

# The Impact of Brand Image on Repurchase Intention in Chinese Tea Brands: A Study on the Mediating Role of Customer Engagement

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## Abstract

The tea industry is one of the pillar industries of China's agriculture. With the development of society, the competition in China's tea industry is becoming more and more severe. This study filled in tea as a case study of the impact of brand image on customer loyalty through customer engagement. The objectives of this research were threefold: 1) to analyze the direct impact of brand image on repurchase intention of Chinese tea brands and gain an in-depth understanding of the important role of brand image in the consumer decision-making process; 2) to explore the mediating role of customer engagement between brand image and repurchase intention, including analyzing how customer engagement enhances the positive impact of brand image on repurchase intention; and 3) based on the findings of the study, to provide practical suggestions for Chinese tea brands to formulate marketing strategies and customer relationship management, especially in terms of enhancing customer engagement and strengthening brand image. This study adopted a quantitative research method. The quantitative analysis was conducted using a questionnaire survey, with data from five randomly selected tea brands among the top 20 tea brands in Sichuan Province as the research subjects. The data was collected using a questionnaire star and analyzed by a structural equation model using SMARTPLS 4.0 software. The results of the study showed that tea brand image has a direct and significant effect on repurchase intention; tea brand image has a significant effect on customer engagement; customer engagement has a significant effect on repurchase intention; and customer engagement plays a significant role as a mediator variable in the effect of tea brand image on customer engagement. This study provided constructive

recommendations for marketing strategies and customer relationship management for Chinese tea brands, with particular emphasis on the key role of customer engagement in enhancing tea brand image and repurchase intention.

**Keywords:** brand image; customer engagement; repurchase intention; tea industry.

## Introduction

Brand image, customer engagement and repurchase intention form the core elements that influence consumer behavior and firms' market performance. Brand image shapes consumers' perceptions and emotional connections to the brand, directly influencing their purchase decisions and brand loyalty Keller (1993); Aaker (1991). Customer engagement further deepens the connection between brands and consumers, enhancing brand appeal and customer loyalty through various interactive platforms Hollebeek, Glynn, and Brodie (2014), Brodie, Hollebeek, Jurić, and Ilić (2011). Repurchase intention, on the other hand, is a direct manifestation of customer loyalty and is key to long-term brand profitability and market stability Oliver (1999), Zeithaml (1988). Research has shown that customer engagement mediates the relationship between brand image and repurchase intention, reinforcing the positive effect of brand image on repurchase intention Brodie et al. (2011), Oliver (1999). Therefore, in order to promote long-term consumer loyalty and support, brand managers need to focus on constructing a positive brand image that stimulates customer engagement to increase repurchase intention Reichheld and Sasser (1990), Brand image and customer engagement are critical to ensuring consumer loyalty and repurchase intent Smith (2020).

Tea is one of the important cash crops in China. China is not only the world's largest tea producer, but also the largest tea consumer and an important tea exporter (Source: China Tea Distribution Association). With the development of society, China's tea industry is facing a structural imbalance between supply and demand in the context of consumption upgrading, mismatch between production capacity growth and market demand expansion, lack of growth in the consumer population, and insufficient innovation capacity, resulting in product variety and quality failing to meet the market demand. The industry development model is sloppy, competitiveness is not strong, the advantage of relying on low-cost expansion is weakening, production costs are rising, the brand is more but not better, the business model is not modernized. Brand building is lagging behind, brand awareness, value and influence is insufficient, brand policy and intellectual property protection is not sound. The efficiency of scientific and

technological transformation is low, the extension of the industrial chain and cross-border integration are insufficient, and the quality of products needs to be improved, which restricts the development of the industry and international competitiveness (Source: Proposals for the 14th Five-Year Development Plan for China's Tea Industry (2021–2025)).

Although the relationship between brand image, perceived value and repurchase intention has been extensively studied across multiple industries and markets, this topic has been relatively little explored in the Chinese tea market. As a country with a deep tea culture and history, China's tea market presents unique consumer behavior and brand dynamics. Brand image has a significant impact on customer engagement, which in turn may influence brand loyalty and repurchase intentions. However, there is no broad academic consensus on how to accurately quantify the relationship between these variables and the mediating role of customer engagement for the Chinese tea market. This study fills the gap in research on the Chinese tea market and promotes the sustainable development of the tea industry and market innovation by deepening the understanding of the relationship between brand image, customer engagement and repurchase intention.

## **Research Objectives**

1. To investigate the effect of brand image on repurchase intention.
2. To investigate the effect of brand image on customer engagement.
3. To investigate the effect of customer engagement on repurchase intention.
4. To investigate the effect of brand image on repurchase intention through customer engagement.

## **Literature Review and Hypotheses**

### **Repurchase Intention**

Repurchase intention is an important indicator of consumer satisfaction and loyalty to a brand and was first introduced by Oliver (1999) to highlight its importance in understanding consumer behavior. The concept reflects consumers' willingness to choose the same brand or product again after the initial purchase. Repurchase intention is directly related to a firm's customer retention and long-term profitability, and is effective in predicting market trends and guiding firms' marketing strategies. Studied by Reichheld and Schefter (2000) and Fournier and Yao (1997) have shown that increasing repurchase rates significantly improves profitability and

reduces customer acquisition costs. Kotler and Keller (2016) suggest that analyzing repurchase patterns can help to better understand customer needs. In addition, the impact of social media and digital marketing strategies on repurchase intentions, as explored by Kim and Johnson (2016), and the role of consumer psychological and emotional factors, as analyzed by Macdonald et al. (2016), are also important areas of current research. Thus, repurchase intention is not only a tool for assessing the market acceptance of a product, but also a key to building stable customer relationships and enhancing brand reputation and market position.

### **Brand image**

The study of brand image has gained wide attention and in-depth research since the concept was first proposed by Gardener and Levy (1955). Scholars' such as Keller (1993) and Aaker (1991) have further elaborated that brand image, as a collection of consumers' perceptions of a brand, covers the brand's attributes, benefits, attitudes and other elements that form the basis for constructing the consumer-brand relationship. As the marketplace evolves, Parris and Guzmán (2023) emphasize the centrality of brand image in the contemporary marketplace. Research by Fournier (1998), Schmitt (1999), and Kotler, Keller, Ancarani, and Costabile (2014) suggests that positive brand image enhances consumer trust, improves brand recognition, and promotes purchase intentions. At the same time, brand image creation and communication is increasingly dependent on digital platforms and social media, as described by Edelman (2010). In addition, Luo and Bhattacharya (2006) noted that consumer concerns about brand sustainability and social responsibility have become an important part of brand image. The multidimensionality and complexity of brand image make it an integral part of the brand-consumer relationship, influenced by marketing communications, consumer psychology and socio-cultural factors.

### **Customer engagement**

Customer engagement has become a key area of marketing research, and as society has evolved, a variety of understandings and interpretations have been proposed by different scholars. For example, Patterson, Yu, and De Ruyter (2006) view it as the physical, cognitive, and emotional involvement of customers in their relationship with a service organization. While Sprott, Czellar, and Spangenberg (2009) define it as individual differences in consumers' incorporation of brands into their self-concept. Other scholars such as Abdul-Ghani, Hyde, and Marshall (2011) emphasize the importance of the connection between the consumer and the medium, while Scott and Craig-Lees (2010) discuss the cognitive effort and emotional response of audience engagement. Customer engagement as the core of brand interaction covers behavioral, affective

and cognitive dimensions. Brodie et al. (2011) point out its importance in branding campaigns, both online and offline interactions. Hollebeek (2011), and Keller (1993) argue that a strong brand image can enhance customer loyalty by influencing the level of customer engagement to enhance customer loyalty. Lemon and Verhoef (2016) emphasize that optimizing the touchpoints of the customer experience is essential to enhance customer engagement. With the rise of social media, De Vries, Gensler, and Leeflang (2017) explored its impact on customer engagement, while So, King, and Sparks (2014) worked on the quantitative impact of customer engagement on business performance.

### **Research Framework and Hypotheses**

Shafiq and Arshad (2022) proposed that in social media marketing, there is a significant positive correlation between consumer brand engagement and their repurchase intentions. Sari and Padmantyo (2023) noted that enhancing customer engagement enables businesses to strengthen the impact of customer experience on repurchase intentions. Similarly, Ketut (2018) argued that brand image has a significant positive effect on repurchase intentions. Cuong (2022) found that brand image positively correlates with purchasing decisions and repurchase intentions. Based on these research outcomes, this study puts forth Hypothesis H1: Brand image impacts repurchase intentions.

Islam and Rahman (2016) discovered that both brand affection and brand image influence customer engagement. Similarly, Ögel (2021) research also identified an impact of brand image on customer engagement. Moreover, Nurfitriana, Surachman, and Hussein (2020) found that both brand image and brand affection significantly affect customer engagement. Consequently, this study puts forward Hypothesis H2: Brand image has an impact on customer engagement.

Clement Addo, Fang, Asare, and Kulbo (2021) explored the impact of customer engagement in live digital marketing platforms on purchase intentions. Ho and Chung (2020) found that customer engagement within mobile applications influences repurchase intentions. Therefore, this study proposes Hypothesis H3: Customer engagement has an impact on repurchase intentions.

Weifan (2023) posited that brand image influences repurchase intentions through customer engagement. Building on Hypotheses H2 and H3, this research proposes Hypothesis H4: Brand image impacts repurchase intentions with customer engagement serving as a mediator.

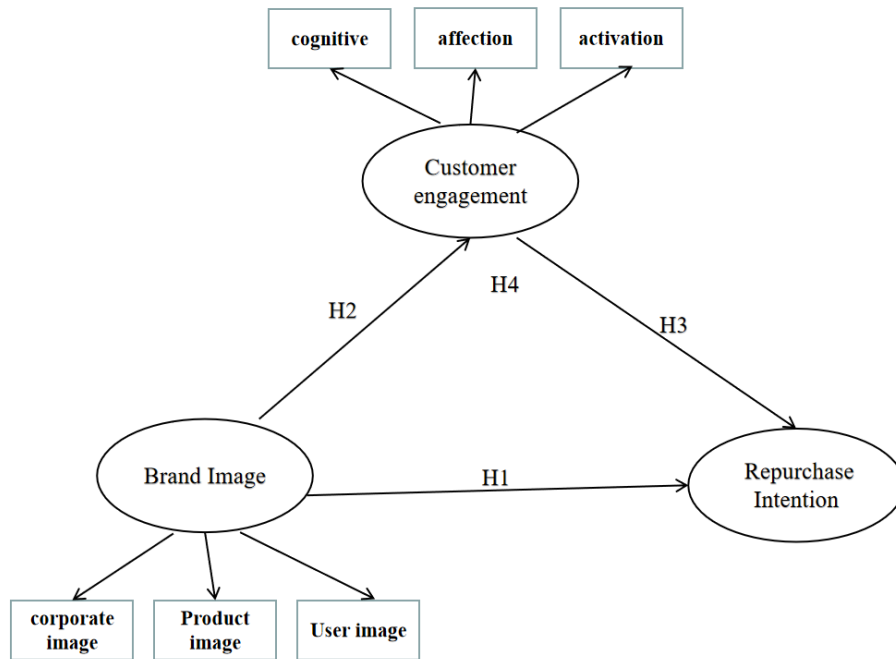


Figure 1 Conceptual Framework

## Methodology

### Population and Sample

Regarding sample and data collection, the study subjects were consumers of five tea brands (Zhu ye qing; Meng ding gan lu; Mi cang shan; Longdu xiangming; Tian fu long ya) randomly selected from the top twenty in Sichuan Province. Eighty questionnaires were surveyed for each tea brand, collected through Questionnaire Star, totaling 600 questionnaires.

### Questionnaire Formation Process

Step1: Formulate the questionnaire framework according to the research requirements.

Step 2: Draft the questionnaire: The study developed the questionnaire based on relevant literature, including Aaker and Biel (1993), Fei Wen (2023), Hollebeek et al. (2014), Adhikari and Panda (2019), and Shengjun Yuan (2021). The questionnaire was divided into four sections: 1) Basic information, 2) Tea brand image (15 items), 3) Customer engagement (15 items), and 4) Repurchase intention (3 items). Sections 2 to 4 implemented a Likert 5-point scale for assessment, ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Step 3: The researchers had three experts validate the questionnaire draft and the quality assessment form, with the Item-Objective Congruence Index (IOC) ranging from 0.67 to 1.00,

indicating that the questionnaire items were consistent with the research objectives and content, following Rovinelli and Hambleton (1977).

Step 4: A pre-survey of the questionnaire evaluated by experts received 63 valid questionnaires, with the questionnaire's reliability Cronbach's alpha coefficient all greater than 0.956, confirming the questionnaire's validity.

Step5: Final amendments were made to the questionnaire to form the final version.

### **Questionnaire Collection**

The researchers entered the questionnaire into Questionnaire Star to form a collection questionnaire URL and QR code, collected through five tea brand specialty stores.

### **Statistical Analysis**

This study used SMARTPLS 4.0 software to analyze the collected data using a structural equation model.

## **Research Results**

### **Analysis of the Descriptive statistics**

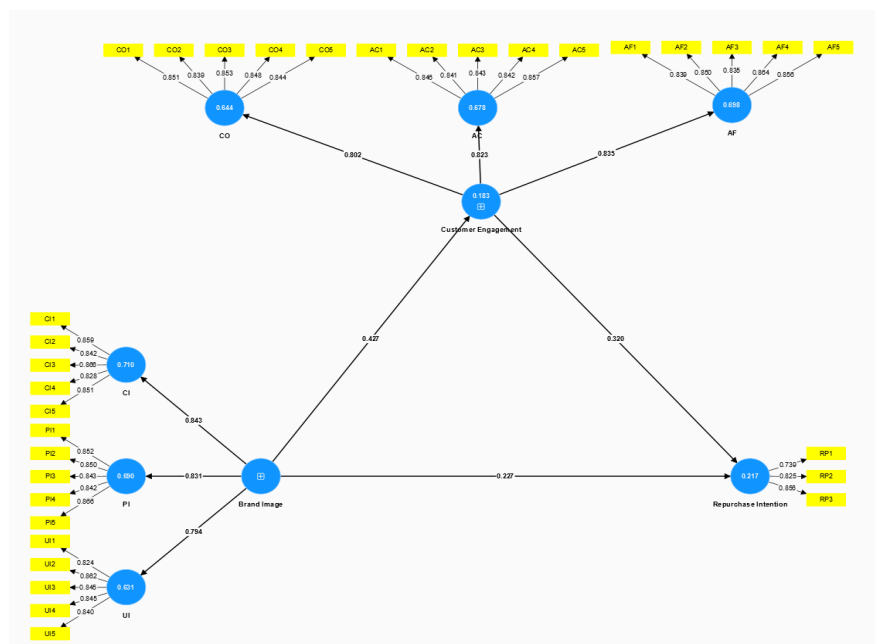
In the basic information collection from 600 respondents, there were 292 male participants (48.67%) and 308 female participants (51.33%), with no significant gender differences observed in the behavior of purchasing tea. In terms of age distribution, the majority of respondents were concentrated in the 40–59 age group, totaling 352 individuals (58.67%). Regarding income levels, the largest group of respondents had a monthly income ranging from 4,001 to 8,000 RMB, accounting for 368 individuals (61.34%). The educational level was mainly distributed between high school/technical secondary school and junior college/bachelor's degree, with 455 individuals (75.83%). Additionally, all respondents indicated that they frequently purchase tea, totaling 600 individuals (100%), among whom 336 (56%) primarily buy tea for personal consumption.

**Table 1** Statistics the mean, standard deviation, skewness and kurtosis

Construct	Mean	Standard Deviation	Skewness	Kurtosis
CI	3.403	1.055	-1.127	-0.276
PI	3.443	1.055	-1.075	-0.339
UI	3.531	1.027	-0.887	-0.45
CO	3.516	1.043	-0.976	-0.4
AC	3.477	1.035	-0.976	-0.376
AF	3.395	1.058	-1.13	-0.287
RP1	3.407	1.25	-1.224	-0.152
RP2	3.472	1.238	-1.105	-0.255
RP3	3.388	1.216	-1.074	-0.163

It can be seen from the table 1 that the mean values of each Construct are between 3.388–3.531, which shows that the distribution is relatively balanced, and the standard deviation of each variable is between 1.027–1.250, indicating that the sample data has a small dispersion. Klein (1998) believes that when the absolute value of the skewness of the sample data is  $<3$  and the absolute value of the kurtosis is  $<10$ , the observed variables can be considered to basically conform to the normal distribution. Therefore, it can be considered that the shape of the large sample data basically conforms to the normal distribution, which meets the basic requirements of the analysis data of the research hypothesis of this article.

### Analysis of the Measurement Model

**Figure 2** Measurement Model of the study



### Validity and reliability

Cronbach's Alpha and composite reliability were used to measure the reliability of the structure. Table 2 in the measurement model shows that Cronbach's Alpha coefficients for the individual observed variables range from 0.899 to 0.905, and composite reliability values range from 0.899 to 0.929; Table 3 shows that Cronbach's Alpha coefficients for the three latent variables range from 0.732 to 0.761, and composite reliability values range from 0.849 to 0.863. the Cronbach's values for both Alpha and composite reliability were above the recommended threshold of 0.70, indicating acceptability Fornell and Larcker (1981). Therefore, the structure in the research model is acceptable Hair et al. (2015).

**Table 2** Consistency Indicators of Observational Variables

Construct	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
AC	0.901	0.926	0.716
AF	0.903	0.928	0.720
CI	0.903	0.928	0.721
CO	0.902	0.927	0.717
PI	0.905	0.929	0.724
UI	0.899	0.925	0.711

**Table 3** Consistency Indicators of Latent Variables

Construct	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
	0.761	0.863	0.677
CE	0.757	0.860	0.673
RI	0.732	0.849	0.653

Note: BI (Brand Image), CE (Customer Engagement), RI (Repurchase Intention)

### Discriminant Validity

To validate the discriminant validity between constructs, the study employed the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio.

**Table 4** HTMT of the observed variables

Construct	AC	AF	CI	CO	PI
AF	0.603				
CI	0.308	0.314			
CO	0.533	0.556	0.350		
PI	0.371	0.330	0.623	0.366	
UI	0.250	0.314	0.559	0.269	0.531

The results presented in Table 4 indicate that the HTMT ratios between the dimensions examined ranged from 0.250 to 0.603, which are significantly lower than the recommended threshold of 0.85. Thus, this result points to the fact that each measurement dimension possesses clear statistical discriminant validity, ensuring that each construct effectively reflects its unique phenomenon or attribute Henseler, Ringle, and Sarstedt (2015).

**Table 5** Fornell–Larcker Criterion for Observed Variables

Construct	AC	AF	CI	CO	PI	UI
AC	0.846					
AF	0.544	0.849				
CI	0.278	0.283	0.849			
CO	0.481	0.502	0.316	0.847		
PI	0.335	0.298	0.563	0.331	0.851	
UI	0.225	0.282	0.504	0.243	0.479	0.843

The data in Table 5 showed that the square root of the average variance extracted (AVE) for each construct exceeds the correlation coefficients between it and all other relevant constructs, thus meeting the Fornell–Larcker criterion. Therefore, it can be inferred that there is appropriate discriminant validity between the constructs in the model Fornell and Larcker (1981).

## Hypothesis Testing

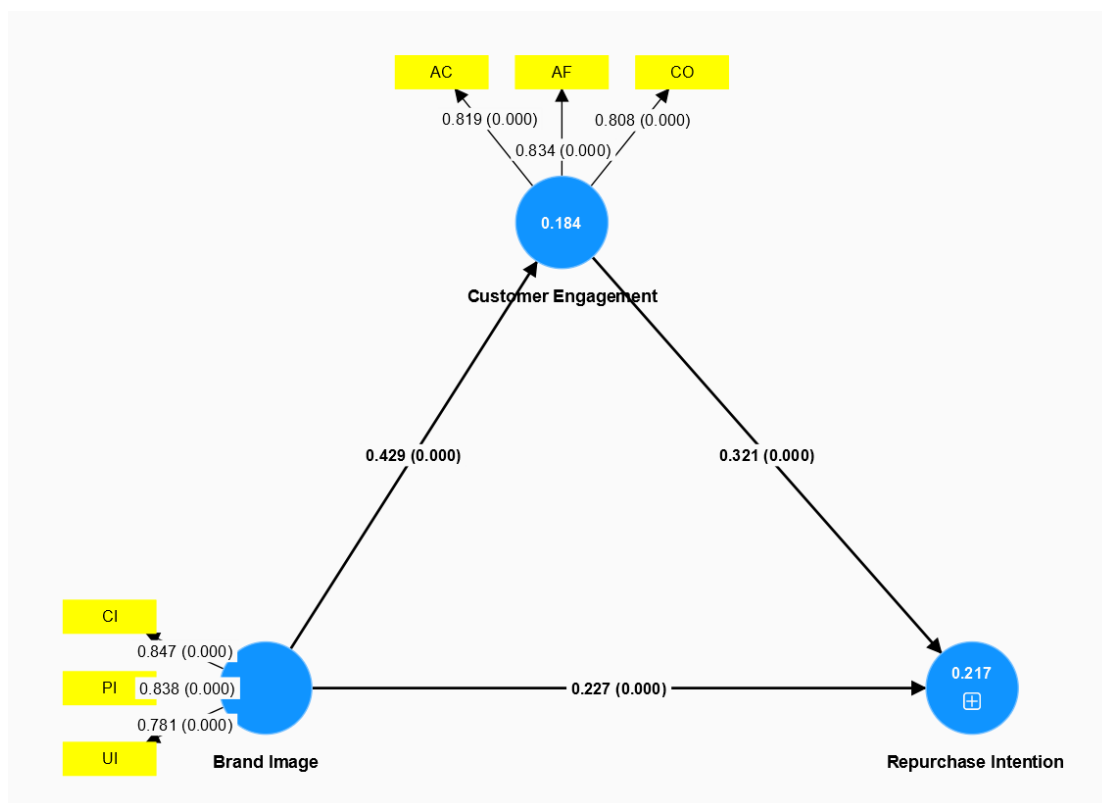


Figure 3 Structural equation model of the study

The results reveal significant effects of brand image on repurchase intention ( $\beta = 0.227$ ,  $p = 0.000$ ), brand image on customer engagement ( $\beta = 0.429$ ,  $p = 0.000$ ), customer engagement on repurchase intention ( $\beta = 0.321$ ,  $p = 0.000$ ), and the mediating role of customer engagement in the relationship between brand image and repurchase intention ( $\beta = 0.138$ ,  $p = 0.000$ ). Accordingly, all four hypotheses of this study are supported, with detailed data presented in Table 6.

Table 6 The results of hypothesis testing

Effects (Relationships)	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEVI)	Decision
BI → RI	0.227	0.227	0.041	5.526	Supported
BI → CE	0.429	0.430	0.033	12.869	Supported
CE → RI	0.321	0.320	0.040	7.920	Supported
BI → CE → RI	0.138	0.138	0.020	6.735	Supported

### Direct Effects between Variables

**Table 7** Direct Effects between Variables

Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEVI)	P values
BI-> CE	0.429	0.430	0.033	12.869	0.000
BI -> RI	0.227	0.227	0.041	5.526	0.000
CE -> RI	0.321	0.320	0.040	7.920	0.000

Conclusion from table 7 The path coefficient from Brand Image (BI) to Customer Engagement (CE) is 0.429, indicating a positive influence of Brand Image (BI) on Customer Engagement (CE). The path's T-statistic is 12.869, substantially surpassing the common critical value (e.g., 1.96), with a corresponding P-value of 0.000, signifying this result's high statistical significance Hair et al. (1998).

The path coefficient from Brand Image (BI) to Repurchase Intention (RI) is 0.227, demonstrating a strong positive effect of Brand Image (BI) in enhancing Repurchase Intention (RI). Its T-statistic is 5.526, indicating the effect's substantial significance, with a corresponding P-value of 0.000 Hair et al. (1998).

Customer Engagement (CE) to Repurchase Intention (RI): The path coefficient from Customer Engagement (CE) to Repurchase Intention (RI) is 0.321, signifying a notable positive impact of Customer Engagement (CE) on Repurchase Intention (RI). The T-statistic is 7.920, also denoting a highly significant result, with the P-value similarly being 0.000 Hair et al. (1998).

**Table 8** Direct Impact Metrics Between Variables Within Confidence Intervals

Effects	Original sample (O)	Sample mean (M)	2.5%	97.5%
BI-> CE	0.429	0.430	0.362	0.494
BI -> RI	0.227	0.227	0.147	0.307
CE -> RI	0.321	0.320	0.241	0.400

Table 8 details the original sample estimate (O), sample mean (M), and the lower (2.5%) and upper (97.5%) bounds of the 95% confidence intervals for each of the path coefficients, all of which exclude zero. According to Cumming (2014), if the 95% confidence interval does not include

zero, it indicates that the path coefficient is statistically significant, thus confirming the validity of the hypothesis Cumming (2014).

### Indirect Effects Between Variables

In Table 9, the raw sample estimate (O) of the path of the influence of brand image (BI) on repurchase intention (RI) through customer engagement (CE) is 0.159, and the sample mean (M) is 0.160, indicating that the path coefficient exhibits a very high degree of stability in the bootstrap sample. The standard deviation (STDEV) is 0.029, showing the variability of the path coefficient in the bootstrap sample. The t-statistic (IO/STDEVI) is 5.419, which is much higher than the conventional critical value (e.g., 1.96), suggesting that the path from brand image (BI) to repurchase intention (RI) through customer engagement (CE) is statistically significant. The p-value is 0.000, further confirming the significance of the path coefficient.

**Table 9** Indirect Effects Between Variables

Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEVI)	P values
BI → CE → RI	0.138	0.138	0.020	6.735	0.000

In Table 10, the 95% confidence interval for the path of brand image (BI) influence on purchase intention (RI) through customer engagement (CE) is 0.099 to 0.179 and does not cross the null point, indicating that the coefficient of this path is statistically significant, thus verifying the validity of the hypothesis.

**Table 10** Indirect Effects Metrics Between Variables Within Confidence Intervals

Effects	Original sample (O)	Sample mean (M)	2.5%	97.5%
BI → CE → RI	0.138	0.138	0.099	0.179

## Discussion

### The results of H (1) In the aspect of brand image on repurchase intention

This study aimed to explore the impact of brand image on repurchase intentions and confirmed Research Hypothesis 1. The results showed that a positive brand image significantly enhanced repurchase intentions. The research employed the three-dimensional brand image model to comprehensively assess the brand image, including the company's strength, popularity, trustworthiness, social responsibility, and growth potential, which are crucial in influencing

consumer trust and brand loyalty. The product image was evaluated based on packaging, freshness, quality, cultural elements, and value for money, which are key to consumer satisfaction and repurchase willingness. Regarding user image, the study examined the match between the brand and consumers' income, culture, lifestyle, and social status, reflecting the association of the brand with personal social identity and lifestyle.

Consumer repurchase intention was directly measured through three questions, including the willingness to choose the brand again, plans to continue purchasing, and preference as the first choice. These findings were supported by Jain, Khan, and Mishra (2017) study on Indian consumers' behavior towards luxury fashion brands, Ketut (2018) findings on the positive effect of brand image on repurchase intentions, and Cuong (2022) research on the positive correlation between brand image and purchasing decisions and repurchase intentions. These consistent results further substantiate the importance of brand image in influencing repurchase intentions.

### **The results of H (2) In the aspect of brand image on customer engagement**

This study explored how brand image significantly promotes customer engagement, validating Hypothesis 2. The research utilized the three-dimensional customer engagement model encompassing cognitive, activation, and emotional aspects. Through a series of questions, the study assessed consumers' in-depth understanding and interest in brand culture, the extent of engagement in brand activities, and emotional experiences during brand interactions. The findings indicate that enhancing the cognitive aspect can strengthen consumers' understanding and identification with the brand, while amplification of the activation dimension encourages more active interactions with the brand. Deepening the emotional aspect can establish long-term relationships between consumers and the brand.

The results confirm that brand image has a significant effect on enhancing customer engagement, indicating that a good brand image can strengthen customer engagement at cognitive, activation, and emotional levels, thereby increasing the brand's market appeal and competitiveness. Enhancing the cognitive dimension helps deepen consumers' identification with the brand, the activation dimension motivates consumer behavior and engagement, and the emotional dimension enhances consumers' brand loyalty and willingness to recommend.

### **The results of H (3) In the aspect of customer engagement on repurchase intention**

This study investigates the impact of customer engagement on repurchase intentions and validates Hypothesis 3, which posits that the degree of consumer engagement with a tea brand

significantly influences their repurchase intentions. Through a series of questions, this research quantitatively assessed consumers' cognitive understanding of the brand, the extent of participation in brand activities, and emotional connection with the brand, and directly formulated questions to measure repurchase intentions. The findings reveal that the tea brand image significantly boosts consumer engagement at cognitive, activation, and emotional levels, thereby enhancing repurchase intentions. These results align with the discussions by Kumar, Rajan, Gupta, and Pozza (2019) on the impact of customer engagement in the service industry on repurchase intentions, and are consistent with the findings of Bilgihan, Kandampully, and Zhang (2016) regarding the effects of a unified customer experience in online shopping environments on customer engagement and repurchase intentions.

#### **The results of H (4) in the aspect of brand image on consumer repurchase intentions through customer engagement**

This study investigates the aspect of brand image on consumer repurchase intentions through customer engagement, confirming Hypothesis 4 that brand image significantly affects consumer repurchase intentions via customer engagement. The research utilized the three-dimensional brand image model, which includes corporate image, product image, and user image, assessing each dimension through five questions that cover aspects such as the brand's strength, reputation, trustworthiness, social responsibility, and growth potential. These factors are deemed essential for consumer trust and brand loyalty. The product image was evaluated based on packaging, freshness, quality, cultural elements, and value for money, whereas the user image examined the alignment between the brand and consumers' income, cultural upbringing, lifestyle, and social status.

The assessment of customer engagement was conducted using the three-dimensional approach proposed by Hollebeek et al. (2014), which includes cognitive, activation, and emotional dimensions. The study evaluated consumers' understanding of brand knowledge, their level of participation in brand activities, and their emotional connection with the brand. Repurchase intentions were directly measured through three questions, investigating whether consumers would choose to repurchase the brand if given the option, their plans to continue purchasing from the brand, and whether the brand would be their first choice. The findings demonstrate that the tea brand image significantly boosts consumer repurchase intentions by enhancing engagement at the cognitive, activation, and emotional levels.

## New Findings

1. Multidimensional impact of tea brand image: the study highlights that tea brand image includes three dimensions: corporate image, product image and user image, which have a significant impact on repurchase intention. This suggests that in the tea market, brand image needs to be considered in a holistic manner, focusing not only on the quality and design of the product, but also on the social responsibility of the brand and the personal identity of the consumer.

2. The mediating role of customer engagement: this study confirms that customer engagement plays an important mediating role between tea brand image and repurchase intention. This implies that enhancing customer engagement not only deepens the emotional connection between consumers and the brand, but also effectively increased repurchase intention.

3. The role of digital platforms: The study found that in the digital era, social media and online platforms have become important channels for promoting customer engagement and enhancing brand image. This suggests that tea brands need to make full use of digital tools and platforms to enhance interaction with consumers and improve brand competitiveness in the market.

4. Impact of cultural factors on brand image and customer engagement: this study also reveals the importance of cultural factors in shaping brand image and promoting customer engagement. For tea brands with deep cultural heritage, effective integration and dissemination of the brand's cultural elements can better attract consumers and enhance the brand's appeal.

## Recommendations

### Recommendations from the Research

**Strengthened Brand Image:** Tea brands focused on shaping and reinforcing their brand image, particularly investing more resources in corporate, product, and user images. This involved enhancing the brand's visibility, trustworthiness, and sense of social responsibility, as well as ensuring that product quality and packaging design reflected the brand's cultural values and met consumer expectations.

**Increased Customer Engagement:** Brands utilized social media, brand events, and personalized marketing strategies to increase customer engagement. Utilizing digital marketing tools, brands stimulated consumers' cognitive, activation, and emotional engagement, thereby deepening the connection between consumers and the brand.



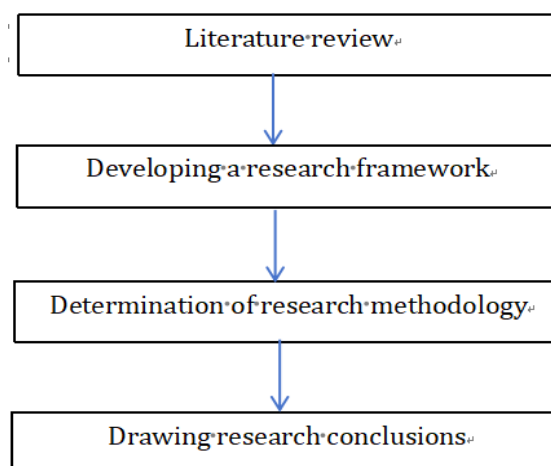
Ongoing Innovation: Tea brands committed to ongoing innovation, not only in product development but also in exploring new approaches in marketing and customer engagement strategies. Innovation helped brands maintain competitiveness while meeting the evolving needs of consumers.

### **Recommendations for Future research**

Broader Samples: Future research could consider employing more extensive and diverse samples, including consumers from various geographical regions and cultural backgrounds, to enhance the generalizability of the study.

Deeper Research Design: Firstly, more in-depth cross-cultural and longitudinal studies could be conducted. Secondly, innovation in research methods could be pursued to identify more comprehensive influencing factors, thereby forming a more complete mechanism for studying how tea brand image impacts repurchase intentions.

### **Mind map for this study**



### **Declaration of Conflicting Interests**

The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

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