Brand Loyalty in Ruisi English Training School of Customers in Nanning City, China

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This study aims to explore: (1) the impact of different customer experience English training satisfaction on the brand awareness and brand loyalty of Nanning Ruisi English Training School, and (2) its implications for Nanning Ruisi English Training School to build a marketing mix for students participating in training. This is a quantitative study. The tool used was a questionnaire. The study sample consisted of 385 Chinese students from Nanning, Guangxi, China, obtained through a multi-stage random sampling technique. The results were analyzed with the help of SPSS software, descriptive statistical analysis, Pearson correlation test, and regression analysis which were used to test hypotheses, and the main purpose of the study was brand loyalty of Ruisi Customer English Training School in Nanning, China. Descriptions of samples and sampling methods are used in the research, and techniques for analyzing data and research instruments are introduced. The results show that significant positive relationships and marketing mix are predictors of customer decisions. Research shows that the English training industry needs to employ marketing mix tools to acquire customers. Promotions are essential in order to reach and attract more younger generation customers. This research is of great significance and practical value to all English training schools in Nanning, Guangxi.

Keywords: brand loyalty, English training school, customers, China

Introduction

With the progress of society and the rapid development of economy, the demand for human resources is increasing. In this case, people can only keep up with the pace of development through constant learning. The traditional model of acquiring knowledge and information through education alone can no longer meet this need. Children's education is no longer just satisfied with school education; more and more children participate in after-school training courses. In the fierce competition for talents in society, the formal education in school can no longer meet the needs of parents and students. The rapid rise of out-of-school training institutions is gaining more and more attention as parents and students demand it. In the age of brand marketing, the value of brand loyalty marketing has become increasingly prominent. In the age of brand marketing, the value of brand loyalty marketing has become increasingly important. Therefore, we analyze the example of a foreign language education institution in Nanning, Ruisi, and conduct an experimental investigation and data analysis on the factors that affect its brand building. It provides effective reference data on how education and training

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institutions can build their brands and proposes effective countermeasures to promote the brand building of domestic education and training institutions, develop, and gain a larger market share.

Method

This chapter has five parts, namely introduction, research design, research methods, credibility and authenticity of research, and data analysis. This research focuses on the marketing mix (7Ps) and brand awareness as the independent variables and brand loyalty as the dependent variable. The interviewees of research were mainly the students more than 18 years old who have experienced studies in Ruisi English Training School of customers in Nanning City, China.

The Population and Group Example

The researchers of this subject use statistical software to quantitatively analyze the survey results, analyze the questionnaire data, and make inferences about the research hypotheses. The research object is Guangxi, China. A total of 385 students over the age of 19 who have studied at Ruisi Customer English Training School in Nanning, China participated in the questionnaire survey.

The Research Instruments

The instrument used by the researcher to collect data in this study was through a designed questionnaire. The questionnaire will be distributed through a survey form, and data will be collected face to face from undergraduate students of Guangxi University Nanning Ruisi English Training School.

The structured questionnaire will be divided into four sections.

Part 1: Personal information

Part 2: Marketing Mix

Part 3: Brand awareness

Part 4: Brand Loyalty

Results

This study will provide a useful evaluation tool to assess any impact on brand loyalty, such as brand repurchase, problems caused by brand awareness. The purpose of developing the questionnaire is therefore to validate the findings or theories of previous studies. Regarding the reliability of the questionnaire, authors analyze the data collected, get any of the answers, and enter them into the spreadsheet, double check for invalid entries, then submit the results to a reliability test. The questionnaire data were input into SPSS software for Cronbach's alpha test.

From the research it shows that majority respondents (70.65%) are female and 29.35% are male. From the research it shows that majority respondents (48.83%) are 30-39 years, 29.09% are 19-29 years, 14.80% are 40-49 years. From the research it shows that majority respondents (48.05%) are Bachelor, 28.05% are Master and above, 17.66% are high school/vocational high school. From the research it shows that the study time of majority respondents (33.25%) is less than three months, 30.13% is three months to six months, 25.19% is six months to two years. From the research it shows that the number of training courses of majority respondents (35.84%) is 0-2, 39.22% is 3-4, 18.18% is 5-6.

Table 1

Descriptive Statistical Analysis of Basic Personal Information

		Frequency	Percent
Gender	Male	113	29.35
	Female	272	70.65
	Total	385	100.00
Age	19-29 years	112	29.09
	30-39 years	188	48.83
	40-49 years	57	14.80
	50-59 years	19	4.94
	60 years and above	9	2.34
	Total	385	100.00
Education level	Junior High school and below	24	6.23
	High school / Vocational High school	68	17.66
	Bachelor	185	48.05
	Master and above	108	28.05
	Total	385	100.00
Study time	Less than three months	128	33.25
	Three months to six months	116	30.13
	Six months to two years	97	25.19
	More than two years	44	11.43
	Total	385	100.00
Training courses	0-2	138	35.84
	3-4	151	39.22
	5-6	70	18.18
	More than 6	26	6.75
	Total	385	100.00

Table 2

Descriptive Statistics for All Sub-variables of the Marketing Mix

Variables	Mean	Std. deviation	Interpretation
Product	3.53	1.036	Satisfied
Price	3.40	1.059	average
Place	3.41	1.126	Satisfied
Promotion	3.35	0.906	average
People	3.42	1.146	Satisfied
Process	3.28	1.088	average
Physical	3.65	1.115	Satisfied

From Table 2, the mean average value of the satisfaction in the marketing mix and the standard deviation, the highest mean average value is Physical 3.65, Product is 3.53, and people is 3.42.

Table 3

Descriptive Statistics for Each Sub-variable of Brand Awareness

Variables	Mean	Std. deviation	Interpretation
Brand recognition	3.81	1.084	Moderately awareness
Brand recall	3.29	0.997	Average awareness

In the above table, the mean average value of the satisfaction in the brand awareness and the standard deviation, the highest mean average value is Brand Recognition 3.81, Brand Recall 3.29.

Table 4

Conclusion of Hypothesis Testing

Research hypothesis	In conclusion
H_1: The marketing mix and brand loyalty have a correlation.	
H_{01}: The marketing mix and brand loyalty do not have a positive correlation.	Reject
H_{11}: The marketing mix and brand loyalty have a positive correlation.	Accept
H_2: The brand awareness factors and brand loyalty have a correlation.	
H_{02}: The brand awareness and brand loyalty do not have a positive correlation.	Reject
H_{12}: The brand awareness and brand loyalty have a positive correlation.	Accept

The analysis of the overall results provides information on demographic variables, descriptive analysis of variables, and sub variables. The correlation results and multiple regression analysis of inter-variate correlations revealed predictors of the dependent variable. The correlation between the main independent variable marketing mix and brand awareness was positively correlated with the dependent variable (brand loyalty). The researcher then conducted a correlation analysis of the sub-variables in the study and the results showed that all the sub-variables of marketing mix and brand awareness were positively correlated with the dependent variable (brand loyalty) as shown in Table 4. The results also showed that both marketing mix and brand awareness were strong predictor dependent variables.

Table 5

Model Summary

Model Summary				
Model	*R*	*R* square	Adjusted *R* square	Std. error of the estimate
1	0.482^a	0.232	0.229	0.603

[a] Predictors: (Constant), Marketing mix, Brand Awareness.

Table 6

ANOVA

			$ANOVA^b$			
Model		Sum of squares	df	Mean square	*F*	Sig.
	Regression	45.875	2	22.937	63.122	0.000^a
1	Residual	151.530	417	0.363	-	-
	Total	197.404	419	-	-	-

[a] Predictors: (Constant), Marketing mix, Brand Awareness.
[b] Dependent Variable: Brand Loyalty.

The above Table 5 shows the correlation values of the independent variables ($R = 0.482$), The *R* square value is 23.2% of the explained variance, and the adjusted *R* square value 22.9% explains the number of predictors in the model.

The data reported in the ANOVA above table (Table 6) was fitted to the regression equation. The regression value is significant ($p < 0.05$) and it represents the overall significant predictor of marketing mix on customer brand loyalty.

Table 7

Coefficients

Coefficients[a]					
Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	1.540	0.139		11.077	0.000
1 Marketing mix	0.417	0.053	0.495	7.885	0.000
Brand Awareness	-0.015	0.053	-0.017	-0.276	0.783

[a] Dependent Variable: Brand Loyalty.

The coefficient Table 7 shows the necessary information about the predictors. In the table above, the researchers ran the model run on the independent variables Marketing mix and Brand Awareness, and the results showed that Marketing mix ($B = 0.417$, $p < 0.05$) was a strong predictor of Brand loyalty. The *p*-value for Brand Awareness is higher than 0.05, which means it is not significantly related to Brand Loyalty.

$$Y = \alpha + BX1 + BX2$$

Regression Equation: $Y = 1.54 + 0.417X1 - 0.015X2$

Y = Dependent Variable (Brand Loyalty)

B (**Beta**) = Estimated regression coefficients

Alpha = constant

$X1$ = Marketing mix

$X2$ = Brand Awareness

The results show that $X1$ changes by 1 unit and Y changes by 0.417 units. Marketing mix has an important relationship with Brand loyalty. The coefficient of $X2$ did not pass the significance test, so the coefficient of $X2$ is meaningless. It shows that Brand awareness is not a significant predictor of Brand loyalty.

Table 8

Hypothesis Testing for Hypothesis

Hypothesis No.	Study hypothesis	Results
H1	Marketing mix and brand awareness are positively correlated	Accept
H2	Marketing Mix is significantly positively related to Marketing Brand Integrity	Accept
H3	Brand Awareness is significantly positively related to Marketing Brand Loyalty	Accept

As shown in Table 8, the hypothesis that the marketing mix and brand awareness are positively correlated is established; the hypothesis that the marketing mix is significantly positively related to marketing brand honesty is established; the hypothesis that brand awareness is significantly positively related to marketing brand loyalty is established.

This study uses Pearson correlation analysis to find that there is a positive correlation between marketing mix and brand loyalty (R=0.756, p<0.001), and there is a positive correlation between marketing mix and brand awareness (R=0.704, p<0.001), Loyalty has a positive correlation (R=0.717, p<0.001) as shown in Table 9.

Table 9

Correlation Coefficients Interpretation

		Marketing mix	Brand awareness	Brand loyalty
Marketing mix	Pearson correlation	1	0.704**	0.756**
	Sig. (2-tailed)		0.000	0.000
	N	400	400	400
Brand awareness	Pearson correlation	0.704**	1	0.717**
	Sig. (2-tailed)	0.000		0.000
	N	400	400	400
Brand loyalty	Pearson correlation	0.756**	0.717**	1
	Sig. (2-tailed)	0.000	0.000	
	N	400	400	400

** The correlation is significant at a confidence level (two tests) of 0.01.

Table 10

Regression Analysis Variable Settings

Variable	Index
Control variable	Gender
	Age
	Education
	Participation time
	Number of training courses
Independent variable	Sales team
	Brand awareness
Dependent variable	Brand loyalty

Table 11

Regression Analysis Results

	Brand loyalty		
	Model 1	Model 2	Model 3
(constant)	3.606	0.909	0.751
Gender	-0.035	0.010	-0.042
Age	-0.031	-0.042	-0.068
Education	0.015	-0.001	0.014
Participation time	0.047	0.018	-0.003
Number of training courses	-0.318**	-0.083*	-0.051
Sales team		0.751**	0.495*
Brand awareness			0.341*
R square	0.084	0.578	0.645
F value	7.266**	89.845**	101.539**

* $p<0.05$, ** $p<0.01$

This study verifies the influence of marketing mix and brand awareness on brand loyalty through multiple linear regression. Multiple linear regression can be expressed as $Y=a+b1*X+b2*X2+e$, where a represents the intercept, b represents the slope of the straight line, and e is the error term. Multiple linear regression can predict the value of the target variable based on the given predictor variable(s).

This study uses basic information as control variables, marketing mix and brand awareness as independent variables, brand loyalty is used as a dependent variable, and a multi-level linear regression model is established.

It can be seen from Model 1 that the number of training courses of the control variable has a significant negative impact on brand loyalty ($B = -0.318$, $p < 0.001$), indicating that the more training institutions customers attend, the worse the matching loyalty of customers.

In Model 2, through the introduction of marketing mix, the results found that the number of training participants of the control variable was significantly negative to marketing brand loyalty ($B = -0.083$, $p < 0.05$). The influence of brand loyalty was significantly reduced, and the marketing mix had a significant positive impact on brand loyalty ($B = 0.751$, $p < 0.001$).

In Model 3, introducing the independent variable brand awareness, the influence of the control variable on brand loyalty disappears, the marketing mix has a significant positive impact on brand loyalty ($B = 0.495$, $p < 0.001$), and brand awareness has a significant positive impact on brand loyalty ($B = 0.341$, $p < 0.001$), in which the regression coefficient shows that the marketing mix has the greatest impact on brand loyalty, and a regression equation can be established: brand loyalty $= 0.751 + 0.495 \times$ marketing mix $+ 0.341 \times$ brand awareness.

Discussion

The current research question is to study the marketing mix and brand awareness that affect brand loyalty, the basic goal of the research is to determine the marketing mix of the Chinese Ruisi English Customer Training School, identify the brand loyalty of the Chinese Ruisi English Training School, identify the brand awareness of Ruisi English Training School in China, and analyze the marketing mix and brand awareness that affect the brand loyalty of Ruisi English in Nanning, China. The null hypothesis of the relationship was rejected after the results were interpreted. Marketing mix (product, location, promotion, process, people, price, physical evidence) is positively related to customer decisions.

• Discuss customer behavior. Promotion is a marketing activity designed to inform and encourage demand for a company's products, services, and ideas by influencing consumers to buy the products and services produced by the company. Promotions in the marketing mix help a business spread its products to a large number of customers, thereby creating a large customer mix. In addition to this, it also influences the customer's decision-making.

The results of this survey show that the analysis of the overall results provides information on the descriptive analysis of demographic variables, variables, and sub-variables. Multiple regression analysis of correlation outcomes and correlations between variables revealed predictors of the dependent variable. The correlation between the main independent variable marketing mix and brand awareness was positively correlated with the dependent variable (brand loyalty). The researchers then performed a correlation analysis of the sub-variables in the study, which showed that all sub-variables of marketing mix and brand awareness were positively correlated with the dependent variable (brand loyalty). The results also show that both marketing mix and brand awareness are strong predictors of dependent variables.

• Discuss customer satisfaction in the marketing mix and customer decision-making process. The benefits of the marketing mix also include elements that influence customer decisions. This is one of the reasons why this study uses the marketing mix as an independent variable to test its impact on customer decisions. So, to do this, the seven attributes of the marketing mix tested by the current study are: product, location, promotion, process,

price, people, physical evidence. All seven attributes of the marketing mix are the most important and beneficial to a business when used in the proper way. These elements and attributes help businesses and industries build awareness among their current and potential consumers.

• Discuss the relationship between customer satisfaction in the marketing mix and the customer decision-making process. Regression analysis shows that marketing mix is a predictor of customer decision-making in the Ruisi English Training Industry in Nanning, Guangxi, China. The overall results of this study are about the analysis of demographic variables, descriptive variables, and sub-variables. The correlation results explained the correlation between variables and the multiple regression analysis showed the predictors of the dependent variable. The independent variable marketing mix correlation is positively correlated with the dependent variable. Almost identical to previous studies, the results show a strong positive relationship between physical evidence and marketing mix satisfaction, which may be a feature shared by the English training industry.

Conclusion

This current study, based on the determination of brand loyalty of Ruisi English Customer Training School in Nanning, China, was conducted on a limited scale with limited variables, suitable for the prospect study of this study. However, there are more areas of this research that could be further investigated by other researchers. The current study can be enhanced and advanced by other researchers by adding more variables to the current framework. Take marketing mix and brand awareness as independent variables and directly affect the independent variable, namely customer loyalty.

In general, the competition and development of English training institutions have promoted the progress of the industry to a certain extent, but there are still some problems in the teaching staff, marketing strategies, and management systems. However, as long as the government strengthens supervision and management to create a good social environment, the public enhances the ability to identify and consciously resist bad institutions; institutions themselves formulate appropriate strategies to improve their own strength, the management of English training institutions will be more standardized, and move towards a more effective order more healthy direction development.

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