

# *Content Marketing, Interactive Behavior, and Brand Loyalty in Brand Communities*

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**Abstract:** With the mature development of internet technology, corporate brand development strategies have shifted from traditional offline forms to convenient and efficient online brand community models. In the construction and operation of brand communities, enterprises have ushered in new development opportunities, while their competitive pressure has gradually increased. Content marketing, interactive behavior, and brand loyalty are important driving forces for the development of brand communities. In order to enhance the competitiveness of enterprises and promote the effective development of brand communities, this article conducted in-depth research and exploration on content marketing, interactive behavior, and brand loyalty in brand communities, and conducted empirical analysis using online surveys. The results showed that in the two questions of “content marketing makes people more inclined to communicate with other consumers” and “content marketing stimulates people’s purchasing desire”, the proportion of users who chose to agree and strongly agree reached 66.67% and 58.71%, respectively. From the specific results, it could be seen that correct content marketing could effectively promote user communication and interactive behavior, and was conducive to the formation of brand loyalty, which had a positive effect on the development of brand communities.

## 1. Introduction

With the rapid development of social productivity and the gradual prosperity of the commodity economy, the variety of goods has become more and more diverse, and consumers can have more choices when purchasing goods. In the process of ensuring market competitive advantage, building and operating brand communities has gradually become the focus of the current development work of enterprises. In the current market, the possibility of enterprise differentiation is becoming increasingly small, and brands are the source of enterprise competitiveness. Effective construction and maintenance of the brand community spontaneously formed by consumers would have a significant impact on the competitiveness of enterprises. Content marketing, interactive behavior, and brand loyalty, as the core of brand community development, are important indicators to measure the value of a company’s brand and play a positive role in promoting the long-term and stable development of the company. Therefore, in-depth research on content marketing, interactive

behavior, and brand loyalty in brand communities has important practical value and significance for enterprises to occupy a favorable position in the fierce market competition environment.

Currently, many scholars have explored content marketing, interactive behavior, and brand loyalty in brand communities. Based on the perspective of constructivism, and combined with hermeneutics method and embedded case study strategy, Ozuem Wilson examined how online brand communities activated multidimensional customer loyalty intentions. He proposed a framework that divided customer loyalty into ambassador loyalists, public voting loyalists, unloved loyalists, and mercenary loyalists. Finally, it was found that the loyalty intentions of customers in online brand communities depended on individuals and the environment [1]. Huang Travis K collected survey data on fans' perceptions of brand communities from the fan base on Facebook pages and conducted empirical evaluations of the proposed model. The research results showed that there was a significant relationship between perceived interaction and community benefits, including special treatment, social impact, membership, and community satisfaction, which had a strong and positive impact on brand loyalty [2]. Park Jee-Sun used a web-based survey method to collect data on consumer interaction behavior participation, and treated consumer participation as a multidimensional model composed of cognitive, emotional, and behavioral dimensions. The results showed that both brand participation and product participation had a positive impact on all three dimensions of consumer participation, which further contributed to brand loyalty and content marketing [3]. Currently, there has been some development in the research on content marketing, interactive behavior, and brand loyalty in brand communities. However, most of the research only focuses on theoretical exploration and does not link it with the actual development of enterprises, providing effective guidance on content marketing, interactive behavior, and brand loyalty in brand communities.

In order to enhance the competitiveness of enterprise brands and promote the healthy development of brand communities, this article conducted effective research on content marketing, interactive behavior, and brand loyalty in brand communities. Based on its theory, an empirical analysis was conducted on it. From a practical development perspective, establishing effective content marketing strategies in brand communities, promoting user communication and interaction, and generating brand loyalty and identity are crucial for improving a company's competitive advantage.

## **2. Investigation on Brand Community and Its Content Marketing, Interactive Behavior, and Brand Loyalty**

### **2.1 Brand Community**

Brand community refers to a specific, specialized, and non-geographical community established between a brand and consumers based on the emotional value of consumers towards a certain brand [4]. Brand community is mainly composed of its audience consumers, which is a collection of social relations between consumers and brands, that is, a group of consumers with certain brand preference and value orientation form a social relationship to some extent in order to pursue a certain value orientation [5]. The model is shown in Figure 1.

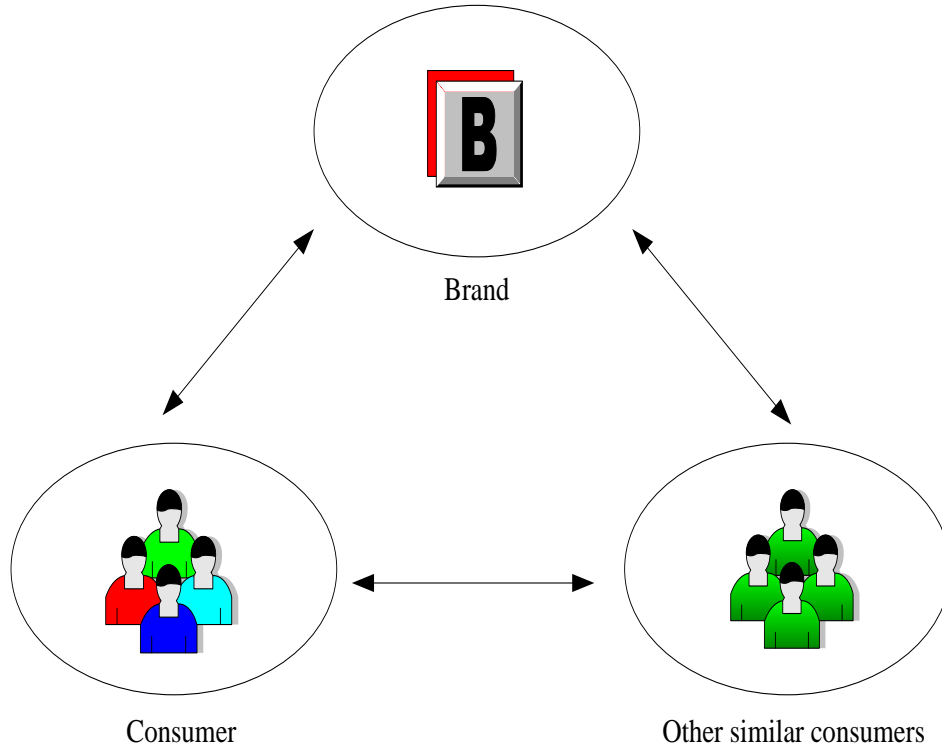


Figure 1: Brand community model.

## 2.2 Content Marketing, Interactive Behavior, and Brand Loyalty

### 2.2.1 Content Marketing

Brand community marketing is a comprehensive strategy and action aimed at establishing, maintaining, and enhancing brand image [6-7]. Among them, content marketing refers to creating and sharing high-quality, valuable, and influential content within the community, in order to attract users and establish relationships with target users [8].

In the development of content marketing strategies in brand communities, the effectiveness of content marketing strategies can be evaluated through index status. It is assumed that  $x_i, y_i (x_i, y_i \in C_1)$  are the reference index and current index for content marketing of a certain product in the brand community, and  $C_1$  are the set of calculated product marketing comprehensive indices. The  $(x_i, y_i)$  array is called the index status of content marketing. Its convex set is as follows:

$$R = \{(x, y) | \sum_{j=0}^n \theta_j x_j \leq x, \sum_{j=0}^n \theta_j y_j \leq y\} \quad (1)$$

The formula is as follows:

$$\sum_{j=0}^n \theta_j = 1, \theta_j \geq 0, j = 0, 1, 2, \dots, n \quad (2)$$

The comprehensive evaluation of brand community content marketing can be expressed as follows:

$$I = 1/D^* \times 100\% \quad (3)$$

Among them,  $D^*$  is the optimal value, and the content marketing effect of the enterprise brand community is the percentage of the current index of the enterprise that may reach the maximum value under the same conditions.

From the perspective of its practical development, there are two aspects to the content marketing

of brand communities. One is to carry out content marketing on the brand community itself, and the other is that enterprises use the brand community as the main channel to market their own enterprises and products. Its role is mainly manifested in three aspects:

Firstly, content marketing can enhance the connection between consumers and brands. Through content marketing, customers can increase their brand awareness, trust, identification, and loyalty, thereby enhancing brand value [9-10]. Secondly, through content marketing in the brand community, promoting communication and communication among members of the community regarding related products can help businesses better understand consumer needs, discover new products with new features, and guide their future development direction, thereby achieving brand extension. Finally, effective content marketing strategies can reduce the impact of negative brand events on the market. In negative brand events, active and efficient content marketing strategies can not only maintain a good relationship between the brand and consumers, but also encourage consumers to attribute the causes of the events more to external environment, uncontrollable factors, and to a certain extent, understand the negative brand events.

### **2.2.2 Interactive Behavior**

In relationship marketing, interaction is a very important behavior. The interactive behavior in the brand community is worth consumer participation, which is reflected in rapid response, role exchange, and relationship exchange [11-12]. The brand community mainly interacts with customers, with products and brands as interactive content. The interactive behavior in brand communities is mostly achieved by two or more consumers using the same brand. In a brand community, consumer interaction often involves resource exchange. Positive interactive behavior in the brand community is the driving force behind product innovation and technological innovation in enterprises, and its energy is far greater than the interaction between enterprises and consumers.

The dimensions of brand community interaction can be divided into three types: seeking help, advocating, and providing feedback:

(1) Help seeking: Help seeking refers to the behavior of consumers searching for brand information in the brand community and sharing information. Before purchasing goods, consumers can seek help from businesses or other similar consumers through the brand community based on their own needs, thereby achieving interaction. In a brand community, users can not only browse brand related information within the community, but also actively obtain the desired information from other users or enterprises.

(2) Advocacy: Advocacy refers to the behavior of consumers promoting and recommending brand information to other consumers beyond their independence and self-interest. It belongs to the civic behavior in the brand community and is conducive to the enhancement of brand influence and awareness [13].

(3) Feedback: Feedback refers to the process of consumers consulting or non-consulting merchants through community experience. At the same time, due to the existence of certain experiences and experiences of consumers in the service process, their opinions are more representative and innovative, and enterprises can also profit from these feedback information. Similar to advocacy, it also belongs to a form of civic behavior. User feedback mainly includes product information, brand information, and community information.

In the brand community, consumer interaction is built on seeking help, advocacy, and feedback. Consumers' comments and opinions on a particular product or brand may be amplified within their consumer group and extended to the entire brand community. For consumers, the interaction between consumers or between consumers and merchants can affect their purchasing decisions. In addition, a brand community is a virtual platform that allows for participation, interaction, and communication. The quality and level of its system would have a direct impact on consumers'

interactive behavior, which in turn would have an impact on their sense of identity with the community [14].

In the process of seeking help, advocacy, and feedback, consumers can obtain more information related to the brand, deepen their understanding of the brand, thus achieving the commitment and identity recognition between consumers and the brand. This allows consumers to create new people with brand related information, enhance their overall impression of the brand, and generate better expectations for the brand’s future trading behavior. In addition, enterprises can also participate in brand communities through related interactive activities, gain consumer preferences and needs, and improve community integration and user happiness at lower costs, thus establishing and maintaining long-term relationships with users [15-16].

### 2.2.3 Brand Loyalty

Brand loyalty refers to consumers’ deep emotional and psychological dependence on a certain brand, which reflects consumers’ perception of the brand as the only choice within a certain product range to meet their needs [17]. Compared with pure repurchase behavior, brand loyalty has richer connotation, which is the embodiment of consumer satisfaction and Brand preference. Brand loyalty in a brand community is mainly reflected in customers participating in brand activities multiple times, actively sharing brand historical information, and spontaneously promoting and recommending the brand.

Brand building is a key component of a company’s core competencies, which refers to a series of behaviors such as designing, promoting, and maintaining the brand during business activities. The key to creating a brand is to identify the brand community and cultivate consumer loyalty [18]. This is because loyalty is not only an important indicator of brand value, but also a strategic asset [19-20]. It can not only help enterprises reduce sales costs, but also attract and guide new consumers to enter this market, thereby increasing the market share of enterprises. More importantly, it can help businesses and consumers form a cooperative relationship of mutual understanding and support. Therefore, while building their own brand community, enterprises should also pay attention to cultivating consumer loyalty in order to gain a long-term competitive advantage in the market.

## 3. Empirical Evaluation of Content Marketing, Interactive Behavior, and Brand Loyalty in Brand Communities

In order to gain a deeper understanding of the role and effectiveness of content marketing, interactive behavior, and brand loyalty in brand communities, this article conducted an online questionnaire survey on electronic products of a certain enterprise and users in its brand community as samples. The users in this brand community were consumers with certain purchasing power and experience. A total of 420 questionnaires were distributed and 402 questionnaires were collected. The basic information of the sample is shown in Table 1:

Table 1: Basic information of samples.

Information	Classification	Number of people
Gender	Male	282
	Female	120
Age	18-25 years old	69
	26-40 years old	263
	Over 40 years old	70
The time of joining the community	Less than 6 months	93
	6 months to 2 years	151
	Over 2 years	158

From Table 1, it could be seen that the community users of this brand were mainly male, and the user age was mostly concentrated in the range of 26 to 40 years old, with the majority being young people. Moreover, most users joined the community for more than 6 months.

The basic content of the questionnaire is shown in Table 2:

Table 2: Basic content of the questionnaire.

Range	Sequence	Question item
Content marketing	1	Content marketing has sparked my desire to purchase
	2	Content marketing would affect my purchasing choices
	3	Content marketing has made me trust the brand more
	4	Content marketing makes me more inclined to communicate with other consumers
	5	Content marketing can help me understand the characteristics of new products
Interactive behavior	6	Through interaction, I obtained the necessary information.
	7	Through interaction, I obtain high-quality information.
	8	Through interaction, I solved the problems I encountered.
	9	Through interaction, I have gained a deeper understanding of the brand.
	10	Through interaction, I gained respect and enhanced my sense of achievement.
Brand loyalty	11	This brand product is my top choice
	12	If I choose to switch products, I would still purchase the brand's products
	13	I agree with the values represented by the brand
	14	I feel like I belong to this brand community
	15	I would actively recommend the brand community to those around me

This article divided the survey questionnaire into three parts: content marketing, interactive behavior, and brand loyalty. Each section had a total of 5 questions, and the selection of questions could be divided into four categories: strongly agree, agree, generally agree, and disagree. Based on the collected questionnaire, this article calculated the proportion of people who chose to agree and strongly agree, as shown in Figure 2:

From Figure 2, it could be seen that at the level of content marketing, 66.67% of users chose to agree or strongly agree with the question “content marketing makes people more inclined to communicate with other consumers”. The proportion of users who chose to agree or strongly agree with the question “content marketing stimulates people’s desire to purchase” reached 58.71%; at the level of interactive behavior, the proportion of people who agree or strongly agree with the option of “through interaction, people obtain high-quality information” reached 59.45%; at the level of brand loyalty, the proportion of users who agree or strongly agree that “people feel like they belong to this brand community” reached 54.73%. From the specific results, it could be seen that content marketing, interactive behavior, and brand loyalty had a relatively positive positive impact on the healthy development of brand communities and market competition for enterprises. Through good content marketing strategies, consumers could be promoted to actively interact and deepen their

understanding of the brand, thereby generating a certain sense of identity and loyalty towards the brand.

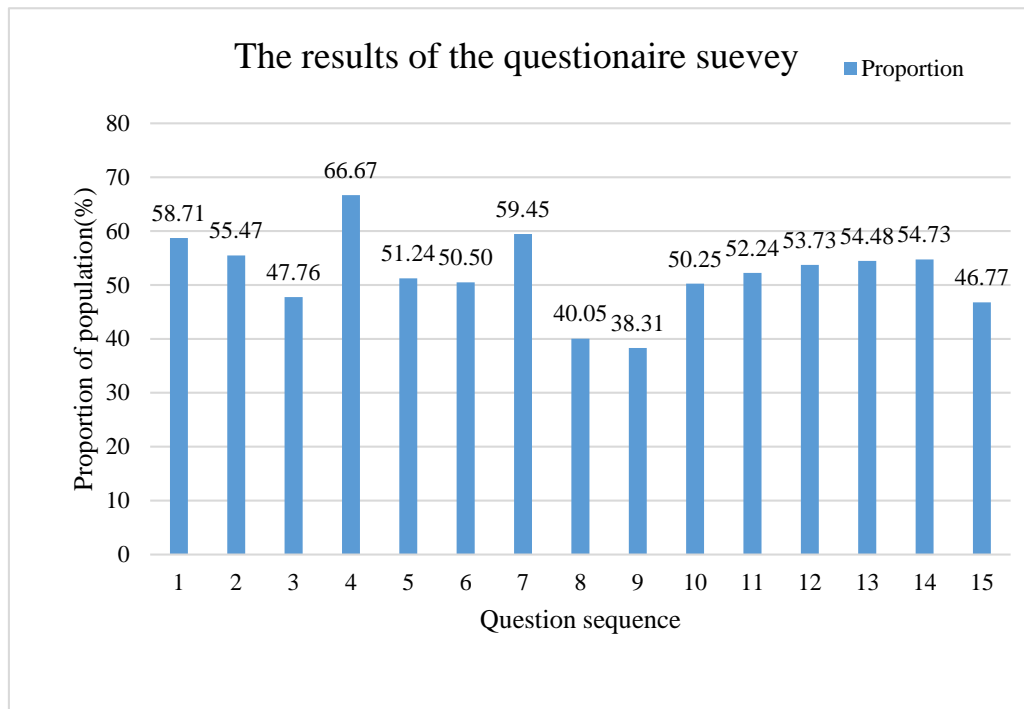


Figure 2: Questionnaire survey results.

#### 4. Conclusions

With the development of market economy, enterprises are facing increasingly fierce competition and challenges. For enterprises, brand communities are an effective platform for expanding sales markets, enhancing reputation and influence, establishing close relationships with consumers, and creating highly engaged users or consumers. Content marketing, interactive behavior, and brand loyalty are the focus of brand community development. This article developed through online questionnaire surveys, and found that effective content marketing strategies, positive consumer interaction behavior, and brand loyalty had a positive impact on the development of brand communities. Good content marketing not only helps to expand brand awareness, but also deepens consumer awareness and understanding of the brand; positive interaction among consumers is beneficial in helping them obtain key brand information, while brand loyalty can promote the formation of brand identity among consumers. In the construction of corporate brand communities, actively formulating effective marketing strategies, promoting consumer communication and communication, and promoting the formation of brand loyalty are conducive to the sustainable development of enterprises in the market.

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