

The Impact of Nayuki's Experiential Marketing on Customer Loyalty in China

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Abstract

The rapid expansion of China's new-style tea beverage market has intensified competition, compelling brands to differentiate through experiential value rather than product innovation alone. This study examines how holistic experiential marketing influences customer loyalty within the context of Nayuki Holdings Limited. With China's new-style tea market exceeding RMB 200 billion and continuing to grow steadily, brands increasingly integrate store atmosphere, packaging aesthetics, digital engagement, and social media storytelling to create immersive consumer experiences. Nayuki exemplifies this strategy, supported by a strong digital ecosystem and a large membership base exceeding 100 million registered users. Drawing on experiential marketing theory proposed by Bernd H. Schmitt and the Stimulus–Organism–Response framework, this study conceptualizes experiential marketing as a holistic construct encompassing product, service, store, digital, and community experiences. A quantitative cross-sectional survey of Chinese consumers who recently purchased from Nayuki was conducted, and the data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that experiential marketing significantly enhances customer loyalty, both directly and indirectly through the mediating roles of customer satisfaction and brand trust. The results highlight the strategic importance of integrated experiential strategies in digitally mediated beverage markets and contribute to the limited empirical literature on experiential marketing and consumer loyalty in China's new-style tea industry.

Keywords: Experiential Marketing, Customer Loyalty, Brand Trust, New-Style Tea Market

Introduction

The new-style tea market in China is also marked by stiff competition, and the rivalries in the market are becoming more consumer-based. The holistic brand experience does not confine the functionality of the beverages alone, but also includes the in-store feeling, the design of the package, the digital programmes, story marketing, and sharing of information on social media. In recent years, the new-style tea drinks market in China has exceeded RMB 200 billion

in size, with a growth rate of 7.6% (DJyanbao, 2025). In this dynamic environment, product innovation alone is insufficient; brands must differentiate through unique experiences.

The case of Nayuki is an excellent opportunity to consider the aspects of experiential marketing and how loyalty can be established with customers. The brand makes a direct point to the offer of a satisfying customer experience with its new tea shops in the style and digital platforms. It equally has one of the largest membership loyalty proficiencies in the new-style tea market. In the annual report 2024, Nayuki stated that it bases its value proposition on an enjoyable customer experience, with an approximate of 102.8 million registered members, 4.8 million monthly active members and a monthly repurchase rate of approximately 24.0% (NayukiHoldingsLimited, 2024). All these signals point to the fact that the results concerning loyalty, such as repeat purchases or retention and advocacy, are strategically important and measurable in the context of Nayuki.

Although managers typically assume that experiential marketing creates customer loyalty, scholarly studies have been slow to conclusively establish the translation of holistic experience techniques into gains in customer loyalty, particularly in China or digitally mediated tea-beverage settings. Most of the existing literature has also concentrated on the quality of products/services or on the single aspect of the experience, instead of addressing the experience of the customer as a whole. In addition to this, current research often focuses on Western countries; much fewer have been investigating the case of China, the new-style tea, where mobile order, social media, and fast innovation influence the behaviour of consumers. This paper fills this gap. It considers entire experiential marketing a holistic construct (including store, product, service, digital and community dimensions) and explores how experiential marketing is related to two important mediating variables, customer satisfaction and brand trust, and ultimately customer loyalty. The premise that underlies this is based on the marketing theory, which holds that experiences that are carefully designed will lead to the indirect effect of loyalty through increased customer satisfaction and increased brand trust, leading to increased loyalty behaviour. The research employs a quantitative survey among Nayuki customers in China, with data analysed via Structural Equation Modelling (SEM).

Problem Statement

The broad literature defines customer experience as a construct in many dimensions that involve sensorial, affective, cognitive, behavioural and social dimensions (Schmitt, 1999). However, in reality, companies often use the notion of experience as a combined system that unites such dimensions into one brand experience. Strategically speaking, one-construct, holistic approach tends to be more in line with management reality and provide a more streamlined modelling (Brakus et al., 2009). The previous studies either focus on specific elements of experience or discuss the dimensions independently and therefore, neglect the overall effect of an elementally integrated experiential strategy employed by a company. This study proposes that experiential marketing should be considered as a higher-order, holistic construct that essentially corresponds to the overall experience that the customer gets, and its cumulative impact on the outcome of the appropriate outcomes should be studied. Such a strategy illustrates the conception and overall management of such brands as Nayuki and tackles an apparent discontinuity in the operationalisation of the construct.

Nayuki is a company that functions in a highly competitive space with consumer behaviour that is greatly informed by online applications ordering, social media hype, and platform-based customer loyalty programmes. New entrants, such as crossover brands in the coffee or juice category, keep on appearing, and regular promotions flood the market. These aspects increase the relevance of creating unique experiences in order to generate customer loyalty. A recent case study of Nayuki-Xiaohongshu type of a cross-sensory marketing campaign showed that brand cognition and memory could be greatly enhanced by the use of multimedia, which provided further brand awareness and sales (Xu and Ma, 2025). It means that the value of rich experiential campaigns has been demonstrated to generate quantifiable loyalty value, which can take the form of increased recognition and the number of purchases made online. Also, it is indicated that consumption of new-style tea beverages in China is more pronounced by the younger, educated, and high-income population, which creates the need to use experience-based innovation to attract these segments (Yin and Fang, 2024). Generally, the e-intensive and highly competitive world Nayuki is operating in requires additional research into the effectiveness of the holistic approach of the experiential marketing strategy in increasing customer loyalty under the set circumstances.

How much holistic experiential marketing will be effective in retaining customers with Nayuki in China, and what mediators, namely, customer satisfaction and brand trust, will deliver the influence of the former in an online consumer situation? Put simply, the research questions are these: can a better overall customer experience lead to greater loyalty intentions and loyalty behaviours among the customers of Nayuki, and is the relationship between them mediated by better customer satisfaction and trust in the brand? Using the essence of this question, the study will enable explaining how experiential marketing influences loyalty in the framework of contemporary tea branding.

Limitations

The cross-sectional nature of the study does not allow making the definite use of the causal inference as all the variables were measured at one point but not across time. The use of self-reports opens the opportunity of common method bias that can exaggerate the observed relationship due to common rater effects, notwithstanding the statistical control measures put in place to assess such variance. In addition, the principle of operationalisation of loyalty through behavioural intentions applicable instead of actual behaviour observed highlights the well-established attitude-behaviour gap, which suggests that the intentions cannot be fully converted into outcome behaviour.

The sampling methodology also limits the results. The online convenience sampling may have resulted in an overrepresentation of urban, young, and digitally active consumers, thus restricting the extrapolation of the results to other groups of either demographics or geographic areas. Also, the narrow scope of one brand, Nayuki, compromises external and internal validity, thus limiting the transferability of the findings to the broader new-style tea beverage market, especially when the brands were in different market segments.

Literature Review

Experiential Marketing

Pine and Gilmore (1998) and Khaled et al. (2019) assume that companies create value by producing memorable experiences. Experience marketing was introduced by Schmitt (1999),

who recommended the need to involve consumers in terms of stimulus sensory, emotional, cognitive, behavioural and social. The analysis of micro-experiences is usually not the most adequate because a holistic, overall brand perception needs to be considered. As Brakus et al. (2009) and Polas et al. (2019) indicate, brand experience is defined as internal and behavioural reactions to brand-related stimuli, and the researchers note a positive relationship with brand results like satisfaction. The findings help with the conceptualisation of the experiential marketing that Nayuki would constitute as a coherent and holistic construct.

Customer Satisfaction

Satisfaction is an attitude after consumption with an evaluation of perceived performance to expectations (Oliver, 1980; Bhattacharjee et al., 2019). In the retail setting, the overall experience, comprising product quality, service, and environmental factors, influences satisfaction (Bitner, 1992; Pandey et al., 2023; Polas et al., 2020; Bashir et al., 2020). A strong correlation between satisfaction and loyalty choices is established by means of meta-analyses (Zeithaml et al., 1996). Satisfaction is, therefore, considered to be a central proximal antecedent and mediator of loyalty.

Brand Trust

Brand trust refers to the confidence of the consumer over the brand in regard to reliability and intentions (Chaudhuri and Holbrook, 2001). Experience marketing supports credibility by introducing positive encounters, which are repeated multiple times, demonstrating competence and reliability (Azmi Mohd Ariffin et al., 2026). The Theory of commitment-trust states that trust is the key to long-term relationship performance, like loyalty (Morgan and Hunt, 1994). It is hypothesised that experiential marketing will improve brand trust, which in turn will create loyalty.

Customer Loyalty

Loyalty includes the positive behaviour as well as product behaviour (Dick and Basu, 1994). It forms an important element of brand equity (Aaker, 2009). Platform-based behaviours like app engagement are also considered one of the aspects of loyalty in digital settings (Nur et al., 2024). The main reason why loyalty is essential is seen in the high membership and repurchase rates of Nayuki. Literature determines satisfaction and trust as very important conditions of loyalty.

Integration theoretical Framing: S-O-R and Relationship marketing

They are the Stimulus Organism Response (SOR) model (Mehrabian and Russell, 1974) and Relationship Marketing theory (Morgan and Hunt, 1994). The Stimulus to be used in this configuration is experiential marketing (S), which affects internal Organism states (O) in the form of satisfaction and trust, which in turn lead to Response (R), i.e. loyalty behaviour. The important relational mediators in this model are satisfaction and trust.

Research Questions

RQ1. Does Nayuki's holistic experiential marketing influence customer satisfaction, brand trust, and customer loyalty among consumers in China?

RQ2. What are the effects of customer satisfaction on brand trust and customer loyalty in the Nayuki context?

RQ3. What is the effect of brand trust on customer loyalty toward Nayuki in China?

RQ4. To what extent do customer satisfaction and brand trust mediate the relationship between holistic experiential marketing and customer loyalty?

RQ5. Do customer satisfaction and brand trust operate as a serial (chain) mediation mechanism linking holistic experiential marketing to loyalty (experience → satisfaction → trust → loyalty)?

Research Objectives

RO1. To examine the direct effects of Nayuki's holistic experiential marketing on customer satisfaction, brand trust, and customer loyalty among Chinese consumers.

RO2. To evaluate the effect of customer satisfaction on brand trust and customer loyalty in the Nayuki customer relationship.

RO3. To assess the effect of brand trust on customer loyalty toward Nayuki in China.

RO4. To test the mediating roles of customer satisfaction and brand trust in the relationship between holistic experiential marketing and customer loyalty.

RO5. To test a serial mediation model in which holistic experiential marketing enhances loyalty through customer satisfaction followed by brand trust.

Research Hypotheses

H1: Holistic experiential marketing positively affects customer satisfaction.

H2: Holistic experiential marketing positively affects brand trust.

H3: Customer satisfaction positively affects brand trust.

H4: Customer satisfaction positively affects customer loyalty.

H5: Brand trust positively affects customer loyalty.

H6: Holistic experiential marketing positively affects customer loyalty.

H7: Customer satisfaction mediates the relationship between experiential marketing and customer loyalty.

H8: Brand trust mediates the relationship between experiential marketing and customer loyalty.

H9: Customer satisfaction and brand trust jointly produce a chain mediation effect: experiential marketing → satisfaction → trust → loyalty.

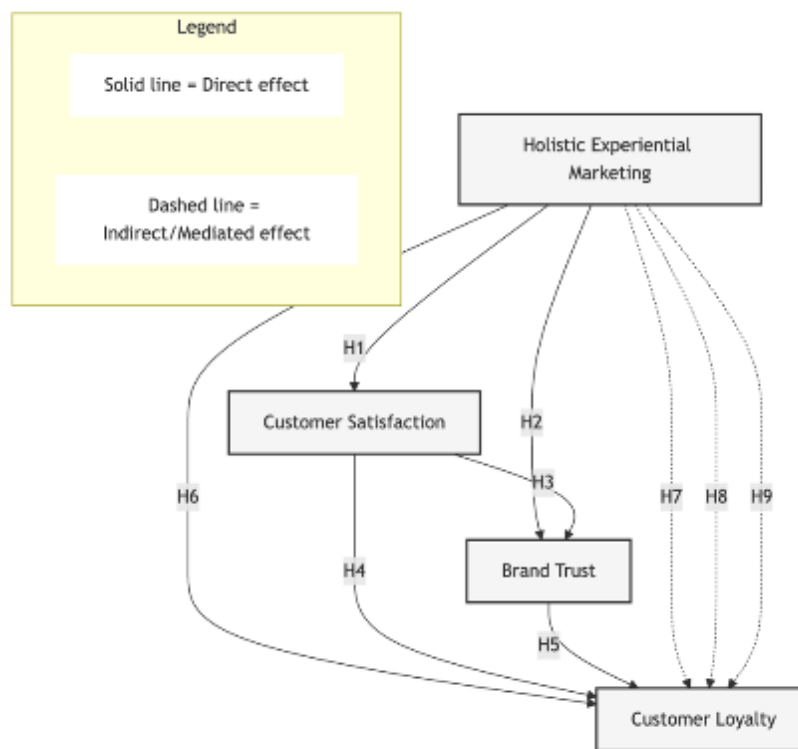


Figure 1: The Conceptual Research Model

The wider conceptual framework, as shown in Figure 1, is based on the premise that high-quality experiential experiences shape customer perceptions and their relationship with the brand, thereby determining their loyalty.

Research Methodology

A quantitative, cross-sectional, explanatory design was used, operationalised via an online questionnaire. Partial Least Squares SEM (PLS-SEM) was chosen for its predictive orientation and suitability for complex models with non-normal data. The target population was Chinese consumers who had purchased from Nayuki in the last three months. A convenience sample of 500 respondents was collected via Chinese social media platforms. The sample size is adequate for PLS-SEM analysis. Multi-item, 7-point Likert scales were used, adapted from established scales.

Experiential marketing was operationalised as an eight-item reflective construct based on Brakus et al. (2009) and Schmitt (1999), capturing the overall quality of the Nayuki experience. Satisfaction used a four-item scale, using conventional satisfaction scales (Oliver, 1980); also comparable to items employed by Fornell et al. (1996) in the American Customer Satisfaction Index. Trust was measured with four items adapted from Chaudhuri and Holbrook (2001) and Delgado-Ballester (2004). Loyalty was measured with five items on future intentions and advocacy, adapted from Zeithaml et al. (1996), Dick and Basu (1994), and Oliver (1999). Besides these key constructs, demographic and background data like gender, age group, tier of the city at which the purchases are made, purchase frequency and the level of income were also gathered in the survey.

Data was collected over four weeks in December 2025 via an online survey platform named Wen Juan Xing. The process included informed consent, screening questions, and randomised presentation of main constructs. The study complied with ethical principles, including informed consent, anonymity, confidentiality, and the right to withdraw, and was approved by an institutional review board.

Pilot Study

A pilot study (N=30) was conducted to refine the instrument. Cronbach's alpha values were Experiential marketing $\alpha \approx 0.88$, Satisfaction $\alpha \approx 0.85$, Trust $\alpha \approx 0.87$, and Loyalty $\alpha \approx 0.90$. All values exceeded the generally accepted threshold of 0.70 (Nunnally and Bernstein, 1994), indicating strong internal consistency even with the small sample. Correlations between items and the total were above 0.50, permitting all items to be retained. Feedback led to minor wording improvements and the addition of an attention-check question.

Data Analysis Plan

The statistical data were being analysed with the help of Partial Least Squares Structural Equation Modeling (PLS-SEM), where the SmartPLS software was the major analytical platform because of the variables that were under the predictive enquiry of the complex causal association as well as the non-evenly distributed conditions. As customary with the standard practice of SEM process, the process involved two sequential steps: first, the measurement model underwent assessment to determine construct reliability and validity and second, the structural model was also examined to determine the hypothesised causal relationships. The results were obtained using SPSS and Excel, which complemented the descriptive statistics and preliminary diagnostic tests.

The stages of analytical procedures started with careful data screening and pre-processing, followed by the calculation of descriptive statistics and evaluations of common method variance. Only a negligible bias was shown in the single-factor test supported by Harman, and a complete procedure of collinearity, the variance inflation factor (VIF). Subsequently, the measurement model underwent rigorous testing, yielding evidence of high internal consistency (Cronbach's alpha and composite reliability over 0.70), high convergent validity (average variance extracted over 0.50), and acceptable discriminant validity, as determined by the Heterotrait-Monotrait (HTMT) ratio criterion.

Subsequently, the structural model was evaluated using a bootstrapping procedure with 5,000 resamples to determine path coefficient significance. The analysis confirmed all direct effect hypotheses (H1-H6), revealing significant positive relationships. The model explained a substantial portion of the variance in the endogenous constructs. Finally, mediation analysis was performed, confirming that customer satisfaction and brand trust serve as significant mediators (H7, H8), including a significant sequential mediation path (H9), with the total indirect effect accounting for the majority of experiential marketing's influence on loyalty.

Data Analysis

The proportion of female was 61.8%, male was 37.2% and one in every 100 was not disclosed. This is equal to 309 women, 186 men and 5 people who did not state their gender. Most of the samples are young, and that is the target market of Nayuki. The proportion of participants who were aged 18-24 (243 people) is about 48.6, with 36.0% being the

proportion of participants within the age range of 25-34 (180 people). As a result, approximately 85 per cent of the sample is aged below 35. Furthermore, 10.8 and 4.6% are within the age brackets 35-44 years (54 people) and 45 years and above (23 people), respectively. The respondents are distributed across different tiers of cities in China: Tier-1 (e.g., Beijing, Shanghai, Guangzhou, Shenzhen; 156 respondents), New Tier-1 (emerging metropolises such as Chengdu, Hangzhou; 134 respondents), and 25.8% and 16.2%, respectively. The statistics show that most of the respondents mostly use Nayuki app or delivery service to buy. Precisely, around 30% of them use the app when taking orders based on a pick-up, and around 27% of them mostly place orders based on a delivery, becoming a mix of the two; therefore, they are labelled as mostly app/delivery. With the opposite, 19.8 per cent primarily shop at the Nayuki teahouses in-store, whereas 23.2 per cent primarily use online and offline shops alike. Frequently correspondingly, around 7.8 per cent of buyers purchase Nayuki less than once a month, 35.3 per cent probably buy 1-3 times a month, 37.3 per cent make 1-2 Purchasing choices, and 13.8 per cent are those buyers who are the most devoted to buy Nayuki nearly every day (nearly). Monthly disposable income was distributed as follows: 7.3% earning less than 5000, 27.69% between 5000 and 9999, 31.54% between 10000 and 14999, 18.74% earning more than 15000, and 14.94% earning more than 20000.

The Experiential Marketing construct had a mean rating of 5.12 on a 7-point scale and a standard deviation of approximately 1.1. The overall level of customer satisfaction was approximately 5.0 with a standard deviation of about 1.2. The mean for brand trust was approximately 5.03 (SD = 1.2), which is very similar to the satisfaction mean. The average of the customer loyalty intention was about 4.78 (SD 1.22).

The Cronbach alpha of Experiential Marketing (8 items) was 0.91, Composite Reliability (CR) was 0.93, and the Average Variance Extracted (AVE) was 0.63. These values surpass conventional thresholds ($\alpha > 0.70$, $CR > 0.70$, $AVE > 0.50$), thereby indicating robust internal consistency and convergent validity. The alpha of 0.91 shows great reliability and implies that there is a consistent measure of the underlying experiential marketing construct that is represented by items EM1 to EM8. This is supported by the CR of 0.93 and the AVE of 0.63, which also demonstrates that the latent factor assigns approximately 63 out of the 100 percent of the variance on the items, which is also an indication of convergent validity. Satisfaction (4 items) had excellent internal consistency, where Cronbach's alpha was 0.89, composite 0.92 and average variance extracted was 0.75. These measures highlight a high level of convergence of the items of satisfaction. A convergent validity of 0.75 is of high convergent validity, and this means that the four satisfaction items (CS1 to CS4) are very cohesive items and mostly mirror the underlying index. Strong internal consistency was evidenced by Brand Trust (4 items) with an 4 item 0.90, CR of 0.93 and an AVE of 0.77. The indicators of reliability indicate that the items are consistently high. AVE of 0.77 shows that the trust construct has explained a significant percentage of the variance in each item, thus confirming that BT1-BT4 is a good indicator of a single dimension of trust. The internal consistency of Loyalty (5 items) was high, as the Cronbach alpha was 0.91, the composite reliability was 0.93, and the Average Variance Extracted (AVE) was 0.72. These statistics affirm that five loyalty intention items (CL1-CL5) are a cohesive scale that is reliable. The AVE of 0.72 shows that nearly 72% of the observed items can be attributed to the underlying latent variable of loyalty, which has very high convergent validity.

The Heterotrait-Monotrait (HTMT) ratios all fell below the 0.85 threshold (range 0.55–0.78), confirming discriminant validity. The single factor test of Harman showed that the initial factor explained the variance of 34 per cent, and this is much lower than the 50 per cent mark. The VIFs of full collinearity were low (1.2–1.6), did not exceed 3.3, thus demonstrating that common method bias is not a considerable matter.

Path coefficients (standardised betas) were all significant ($p < 0.001$):

H1: Exp → Sat: $\beta = 0.54$. **Supported.**

H2: Exp → Trust: $\beta = 0.28$. **Supported.**

H3: Sat → Trust: $\beta = 0.32$. **Supported.**

H4: Sat → Loy: $\beta = 0.30$. **Supported.**

H5: Trust → Loy: $\beta = 0.29$. **Supported.**

H6: Exp → Loy: $\beta = 0.18$. **Supported.**

The model accounted for substantial variance in Satisfaction ($R^2 = 0.29$), Trust ($R^2 = 0.33$), and Loyalty ($R^2 = 0.41$), indicating strong explanatory power in this context.

To test the hypothesised mediating roles of customer satisfaction and brand trust, a bootstrapping analysis with 5,000 resamples was conducted. The indirect effects of experiential marketing on loyalty through satisfaction (H7), trust (H8), and the serial chain (H9) were examined. Table 1 summarises the results.

Table 1

Results of Mediation Analysis

Hypothesis	Mediation Pathway	Indirect Effect (β)	95% Confidence Interval	Supported
H7	Exp → Sat → Loy	0.162	[0.11, 0.22]	Yes
H8	Exp → Trust → Loy	0.081	[0.05, 0.12]	Yes
H9	Exp → Sat → Trust → Loy	0.050	[0.03, 0.07]	Yes
Total Indirect Effect	0.293	[0.21, 0.37]		
Direct Effect (Exp → Loy)	0.180	[0.10, 0.26]		
Total Effect (Exp → Loy)	0.473	[0.38, 0.55]		

Considering these factors collectively, the total indirect effect of experiential marketing on loyalty, mediated through satisfaction and trust—including the sequential chain—is represented by the sum of 0.162 and 0.081. It is important to note that the chain effect of 0.050 is incorporated within these calculations. Specifically, the pathway from experiential marketing to satisfaction, then to trust, and finally to loyalty, is nested within the overall combined effects of the pathways from experiential marketing to satisfaction, subsequently leading to trust and loyalty. The total indirect effect (0.293) was larger than the direct effect (0.180), indicating partial mediation.

Findings and Conclusion

Holistic experiential marketing occupies a significant role in increasing customer satisfaction (H1) and Brand trust (H2) to a lesser degree. Trust, in its turn, is well supported by satisfaction (H3). The two variables (satisfaction (H4) and trust (H5)) are equally salient and robust direct predictors of loyalty intentions. The direct effect of experiential marketing on loyalty is less

but significant in terms of statistics (H6). Experience marketing influences loyalty mostly mediated with over 60 per cent of the total effect occurring through satisfaction and trust (H7, H8), and with a wide range of cascade effects (H9). Conceptually, the findings are empirically valid retrievals of an integrative model which combines experiential marketing theory with relationship-marketing theories, especially trust, and conventional theories of satisfaction-loyalty. The findings support the interest Oliver (1999) hypothesises that satisfaction is a precondition of loyalty, and Morgan and Hunt (1994) argue that trust is an indispensable aspect of long-lasting loyalty, all in the context of experiential consumption.

This research paper illustrates that customer loyalty to the company is a critical aspect that is triggered by a holistic approach to experiential marketing in the competitive tea-drink sector in China. According to empirical data, Nayuki's investments in the development of an unforgettable, smooth experience (store atmosphere, online interface, product quality, and so forth) result in a greater customer satisfaction level and increase customers' trust in a brand. These medium results, in their turn, have strong positive influences on the loyalty behaviors. Over fifty per cent of the experience influence on loyalty is working through these mediators. That is, repeat patronage is not guaranteed only on exposure to the experience but on the ability of the experience to fulfil and create trust.

These findings are in line with the stimulus organism affect response model: the experiential stimulus influences the organism: satisfaction and trust, which, in turn, leads to the response, loyalty. They also supplement managerial observations that, in high-service sectors, customer experience has to be administered in a methodical manner. By facilitating the improvement of the ambient factors, the service delivered to the employees, the usability of the apps, and product innovation, one should make a complex effort to improve the levels of satisfaction and credibility. Loyalty is not easily gained in highly competitive markets by product features or even discounts, but rather a seasoned emphasis on quality experience is needed to build those satisfied and trusted that result in long-lasting loyalty. In the case of Nayuki and other brands existing within a competitive atmosphere, customer experience remains loyal not through some standalone strategies but rather through a system of organising customer experience, which consistently brings about satisfaction and credibility. The statistics highlight that the essence of the investment in the full customer experience is the strategic tool of the development of sustainable customer loyalty, and the element of satisfaction and trust is the intermediate form of results.

Recommendation

Judging by the results of the empirical research, a number of managerial implications to Nayuki and similar experiential brands appear. To successfully grow the experiential marketing experience into loyalty that is sustainable, it is essential that the management has a view of the system that operates across all the customer touch points, like the quality of the product and the store ambience, to online platforms and brand communications. High-visibility drivers of satisfaction are also important to spot and address, including queue time, functionality of the app, and availability of products, because such pain points can quickly degrade the overall experience that is otherwise great. Meanwhile, the experiences considered must be crafted in a way that they can act as a sign of trust in the form of transparency, consistency of operations, and professional service recovery and strengthen the relational bridge to loyalty. Additionally, the current membership model must be

exploited beyond transactional promotions to foster satisfaction and trust through personal interaction, experience-based rewards, and community capability and enhance emotional and habitual loyalty.

There is the added strategic advantage of the digital environment. Nayuki must keep on building integrated platform campaigns, which are based on multimedia storytelling and user-generated content in social media like Xiaohongshu, to increase brand meaning and integration of the experience into cultural stories. These programs enhance the emotional appeal and indirect loyalty by enhancing the lifestyle value of the brand. Finally, a holistic experience, developed on the basis of a strong trust-based culture of operation, and an enhanced digital membership programme may produce a vicious circle whereby the aspect of experiential marketing produces satisfaction and trust, which are then supported and cemented by the use of loyalty platforms.

This study proposes a number of promising directions regarding future academic research. The study ought to examine the possibility of moderating factors, including the tier of a city, the purchase chain, or client demographics, that could condition the direction of the associations within the formulation. Effective incorporation of objective behavioral indices that indicate loyalty, including actual repurchase data, stylistic patterns of spending and membership duration, in addition to self-reported intentions, would enhance causal inference and result in a more practical response. Lastly, longitudinal designs will be suggested to trace the development of loyalty over the years, allowing researchers to define the sequence of causal relationships more easily, comprehend the wearing off effect of novelty, and estimate essential thresholds of the experience-satisfaction-trust-loyalty chain.

By following these research directions and proving the proposed model and polishing its effectiveness in different contexts, it would not only advance academic knowledge but also enable practitioners to have more subtle and evidence-based frameworks regarding the management of segment-specific strategies and the implementation of long-term loyalty management.

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