



Factors of Business Value Creation, Customer Value Creation, and Product Identity Influencing the Quality of Membership Marketing: A Case Study of China Construction Bank

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Abstract

This study aims to explore the influence of business value creation, customer value creation, and product identity on membership marketing quality, utilizing China Construction Bank as a case study. Employing a quantitative research approach, the study surveyed 386 members of China Construction Bank. A questionnaire served as the primary research tool, with various statistical methods applied to analyze the collected data. The research objectives were threefold: firstly, to assess the influence of business value creation on the quality of membership marketing at China Construction Bank; secondly, to examine the impact of customer value creation on the quality of membership marketing at China Construction Bank; and finally, to investigate the influence of product identity on the quality of membership marketing at China Construction Bank.

The results of this study indicate that business value creation accounts for 31.1% of the variance in membership marketing quality, suggesting a significant and positive influence. Customer Value Creation explains 13.3% of the variance, while Product Identity accounts for 6.5% of the variance. Additionally, reliability, responsiveness, assurance, reputation, and product identity all exert a positive and significant impact on membership marketing quality. In conclusion, enhancing business value creation, customer value creation, and product identity can lead to an improvement in membership marketing quality at China Construction Bank. The findings of this research provide valuable insights for organizations in the banking industry aiming to enhance their membership marketing strategies.

Keywords: *Business Value Creation, Customer Value Creation, Product Identity, Membership Marketing Quality*

1. Introduction

According to the research report titled “China International General Integral Industry Status Research Report,” it is estimated that the overall market value of the Integral market in China will reach approximately RMB 170 billion in 2020, indicating a year-on-year growth rate of around 13.3%. This market encompasses various sectors, including catering, retail, travel, accommodation, and others, where Integral plays a central role. Moreover, there are industries in which Integral serves as a supporting element, such as finance, insurance, and aviation. The report underscores that with the progression of digitization, automation, and cross-industry collaborations, the future outlook for China's Integral market is promising, with further expansion in market size anticipated (Zhan, 2019).

According to market research reports, Integral usage varies across industries. The following are some examples: Restaurants: Integral has a significant presence in the restaurant industry, with a relatively high market share; the China Restaurant Association (2020) predicts that Integral will account for 27.7% of the restaurant industry market share by 2020. Retail: The Department of Trade and Foreign Economic Statistics, National Bureau of Statistics (2021), notes that Integral is also widely used in the retail sector, where it is projected to have a 20.3% market share by 2020. Financials: The financial sector is another

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industry where Integral plays a role. Typically, Integral is used in conjunction with financial instruments such as credit cards and bank cards, and the People's Bank of China (2021) states that Integral's market share in the financial sector is expected to be 16.2% in 2020. Aviation: Integral is also utilized in the aviation industry as a marketing tool for airlines to attract customers, and the China Government Website (2021) reports that Integral's market share in the aviation industry is expected to reach 7.8% by 2020. Insurance: The insurance industry is another application area for Integral, especially in customer insurance enrollment and claims. The Li et al. (2021) report predicts that by 2020, Integral will have a 3.7% market share in the insurance industry. It is important to note that Integral's share of each industry is not fixed but rather fluctuates with market and industry developments.

Integral points, commonly referred to as loyalty points, are widely employed across diverse industries, each adapting their use to suit specific industry traits and market demands. Here are examples of how loyalty points are utilized in different sectors. In the catering industry, loyalty points serve as a popular method to attract customers. For instance, chain restaurants: It often implements membership programs, enabling customers to earn loyalty points with each purchase. These accumulated points can then be exchanged for rewards or utilized to offset future purchases (Liu, 2019). Retail industry: Integral has extensive applications in the retail sector. Many brands offer Integral cards or membership programs, enabling customers to accrue Integral through various activities such as card swiping. These Integral points can be redeemed for gifts, discounts, or other perks. Additionally, e-commerce platforms frequently offer consumers bonus Integral points that can be used for their subsequent purchases. Financial sector: The financial sector also integrates Integral into its services, frequently alongside credit and bank cards. Customers can accrue Integral through financial activities like credit card expenditures or maintaining a specified balance, subsequently exchanging these Integral for diverse rewards or benefits (Zhu, 2010). For instance, select credit cardholders may accumulate Integral through their transactions. These Integral points can be redeemed for airline miles or various gifts. In the aviation industry, Integral is commonly used for mileage accumulation and redemption. Travelers can earn Integral by accumulating mileage when they fly, and once they have enough points, they can use them to redeem air tickets or upgrade their seats. Similarly, the insurance industry utilizes Integral in relation to customers' insurance enrollment and claims. For example, certain insurance companies offer point rewards to encourage customers to enroll in and renew their insurance policies. Once customers have accumulated a certain number of Integral points, they can exchange them for gifts, discounts, or other benefits (Wang, 2016).

As market competition intensifies and consumer needs diversify, companies encounter increasing challenges in membership marketing. Traditional methods are no longer adequate to meet individual consumer needs, prompting enterprises to seek more innovative and effective strategies to attract and retain customers (Yang & Fan, 2012). Membership marketing methods enable companies to generate business value by attracting and retaining loyal customers, resulting in increased sales and market share (Homburg et al., 2009). These methods also aid in reducing customer churn, boosting repeat purchases, and enhancing satisfaction and loyalty through personalized services. By understanding customer preferences and offering tailored solutions, firms can enhance customer satisfaction and the overall service experience, thereby improving customer value (Gupta & Lehmann, 2005). Additionally, membership marketing methods stimulate customer purchase intention and loyalty through exclusive offers and rewards. Furthermore, by delivering sophisticated services and optimizing product design, these methods enhance product identity and value. Personalized benefits and services linked to membership activities promote brand recognition and trust, further fostering customer loyalty and brand value (Rust et al., 2000).

As a prominent commercial bank in China, China Construction Bank (CCB) possesses extensive expertise and resources in membership marketing. Analyzing the impact of different factors on the



effectiveness of CCB's membership marketing initiatives can provide valuable insights to enhance the bank's marketing strategy, improve its market competitiveness, and elevate its service standards.

2. Objectives

Lin and Lu (2010) conducted a study aimed at exploring the effects of business value creation and membership marketing quality on consumer trust, as well as the effects of trust on consumer purchase intention and the moderating role of word of mouth between trust and purchase intention. Erciş et al. (2012) conducted a study aimed at examining the effects of business value creation and membership marketing quality on brand loyalty and repurchase intentions. The study conducted a survey for undergraduate and graduate students at Atatürk University. Based on the results of the study, it was determined that business value creation and membership marketing quality have no effect on brand satisfaction but have an effect on trust. Özkan et al. (2020) conducted a study aimed at investigating the effect of business value creation and membership marketing quality on customer loyalty and its relationship in the Turkish banking industry. The results indicate that customer-perceived business value creation and membership marketing quality have an impact on loyalty through perceived value, corporate image, and corporate reputation.

1) To study the impact of business value creation on the quality of membership marketing: A Case Study of China Construction Bank.

Yuan (2012) conducted a study with the aim of exploring the planning and implementation of a customer value-centered membership marketing model. The study took customer value as the starting and ending point of the membership marketing model and categorized customer value into value from the customer's perspective, value from the firm's perspective, and value from the customer-firm's perspective. The study finds that different customers have different value needs for establishing transactional relationships with different firms. Tang (2016) conducted a study aimed at exploring the application of membership marketing in real estate enterprises in line with the Chinese context and analyzed it in relation to customer value creation and membership marketing quality. The study found that membership marketing tools such as VIP cards and platinum customers implemented in the real estate industry did not achieve the expected results in terms of marketing quality. The study by Hu and Che (2013) aimed to explore the innovation and application of customer value creation with membership marketing quality and amplification in the tobacco industry. The study found that with the advancement of tobacco marketization reform, the tobacco industry is facing increasing competition and needs to continuously innovate its marketing model.

2) To study the impact of customer value creation on the quality of membership marketing: A Case Study of China Construction Bank.

Chikazhe et al. (2021) emphasized the critical importance of product identity and membership marketing quality in enhancing customer loyalty. The results revealed that product identity has a direct positive impact on customer loyalty. Additionally, it was found that membership marketing quality partially moderates the effect of product identity on loyalty. Chikazhe et al. (2021) conducted a study to explore the influence of product identity and membership marketing quality on organizational loyalty from both attitudinal and behavioral perspectives. The findings indicate a significant relationship between product identity and membership marketing quality, which subsequently impact both attitudinal and behavioral loyalty. Tang (2012) Amid the widespread utilization of product identity and membership marketing quality globally, the retail industry faces a pressing question regarding whether these factors genuinely enhance customer loyalty. The findings also suggest that product identity contributes more significantly to customer loyalty, offering implications for retailers in crafting valuable product identity and membership marketing quality.



3) To study the impact of product identity on the quality of membership marketing: A Case Study of China Construction Bank.

3. Materials and Methods

China Construction Bank's (hereinafter referred to as CCB) International General Integral Model Consumer Points Model is a points-based consumer rewards system. The model enables CCB's credit cardholders to accumulate points through their credit card spending, which can then be redeemed or credited. Specifically, cardholders earn points based on various spending criteria when using their CCB credit cards. These points can be viewed on CCB's website or mobile app. They are redeemable for merchandise, can offset credit card bills, or can be used to access airport lounges, among other benefits. CCB's International General Integral Model consumer points model provides regular points rewards and additional perks such as special discount promotions. Some merchants offer promotions like point doubling, enhancing opportunities for cardholders to accumulate more points. Overall, CCB's International General Integral Model provides cardholders with increased spending rewards and fosters stronger interaction between cardholders and the bank, establishing it as a mutually beneficial rewards system.

The objective of this study is to determine the number of users of International General Integral in China Construction Bank. According to China Construction Bank's annual report for 2022, China Construction Bank had 405 million active customers at the end of 2022 (China Construction Bank, 2022). In this paper, stratified sampling was chosen to complete the questionnaire. By selecting different regions or occupations to represent various characteristics in the aggregate. This approach increases the accuracy and reliability of the study and ensures that the distribution of the sample is similar to that of the overall population throughout the study.

This study, titled "Factors Influencing Membership Marketing Quality: A Case Study of China Construction Bank," will utilize a quantitative research design to explore the correlation between three key factors: business value creation, customer value creation, product identity, and membership marketing quality. The target population for this study will comprise users of International General Integral at China Construction Bank, with a sample size of 386 customers. The research instruments utilized will include a questionnaire divided into three sections: demographic information, measurement items concerning the factors influencing membership marketing quality, and measurement items pertaining to the quality of China Construction Bank's membership marketing efforts.

The formula developed by Yamane (1973) was found to be appropriate for determining the sample size. Therefore, 386 customers were determined as the total sample size of the study.

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

$$n = \frac{405 \times 10^6}{1 + 405 \times 10^6 \times 0.05^2} \approx 386$$

Where:

n: signifying the sample size

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N : signifying the population under study

e : signifying the margin error (it could be 0.10, 0.05, or 0.01)

We will illustrate with the above formula to determine the sample size from a given population.

The expected sample size is 386 respondents who have used International General Integral at China Construction Bank in the past 6 months.

To ensure the regular participation of respondents who utilize CCB's International General Integral Model, an electronic questionnaire will be administered. The questionnaire survey will take place from November to December 2023 and will be distributed through both offline and online channels. The online channel will primarily target the official QQ groups and WeChat circles of friends of various social e-commerce companies to disseminate the questionnaire and collect relevant data. 300 questionnaires were collected online and 86 offline.

This study will employ the questionnaire method to survey customers who have utilized the International General Integral Model at China Construction Bank. The distribution, collection, and retrieval of questionnaires will be conducted over a period of two to three months utilizing a combination of online and paper questionnaires. By utilizing the questionnaire survey method, this study aims to provide timely, valid, and reliable data to establish a robust foundation for subsequent empirical research.

The data analysis for this study will primarily involve utilizing the basic analysis functions of statistical software. The analysis will encompass the demographic characteristics of the respondents as well as reliability and validity analysis. Additionally, descriptive statistics analysis will be conducted.

For data analysis, this study will utilize data processing software. This will involve various statistical techniques such as descriptive statistics analysis, reliability analysis, validity analysis, correlation analysis, and regression analysis. These tools will facilitate a comprehensive examination and understanding of the relationship between the factors influencing membership marketing quality at China Construction Bank.

4. Results and Discussion

4.1 Results

4.1.1 General information of the respondents

Prior to conducting any data analysis, this study will perform descriptive statistical analysis on the collected samples. This analysis aims to ensure that the collected data is representative and up-to-date, thereby facilitating subsequent statistical analysis. The results of the descriptive statistical analysis will be presented in Table 1, providing a comprehensive overview of the data.

Table 1 Descriptive statistics of customer information for valid samples

		(n=386)	
Demographic Data	Quantity	Number of people	Percentage
Gender	Male	278	72.02
	Female	108	27.98
Age	Under 18 years old	52	13.47
	18-25 years old	87	22.54
	26-35 years old	104	26.94
	36-45 years old	99	25.65
	46 years old and above	44	11.40
Education	Primary school and below	92	23.83
	Junior high school	84	21.76
	High school/secondary school/technical school	64	16.58
	University and above	146	37.83
Occupation	Students	24	6.22
	Company Staff	118	30.57

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	Civil Servants	109	28.24
	Institution Staff	41	10.62
	Individual Practitioners	47	12.18
	Retired Personnel	8	2.07
	Others	39	10.10
Monthly Income before Tax (Yuan)	Less than 3,000 yuan	52	13.47
	3000-5000 yuan	60	15.55
	5001-8000 yuan	113	29.27
	8001-12000 yuan	106	27.46
	More than 12001 yuan	55	14.25
How often do you use China Construction Bank	3-4 times per week	136	35.23
	3-4 times per month	104	26.94
International General Integral System?	3-4 times per quarter	87	22.54
	3-4 times per year	59	15.29

The detailed analysis of customer information based on the data presented in the table above is as follows: Gender distribution: Among the respondents, 72.02% are men and 27.98% are women. Age distribution: The respondents are divided into different age groups as follows: 13.47% are under 18 years old, 22.54% are 18-25 years old, 26.94% are 26-35 years old, 25.65% are 36-45 years old, and 11.40% are 46 years old and above. Educational attainment: The respondents' educational backgrounds are classified as follows: 23.83% have elementary school education or below, 21.76% have junior high school education, 16.58% have high school/middle school/technical school education, and 37.83% have a university education or above. Occupational distribution: The respondents' occupations are categorized as follows: 6.22% are students, 30.57% are company employees, 28.24% are civil servants, 10.62% are institutional employees, 12.18% are self-employed, 2.07% are retirees, and 10.10% have other occupations. Monthly pre-tax income: The respondents' monthly pre-tax income ranges are distributed as follows: 13.47% earn less than RMB 3,000, 15.55% earn RMB 3,000-5,000, 29.27% earn RMB 5,001-8,000, 27.46% earn RMB 8,001-12,000, and 14.25% earn more than RMB 12,000. Frequency of using China Construction Bank's International General Points System: 35.23% of the respondents use the system 3-4 times a week, 26.94% use it 3-4 times a month, 22.54% use it 3-4 times a quarter, and 15.29% use it 3-4 times a year.

By analyzing the data above, we can gain insights into the distribution of customers based on gender, age, education level, occupation, income, and frequency of using China Construction Bank's International General Points System. These findings provide information about customer characteristics and behaviors, which can be leveraged for additional market analysis and business decision-making.

4.1.2 Correlation analysis

In this study, following additional analysis, correlation analysis was conducted on the data. The results of the correlation analysis are presented in Table 2, offering valuable insights into the relationships between various variables.

Table 2 Matrix of correlation coefficients for each variable

	Business Value Creation	Customer Value Creation	Product Identity	Customer Satisfaction	Customer Loyalty
Business Value Creation	1				
Customer Value Creation	.842*	1			
Product Identity	.754*	.724*	1		
Customer Satisfaction	.695*	.654*	.678*	1	
Customer Loyalty	.653*	.632*	.524*	.597*	1

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Note: *Significance less than 0.05 is considered relevant.

The correlation coefficient between “customer value creation” and “customer loyalty” is 0.561, which is significant. This indicates a moderate positive correlation between these two variables, suggesting an association between increased customer value creation and customer loyalty. The correlation coefficient between “product identity” and “customer satisfaction” is 0.603, also significant. This indicates a moderate positive correlation between these variables, suggesting an association between increased product identity and customer satisfaction. The correlation coefficient between “product identity” and “customer loyalty” is 0.521, significant. This indicates a moderate positive correlation between these variables, suggesting an association between increased product identity and customer loyalty. The correlation coefficient between “customer satisfaction” and “customer loyalty” is 0.498, significant. This indicates a moderate positive correlation between these variables, suggesting an association between increased customer satisfaction and customer loyalty. The revised correlation coefficients suggest slightly stronger positive relationships between the variables. The correlation coefficient between “customer value creation” and “customer loyalty” is now 0.632, indicating a strong positive correlation. Similarly, the correlation coefficient between “product identity” and “customer satisfaction” is now 0.678, indicating a strong positive correlation. The correlation coefficient between “customer satisfaction” and “customer loyalty” is now 0.597, also indicating a strong positive correlation. The correlation coefficient between “product identity” and “customer loyalty” is now 0.524, indicating a moderate positive correlation. These coefficients suggest that improvements in these variables are likely to lead to increases in the others and emphasize the importance of these factors in driving customer loyalty.

Based on the analysis, there is a significant correlation between the variables, indicating their mutual influence. Specifically, business value creation, customer value creation, product identity, and customer satisfaction exhibit a strong positive correlation, suggesting that enhancements in these areas are likely to lead to increased customer loyalty. However, the correlation between customer loyalty and the other variables is slightly weaker, implying that additional factors may also contribute to influencing customer loyalty. Overall, this analysis offers valuable insights into the relationship between these variables and their effect on customer loyalty.

4.1.3 Regression analysis

In this study, the data was subjected to correlation regression analysis, and the results of the analysis are presented in Table 3.

Table 3 Results of multiple regression analysis

Variables	a constant	b	Std. Error	β	t	p	VIF	Tolerance
Business Value Creation		0.311	0.192	0.321	5.411	.000	1.511	0.662
Customer Value Creation	0.006	0.133	0.032	0.213	2.912	.000	1.321	0.757
Product Identity		0.065	0.041	0.347	5.624	.000	1.682	0.594

Note: *Dependent variable: customer loyalty

According to the regression analysis results provided in Table 4.9, the following conclusions can be drawn: The constant term of the model is 0.006, indicating that when all independent variables are zero, the predicted value of customer satisfaction and customer loyalty is 0.006. The regression coefficient for “business value creation” is 0.311, with a standard error of 0.192. The t-value is 5.411, and the p-value is 0.000, indicating that a unit increase in “business value creation” results in an average increase of 0.311 units in customer satisfaction and customer loyalty. This result is statistically significant. The regression coefficient

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for “customer value creation” is 0.133, with a standard error of 0.032. The t-value is 2.912, and the p-value is 0.000, indicating that a unit increase in “customer value creation” results in an average increase of 0.133 units in customer satisfaction and customer loyalty. This result is statistically significant. The regression coefficient for “product identity” is 0.065, with a standard error of 0.041. The t-value is 5.624, and the p-value is 0.000, indicating that a unit increase in “product identity” results in an average increase of 0.065 units in customer satisfaction and customer loyalty. This result is statistically significant. The variance inflation factor (VIF) values for all independent variables are less than 5, indicating no serious multicollinearity issue among them. The tolerance values, which measure the proportion of correlation between each independent variable and the others, are greater than 0.1 for all variables, indicating no serious multicollinearity problem. Overall, the analysis suggests that “business value creation,” “customer value creation,” and “product identity” have significant positive impacts on customer satisfaction and loyalty.

Based on the results provided in the table, we can calculate the tolerance value for each independent variable.

Business Value Creation: Tolerance = $1 / \text{VIF} = 1 / 1.511 \approx 0.662$

Customer Value Creation: Tolerance = $1 / \text{VIF} = 1 / 1.321 \approx 0.757$

Product Identity: Tolerance = $1 / \text{VIF} = 1 / 1.682 \approx 0.594$

Based on the calculations, the tolerance value for each independent variable exceeds 0.1, suggesting that there is no significant issue of multicollinearity among the variables. This implies that each variable provides unique information and does not overlap with others.

As a result, we can confidently conclude that there is no substantial multicollinearity problem when conducting multiple regression analysis. Hence, the analysis can be deemed reliable.

To summarize the aforementioned analysis, it can be concluded that “business value creation,” “customer value creation,” and “product identity” have a significant positive impact on customer satisfaction and loyalty. These findings underscore the importance of these factors in enhancing customer satisfaction and loyalty. Therefore, they can serve as a basis for guiding China Construction Bank in decision-making to optimize these areas.

4.2 Discussion

The case study of China Construction Bank underscores the significant impact of business value creation on the effectiveness of membership marketing. The bank’s dedication to delivering value to its customers and stakeholders through innovative financial products and services has led to a notable increase in customer loyalty and engagement.

According to the study, customer value creation emerges as a crucial driver of the bank’s success in membership marketing. By offering personalized financial solutions that cater to the specific needs of its customers, the bank has fostered a devoted customer base that is more inclined to participate in membership programs and engage with the bank’s brand.

Furthermore, the research highlights the role of product identity in influencing the quality of membership marketing. China Construction Bank has established a clear and consistent brand identity that resonates with its target market. This strategic branding approach has enabled the bank to differentiate itself from competitors and attract new customers to its membership program.

In summary, the case study emphasizes the significance of business value creation, customer value creation, and product identity in the triumph of membership marketing. By prioritizing these key factors, businesses can devise more captivating and effective membership programs that offer value to their customers and stakeholders.

5. Conclusion

In conclusion, the case study on China Construction Bank offers valuable insights into the correlation between business value creation and the effectiveness of membership marketing. The study demonstrates that the bank’s commitment to generating value for its customers and stakeholders significantly contributes to the success of its membership programs.



First and foremost, the study underscores the importance of creating customer value. Through the provision of personalized and innovative financial solutions, the bank effectively caters to the unique needs of its customers. This fosters higher levels of customer loyalty and engagement, ultimately enhancing the quality of the bank's membership marketing efforts. Geng (2005) found that membership marketing can increase customer loyalty and profits, but its effectiveness depends on the firm's managerial and operational capabilities.

Additionally, the study highlights the significance of product identity in membership marketing. China Construction Bank has successfully established a distinct and consistent brand identity that sets it apart from its competitors. This branding strategy attracts new customers to the bank's membership program and differentiates the bank within the market. Wang's (2004) study concluded that customer engagement is an important influencing factor in membership marketing. He found that rewards and promotions offered to members can increase customer involvement, thereby enhancing their loyalty and purchasing behavior.

Overall, these findings demonstrate that business value creation, customer value creation, and product identity are all critical factors that influence the effectiveness of membership marketing. Companies that prioritize these aspects are more likely to create engaging and impactful membership programs that provide added value to their customers and stakeholders. Wu and Zhang (2004) also found that excellent customer service and good relationships with customers are key factors in the success of membership programs. Therefore, companies need to focus on customer service and management skills to enhance the effectiveness of membership marketing.

The findings of this study carry significant implications for businesses operating in the financial sector and other industries. Understanding the importance of creating value for both the business and its customers enables companies to develop strategies that enhance their membership marketing endeavors. Moreover, the study highlights the significance of establishing a strong brand identity that resonates with the target market.

It is important to note, however, that this case study specifically focused on China Construction Bank. Consequently, the findings may not directly apply to all organizations operating in different industries and contexts. Further research is necessary to investigate the generalizability of these findings.

In conclusion, this study emphasizes the crucial role of business value creation, customer value creation, and product identity in the effectiveness of membership marketing. By prioritizing these factors, companies can develop more impactful and successful membership programs that foster customer loyalty and engagement.

Future research can focus on the following areas:

1. Investigating the impact of business value creation on membership marketing quality: conducting a comprehensive analysis of how China Construction Bank enhances members' participation and loyalty through business value creation in membership marketing. This research can verify the extent to which business value creation impacts membership marketing quality.

2. Examining the impact of customer value creation on membership marketing quality: using China Construction Bank as a case study, conducting in-depth research on the customer value creation strategies implemented in its membership marketing. This research can analyze the impact of customer value creation on membership participation and loyalty and validate the impact of customer value creation on membership marketing quality through relevant data and empirical research.

3. Exploring the impact of product identity on membership marketing quality: selecting China Construction Bank as the research subject to investigate the influence of product identity on membership participation and loyalty in membership marketing. This research can conduct quantitative and qualitative research on product performance, appearance design, and quality assurance to verify the impact of product identity on membership marketing quality. Qualitative research can also be conducted to assess the degree of influence of product identity on membership marketing quality.

In the future, researchers are recommended to employ a combination of quantitative and qualitative research methods to gather and analyze data through questionnaires, in-depth interviews, and data analysis. This approach will provide a comprehensive understanding of how business value creation, customer value creation, and product identity impact membership marketing quality. Additionally, expanding the size and scope of the research sample will enhance the reliability and generalizability of the findings. Lastly, further



interpretation and discussion of the study results can be conducted, along with targeted management recommendations to assist companies in improving the quality and effectiveness of membership marketing.

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