ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

HEYTEA Consumer Consumption Experience, Brand Identity and Research on the Relationship of Brand Loyalty

Fang Chen[1], Xuewen Lie[2], Haiming Chen[2], Shuying Huang[2]

[1]*Department of Finance, Zhaoqing University, Zhaoqing, 526000, China*
[2]*Department of Tourism and History Culture, Zhaoqing University, Zhaoqing, 526000, China*

Abstract: *This paper took happy tea as an example to analyze the relationship between consumer experience, brand identity and brand loyalty, and explore the mediating role of brand identity between consumer experience and brand loyalty. Online questionnaire survey and SPSS software were used for data analysis. Through empirical analysis, it was found that consumer experience had a positive impact on brand identity and brand loyalty, and brand identity had a positive impact on brand loyalty. Meanwhile, it was confirmed that brand identity plays an intermediary role in consumer experience and brand loyalty. Development suggestions such as expanding publicity channels, cultivating high-quality talents and improving service quality were put forward.*

Keywords: *Consumption experience; Brand identity; Brand loyalty; HeyTea catering*

1. Introduction

In recent years, the new tea drink fired across the river, walking on the street, the eyes are various brands of tea shops, you can see many white-collar workers and students every day, in the store to take photos or entertainment, in their view, these tea drinks can satisfy the taste buds, but also get spiritual happiness. Happy tea broke out among many new tea brands, became the head brand of new tea at this stage, and quickly occupied a certain market share.

However, in the face of the rise of many new tea brands, fierce competition in the industry, consumers' choices have become more diversified, how to attract more customers to consume and buy back, is the concern of many tea merchants, the key factor is brand loyalty, if a company wants to have customer loyalty, it must constantly improve the sense of experience and identity of consumers. As the main force of tea consumption, "Generation Z" is driven by the consumption concept of the post-80s and post-90s as well as the influence of social media platforms. Their consumption concept not only pays more attention to the quality of products and services, but also pays more attention to obtaining spiritual enjoyment and social pleasure in the consumption process. In order to obtain the brand loyalty of customers, major brands constantly improve product quality and customer consumption experience, so as to obtain customer loyalty, improve competitive advantages, and finally achieve the goal of having loyal consumers.

The entry threshold of new tea drinks is low, and there are countless emerging brands, such as Nai Xue's tea, Lele tea, Tea Yan Yue color, tea hundred roads, etc., which are exerting all their efforts to get a share of the tea market. Product homogeneity in the market is serious, how to improve consumers' consumption experience and brand identification of tea? How does Hicha retain consumers and enhance consumer loyalty in the market where products emerge endlessly? These questions constitute the purpose of this study. As a leading brand in the new tea drinking industry, Hicha has a certain benchmarking role. Based on this, this paper studies the relationship between consumer consumption experience, brand identity and brand loyalty by referring to the previous researches on Heytea and combining with the current brand characteristics of Heytea, so as to provide certain practical effects for the development of Heytea.

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

2. Literature review

2.1 Research on consumption experience

With the consumption upgrade, consumer consumption experience has become the focus of business attention, is an important reference to improve the quality of service. Norris, an expert in the field of marketing, was the first to propose the concept of "consumer experience". He elaborated the concept in his monograph "Customer Demand Theory", and mentioned that the effect of a product on customers lies not in the product itself, but in the experience it provides to customers. He stressed the importance of product experience to customers, and believed that in the "consumer experience", Consumer experience focuses on the need for value generated by incidental experiences[1]. Holbrook and Hirschman put forward the concept of "experiential consumption" for the first time, so as to regard it as a new business model. It is not only limited to the physical form, but also involves many factors such as emotion, mentality and social environment[2]. It is not only related to the physical form. Moreover, it also involves a variety of factors such as emotions, mentality and social environment, so it is regarded as a unique business model, which not only involves the physical form, but also involves a variety of factors such as emotions, mentality and social environment, so as to incorporate it into the scope of the business model, so as to promote the development of the business model. With the arrival of the 20th century, the rapid development of economy, people's desire to buy is also rising, they pay more attention to the fun of shopping, rather than material satisfaction. As a result, the profound understanding of consumers' experience has become more prominent, which has aroused a heated discussion on shopping and prompted a profound exploration of consumer behavior [3]. With the guidance of Pine II and Gilmore, we are entering a new era of the experience economy[4]. This means that as consumers increasingly demand an enhanced experience, companies must seize the opportunity to continuously improve their marketing strategies to meet their needs and create maximum revenue for their users.

The consumption experience in this paper has three measurement dimensions, namely situational experience, service experience and cultural experience. Situational experience refers to the sensory and entertainment experience consumers get during consumption. Specifically, in milk tea catering, it is the physical and mental feelings brought to customers through the dining environment and atmosphere created by the situational experience[5]. Service experience refers to consumers' perception of service quality during Heytea consumption and dining, such as product quality, service attitude, hygiene management, etc. Cultural experience is to integrate the theme culture set by Heytea into the environment and design, so that consumers can deeply understand the cultural connotation of Heytea when they consume. In these three measurement dimensions, many aspects of the consumer's experience in tea consumption.

2.2 Research on brand identity

Brand is a kind of culture, and brand identity is the recognition and affirmation of consumers for brand culture. Doing a good brand and improving consumers' brand recognition is one of the key links of enterprise development. Consumers' brand identification is a strong guarantee for consumers' repeated and sustainable purchasing behavior, that is to say, consumers' brand identification will promote their continuous purchase of brands that generate brand identification. Bagozzi calls the degree to which consumers resonate with their own image and the brand's image "brand recognition." After Zhou Zhimin and Zheng Yaqin's in-depth exploration, they found that brand identity and brand community commitment play an important role in the formation of brand loyalty[6], thus achieving a win-win situation for both parties. The measurement dimensions of brand identity selected in this paper are personal brand identity, social brand identity and social communication intention. Brand identity refers to the recognition of a brand by consumers, who believe that the brand represents their values, lifestyle, and have a deep emotional connection with it; The willingness of brand communication means that after consumers are exposed to the information of the brand, they take the initiative to spread it according to their own identity and emotional resonance, and recommend the brand to others [7]. Through the multi-perspective of brand identity, we understand how consumers identify with a brand.

2.3 Research on brand loyalty

Loyalty is a potential consumer behavior, even if the environment has changed or competitors have taken marketing measures, consumers are still willing to pay a higher price in order to repeatedly buy or use their favorite goods or services in the future, so as to form loyalty to the same brand or group.

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

According to consumers' psychological behavior, brand loyalty can be divided into behavioral loyalty and emotional loyalty. Behavioral loyalty was proposed by Kahn in 1986 and defined as the behavior of consumers who constantly make repeated purchases of a brand [8]. Emotional loyalty refers to consumers' stable attitude towards brand preference, culture and belief, and purchase intention. Consumers with high behavioral loyalty can bring a bigger market to the brand, and consumers with high emotional loyalty are willing to buy more expensive brand goods[9]. According to Yuan Denghua, people's loyalty to a brand depends on their confidence, recognition, use and sense of security[10]. And for those who have not developed loyalty to the brand, their change may be due to external reasons, mood swings, looking for something new, or being ignored. The measurement dimensions of brand loyalty in this paper include brand image, brand identity, attitude loyalty and behavior loyalty. Brand image is not only the consumer's initial cognition of the brand, but also the total impression and judgment of the brand. When it is recognized and accepted by the consumer group, it will produce the fanatical pursuit of the brand. Brand identity refers to consumers' preference for a certain brand when they consume, and attitudinal loyalty can be seen from the positive attitude that consumers show when they are satisfied with the brand and are willing to recommend the brand to others. The focus of behavioral loyalty measurement is that consumers have essentially generated continuous purchasing behavior [11].

2.4 Correlation study between variables

2.4.1 The relationship between consumer experience and brand identity

Customers pay more attention to the process of service, not just the result of service. The value of service comes not only from the result of service, but also from their experience in the service process. This experience is the fundamental driving force to promote the value of service brand. In-depth and comprehensive consumer experience will promote consumers' understanding of the brand, while positive experience will increase the possibility of consumer brand identification [12]. Therefore, the hypothesis was proposed:

H1: Consumption experience has a positive impact on brand identity

H1a: Situational experience has a positive impact on brand identity

H1b: Service experience has a positive impact on brand identity

H1c: Cultural experience has a positive impact on brand identity

2.4.2 The relationship between consumer experience and brand loyalty

Good consumption experience has a significant positive impact on brand loyalty[13], because experience can bring value to consumers and generate stimulating responses, thus making consumers want to make repeated purchases. That is, brand experience not only affects the judgment of brand satisfaction in the past, but also affects the loyalty of consumers to the brand in the future. Brand loyal consumers should be more inclined to buy the brand again and recommend the brand to others[14]. Therefore, the hypothesis was proposed:

H2: Consumption experience has a positive impact on brand loyalty

H2a: Situational experience has a positive impact on brand loyalty

H2b: Service experience has a positive impact on brand loyalty

H2c: Cultural experience has a positive impact on brand loyalty

2.4.3 The relationship between brand identity and brand loyalty

Enterprises can use brand identity to establish a close relationship with consumers, so as to attract consumers willing to pay a higher price for them, and thus help improve the financial performance of enterprises [15]. In addition, the improvement of brand identity will also bring higher brand loyalty[16]. Loyalty to the brand is first reflected in the recognition of the brand. When recognizing a brand, consumers will take the initiative to maintain internal consistency with the brand, will make repeated purchases, and will strongly recommend to other consumers. Through empirical test, scholar Wang Jia believes that brand identity has a significant impact on general loyalty[17]. Therefore, this paper proposed the following hypothesis:

H3: Brand identity has a positive impact on brand loyalty

H3a: Personal brand identity has a positive impact on brand loyalty

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

H3b: Social brand has a positive impact on the identification of brand loyalty

H3c: Brand communication intention has a positive impact on brand loyalty

2.4.4 The mediating role of brand identity in the relationship between consumer experience and brand loyalty

Brand identity can directly or indirectly change people's buying behavior. The experience of consumers can profoundly change the characteristics, appearance, mood and thinking mode of their brands, thus promoting the establishment of a good brand relationship [18]. In the research with brand identity as the intermediate variable, scholars believe that brand identity can not only affect consumers' consumption experience, repeat purchase intention, brand loyalty, etc., but also affect others' consumption behavior[19]. When a brand is recognized by customers, the connection between the brand and customers can be established. When consumers have the identity of a brand, they will be encouraged to consume and recommend to others. Therefore, consumption experience and brand loyalty will increase with the increase of identity. Therefore, the hypothesis was proposed:

H4: Brand identity plays an intermediary role between consumer experience and brand loyalty

3. Research hypothesis and research method

3.1 Questionnaire Design

The questionnaire was designed using the Likertt 7-level measurement method. The questionnaire consists of three parts, the first part collected the personal information of the respondents, the second part collected the personal experience of the respondents, and the third part collected the evaluation of the respondents' attitude and values towards tea. The consumption experience scale refered to Wang Di's research scale [9], brand identity refered to Niu Xiaojing's research results [7], and brand loyalty refered to Chen Cheng's research scale[11].

3.2 Sending and retrieving questionnaires

The method of this survey was to distribute questionnaires online. The designed questions were made into formal questionnaires through the questionnaire software, and then distributed and collected through wechat, Moments, XiaoHongshu and other platforms. Finally, the data was exported by Questionnaire Star. The survey was conducted from December 9, 2022 to March 13, 2023. A total of 422 questionnaires were recovered in this survey, and after excluding 52 invalid questionnaires with consistent answers, incomplete filling and inconsistent filling, 370 valid questionnaires were actually received, with an effective recovery rate of 87.68%.

3.3 Data analysis methods

The sample data of the questionnaire were analyzed and processed by SPSS 25.0 statistical software, and the collected data were analyzed by descriptive statistical analysis, reliability and validity analysis, and regression analysis.

4. Questionnaire data analysis

4.1 Descriptive statistical analysis

In order to understand the basic situation of consumers, it is necessary to understand the social demographic characteristics of consumers. The basic situation of the questionnaire was summarized and analyzed to understand the basic situation of the survey objects, mainly involving gender, age, occupation, highest education, marital status and income level. Among them, 146 were male, accounting for 36.4%; There were 255 women, accounting for 63.6%. In terms of age, 259 people were between 18 and 25 years old, accounting for 64.6%; There were 83 people between the ages of 26 and 30, accounting for 20.7%, and these two age groups were the main consumers of Heytea. In terms of occupation, there were 96 students, accounting for 23.9%; There were 73 white-collar workers, accounting for 18.2%, indicating that students and white-collar workers were the main consumers of Heytea. In terms of education, bachelor's degree accounts for the majority, indicating that people with a certain higher education were the main consumer groups of Heytea. In terms of marital status, there were 310 unmarried people,

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

accounting for 77.3%; There were 91 married people, accounting for 22.7%. In terms of monthly income, there were 149 people from 4001 to 8000, accounting for 37.2%, indicating that Heytea consumers have a certain economic foundation.

4.2 Reliability and validity analysis

4.2.1 Reliability analysis

Reliability test is mainly used to test the stability and reliability of the questionnaire. SPSS25.0 statistical tool was used in this study to test the reliability of each variable of the questionnaire, and Cronbach's alpha coefficient was used to determine whether the reliability was passed. The higher the consistency between items, the greater the Cronbach's alpha coefficient. The measurement results showed that the overall reliability coefficient of the three dimensions of consumption experience was 0.917. Cronbach's alpha coefficients for situational experience dimension, cultural experience dimension and service experience dimension were 0.889, 0.805 and 0.885 respectively. The overall reliability coefficients of the three dimensions of brand identity were 0.889, 0.935 and 0.892, respectively. The overall reliability coefficients of the four dimensions of brand loyalty were 0.894, 0.887, 0.914 and 0.917, respectively. The reliability of all items in the scale exceeded 0.8.

4.2.2 Validity analysis

Factor analysis is the main statistical method to test the validity of scale construction. In this study, the tool SPASS25.0 software was mainly used to conduct exploratory factor analysis on the data, obtain the KMO value and Bartlett spherical test value of the data, and then analyze the validity of the data construction. The analysis showed that the KMO value of the variables of consumer experience, brand identity and brand loyalty were all greater than 0.7, the Bartlett test probability value P was 0.000, and the factor load of the corresponding item of each variable was greater than 0.5, indicating that the questionnaire had good validity.

4.3 Regression Analysis

4.3.1 Regression analysis of consumer experience and brand identity

As can be seen from the regression model of brand identity from the three dimensions of situational experience, service experience and cultural experience in consumer experience, the value of R square was 0.715, indicating that the regression model can explain 71.5% of the variance, and the regression model is effective. Further ANOVA analysis showed that the F value of this model is 331.745 and the significance is less than 0.01, reaching a significant level.

According to the multiple regression analysis (see Table 1), the regression coefficients of service experience and cultural experience were both positive, indicating that the two factors have a positive impact on brand identity, and the significance was less than 0.05. However, in the regression relationship between situational experience and brand identity, the P-value was 0.477, which exceeded the significant level of 0.05. The results of this regression model verified H1 hypothesis H1b and H1c, that was, service experience, cultural experience and brand identity were significantly positively correlated. The H1a hypothesis failed to be tested, that was, the regression relationship between situational experience and brand identity was not significant.

Table 1: Regression analysis table of consumer experience and brand identity

Coefficient[a]						
model		Unnormalized coefficient		Standardization coefficient	t	significance
		B	standard error	Beta		
1	(constant)	.329	.163		2.022	.044
	Situational experience	.037	.053	.036	.712	.477
	service experience	.352	.049	.347	7.244	.000
	cultural experience	.525	.048	.517	10.934	.000
a. Dependent variable: brand identity						

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

4.3.2 Regression analysis of consumer experience and brand loyalty

The results of the regression model of brand loyalty from the three dimensions of situational experience, service experience and cultural experience in consumer experience can be seen that the value of R square is 0.693, and the explanatory variance of the regression model was 69.3%, indicating that the regression model was effective. Further ANOVA results showed that the F value of this model was 298.102 and the significance was less than 0.01, reaching a significant level. According to the results of regression analysis, the regression coefficients of service experience and cultural experience were both positive, indicating that the two factors had a positive impact on brand loyalty, and the significance level is < 0.05, that was, service experience and cultural experience had a significant impact on brand loyalty, but the regression P-value of situational experience on brand loyalty was 0.156. It is not significant. The results of the regression model verified the hypothesis H2b and H2c. The H2a hypothesis was not true (see Table 2).

Table 2: Regression analysis of consumer experience and brand loyalty

Coefficient[a]						
model		Unnormalized coefficient		Standardization coefficient	t	significance
		B	standard error	Beta		
1	(constant)	.109	.177		.614	.540
	Situational experience	.081	.057	.074	1.422	.156
	service experience	.487	.053	.457	9.180	.000
	cultural experience	.384	.052	.360	7.321	.000
a. Dependent variable: brand loyalty						

4.3.3 Regression analysis of brand identity and brand loyalty

According to the results of the regression model of the three dimensions of personal brand identity, social brand identity and brand communication intention on brand loyalty, the value of R square was 0.804, indicating that the regression model can explain 80.4% of the variation, and the regression model was effective. ANOVA analysis showed that the F value of this model was 542.071 and the significance was less than 0.01, reaching a significant level. The regression relationship analysis results in Table 3, that was, the regression coefficients of personal brand identity, social brand identity and brand communication intention on brand loyalty were all positive, indicating that these three factors had a positive impact on the dimension of brand loyalty, and the significance was significant at the level of < 0.05, that was, hypothesis H3 was established.

Table 3: Regression analysis of brand identity and brand loyalty

Coefficient[a]						
model		Unnormalized coefficient		Standardization coefficient	t	significance
		B	standard error	Beta		
1	(constant)	.100	.139		.718	.473
	Personal brand identity	.287	.039	.256	7.371	.000
	Social brand identity	.097	.029	.121	3.335	.001
	Brand communication intention	.581	.042	.586	13.748	.000
a. Dependent variable: brand loyalty						

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

4.3.4 Regression analysis of the mediating role of brand identity in the relationship between consumer experience and brand loyalty

Through regression analysis of independent variables and intermediate variables, the interaction between them can be effectively detected. Then, the independent variable, intermediate variable and dependent variable were analyzed to verify the mediating effect. The measurement coefficient R2 of the regression model was 0.801. In the regression equation, the explainable variance accounted for 0.801 of the total variance, and the significance level was 0.000. The regression relationship of the model was significant, and the F-value is 801.318, indicating that the regression equation had a high degree of fit.

The regression relationship analysis found that after the introduction of the intermediary variable brand identity, the significance level of the independent variable consumption experience was 0.000, the determination coefficient R2 and adjusted R2 were improved, and the standardized regression coefficient was reduced from 0.823 to 0.297, indicating that after the introduction of the intermediary variable brand identity, the linear relationship increased and the mean square error of the regression model decreased. Therefore, the inclusion of mediating variables was ideal and meaningful. It can be concluded that brand identity had a partial mediating effect between consumption experience and brand loyalty. From this we can conclude that hypothesis H4 was true. That is, brand identity played an intermediary role in the relationship between consumer experience and brand loyalty (see Table 4).

Table 4: Regression analysis of mediating effect of brand identity

Coefficient[a]						
model		Unnormalized coefficient		Standardization coefficient	t	significance
		B	standard error	Beta		
1	(constant)	.033	.180		.182	.855
	experience consumption	.958	.033	**.823**	28.969	.000
2	(constant)	-.138	.142		-.969	.333
	experience consumption	.346	.047	**.297**	7.388	.000
	brand identity	.664	.042	.632	15.706	.000
a.Dependent variable: Brand loyalty						

5. Conclusion and Enlightenment

5.1 Conclusion

Through the analysis of questionnaire data, the results are as follows:

5.1.1 The influence of consumer experience on brand identity and brand loyalty

Service experience and cultural experience in consumer experience positively and significantly affect brand identity and brand loyalty, while the relationship between situational experience and brand identity and brand loyalty is not significant. This result was similar to the research results of scholar Wang Di, that is, the service and cultural experience of Heytea are the key factors of its brand appeal, that is, what consumers really care about is the consumer taste and brand cultural positioning reflected by Heytea consumption, while the consumption situation is not the brand advantage of Heytea consumption, that is, consumers are not so concerned about the environment, product packaging and aesthetic taste of Heytea.

5.1.2 The relationship between brand identity and brand loyalty

The three dimensions of brand identity, namely personal brand identity, social brand identity and brand communication intention, all have a positive impact on brand loyalty. In other words, consumers believe that the brand represents their values and lifestyle, and have a deep emotional connection to it. At the same time, they will take the initiative to spread it according to their own sense of identity and emotional resonance. Such emotional projection and emotional resonance will directly form solid brand loyalty.

5.1.3 Brand identity plays a partial intermediary role in consumer experience and brand loyalty

Research has confirmed that brand identity plays an intermediary role between consumption experience and loyalty, which indicates that when consumers have a good consumption experience, they

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

will think that the brand is consistent with their own personality, or can show their social status through the brand, so they will have a better trust and identity for the brand. And willing to spend a certain amount of time and energy to achieve the value of the brand identity, in the long run can greatly improve the loyalty to the brand, and gradually become a loyal consumer of the brand.

5.2 Enlightenment

Based on the above research conclusions, this paper proposes the following management implications:

5.2.1 Insist on improving consumers' service experience and cultural experience

The verification confirms that the service experience and cultural experience of Heytea directly affect brand identity and brand loyalty, so Heytea should focus on creating superior service experience and cultural experience. In terms of service experience, continuously improve the software service quality and hardware service facilities of Heytea; In terms of cultural experience, Heytea continues to adhere to high-end positioning and provides consumers with high-end tea consumption culture.

5.2.2 Build a more professional service team

The important finding of this study is that the service experience of tea is more important than the situational experience. Therefore, as a high-end tea brand, Heytea should not recruit and use service personnel as the tea brand stores on the market do, but should create high-end service personnel with corresponding professional technology, such as rich professional knowledge related to tea health, as well as rich industry experience and legal knowledge, and pay attention to and relationship with customer needs. Let everyone enjoy the best, comprehensive and thoughtful customer experience. In addition, it is necessary to establish a set of perfect service process and incentive mechanism with unique characteristics of the Heytea brand to provide mechanism guarantee for better service quality.

5.2.3 Continuously expand the influence of the brand

Brand identity can not only directly and significantly affect brand loyalty, but also has a significant intermediary effect between consumer experience and brand loyalty. On the one hand, through public relations, to fulfill the social responsibility of the Heytea head catering enterprises, to obtain the recognition and support of the public; On the other hand, Heytea should continue to innovate products, continuously improve the quality of products and services, and provide better quality and service experience for its loyal consumers.

5.2.4 Explore cross-border brand alliance to achieve strong alliance and integrated development

Heytea attaches great importance to target consumer groups, grasps their emotional characteristics, continuously innovates product categories and improves product quality, but its innovation scope is still limited to the brand itself, and rarely unites with high-end brands in other fields. However, the cross-border integration of brands seems to be a more advanced innovative development model for the development of tea drinks, just like "sauce latte" instantly won the market's reputation. Therefore, Heytea needs to explore new cross-border combinations, capture new consumption hotspots through emotional integration, digital crossover, cultural integration and new ways of life style, provide consumers with more brand premium value experience, and meet consumers' diversified value demands such as emotional, social and cultural.

Acknowledgement

Funding project: Zhaoqing University students innovative training program project”The influence of corporate image of hotpot restaurant on repurchase intention” (No.X202310580161)

References

[1] Norris RT.The Theory of Consumer's Demand [M].New Haven:Yale University Press,1941:16-37.
[2] Morris B. Holbrook,Elizabeth C. Hirschman. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun[J]. Journal of Consumer Research,1982,9(2):132-140.
[3] Yan Guoxiang. Review of Consumption Experience Theory [J]. Finance and Trade Research, 2006(06): 101-109.
[4] Joseph Ｂ.Pine II,James Ｈ.Gilmore Cambridge.The Experience Economy:Work is Theatre and Every Business a Stage [M].Boston:Harvard Business School Press,1999.

ISSN 2616-5902 Vol. 5, Issue 25: 180-188, DOI: 10.25236/AJBM.2023.052528

[5] Wang Di. Research on the impact of Theme restaurant consumption Experience on Online word-of-mouth communication intention [D]. Beijing: Capital University of Economics and Business,2014.
[6] Zhou Zhimin, ZHENG Yaqin. Study on the formation path from Brand community identity to brand loyalty: an examination of mediating and moderating effects [J]. Journal of Shenzhen University (Humanities and Social Sciences Edition), 2011,28(06):84-90.
[7] Niu Xiaojing. Research on the impact of content marketing on consumers' brand communication intention in the context of social media [D]. Hangzhou: Hangzhou Dianzi University,2020.
[8] Zhang Mingli, FENG Ning. Brand Management [M]. Beijing: Tsinghua University Press, 2010.240-260.
[9] Huang Jing, Wang Wenchaofu. Brand Management [M]. Wuhan: Wuhan University Press,2005.
[10] Yuan Denghua. Discussion on the Psychological Motivation of Brand Loyalty and Brand Conversion [J]. Psychological Science,2009,32(01):130-133.
[11] Chen C. Study on Brand Loyalty of Pu-erh tea in Yunnan [D]. Kunming: Yunnan University,2020.
[12] Fu Yunxia. Research on the Relationship between Brand Experience, Brand Identity and Brand Attachment [D]. Taiyuan: North University of China,2016.
[13] Xue Haibo. Research on the mechanism of brand community's influence on brand loyalty: Based on the analysis perspective of Transcendent consumption experience [J]. China's industrial economy, 2009, 259(10): 96-107.
[14] Ge Jing. Research on the Relationship between Brand Experience, Brand Love and Brand Loyalty [D]. Changchun: Jilin University, 2011.
[15] Homburg, Christian, J. Wieseke, and W. D. Hoyer. "Social Identity and the Service-Profit Chain." Journal of Marketing 73.1(2009):38-54.
[16] Keh H T, Xie Y .Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment[J].Industrial Marketing Management, 2009, 38(7):732-742.
[17] Wang Jia. Identity and Loyalty: A study on the mechanism of social capital on brand in online brand communities [D].Wuhan: Wuhan University, 2016.
[18] Kim C K, Han D, Park S B .The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification [J].Japanese Psychological Research, 2010, 43(4): 195-206.
[19] Zhou Jing. The Influence of brand personality Consistency and Experience on brand loyalty: A Study based on entertainment websites [J]. Journal of Tianjin University of Commerce, 2010, 30(6):43-49.