International Conference on Social Science, Humanities, Education, and Society Development 2025
ISSN: 3031-7282
Website: https://ic.upstegal.ac.id/index.php/icons

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

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

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

INTRODUCTION

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

In 2016, the opening of Shanghai Disneyland marked a significant milestone for Disney in the Chinese market and became an important node among Disney parks worldwide (Liu, 2018). As a world-renowned entertainment brand, Disneyland has attracted the attention of global visitors with its unique

charm and endless creativity since its inception (Johnson & Roberts, 2015). However, despite drawing large crowds initially, several issues and challenges have gradually emerged in subsequent operations (Wang & Zhao, 2019). For instance, some visitors have expressed dissatisfaction with the park's service quality and queue times, leading to a loss of visitors (Chen, 2020). These issues could result in a decline in visitor brand loyalty, affecting Disneyland's competitive position and profitability in the Chinese market (Zhang & Li, 2021).

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

Research Questions

1) How do differences in demographic factors generate differences in Disneyland's brand loyalty in China?

2) How does Marketing Mix 7Ps influence Disneyland's brand loyalty in China?

3) How does service quality influence Disneyland's brand loyalty in China?

Research Hypotheses

H1: Differences in demographic factors generate differences in Disneyland's brand loyalty in China.

H2: The Marketing Mix 7Ps influences the brand loyalty of Disneyland in China.

H3: Service quality influences the brand loyalty of visitors to Disneyland in China.

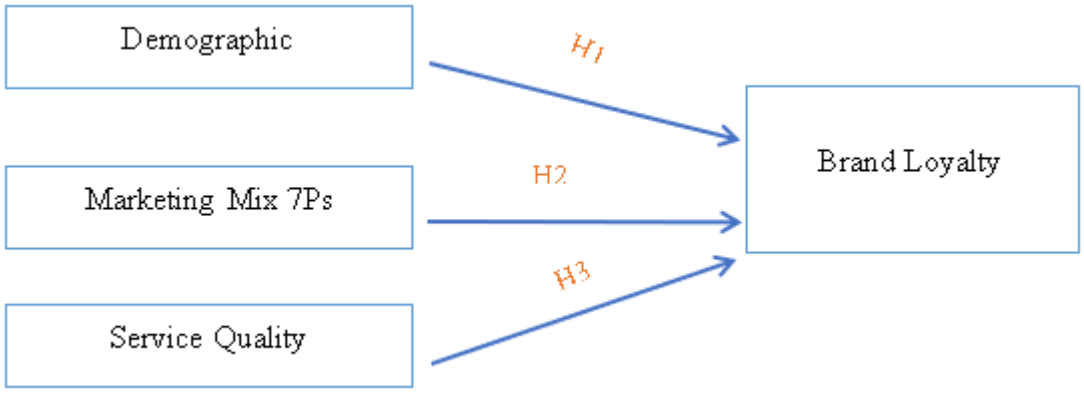
Research Objectives

1) To study the demographic factors that generate a difference in Disneyland's brand loyalty in China.

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

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

Research Framework



Literature Review

Demographic

Demography is considered to be a factor influencing brand loyalty. Hong & Wu (2021) focused on the mobile - phone industry and found that gender and age moderate the relationship between brand experience and brand loyalty, with younger consumers being more sensitive to innovative brand experiences. GlobalSearch (2024) indicated significant differences in brand loyalty and consumption behaviors between Millennials and Generation Z, highlighting the crucial role of brand-consumer interaction, especially among younger-generation consumers. Demographic factors include Age, Gender, Education level, Occupation, income, and Monthly Income, all of which profoundly affect consumer habits, purchasing behaviors, and brand preferences, thereby impacting brand loyalty.

Education level is also an important factor influencing consumer brand loyalty. According to Margulies (2024), education encourages engagement with social issues, including justice and environmental concerns. Higher-educated consumers may emphasize a brand's emotional value, like cultural connotations and social responsibilities, as their education gives them stronger cognitive and emotional perception, helping them bond with brands, meet their emotional needs, and develop positive attitudinal loyalty. This suggests that enlightenment is not merely an individual pursuit but a collective responsibility (Margulies, 2024). In contrast, less educated consumers may be less sensitive to the link between brand emotional value and attitudinal loyalty, focusing more on practical, functional value and less on emotional factors (Xu, 2024). In Disneyland, highly educated visitors might pay more attention to the park's cultural content and educational value, showing a more profound recognition of the park's brand story and cultural heritage.

Marketing Mix 7Ps

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

Service Quality

The SERVQUAL model, proposed by Parasuraman, Zeithaml, and Berry (1988), is a classic framework for assessing service quality. The model defines five dimensions of service quality:
Tangibles: Refers to the appearance of physical facilities, equipment, and personnel.
Reliability: The ability to perform the promised service accurately and dependably.
Responsiveness: The willingness to help customers and provide prompt service.
Assurance: Employees' knowledge and courtesy and ability to inspire trust and confidence.
Empathy: The provision of caring and individualized attention to customers.

Brand Loyalty

Brand loyalty was developed empirically in the 1940s and 1950s as a unidimensional construct and defined in attitudinal terms such as 'brand preference' (Guest, 1944) or behavioral terms such as 'share of the market' (Cunningham, 1956). However, Day (1969) disputed the singular nature of the construct and was the original proponent of the two-dimensional concept of brand loyalty, which included attitude and behavior. Jacoby (1971) built on this foundation and developed a definition of brand loyalty that appears to be the basis of most brand loyalty research today.

RESEARCH METHODOLOGY

Research Design

The study "The Influence of Marketing Mix 7Ps and Service Quality on Brand Loyalty of Disneyland in China" adopts a quantitative approach by collecting data through questionnaires to gather opinions and views. The study includes one dependent variable and multiple

independent variables. The dependent variable of this research is the brand loyalty of visitors to Disneyland, while the independent variables are demographic factors, marketing mix 7ps elements, and service quality.

Research Population and Samples

Population

The population of this study are visitors who have been to Shanghai Disneyland in China From January 1 to December 30. 2023. Which is approximately 13 million visitors(Hu,2024).

Samples

The Yamane sampling formula is a standard statistical method used to determine the required sample size for a study (Samar, 2017). According to Taro Yamane's sample size table, for an infinite population with an error probability of 0.05 or 5% (at a 95% confidence level), the sample size should be at least 399.987, but the researcher collected the data 436.

N = The required number of the sample population.

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

$$n = \frac{N}{1+Ne^2}$$

$$= \frac{13.000,000}{1+13,000,000(0.05)^2}$$

$$= 399.987$$

$$\approx 400$$

Research Instrument

A questionnaire survey was used as the primary research instrument to study factors influencing brand loyalty to Disneyland in China. The questionnaire is divided into three parts, as detailed. Researchers will use a 5-point Likert scale to measure the impact of demographics, marketing mix 7ps, and service quality on brand loyalty to Disneyland in China.

Part 1: Demographics

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

Part 2: Marketing Mix 7Ps

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

Part 3: Service Quality

Researchers will use a 5-point Likert scale to measure the impact of service quality on brand loyalty to Disneyland in China. This includes the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Through the scores obtained from the questionnaire, researchers will gain a detailed understanding of respondents' evaluations of Disneyland's service quality in China and analyze its impact on brand loyalty.

Part 4: Brand Loyalty

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

Content Validity and Reliability

Content validity will be evaluated using the Item-Objective Congruence (IOC) method, and items with an IOC index of 0.5 or higher will be considered valid (Hambleton and Cook, 1977). Three experts with expertise in research tool creation evaluated the content. The IOC index of all questions is over 0.67.

The constructs related to the Influence Of the Marketing Mix 7Ps And Service Quality On Brand Loyalty Of Disneyland In China exhibited high reliability. The Cronbach's α values for Product, Price, Place, Promotion, People, Process, and Physical Evidence were 0.868, 0.977, 0.864, 0.874, 0.858, 0.862 and 0.879. Similarly, Tangibles, Reliability, Responsiveness, Assurance and Empathy. Cronbach's values are 0.856, 0.880, 0.854, 0.869 and 0.863. Finally, the construct measuring Brand Loyalty achieved a Cronbach α of 0.947. As all Cronbach's α values exceeded the threshold of 0.70, the questionnaire demonstrates strong reliability and is appropriate for collecting future empirical data.

Data Analysis

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

Hypothesis Testing:

H1: Differences in demographic factors generate differences in Disneyland's brand loyalty in China.

Independent Samples t-test (Gender) and the One-way ANOVA (Age, Educational Level, Occupation, and Monthly Income) are applied to test the hypothesis.

H2: The Marketing Mix 7Ps influences the brand loyalty of Disneyland in China.

(Multiple Linear Regression Analysis is used to test the hypothesis.)

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

RESULT AND ANALYSIS

Descriptive Analysis

Demographic Factors

Table 4.1 Frequency and Percentage of the Respondents

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

(CNY)	10001-15000	34	7.8
	15001-20000	5	1.1
	Over 20000	2	0.5
Total		436	100

Table 4.1 presents the demographic data of a sample of 436 individuals in China who have visited Disney. Most of the sample is female, accounting for 50.7%, with 42.2% of participants aged 26-35. Additionally, 47.7% of the sample have completed a bachelor's degree. Regarding occupation, company employees constitute the largest group at 57.6%. Regarding income levels, 48.2% of the sample have an income ≤ 5000 CNY.

Marketing Mix 7Ps

Table 4.2 The Descriptive Statistic of Marketing Mix 7Ps

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

Table 4.2 shows the descriptive statistics for the Marketing Mix 7Ps. All variables were at an agreed level. People have the highest mean value of 3.8211 (SD = 0.98733), and visitors' opinions on people agree. The place has the second-highest mean value of 3.7362 (SD = 0.99038). Visitors' opinions on the place are at an agreed level. The product has the third rank with a mean value of 3.6995 (SD = 1.03239), and visitors' opinions on the product are at an agreed level. The process has the fourth rank with a mean value of 3.6904 (SD = 1.02295), and visitors' process on the product is at an agreed level. The promotion has the fifth rank with a mean value of 3.6147 (SD= 1.05620), and visitors' product promotion is at the agreed level. Price has the sixth rank with the mean value of 3.5986 (SD = 1.08782), and visitors' price on a product is at agree level. Physical Evidence has the last rank with a mean value of 3.5963 (SD = 1.07528), and visitors' physical evidence on a product is at an agreed level. The total theory

of marketing mix 7ps value's mean is at 3.7179, indicating that visitors' opinion on the theory of marketing mix 7ps is at an agreed level.

Service Quality

Table 4.3 The Descriptive Statistic of Service Quality

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

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

Inferential Statistics

The Demographic Factors Influence the Brand Loyalty of Disneyland in China

Table 4.4 Summary Result of Hypothesis 1

Demographic	**Brand Loyalty**
Gender	-
Age	√
Educational Level	√
Occupation	-

Monthly Income	-
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.4, This study found that age (F= 2.653, p= 0.048) and educational level (F = 5.006 , p = 0.002) significantly influence brand loyalty. However,

gender (t (436) = 0.801, P = 0.424), occupation (F = 0.881, p = 0.475), and monthly income (F = 1.282, p = 0.276)were found to have no significant influence on brand loyalty.

Overall, the LSD approach is used to examine the influence of age and educational level on the brand loyalty of Disneyland in China.

The Marketing Mix 7Ps influences Disneyland's brand loyalty in China.

Table 4.5 Summarize the Model of Marketing Mix 7Ps Influences Brand Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
5	.689[e]	.474	.468	0.81385

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

Table 4.5 summarizes the multiple linear regression results and shows that marketing mix 7ps significantly influences brand loyalty with a multiple correlation coefficient (R) of 0.689 at the significant level of 0.05, and the predictive analysis equations' capability is 46.8%.

Table 4.6 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix 7Ps on Brand Loyalty

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

Promotion	.114	.045	.108	2.530	.012*

a. Dependent Variable: Brand Loyalty

Equation 1:

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

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

FOR

Y= Brand Loyalty

X_1=Product, X_2=Price, X_3=Place, X_4=Promotion, X_5=People, X_6=Process, X_7=Physical Evidence.

From Table 4.6, in terms of the Standardized Coefficients, it can be observed that Physical Evidence is the most crucial variable influencing brand loyalty, with a regression coefficient of about 0.281, followed by Product, Process, Place, and Promotion, with coefficients of 0.196, 0.180, 0.138 and 0.108.

Service quality influences the brand loyalty of visitors to Disneyland in China.

Table 4.7 Summarize the Model of Service Quality Influences Brand Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
5	.602[e]	.363	.355	0.89607

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

Table 4.7 summarizes the multiple linear regression results and shows that service quality significantly influences brand loyalty with a multiple correlation coefficient (R) of 0.602 at the significant level of 0.05. The predictive analysis equations' capability is 35.5%.

Table 4.8 The Multiple Linear Regression Coefficients for the Influence of Service Quality on Brand Loyalty

	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	-.014	.245		-.058	.954
Empathy	.273	.048	.253	5.718	.000*
Reliability	.219	.049	.213	4.512	.000*

Responsiveness	.189	.048	.165	3.936	.000*
Tangibles	.171	.050	.150	3.405	.000*
Assurance	.107	.046	.099	2.316	.021*

a. Dependent Variable: Brand Loyalty

Equation: 2

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

(0.954) (0.000*) (0.000*) (0.000*) (0.000*) (0.021*)

FOR

Y= Brand Loyalty

X_1=Tangibles, X_2=Reliability, X_3=Responsiveness, X_4=Assurance, X_5=Empathy

From Table 4.8, in terms of the Standardized Coefficients, it can be observed that Empathy is the most crucial variable influencing brand loyalty, with a regression coefficient of about 0.253, followed by Reliability, Responsiveness, Tangibles, and Assurance, with coefficients of 0.213, 0.165, 0.150 and 0.099.

CONCLUSION

Demographic factors

The results show that age and educational level significantly influence brand loyalty. These results are consistent with Zhao (2024) and Search(2023) found that age generates a difference in brand loyalty. Secondly, These results are consistent with Xu (2024), who found that educational level generates a difference in brand loyalty.

Marketing Mix 7Ps

The results of this study found that the marketing mix 7ps influences brand loyalty. It is consistent with Luo (2024), who found that a marketing mix of 7ps influences brand loyalty. This finding aligns with Bhasin (2024). The results highlighted the effectiveness of these strategies in creating emotional resonance and establishing a strong brand image, underscoring the marketing mix 7Ps influence brand loyalty. The result matches Bhasin (2024), who focused on Universal Studios Theme Parks' marketing mix 7Ps. The study found that these strategies significantly enhance visitor perceptions and foster loyalty, highlighting the marketing mix 7Ps influence on brand loyalty. This finding aligns with Jin (2024) in the article "Theme Park Brand Management and Customer Loyalty." the results indicate that the marketing mix 7Ps influence brand loyalty. Also consistent with Schwab (2022), using LEGO as a case study, the findings

reveal that marketing mix 7ps influences brand loyalty that LEGO's innovative and diverse products, reasonable pricing, effective promotional activities, professional staff, and optimized retail and operational processes significantly enhance brand loyalty, consistent with the marketing mix 7Ps influence on brand loyalty.

Service Quality

This study found that service quality influences brand loyalty, with consistent findings across various contexts. Li (2020) found that service quality influences brand loyalty. This finding aligns with Smith and Brown (2021), who found that service quality influences brand loyalty. The result matches Zhao (2022), who identified emotional experience as a key mediator between service quality and brand loyalty and found that service quality influences brand loyalty. Also consistent with these studies, Johnson and Anderson (2023) conducted a meta-analysis, confirming that service quality influences brand loyalty.

Implication for Practice

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

The role of physical evidence was highlighted as a crucial factor in shaping brand loyalty. Enhancing the tangible elements of Disneyland parks. Such as well-maintained facilities, visually appealing designs, and immersive themed environments. Secondly, Disneyland can significantly influence visitors' perceptions. Disneyland should continuously upgrade its attractions, cleanliness, and signage to maintain its premium image. Thirdly, Disneyland should incorporate more innovative and culturally immersive architectural elements, ensuring that each park reflects a seamless blend of storytelling and aesthetic appeal. Additionally, regular updates and maintenance of iconic structures and themed areas will help sustain the parks' premium image and provide visitors with a consistently memorable experience. Fourthly, Disneyland should incorporate more interactive and themed landscaping features, such as seasonal floral

displays, immersive garden paths, and culturally inspired outdoor areas, to create a more engaging and visually captivating environment.

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

Suggestions for Future Research

Sample limitation: This study focused solely on Disneyland in China. Future research could extend the scope to different Disney parks, offering a more global perspective and enhancing the findings' generalizability.

Methodological limitation: Future studies could adopt qualitative methods like interviews or focus groups to gain deeper insights into visitors' subjective perceptions and experiences.

Exploration of moderating variables: it did not explore potential moderating or mediating variables, such as visitor satisfaction, emotional connection, or perceived value. Future research could examine these variables to develop a more comprehensive understanding of the mechanisms underlying brand loyalty.

Contextual limitation: Future research could investigate similar factors at other types of theme parks or entertainment destinations within and beyond China to determine whether the findings are generalizable.

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