

The relationship among brand culture, marketing strategy, technical innovation and customer engagement behavior toward Liuzhousnail noodle: Mediating of service quality and trust

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Abstract

Taking the Liuzhou snail noodle as reference, the current work seeks to examine the moderating effect of service quality and trust, aims to investigate the relationship among brand culture, marketing strategy, technical innovation and customer engagement behavior toward Liuzhou snail noodle. A mixed research method is used to survey the customers over 18 years old who have consumed snail noodle in Liuzhou city. In this paper, confirmatory factor analysis is used to evaluate the structural dimension, single dimension, validity and composite reliability of the theoretical framework. Structural path model analysis is also used to test hypotheses in research models. This is the first empirical research paper that has constructed a model of relationship among brand culture, marketing strategy, technical innovation and customer engagement behavior. At the same time, the mediating role of service quality and trust is analyzed. This study can provide a theoretical explanation for the nature of Liuzhou snail noodle explosion phenomenon, and provide relevant stakeholders of Liuzhou snail noodle industry with empirical evidence of the driving factors for the popularity of Liuzhou snail noodle and how to enhance marketing strategic influence on strategic decisions which were not available to them before.

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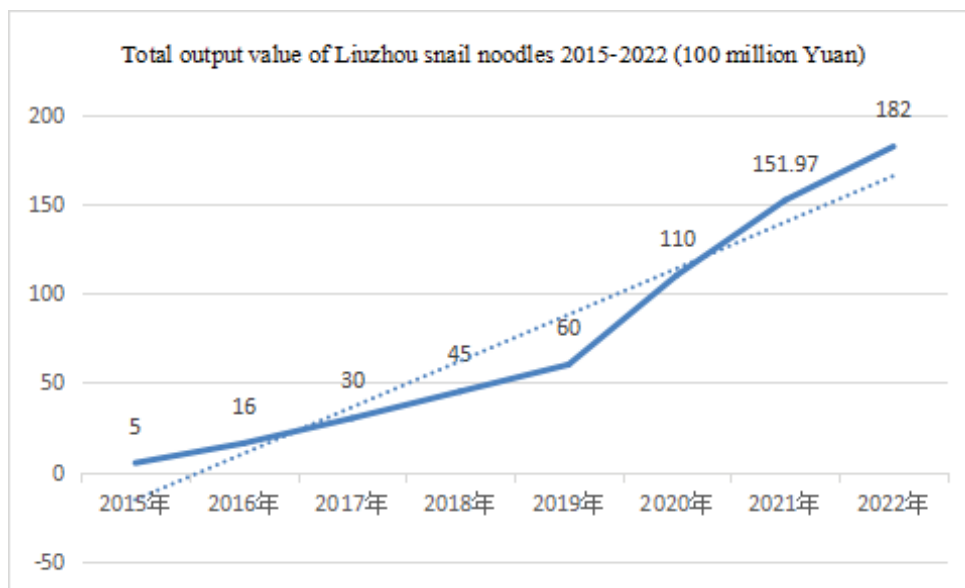
1. Introduction

The sudden global public health event in 2020 made it impossible for people to go out for dinner, and food supply was insufficient. People were very fond of instant food. With the development of social media in the new era, Liuzhou Snail noodle has been promoted by Internet celebrities, various media publicity and other factors, so that consumers can have a more direct and clear understanding of the culture and products of Liuzhou Snail noodle. The mysterious veil of Liuzhou Snail noodle continues to arouse the public's curiosity and desire for exploration. More and more people have shared their experience of Liuzhou snail noodle on social media such as Weibo, Douyin, wechat public accounts and Wemedia. Official media such as People's Daily, Liuzhou Daily, Economic Daily and Nanfang Daily have also competed to publicize and report on the experience, and Liuzhou snail noodle has received an instant reputation. At the same time, in recent years, Liuzhou City has taken the snail noodle industry as a key characteristic industry to promote the development, and has successively introduced a series of policies and measures, including the establishment of the Liuzhou snail noodle local standard system.

As a result, Liuzhou snail noodle quickly transformed from a local snack into a myth of ten billion Internet celebrities.

Data show that the total output value of pre-packed Snail noodle in Liuzhou has been increasing from 2015 to 2021, which reached 500 million yuan in 2015 and 18.2 billion yuan in 2022, as shown in Figure 1-1. From 2018 to 2022, the total export volume of Snail noodle in Liuzhou kept reaching a new high, as shown in Table 1-1. In 2021, the sales revenue of the whole industry chain of Snail noodle in Liuzhou was 50.16 billion yuan, up 40% year-on-year. Among them, bagged snail noodle was 15.197 billion yuan, up 38.23% year on year; The sales revenue of supporting and derivative industries reached 14.283 billion yuan, up 9.87% year on year; The turnover of physical stores in China reached 20.68 billion yuan, up 75.25 percent. April 2021.

Figure 1: Total output value of Liuzhou snail noodle 2015-2022 (100 million Yuan)



Source: All the above data are from: <http://www.liuzhou.gov.cn/>

Table 1.1 The total export amount of Liuzhou snail noodle from 2019 to 2022

Year	Total export volume (Ten thousand)
2019	Approximately 86
2020	More than 3000
2021	5256
2022	8300

Source: All the above data are from: <http://www.liuzhou.gov.cn/>

Customer management research has become an important research direction in the field of innovation management. (Patterson et al., 2006) first proposed the concept of customer engagement and defined it as the physiological, cognitive and emotional levels reflected in the relationship between a customer and a service organization. And customer engagement can be of great value to companies. Gallup Consulting, for example, published research showing that in retail banking, compared to Actively Disengaged customers, Fully Engaged customers could add 37% to annual profits; In the travel industry, perfectly matched customers spend 46% more annually than actively alienated customers; In the fast-food industry, perfectly matched customers visited 28 percent more often per month than actively alienated customers. The difficulty in forming customer engagement and the high contribution to the enterprise have aroused

the research enthusiasm of scholars and quickly become a new hot topic in the field of customer management (Zhang, 2017).

In conclusion, this study introduces the mediating role of service quality and trust to explore the relationship between brand culture, marketing strategy, technological innovation and customer engagement behavior. Therefore, there are four problems to be discussed in this study. The first research question: What is the nature of the phenomenon of Liuzhou snail noodle and the driving factors behind it? The second research question: In the process of Liuzhou snail noodle industry from tens of billions of industries to hundreds of billions of industries, can we develop a set of systematic academic theories to support the development goal of Liuzhou snail noodle industry? The third research question: Is there a theoretical model and scale that can systematically explain the relationship between customer engagement behavior and its driving factors of snail noodle in Liuzhou? The fourth research question: How do the three factors of customer engagement behavior combine to affect customer engagement behavior?

2. Literature Review

2.1 Liuzhou snail noodle

There are very few academic research results on Snail noodle. The earliest academic research is on the micro-blog marketing of "Snail noodle Mr. (Wang, 2011) , a snail noodle brick-and-mortar shop in Beijing. In March 2023, China National Knowledge Network, the largest database in China, searched the literature and newspaper on the theme of "snail noodle", and found only 382 articles, among which there were only 19 master's theses. The research content of management discipline mainly focused on industry, marketing, and culture. In terms of industry, From the perspective of food safety, brand protection, industrial integration, and other issues, (Li, 2022) studied the construction of Liuzhou Snail noodle whole industry chain standard system. (Yao et al., 2022) took Liuzhou snail noodle industry as an example to discuss the sustainable development of regional characteristic agricultural products industry. (Lai, 2021) empirically analyzed the reasons why Snail noodle in Liuzhou turned red during the COVID-19 pandemic. (Lei, 2020) proposed countermeasures by analyzing problems such as brand system construction, industry talents and market status in the development process of snail noodle industry.

In marketing, (Wu, 2016) studied the snail noodle from the packaging design of the product and discussed the application and practice of packaging design and marketing of innovative specialty food. From the perspective of communication, (Mo, 2018) interprets the network marketing communication strategy adopted by Liuzhou Snail noodle under the guidance of "Internet +" strategy. They analyzed the reasons for the explosion of Snail noodle in Liuzhou, which

provided a great reference for the development of national characteristic snacks and food industry ((Y.Chen & W.Chen, 2021);(Hai, 2021);(Liu, 2021). Taking the American market as an example, (Luo, 2022) analyzed the industry and export status of Snail noodle in Liuzhou and proposed specific strategies to develop cross-border e-commerce marketing of Snail noodle in the American market.

In terms of culture, From the perspective of cultural communication, (Wei, 2015) analyzed the cultural communication of Guangxi rice noodle, mentioned the category of Snail noodle in Liuzhou, interpreted the cultural symbols of Guangxi rice noodle, and took film and television works as an example to discuss the ontological communication of Guangxi rice noodle culture, and then proposed the communication strategy of Guangxi rice noodle culture; By analyzing the reasons for the popularity of Snail noodle in Liuzhou, (Li & Gao, 2021) proposed the cultural brand construction and communication countermeasures for the intangible cultural heritage of traditional skills. By analyzing the scene layout, costume modeling, acceptance psychology and other aspects of Liuzhou Snail noodle e-commerce live streaming, (Liu & Wang, 2022) points out that strengthening linguistic symbols and non-linguistic symbols can improve the expressive force of Chinese cultural products in cross-border e-commerce applications.

2.2 Brand culture

Most scholars generally study brand culture from two aspects. On the one hand, the brand itself is a culture with rich economic connotations, representing the projection of national culture and expressing cultural meanings (Li, 2006; Xu et al., 2018). On the other hand, it is related to consumers. "Culture governs the soul of consumers, targeting their high-level needs for personal experiences and spiritual values" (Yang, 2013). Brand culture generally satisfies the higher-level needs of consumer groups, comforting their spiritual world. At the same time, brand culture also reflects consumers' values, tastes, lifestyles, and consumption patterns. Sharma et al. (2021), in their study on the interaction between brand identity and culture, believe that cultural elements and symbols, such as customs, values, and collective norms, are indispensable in driving brand strategies. Kushwah et al. (2019) explore how brands can enter new markets and suggest that launching new products or modifying existing brands can provide important insights, making the brand culturally acceptable, and culture indeed plays a significant role in shaping consumers' perception of brand identity. Lu (2021) examines the issue of cultural identity in the consumption of Chinese fashion brands by the Z generation from four dimensions: cultural symbol identity, cultural identity, cultural value identity, and comprehensive concept

identity. Sun (2022) combines theories from design and brand studies to propose innovative directions for men's fashion product design based on brand culture shaping. Luo (2021) conducts empirical analysis on the brand culture attributes, consumer perceived value, and purchase intention of related products of the Beijing Palace Museum, and the results show that the developmental innovativeness in brand culture attributes has a significant positive impact on various dimensions of consumer perceived value and purchase intention. (Ji & Wang, 2014) conduct empirical analysis on data from listed companies with long-standing brands, indicating that the dimensions of regional uniqueness, broad acceptance, long-term stability, and developmental innovativeness in brand culture are closely related to corporate value and growth. Zhu (2016) explores the impact of brand culture consistency on consumers' preferences for brand combinations based on consumer preferences for brand combinations, using clothing brands as an empirical research object. Chen (2018) focuses on young Chinese consumers and analyzes the impact mechanism and principles of brand cultural uniqueness and country-of-origin effects on consumers' brand attitudes using global, foreign, and local cosmetic brands as examples. The value of a brand often depends not only on the functionality of its products but also to a large extent on its ability to carry and disseminate cultural significance. In the market, cultural values provide consumers with standards for comparing alternatives and motivate them to make purchases. Based on the existing research by scholars, this paper will explore the influence mechanism of brand culture on customer engagement behavior from multiple perspectives, combined with the characteristics of the Liuzhou snail noodle industry, and provide the latest practical guidance for customer engagement.

2.3 Marketing strategy

Marketing strategy is crucial for the success of a business. Firstly, marketing strategy directly influences the quality of service. By conducting market research and analyzing customer needs, businesses can develop products and services that meet customer expectations, thereby providing a high-quality customer experience. Secondly, marketing strategy also affects customer perception and trust in the company. By establishing brand image and conveying the right value proposition, businesses can shape a positive brand image and enhance customer trust. A strong marketing strategy can enhance the company's image and reputation in the minds of customers, making them more inclined to choose the company's products and services. At the same time, marketing strategy also has a radiating effect on customer matching behavior. Through targeted marketing and positioning strategies, businesses can attract target customers who are aligned with their products and services. The effectiveness of

marketing strategy can help businesses establish a strong connection with customers, increase purchase intent, and loyalty.

(Cespedes & Piercy, 1996) provided a comprehensive review of implementation issues in marketing strategy development. They examined the implementation issues in marketing from the perspective of decision-making processes, drawing on extensive literature from strategic management and organizational behavior. The initial focus of the research was on the contradiction between marketing strategy formulation and implementation, analyzing the root causes of implementation issues, and proposing tactical and strategic solutions to address marketing implementation. The research summarized the agenda for addressing marketing implementation issues at the management level. Marketing strategy is the core of marketing practice and is considered the most pressing challenge by marketers and chief marketing officers. (Morgan et al., 2019) developed new concepts in the field of marketing strategy and its sub-fields, and through an evaluation of papers published in six influential marketing journals from 1999 to 2017, revealed the significant challenges facing marketing strategy research. These challenges include increasingly limited research quantity and focus, as well as decreasing application of theory and preliminary research design. The study proposed a new agenda, providing researchers with opportunities to develop new theories, establish clear correlations, and contribute to practical improvements. In conclusion, these literature studies provide valuable information and insights in the field of marketing strategy, but their evaluation and application should be context specific. Future research can further expand the research scope, increase empirical research support, and focus on the application effects of marketing strategies in different industries and markets.

2.4 Technical innovation

(Schumpeter, 1912) pioneered the concept of innovation in his book "The Theory of Economic Development." He classified innovation into five cases: the introduction of a new product, the adoption of a new production method, the opening of a new market, the acquisition of new sources of supply for raw materials or intermediate goods, and the establishment of a new industrial organization. He believed that the essence of technical innovation lies in the recombination of production factors. Subsequently, different scholars have further enriched the connotation of technical innovation. In this paper, technical innovation is defined as the process of identifying and developing new products to meet market demands. It involves the reorganization of production conditions and factors in practical production activities, as well as the creative application of knowledge, experience, and skills accumulated through scientific experimentation and production processes. This process encompasses product

innovation, process innovation. Considering the focus of this study in the field of marketing, the main references would be Chege & Wang (2020), Zhang et al. (2010), and Fang (2021), who argue that technical innovation encompasses product innovation, process innovation.

Scholars generally classify the elements of technical innovation into two categories: micro and macro factors. Micro factors typically include individual managers, company size, product characteristics, and market structure. (Duval-Couetil et al., 2021) found that companies with more educated and technologically skilled employees are more proactive in pursuing Technical innovation. (Carlin et al., 2004) suggested that intensified market competition and faster changes in consumer demands contribute to enhancing Technical innovation. It can be observed that previous scholars have shown significant differences in their research on technical innovation. There is relatively less literature exploring technical innovation from a macro-regional or mid-level industry perspective. Instead, many scholars tend to utilize micro-level firm data to investigate the impacts of different types of innovation, such as process innovation and product innovation, on firms, products, and behaviors. (Vogt, 2013) argues that all perspectives of Technical innovation ultimately need to translate into consumer-oriented product innovation, making the study of consumer perception of Technical innovation more direct and predictive.

Therefore, based on the experiences of most scholars, this paper primarily examines the influences of product innovation and process innovation on customer engagement behavior from a micro-level perspective, considering the mediating effects of service quality and trust. This approach not only deepens customers' understanding of different innovation modes such as product innovation and process innovation, and their current preferences and attribution regarding technical innovation in Liuzhou snail noodle, but also provides a more profound analysis of the underlying reasons why different Technical innovation modes in Liuzhou Snail noodle affect customer engagement behavior.

Consequently, this research becomes more targeted and focused.

2.5 Service quality

(Gronroos, 1988) suggests that service quality is a subjective concept that depends on the customer's expectations and the perceived comparison of the actual service. (Parasuraman et al., 1988) consider service quality as the gap between customer expectations of service and their perception of the actual service. The multidimensionality of service quality has been recognized in the academic community both domestically and internationally. However, there is still no unified consensus among scholars regarding the exact number of dimensions and the specific characteristics within each dimension. The following are different scholars' perspectives on service quality dimensions.

Liuzhou snail noodle, being both a tangible product and an intangible brand, can be analyzed using the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, based on the research context and following the perspective of Parasuraman et al.(1988).

Since the 1970s, service quality has been introduced into the field of service marketing by scholars. Based on the classic SERVQUAL scale proposed by PZB (1988), numerous scholars have applied theoretical models and empirical research in various service sectors such as catering, tourism, healthcare, and branding. They believe that improving service quality can effectively enhance customer satisfaction, loyalty, and promote repeat purchase behavior. Xiong (2022) studied the factors influencing the service quality of rural information service platforms in Yicun, Hunan Province, from three dimensions: service technology, service content, and service effectiveness. Meesalaa & Paul (2018) identified the most critical factors related to service quality in hospitals and empirically analyzed the relationships between visibility, reliability, responsiveness, assurance, empathy (service quality dimensions), patient satisfaction, and loyalty towards hospitals. Karin (2018) developed an integrated model to represent the relationships among retail banking service quality, customer satisfaction, trust, and loyalty, aiming to help banks formulate effective strategies to acquire major banks and high-wealth customers. Pakurár et al. (2019) tested the dimensions of service quality using an improved SERVQUAL model, which can be used to measure customer satisfaction and the impact of these dimensions (tangibles, responsiveness, empathy, assurance, reliability, access, financial aspects, and staff competence) on customer satisfaction in Jordanian banks. In conclusion, service quality has always been one of the variables studied and explored by management scholars. Service quality is an important mediating variable and a crucial marketing tool for businesses pursuing differentiation strategies. These research findings contribute to guiding relevant stakeholders in formulating effective strategies and improving service quality.

2.6 Trust

Psychology was the discipline that first started researching trust-related topics. Psychologists focused on the exploration of interpersonal trust, defining trust as the level of confidence an individual (or organization) holds in the viewpoints or commitments of other individuals (or organizations). Scholars in psychology, represented by Rotter (1967), defined trust as the inner expectation an individual holds when observing the verbal activities of others, indicating that the individual believes others will act according to their own inner presuppositions. Trust has since been extensively studied in the fields of sociology, economics, and marketing. Trust is a research topic of common interest in the fields of

economics, marketing, and sociology and psychology. Scholars have provided various definitions of trust from different perspectives. However, the understanding and definition of trust vary among scholars in different fields. In this study, from a marketing perspective, trust is defined based on the viewpoints of McAllister (1995) and Yao (2020). Trust is seen as the affirmation of an individual towards the speech, decisions, and behaviors of others, the willingness to develop a special emotional connection based on them, and the willingness to act and make decisions, including cognitive trust and emotional trust.

(Pink et al., 2018) argue that trust is a feeling and part of a pattern of "feeling right" in a world filled with uncertainty. It provides a sense of control in uncertain spaces. Scholars from different perspectives have conducted empirical research on trust, which spans multiple disciplinary domains and demonstrates its broad applicability and importance in various fields. (Wang et al., 2022) examined the influence mechanism of social trust on individual purchase decisions regarding commercial insurance and validated their findings using data from the China General Social Survey. (Jiang & Zhang, 2022) constructed a research model on the influence mechanism of online trust based on the expectation confirmation theory and validated the model's reliability using questionnaire data from 423 Weibo users. Regarding the research outcomes of scholars on trust, most studies treat trust as a mediating variable. Xue and Yu (2023) used a questionnaire survey to investigate the impact of retail service rituals on consumers' psychology, finding that utilizing ritual elements in service design can attract customers and maintain a competitive advantage. (Liu et al., 2020) explored the impact of general self-efficacy and interpersonal trust on psychological well-being among students in a five-year vocational college, with interpersonal trust as a moderating variable. (Rao et al., 2021) constructed a model of the influence of village leader reputation as the antecedent variable and farmer trust as the moderating variable on charismatic leadership based on transformation leadership theory. They selected 16 residents, village committee members, and experts and scholars in rural tourism destinations as survey participants to examine the impact mechanism of information-sharing leadership on the development of rural tourism destinations. Considering the research objectives, the literature review in this study focuses on trust as divided into cognitive trust and affective trust, serving as a mediating variable between Liuzhou snail noodle brand culture, marketing strategies, Technical innovation, and customer engagement behavior.

2.7 Customer Engagement Behavior

The term "(customer engagement behavior)" first appeared in Van Doorn's (2010) research. He studied customer engagement from the perspective of

behavior and believed that customer engagement behavior is a series of behaviors between customers and enterprises or products. In the same year, another scholar (Kumar et al., 2010) proposed that customer engagement included non-purchasing behavior and purchasing behavior. (Pansari & Kumar, 2017) believe that the engagement between customers and enterprises is based on trust, commitment, satisfaction and emotional connection. customer engagement behaviors include direct purchasing behaviors such as product purchase and non-purchasing behaviors such as word-of-mouth recommendation and information feedback, both of which are conducive to the development of enterprises. According to (Wu, 2019), customer engagement behavior is the sum of a series of non-purchasing behaviors spontaneously displayed by customers to enterprises, and these behaviors are customer engagement behavior. (Wang & Zhang, 2021) believed that customer engagement behaviors can generate word-of-mouth effect, such as repeat visits, repeat purchases, relationship enhancement and positive suggestions. (Zhang, 2022) believes that customer engagement refers to the positive non-purchase behaviors that consumers actively generate after having a good experience in brand interaction, such as word-of-mouth communication, brand recommendation, participating in activities and helping other customers. This paper focuses on the customer engagement behavior of Snail noodle in Liuzhou under the macro environment. Therefore, in this paper, customer compatibility behavior of Liuzhou Snail noodle is defined as: under specific macro circumstances, customers make repeated purchases, interactive sharing, word-of-mouth recommendation, joint participation and other purchasing and non-purchasing behaviors among members of their social circle for some reason. Among them, repeated purchase belongs to purchasing behavior, while interactive sharing, word-of-mouth recommendation and joint participation belong to non-purchasing behavior.

Based on the study of (Doorn et al., 2010), this study summarized and sorted out the three categories of antecedent factors that customers engagement. To sum up, In terms of the antecedents of customer engagement behavior, existing studies have explored the antecedents of customer engagement behavior from the perspectives of individuals, enterprises, and external environment. However, most scholars focus on the individual and enterprise level, and few scholars discuss the factors of the macro environment, even less analyze the macro environment of customer engagement behavior with quantitative methods, and few scholars discuss the action path between the driving factors of customer engagement behavior.

2.8 Relationship Marketing Theory

As soon as the theory of relationship marketing comes out, it has attracted the focus of academic circles. The theory put customer relationship with the

enterprise , is committed to a new field of vision to develop this subject to the enterprise or brand loyalty research , and the customer loyalty effect is many enterprises pursuit and elusive.

The theory of relationship Marketing originated from Nordic Services Marketing and Industrial Marketing and Purchasing. The study of relationship marketing theory in western academia began in the early 1980s. It was first proposed in 1983 by Berry of Atlanta University in the United States from the perspective of service marketing ,Later scholars began to cite ideas that maintaining the relationship with old customers, providing services to them and selling new products to them are equally important as developing new customers(Berry, 2002). The cost of acquiring new customers is higher than the cost of maintaining and developing existing customer relationships. Relationshipmarketing is an important research direction in marketing theory. Although thereare many different definitions of relationship marketing, one generally accepted by the theoretical community is that relationship marketing refers to all activitiesaimed at establishing, developing and maintaining successful relationship exchanges((Zhuang, 2002; Morgan & Hunt, 1994; Li, 2018; Wu, 2020) .

Customer relationship marketing is the application of relationship marketing theory in a specific market, namely customer market. Customer relationship marketing is the core component of relationship marketing. Customer engagement management is not the denial of customer relationship management and customer experience management, but the optimization and expansion of management methods. In view of this, Liuzhou snail noodle industry should focus on the mining and application of the relationship marketing theory, and build a perfect and scientific relationship marketing strategy based on this, so asto realize the customers behavior, continue to maintain the hot economic phenomenon and hot tourism phenomenon of Liuzhou snail noodle, and help Liuzhou government realize the industrial goal of Liuzhou snail noodle and create greater economic benefits. To realize industrial linkage of urban development and become a leader in the development of local food industry.

2.9 Trust theory

There have been research and analysis on trust from multiple disciplines, but due to the abstract nature of the concept and the complexity of its structure, there is currently no unified definition. (Neves & Caetano, 2006) proposed that trust is the cornerstone of establishing stable social relationships. (Weber et al., 1968) claimed that commodity exchange becomes possible only on the basis of profound personal confidence and mutual trust. In the process of reviewing the literature, many scholars from various fields such as economics, psychology, management, and marketing continue to conduct research on trust theory, giving high recognition to the importance of trust.

From a psychological perspective, trust is often interpreted as honesty, belief, confidence, commitment, integrity, goodwill, and expectation. Rotter (1967) defined trust as the belief that the trusted party will abide by the agreement and that things will develop in the direction expected by the trusting party. It is the foundation of all cooperative relationships. (Brenkert, 1998) similarly view trust as an expectation, believing that the trusted party will act in the anticipated manner and rely on the trusted party to be accountable for one's expectations.

In the field of economics, (Gambetta, 1988) proposed that trust is the likelihood of economic actors making decisions and taking actions that are beneficial or not harmful to others. (Cole et al., 2019) argued that trust is the belief that in the process of transactions, both parties will not exploit each other's weaknesses to gain a competitive advantage. In the field of management, research on trust mainly focuses on the trust of organizational members in the organization and in managers. Creed & Miles (1996) described trust as the primary means of control that managers have over the organization and its members. Johnson et al. (2005) categorized trust into cognitive trust and affective trust. Cognitive trust is driven by user cognition, where the accumulation of knowledge and logical thinking gives users a certain level of confidence in the service provider's performance of their duties. Affective trust refers to the emotional experience generated through information interaction between users and service providers. The combination of cognitive trust and affective trust can trigger trust behaviors towards products or services (Johnson et al., 2005). In the field of marketing, research on trust primarily focuses on transactional activities and is primarily discussed from psychological and sociological perspectives, with a focus on the interactive behaviors and individual traits of buyers and sellers (Gao, 2022). It is also related to the confidence and dependence on the trading partner (Moorman & Deshpandé, 1993). In the field of sociology, trust is associated with concepts such as confidence, risk, power, behavior, and intention. Trust is seen as a soldier of social stability and a mutually beneficial interdependence between individuals (Gao, 2022). In summary, there are differences in understanding the term "trust," and as Rousseau et al. (1998) suggested, the broad understanding of trust reveals commonalities across various fields.

3. Conclusion

This research is mixed research between quantitative research and qualitative research. The theory of relationship marketing puts the relationship between customers and products or companies in a new perspective. It is dedicated to studying the cultivation of customer loyalty and fit with products, companies, or brands. This loyalty and engagement behavior is a sought-after outcome for many businesses. The theory of relationship marketing explains how to effectively extend the product life-cycle, maintain its vitality and

competitiveness, and emphasizes that customer relationship management is an indispensable part of modern marketing.

This is the first empirical research paper that has constructed a model of relationship among brand culture, marketing strategy, technical innovation and customer engagement behavior. At the same time, the mediating role of service quality and trust is analyzed. This study can provide a theoretical explanation for the nature of Liuzhou snail noodle explosion phenomenon, and provide relevant stakeholders of Liuzhou snail noodle industry with empirical evidence of the driving factors for the popularity of Liuzhou snail noodle and how to enhance marketing strategic influence on strategic decisions which were not available to them before.

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