customers' purchasing decisions and is a crucial factor in shaping customer loyalty.

2. The interplay between brand image, perceived value, customer engagement, and customer loyalty is as follows: Brand image directly positively influences customer loyalty; Brand image also directly positively impacts perceived value; Brand image directly positively affects customer engagement; Perceived value has a direct positive effect on customer engagement; Perceived value directly positively influences customer loyalty; Customer engagement has a direct positive impact on customer loyalty; Perceived value serves as a positive mediator in the relationship

between brand image and customer loyalty; Customer engagement acts as a positive mediator in the relationship between brand image and customer loyalty; Both perceived value and customer engagement function as chained mediators in the effect of brand image on customer loyalty. In this chain, perceived value influences customer loyalty first, followed by customer engagement, which further impacts customer loyalty.

3. Brand image encompasses three components: corporate image, product image, and user image. Perceived value includes four dimensions: social value, emotional value, functional value, and price value. Customer engagement is comprised of three aspects: cognitive engagement, affective engagement, and activation. Customer loyalty is characterized by two dimensions: behavioral loyalty and attitudinal loyalty.

4. Customer loyalty is very important to both companies and individuals.

5. China's tea branding is relatively backward, and brand awareness is relatively weak.

6. Individuals and a few experts also have some other opinions and views, but it is a very small part of the content.

4.2.3.2 Results of In-depth Interviews with Non-experts

Based on the in-depth interviews conducted with 20 non-experts, it is evident that a majority of respondents believe that brand image directly influences customer loyalty. They agree that brand image affects perceived value, as well as customer engagement. Additionally, perceived value is seen to impact customer engagement and customer loyalty, while customer engagement also has a direct effect on customer loyalty. Furthermore, perceived value is recognized as a mediator in the relationship between brand image and customer loyalty, with customer engagement also playing a mediating role. Specifically, brand image impacts customer loyalty first through perceived value and subsequently through customer engagement. However, a few interviewees were unclear about some of the pathways through which brand image influences customer loyalty.

4.2.3.3 Results of In-depth Interviews

Through the above in-depth interviews with experts and non-experts, the qualitative analysis results are consistent with the research framework and hypotheses obtained by the researchers through the literature review. There are very few viewpoints in the interviews with experts and non-experts that are not included in this research framework and hypotheses, but these do not have a significant impact on the research framework and hypotheses.

4.3 Preparation before Sample Collection

The steps for developing the scale in this study can be summarized into three processes: The first step is the formation of the initial questionnaire. This part of the content has been introduced in Chapter 3. The sources of the preliminary questionnaire were all quoted from previous literature, and based on this, certain modifications were made based on the research object (tea brand).

The second step is to refine the initial questionnaire. After the initial questionnaire was formed, in order to ensure that the content of the questionnaire was more in line with research needs, three professors were invited to conduct an objective consistency (IOC) assessment of the questionnaire. The three professors were selected under the guidance of the researchers' mentors and are experts with backgrounds relevant to this research field. Through their assessment of the project consistency, the majority of the items fully met the requirements, with only a few issues related to cultural and language differences affecting the accuracy of expression, without posing fundamental problems. Based on the feedback from the professors, the researchers revised the items that received scores of -1 and 0 in the assessment, resulting in the final version of the formal questionnaire.

The third step involves a pre-survey of the questionnaire. Before the main study, the researcher administered a preliminary survey to evaluate the reliability and validity of the questionnaire. This pre-survey aimed to ensure that the instrument met the required standards. A total of 63 questionnaires were gathered during this phase, and subsequent analysis confirmed that the reliability and validity were satisfactory. As a result of this pre-survey analysis, the questionnaire was deemed suitable for use in formal research.

4.4 Data Coding and Entry

To facilitate the study, the researchers coded the variables, thus simplifying the process of processing and interpreting the data. And use the variable-related information and abbreviations shown in Table 4.1. These variables are named in abbreviated form to facilitate data analysis using SPSS20 and SMARTPLS4.0 software.

Table 4.1 Abbreviation for Constructs and Observed Variables

Construct	Sub-construct	Type of variable
Brand Image (BI)	Corporate Image (CI)	Independent variable
	Product Image (PI)	
	User Image (UI)	
Perceived Value (PEV）	Functional Value (FV)	Mediating variable
	Social Value (SV)	
	Emotional Value (EV)	
	Price Value (PV)	
Customer Engagement (CE)	Cognitive (CO)	Mediating variable
	Affection (AF)	
	Activation (AC)	
Customer Loyalty (CL)	Attitude Loyalty (AL)	Dependent variable
	Behavior Loyalty (BL)	

4.5 Sample Collection

In accordance with the questionnaire survey requirements in Chapter 3, the researchers conducted a questionnaire survey on randomly selected consumers of five tea brands. Questionnaire collection used questionnaire stars converted into links for data collection. The researchers sent the links converted from questionnaire stars to five randomly selected tea brand store managers, who collected the questionnaires. The number of samples collected for each tea brand was 120, and a total of 600 valid questionnaires were received.

The data for this study was collected via Questionnaire Star and processed using SPSS20.

4.6 Demographic Summary

In the research questionnaire, the first part of the questionnaire is basic questions, mainly the basic information of the respondent and some information about the respondent and tea.

4.6.1 Basic Information of Respondents

The basic information of respondents in the study includes gender, age, monthly income and education. See below Table 4.2.

Table 4.2 Basic Information of Respondents

Characteristics	Frequency	Frequency	Percentage
Gender	Male	292	48.67
	Female	308	51.33
Age	<20	18	3.00
	20-29	66	11.00
	30-39	107	17.83
	40-49	202	33.67
	50-59	150	25.00
	>=60	57	9.50
Monthly income	¥2000-4000	134	22.33
	¥4001-6000	163	27.17
	¥6001-8000	205	34.17
	¥8001-10000	59	9.83
	¥>10000	39	6.50
Education	Junior high school and below	116	19.33
	High school/secondary school	173	28.83
	College/Undergraduate	282	47.00
	Master's degree or above	29	4.83

According to the statistics in Table 4.2, there are 292 males (48.67%) and 308 females (51.33%) among the respondents. There are no significant gender differences in purchasing tea.

In terms of age, 18 respondents (3.00%) were younger than 20 years old, 66 (11.00%) were 20-29 years old, 107 (17.84%) were 30-39 years old, and 202 (33.67%) were 40-49 years old,150 people (25.00%) aged 50-59, and 57 people (9.50%) aged 60 and above. The respondents were mainly concentrated in 352 people (58.67%) aged 40-59.

Among the respondents,134 people (22.33%) had a monthly income of 2,000-4,000 RMB, 163 people (27.17%) had a monthly income of 4,001-6,000 RMB, and 205 people had a monthly income of 6,001-8,000 RMB (34.17%), 59 people (9.83%) with 8,001-10,000 RMB, higher than 39 people (6.50%) with 10,000 RMB. The respondents were mainly concentrated in 368 people (61.34%) with income ranging from RMB 4,001 to RMB 8,000.

There were 116 respondents (19.33%) below junior high school level, 173 (28.83%) at high school/technical secondary school, 282 (47.00%) at junior college/bachelor's degree, and 29 (4.83%) at master's degree or above. Education is mainly concentrated in high school/technical secondary school, college/undergraduate degree, 455 people (75.83%).

4.6.2 Other information about the respondents

In the questionnaire survey, some information related to tea was also investigated among the respondents. That is, whether the respondent often buys tea, the purpose of buying tea, the importance of buying tea, the time of drinking tea, and the favorite tea brand, see Table 4.3 below.

Table 4.3 Other Information about the Respondents

Characteristics		Frequency	Percentage
What do you buy tea for?	Self-drink	336	56.00
	Give to others for drinking	168	28.00
	Both of the above	96	16.00
How long have you been drinking tea?	1-3 years	163	27.17
	4-6 years	155	25.83
	7-10 years	138	23.00
	10 years and above	144	24.00

As can be seen from Table 4.3, 336 people (56.00%) bought tea for themselves, 168 people (28.00%) gave it away, and 96 people (16.00%) bought both.

In the survey, 163 people (27.17%) drank tea for 1-3 years, 155 people (25.83%) for 4-6 years, 138 people (23.00%) for 7-10 years, and 144 people (24.00%) for more than 10 years.

According to the statistics, 600 (100%) of the respondents often buy tea, 336 (56.00%) buy tea for their own consumption, and 370 people (61.67%), the above situation dominates. There is no obvious time period in terms of tea drinking time, because an average of 120 surveys were conducted on the brands Zhe Ye Qing, Meng Ding Gan Lu, Mi Cang Shan, Long Du Xiang Ming, and Tian Fu Long Ya, and they all chose the tea they purchased respectively. brand as my favorite tea brand.

4.7 Descriptive Statistics

Descriptive statistics help researchers understand the basic characteristics of each variable, such as central tendency (mean), dispersion of data (standard deviation), and relative variation (coefficient of variation) Richter, Cepeda-Carrion, Roldán Salgueiro, and Ringle (2016), Hair et al. (2017). In this research, descriptive statistics are utilized, including the mean, standard deviation, and coefficient of variation. The mean provides an indication of the central tendency of a variable, reflecting the average value of each variable within the sample Kline (2023). The standard deviation measures how data points vary from the meaning. A higher standard deviation signifies that the data points are more widely dispersed, whereas a lower standard deviation indicates that the data points are closely clustered around the mean Kline (2023). The coefficient of variation is calculated by dividing the standard deviation by the mean. It is used to assess and compare the relative variability of different variables. It helps evaluate the relative stability among variables Kline (2023). Descriptive statistics are useful for assessing data quality, including identifying outliers and evaluating the distribution of data. Ensuring high data quality and suitability provides an accurate data foundation for subsequent structural equation modeling analysis Richter et al. (2016).

4.7.1 Variables Descriptive Statistics

Table 4.4 presents the statistics of the variables' mean, standard deviation, and coefficient of variation.

Table 4.4 Statistics Mean, Standard Deviation (SD), Coefficient Variation (CV) of Variations

Variables	Mean	SD	CV
Brand Image (BI)	3.46	0.86	0.25
Corporate Image (CI)	3.40	1.06	0.31
Product Image (PI)	3.44	1.06	0.31
User Image (UI)	3.53	1.03	0.29
Perceived Value (PEV)	3.46	0.85	0.25
Functional Value (FV)	3.40	1.05	0.31
Emotional Value (EV)	3.52	1.02	0.29
Social Value (SV)	3.46	1.05	0.30
Price Value (PV)	3.45	1.08	0.31
Customer Engagement (CE)	3.46	0.86	0.25
Cognitive (CO)	3.52	1.04	0.30
Affection (AF)	3.48	1.04	0.30
Activation (AC)	3.40	1.06	0.31
Customer Loyalty (CL)	3.46	0.91	0.26
Attitude Loyalty (AL)	3.46	1.09	0.31
Behavior Loyalty (BL)	3.46	1.03	0.30

Based on the analysis of Table 4.4, it can be seen that the mean values of the variables range between 3.40 and 3.53, indicating that respondents' evaluations of these variables on the Likert scale are generally above average. The standard deviations of the variables range from 0.85 to 1.09, showing that there is some degree of variability in the data across the sample. The coefficients of variation range from 0.25 to 0.31, suggesting that the relative dispersion of the variables is fairly consistent.

Therefore, by analyzing the descriptive data in the table, it can be concluded that the mean values are at a moderate level, indicating a fairly uniform distribution of sample data. The standard deviations are moderate, reflecting an appropriate level of data variability. The relative consistency of the coefficients of variation contributes to the model's stability and facilitates cross-variable comparison. Overall, the means, standard deviations, and coefficients of variation of the variables are within reasonable ranges. The statistical results indicate that the sample data approximately follows a normal distribution, thereby providing a solid foundation for structural equation modeling analysis.

4.7.2 Items Descriptive Statistics

Table 4.5 presents the statistics of the items' mean, standard deviation, and coefficient of variation.

Table 4.5 Statistics Mean, Standard Deviation (SD), Coefficient Variation (CV) of Items

Items	Mean	SD	CV
Brand image (BI)			
CI1（This tea company has a very strong strength）	3.39	1.28	0.38
CI2 (This tea company has extremely high visibility)	3.47	1.21	0.35
CI3 (This tea company is a highly trusted entity among consumers)	3.42	1.25	0.37
CI4 (This tea company possesses a strong sense of social responsibility)	3.39	1.22	0.36
CI5 (This tea company has tremendous potential for development)	3.36	1.26	0.37
PI1(The packaging of this tea brand is exquisite and beautiful)	3.43	1.22	0.36
PI2 (The products of this tea brand are very fresh)	3.45	1.23	0.36
PI3 (The overall quality of this tea brand is excellent)	3.43	1.25	0.36
PI4 (This tea brand fully embodies the elements of tea culture)	3.44	1.22	0.35
PI5 (The cost performance of this tea brand is very high)	3.47	1.28	0.37
UI1 (Purchasing this tea brand aligns with my income)	3.57	1.22	0.34
UI2 (Purchasing this tea brand reflects a high level of cultural cultivation)	3.51	1.21	0.35
UI3 (Purchasing this tea brand reflects a high standard of living)	3.51	1.20	0.34
UI4 (Purchasing this tea brand reflects a high social status)	3.55	1.23	0.35
UI5 (Among peers, choosing this tea brand is considered a symbol of appreciation for exquisite quality and high-quality products)	3.52	1.23	0.35
Perceived value (PEV)			
FV1 (The quality of this tea brand is highly guaranteed)	3.44	1.27	0.37
FV2 (This tea brand excels in promoting tea culture)	3.37	1.23	0.36
FV3 (This tea brand is perfect in terms of color, fragrance, and taste)	3.37	1.22	0.36
FV4 (The health benefits associated with consuming this tea brand are widely recognized and appreciated by consumers)	3.43	1.21	0.35

Table 4.5 Statistics Mean, Standard Deviation (SD), Coefficient Variation (CV) of Items (Cont.)

Items	Mean	SD	CV
FV5 (I think this brand of tea is more powerful than other teas)	3.38	1.25	0.37
EV1 (Drinking this brand of tea makes me feel very pleasant and comfortable)	3.56	1.22	0.34
EV2 (Drinking this brand of tea makes me feel very dependent)	3.55	1.21	0.34
EV3 (Drinking this brand of tea has a very strong emotional resonance)	3.51	1.19	0.34
EV4 (Drinking this brand of tea brings back very good memories)	3.49	1.24	0.35
EV5 (Drinking this brand of tea makes me have a strong association with tea culture)	3.50	1.19	0.34
SV1 (Buying this brand of tea is very relevant to my social status)	3.47	1.22	0.35
SV2 (Buying this brand of tea shows a positive and healthy self-image)	3.46	1.26	0.36
SV3 (Buying this brand of tea makes others think I am a very cultured person)	3.48	1.24	0.36
SV4 (Purchasing this brand of tea is very compatible with my values)	3.44	1.23	0.36
SV5 (Purchasing this brand of tea is in line with my social responsibility and commitment)	3.43	1.23	0.36
PV1 (The tea from this brand is reasonably priced)	3.43	1.28	0.37
PV2 (Purchasing tea from this brand is worth the money)	3.46	1.27	0.37
PV3 (The price of this tea brand reflects its outstanding quality and uniqueness)	3.43	1.26	0.37
PV4 (Compared to other high-end teas in the market, I believe the pricing of this tea brand is competitive)	3.46	1.25	0.36
PV5 (Buying tea from this brand at this price is the right choice)	3.45	1.29	0.37
Customer engagement (CE)			
CO1 (When drinking this brand of tea, a lot of general knowledge about this brand of tea comes to mind)	3.48	1.24	0.36
CO2 (When drinking tea, I often think of this brand of tea)	3.51	1.24	0.35
CO3 (Drinking this brand of tea inspires me to learn more about this brand of tea)	3.50	1.22	0.35
CO4 (When I think of the leading brands in the tea industry, this tea brand often comes to mind)	3.57	1.22	0.34
CO5 (Drinking this brand of tea makes me curious about the culture of this brand of tea)	3.53	1.24	0.35

Table 4.5 Statistics Mean, Standard Deviation (SD), Coefficient Variation (CV) of Items (Cont.)

Items	Mean	SD	CV
AC1 (I am very comfortable drinking this tea brand compared to other tea brands)	3.47	1.23	0.35
AC2 (Whenever I want to drink tea, I usually choose this tea brand)	3.49	1.24	0.35
AC3 (This tea brand is usually one of the first brands I think of when I want to drink tea)	3.42	1.20	0.35
AC4 (I feel very excited and thrilled when interacting with this tea brand)	3.51	1.22	0.35
AC5 (This tea brand has stimulated my interest and hobby in participating in tea-related activities)	3.49	1.24	0.35
AF1 (Owning this brand of tea makes me feel very positive)	3.43	1.21	0.35
AF2 (Drinking this brand of tea makes me feel happy)	3.39	1.27	0.37
AF3 (Drinking this brand of tea makes me feel great)	3.43	1.23	0.36
AF4 (This brand of tea gives me a strong sense of pride)	3.34	1.28	0.38
AF5 (Every time I consume this brand of tea, it evokes a feeling of comfort and familiarity)	3.38	1.25	0.37
Customer loyalty (CL)			
AL1 (If I could choose again, I would choose this tea brand once more)	3.41	1.25	0.37
AL2 (When I buy tea, this brand of tea is my best choice)	3.46	1.26	0.36
AL3 (I consider myself a loyal customer of this tea brand)	3.50	1.24	0.36
AL4 (My strong reliance with this tea brand is not just because of its taste and quality)	3.44	1.26	0.37
AL5 (I actively follow updates and new products from this tea brand and am interested in its latest offerings)	3.48	1.25	0.36
BL1 (I would recommend this tea brand to friends and relatives)	3.49	1.22	0.35
BL2 (I plan to continue purchasing tea from this tea brand)	3.47	1.24	0.36
BL3 (If I need tea, this tea brand will be my first choice)	3.39	1.22	0.36
BL4 (I will speak positively about this tea brand)	3.44	1.20	0.35
BL5 (I intend to encourage others to buy tea from this tea brand)	3.50	1.22	0.35

According to the statistical data in Table 4.5, the mean values of the items range between 3.34 and 3.57, indicating that respondents generally rated these items at an above-average level. Particularly, the mean values for items such as UI1, CO4, and EV1 reached 3.57, showing a higher level of approval. The standard deviation ranges from 1.19 to 1.29, suggesting a certain degree of variability within the sample. Items with larger standard deviations, such as CI1 (1.28), PV5 (1.29), and AF4 (1.28), reflect greater disagreement among respondents regarding these items. The coefficient of variation (CV) ranges from 0.34 to 0.38, indicating relatively consistent dispersion across items. Higher coefficient of variation (CV) in items like CI1 and AF4 suggest greater variability, with respondents' evaluations being more widely distributed.

Overall, respondents' evaluations of the items tend to be above average, indicating a generally positive perception of the tea brands studied. The moderate variability reflected by the standard deviations implies the presence of differing opinions within the sample but without extreme distributions. The relative consistency in the coefficient of variation (CV) suggests good stability across items, facilitating subsequent model analysis and comparisons between items. Thus, it can be concluded that respondents' evaluations of the indicators are relatively balanced, with moderate and consistent variability, reflecting high-quality sample data that provides a solid foundation for further structural equation modeling analysis.

4.8 Analysis Results

4.8.1 Measurement Model

The measurement model, a key element of structural equation modeling (SEM), delineates the connections between latent variables and observed variables (measurement indicators). It is essential for evaluating the quality, validity, and reliability of measurement instruments. Latent variables are not directly measurable but can be inferred from observed variables. Observed variables, on the other hand, are tangible and collected through means such as questionnaires, tests, or other assessment tools. Indicator loadings reflect the strength of the relationship between observed and latent variables, with higher loadings suggesting a more accurate measurement of the latent variable by the observed variable. This study assessed the relationships between observed and latent variables through constructs such as construct reliability and validity, discriminant validity, the Fornell-Larcker criterion, cross-loadings, and outer loadings indicators. Figure 4.1 shows the measurement model analyzed using SMARTPLS 4.0.

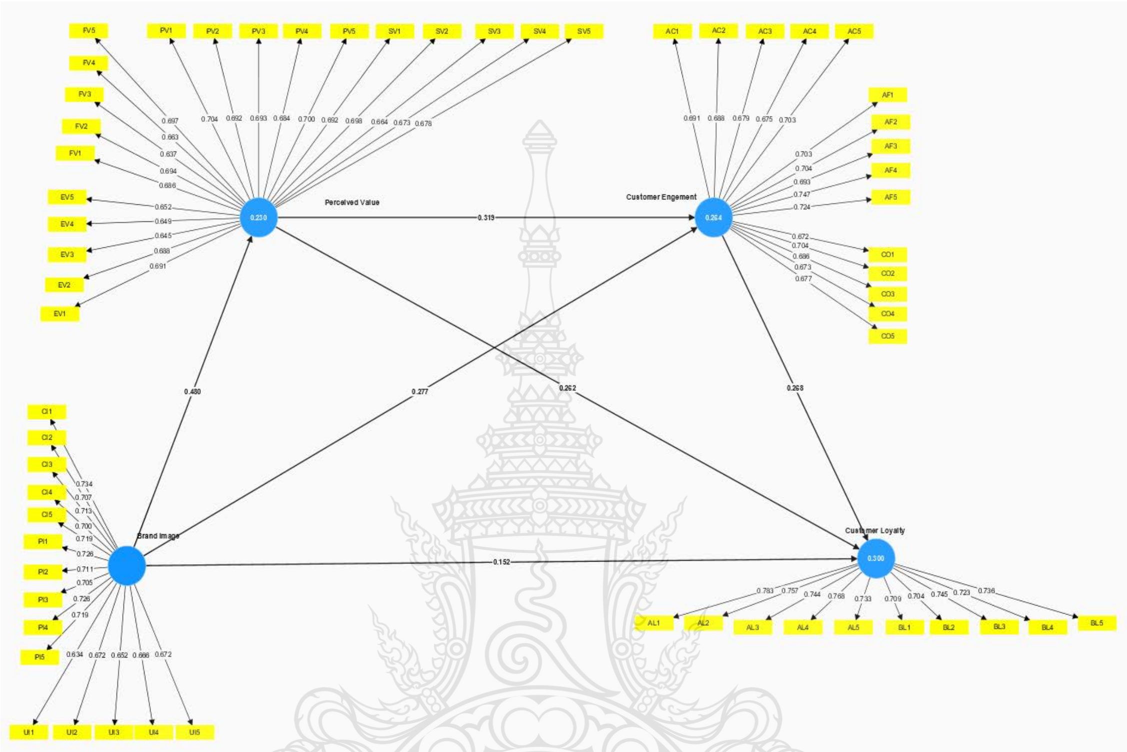


Figure 4.1 The Measurement Model Analyzed Using SMARTPLS 4.0

4.8.1.1 Outer Loadings

When using SMARTPLS for structural equation modeling (SEM) analysis, the main purpose of Outer Loadings data is to evaluate the correlation and representativeness of each observed variable (i.e., the measurement) and its corresponding latent variable (i.e., conformation). The Outer Loadings value reflects the extent to which each observed variable accurately measures or represents the latent variable to which it corresponds.

A high load value (≥ 0.7) usually indicates that the observed variable is a strong representation of its corresponding latent variable and has high construct validity. A load value above 0.7 is the ideal criterion, indicating that the variable has a very strong correlation with the latent variable. Medium load values (0.6 - 0.7) indicate that the observed variable is still acceptably representative, but its correlation with the latent variable is relatively weak and may require further validation or improvement. A low load value (< 0.6) usually indicates that the observed variable may be a weak indicator and is not a valid representation of the latent variable. In this case, observed variables with load values below 0.6 are generally recommended to be excluded from the model to improve the overall validity and accuracy of the model Fornell and Larcker (1981) Hair et al. (2017).

This analysis is essential to ensure the quality of the model's measurements, as it helps researchers confirm that each observed variable plays its due role in the underlying construction to which it belongs and that the overall structure of the model is sound and valid.

Table 4.6 Item Outer Loadings

Item	BI	PEV	CE	CL
CI1	0.734			
CI2	0.707			
CI3	0.713			
CI4	0.700			
CI5	0.719			
PI1	0.726			
PI2	0.711			
PI3	0.705			
PI4	0.726			
PI5	0.719			
UI1	0.634			
UI2	0.672			
UI3	0.652			
UI4	0.666			
UI5	0.672			
FV1		0.686		
FV2		0.694		
FV3		0.637		
FV4		0.663		
FV5		0.697		
EV1		0.691		
EV2		0.688		
EV3		0.645		
EV4		0.649		
EV5		0.652		

Table 4.6 Item Outer Loadings (Cont.)

Item	BI	PEV	CE	CL
SV1		0.692		
SV2		0.698		
SV3		0.664		
SV4		0.673		
SV5		0.678		
PV1		0.704		
PV2		0.692		
PV3		0.693		
PV4		0.684		
PV5		0.700		
CO1			0.672	
CO2			0.704	
CO3			0.686	
CO4			0.673	
CO5			0.677	
AC1			0.691	
AC2			0.688	
AC3			0.679	
AC4			0.675	
AC5			0.703	
AF1			0.703	
AF2			0.704	
AF3			0.693	
AF4			0.747	
AF5			0.724	
AL1				0.783
AL2				0.757
AL3				0.744
AL4				0.768
AL5				0.733
BL1				0.709
BL2				0.704
BL3				0.745
BL4				0.723
BL5				0.736

The analysis of the data in Table 4.6 reveals that the outer loadings across various dimensions demonstrate the representativeness and correlation of the observed indicators with their respective latent constructs:

Brand Image: The loadings for CI1 to CI5 range from 0.700 to 0.734, all above 0.7. This indicates a strong correlation between the indicators and the latent variable, showing that these observed variables effectively represent the Brand Image construct. The loadings for PI1 to PI5 range from 0.705 to 0.726, also all above 0.7, suggesting that these indicators robustly and effectively represent Brand Image, ensuring construct validity. The loadings for UI1 to UI5 range from 0.634 to 0.672, falling within the moderate range (0.6 - 0.7), indicating that while the loadings are still acceptable, they reflect a relatively weaker but still valid representation of the construct.

Perceived Value: The loadings for FV1 to FV5 range from 0.637 to 0.697, within the moderate range. The loadings for EV1 to EV5 range from 0.645 to 0.691, also within the moderate range. The loadings for SV1 to SV5 range from 0.664 to 0.698, close to 0.7. The loadings for PV1 to PV5 range from 0.684 to 0.704, close to or slightly above 0.7. These loadings indicate that the indicators of the Perceived Value construct are either strongly representative or within an acceptable range, effectively reflecting the latent construction.

Customer Engagement: The loadings for CO1 to CO5 range from 0.672 to 0.704, within the moderate range. The loadings for AC1 to AC5 range from 0.675 to 0.703, close to or slightly above 0.7. The loadings for AF1 to AF5 range from 0.693 to 0.747, with AF4 having a loading of 0.747, indicating particularly strong representativeness. These loadings show that the indicators are either strongly representative or within an acceptable range for the Customer Engagement construct.

Customer Loyalty: The loadings for AL1 to AL5 range from 0.733 to 0.783, all above 0.7. The loadings for BL1 to BL5 range from 0.704 to 0.745, also above 0.7. These loadings further support the effectiveness of these indicators in measuring Customer Loyalty.

The outer loadings in Table 4.6 indicate that most of the observed indicators are strong representatives of their respective constructs, with none of the loadings below 0.6. Overall, the measurement model demonstrates good reliability and validity, with most indicators showing satisfactory to strong correlations with their latent constructs.

4.8.1.2 Construct Reliability and Validity

Constructing reliability and validity are critical elements in research methodology, essential for ensuring the accuracy and relevance of measurement tools. Constructing reliability denotes the consistency and stability of a measurement instrument, implying that a reliable tool should yield similar results under consistent conditions. Validity, on the other hand, assesses whether a measurement tool effectively measures the specific construct or concept it is intended to evaluate. A valid tool should accurately reflect the construction it aims to measure. In this study, Cronbach's alpha, Composite Reliability (rho a), and Average Variance Extracted (AVE) were employed to assess construct reliability and validity. Table 4.7 presents the Cronbach's alpha, Composite Reliability (rho a), and AVE values for the constructs analyzed.

Table 4.7 Cronbach's alpha, Composite Reliability (rho a), and Average Variance Extracted (AVE) Values of the Constructs

Construct	**Cronbach's alpha**	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
Brand image (BI)	0.925	0.926	0.934	0.587
Perceived value (PEV)	0.938	0.939	0.945	0.561
Customer engagement (CE)	0.923	0.924	0.933	0.583
Customer Loyalty (CL)	0.908	0.909	0.924	0.649

Table 4.7 presented the assessment indicators of internal consistency and convergent validity for four key variables brand image, customer engagement, customer loyalty, and perceived value.

Firstly, the Cronbach's Alpha values in the table were 0.925 for brand image, 0.923 for customer engagement, 0.908 for customer loyalty, and 0.938 for perceived value. Cronbach's Alpha values above 0.7 were generally considered to indicate good reliability, meaning that these constructions demonstrated very high internal consistency in their measured items.

Additionally, the Composite Reliability (rho_a) values in the table were 0.926 for brand image, 0.924 for customer engagement, 0.909 for customer loyalty, and

0.939 for perceived value. Composite Reliability (rho_a) values typically above 0.7 indicated good reliability, and the rho_a values for these variables were close to or exceeded 0.9, further validating the high reliability of each construct.

Finally, the Average Variance Extracted (AVE) values in the table showed that brand image was 0.587, customer engagement was 0.583, customer loyalty was 0.649, and perceived value was 0.561. AVE values above 0.5 indicated that these constructs had good convergent validity, meaning the measured items effectively represented their respective constructs.

Overall, the data in the table demonstrated that the reliability and validity indicators of all variables reached or exceeded the standard accepted thresholds, confirming that these measurement tools possessed excellent internal consistency and convergent validity. This provided a solid foundation for further structural equation modeling analysis.

4.8.1.3 The HTMT Value of the Constructs

The Heterotrait-Monotrait Ratio (HTMT) was a statistical method used to assess discriminant validity in Structural Equation Modeling (SEM). It evaluated the uniqueness and distinctiveness of latent variables by comparing the correlations between constructs (heterotrait) and within constructs (monotrait). In the research, the HTMT ratio was typically employed to determine whether different constructions could be effectively distinguished in measurements. To ensure discriminant validity, the HTMT value needed to be below a set threshold, typically 0.85 or 0.90. If the HTMT value was below this threshold, it indicated that the constructs had good discriminant validity, meaning they were statistically distinct, and the measurement instrument accurately reflected the independence of each latent variable.

Table 4.8 The HTMT of the Observed Variables

	Brand image (BI)	**Customer engagement (CE)**	**Customer loyalty (CL)**
Customer engagement (CE)	0.462		
Customer loyalty (CL)	0.429	0.489	
Perceived value (PEV)	0.513	0.482	0.492

Table 4.8 displayed the Heterotrait-Monotrait Ratio (HTMT) values among the variables to assess discriminant validity.

The HTMT value between brand image and perceived value was 0.513. Although this value was slightly higher than those between other variables, it was still well below the thresholds of 0.85 or 0.90, indicating satisfactory discriminant validity between perceived value and brand image.

The HTMT value between brand image and customer engagement was 0.462, suggesting a moderate correlation between customer engagement and brand image, and it was far below the common discriminant validity thresholds (0.85 or 0.90). This means that there is good discriminant validity between these two variables, allowing them to be effectively distinguished from each other.

The HTMT value between brand image and customer loyalty was 0.429, which was also significantly lower than the common discriminant validity thresholds, showing that discriminant validity between customer loyalty and brand image was good, with strong independence between the two variables.

The HTMT value between perceived value and customer engagement was 0.482, indicating a lower correlation between perceived value and customer engagement, suggesting that these two variables can be effectively distinguished in measurement, with good discriminant validity.

The HTMT value between perceived value and customer loyalty was 0.492, showing a certain level of independence between perceived value and customer loyalty, with discriminant validity at a satisfactory level.

The HTMT value between customer engagement and customer loyalty was 0.489, suggesting a relatively low correlation between customer loyalty and customer engagement, indicating that the two can be effectively distinguished in measurement, with good discriminant validity.

Overall, all HTMT values were well below the commonly used discriminant validity thresholds of 0.85 or 0.90, indicating that the discriminant validity among the latent variables in this study's measurement model was satisfactory. This means that these variables were effectively distinguished from each other, with no evidence of excessive correlation or confusion, further validating the reasonableness of the research model and the effectiveness of the measurement tools.

4.8.1.4 The Fornell-Larcker Criterion of the Variables

Fornell-Larcker criterion is an index used to evaluate the discriminant validity of structural equation models. This standard was proposed by David Fornell and David Larcker in 1981 to ensure that constructions can be clearly distinguished in the measurement model. The basic idea of the Fornell-Larcker criterion is to compare the variance and covariance between a construct and other constructs. For each potential construct, compare its variance and covariance with all other potential constructs. The standard states that the variance of a construction should dominate in its relationship with other constructions, i.e. the variance of this construct should be much greater than the covariance with other constructs.

According to the Fornell-Larcker criterion, a measurement model demonstrates strong discriminant validity if the variance explained by a latent variable exceeds its covariance with other latent variables. In other words, when a latent variable accounts for more of its own variance than the amount of overlap it has with other latent variables, it indicates that the model has relatively good discriminant validity.

Table 4.9 The Fornell-Larcker Criterion of the Variables

Variables	**BI**	**CE**	**CL**	**PEV**
BI	**0.823**			
CE	0.427	**0.820**		
CL	0.394	0.448	**0.865**	
PEV	0.478	0.449	0.454	**0.801**

Note: Italics are the arithmetic square root of the variable AVE

Table 4.9 presented the Fornell-Larcker criterion for assessing the discriminant validity of the variables: Brand Image (BI), Customer Engagement (CE), Customer Loyalty (CL), and Perceived Value (PEV). The Fornell-Larcker criterion assessed discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. The detailed interpretation of the table is as follows:

Brand Image (BI): square root of AVE: 0.823. Correlations with other variables: BI vs. CE: 0.427; BI vs. CL: 0.394; BI vs. PEV: 0.478. The AVE value of 0.823 for the brand image was significantly higher than its correlations with other constructions. This indicated that brand image had good discriminant validity.

Perceived value (PEV): square root of AVE: 0.801. Correlations with other variables: PEV vs. BI: 0.478; PEV vs. CE: 0.449; PEV vs. CL: 0.454. The AVE value of 0.801 for perceived Value was notably higher than its correlations with other constructions. This indicated that perceived value had good discriminant validity.

Customer Engagement (CE): square root of AVE: 0.820. Correlations with other variables: CE vs. BI: 0.427; CE vs. CL: 0.448; CE vs. PEV: 0.449. The AVE value of 0.820 for customer engagement was significantly higher than its correlations with other constructions. This indicated that customer engagement had good discriminant validity.

Customer Loyalty (CL): square root of AVE: 0.865. Correlations with other variables: CL vs. BI: 0.394; CL vs. CE: 0.448; CL vs. PEV: 0.454. The AVE value of 0.865 for customer loyalty was considerably higher than its correlations with other constructs. This indicated that Customer Loyalty had good discriminant validity.

All variables in the table met the Fornell-Larcker criteria. The square root of the AVE for each variable was greater than its correlations with other variables, confirming that the constructions were distinct from one another. This supported the discriminant validity of the constructions in the research model.

4.8.1.5 Cross Loading

Cross loadings refer to the impact of a measurement indicator on latent variables other than the latent variable to which it belongs in Structural Equation Modeling (SEM). In SEM, latent construction is usually measured by multiple observed variables (indicators). These observed variables have a direct relationship with the underlying variables, that is, their main loadings should be higher than their cross-loadings with other latent variables.

When assessing the fit of an SEM model, researchers typically look at the main loadings and cross-loadings of each measurement indicator to ensure that the measurement structure of the model is reasonable, and that differential validity is maintained. A reasonable measurement model should show high main loadings and relatively low cross-loadings to ensure that each measurement indicator can clearly reflect the underlying variable in which it is located.

Table 4.10 Item Cross Loadings

Item	**Brand Image (BI)**	**Perceived Value (PEV)**	**Customer Engagement (CE)**	**Customer Loyalty (CL)**
CI1	0.734	0.336	0.332	0.292
CI2	0.707	0.332	0.302	0.315
CI3	0.713	0.269	0.314	0.286
CI4	0.700	0.339	0.301	0.323
CI5	0.719	0.317	0.268	0.297
PI1	0.726	0.387	0.316	0.276
PI2	0.711	0.364	0.347	0.268
PI3	0.705	0.356	0.329	0.274
PI4	0.726	0.391	0.327	0.277
PI5	0.719	0.361	0.348	0.237
UI1	0.634	0.339	0.238	0.247
UI2	0.672	0.304	0.283	0.274
UI3	0.652	0.286	0.223	0.208
UI4	0.666	0.313	0.273	0.268
UI5	0.672	0.305	0.275	0.262
EV1	0.288	0.691	0.312	0.322
EV2	0.303	0.688	0.325	0.390
EV3	0.317	0.645	0.324	0.354
EV4	0.310	0.649	0.301	0.296
EV5	0.282	0.652	0.308	0.374
FV1	0.327	0.686	0.310	0.289
FV2	0.321	0.694	0.314	0.299
FV3	0.318	0.637	0.245	0.254
FV4	0.304	0.663	0.292	0.275
FV5	0.333	0.697	0.350	0.314
PV1	0.351	0.704	0.309	0.305
PV2	0.327	0.692	0.291	0.301
PV3	0.363	0.693	0.331	0.312
PV4	0.335	0.684	0.304	0.268
PV5	0.360	0.700	0.323	0.299
SV1	0.351	0.692	0.282	0.320
SV2	0.353	0.698	0.276	0.305
SV3	0.337	0.664	0.305	0.308
SV4	0.342	0.673	0.305	0.288
SV5	0.293	0.678	0.318	0.304

Table 4.10 Item Cross Loadings (Cont.)

Item	Brand Image (BI)	Perceived Value (PEV)	Customer Engagement (CE)	Customer Loyalty (CL)
CO1	0.279	0.297	0.672	0.323
CO2	0.340	0.335	0.704	0.332
CO3	0.325	0.309	0.686	0.323
CO4	0.296	0.293	0.673	0.303
CO5	0.301	0.295	0.677	0.282
AC1	0.259	0.282	0.691	0.294
AC2	0.309	0.292	0.688	0.294
AC3	0.315	0.291	0.679	0.325
AC4	0.264	0.262	0.675	0.239
AC5	0.305	0.333	0.703	0.301
AF1	0.293	0.341	0.703	0.338
AF2	0.287	0.308	0.704	0.303
AF3	0.321	0.323	0.693	0.311
AF4	0.295	0.379	0.747	0.377
AF5	0.291	0.346	0.724	0.336
AL1	0.269	0.363	0.351	0.783
AL2	0.274	0.329	0.345	0.757
AL3	0.267	0.336	0.352	0.744
AL4	0.274	0.366	0.383	0.768
AL5	0.272	0.325	0.335	0.733
BL1	0.334	0.310	0.308	0.709
BL2	0.308	0.342	0.319	0.704
BL3	0.307	0.349	0.347	0.745
BL4	0.287	0.327	0.289	0.723
BL5	0.324	0.326	0.308	0.736

Table 4.10 presented the cross-loadings of various measurement items in this study across four latent variables—Brand Image (BI), Perceived Value (PEV), Customer Engagement (CE), and Customer Loyalty (CL). Cross-loadings referred to the correlations of each measurement item with different latent variables and were typically used to assess the discriminant validity of the measurement model. The specific data were as follows:

Brand Image (BI): The measurement items included CI1-CI5, PI1-PI5, and UI1-UI5. These items exhibited higher loadings on the Brand Image latent variable, ranging from 0.634 to 0.734, indicating that they were primarily used to measure Brand

Image. The loadings on other latent variables were comparatively lower, ranging from 0.208 to 0.323, significantly below the loadings related to Brand Image, indicating that these items demonstrated good convergent validity within the Brand Image dimension.

Perceived Value (PEV): The measurement items included EV1-EV5, FV1-FV5, PV1-PV5, and SV1-SV5. These items had higher loadings on the Perceived Value dimension, ranging from 0.637 to 0.704, indicating that they were primarily used to measure Perceived Value. The loadings on other latent variables ranged from 0.245 to 0.390, significantly lower than those related to Perceived Value, suggesting that these items exhibited good convergent validity within the Perceived Value dimension and could effectively differentiate from other latent variables.

Customer Engagement (CE): The measurement items included CO1-CO5, AC1-AC5, and AF1-AF5. These items showed higher loadings on the Customer Engagement dimension, ranging from 0.672 to 0.747, indicating that they were mainly used to measure Customer Engagement. The loadings on other latent variables ranged from 0.259 to 0.379, substantially lower than the loadings associated with Customer Engagement, indicating that these items had good convergent validity within the Customer Engagement dimension and could effectively distinguish from other latent variables.

Customer Loyalty (CL): The measurement items included AL1-AL5 and BL1-BL5. These items had higher loadings on the Customer Loyalty dimension, ranging from 0.704 to 0.783, showing that they were primarily used to measure Customer Loyalty. The loadings on other latent variables ranged from 0.269 to 0.383, significantly lower than those related to Customer Loyalty, demonstrating that these items exhibited good convergent validity within the Customer Loyalty dimension and could effectively distinguish from other latent variables.

Based on the analysis of the above data, it could be seen that the performance of various measurement items across different latent variables generally reflected good convergent and discriminant validity, indicating that these latent variables had good discriminant validity.

4.8.2 Hypothesis Test Results

4.8.2.1 Research Problem

This section presents the findings of the research question: Are there any impacts of tea brand image that are serially transmitted to customer loyalty through perceived value and customer engagement, and whether there are any shortcuts from tea brand image to customer loyalty via perceived value and customer engagement?

Based on research questions and an extensive review of the literature, Figure 4.2 depicts the research framework for this study.

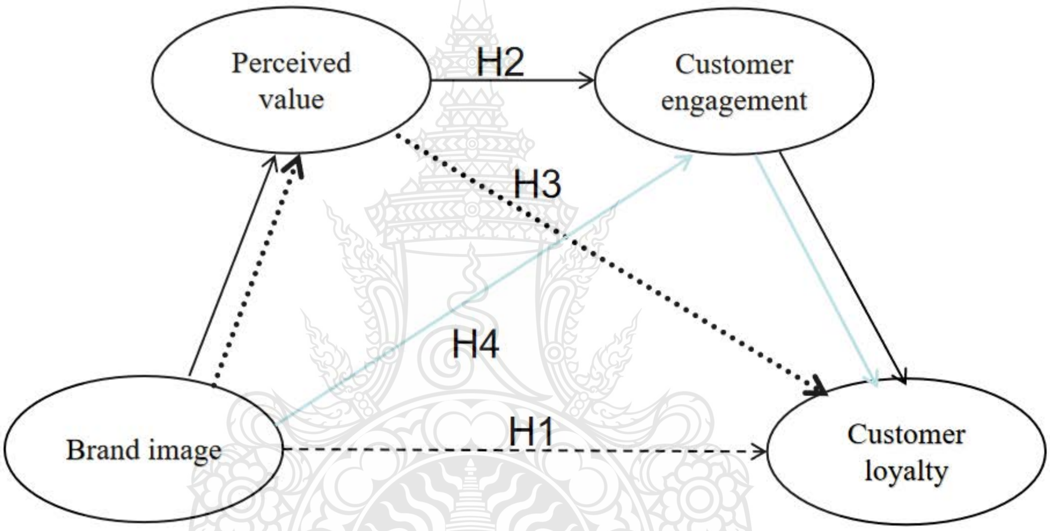


Figure 4.2 Hypotheses Framework

4.8.2.2 Structural Equation Model

Figure 4.3 shows a plot of the structural equations analyzed by SMARTPLS 4.0, and the relevant data in the subsequent tables are the parameter data and results of the structural equations analyzed by SMARTPLS.

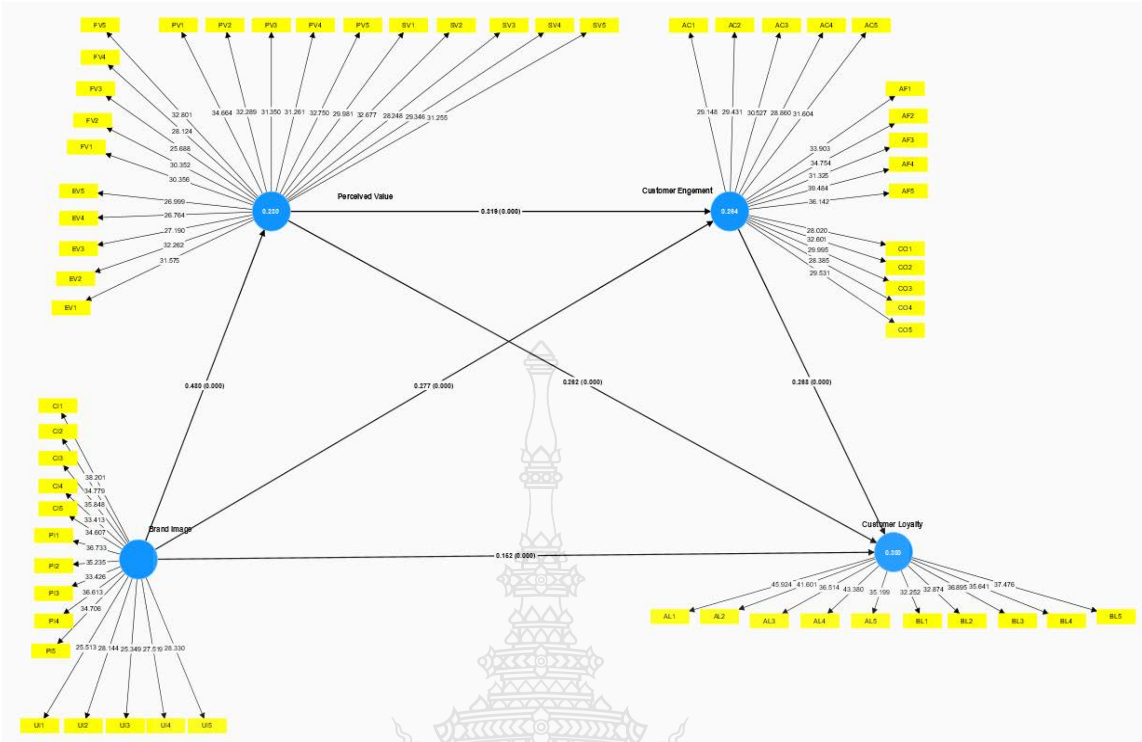


Figure 4.3 Structural Equation Modeling Analyzed with SMARTPLS 4.0

4.8.2.3 Collinearity Statistics (VIF) Analysis

The preliminary assessment of the statistical significance of the model's various paths was performed by analyzing the variance inflation factors (VIF) to evaluate collinearity Hair et al. (2017). Constructs exhibiting high collinearity, indicated by VIF values greater than five, suggest a strong correlation among multiple predictor variables and potential redundancy Hair et al. (2017).

Table 4.11 Inner Model VIF Values

	BI	CE	CL	PEV
BI		1.296	1.399	1.000
CE			1.352	
CL				
PEV		1.296	1.432	

According to the meaning of VIF values: VIF = 1: no multicollinearity; 1 < VIF < 5: the covariance is usually considered to be in the acceptable range; VIF >= 5: it indicates that there is a more serious multicollinearity, which needs to be further analyzed or adjusted in the model; VIF >= 10: it is usually regarded as a high degree of covariance. In Table 4.11 Inner model VIF values, all values are below 2, while the VIF between BI and BEV is 1.000, indicating almost no covariance, and the VIF between several other variables indicate that the multicollinearity is generally low, which is a good indication of the relative independence between each variable in the model.

4.8.2.4 f-square Analysis

The f-square or f^2 value is widely utilized in statistical analysis and structural equation modeling (SEM) to gauge the extent of the effect that one variable exerts on another. It is particularly used to evaluate the relative impact of an independent variable on a dependent variable in the context of other independent variables. The f-square values are employed to determine whether the inclusion of an independent variable significantly enhances the model's predictive power: $f^2 < 0.02$ suggests a negligible influence of the independent variable on the dependent variable, considered weak; $0.02 \leq f^2 < 0.15$ signifies a moderate influence; $0.15 \leq f^2 < 0.35$ indicates a substantial influence, while $f^2 \geq 0.35$ points to a strong influence of the independent variable on the dependent variable.

Table 4.12 The f-square of Variables

	BI	**CE**	**CL**	**PEV**
BI		0.080	0.024	0.299
CE			0.075	
CL				
PEV		0.106	0.068	

Table 4.12 reveals the following effect sizes: The influence of Brand Image on Customer Engagement is 0.080, falling within the 0.02 to 0.15 range, which indicates a small effect. The impact of Brand Image on Customer Loyalty has an effect size of 0.024, aligning with the 0.02 to 0.15 range, denoting a small effect. The effect size of Brand Image on Perceived Value is 0.299, also within the 0.15 to 0.35 range, indicating

a medium effect. Customer Engagement's influence on Customer Loyalty has an effect size of 0.075, classifying it as a small effect. The effect size of Perceived Value on Customer Engagement is 0.105, while its effect on Customer Loyalty is 0.068; both are within the 0.02 to 0.15 range, representing small effects.

4.8.2.5 R-square Analysis

R-square (R^2), or the coefficient of determination, measures how well a model fits the data, with values ranging from 0 to 1.$R^2 = 0$: The model does not explain any variability in the dependent variable, offering no predictive power beyond the mean. $R^2 = 1$: The model fully explains the variability, with predictions perfectly matching the data. An R^2 close to 1 indicates strong explanatory power, while a value near 0 suggests weak explanatory power.

Table 4.13 The R-square in the Model

Constructs	R-square	R-square adjusted
Customer Engagement	0.264	0.261
Customer Loyalty	0.300	0.297
Perceived Value	0.230	0.229

Table 4.13 shows the following:

The R-square value for customer engagement is 0.264, with an adjusted R-square of 0.261, indicating that the model explains about 26.40% of the variance in customer engagement. This reflects a moderate association between customer engagement and its related variables.

For customer loyalty, the R-square is 0.300, with an adjusted value of 0.297, meaning the model accounts for 30.00% of the variance in customer loyalty. This suggests a stronger relationship between customer loyalty and its related variables compared to customer engagement.

The R-square for perceived value is 0.230, with an adjusted R-square of 0.229, showing that the model explains approximately 22.90% of the variance in perceived value. This indicates a weaker correlation with its related variables compared to customer engagement and loyalty.

4.8.2.6 Q-square Analysis

Q-square (Q^2) is a measure of model prediction accuracy used in structural equation modeling (SEM) and other statistical models. It is an important metric in the cross-validation process of models to assess the ability of a model to predict new data.Q^2 is a measure based on the residuals of the predictions, favoring predictive efficacy over explanatory power.$Q^2 = 0$: the model has no predictive power and the predictions are as poor as simple predictions based on the mean.$Q^2 > 0$: the model has predictive power and the prediction error is smaller than predictions based on the mean.$Q^2 < 0$: the model is even worse than predictions based on the mean, which is a good indicator of the predictive accuracy of the model. $Q^2 < 0$: The model has worse predictive power than a mean-based prediction, indicating that the model may not fit the data at all.

Table 4.14 The Q-square in the Model

Construct	**SSO**	**SSE**	**Q^2 (=1-SSE/SSO)**
Customer Engagement	1800	1491.648	0.171
Customer Loyalty	1200	939.458	0.217
Perceived Value	2400	2051.39	0.145

Table 4.14 reveals the following:

The Q^2 value for Customer Engagement is 0.171, indicating that the model has a moderate level of predictive relevance for Customer Engagement.

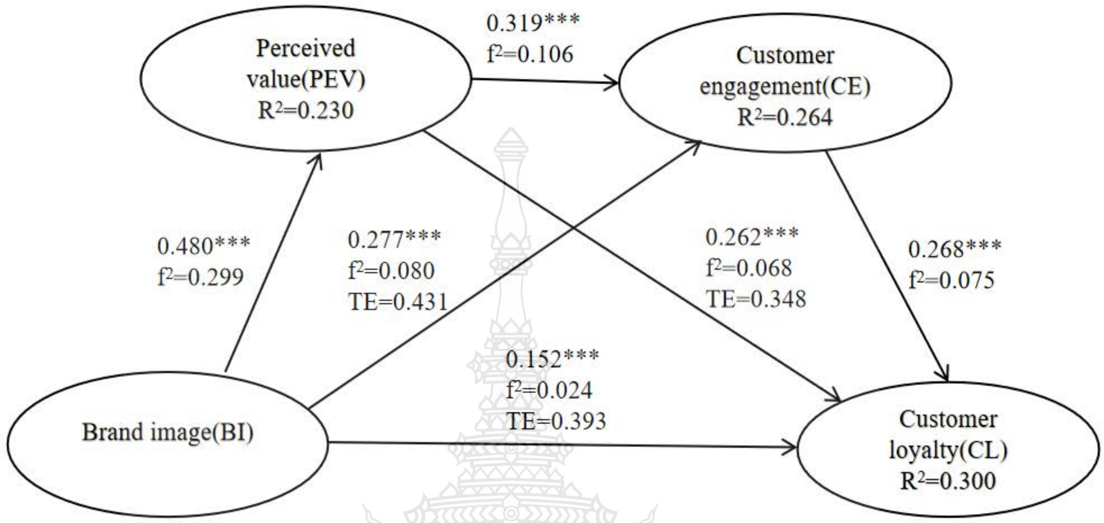
The Q^2 value for Customer Loyalty is 0.217, suggesting that the model provides a reasonable degree of predictive relevance for Customer Loyalty.

The Q^2 value for Perceived Value is 0.145, showing that the model has some predictive relevance for Perceived Value.

A Q^2 value above 0 signifies that the model has predictive relevance, with values approaching 1 indicating excellent predictive performance. In this case, while all constructs exhibit Q^2 values greater than 0 but below 0.250, it suggests that the model offers some predictive capability, though there is potential for further enhancement in explaining the variability of these constructs.

4.8.2.7 Test Results of the Structural Model of the Conceptual Model

The following figures were the results of structural equation analysis conducted using the SMARTPLS 4.0 software.



Note: TE is the total effects

Figure 4.4 The Results of the Model

4.8.2.8 Path Coefficients

In structural equation modeling (SEM), path coefficient is an important statistical measure used to indicate the strength and direction of the direct relationship between variables. Path coefficients directly quantify the direct effect of one variable on another, without considering other possible indirect or mediating effects in the model. original sample (O): denotes the estimated value of path coefficients, i.e., the calculated effect size in the original sample. sample mean (M): denotes the meaning of the sample after multiple sampling or simulation, usually used for robustness testing. standard deviation (STDEV): standard deviation of the path coefficients. Standard deviation (STDEV): the standard deviation of the path coefficient, which measures the variability of the estimate. t statistics (|O/STDEV|): the path coefficient divided by its standard deviation, which is used to compute the t-statistic, which is a measure of the statistical significance of the effect. p-values: the p-values for the t-statistic, which is used to determine whether the effect is statistically significant. statistically significant. Three asterisks *** indicate that the p-value is very small, usually less than 0.001, indicating that the effect is highly significant.

Table 4.15 Path Coefficients between Variables

Effects	Original sample (O)	Sampe mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	p-values
BI →CE	0.277	0.279	0.042	6.595	0.000***
BI →CL	0.152	0.152	0.044	3.455	0.000***
BI →PEV	0.480	0.483	0.033	14.545	0.000***
CE →CL	0.268	0.269	0.043	6.233	0.000***
PEV →CE	0.319	0.320	0.043	7.419	0.000***
PEV→CL	0.262	0.263	0.043	6.093	0.000***

Note: $p < 0.05$ *, $p < 0.01$**, $p < 0.001$***

Table 4.15 indicates the following:

Brand Image significantly positively affects Customer Engagement (β=0.277, t=6.595, $p < 0.001$).

Brand Image significantly positively influences Customer Loyalty (β=0.152, t=3.455, $p < 0.001$).

Brand Image has a substantial positive impact on Perceived Value (β=0.480, t=14.545, $p < 0.001$).

Customer Engagement significantly positively impacts Customer Loyalty (β=0.268, t=6.233, $p < 0.001$).

Perceived Value significantly positively affects Customer Engagement (β=0.319, t=7.419, $p < 0.001$).

Perceived Value significantly positively influences Customer Loyalty (β=0.262, t=6.093, $p < 0.001$).

These findings clearly demonstrate that Brand Image significantly enhances Customer Engagement, Customer Loyalty, and Perceived Value, with particularly strong effects on Perceived Value. Additionally, Customer Engagement and Perceived Value both significantly boost Customer Loyalty. Overall, the model reveals robust positive relationships between Brand Image, Perceived Value, and both Customer Engagement and Loyalty.

4.8.2.8 Specific Indirect Effects

In Structural Equation Modeling (SEM), Specific Indirect Effects represent the indirect effects transmitted through particular mediating variables. These effects allow researchers to pinpoint the role of specific mediators in the relationship between independent and dependent variables. By examining Specific Indirect Effects, researchers can quantify how much each mediator contributes to the overall effect, providing insight into which mediators have the most significant impact on the model. This analysis is crucial for understanding the intricate relationships among variables, validating the theoretical model, and assessing the importance of mediating variables.

The Original Sample (O) reflects the size of the indirect effect of an independent variable on a dependent variable via a specific mediator. The Standard Deviation (STDEV) represents the variability of the path coefficient. The T-statistics (|O/STDEV|) provide the t-value of the path effect, used to evaluate its statistical significance. A p-value of 0.000 signifies statistical significance, with three asterisks (***) indicating a very high level of significance.

Table 4.16 Specific Indirect Effects between Variables

Effects	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BI → CE → CL	0.073	0.016	4.563	0.000***
BI → PEV → CL	0.125	0.022	5.682	0.000***
BI → PEV → CE → CL	0.040	0.009	4.444	0.000***

Note: $p < 0.05$ *, $p < 0.01$**, $p < 0.001$***

Shown from Table 4.16 : The path Brand Image → Customer Engagement → Customer Loyalty has a mediation effect of 0.073 and $p < 0.001$, indicating that the mediation effect is significant. The path Brand Image → Perceived Value → Customer Loyal has a mediation effect of 0.125 and $p < 0.001$, indicating that the mediation effect is significant. The path Brand Image → Perceived Value → Customer Engagement → Customer Loyalty has a mediation effect of 0.040 and $p < 0.001$, indicating that the mediation effect is significant. The above data fully demonstrates that brand image significantly affects customer loyalty through different mediating paths, with brand image having the most significant effect on customer loyalty through perceived value.

Table 4.17 Specific Indirect Effects interval between Variables

Effects	Original sample (O)	Sample mean (M)	95%CI		95%BCCI	
			lower	upper	lower	upper
BI → CE→ CL	0.073	0.073	0.043	0.106	0.044	0.107
BI→ PEV→ CL	0.125	0.125	0.083	0.171	0.084	0.173
BI → PEV → CE → CL	0.040	0.040	0.024	0.059	0.025	0.060

Table 4.17 presents the following findings: The mediation effect for the path Brand Image → Customer Engagement → Customer Loyalty is 0.073, with a 95% confidence interval (CI) of (0.043, 0.106), which does not include 0, confirming the presence of a mediating effect. The 95% Bias-Corrected Confidence Interval (BCCI) for this path is (0.044, 0.107), also excluding 0, indicating a significant mediation effect.

For the path Brand Image → Perceived Value → Customer Loyalty, the mediation effect is 0.125. The 95% CI is (0.083, 0.171), and since 0 is not included, it confirms the existence of a mediation effect. The 95% BCCI for this path is (0.084, 0.173), which also does not include 0, further supporting the presence of mediation.

The mediation effect for the path Brand Image → Perceived Value → Customer Engagement → Customer Loyalty is 0.040. The 95% CI is (0.024, 0.059), excluding 0, which confirms the existence of a mediating effect. The 95% BCCI for this path is (0.025, 0.060), which also excludes 0, indicating a significant mediation effect.

4.8.2.9 Total Indirect Effects

The Total Indirect Effect refers to the combined indirect impact that an independent variable exerts on the dependent variable through all possible mediating variables. In other words, it is the sum of all indirect effects involved across different paths. Table 4.18 presented the total indirect effects of the study.

Table 4.18 Total Indirect Effects of the Study

Construct	Customer Engagement	Customer Loyalty
Brand Image	0.153	0.241
Perceived Value		0.085

Table 4.18 presented the total indirect effects between the variables. The specific data analysis was as follows:

The total indirect effect of Brand Image on Customer Engagement was 0.153. This indicated that Brand Image had an indirect impact on Customer Engagement through certain mediating variables, with an indirect effect value of 0.153, showing that the indirect effect of Brand Image on Customer Engagement was relatively significant.

The total indirect effect of Brand Image on Customer Loyalty was 0.241. This suggested that Brand Image had a significant indirect impact on Customer Loyalty through mediating variables, with an effect value of 0.241. The presence of indirect effects indicated that the impact of Brand Image on Customer Loyalty was not only direct but also exerted influence through other variables.

The total indirect effect of the Perceived Value on Customer Loyalty was 0.085. This indicated that Perceived Value had a certain indirect impact on Customer Loyalty through some mediating variables, with an indirect effect value of 0.085. Although this effect was relatively low, it still demonstrated the indirect influence of Perceived Value on Customer Loyalty.

4.8.2.10 Total effects

Total effects refer to the overall impact of one variable on another, encompassing both direct effects and indirect effects combined. Table 4.19 presented the total effects data results of this study.

Table 4.19 Total Effects Results of this Study

Construct	**Perceived Value**	**Customer Engagement**	**Customer Loyalty**
Brand Image	0.480	0.431	0.393
Perceived Value		0.319	0.348
Customer Engagement			0.268

The total effect of Brand Image on Customer Loyalty was 0.393, indicating that Brand Image had a significant overall impact on Customer Loyalty. The total effect of Brand Image on Perceived Value was 0.480, reflecting the strongest overall impact of Brand Image on Perceived Value. The total effect of Brand Image on Customer

Engagement was 0.431, showing a significant overall impact of Brand Image on Customer Engagement.

The total effect of Perceived Value on Customer Engagement was 0.348, indicating a strong positive impact on Customer Engagement. The total effect of Perceived Value on Customer Loyalty was 0.319, demonstrating a significant positive impact of Perceived Value on Customer Loyalty.

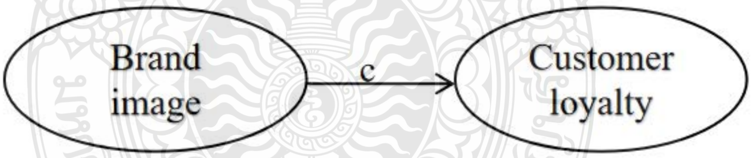
The total effect of Customer Engagement on Customer Loyalty was 0.268, showing a certain positive impact on Customer Engagement.

These results indicated that Brand Image, Customer Engagement, and Perceived Value had different levels of impact on Customer Loyalty, with Brand Image having the greatest impact on Perceived Value and Customer Engagement. These effect values helped in understanding the relationships between variables and provided guidance on how to enhance Customer Loyalty by optimizing Brand Image, increasing Customer Engagement, and improving Perceived Value.

4.9 Results and Summary of Hypothesis Testing

H1: Brand image has a positive and significant impact on customer loyalty.

Brand image (BI) → Customer loyalty (CL).

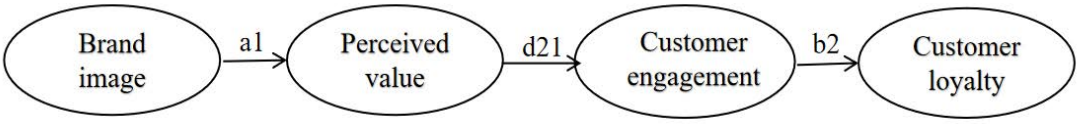


$C \neq 0$

According to Table 4.16, brand image exerts a significant positive effect on customer loyalty (β=0.152, t=3.455, p < 0.001, ***), with a coefficient (C) of 0.162, which is not equal to zero. Therefore, hypothesis H1 was supported.

H2: Brand image has a positive impact on customer loyalty through perceived value and customer engagement.

Brand image (BI) → Perceived value (PEV) → Customer engagement (CE) →Customer loyalty (CL).



a1*d21*b2≠0

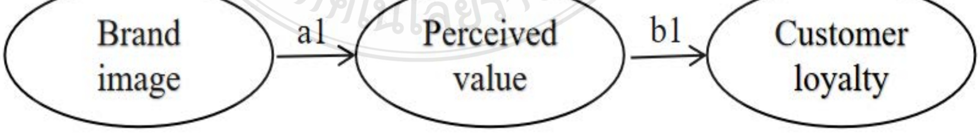
According to Table 4.16, the brand image significantly influences perceived value (β=0.480, t=14.545, $p < 0.001$), with a coefficient of a1=0.480. Perceived value significantly affects customer engagement (β=0.319, t=7.419, $p < 0.001$), with a coefficient of d21=0.319. Additionally, customer engagement has a significant positive impact on customer loyalty (β=0.268, t=6.233, $p < 0.001$), with a coefficient of b2=0.268.

From Table 4.17, the path from Brand Image to Customer Loyalty through Perceived Value and Customer Engagement shows a mediation effect of 0.040, and the significance level is $p < 0.001$, indicating a substantial mediation effect. Table 4.18 confirms this mediation effect, with the 95% confidence interval for the mediation effect ranging from (0.024, 0.059) and the 95% BCCI confidence interval ranging from (0.025, 0.060), both not including 0, which further supports the existence of the mediation effect.

Therefore, the influence of tea brand image on customer loyalty is mediated sequentially through perceived value and customer engagement, with a significant overall effect ($p < 0.001$, ***) and coefficients a1=0.480, d21=0.319, b2=0.268. Hence, H2 was supported.

H3: Brand image has a positive impact on customer loyalty through perceived value.

Brand image (BI)→ Perceived value (PV) →Customer engagement (CL）.



a1*b1≠0

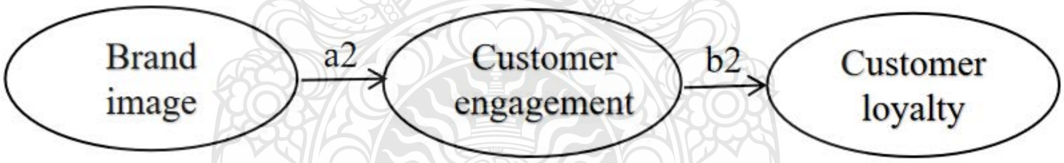
According to Table 4.16, the brand image significantly influences perceived value (β=0.480, t=14.545, $p < 0.001$), with a coefficient of a1=0.480. Additionally, perceived value significantly impacts customer loyalty (β=0.262, t=6.093, $p < 0.001$), with a coefficient of b1=0.262.

Table 4.17 shows that the mediation effect of the path from Brand Image to Customer Loyalty through Perceived Value is 0.125, with a significance level of $p < 0.001$, indicating a substantial mediation effect. Table 4.18 further confirms this mediation effect, with a 95% confidence interval for the effect ranging from (0.083, 0.171) and a 95% BCCI confidence interval ranging from (0.084, 0.173), both of which do not include 0, demonstrating the presence of the mediation effect.

Therefore, perceived value serves as a significant mediator in the relationship between brand image and customer loyalty, with a notable mediation effect ($p < 0.001$, ****)*, and coefficients a1=0.480 and b1=0.262. Since a1*b1 $\neq$ 0, H3 was supported.

H4: Brand image has a positive impact on customer loyalty through consumer engagement.

Brand image (BI) →Customer engagement (CE) →Customer loyalty (CL).



a1*b2≠0

According to Table 4.16, brand image significantly affects customer engagement (β=0.277, t=6.595, $p < 0.001$), with a coefficient of a2=0.277. Customer engagement also significantly influences customer loyalty (β=0.268, t=6.233, $p < 0.001$), with a coefficient of b2=0.268.

Table 4.17 indicates that the path from Brand Image to Customer Loyalty through Customer Engagement has a mediation effect of 0.073, with $p < 0.001$, highlighting a significant mediation effect. Table 4.18 further supports this, showing that the mediation effect for the path Brand Image → Customer Engagement → Customer Loyalty is 0.073. The 95% confidence interval for this effect is (0.043, 0.106), and the

95% BCCI confidence interval is (0.044, 0.107), both of which do not include 0, confirming the presence of the mediation effect.

Thus, customer engagement significantly mediates the effect of brand image on customer loyalty, with a significant effect ($p < 0.001$, ***), and coefficients a1=0.277 and b2=0.268. Since $a1*b2 \neq 0$, H4 is supported.

The structural equation modeling results using SMARTPLS 4.0 reveal that brand image has a significant positive effect on customer loyalty, with a direct effect coefficient of 0.152, though this effect is relatively modest. Among the various direct effects examined, the influence of brand image on perceived value is the strongest, with a coefficient of 0.480. The effects of brand image on customer engagement, customer engagement on customer loyalty, perceived value on customer engagement, and perceived value on customer loyalty are represented by coefficients of 0.277, 0.268, 0.319, and 0.262, respectively. These values indicate substantial impacts and lay the foundation for understanding the subsequent indirect effects.

The effect of brand image on customer loyalty, mediated by perceived value (BI → PEV → CL), is represented by an indirect impact coefficient of 0.125. This finding indicates a substantial indirect influence of brand image on customer loyalty through perceived value. Specifically, it suggests that as the perceived value of the brand increases, so does customer loyalty. The strength of this indirect effect highlights perceived value as a key intermediary in the relationship between brand image and customer loyalty, emphasizing its role in enhancing customer loyalty through the brand's perceived value.

The indirect effect of brand image on customer loyalty, mediated by customer engagement (BI → CE → CL), is quantified with a coefficient of 0.073. This suggests that the influence of brand image on customer loyalty is partially mediated by customer engagement. While this indirect effect is comparatively modest, it remains statistically significant, highlighting that customer engagement serves as a crucial intermediary in the relationship between brand image and customer loyalty. This underscores the importance of customer engagement as a channel through which brand image can exert its influence on fostering customer loyalty.

The indirect effect of brand image on customer loyalty through both perceived value and customer engagement (BI → PEV → CE → CL) is quantified by an indirect impact coefficient of 0.040. This pathway reveals how brand image influences customer engagement through perceived value, which in turn affects customer loyalty. Although the magnitude of this indirect effect is relatively modest, it underscores the intricate mechanism by which brand image impacts customer loyalty through multiple mediators. This highlights the combined influence of perceived value and customer engagement as mediators, illustrating their synergistic role in enhancing the overall effect of brand image on customer loyalty.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

Chapter 5 represents the final objective of this dissertation, building upon the content of the previous four chapters to achieve the conclusions presented here. This chapter is divided into four parts. The first part provides a brief introduction to the conclusions of the study. The second part discusses these conclusions in depth, drawing on the research questions, research objectives, and hypotheses, and integrating the results of both quantitative and qualitative analyses. The third part outlines the contributions of the study, including its theoretical and practical implications. The final part addresses the limitations of the research and offers an outlook for future studies, providing insights for related future research.

5.1 Conclusions

The study aimed at investigating the impact of brand image on customer loyalty for Chinese tea brands through the mediating roles of perceived value and customer engagement. The populations in this study were five tea brands randomly selected from the top 20 tea brands in Sichuan province, China. The research methodology used in this study was mixed methods, comprising qualitative and quantitative approaches. The qualitative approach was conducted through in-depth interviews with 12 experts (used open-ended and progressive questions) and 20 non-experts (used preparatory questions) from the tea industry. The quantitative research analyzed the four variables, 12 influencing factors, and 60 questions in this study, collected 600 valid questionnaires, and performed structural equation modeling analysis using SMARTPLS 4.0 software.

The research questions were separated into two categories as follows:

Research Question 1: Does the brand image influence customer loyalty sequentially through perceived value and customer engagement?

Research Question 2: Does the brand image directly affect customer loyalty through perceived value and customer engagement?

The objectives of this study were: 1) To analyze the direct impact of tea brand image on customer loyalty. 2) To analyze how the tea brand image influences customer loyalty indirectly through perceived value and customer engagement. 3) To analyze the impact of tea brand image on customer loyalty mediated by perceived value. 4) To analyze the impact of tea brand image on customer loyalty mediated by customer engagement.

According to the research questions and objectives, hypotheses were proposed as follows:

Hypothesis 1: Brand image has a positive and significant impact on customer loyalty.

Hypothesis 2: Brand image has a positive impact on customer loyalty through perceived value and customer engagement.

Hypothesis 3: Brand image has a positive impact on customer loyalty through perceived value.

Hypothesis 4: Brand image has a positive impact on customer loyalty through consumer engagement.

The results of the qualitative interviews are as follows: The brand image had a direct impact on customer loyalty, perceived value, and customer engagement. Perceived value had a direct impact on customer engagement and customer loyalty. Customer engagement had a direct impact on customer loyalty. The qualitative analysis also revealed that perceived value played a positive mediating role in the impact of brand image on customer loyalty. Customer engagement also served as a positive mediator in the relationship between brand image and customer loyalty. The brand image exerted a chain effect on customer loyalty through the mediating roles of perceived value and customer engagement. The results from in-depth interviews also identified other factors influencing customer loyalty, including brand affection, brand trust, and brand satisfaction, among other factors or pathways, with the magnitude of some effects being unclear. However, these findings did not alter the overall framework and hypotheses of this study but rather provided strong and sufficient evidence supporting it.

The quantitative results of this study supported all proposed hypotheses. Firstly, the results revealed that brand image showed positive effects on customer loyalty, perceived value, and customer engagement. Among the direct relationships examined, brand image showed the strongest impact on perceived value, followed by customer engagement and customer loyalty, respectively. Customer engagement, in turn, demonstrated a considerable positive effect on customer loyalty. Similarly, perceived value was found to positively influence both customer engagement and customer loyalty. These findings highlighted the complex interplay between these variables in shaping customer loyalty.

The study revealed several indirect pathways through which brand image impacted customer loyalty. Firstly, brand image indirectly influenced customer loyalty through customer engagement, suggesting that customer engagement served as an important mediator in this relationship. Secondly, the brand image had a stronger indirect effect on customer loyalty through perceived value. This implied that enhancing perceived value was a crucial mechanism by which brand image contributed to customer loyalty. Additionally, a more complex path was identified where brand image influenced customer loyalty through both perceived value and customer engagement sequentially. This finding underscored the complex relationships between these variables and the multiple pathways through which brand image could enhance customer loyalty.

In summary, the results of this study fully supported all hypotheses. They demonstrated that brand image, perceived value, and customer engagement all played significant roles in fostering customer loyalty, both directly and indirectly. These findings provided valuable insights for understanding the mechanisms that drove customer loyalty and offered important implications for brand management strategies. The summary of the hypothesis testing results of this study is shown in Table 5.1 below.

Table 5.1 Summary of Hypothesis Testing

Hypotheses	**Description**	**Result**
H1	Brand image has a positive and significant impact on customer loyalty.	Supported
H2	Brand image has a positive impact on customer loyalty through perceived value and customer engagement.	Supported
H3	Brand image has a positive impact on customer loyalty through perceived value.	Supported
H4	Brand image has a positive impact on customer loyalty through consumer engagement.	Supported

5.2 Discussion

By reviewing the literature, the brand image used in this study is Biel's (1993) research on brand image dimensions, that is, the brand image consists of three dimensions: corporate image, product image user image. The perceived value used is the study of Jillian C Sweeney and Soutar (2001) on the dimensions of perceived value, i.e., perceived value consists of four dimensions: Functional Value, Social Value, Emotional Value, and Price Value. Customer engagement is used Hollebeek et al. (2014) study of customer engagement dimensions. Hollebeek et al. (2014) theoretical framework of customer engagement, known as the "C-E-B model" is commonly used to explain the different dimensions of customer engagement. The model divides customer engagement into three main dimensions: cognitive processing (C, cognitive), affective (E, emotional), and activation (B, behavioral) which are composed of three given dimensions. Customer loyalty is measured using the dimensions of attitudinal loyalty and behavioral loyalty.

There are 4 variables (one independent variable, two intermediate variables, and one dependent variable) and 12 factors involved in the study. In the analysis, the four variables are referred to as latent variables, and the 12 factors are referred to as observed variables, each of which was measured by five questions.

5.2.1 The Impact of Brand Image, Perceived Value, Customer Engagement and Customer Loyalty in this Study

This section primarily discussed the direct impact of tea brand image on perceived value, customer engagement, and customer loyalty, as well as the direct impact of perceived value on customer engagement and customer loyalty, and the impact of customer engagement on customer loyalty. The influence of tea brand image on customer loyalty constituted Hypothesis 1 of this study. Although the other direct effects were not hypotheses of this research, they provided the foundational basis for the formulation of Hypotheses 2, 3, and 4.

5.2.1.1 The Impact of Brand Image on Customer Loyalty

In the quantitative analysis, the results indicated that the tea brand image had a significantly positive impact on customer loyalty, supported of Hypothesis 1. In the qualitative analysis, in-depth interviews with 12 experts and 20 non-experts also consistently confirmed the significant positive influence of tea brand image on customer loyalty, with both qualitative and quantitative results aligning. The findings of this study were consistent with the research outcomes of Septina Eka Putri (2023), Fadhlurrahman (2023), and Zhu, Yan, and Zhang (2015), further demonstrating the crucial role of tea brand image in enhancing customer loyalty.

In this study, brand image was measured through three dimensions: corporate image, product image, and user image, while customer loyalty was assessed through the dimensions of behavioral loyalty and attitudinal loyalty. The enhancement of tea brand image, particularly in terms of corporate image (the strength of tea companies, their reputation, consumer trust, social responsibility, and growth potential), product image (the aesthetics of packaging, freshness of products, overall quality, representation of tea culture, and cost-effectiveness), and user image (the alignment between the brand and consumer income, cultural literacy, lifestyle taste, social status, and symbolic recognition among peer groups), likely led to increased brand equity, greater consumer self-identification with the product, and heightened psychological satisfaction. These factors contributed to the formation of customer loyalty in both behavior and attitude, ultimately exerting a strong influence on customer loyalty. This research provided both theoretical and practical insights for tea companies on how to improve the brand image to influence customer loyalty.

5.2.1.2 The Impact of Brand Image on Perceived Value

The quantitative analysis results demonstrated that the tea brand image had a significantly positive impact on perceived value. The qualitative analysis, based on in-depth interviews with 12 experts and 20 non-experts, also consistently confirmed the significant positive impact of tea brand image on perceived value, aligning with the quantitative findings. These findings were consistent with the research of scholars such as Keller (1993), Aaker and Equity (1991), Park et al. (1986), Solomon (2009), Erdem (1998), and Ilahi and Syaefulloh (2024). This study, using tea brands as a research vehicle, further validated the influence of brand image on perceived value, and this impact was the most substantial among the various direct influences examined.

The study assessed brand image through three dimensions: corporate image (the strength of tea companies, their reputation, consumer trust, social responsibility, and growth potential), product image (the aesthetics of packaging, freshness of products, overall quality, representation of tea culture, and cost-effectiveness), and user image (the alignment between the brand and consumer income, cultural literacy, lifestyle taste, social status, and symbolic recognition among peer groups), while perceived value was evaluated through functional value (the quality of tea brands, the conveyance of tea culture, sensory experience, health benefits, and its efficacy), emotional value (the pleasure, dependency, emotional resonance, fond memories, and identification with tea culture induced by tea consumption), social value (the alignment of the brand with consumer social status, healthy self-image, cultural cultivation, value consistency, and sense of social responsibility), and price value (the reasonableness of price, cost-effectiveness, quality-price matching, market competitiveness, and the rationality of purchasing decisions). Enhancing corporate image, product image, and consumer image was found to potentially lead to the growth of brand equity and an increase in consumers' self-identification with the product. These factors, in turn, were likely to elevate the brand's functional, social, emotional, and price values, thereby significantly enhancing the overall perceived value.

5.2.1.3 The Impact of Brand Image on Customer Engagement

In the quantitative analysis, the significant positive impact of tea brand image on customer engagement was confirmed. Through in-depth interviews with 12 experts and 20 non-experts, the qualitative analysis also consistently demonstrated that tea brand image had a significant positive effect on customer engagement. The consistency between the qualitative and quantitative results aligned with the findings of Brodie et al. (2011), Vivek et al. (2012), Laroche, Habibi, and Richard (2013), Brodie et al. (2013), Blasco-Arcas, Hernandez-Ortega, and Jimenez-Martinez (2016), and Islam and Rahman (2016). This study further provided empirical evidence on how enhancing brand image, using tea as a case study, promoted customer engagement.

In this study, brand image was assessed through three dimensions: corporate image (the strength of tea companies, their reputation, consumer trust, social responsibility, and growth potential), product image (the aesthetics of packaging, freshness of products, overall quality, representation of tea culture, and cost-effectiveness), and user image (the alignment between the brand and consumer income, cultural literacy, lifestyle taste, social status, and symbolic recognition among peer groups), while customer engagement was measured through cognitive (the consumers' retrospection of brand knowledge, the precedence of the brand in the consumer's psyche, the interest sparked towards the brand, and the curiosity towards the brand culture), affective (the comfort level experienced by consumers when interacting with the brand, the frequency of selecting the brand, the likelihood of the brand being the primary choice, the excitement during brand interactions, and the enthusiasm for participating in brand-related activities), and activation (the positive emotions, satisfaction, pride, and the sense of comfort and familiarity elicited by brand ownership) dimensions. Enhancing corporate image, product image, and consumer image could have led to increased brand equity, stronger alignment between consumer self-identity and the brand, and greater psychological satisfaction. These factors might have resonated more deeply with consumers on cognitive, emotional, and behavioral levels, thereby further promoting active customer engagement. Therefore, improvements in brand image contributed to enhancing customer engagement.

5.2.1.4 The Impact of Perceived Value on Customer Engagement

In the quantitative analysis, the results demonstrated that perceived value had a significant positive impact on customer engagement. Through in-depth interviews with 12 experts and 20 non-experts, the qualitative analysis also consistently revealed that perceived value had a significant positive effect on customer engagement, with a high level of agreement between the qualitative and quantitative findings. This study's results aligned with the findings of (Lemon & Verhoef, 2016), Kwak et al. (2010), Hollebeek (2011), Vivek et al. (2012), Gummerus, Liljander, Weman, and Pihlström (2012). This outcome, using tea as a case study, further validated the positive impact of perceived value on customer engagement.

In this study, perceived value was evaluated through functional value (the quality of tea brands, the conveyance of tea culture, sensory experience, health benefits, and its efficacy), emotional value (the pleasure, dependency, emotional resonance, fond memories, and identification with tea culture induced by tea consumption), social value (the alignment of the brand with consumer social status, healthy self-image, cultural cultivation, value consistency, and sense of social responsibility), and price value (the reasonableness of price, cost-effectiveness, quality-price matching, market competitiveness, and the rationality of purchasing decisions), while customer engagement was measured through cognitive (the consumers’ retrospection of brand knowledge, the precedence of the brand in the consumer's psyche, the interest sparked towards the brand, and the curiosity towards the brand culture), affective (the comfort level experienced by consumers when interacting with the brand, the frequency of selecting the brand, the likelihood of the brand being the primary choice, the excitement during brand interactions, and the enthusiasm for participating in brand-related activities), and activation (the positive emotions, satisfaction, pride, and the sense of comfort and familiarity elicited by brand ownership) dimensions. During the enhancement of the functional, social, emotional, and price value aspects of perceived value, consumers received significant benefits in terms of tangible rewards and substantial psychological satisfaction. These factors led consumers to perceive an increase in perceived value when comparing gains and losses. This growth in perceived value further resonated with consumers on cognitive, affective, and activation, thereby actively promoting customer engagement with the brand. Thus, the improvement in perceived value contributed to enhancing customer engagement.

5.2.1.5 The Impact of Perceived Value on Customer Loyalty

In the quantitative analysis, the results indicated that perceived value had a significant positive impact on customer loyalty. Qualitative analysis, based on in-depth interviews with 12 experts and 20 non-experts, also consistently showed that perceived value had a significant positive effect on customer loyalty. The consistency between the qualitative and quantitative results aligned with the findings of Winaryo (2023) and Fadhlurrahman (2023). This outcome, using tea as a case study, further validated the positive impact of perceived value on customer loyalty.

In this study, perceived value was evaluated through functional value (the quality of tea brands, the conveyance of tea culture, sensory experience, health benefits, and its efficacy), emotional value (the pleasure, dependency, emotional resonance, fond memories, and identification with tea culture induced by tea consumption), social value (the alignment of the brand with consumer social status, healthy self-image, cultural cultivation, value consistency, and sense of social responsibility), and price value (the reasonableness of price, cost-effectiveness, quality-price matching, market competitiveness, and the rationality of purchasing decisions), while customer loyalty was measured from the perspectives of attitude (customers' preference and loyalty towards the brand) and behavior (customers' willingness to recommend, continuous purchasing behavior, preference for the brand, active discussion about the brand, and encouragement of others to purchase). During the enhancement of perceived value, including functional value, social value, emotional value, and price value, consumers received significant benefits and substantial psychological satisfaction. These improvements in perceived value likely led to increased satisfaction and trust in the brand's products, resulting in loyalty in both attitude and behavior. Therefore, the enhancement of perceived value contributed to increased customer loyalty.

5.2.1.6 The Impact of Customer Engagement on Customer Loyalty

The results of the quantitative analysis showed that customer engagement had a significant positive impact on customer loyalty. Through in-depth interviews with 12 experts and 20 non-experts, the qualitative analysis also demonstrated that customer engagement had a significant positive effect on customer loyalty, with the qualitative and quantitative findings being highly consistent. These findings aligned with the research of Hollebeek (2011), Vivek et al. (2012), Lemon and Verhoef (2016). This study, using tea as a case study, further validated the positive impact of customer engagement on customer loyalty.

In this study, customer engagement was measured through cognitive (the consumers' retrospection of brand knowledge, the precedence of the brand in the consumer's psyche, the interest sparked towards the brand, and the curiosity towards the brand culture), affective (the comfort level experienced by consumers when interacting with the brand, the frequency of selecting the brand, the likelihood of the brand being the primary choice, the excitement during brand interactions, and the enthusiasm for participating in brand-related activities), and activation (the positive emotions, satisfaction, pride, and the sense of comfort and familiarity elicited by brand ownership) dimensions, while customer loyalty was measured in terms of attitudinal and behavioral aspects. Attitudinal loyalty reflected customers' preferences and loyalty towards the brand, while behavioral loyalty was demonstrated through customers' willingness to recommend, continuous purchasing behavior, brand preference, active discussions about the brand, and encouraging others to purchase. Customers' engagement in cognitive, affective, and activation aspects enhanced their recognition, satisfaction, and trust in the brand, leading to loyalty in both behavior and attitude. Therefore, active customer engagement significantly increased customer loyalty.

5.2.2 Perceived Value and Customer Engagement as Chain Mediation, the Impact of Brand Image on Customer Loyalty

The study's findings significantly demonstrated that the impact of brand image on customer loyalty was notably strengthened under the chain mediating effect of perceived value and customer engagement. Specifically, brand image initially enhanced perceived value, which subsequently stimulated customer engagement, ultimately leading to an increase in customer loyalty. Through in-depth interviews with 12 experts and 20 non-experts, the qualitative analysis also confirmed that the image of tea brands significantly influenced customer loyalty via perceived value and customer engagement. The consistency between qualitative and quantitative findings further supported the significant impact of tea brand image on customer loyalty through perceived value and customer engagement, thereby supporting Hypothesis 2, a key innovation of this research.

Hypothesis 2 was formulated based on the assumption that brand image directly influences perceived value, perceived value directly affects customer engagement, and customer engagement directly impacts customer loyalty. The earlier sections of the study have already established the significance of these direct effects. When a brand maintains a positive image, customers are likely to perceive its products or services as more valuable, which enhances their trust and preference for the brand, leading to increased recognition and satisfaction. The subsequent increase in perceived value further fuels customer engagement, deepening their attitudinal and behavioral loyalty to the brand. In the end, the perceived value enhancement driven by a strong brand image not only fosters active customer engagement but also significantly elevates customer loyalty.

The discovery that brand image significantly impacts customer loyalty through perceived value and customer engagement offers crucial insights for developing effective brand strategies and customer relationship management practices. This mechanism indicates that brand management should not only focus on building a strong brand image but also on enhancing perceived value and customer engagement to achieve higher customer loyalty. This insight provides a vital strategic framework for companies aiming to establish and sustain long-term customer relationships in a competitive market.

5.2.3 Perceived Value as a Mediator and the Impact of Brand Image on Customer Loyalty

The qualitative research results indicated that brand image significantly affected customer loyalty by enhancing customers' perceived value of the brand. Interviews with 12 experts and 20 non-experts in the qualitative study revealed that tea brand image had a notable impact on customer loyalty through perceived value. The consistency between qualitative and quantitative findings supported Hypothesis 3, emphasizing the crucial bridging role of perceived value between brand image and customer loyalty, marking an important innovation in this research.

Hypothesis 3 was proposed based on the premise that brand image directly influenced perceived value and that perceived value directly impacted customer loyalty. Previous discussions established the significance of these direct effects. When brand image improved, customers generally perceived the brand's products or services as having higher value, which in turn enhanced perceived value. This enhancement in perceived value increased customers' trust and preference for the brand, directly affecting their psychological and behavioral responses, leading to loyalty in both attitude and behavior. Thus, brand image significantly boosted customer loyalty through the enhancement of perceived value.

This result not only validated the role of perceived value as a mediator but also uncovered the mechanism through which brand image influences customer loyalty via perceived value. Strengthening brand image effectively elevated perceived value, thereby increasing customer loyalty. This finding provided important guidance for brand management practices, suggesting that companies should focus on enhancing perceived value during brand image development to improve customer loyalty. An effective brand strategy should not only emphasize brand image but also prioritize the enhancement of perceived value to achieve a significant increase in customer loyalty.

5.2.4 Customer Engagement as a Mediator and the Impact of Brand Image on Customer Loyalty

The qualitative research findings indicated that brand image significantly influenced customer loyalty by enhancing customer engagement. In the qualitative study, in-depth interviews with 12 experts and 20 non-experts revealed that the image of tea brands had a notable impact on customer loyalty through customer engagement. The consistency between qualitative and quantitative research results supported Hypothesis 4, highlighting the critical role of customer engagement as a bridge between brand image and customer loyalty. This finding was a key innovation of the study.

Hypothesis 4 was proposed on the premise that brand image has a direct influence on perceived value and that perceived value directly impacts customer loyalty. The previous analysis demonstrated that both of these direct effects were significant. When brand image improved, customers typically perceived the brand's products or services as having higher value, thereby enhancing perceived value. This increase in perceived value, in turn, strengthened customers' trust and preference for the brand, directly affecting their psychological and behavioral responses, leading to loyalty in both attitude and behavior. Brand image, by boosting perceived value, significantly contributed to the enhancement of customer loyalty.

This result not only validated the role of perceived value as a mediating variable but also revealed the mechanism by which brand image influences customer loyalty through perceived value. Strengthening brand image effectively increased perceived value, which in turn heightened customer loyalty. Consequently, this finding provided important guidance for brand management practices. Companies should particularly focus on enhancing perceived value during brand image development to improve customer loyalty. An effective brand strategy not only needs to focus on shaping the brand image but also on increasing perceived value to achieve a significant boost in customer loyalty.

5.2.5 The Impact of Brand Image on Customer Loyalty, Both Directly and Indirectly

In this study, the researchers thoroughly analyzed the direct influence of brand image on customer loyalty, as well as its role through indirect pathways. Specifically, the study revealed three indirect influence mechanisms: the indirect effect of brand image on customer loyalty through perceived value; the indirect effect of brand image on customer loyalty through customer engagement; and the impact of brand image on customer loyalty through a sequential mediation of perceived value and customer engagement.

According to the study's findings, the direct effect of brand image on customer loyalty was 0.152, while the total indirect effect reached 0.241. Considering both direct and indirect effects, the total influence of brand image on customer loyalty amounted to 0.393. Therefore, both the direct and indirect effects of brand image on customer loyalty were identified as key influence mechanisms in this study.

5.3 Research Contributions

This study is based on reviewing a large number of references to study the impact of brand image on customer loyalty with perceived value and customer engagement as chain mediators, which is in line with the research expectations by using Chinese tea brands as the empirical research object. The results of this study have certain theoretical significance and practical guidance significance for the construction of Chinese tea brands.

5.3.1 Theoretical Significance

First, this study focused on tea as the subject and further confirmed the direct and significant effects of brand image on perceived value, customer engagement, and customer loyalty. Specifically, the brand image was found to not only significantly enhance perceived value but also directly encourage customer engagement and customer loyalty. Additionally, perceived value demonstrated a significant positive impact on both customer engagement and loyalty. This research provided strong empirical evidence on strategies to enhance tea brand image, strengthen perceived value, and increase customer engagement.

Secondly, the study delved into the direct effects of tea brand image, perceived value, and customer engagement on customer loyalty, arriving at the following key conclusions: 1) Brand image significantly impacted customer loyalty when perceived value served as a mediator; 2) Brand image had a notable influence on customer loyalty when customer engagement was a mediator; and 3) Brand image exerted a significant influence on customer loyalty through the chain mediation of perceived value and customer engagement. These findings offered new theoretical support for the development and management of Chinese tea brands and the expansion of the Chinese tea market.

5.3.2 Practical Guidance Significance

Despite China being the birthplace of tea, Chinese tea brands held relatively weak influence in the global market. Many companies had not succeeded in creating strong brand images, leading to lower consumer loyalty. As tea production steadily increased, market competition became more intense, especially in the mid-to-low-end segments. Many businesses, faced with product homogeneity, resorted to price wars to capture market share, which not only squeezed profit margins but also potentially harmed product quality and brand reputation. Additionally, the Chinese tea market faced challenges such as a lack of product diversity, lagging channel development, inconsistent quality standards, and insufficient environmental awareness.

This study involved four variables (brand image as the independent variable, perceived value and customer engagement as two chain-mediated variables, and customer loyalty as the dependent variable), encompassing 12 factors and 60 survey questions, with four research hypotheses proposed. Consequently, this study thoroughly explored the relationships between these variables, offering practical insights into addressing the current issues in the development of Chinese tea brands.

5.3.2.1 Tea Brand Image Building Aspects

Chinese tea companies were able to enhance their brand visibility and influence by integrating existing resources and leveraging their strengths, while also strengthening their social responsibility and promoting positive social impact. The companies were advised to identify their strengths and weaknesses and develop more competitive brand strategies to boost market competitiveness.

In terms of product quality, companies needed to ensure consistency and delve into the cultural significance of their tea brands. This approach allowed products to not only meet basic consumer needs but also build a unique brand culture, thereby enhancing the cultural value and appeal of the brand.

Survey results indicated that factors such as consumers' social status, cultural literacy, and income matching had a significant impact on brand image. Tea companies were encouraged to gain a deeper understanding of the needs and preferences of different consumer groups, which was crucial for precise market positioning, product development, and marketing strategies. This understanding helped companies secure a favorable position in the competitive market.

In summary, the study provided practical guidance for tea companies to improve their brand image and enhance market competitiveness in a complex and changing market environment, offering valuable insights for building the image of Chinese tea brands.

5.3.2.2 Tea Brand Perceived Value Aspects

In this study, the functional value of tea was recognized as a fundamental aspect. Tea products had to strictly control quality to fully utilize their functional value and maintain consistency and reliability. This approach not only enhanced customer trust in the brand but also improved their satisfaction with the product, thereby promoting increased loyalty.

Consumer psychology played a crucial role in purchasing decisions. Aligning emotional factors with consumer psychology was also essential. Tea companies were encouraged to leverage the rich history of Chinese tea culture to boost consumer awareness and strengthen brand recognition. This sense of alignment helped the brand stand out in the market.

Creating and sharing compelling brand stories about the tea production process and its uniqueness highlighted the quality and cultural value of tea. Packaging design and brand communication also focused on reflecting the social and cultural value of tea, enhancing the brand's social impact.

To enhance price value, the emphasis was placed on additional benefits beyond the basic value of the tea, such as product uniqueness, sustainable agricultural practices, and corporate social responsibility. This approach aimed to make the purchase feel worthwhile.

Overall, the study demonstrated that perceived value played a mediating role in how brand influence affected customer loyalty. By implementing these strategies, companies could effectively enhance the overall value of their brand and gain a significant advantage in a competitive market. These practical guidelines were crucial for building and positioning tea brands.

5.3.2.3 Tea Brand Customer Engagement Aspects

With the ongoing evolution of social digital marketing and social media, marketing strategies and customer engagement methods are continuously adapting to these changes. Simultaneously, the role of customer engagement has become increasingly significant in market development. Therefore, tea companies need to embrace this trend and enhance their brand value and customer loyalty through effective engagement strategies.

Tea companies can strengthen customer engagement in several ways: First, organizing interactive tea demonstrations, tastings, or workshops provides opportunities for face-to-face interactions, increasing customer touchpoints with the brand. Second, offering professional tea consultations and personalized recommendations at the point of sale helps customers gain a deeper understanding of the products, improving their shopping experience. Establishing active online communities that encourage customers to share their tea experiences helps build a loyal user base and enhances the brand's community presence. Organizing interactive online events, such as tea photography contests and online tutorials, can effectively attract customer participation and increase brand exposure. Finally, hosting brand events like tea culture festivals and tea-picking experiences can deeply explore brand culture and strengthen customers' emotional connection to the brand.

By implementing these strategies, tea companies can not only increase customer engagement and deepen brand recognition but also build customer trust and improve satisfaction, thus enhancing customer loyalty. These practical guidelines are crucial for tea companies in navigating the complexities of brand building and market positioning in a challenging market environment.

5.3.2.4 Tea Brand Customer Loyalty Aspects

The conclusions of this study indicate that enhancing tea brand image can directly increase customer loyalty. Specifically, tea brand image improves customer loyalty through both perceived value and customer engagement as mediators. This suggests that enhancing brand image impacts customer loyalty through multiple dimensions, including perceived value and customer engagement.

Customer loyalty plays a crucial role in enhancing brand reputation and market position. In the highly competitive tea market, the support of loyal customers is central to brand differentiation and market competitiveness. Loyal customers often promote their favorite tea through word of mouth, which serves as a highly effective marketing tool. Moreover, in times of market instability or increased competition, a loyal customer base can offer protection and reduce business volatility. Building long-term customer relationships helps companies stabilize and expand their market share, laying a solid foundation for future growth.

For Chinese tea companies, establishing and maintaining customer loyalty is a long-term and ongoing task. This requires achieving high-quality products, excellent customer service, effective marketing communication, and robust brand building. By implementing these strategies, companies can not only maintain their existing customer base but also attract new customers, thereby standing out in a competitive market.

5.4 Research Limitations and Suggestions for Future Research

This study takes the tea brand as a carrier, investigates the influence of brand image on customer loyalty through the mediation of perceived value and customer engagement series, analyzes the mechanism of brand image in the formation of customer loyalty under the conditions of perceived value and customer engagement, and achieves certain empirical research results and theoretical advances in China's tea branding, which has a certain value of reference for the tea branding in China at the present time and how to improve the added-value of tea. It has a certain reference value for the current Chinese tea brand building and how to improve the added value of tea. However, due to the limitations of research time and other aspects, this study also has certain limitations and shortcomings, which need to be continuously improved and refined in the subsequent research.

5.4.1 Research Limitations

This study has some limitations in terms of the survey object. In this study, the Chinese tea brand is used as the research entity, and the tea brand in Sichuan Province is chosen as the questionnaire object for the whole study. Although Sichuan tea brands are highly representative of Chinese tea brands, the sample of the study will still have some limitations due to the long history of tea drinking in China, unbalanced regional economic development, and great differences in culture. Therefore, whether the conclusions drawn in this study are applicable to the mechanism of forming customer loyalty through the series of mediating influences of perceived value and customer engagement of Chinese tea brands needs to be further verified. This study collected 600 valid questionnaires, and although the total sample size meets the requirements for statistical analysis, the coverage needs to be expanded in terms of China as a whole.

Qualitative analysis has some limitations. The qualitative analysis in this study focuses on arguing the mediating role of perceived value and customer engagement in brand image influencing customer loyalty. In order to be able to fully justify the hypothesis further, in this study, the researcher conducted qualitative analysis through in-depth interviews. Among the 12 experts selected for in-depth interviews, there are senior leaders engaged in tea enterprises, researchers specializing in tea in universities and tea research institutes, and teachers engaged in business administration research in universities conducting interviews, on the one hand, the number of experts is limited, on the other hand, the experts themselves have certain limitations, and the conclusions that may be formed have certain limitations as well; among the 20 non-experts (tea-drinking enthusiasts) selected for In the case of the 20 non-experts (tea drinkers) selected for the interviews, there may be even more limitations on the conclusions drawn because of the individual's cultural background and other reasons.

Limitations in structural modeling research. This study in the random selection of samples, because in the tea brands in Sichuan Province, the brand awareness, and the strength of the brand there is increased disparity, so the sampling at the same time can take into account the impact of different levels of the brand of the consumer but did not manage to reflect the differences between the high-grade brand, the medium brand and the general brand. In the brand image through the perceived value, customer participation in the formation of customer loyalty mechanism, there may also exist in the study for the path involved, or perceived value, customer participation as a chain mediator, brand image on customer loyalty in the impact of other regulatory variables and other paths.

5.4.2 Future Research

The above 5.4.1 has provided an in-depth analysis of the limitations of the above study and the proposed vision for future research in this study.

First, expand the scope and number of survey samples to further improve the representativeness of the samples. Because the sample collection in this study is only for Sichuan Province, the representativeness of the sample still has some limitations, in order to be able to more widely reflect the brand image in the perceived value and customer participation in the intermediary role of the formation of customer loyalty mechanism, we should expand the scope of sample collection in China. Comprehensive factors, sampling more comprehensively reflects the tea brand image of each place in China through the perceived value, customer participation in the intermediary of customer loyalty samples, the formation of a more complete mechanism.

Second, brand image, perceived value, and customer engagement may change over time, socioeconomic conditions, etc., and may be different in measurement and impact. In the formation of the loyalty behavior of tea consumers, more attention should be paid to the time series characteristics of consumer changes over time. As China's economy continues to develop, consumers' lifestyles have changed dramatically. Therefore, future research will focus on fixed, tracking observations at consecutive times to obtain consumer characteristics at different time points.

Finally, the process of forming customer loyalty behavior is a very complex process. This study is involved in the scope of the micro, but not involved in the scope of the macro, therefore, the study of customer loyalty from the macro for a comprehensive understanding of the formation of customer loyalty will be more helpful, and should be a comprehensive consideration of the social, economic, legal, cultural and other factors, through the combination of a variety of classic literature, to fully explore the formation of loyalty behavior in the process of the macro factors, the combination of the micro and the macro, to find a more comprehensive demonstration of the formation mechanism process of consumers' loyalty behavior to provide greater help for the construction of Chinese tea brands.

List of Bibliography

Aaker D. A. (1996). Measuring brand equity across products and markets. ***California management review, 38***(3), 102-120. http://dx.doi.org/10.2307/41165845

Aaker D. A. (2004). Leveraging the corporate brand. ***California management review, 46***(3), 6-18.

Aaker D. A., & Biel A. L. (2013). ***Brand equity & advertising: advertising's role in building strong brands***: Psychology Press.

Aaker D. A., & Equity M. B. (1991). Capitalizing on the Value of a Brand Name. ***New York, 28***(1), 35-37.

Aaker D. A., & Joachimsthaler E. (2012). ***Brand leadership***: Simon and Schuster.

Aaker J. L. (1997). Dimensions of brand personality. ***Journal of marketing research, 34***(3), 347-356.

Abdul-Ghani E., Hyde K. F., & Marshall R. (2011). Emic and etic interpretations of engagement with a consumer-to-consumer online auction site. ***Journal of Business Research, 64***(10), 1060-1066.

Abror A., Patrisia D., Engriani Y., Evanita S., Yasri Y., & Dastgir S. (2020). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. ***Journal of Islamic Marketing, 11***(6), 1691-1705.

Agarwal S., & Teas R. K. (2001). Perceived value: mediating role of perceived risk. ***Journal of Marketing Theory and Practice, 9***(4), 1-14.

Agmeka F., Wathoni R. N., & Santoso A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. ***Procedia Computer Science, 161***, 851-858.

Ahuvia A. C. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. ***Journal of Consumer Research, 32***(1), 171-184.

Albert N., Merunka D., & Valette-Florence P. (2013). Brand passion: Antecedents and consequences. ***Journal of Business Research, 66***(7), 904-909.

Algesheimer R., Dholakia U. M., & Herrmann A. (2005). The social influence of brand community: Evidence from European car clubs. ***Journal of marketing, 69***(3), 19-34.

Allenby G. M., Arora N., & Ginter J. L. (1998). On the heterogeneity of demand. ***Journal of marketing research, 35***(3), 384-389.

Almohaimmeed B. (2019). Pillars of customer retention: An empirical study on the influence of customer satisfaction, customer loyalty, customer profitability on customer retention. ***Serbian Journal of Management, 14***(2), 421-435.

Amenuvor F. E., Owusu-Antwi K., Basilisco R., & Seong-Chan B. (2019). Customer Experience and behavioral intentions: The mediation role of customer perceived value. ***International Journal of Scientific Research and Management (IJSRM), 7***(10), 1359-1374.

Ananda A. S., Hernández-García Á., Acquila-Natale E., & Lamberti L. (2019). What makes fashion consumers "click"? Generation of eWoM engagement in social media. ***Asia Pacific Journal of Marketing and Logistics, 31***(2), 398-418.

Anderson E. W., Fornell C., & Lehmann D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. ***Journal of marketing, 58***(3), 53-66.

Andreassen T. W., & Lindestad B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. ***International Journal of service Industry management, 9***(1), 7-23.

Arnould E. J., & Thompson C. J. (2005). Consumer culture theory (CCT): Twenty years of research. ***Journal of Consumer Research, 31***(4), 868-882.

Aydin S., & Özer G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. ***European journal of marketing, 39***(7/8), 910-925.

Babin B. J., Darden W. R., & Griffin M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. ***Journal of Consumer Research, 20***(4), 644-656.

Bandura A. (1986). Social foundations of thought and action. ***Englewood Cliffs, NJ, 1986***(23-28).

Basrowi B., Ali J., & Suryanto T. (2023). Unpacking the Impact of Customer Perceived Value and Competitive Advantage on Customer Loyalty: The Mediating Role of Trust. ***Shirkah: Journal of Economics and Business, 8***(1), 60-77.

Batra R., Ramaswamy V., Alden D. L., Steenkamp J.-B. E., & Ramachander S. (2014). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. In ***Cultural psychology*** (pp. 83-96): Psychology Press.

Bei L.-T., & Chiao Y.-C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. ***Journal of consumer satisfaction, dissatisfaction and complaining behavior, 14***, 125-140.

Belk R. W. (1988). Possessions and the extended self. ***Journal of Consumer Research, 15***(2), 139-168.

Berry L. L. (2000). Cultivating service brand equity. ***Journal of the Academy of marketing Science, 28***, 128-137.

Bhattacharya C. B., & Sen S. (2003). Consumer–company identification: A framework for understanding consumers' relationships with companies. ***Journal of marketing, 67***(2), 76-88.

Bickart B., & Schindler R. M. (2001). Internet forums as influential sources of consumer information. ***Journal of interactive marketing, 15***(3), 31-40.

Biel A. L. (1992). How brand image drives brand equity. ***Journal of advertising research, 32***(6), 6-12.

Biel A. L. (1993). Converting image into equity. ***Brand equity and advertising: Advertising's role in building strong brands, 26***(10), 67-81.

Bilgihan A. (2016). Gen Y customer loyalty in online shopping: An integrated model of trust, user experience and branding. ***Computers in Human Behavior, 61***, 103-113.

Blasco-Arcas L., Hernandez-Ortega B. I., & Jimenez-Martinez J. (2016). Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media. ***Journal of Service Theory and Practice, 26***(5), 559-589.

Blattberg R. C., & Deighton J. (1996). Manage marketing by the customer equity test. ***Harvard business review, 74***(4), 136-144.

Bloemer J. M., & Kasper H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. ***Journal of economic psychology, 16***(2), 311-329.

Bolton R. N., & Drew J. H. (1991). A longitudinal analysis of the impact of service changes on customer attitudes. ***Journal of marketing, 55***(1), 1-9.

Bolton R. N., Lemon K. N., & Verhoef P. C. (2004). The theoretical underpinnings of customer asset management: A framework and propositions for future research. ***Journal of the Academy of marketing Science, 32***(3), 271-292.

Boohene R., & Agyapong G. K. (2011). Analysis of the antecedents of customer loyalty of telecommunication industry in Ghana: The case of Vodafone (Ghana). ***International Business Research, 4***(1), 229-240.

Brodie R. J., Hollebeek L. D., Jurić B., & Ilić A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. ***Journal of service research, 14***(3), 252-271.

Brodie R. J., Ilic A., Juric B., & Hollebeek L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. ***Journal of Business Research, 66***(1), 105-114.

Buil I., De Chernatony L., & Martínez E. (2013). Examining the role of advertising and sales promotions in brand equity creation. ***Journal of Business Research, 66***(1), 115-122.

Butz Jr H. E., & Goodstein L. D. (1996). Measuring customer value: gaining the strategic advantage. ***Organizational dynamics, 24***(3), 63-77.

Calder B. J., Malthouse E. C., & Schaedel U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. ***Journal of interactive marketing, 23***(4), 321-331.

Chang S.-H., Chen C.-H., & Ho Y. C. (2012). A study of marketing performance evaluation system for notebook distributors. ***International Journal of Business and Management, 7***(13), 85.

Changhong B. (2001). Customer Value Research in the West and its Practical Implications. ***Nankai Management Review, 4***(2), 51-55.

Chaudhuri A., & Holbrook M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. ***Journal of marketing, 65***(2), 81-93.

Chen Z., & Dubinsky A. J. (2003). A conceptual model of perceived customer value in e-commerce: A preliminary investigation. ***Psychology & marketing, 20***(4), 323-347.

Cheung C. M., & Lee M. K. (2010). A theoretical model of intentional social action in online social networks. ***Decision support systems, 49***(1), 24-30.

Cheung C. M., Lee M. K., & Rabjohn N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. ***Internet research, 18***(3), 229-247.

Chin W. W. (1998). The partial least squares approach to structural equation modeling. ***Modern methods for business research, 295***(2), 295-336.

Chinchen G., Waugh K., & Whan D. (1986). The activity and state of the copper surface in methanol synthesis catalysts. ***Applied Catalysis, 25***(1-2), 101-107.

Chitturi R., Raghunathan R., & Mahajan V. (2008). Delight by Design: The Role of Hedonic versus Utilitarian Benefits. ***Journal of marketing, 72***(3), 48-63.

Chiu C.-M., Hsu M.-H., Lai H., & Chang C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. ***Decision support systems, 53***(4), 835-845.

Choudhury M. M., & Harrigan P. (2014). CRM to social CRM: the integration of new technologies into customer relationship management. ***Journal of Strategic Marketing, 22***(2), 149-176.

Chung W., & Kalnins A. (2001). Agglomeration effects and performance: A test of the Texas lodging industry. ***Strategic management journal, 22***(10), 969-988.

Cialdini R. B., & Goldstein N. J. (2004). Social influence: Compliance and conformity. ***Annu. Rev. Psychol., 55***, 591-621.

Cova B. (1996). The postmodern explained to managers: Implications for marketing. ***Business Horizons, 39***(6), 15-24.

Cronin Jr J. J., & Taylor S. A. (1992). Measuring service quality: a reexamination and extension. ***Journal of marketing, 56***(3), 55-68.

Cui Nan W. C. (2010). Multi-dimensional measurement of consumer brand association. ***Journal of Chinese management science, 18***(1), 99-105.

Dam S. M., & Dam T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. ***The Journal of Asian Finance, Economics and Business, 8***(3), 585-593.

De Chernatony L. (1999). Brand management through narrowing the gap between brand identity and brand reputation. ***Journal of marketing management, 15***(1-3), 157-179.

Dekhil F., Jridi H., & Farhat H. (2017). Effect of religiosity on the decision to participate in a boycott: the moderating effect of brand loyalty–the case of Coca-Cola. ***Journal of Islamic Marketing, 8***(2), 309-328.

Delgado-Ballester E., & Luis Munuera-Alemán J. (2005). Does brand trust matter to brand equity? ***Journal of product & brand management, 14***(3), 187-196.

Delgado-Ballester E., & Munuera-Alemán J. L. (2001). Brand trust in the context of consumer loyalty. ***European journal of marketing, 35***(11/12), 1238-1258.

Dick A. S., & Basu K. (1994). Customer loyalty: toward an integrated conceptual framework. ***Journal of the Academy of marketing Science, 22***, 99-113.

Dietz J. (1997). Satisfaction: A behavioral perspective on the consumer. ***Journal of Consumer Marketing, 14***(4-5), 401-404.

Dodds W. B., & Monroe K. B. (1985). ***The effect of brand and price information on subjective product evaluations***. ACR North American Advance***s***.

Dodds W. B., Monroe K. B., & Grewal D. (1991). Effects of price, brand, and store information on buyers' product evaluations. ***Journal of marketing research, 28***(3), 307-319.

East R., Hammond K., & Lomax W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. ***International Journal of Research in Marketing, 25***(3), 215-224.

Effron B., & Tibshirani R. J. (1993). ***An introduction to the bootstrap***. In: Chapman & Hall, New York.

Eggert A., & Ulaga W. (2002). Customer perceived value: a substitute for satisfaction in business markets? ***Journal of Business & industrial marketing, 17***(2/3), 107-118.

El-Adly M. I., & Eid R. (2016). An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. ***Journal of Retailing and Consumer Services, 31***, 217-227.

Ellison N. B., Steinfield C., & Lampe C. (2011). Connection strategies: Social capital implications of Facebook-enabled communication practices. ***New media & society, 13***(6), 873-892.

Engel J., & Blackwell R. (1982). Brand loyalty and repeat purchase behavior. ***Consumer Behavior, The Dryden Press, Chicago***.

Erdem T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. ***Journal of Consumer Psychology, 7***(2), 131-157.

Escalas J. E., & Bettman J. R. (2003). You are what they eat: The influence of reference groups on consumers' connections to brands. ***Journal of Consumer Psychology, 13***(3), 339-348.

Escalas J. E., & Bettman J. R. (2005). Self-construal, reference groups, and brand meaning. ***Journal of Consumer Research, 32***(3), 378-389.

Eshghi A., Haughton D., & Topi H. (2007). Determinants of customer loyalty in the wireless telecommunications industry. ***Telecommunications policy, 31***(2), 93-106.

Fadhlurrahman A. (2023). ***Pengaruh Brand Image Dan Perceived Value Terhadap Customer Loyalty Pengguna Iphone Dikota Malang***. UPN Veteran Jawa Timur,

Fan Xiu Cheng C. J. (2002). Brand association: dimensions and structure. ***China's industrial economy, 3***, 63-71.

Fei Wen W. G., Yaling Zhai (2023). Study on the Enhancement Strategy of the Brand Image Perception of 'Xiangxi Golden Tea' — Based on Data Analysis from Questionnaire Survey. ***Modern Agricultural Technology, 2023(2)***, 6.

Flint D. J., Woodruff R. B., & Gardial S. F. (2002). Exploring the phenomenon of customers' desired value change in a business-to-business context. ***Journal of marketing, 66***(4), 102-117.

Fomell C., Johnson M. D., Anderson E. W., Cha J., & Bryant B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. ***Journal of marketing, 60***(4), 7-18.

Fornell C., & Larcker D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. ***Journal of marketing research, 18***(1), 39-50.

Fornell C., Mithas S., Morgeson III F. V., & Krishnan M. S. (2006). Customer satisfaction and stock prices: High returns, low risk. ***Journal of marketing, 70***(1), 3-14.

Ganesh J., Arnold M. J., & Reynolds K. E. (2000). Understanding the customer base of service providers: an examination of the differences between switchers and stayers. ***Journal of marketing, 64***(3), 65-87.

Garderner B., & Levy S. (1955). The product and the brand. ***Harvard Busianess Review,*** 33-39

Godes D., & Mayzlin D. (2004). Using online conversations to study word-of-mouth communication. ***Marketing science, 23***(4), 545-560.

Gummerus J., Liljander V., Weman E., & Pihlström M. (2012). Customer engagement in a Facebook brand community. ***Management Research Review, 35***(9), 857-877.

Gupta S., & Zeithaml V. (2006). Customer metrics and their impact on financial performance. ***Marketing science, 25***(6), 718-739.

Gürlek M., Düzgün E., & Uygur S. M. (2017). How does corporate social responsibility create customer loyalty? The role of corporate image. ***Social Responsibility Journal, 13***(3), 409-427.

Ha H. Y., & Perks H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. ***Journal of consumer behaviour: An international research review, 4***(6), 438-452.

Hair J. F., Hult G. T. M., Ringle C. M., Sarstedt M., & Thiele K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. ***Journal of the Academy of marketing Science, 45***, 616-632.

Hair J. F., Risher J. J., Sarstedt M., & Ringle C. M. (2019). When to use and how to report the results of PLS-SEM. ***European business review, 31***(1), 2-24.

Hamari J., Koivisto J., & Sarsa H. (2014). ***Does gamification work?a literature review of empirical studies on gamification***. Paper presented at the 2014 47th Hawaii international conference on system sciences.

Harrigan P., Evers U., Miles M. P., & Daly T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. ***Journal of Business Research, 88***, 388-396.

Heding T., Knudtzen C. F., & Bjerre M. (2020). ***Brand management: Mastering research, theory and practice***: Routledge.

Hennig-Thurau T., Gwinner K. P., & Gremler D. D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. ***Journal of service research, 4***(3), 230-247.

Hennig-Thurau T., Gwinner K. P., Walsh G., & Gremler D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? ***Journal of interactive marketing, 18***(1), 38-52.

Hennig-Thurau T., Malthouse E. C., Friege C., Gensler S., Lobschat L., Rangaswamy A., & Skiera B. (2010). The impact of new media on customer relationships. ***Journal of service research, 13***(3), 311-330.

Henseler J., Ringle C. M., & Sarstedt M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. ***Journal of the Academy of marketing Science, 43***, 115-135.

Hien N., Phuong N., Tran T. V., & Thang L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. ***Management science letters, 10***(6), 1205-1212.

Higgins E. T., & Scholer A. A. (2009). Engaging the consumer: The science and art of the value creation process. ***Journal of Consumer Psychology, 19***(2), 100-114.

Holbrook M. B. (1994). The nature of customer value: an axiology of services in the consumption experience. ***Service quality: New directions in theory and practice***, 21-71.

Holbrook M. B. (1999). ***Consumer value: a framework for analysis and research***: Psychology Press.

Holbrook M. B., & Corfman K. P. (1985). Quality and value in the consumption experience: Phaedrus rides again. ***Perceived quality, 31***(2), 31-57.

Hollebeek L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. ***Journal of marketing management, 27***(7-8), 785-807.

Hollebeek L. D. (2013). The customer engagement/value interface: An exploratory investigation. ***Australasian marketing journal, 21***(1), 17-24.

Hollebeek L. D., Glynn M. S., & Brodie R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. ***Journal of interactive marketing, 28***(2), 149-165.

Hollebeek L. D., Srivastava R. K., & Chen T. (2019). SD logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. ***Journal of the Academy of marketing Science, 47***, 161-185.

Homburg C., & Giering A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty an empirical analysis. ***Psychology & marketing, 18***(1), 43-66.

Hosany S., Ekinci Y., & Uysal M. (2006). Destination image and destination personality: An application of branding theories to tourism places. ***Journal of Business Research, 59***(5), 638-642.

Hu L. t., & Bentler P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. ***Structural equation modeling: a multidisciplinary journal, 6***(1), 1-55.

Huang L.-C., Gao M., & Hsu P.-F. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry. ***Ekoloji, 28***(107), 283-287.

Ilahi K., & Syaefulloh S. (2024). Pengaruh Brand Image dan Hedonic Shopping terhadap Purchase Decision melalui Perceived Value pada Jam Tangan Alexander Christie (Studi Kasus pada Mahasiswa di Kota Pekanbaru). ***Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan, 18***(1), 399-417.

Islam J. U., & Rahman Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. ***Journal of Global fashion marketing, 7***(1), 45-59.

Islam T., Islam R., Pitafi A. H., Xiaobei L., Rehmani M., Irfan M., & Mubarak M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. ***Sustainable Production and Consumption, 25***, 123-135.

Jasin M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. ***Journal of Information Systems and Management (JISMA), 1***(4), 54-62.

Jiang L., Jun M., & Yang Z. (2016). Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce? ***Service Business, 10***, 301-317.

Jiang Y., & Hong F. (2023). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. ***Tourism Recreation Research, 48***(2), 220-233.

Jo Hatch M., & Schultz M. (2003). Bringing the corporation into corporate branding. ***European journal of marketing, 37***(7/8), 1041-1064.

John D. R., Loken B., Kim K., & Monga A. B. (2006). Brand concept maps: A methodology for identifying brand association networks. ***Journal of marketing research, 43***(4), 549-563.

Johnson M. D., Herrmann A., & Huber F. (2006). The evolution of loyalty intentions. ***Journal of marketing, 70***(2), 122-132.

Kandampully J., Zhang T. C., & Bilgihan A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. ***International Journal of Contemporary Hospitality Management, 27***(3), 379-414.

Kapferer J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking. ***Kogan page publishers.***

Keiningham T. L., Cooil B., Aksoy L., Andreassen T. W., & Weiner J. (2007). The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet. ***Managing Service Quality: An International Journal, 17***(4), 361-384.

Keiningham T. L., Cooil B., Andreassen T. W., & Aksoy L. (2007). A longitudinal examination of net promoter and firm revenue growth. ***Journal of marketing, 71***(3), 39-51.

Keller K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. ***Journal of marketing, 57***(1), 1-22.

Keller K. L., Parameswaran M., & Jacob I. (2011). ***Strategic brand management: Building, measuring, and managing brand equity***: Pearson Education India.

Khan R. U., Salamzadeh Y., Iqbal Q., & Yang S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. ***Journal of Relationship Marketing, 21***(1), 1-26.

Kim A. J., & Ko E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. ***Journal of Global fashion marketing, 1***(3), 164-171.

Kim A. J., & Ko E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. ***Journal of Business Research, 65***(10), 1480-1486.

Kim M.-K., Park M.-C., & Jeong D.-H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. ***Telecommunications policy, 28***(2), 145-159.

Kim W. G., & Kim H.-B. (2004). Measuring customer-based restaurant brand equity. ***Cornell hotel and restaurant administration quarterly, 45***(2), 115-131.

Kim W. G., & Moon Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. ***International journal of hospitality management, 28***(1), 144-156.

Kleine III R. E., & Kernan J. B. (1991). Contextual influences on the meanings ascribed to ordinary consumption objects. ***Journal of Consumer Research, 18***(3), 311-324.

Kleine S. S., Kleine III R. E., & Allen C. T. (1995). How is a possession "me" or "not me"? Characterizing types and an antecedent of material possession attachment. ***Journal of Consumer Research, 22***(3), 327-343.

Kline R. B. (2023). ***Principles and practice of structural equation modeling***: Guilford publications.

Kotler P. (1994). Reconceptualizing marketing: An interview with Philip Kotler. ***European Management Journal, 12***(4), 353-361.

Kotler P., & Armstrong G. (1994). ***Marketing management, analysis, planning, implementation, and control, Philip Kotler***: London: Prentice-Hall International.

Kressmann F., Sirgy M. J., Herrmann A., Huber F., Huber S., & Lee D.-J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. ***Journal of Business Research, 59***(9), 955-964.

Krishnan H. S. (1996). Characteristics of memory associations: A consumer-based brand equity perspective. ***International Journal of Research in Marketing, 13***(4), 389-405.

Kumar V., & Reinartz W. (2016). Creating enduring customer value. ***Journal of marketing, 80***(6), 36-68.

Kurhayadi K., Rosadi B., Yusuf M., Saepudin A., & Asmala T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. ***Riwayat: Educational Journal of History and Humanities, 5***(2), 416-420.

Kusumawati A., & Rahayu K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. ***The TQM Journal, 32***(6), 1525-1540.

Kwak H., Lee C., Park H., & Moon S. (2010). ***What is Twitter, a social network or a news media****?* Paper presented at the Proceedings of the 19th international conference on World wide web.

Laroche M., Habibi M. R., & Richard M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? ***International Journal of Information Management, 33***(1), 76-82.

Lassar W. (1995). Measuring customer-based brand equity. ***JOURNAL OF CONSUMER MARKETING VOL***.

Lee M., & Youn S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. ***International journal of advertising, 28***(3), 473-499.

Lemon K. N., & Verhoef P. C. (2016). Understanding customer experience throughout the customer journey. ***Journal of marketing, 80***(6), 69-96.

Leppäniemi M., Karjaluoto H., & Saarijärvi H. (2017). Customer perceived value, satisfaction, and loyalty: the role of willingness to share information. ***The International Review of Retail, Distribution and Consumer Research, 27***(2), 164-188.

Levy S. J. (1959). Symbols for sale. ***Harvard business review, 37***(4), 117-124.

Li M.-W., Teng H.-Y., & Chen C.-Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. ***Journal of Hospitality and Tourism Management, 44***, 184-192.

Likert R. (1932). A technique for the measurement of attitudes. ***Archives of psychology***.

Lim X. J., Radzol A., Cheah J., & Wong M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. ***Asian journal of business research, 7***(2), 19-36.

Lin H.-H., & Wang Y.-S. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. ***Information & management, 43***(3), 271-282.

Lin J., Lobo A., & Leckie C. (2017). The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection and brand loyalty. ***Journal of Retailing and Consumer Services, 35***, 133-141.

Lin N. (2017). Building a network theory of social capital. ***Social capital***, 3-28.

Lina R. (2022). Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty. ***AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis, 2***(1), 19-26.

Liu W.-K., Lee Y.-S., & Hung L.-M. (2017). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. ***Journal of Foodservice Business Research, 20***(2), 146-162.

Loewenstein G. (2000). Emotions in economic theory and economic behavior. ***American economic review, 90***(2), 426-432.

Louro M. J. F., Marques, C. S., & de Oliveira, J. M. F. (2021). The power of brand image on consumer engagement and loyalty in sports events: A moderated mediation model. ***Journal of Business Research, 129***, 188-199.

Marbach J., Lages C. R., & Nunan D. (2016). Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement. ***Journal of marketing management, 32***(5-6), 502-525.

Martínez P., & Del Bosque I. R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. ***International journal of hospitality management, 35***, 89-99.

Matthyssens P., & Van den Bulte C. (1994). Getting closer and nicer: partnerships in the supply chain. ***Long Range Planning, 27***(1), 72-83.

Mellens M., Dekimpe M., & Steenkamp J. (1996). A review of brand-loyalty measures in marketing. ***Tijdschrift voor economie en management***(4), 507-533.

Molinillo S., Anaya-Sánchez R., & Liébana-Cabanillas F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. ***Computers in Human Behavior, 108***, 105980. https://doi.org/10.1016/j.chb.2019.04.004

Mollen A., & Wilson H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. ***Journal of Business Research, 63***(9-10), 919-925.

Monroe K. (2002). Pricing: Making Profitable Decisions, 3rd (Ed.) New York. ***NY: McGraw-Hill Book Company***.

Monroe K. B. (1990). Pricing: Making Profitable DecisionsMcGraw–Hill. ***New York***.

Monroe K. B., & Chapman J. D. (1987). Framing effects on buyers' subjective product evaluations. ***ACR North American Advances***.

Monroe K. B., & Krishnan R. (1985). The effect of price on subjective product evaluations. ***Perceived quality, 1***(1), 209-232.

Netemeyer R. G. (2003). ***Scaling procedures: Issues and applications***: Sage Publications.

Newman J. W., & Werbel R. A. (1973). Multivariate analysis of brand loyalty for major household appliances. ***Journal of marketing research, 10***(4), 404-409.

Nguyen D. T., Pham V. T., Tran D. M., & Pham D. T. B. (2020). Impact of Service Quality, Customer Satisfaction and Switching Costs on Customer Loyalty. ***The Journal of Asian Finance, Economics and Business, 7***(8), 1395-405.

Norvadewi N., Sampe F., Ardianto R., & Yusuf M. (2023). The Impact Of Brand Image And Prıce Onlıne Product Purchase Decısıons At Shopee. ***Asian Journal of Management, Entrepreneurship and Social Science, 3***(1), 336-351.

Nöth W. (1988). The language of commodities Groundwork for a semiotics of consumer goods. ***International Journal of Research in Marketing, 4***(3), 173-186.

Nunes J. C., & Drèze X. (2006). Your loyalty program is betraying you. ***Harvard business review, 84***(4), 124-131; 150.

Nyadzayo M. W., & Khajehzadeh S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. ***Journal of Retailing and Consumer Services, 30***, 262-270.

Oliver R. L. (1999). Whence consumer loyalty? ***Journal of marketing, 63***(4_suppl1), 33-44.

Oliver R. L. (2014). ***Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer***: Routledge.

Ophelia Xia O. (2016). Effect of Pre-consumption and Consumption Experience on Perceived Value and Brand Equity. ***SGBED wishes to recognize the following sponsors***, 915-930-

Oyeniyi J. O., & Abiodun J. A. (2010). Switching cost and customers loyalty in the mobile phone market: The Nigerian experience. ***Business intelligence journal, 3***(1), 111-121.

Panda K. A. a. R. K. (2019). The role of consumer-brand engagement towards driving brand loyalty. ***Journal of Modelling in Management decision, 14(4)***, 987-1005

Pansari A., & Kumar V. (2017). Customer engagement: the construct, antecedents, and consequences. ***Journal of the Academy of marketing Science, 45***, 294-311.

Pansari A., & Kumar V. (2018). Customer engagement marketing. ***Customer engagement marketing***, 1-27.

Papista E., Chrysochou P., Krystallis A., & Dimitriadis S. (2018). Types of value and cost in consumer–green brands relationship and loyalty behaviour. ***Journal of Consumer Behaviour, 17***(1), e101-e113.

Pappu R., Quester P. G., & Cooksey R. W. (2005). Consumer-based brand equity: improving the measurement–empirical evidence. ***Journal of product & brand management, 14***(3), 143-154.

Parasuraman A., Berry L. L., & Zeithaml V. A. (1991). Understanding customer expectations of service. ***MIT sloan management review***.

Parasuraman A., & Grewal D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. ***Journal of the Academy of marketing Science, 28***(1), 168-174.

Park C. W., Jaworski B. J., & MacInnis D. J. (1986). Strategic brand concept-image management. ***Journal of marketing, 50***(4), 135-145.

Patterson P., Yu T., & De Ruyter K. (2006). ***Understanding customer engagement in services***. Paper presented at the Advancing theory, maintaining relevance, proceedings of ANZMAC 2006 conference, Brisbane.

Patterson P. G., & Spreng R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. ***International Journal of service Industry management, 8***(5), 414-434.

Payne A., & Holt S. (2001). Diagnosing customer value: integrating the value process and relationship marketing. ***British Journal of management, 12***(2), 159-182.

Petrick J. F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. ***Journal of leisure research, 34***(2), 119-134.

Phua J., Jin S. V., & Kim J. J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. ***Telematics and Informatics, 34***(1), 412-424.

Prahalad C. K., & Ramaswamy V. (2004). Co-creation experiences: The next practice in value creation. ***Journal of interactive marketing, 18***(3), 5-14.

Prentice C., Han X. Y., Hua L.-L., & Hu L. (2019). The influence of identity-driven customer engagement on purchase intention. ***Journal of Retailing and Consumer Services, 47***, 339-347.

Pura M. (2005). Linking perceived value and loyalty in location-based mobile services. ***Managing Service Quality: An International Journal, 15***(6), 509-538.

Rai A. S., R. K. (2012). Customer loyalty: Its dimensions and effects on repurchase intentions. ***Journal of Retailing and Consumer Services, 19(2)***, 117-126.

Rather R. A., Hollebeek L. D., & Rasoolimanesh S. M. (2022). First-time versus repeat tourism customer engagement, experience, and value cocreation: An empirical investigation. ***Journal of Travel Research, 61***(3), 549-564.

Ravald A., & Grönroos C. (1996). The value concept and relationship marketing. ***European journal of marketing, 30***(2), 19-30.

Regina K., Agusinta L., & Setyowati T. M. (2021). the Effect of Sales Promotion on Purchase Intention Through Customer Perceived Value on E-Commerce During the Covid-19 Pandemic. ***Advances in Transportation and Logistics Research, 4***, 240-249.

Reichheld F. F. (2003). The one number you need to grow. ***Harvard business review, 81***(12), 46-55.

Reichheld F. F., & Sasser W. E. (1990). Zero defections: quality comes to services. ***Harvard business review, 68***(5), 105-111.

Reichheld F. F., & Schefter P. (2000). E-loyalty: your secret weapon on the web. ***Harvard business review, 78***(4), 105-113.

Reichheld F. F., & Teal T. (1996). The loyalty effect: The hidden force behind growth, profits and lasting. ***Harvard Business School Publications, Boston***.

Richardson P. S., Dick A. S., & Jain A. K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. ***Journal of marketing, 58***(4), 28-36.

Richter N. F., Cepeda-Carrion G., Roldán Salgueiro J. L., & Ringle C. M. (2016). European management research using partial least squares structural equation modeling (PLS-SEM). ***European Management Journal, 34***(6), 589-597.

Roos I. (1999). Switching processes in customer relationships. ***Journal of service research, 2***(1), 68-85.

Roth M. S. (1995). The effects of culture and socioeconomics on the performance of global brand image strategies. ***Journal of marketing research, 32***(2), 163-175.

Rowley J. (2005). The four Cs of customer loyalty. ***Marketing intelligence & planning, 23***(6), 574-581.

Russell-Bennett R., McColl-Kennedy J. R., & Coote L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. ***Journal of Business Research, 60***(12), 1253-1260.

Rust R. T., Zahorik A. J., & Keiningham T. L. (1995). Return on quality (ROQ): Making service quality financially accountable. ***Journal of marketing, 59***(2), 58-70.

Salem Khalifa A. (2004). Customer value: a review of recent literature and an integrative configuration. ***Management decision, 42***(5), 645-666.

Sánchez-Fernández R., & Iniesta-Bonillo M. Á. (2007). The concept of perceived value: a systematic review of the research. ***Marketing theory, 7***(4), 427-451.

Saucède F., Fenneteau H., & Codron J.-M. (2014). Department upkeep and shrinkage control: Two key variables in optimizing the performance of fruit and vegetables departments. ***International Journal of Retail & Distribution Management, 42***(8), 733-758.

Savitri C., Hurriyati R., Wibowo L., & Hendrayati H. (2022). The role of social media marketing and brand image on smartphone purchase intention. ***International Journal of Data and Network Science, 6***(1), 185-192.

Scott J., & Craig-Lees M. (2010). Audience engagement and its effects on product placement recognition. ***Journal of Promotion Management, 16***(1-2), 39-58.

Septina Eka Putri D. (2023). ***PENGARUH BRAND IMAGE, BRAND TRUST, PERCEIVED QUALITY, DAN CUSTOMER SATISFACTION TERHADAP BRAND LOYALTY PADA PELANGGAN KEDAI KOPI RUANG RUMI DI KABUPATEN TANGERANG***. UNIVERSITAS SULTAN AGENG TIRTAYASA,

Shafiee M. M., & Bazargan N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. ***Journal of theoretical and applied electronic commerce research, 13***(1), 26-38.

Shehzadi S., Nisar Q. A., Hussain M. S., Basheer M. F., Hameed W. U., & Chaudhry N. I. (2021). The role of digital learning toward students' satisfaction and university brand image at educational institutes of Pakistan: a post-effect of COVID-19. ***Asian Education and Development Studies, 10***(2), 276-294.

Sheth J. N., Newman B. I., & Gross B. L. (1991). Why we buy what we buy: A theory of consumption values. ***Journal of Business Research, 22***(2), 159-170.

Simon H. A. (1955). A behavioral model of rational choice. ***The quarterly journal of economics***, 99-118.

Singh G., Slack N., Sharma S., Mudaliar K., Narayan S., Kaur R., & Sharma K. U. (2021). Antecedents involved in developing fast-food restaurant customer loyalty. ***The TQM Journal, 33***(8), 1753-1769.

Sirdeshmukh D., Singh J., & Sabol B. (2002). Consumer trust, value, and loyalty in relational exchanges. ***Journal of marketing, 66***(1), 15-37.

Sirgy M. J., Grewal D., Mangleburg T. F., Park J.-o., Chon K.-S., Claiborne C. B., . . . Berkman H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. ***Journal of the Academy of marketing Science, 25***, 229-241.

Sivashankar P., Rangani D., & Rathnayake M. (2019). Customer perceived value and customer relationship marketing in b2b agribusinesses: a case of agrochemical market in Sri Lanka. ***Journal of Agribusiness and Rural Development, 54***(4), 355–361, 355–361.

Slack N., Singh G., & Sharma S. (2020). Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. ***International Journal of Retail & Distribution Management, 48***(11), 1235-1254.

Slack N. J., Singh G., Ali J., Lata R., Mudaliar K., & Swamy Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. ***British Food Journal, 123***(4), 1324-1344.

Smith A. K., Bolton R. N., & Wagner J. (1999). A model of customer satisfaction with service encounters involving failure and recovery. ***Journal of marketing research, 36***(3), 356-372.

Solomon M. R. (2009). ***Consumer Behavior. Buying, Having, and Being. 8. painos. In: Upper Saddle River***, New Jersey: Pearson Prentice Hall.

Sprott D., Czellar S., & Spangenberg E. (2009). The importance of a general measure of brand engagement on market behavior: Development and validation of a scale. ***Journal of marketing research, 46***(1), 92-104.

Swaen V. V., Joëlle. (2005). The role of post-consumption emotions in advertising effectiveness. ***Journal of Business Research, 58***, 423-433.

Sweeney J. C., & Soutar G. N. (2001). Consumer perceived value: The development of a multiple item scale. ***Journal of retailing, 77***(2), 203-220.

Sweeney J. C., Soutar G. N., & Johnson L. W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. ***Journal of retailing, 75***(1), 77-105.

Tax S. S., Brown S. W., & Chandrashekaran M. (1998). Customer evaluations of service complaint experiences: implications for relationship marketing. ***Journal of marketing, 62***(2), 60-76.

Teas R. K., & Agarwal S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. ***Journal of the Academy of marketing Science, 28***(2), 278-290.

Tenenhaus M., Vinzi V. E., Chatelin Y.-M., & Lauro C. (2005). PLS path modeling. ***Computational statistics & data analysis, 48***(1), 159-205.

Tucker W. T. (1964). The development of brand loyalty. ***Journal of marketing research, 1***(3), 32-35.

Valentin E. K. (2001). SWOT analysis from a resource-based view. ***Journal of Marketing Theory and Practice, 9***(2), 54-69.

Van Doorn J., Lemon K. N., Mittal V., Nass S., Pick D., Pirner P., & Verhoef P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. ***Journal of service research, 13***(3), 253-266.

Verhoef P. C., Franses P. H., & Hoekstra J. C. (2002). The effect of relational constructs on customer referrals and number of services purchased from a multiservice provider: does age of relationship matter? ***Journal of the Academy of marketing Science, 30***, 202-216.

Vivek S. D., Beatty S. E., & Morgan R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. ***Journal of Marketing Theory and Practice, 20***(2), 122-146.

Wang Changzheng S. S. (2007). Summary of Western brand image and its management theory. ***Joural of Foreign economy and management, 29***(12), 15-22.

Wang Y., Po Lo H., Chi R., & Yang Y. (2004). An integrated framework for customer value and customer-relationship-management performance: a customer-based perspective from China. ***Managing Service Quality: An International Journal, 14***(2/3), 169-182.

Watson G. F., Beck J. T., Henderson C. M., & Palmatier R. W. (2015). Building, measuring, and profiting from customer loyalty. ***Journal of the Academy of marketing Science, 43***, 790-825.

Wattanasuwan K. (2005). The self and symbolic consumption. ***Journal of American Academy of Business, 6***(1), 179-184.

Wiedmann K.-P., Labenz F., Haase J., & Hennigs N. (2018). The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength. ***Journal of Brand Management, 25***, 101-118.

Williams P., & Soutar G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. ***Annals of tourism research, 36***(3), 413-438.

Winaryo E. (2023). ***MODEL PENGUATAN BRAND LOYALTY MELALUI BRAND AWARENESS, PERCEIVED VALUE DAN BRAND IMAGE***. UNIVERSITAS ISLAM SULTAN AGUNG,

Woodall T. (2003). Conceptualising 'value for the customer': an attributional, structural and dispositional analysis. ***Academy of marketing science review, 12***(1), 1-42.

Woodall T. (2003). Conceptualizing value for the customer: an attributional, dispositional and structural analysis. ***Academy of Marketing Science Review, 12***(2).

Woodruff R. B. (1997). Customer value: the next source for competitive advantage. ***Journal of the Academy of marketing Science, 25***, 139-153.

Wu Bo L. D. (2013). Review of brand perception research based on stereotype content model. ***Journal of Foreign economy and management, 35***(3), 57-63.

Wu Yonghong F. X. (2004). Customer value-oriented enterprise competitiveness and its promotion strategy. ***Journal of Circulation economy of China, 18***(11), 50-53.

Xiaobing Y. (2009). The analysis of customer value and function of clothing products and the way to improve it. ***Journal of Value Engineering, 28***(4), 76-79.

Yang F., Tang J., Men J., & Zheng X. (2021). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. ***Journal of Retailing and Consumer Services, 63***, 102683. https://doi.org/10.1016/j.jretconser.2021.102683

Yang Xiaoyan Z. Y. (2006). Green Value: a new dimension of customer perceived value. ***Journal of Chinese Industrial Economics***(7), 110-116.

Yen C.-H., Teng H.-Y., & Tzeng J.-C. (2020). Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement. ***International journal of hospitality management, 88***, 102514. https://doi.org/10.1016/j.ijhm.2020.102514

Yi Y., & Jeon H. (2003). Effects of loyalty programs on value perception, program loyalty, and brand loyalty. ***Journal of the Academy of marketing Science, 31***(3), 229-240.

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

Yoon Y., & Uysal M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. ***Tourism management, 26***(1), 45-56.

Zeithaml V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. ***Journal of marketing, 52***(3), 2-22.

Zeithaml V. A., Berry L. L., & Parasuraman A. (1996). The behavioral consequences of service quality. ***Journal of marketing, 60***(2), 31-46.

Zephaniah C. O., Ogba I.-E., & Izogo E. E. (2020). Examining the effect of customers' perception of bank marketing communication on customer loyalty. ***Scientific African, 8***, e00383. https://doi.org/10.1016/j.sciaf.2020.e00383

Zhu J., Yan Y., & Zhang L. (2015). The Influence Mechanism of Clothing Brand Image on Brand Loyalty. ***Journal of Textile, 36***(04), 146-152.

Zins A. H. (2001). Relative attitudes and commitment in customer loyalty models: Some experiences in the commercial airline industry. ***International Journal of service Industry management, 12***(3), 269-294.

APPENDICES

APPENDIX A

In-depth Interview

Part I: In-depth Interviews with Experts

Dear experts and professors:

This study has also formed some preliminary ideas by reviewing the literature, and in order to do a better job of the preliminary work of this study, an expert in-depth interview is conducted. You are an expert in my research industry and I will conduct an in-depth interview with you. I through open-ended and progressive questions to you to go in depth interview, need to take up your longer time, I hope you can support my research. During the interview, I hope that you will use your professionalism, experience and self-knowledge to answer objectively, which can provide a lot of help to my research. The content of the interview is only for the purpose of this study, and the related content and information will not be disclosed.

1.When buying tea, what factors will affect your tea buying behavior?

2.Regarding the influencing factors mentioned above, do you think there is a mutual influence relationship between them?

3.Do you think customer loyalty is important? Could you please share your opinion?

4.From your perspective, what do you think are the ways to form loyalty to a certain tea brand?

5.Everyone thinks that brand image is very important to the formation of customer loyalty. Could you please tell us about your understanding of brand image?

6.What is your understanding of perceived value and customer engagement？

7.What dimensions do you think the brand image of tea includes?

8.What dimensions of perceived value do you think are included?

9.What dimensions do you think customer engagement includes?

10.What dimensions do you think customer loyalty includes?

11.Perceived value and customer engagement are involved as intermediate variables in the influence of tea brand image on customer loyalty, what do you think is the relationship between the before and after position of the two variables?

12.Please talk about the existing problems and suggestions for improvement in China’s tea brand building?

In-depth Interview Part II: Non-Expert In-Depth Interviews

Dear interviewers：

In order to better corroborate the research framework that I have formed by reviewing the literature in the early stage, in-depth interviews are conducted. If you are a tea drinker and have some knowledge about the related aspects, please conduct the next in-depth interview; if not, you do not need to conduct the next step. In the interview, the main questions used were preparatory questions, please use your knowledge and experience to answer objectively and fairly, this process may take up a longer time for you, I hope to get your help and support, and provide reference for my research. This interview is only about my research and any information will not be leaked.

1. Do you think brand image has a mediating role in influencing customer loyalty, whether perceived value and customer engagement have a mediating role?

2. Does brand image have a positive impact on perceived value?

3. Does perceived value have a positive impact on customer engagement?

4. From your perspective, do you think the influence of tea brand image is transmitted to customers' loyalty to the brand through perceived value and customer engagement? What is your attitude?

5. Do you think brand image can affect customer loyalty through the mediating role of perceived value? Please tell me about your understanding?

6. Do you think brand image can influence customer loyalty through the mediating role of customer engagement? Please tell me about your understanding?

7. Does customer engagement have a positive impact on customer loyalty?

8. In your opinion, does brand image have a direct positive impact on customer loyalty?

9. In addition to the above, do you think there are other factors that influence brand image, perceived value, and customer engagement on the formation of customer loyalty?

APPENDIX B

Questionnaire

Dear respondent:

The purpose of this academic study is to explore the influence of perceived value and customer engagement on the brand image to customer loyalty transfer effect of Chinese tea brands. If you have regularly purchased tea in the past, please take some time to answer the following questions. There are no right or wrong answers. We are interested in your overall impression. The information provided is for academic purposes only and should be treated in strict confidence, thank you for your support.

Part 1: Personal Information

Please select only one answer that most relevant to you.

1. Gender

☐ Male ☐ Female

2. Age

☐ Under 20 years old ☐ 20 – 29 years old

☐ 30 – 39 years old ☐ 40 – 49 years old

☐ 50 – 59 years old ☐ 60 years old and above

3.What do you buy tea for?

☐ Self-drink ☐ Give to others for drinking

☐ Sometimes is Self-drink, sometimes is give to others for drinking

4.What is the average income you can dispose Per month?

☐ Below £ 2000 yuan ☐ £ 2000-4000 yuan

☐ £4001 – 6000 yuan ☐ £ 6001 –8000 yuan

☐ £8001 – 10000yuan ☐ More than £ 10,000 yuan

5.What is your education?

☐ Junior high school and below ☐ High school/secondary school

☐ College/Undergraduate ☐ Master's degree or above

6.Do you generally buy brand tea?

☐ Yes ☐ No

8.How long have you been drinking tea?

☐ 1-3 years ☐

Part 3: Perceived Value

This section includes questions about perceived value, please use your favorite tea brand from above question to rate all questions:

Strongly agree=5, Mostly agree=4, Somewhat agree=3, Slightly agree=2, Do not agree at al=1.

Functional value	**Disagree to Agree**				
	1	**2**	**3**	**4**	**5**
1. The quality of this tea brand is highly guaranteed.					
2. This tea brand excels in promoting tea culture.					
3. This tea brand is perfect in terms of color, fragrance, and taste.					
4. The health benefits associated with consuming this tea brand are widely recognized and appreciated by consumers.					
5. I believe that the functional aspects of this tea brand set it apart and are superior to other teas.					
Emotional Value					
6. Drinking tea from this brand brings me a great sense of pleasure and comfort.					
7. Drinking tea from this brand makes me feel somewhat dependent.					
8. Drinking tea from this brand resonates with my emotions.					
9. Drinking tea from this brand evokes nostalgic or pleasant memories.					
10. Drinking tea from this brand conveys a very powerful cultural experience.					
Social Value					
11. Purchasing tea from this brand represents my social status.					
12. Purchasing tea from this brand helps me project a positive and healthy personal image.					
13. Purchasing tea from this brand leads others to perceive me as a cultured individual.					
14. Purchasing tea from this brand is a manifestation of my values.					
15. Purchasing tea from this brand reflects my social responsibility and commitment.					
Price value					
16. The tea from this brand is reasonably priced.					
17. Purchasing tea from this brand is worth the money.					
18. The price of this tea brand reflects its outstanding quality and uniqueness.					

19. Compared to other high-end teas in the market, I believe the pricing of this tea brand is competitive.					
20. Buying tea from this brand at this price is the right choice.					

Part 4: Customer Engagement

This section includes questions about customer engagement, please use your favorite tea brand from above question to rate all questions:

Strongly agree=5, Mostly agree=4, Somewhat agree=3, Slightly agree=2, Do not agree at al=1.

Cognitive	**Disagree to Agree**				
	1	**2**	**3**	**4**	**5**
1. Using this tea brand makes me contemplate about the brand itself.					
2. While using it, I often find myself thinking about this tea brand.					
3. Using this tea brand sparks my interest in learning more about the brand.					
4. When I think of leading brands in the tea industry, this tea brand often comes to mind.					
5. My experiences with this tea brand have piqued my curiosity about the history and origins of tea.					
Activation					
6. Compared to other tea brands, I spend a lot of time drinking this tea brand.					
7. Whenever I crave tea, I usually choose this tea brand.					
8. When I want to have tea, this tea brand is often one of the first brands that comes to my mind.					
9. I feel excited and enthusiastic when interacting with this tea brand.					
10. I believe this tea brand effectively stimulates my interest in activities related to tea.					
Affection					
11. I feel very positive about having this tea brand.					
12. Drinking tea from this brand brings me joy.					
13. Drinking tea from this brand makes me feel great.					
14. Owning this tea brand makes me feel proud.					
15. Every time I consume this tea brand, it evokes a sense of comfort and familiarity.					

Part 5: Customer Loyalty

This section includes questions about customer loyalty, please use your favorite tea brand from the above question to rate all questions:

Strongly agree=5, Mostly agree=4, Somewhat agree=3, Slightly agree=2, Do not agree at al=1.

Cognitive	Disagree to Agree				
	1	2	3	4	5
1. If I could choose again, I would choose this tea brand once more.					
2. I make a conscious effort to use this tea brand because it is the best choice for me.					
3. I consider myself a loyal customer of this tea brand.					
4. I have a strong personal connection with this tea brand, not just because of its taste and quality.					
5. I actively follow updates and new products from this tea brand and am interested in its latest offerings.					
Activation					
6. I would recommend this tea brand to friends and relatives.					
7. I plan to continue purchasing tea from this tea brand.					
8. If I need tea, this tea brand will be my first choice.					
9. I will speak positively about this tea brand.					
10. I intend to encourage others to buy tea from this tea brand.					

Biography

Name – Surname	Mr. Rui Luo
Date of Birth	September 21, 1980
Address	Unit 2, Building 9, Yandu Garden, Ziliujing District, Zigong City, Sichuan Province
Education	Master of Agronomy, Pu'er Tea College, Yunnan Agricultural University, China, in 2006
	Bachelor of Agronomy, College of Tea and Food Science and Technology, Anhui Agricultural University, China, in 2003
Experiences Work	Sichuan University of Science and Technology as a teacher, China(2006-present)
Telephone Number	+8613890084359
Email Address	437180895@qq.com, luorui19800921@gmail.com