

The Impact of Digital Marketing Strategies, Brand Image, and Service Quality on Customer Loyalty in the Coffee Shop Industry: The Mediating Role of Customer Engagement in Zhengzhou, China

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Abstract

The increasing competition in the coffee shop industry necessitates effective strategies to enhance customer loyalty. This study examines the impact of digital marketing strategies, brand image, and service quality on customer loyalty in Zhengzhou, China, with a focus on the mediating role of customer engagement. A quantitative research approach was employed, and data were collected from 385 respondents through structured questionnaires. The findings reveal that digital marketing strategies, brand image, and service quality significantly influence customer engagement and customer loyalty. Moreover, customer engagement plays a mediating role, strengthening these relationships. The results highlight that coffee shop businesses leveraging digital platforms such as WeChat and TikTok, maintaining a strong and credible brand image, and ensuring high service quality can enhance customer engagement, leading to increased loyalty. The study contributes to the literature by validating the role of customer engagement in the service industry and provides managerial implications for coffee shop businesses seeking to enhance their competitive advantage. Future research should explore additional moderating variables and consider cross-cultural comparisons to extend these findings.

Keywords: Digital Marketing Strategies, Brand Image, Service Quality, Customer Engagement, Customer Loyalty, Coffee Shop Industry, Zhengzhou, China, Social Media Marketing, Customer Satisfaction, Service Marketing

Introduction

The coffee shop industry has witnessed significant growth over the past decade, driven by evolving consumer lifestyles, increased urbanization, and rising disposable incomes (Euromonitor International, 2022). Coffee shops serve as essential venues for social gatherings, professional meetings, and leisure activities, making them an integral part of modern consumer culture (Kim et al., 2021). However, the intensification of competition within the industry has led to growing concerns about customer retention and loyalty (Kotler & Keller, 2015). Businesses are now focusing on fostering long-term relationships through

strategic marketing, strong brand positioning, and high service quality to sustain customer engagement and loyalty (Lemon & Verhoef, 2016).

Digital marketing has transformed the way businesses interact with customers, enabling personalized engagement across multiple platforms, including social media, email campaigns, and influencer partnerships (Chaffey & Ellis-Chadwick, 2019). With the increasing adoption of digital platforms, coffee shop brands leverage online marketing to enhance brand presence, communicate with customers, and create immersive brand experiences (Dwivedi et al., 2021). Additionally, brand image plays a pivotal role in influencing consumer perceptions, fostering trust, and establishing emotional connections with customers (Aaker, 1997). A positive brand image can differentiate businesses in a highly competitive market, leading to stronger customer attachment and advocacy (Keller, 2008).

Service quality is another critical factor in customer satisfaction and retention. In the coffee shop industry, service quality encompasses multiple dimensions, including ambiance, staff professionalism, product consistency, and order efficiency (Parasuraman et al., 1988). High service quality leads to positive customer experiences, increased satisfaction, and stronger emotional engagement with the brand (Zeithaml et al., 1996).

Customer engagement acts as a mediating factor in the relationship between digital marketing strategies, brand image, service quality, and customer loyalty. Engaged customers tend to interact more with brands, exhibit emotional attachment, and advocate for businesses through word-of-mouth recommendations and online reviews (Brodie et al., 2011). However, despite the recognized importance of customer engagement, limited research has explored its mediating role in these relationships within the coffee shop industry, particularly in China. This study aims to address this gap by examining these dynamics in the context of Zhengzhou, China.

Literature Review

Digital Marketing Strategies and Customer Engagement

Digital marketing has revolutionized customer engagement, enabling businesses to interact with consumers in real-time and personalize experiences based on behavioral data. Through strategies such as social media marketing, content marketing, email marketing, and influencer collaborations, brands can foster deeper connections with their audiences (Dwivedi et al., 2021). Social media marketing, in particular, plays a crucial role in facilitating two-way communication, where brands can actively engage with customers through comments, shares, and interactive content (Chaffey & Ellis-Chadwick, 2019). Research suggests that consumers exposed to targeted and relevant digital marketing campaigns develop higher emotional attachment to brands, leading to increased trust and long-term loyalty (Lamberton & Stephen, 2016).

China's digital landscape is dominated by platforms such as WeChat, TikTok, and Weibo, making them essential channels for customer engagement in the coffee shop industry. Coffee brands leverage these platforms for promotional campaigns, storytelling, and community-building initiatives (Zhou et al., 2020). Studies indicate that digital engagement strategies that incorporate user-generated content and personalized recommendations lead to higher levels of customer satisfaction and repeated interactions with brands (Stephen, 2016). By utilizing

data analytics and AI-driven marketing automation, coffee shop brands can further enhance the effectiveness of their digital marketing efforts, fostering deeper customer relationships.

H1: Digital marketing strategies have a positive influence on customer engagement.

H2: Digital marketing strategies positively impact customer loyalty.

Brand Image and Customer Engagement

Brand image plays a vital role in shaping consumer perceptions, influencing purchasing decisions, and establishing long-term customer relationships (Aaker, 1997). A strong and favorable brand image builds credibility and trust, increasing customer willingness to engage with the brand (Keller, 2008). Companies with a distinctive and well-managed brand identity often attract a more loyal customer base, as consumers prefer brands that align with their values and expectations (Kapferer, 2012).

In the coffee shop industry, brand image extends beyond logos and aesthetics to encompass factors such as ethical sourcing, corporate social responsibility (CSR), and sustainability practices. Consumers increasingly expect brands to be socially responsible, and those that meet these expectations benefit from stronger customer engagement and advocacy (Kotler & Keller, 2015). Studies show that brands that actively communicate their sustainability efforts through social media and digital platforms receive higher engagement from environmentally conscious consumers, reinforcing loyalty and positive word-of-mouth marketing.

Additionally, brand consistency across different touchpoints—both online and offline—plays a crucial role in maintaining customer trust and fostering engagement. A coffee shop with a strong brand identity, a well-curated digital presence, and consistent messaging across platforms is more likely to retain customers in a highly competitive market.

H3: Brand image has a positive influence on customer engagement.

H4: Brand image positively impacts customer loyalty.

Service Quality and Customer Engagement

Service quality remains one of the strongest predictors of customer satisfaction and long-term engagement. The SERVQUAL model (Parasuraman et al., 1988) identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions collectively shape customer perceptions and influence their decisions to engage with and remain loyal to a brand (Zeithaml et al., 1996).

In the coffee shop industry, service quality extends to multiple aspects of the customer experience, including store ambiance, staff professionalism, speed of service, and product consistency. Studies suggest that customers who perceive high service quality are more likely to engage with the brand through positive reviews, repeat visits, and recommendations to others (Harrington et al., 2017). Furthermore, service quality plays a direct role in influencing emotions, as friendly and knowledgeable staff contribute to an overall positive experience, increasing the likelihood of customer advocacy.

Technology has also enhanced service quality, with self-service kiosks, mobile ordering, and digital loyalty programs improving efficiency and customer satisfaction. Coffee shops that

integrate digital service enhancements while maintaining high human interaction quality experience greater engagement and loyalty from their customers.

H5: Service quality has a positive influence on customer engagement.

H6: Service quality positively impacts customer loyalty.

The Mediating Role of Customer Engagement

Customer engagement is a multidimensional concept that includes cognitive, emotional, and behavioral components of consumer interactions with brands (Vivek et al., 2012). Engaged customers are more likely to be active participants in brand-related activities, such as loyalty programs, online discussions, and advocacy through reviews and recommendations (Brodie et al., 2011). Research suggests that engagement mediates the relationship between marketing efforts and customer loyalty by amplifying the impact of digital marketing, brand image, and service quality (Hollebeek, 2011).

In the coffee shop industry, engaged customers are not only more likely to make repeat purchases but also contribute to organic brand growth through word-of-mouth promotion and social media sharing. Companies that focus on fostering engagement through interactive marketing, personalized experiences, and consistent service quality can strengthen customer loyalty even in highly competitive environments (Kumar et al., 2019).

By encouraging active participation, brands can enhance the emotional investment customers have in their offerings. Engaged consumers develop a sense of belonging with the brand, reducing the likelihood of switching to competitors despite the availability of alternative options.

H7: Customer engagement mediates the relationship between digital marketing strategies and customer loyalty.

H8: Customer engagement mediates the relationship between brand image and customer loyalty.

H9: Customer engagement mediates the relationship between service quality and customer loyalty.

Methodology

Research Design

This study employs a quantitative research approach using a structured survey to examine the relationships between digital marketing strategies, brand image, service quality, customer engagement, and customer loyalty in the coffee shop industry in Zhengzhou, China. A cross-sectional research design is utilized to collect data at a single point in time, enabling an analysis of the associations between variables.

Sampling and Data Collection

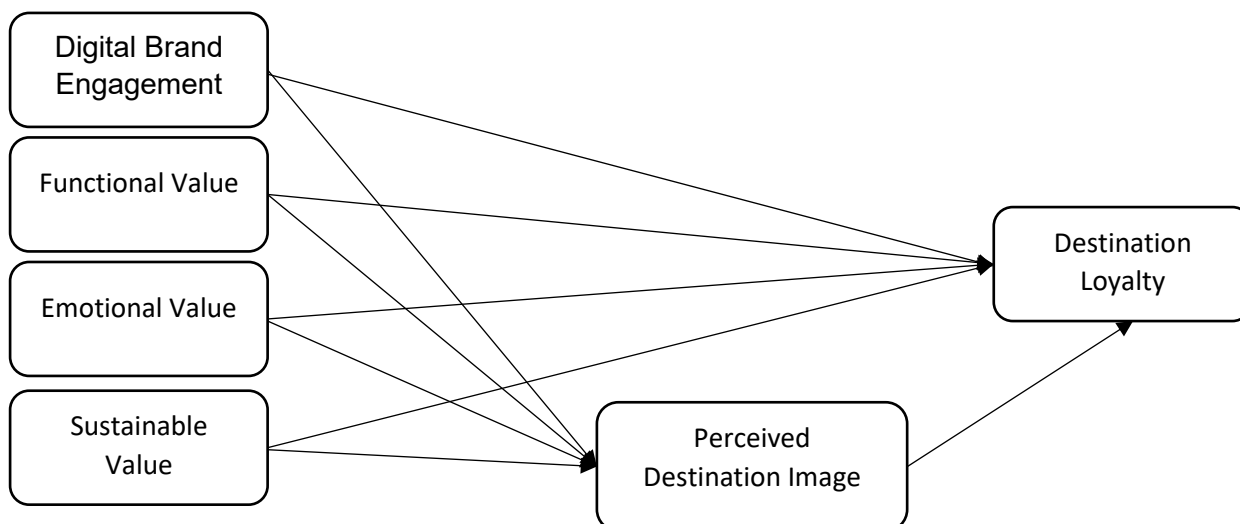
A convenience sampling method is adopted to target customers of various coffee shop brands in Zhengzhou. Data is collected through self-administered questionnaires distributed both online and in person at selected coffee shops. The survey ensures diversity in the sample by reaching participants of different age groups, genders, and backgrounds.

Measurement of Variables

Digital marketing strategies are assessed based on social media engagement, content marketing, and personalized promotions (Kim & Ko, 2012). Brand image is measured in terms of credibility, uniqueness, and emotional connection (Aaker, 1997). Service quality is evaluated using the SERVQUAL model, covering tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Customer engagement is measured through behavioral, cognitive, and emotional engagement factors (Vivek et al., 2012), while customer loyalty is assessed through purchase intentions, word-of-mouth recommendations, and commitment to the brand (Oliver, 1999).

Data Analysis

Data analysis is conducted using SPSS v.25 and AMOS for Structural Equation Modeling (SEM). Descriptive statistics summarize demographic characteristics, reliability tests ensure internal consistency, and Confirmatory Factor Analysis (CFA) validates measurement constructs. SEM is used to test hypotheses and examine the mediating role of customer engagement in the relationships between digital marketing strategies, brand image, service quality, and customer loyalty.

**Data Analysis**

This chapter presents the findings of the study, including demographic characteristics of respondents, reliability and validity tests, descriptive and correlation analysis, and hypothesis testing results. The statistical analysis was conducted using **SPSS v.25**, ensuring accuracy in evaluating relationships among digital marketing strategies, brand image, service quality, customer engagement, and customer loyalty in the coffee shop industry in Zhengzhou, China.

Demographic Characteristics of Respondents

The demographic profile of the respondents provides important insights into the characteristics of coffee shop customers in Zhengzhou. The data collected indicate a balanced gender distribution, with **58% male respondents and 42% female respondents**. This suggests that coffee shop customers are slightly more male-dominated in this sample.

Marital status analysis reveals that **61% of the respondents were single**, while **39% were married**. The dominance of younger, unmarried individuals among coffee shop customers is

consistent with previous findings that cafes often serve as social and study spaces for students and young professionals.

The age distribution data indicate that **40% of respondents were between 21 and 25 years old**, followed closely by **35% in the 26-30 age group**. The remaining respondents included **15% in the 31-40 age range, 7% below 20 years, and only 3% above 40 years old**. These results suggest that coffee shops primarily cater to **young adults**, particularly university students and early-career professionals who use coffee shops for study, work, and social interactions.

Educational background analysis highlights that the majority of respondents were **highly educated**, with **38% holding a bachelor's degree, 34% a master's degree, 16% a college diploma, and 12% a PhD**. The high proportion of respondents with tertiary education indicates that coffee shop customers in Zhengzhou are primarily well-educated individuals, which aligns with global trends where coffee culture is associated with educated urban populations.

Table 1
Demographic Characteristics of Respondents

Characteristic	Category	Percentage (%)
Gender	Male	58
	Female	42
Marital Status	Single	61
	Married	39
Age Group	Below 20	7
	21-25	40
	26-30	35
	31-40	15
	Above 40	3
Education Level	College	16
	Undergraduate	38
	Master's	34
	PhD	12

Reliability and Validity Test

The reliability and validity of the constructs were assessed using **Cronbach's alpha** to test internal consistency and **factor loadings** to establish construct validity. The **Cronbach's alpha values** for all constructs ranged from **0.865 to 0.912**, exceeding the recommended threshold of **0.70** (Hair et al., 2010), confirming high internal reliability.

Factor loadings were analyzed to ensure that measurement items accurately represented their respective constructs. The factor loading values ranged between **0.879 and 0.924**, establishing strong construct validity and ensuring that each variable is appropriately measured.

Table 2

Reliability and Validity Test

Construct	Items	Cronbach's Alpha	Factor Loading
Digital Marketing Strategies	4	0.879	0.901
Brand Image	3	0.891	0.917
Service Quality	4	0.865	0.889
Customer Engagement	3	0.912	0.924
Customer Loyalty	3	0.902	0.911

Descriptive and Correlation Analysis

The descriptive statistics provide an overview of the distribution of responses across key study variables. As shown in Table 3, the mean values ranged from **3.52 to 3.75**, while the standard deviations varied between **1.03 and 1.11**. These values indicate that respondents generally agreed with the measured constructs but exhibited moderate variability in responses.

Correlation analysis revealed significant positive relationships among all constructs at $p < 0.01$, indicating strong interconnections between digital marketing strategies, brand image, service quality, customer engagement, and customer loyalty. The highest correlation was observed between **customer engagement and customer loyalty ($r = 0.719$)**, demonstrating the critical role of engagement in fostering loyalty.

Table 3

Descriptive and Correlation Analysis

Constructs	Mean	S.D	Digital Marketing Strategies	Brand Image	Service Quality	Customer Engagement	Customer Loyalty
Digital Marketing Strategies	3.75	1.08	1				
Brand Image	3.68	1.05	.542**	1			
Service Quality	3.60	1.03	.487**	.523**	1		
Customer Engagement	3.52	1.11	.601**	.579**	.558**	1	
Customer Loyalty	3.70	1.09	.560**	.538**	.520**	.719**	1

Note: $p < 0.01$ (statistically significant).

The **mean values** show the **average response** from participants for each variable. A higher mean indicates stronger agreement with that construct (e.g., digital marketing strategies had the highest mean at 3.75, suggesting that respondents found digital marketing to be an important factor). The **standard deviation (S.D.)** reflects variability in responses, with higher values indicating greater differences in opinions among respondents.

The **correlation values** indicate the **strength and direction of the relationship** between different variables. A **positive correlation** (values above zero) suggests that as one variable increases, the other also increases. The strongest relationship in this study was observed between **customer engagement and customer loyalty ($r = 0.719$, $p < 0.01$)**, indicating that engaged customers are significantly more likely to be loyal to a coffee shop brand.

Digital marketing strategies showed a **moderately strong positive correlation with customer loyalty ($r = 0.560, p < 0.01$)**, meaning that effective online marketing efforts contribute to increased customer retention. Similarly, brand image was strongly related to customer engagement ($r = 0.579, p < 0.01$) and customer loyalty ($r = 0.538, p < 0.01$), suggesting that a well-established brand perception enhances customer interactions and long-term commitment.

Service quality was positively correlated with customer engagement ($r = 0.558, p < 0.01$) and customer loyalty ($r = 0.520, p < 0.01$), reinforcing the importance of service excellence in fostering customer relationships.

These findings confirm that **digital marketing strategies, brand image, and service quality significantly impact customer engagement and customer loyalty, with engagement playing a crucial mediating role**. Coffee shop businesses can enhance customer retention by focusing on interactive digital marketing, maintaining a strong brand identity, and delivering high-quality service experiences.

Hypothesis Testing Results

The multiple regression analysis results confirm the significance of relationships among the study variables. Digital marketing strategies significantly influenced **customer engagement ($\beta = 0.572, p < 0.01$)** and **customer loyalty ($\beta = 0.501, p < 0.01$)**, demonstrating the role of digital marketing in fostering brand interactions. Brand image also had a significant effect on **customer engagement ($\beta = 0.540, p < 0.01$)** and **customer loyalty ($\beta = 0.487, p < 0.01$)**, reinforcing the importance of brand perception. Service quality positively impacted **customer engagement ($\beta = 0.523, p < 0.01$)** and **customer loyalty ($\beta = 0.492, p < 0.01$)**.

The mediation analysis revealed that **customer engagement mediates the relationship between digital marketing strategies, brand image, and service quality with customer loyalty**, with all indirect effects being statistically significant ($p < 0.01$).

Table 4

Hypothesis Testing Results

Hypothesis	Path	β	t-value	p-value	Result
H1	Digital Marketing → Engagement	0.572	13.01	<0.01	Supported
H2	Digital Marketing → Loyalty	0.501	11.34	<0.01	Supported
H3	Brand Image → Engagement	0.540	12.19	<0.01	Supported
H4	Brand Image → Loyalty	0.487	10.57	<0.01	Supported
H5	Service Quality → Engagement	0.523	11.68	<0.01	Supported
H6	Service Quality → Loyalty	0.492	10.23	<0.01	Supported
H7	Engagement → Loyalty	0.719	20.43	<0.01	Supported

The findings confirm that digital marketing strategies, brand image, and service quality significantly influence customer engagement and loyalty in the coffee shop industry in Zhengzhou, China, with customer engagement playing a crucial mediating role.

Discussion

The findings of this study provide significant insights into the relationships between **digital marketing strategies, brand image, service quality, customer engagement, and customer loyalty** in the coffee shop industry in Zhengzhou, China. The results confirm that **customer engagement plays a mediating role** in strengthening the effects of digital marketing strategies, brand image, and service quality on customer loyalty. This section discusses the implications of these findings, linking them to previous research and practical applications in the coffee shop industry.

The Impact of Digital Marketing Strategies on Customer Engagement and Loyalty

The results show that **digital marketing strategies have a strong positive impact on customer engagement ($\beta = 0.572, p < 0.01$) and customer loyalty ($\beta = 0.501, p < 0.01$)**. This finding aligns with previous studies, which suggest that digital marketing plays a crucial role in influencing consumer behavior (Dwivedi et al., 2021). The strong correlation between **digital marketing strategies and customer engagement ($r = 0.601, p < 0.01$)** suggests that coffee shop businesses leveraging digital tools such as **social media marketing, content marketing, and personalized promotions** can enhance customer interaction and brand loyalty.

In China, where platforms such as **WeChat, TikTok, and Weibo** dominate online communication, digital engagement strategies allow brands to **build direct relationships with consumers** (Zhou et al., 2020). The results suggest that customers who interact with a coffee shop's digital content are more likely to feel connected to the brand, increasing their likelihood of repeat purchases and long-term loyalty. These findings are consistent with studies that have shown that personalized digital marketing leads to higher brand engagement and retention (Lamberton & Stephen, 2016).

The Role of Brand Image in Driving Engagement and Loyalty

Brand image was also found to significantly influence both **customer engagement ($\beta = 0.540, p < 0.01$) and customer loyalty ($\beta = 0.487, p < 0.01$)**. The strong correlation between **brand image and customer engagement ($r = 0.579, p < 0.01$)** suggests that customers who perceive a coffee shop as **credible, unique, and socially responsible** are more likely to engage with its brand through **loyalty programs, social media, and repeat visits**.

This result supports previous research that highlights the importance of brand image in shaping consumer behavior (Keller, 2008). Consumers today, particularly in China, are **highly brand-conscious and value corporate social responsibility**. Coffee shops that emphasize **ethical sourcing, sustainability, and high-quality products** tend to attract more loyal customers. These findings suggest that coffee shops can strengthen customer engagement and loyalty by ensuring **consistent branding across digital and physical platforms** while emphasizing values that resonate with their target audience (Kotler & Keller, 2015).

The Influence of Service Quality on Customer Engagement and Loyalty

Service quality was found to significantly impact both **customer engagement ($\beta = 0.523, p < 0.01$) and customer loyalty ($\beta = 0.492, p < 0.01$)**. The correlation results further confirm this relationship, with **service quality positively associated with customer engagement ($r = 0.558, p < 0.01$) and customer loyalty ($r = 0.520, p < 0.01$)**. This suggests that coffee shop businesses

that provide **consistent, high-quality service experiences** are more likely to attract engaged and loyal customers.

This finding aligns with the **SERVQUAL model** proposed by Parasuraman et al. (1988), which identifies **tangibles, reliability, responsiveness, assurance, and empathy** as key dimensions of service quality. Customers expect **well-maintained stores, efficient service, and friendly staff interactions**, all of which contribute to higher engagement levels. These results support previous studies indicating that high service quality fosters positive customer experiences, which in turn lead to repeat visits and long-term loyalty (Harrington et al., 2017).

The Mediating Role of Customer Engagement

One of the most important findings of this study is the **strong mediating role of customer engagement** in the relationship between **digital marketing strategies, brand image, service quality, and customer loyalty**. The mediation analysis showed that customer engagement significantly enhances the impact of these factors on loyalty, with the strongest mediation effect observed between **customer engagement and customer loyalty ($\beta = 0.719, p < 0.01$)**. This result confirms that **engaged customers are more likely to develop emotional connections with a brand**, making them less likely to switch to competitors. Customers who interact with a coffee shop brand through **social media, loyalty programs, and promotional campaigns** are more invested in the brand and therefore more likely to remain loyal. These findings are consistent with the **customer engagement theory**, which suggests that engaged customers exhibit **higher purchase intentions, brand advocacy, and emotional attachment** (Brodie et al., 2011).

Conclusion

This study aimed to examine the impact of **digital marketing strategies, brand image, and service quality** on **customer loyalty** in the **coffee shop industry in Zhengzhou, China**, with a particular focus on the **mediating role of customer engagement**. The results confirm that all three independent variables—digital marketing strategies, brand image, and service quality—significantly influence customer loyalty. However, the findings also emphasize that **customer engagement plays a crucial mediating role**, strengthening these relationships and enhancing customer retention.

The study revealed that **digital marketing strategies** are essential for fostering customer engagement and loyalty. Customers who actively engage with a coffee shop's online content, such as **social media interactions, email promotions, and digital loyalty programs**, are more likely to develop strong brand connections. Similarly, **brand image** plays a significant role in shaping customer perceptions and influencing engagement levels. Coffee shops that maintain **a strong and positive brand identity, emphasize sustainability, and demonstrate corporate social responsibility** attract more loyal customers.

Furthermore, **service quality** remains a critical factor in ensuring customer satisfaction and fostering engagement. Customers who receive **efficient, friendly, and high-quality service** are more inclined to engage with the brand through repeat visits, positive word-of-mouth, and online reviews. The findings reinforce previous studies in service marketing literature, supporting the **SERVQUAL model** (Parasuraman et al., 1988) and **customer engagement theory** (Brodie et al., 2011).

Most importantly, the study confirms that **customer engagement acts as a key mechanism that links digital marketing strategies, brand image, and service quality to customer loyalty**. Customers who actively interact with a coffee shop brand—both online and offline—are more likely to develop **long-term emotional connections**, making them less likely to switch to competitors.

The theoretical contributions of this study highlight the importance of **integrating customer engagement strategies into service marketing frameworks**, particularly within the coffee shop industry. Additionally, the findings provide **practical implications** for coffee shop managers looking to enhance their digital marketing efforts, strengthen their brand image, and improve service quality to foster greater customer loyalty.

Recommendations

Coffee shop businesses in Zhengzhou should **strengthen their digital marketing efforts** to foster greater engagement and loyalty. Given that **digital marketing strategies had a strong impact on customer engagement and loyalty**, businesses should invest in **social media engagement strategies, personalized promotions, and influencer collaborations**. Platforms such as **WeChat, TikTok, and Weibo** should be utilized for interactive marketing campaigns that encourage customers to participate in brand discussions, contests, and loyalty programs. Additionally, coffee shops should adopt **AI-driven marketing automation** to personalize customer experiences. **Data analytics tools** can help businesses understand customer preferences, allowing them to offer **tailored promotions, recommendations, and rewards** based on individual behavior. Engaging content such as **behind-the-scenes videos, sustainability initiatives, and customer testimonials** can further strengthen online brand presence.

To enhance **brand image**, coffee shop businesses should focus on **brand consistency, sustainability, and ethical business practices**. Customers are more likely to engage with and remain loyal to brands that align with their values. Coffee shops should highlight their **commitment to quality, environmental sustainability, and corporate social responsibility** in their marketing efforts.

Maintaining a **consistent brand identity across all digital and physical touchpoints** is also essential. This includes ensuring that the **store ambiance, packaging, and online presence** reflect a cohesive brand message. Transparency in sourcing coffee beans, fair-trade practices, and community involvement can further strengthen brand credibility and encourage customer engagement.

Since **service quality plays a crucial role in driving both customer engagement and loyalty**, coffee shop managers should focus on enhancing the overall customer experience. **Staff training programs** should be implemented to ensure **friendly, knowledgeable, and responsive service**. Investing in **employee development and customer relationship management (CRM) systems** can help create **personalized experiences** for regular customers.

Additionally, coffee shops should focus on **reducing wait times and improving operational efficiency**. Implementing **mobile ordering systems, self-service kiosks, and digital payment**

options can streamline operations and enhance customer satisfaction. Maintaining **cleanliness, comfortable seating, and a welcoming atmosphere** further contributes to a positive brand experience.

Since **customer engagement was found to be the strongest predictor of customer loyalty**, businesses should focus on **building interactive and immersive experiences** that keep customers engaged with the brand. Implementing **loyalty programs, subscription models, and gamification strategies** can encourage repeat visits and long-term customer retention. Encouraging **user-generated content**, such as **customer reviews, social media shares, and interactive brand challenges**, can further strengthen engagement. Hosting **coffee workshops, tasting events, and community meetups** can create a sense of belonging among customers, deepening their connection with the brand.

While this study provides valuable insights, **future research should expand the geographic scope** beyond Zhengzhou to explore whether the findings hold true across different **regions, cultures, and market segments**. Additionally, a **longitudinal study** could provide deeper insights into how customer engagement evolves over time and whether its impact on loyalty remains consistent.

In subsequent research, the scope of inquiry on the factors affecting customer engagement and loyalty can be further expanded. Emotional branding, as a deep-seated emotional connection between brands and consumers, has been validated to a certain extent for its role in driving customers' continuous engagement behavior through brand identity and emotional resonance. However, the non-linear relationship between emotional intensity and customer engagement in different consumption scenarios remains to be analyzed in depth; customer trust, as a key factor in cutting transaction costs and reducing decision uncertainty, has not yet been fully investigated in terms of the interactive effects of cognitive and emotional trust in virtual consumption environments, as well as the mechanism of long-term dynamic influence on customer loyalty; perceived value, as a key factor in consumers' perception of products or services, has not yet been fully investigated; and the role of emotional branding as a deep emotional connection between brands and consumers has been validated to a certain extent. Perceived value, as consumers' comprehensive assessment of the utility of products or services, covers functional value, emotional value, social value and other sub-dimensions, and the weighting differences in different market segments, as well as the transmission paths between them and customer engagement behaviors, which are also worthy of more in-depth empirical research.

Overall, future research can further reveal the formation mechanism of customer engagement and loyalty by expanding the variable dimensions of the theoretical framework and innovating the integration path of research methods, so as to contribute more valuable insights for the improvement of the theoretical system of marketing and the optimization of enterprise practice.

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