

Cultivating Brand Loyalty through Content Marketing: The influence of Digital Content Characteristics on Loyalty Towards Consumer Electronic Brands

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Abstract

The research paper explores the impact of digital content marketing on brand loyalty towards consumer electronic brands. It examines whether content characteristics: type, quality, and platform influence consumer loyalty towards electronic brands. The study uses a questionnaire of 72 respondents and employs Structural Equation Modelling (SEM) for testing the effect of content characteristics on brand loyalty among consumers. The findings suggest that content platform and quality has a significant positive influence on brand loyalty. However, no significant effect of content type was found on the brand loyalty. The study recommends that consumer electronics brands should focus on selecting the right platforms and creating high quality content to enhance brand loyalty. Future research could explore additional content characteristics that may potentially influence brand loyalty. The study is useful for consumer electronic brands, marketers and researchers who seek to gather and develop insights pertaining to the enhancement of their content marketing strategies to yield better marketing outcomes.

Keywords: Content Marketing, Brand Loyalty, Consumer Electronics, Structural Equation Modelling

1. Introduction

Modern-day businesses rely heavily on the Internet and digital media to shape and enhance their marketing strategies. Therefore, it is common to see brands utilize digital content marketing to communicate with their audience. Many studies have suggested a positive influence of digital content marketing on various marketing outcomes such as brand health, e-WOM, and brand response (Ahmad et al., 2016; Bu et al., 2021; Mathew & Soliman, 2021; Müller & Christandl, 2019). The inbound nature of digital content marketing makes it a unique and powerful tool for brands to win their customer by using value-providing content that does not interrupt the user experience over the internet (Razzaq et al., 2023). This quality of digital content marketing strategy makes it an organic and non-interruptive medium for brands to communicate with their users.

Loyalty towards the brand is a crucial measure of how the consumer perceives the brand. It is a complex construct, which is a unique combination of attitudinal and behavioral psychology, which can be influenced by marketing efforts of the brand (Liu et al., 2012). A positive perception towards the brand tends to encourage brand loyalty (Foroudi et al., 2018). One of the many intentions to carry out any

marketing activity is to ensure the loyalty of consumers. Therefore, it becomes necessary to understand the effect of marketing efforts in enhancing brand loyalty among consumers. In this sense, digital content marketing can be instrumental in equipping brands with the resources necessary to foster brand loyalty. Many researchers have also demonstrated the effect of digital content marketing efforts on brand loyalty (Lou et al., 2019; Lou & Xie, 2021; Xie & Lou, 2020).

The present consumer electronics market is thriving with products and services that cater to a wide array of consumer needs. From products that are specialized in achieving a specific task, to products that are multipurpose in their operations, consumer electronics marketing has everything that a consumer can ask for. In this competitive environment full of substitutes (or better alternatives), brands rely heavily on marketing strategies to connect with their consumers. By adding a sense of personalization, brands try to distinguish themselves from their competitors. The focus of marketing strategies at this point is not restricted to promoting a product or service but also to establish and strengthen relationships with the consumers. Moreover, the nature of consumer electronics makes it crucial for brands to communicate the operational guidelines of their product or services. The role of information holds immense significance for the consumer as well as the brand within the consumer electronics market (Baye et al., 2003). This need for communication and information sharing can be fulfilled by marketing measures such as digital content that educates the consumer regarding the safe and efficient usage of the appliance or the service under question.

Many studies have taken into account the influence of digital content marketing practices on the brand loyalty of consumers (Foroudi et al., 2018; Lou et al., 2019; Razzaq et al., 2023; Xie & Lou, 2020). These studies have identified various factors and constructs that were found to influence brand loyalty among consumers. However, no studies were found that specifically focused on the consumer electronic brands and the influence of their digital marketing campaigns on the buying behavior. This study is thus inclined towards developing and testing a conceptual framework that shows the impact of digital content marketing by consumer electronic brands on the brand loyalty of consumers. To test the conceptual framework, structure equation modelling is used.

2. Literature Review

Content Marketing

The discussion pertaining to digital content marketing practices has been present since the use of Internet for marketing activities. However, the concept has been getting a lot of academic attention by researchers in recent years. The development of qualitative research tools and techniques has opened doors for researchers to study the behavioral aspects of marketing strategies with improved accuracy and effectiveness (Mackenzie, 2001). This change has led to the emergence of researches that work on identifying digital content marketing efforts that can cause a change in consumer buying behavior (Du Plessis, 2022). Studies have focused on the influence of content marketing strategies on the behavioral aspects of consumers such as engagement, repeat purchases, impulsive buying, compulsive buying etc. (Ahmad et al., 2016; Jaakonmäki et al., 2017; Shao, 2024).

Many studies have also indicated the effect of digital content marketing practices on brand-related aspects. Studies have focused on the impact of factors such as digital marketing efforts, influencers, psychological factors, etc. on the brand awareness among consumers (Gumalang et al., 2022; Putri, 2021). Works have also addressed the effects of social media marketing, content marketing, and consumer engagement on brand image and brand equity (Ananda & Wisudawati, 2022; Hasibuan & Najmudin, 2024). The existing

literature has also demonstrated a significant effect of content marketing on brand health and brand loyalty among consumers (Ahmad et al., 2016). All this literary evidence signifies that digital content marketing practices have the potential to influence multiple aspects of consumer behavior as well as many brand-related aspects.

Brand Loyalty

Being an integral part of the study, brand loyalty is reviewed extensively for ensuring utmost clarity and understanding in the context of content marketing practices. Brand loyalty can be understood as the desire of an individual to make repurchase of a product or service due to a positive perception of the brand (Dehdashti & Jafarzadeh Kenari, 2012; Sulivyo & Ekasari, 2021; Yohana F. C. P. Meilani, & Ian N. Suryawan, 2020). This positive perception can be a result of marketing efforts by the brand, quality and characteristics of the product or service offered, the unique taste and preference of the individual, the desire to affiliate with the brand, or simply the combination of the aforementioned factors. According to one of the earliest studies on brand loyalty in the field of marketing by Mellens et al. (1996), brand loyalty is a significant contributor to the brand's equity. Thus, brands should focus on leveraging the use of marketing tools by incorporating their understanding of the psychological process that works behind the commitment of an individual toward the brand.

Another important aspect of brand loyalty is to establish a proper system for its measurement. Knox and Walker (2001) identified parameters such as repeat purchase score, customer satisfaction, net promoter score, and customer lifetime value to measure brand loyalty. Many studies claim that brand loyalty has attitudinal as well as behavioral aspects that means that brand loyalty can act as a cause as well as an effect. A study pursuing similar direction by Chahal and Bala (2010) suggests that brand equity is both an indicator as well as an outcome of brand loyalty. Studies have further extended the concept by associating it with other factors of marketing and consumer behavior. One such work by Nam et al. (2011) studies the effect of consumer satisfaction on brand loyalty. Another study by Akoglu and Özbek (2022) highlights the influence of brand experience and perceived quality on brand loyalty among consumers.

It has been found that content marketing practices have a significant influence on the brand loyalty of customers. Studies have claimed that both user-generated content such as customer reviews and content developed by the brands posted on platforms like official websites and social media handles of the brand have the tendency to drive brand loyalty among consumers (Lou & Xie, 2021; Seiler et al., 2020). However, it is still a matter of debate about what type of content i.e. user-generated or firm-generated content tends to affect brand loyalty more (Seiler et al., 2020; Tyrväinen et al., 2023). Moreover, since brands have little to no control over the user-generated content, the negative feedback by the customers or the content creators can tend to have a negating effect on brand loyalty (Wouters, 2016). In his study, Odongo (2016) has appropriately termed user-generated content as a double-edged sword.

Product and Services

Another dimension, which needs to be addressed, is that how the type of product or services being marketed influences the process of fostering brand loyalty through marketing efforts. Xie and Lou (2020) in their paper discuss the marketing of luxury goods using YouTube content and the impact of the strategy in building the brand loyalty. In this study, it was found in the case of luxury goods, the experiential value that the content provides influences factors such as prestige and exclusivity of the brand along with the intimacy of the customers thus positively affecting brand loyalty. Another study by Suhail Ajina (2019) advocates the ability of content marketing to influence brand loyalty towards private healthcare sectors. In the healthcare sector, where customer trust holds utmost value, content marketing was found to have a

positive effect on the trust and loyalty of the customer towards their private healthcare service provider. In their analysis, studies have also covered products such as herbal cosmetics, high-tech companies, and online fashion stores (Bunpis & Haron, 2014; Chan & Astari, 2017; Seyyedamiri & Tajrobehkar, 2019). However, very few of them discuss the use of content marketing strategy to promote the consumer electronics category.

Consumer Electronics

As discussed earlier in this study, the marketing of consumer electronics products demands intensive communication throughout the marketing process. Researches have discussed behavioral aspects of the consumer at the time of purchase of consumer electronics. The influence of digital marketing on behavioral aspects such as brand switching, purchasing habits, and buying behavior has been a significant point of investigation among academicians (Dhivya et al., 2022; Kaushik & Prativindhya, 2019; Sharma & Panga, 2018). Studies have also focused on the environmental and sustainable marketing practices and the awareness among consumers pertaining to such practices (Rastogi et al., 2022; Wever et al., 2007). However, literature demonstrating the effect of digital content marketing practices to promote consumer electronics on behavioral aspects of consumers was not identified.

The inadequacy of literature pertaining to the impact of digital content marketing specifically for consumer electronics needs to be addressed. Thus, to fill the gaps mentioned in the literature discussed above, this study proposes a conceptual framework demonstrating the effect of various components of content such as its type, relevance, quality and platform on brand loyalty among consumers with a special focus on content marketing of consumer electronic goods.

3. Conceptual model development

This section of the study will incline towards the development of the conceptual model to hypothesize the influence of content components namely content type, content relevance, content quality and content platform on the brand loyalty of consumers of electronic goods. This model aims to achieve the following objectives 1. To identify the impact of the type of content on the brand loyalty among consumers. 2. To know the influence of relevant content on the brand loyalty aspect of consumers. 3. To analyze the effect of the quality of content in affecting the brand loyalty. 4. To determine the effect of platform choice on the brand loyalty among consumers. It is worth mentioning again that all these effect will be studied in the context of consumer electronics.

Content Type

Due to its virtual as well as flexible nature, digital content can be made available in variety of forms. In their study Yaghtin et al. (2020) identified the influence of content type namely sponsored and user-generated content on the brand attitude of consumers towards a brand. On the other hand, Ho et al. (2020) has highlighted the role of selecting the appropriate content type for an effective marketing strategy. The aim of this study is to identify whether the choice of a specific content type affects the loyalty of consumers towards consumer electronics brands.

Therefore, the study proposes the following hypothesis:

H1. The choice of content type has a positive effect on the brand loyalty of consumers towards consumer electronic brands.

Content Relevance

To communicate effectively, a content needs to be relevant in a sense that it addresses the problem of the consumer. The content should strive to render value to the consumer by justifying his time spent on

engaging with the content. Rahim and Clemens (2012) considers the quality and relevance of content as appropriate performance measures of a content marketing strategy. Therefore, to ascertain the role of the relevance of content in influencing the brand loyalty towards consumer electronic brands, the study proposes the following hypothesis.

H2. The relevance of content has a positive effect on brand loyalty towards consumer electronic brands.

Content Quality

The quality in which the content is produced and developed can be an important aspect of the content characteristics. The paper by Du (2017) stresses on the positive influence of content quality on the value creation and engagement among the social media content communities. Thus, it can be implied that a good quality content can convey the brand message more precisely and creatively which can attract and retain greater number of audience. To understand the effect of the quality of a content on the brand loyalty, following hypothesis is framed.

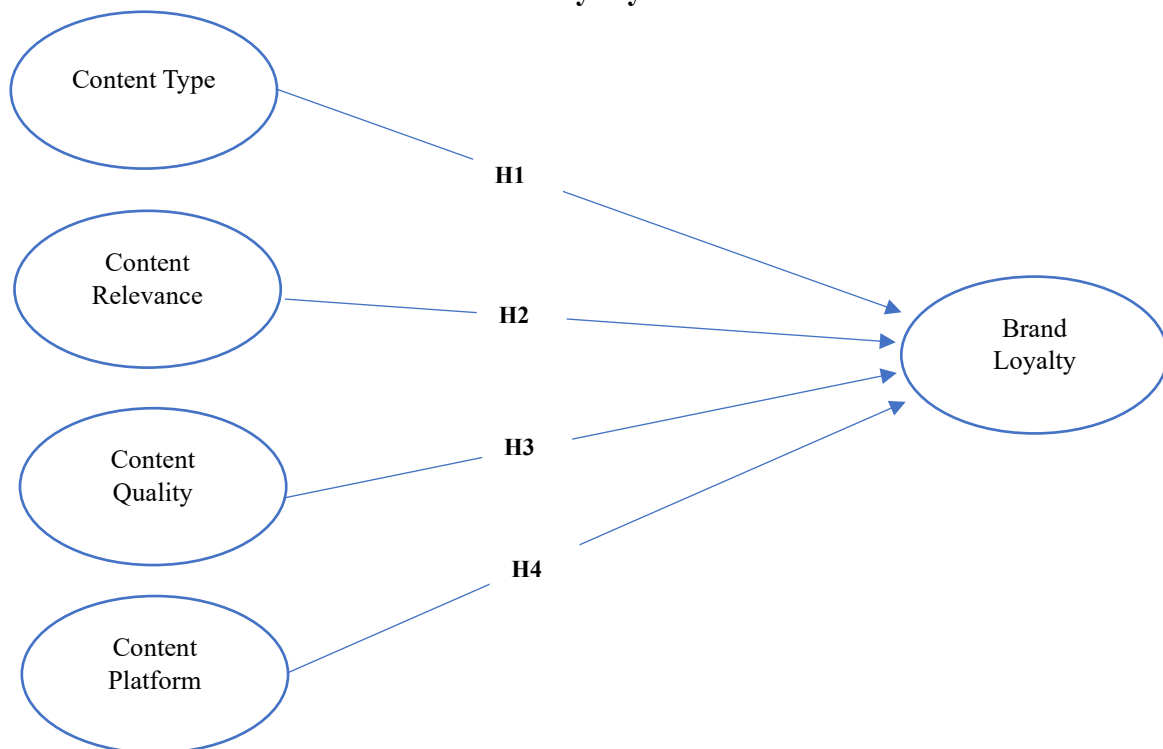
H3. The content quality has a positive effect on brand loyalty towards consumer electronic brands.

Content Platform

The platform(s) on which the content is published can be an influencing factor for ensuring the effectiveness of the marketing strategy. Studies have shown that some platforms are capable of attracting more viewer engagement than others and ensuring reach of the content (Shahbaznezhad et al., 2021). Thus, selecting the right platform can contribute to positive marketing outcomes for a brand. To assess the role of content platform on the brand loyalty, the following hypothesis is put forth.

H4. The content platform has a positive effect on brand loyalty towards consumer electronic brands.

Figure 1 Conceptual Framework of Relationships between Content Characteristics and Brand Loyalty



4. Methodology

The data for the study is collected from 72 respondents using a questionnaire to capture their responses. Google forms is used to develop the questionnaire. The items in the questionnaire included demographic details and constructs measuring the influence of content marketing components that may affect brand loyalty. The constructs inquired through the questionnaire include *Content Type*, *Content Relevance*, *Content Quality*, *Content Platform* and *Brand loyalty/trust*. The items within the construct are based on the five-point Likert scale ranging from Strongly Agree to Strongly Disagree. Table 1 presents the list of items that are inquired using the scales. It is to be noted that the construct Content Relevance and the construct item CP4 are removed from the model to ensure convergent and discriminant validity.

Table 1 Scales Used for Measuring Constructs

Constructs	Code	Items
Content Type	CT1	<i>I prefer to consume a certain type of content to the other.</i>
	CT2	<i>A particular type of content helps me capture my attention.</i>
	CT3	<i>The content type has an impact on my perception of the brand.</i>
	CT4	<i>The type of content influence my purchase decision directly or indirectly.</i>
	CT5	<i>Consuming a particular content enhances my overall experience with the brand.</i>
*Content Relevance	CR1	<i>I prefer content that provides solution to my needs or problems.</i>
	CR2	<i>When content is relevant to me, I am more likely to spend time reading or watching it.</i>
	CR3	<i>I actively seek out content that is relevant to my interest and needs.</i>
	CR4	<i>Relevant content is more likely to influence my purchase decision.</i>
	CR5	<i>Content relevance enhances my overall experience with the brand.</i>
Content Quality	CQ1	<i>High quality content enhancement my engagement and interest.</i>
	CQ2	<i>Well-crafted content is more likely to provide value.</i>
	CQ3	<i>Content quality has a significant influence on my perception of the brand.</i>
	CQ4	<i>High quality content is more likely to influence my purchase decision.</i>
	CQ5	<i>Content quality enhances my overall experience with the brand.</i>
Content Platform	CP1	<i>I prefer using a certain platform to the other.</i>
	CP2	<i>I have a positive perception of the content due to its association with a certain platform.</i>
	CP3	<i>The platform's features and functionalities enhances my engagement with the content.</i>
	CP4	<i>* Lack of availability of content on my preferred platforms prevents me from accessing the content.</i>
	CP5	<i>Content platform impacts my overall experience of shopping with a brand.</i>
Brand Loyalty/Trust	BL1	<i>I trust and feel comfortable using a certain content platform.</i>
	BL2	<i>Content that caters my need influence my loyalty and trust towards the source.</i>

	BL3	<i>I have a higher level of trust in sources that consistently provide relevant content.</i>
	BL4	<i>I trust and value content that is well researched and professionally presented.</i>
* Items removed to ensure convergent and discriminant validity		

The demographic profile of the respondents is reported using the descriptive tools of SPSS software package. The study uses the technique of Structural Equation Modelling to test the proposed hypothesis of the conceptual model. Structural Equation Modelling is a statistical technique used to model direct and indirect relationship between latent variables (Stein et al., 2012). It is a widely adopted tool to measure latent variable as it allows the user to test qualitative variables under a hypothesis with a rigid framework of multiple statistical tools such as factors analysis, regression, and path analysis etc. However, there are more than one ways to carry out structural equation modelling such as analysis of moment structure or partial least square. This study will use the partial least square as it works efficiently with limited sample size. The software SmartPLS is used to carry out the partial least square structural equation modelling.

5. Results and Discussion

Demographic Profile of Respondents

Table 2 Sample Demographics

Particulars		Frequency	Percentage
Gender	Male	37	51.39%
	Female	35	48.61%
Age	18-30	32	44.44%
	31-45	23	31.95%
	45 and above	17	23.61%
Occupation	Student	29	40.28%
	Salaried Employee	24	33.33%
	Self-employed	12	16.67%
	Others	7	9.72%
Total Respondents		72	100

Validity and Reliability

Testing the validity of the structural equation model is a crucial step that is to be taken by a study to ensure accuracy, consistency and generalizability of the findings. To do so, measures namely convergent and discriminant validity are used. Convergent validity is used to test the reliability of indicators with the respective construct. On the other hand, discriminant validity tests the distinctiveness of each construct within a model. This section of the study will report and interpret the convergent and discriminant validity scores using the parameters recommended by the literature to test the validity.

Table 3 Convergent Validity Measures

Constructs	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
<i>Brand Loyalty</i>	0.850	0.896	0.684
<i>Content Platform</i>	0.712	0.822	0.538
<i>Content Quality</i>	0.784	0.853	0.539
<i>Content Type</i>	0.830	0.878	0.593

Table 3 consists of the internal consistency and convergent validity measures for testing the validity of the hypothesized model. To test the internal consistency, Cronbach’s alpha and composite reliability is used. According to the literature, values between 0.70 and 0.90 are considered “satisfactory to good” for both Cronbach’s alpha and composite reliability (Hair et al., 2021; Jöreskog, 1971). It is evident from Table 3 that all the values are within the “satisfactory to good” range thus ensuring internal consistency of the model. To measure the convergent validity, Average variance Extracted (AVE) is used. The literature recommend the value of AVE to be at least 0.50 (Hair et al., 2019). Table 3 indicates that all the constructs have an AVE above 0.50, which implies that each construct explains more than 50% of the variance of its indicator. However, it is to be noted that an item form the construct “*Content Platform*” namely CP4 is dropped as to improve the AVE score of the construct.

Table 4 Discriminant Validity: Heterotrait–Monotrait Ratio (HTMT) Matrix

	Brand Loyalty	Content Platform	Content Quality	Content Type
Brand Loyalty				
Content Platform	0.758			
Content Quality	0.663	0.876		
Content Type	0.404	0.65	0.756	

To test the discriminant validity, Heterotrait–Monotrait ratio (HTMT) and Fornell Larcker criterion is used. Table 4 presents the Heterotrait–Monotrait ratio (HTMT) of correlations among constructs. The literature recommends that in case of conceptually similar constructs, HTMT should be less than 0.90 (Henseler et al., 2015). It can be observed from Table 4 that all the values are below this threshold thus suggesting discriminant validity.

Table 5 Discriminant Validity: Fornell-Larcker Criterion

	Brand Loyalty	Content Platform	Content Quality	Content Type
Brand Loyalty	0.827			
Content Platform	0.634	0.733		
Content Quality	0.57	0.638	0.734	
Content Type	0.397	0.488	0.615	0.770

Table 5 displays the use of Fornell-Larcker criterion to test the discriminant validity. In this method, the square root of AVE of each construct is compared to its correlation with other constructs. According to the Fornell-Larcker criterion, to ensure discriminant validity, the square root of the AVE of a construct should be greater than the value of correlation with other constructs (Fornell & Larcker, 1981). Table 5 makes it evident that in case of all the constructs, square root of AVE is greater than the correlation values thus

providing evidence of discriminant validity. It is to be mentioned that the construct “Content Relevance” was removed from the model, as it was not complying with discriminant validity thresholds for both HTMT and Fornell-Larcker Criterion. Since, the construct “Content Relevance” is dropped from the analysis, the hypothesis **H2**. “*The relevance of content has a positive effect on brand loyalty towards consumer electronic brands*” will not be tested.

Test of Common Method Bias

Common method bias may occurs when same method is used to collect independent and dependent variables in a study. Presence of common method bias can lead to underestimation or overestimation of relationships between variables (Kock, 2015). To test common method bias in the study, collinearity statistics VIF (variation inflation factor) is used.

Table 6 Collinearity Statistics: VIF (Variation Inflation Factor)

Path	VIF
Content Platform -> Brand Loyalty	1.730
Content Quality -> Brand Loyalty	2.121
Content Type -> Brand Loyalty	1.650

Table 6 presents the VIF of the inner model relationships. According to the literature, to ensure there is no common method bias, VIF of the relationships between constructs should be less than or equals to 3.3 (Becker et al., 2015; Kock, 2015). According to Table 6, all the relationships have a VIF value lower than 3.3 thus indicating the absence of strong common method bias.

Hypothesis Testing

The test of structural hypothesis involves the analysis of relation between the constructs including the assessment of strength and the significance of the relationship. To test the structural hypothesis, certain set of measures are used to assert the relevance of the path coefficients of the model. These methods are thoroughly discussed in the following analysis.

Figure 2 Structural Equation Model Showing Path Coefficients of Hypothesized Relationships

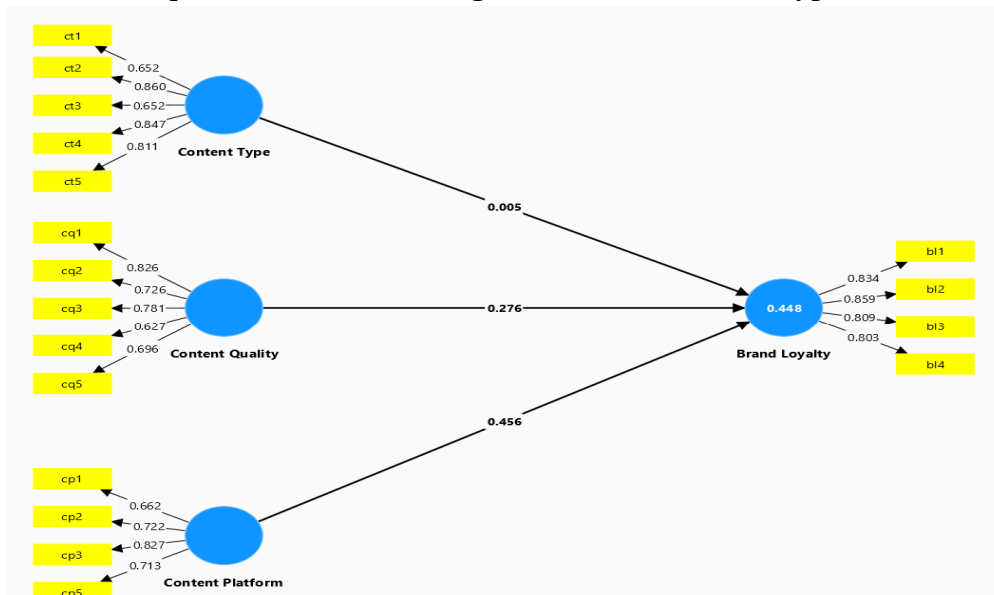


Table 7 Path Coefficients: Mean, STDEV, T Values, P Values

Path	Sample Mean	Standard Deviation	T statistics	P values
Content Platform -> Brand Loyalty	0.45	0.14	3.244	0.001
Content Quality -> Brand Loyalty	0.285	0.189	1.462	0.004
Content Type -> Brand Loyalty	0.04	0.169	0.029	0.977

H1. The choice of content type has a positive effect on the brand loyalty of consumers towards consumer electronic brands.

H1 proposes that there is a significant positive effect of content type on the brand loyalty. However, the findings suggests differently. It is evident from Figure 2 that the path coefficient for *Content Type -> Brand Loyalty* is 0.005, which is very low. Referring to Table 7, the T statistics for the path is 0.029 which again is very low implying the negligible effect of content type on Brand Loyalty (Streukens & Leroi-Werelds, 2016). Moreover, the p value is way above 0.05 making the relation statistically insignificant (Aguirre-Urreta & Rönkkö, 2017). Thus, it can be interpreted that content type has no effect on the loyalty towards the consumer electronic brands.

H2. The relevance of content has a positive effect on brand loyalty towards consumer electronic brands.

The hypothesis H2 proposing that there is a positive effect of the relevance of the content on the brand loyalty was not tested as the construct *Content Relevance* was eliminated from the model due to its non-fulfillment of discriminant validity criteria. Therefore, no interpretation could be formulated concerning the effect of Content Relevance on Brand Loyalty.

H3. The content quality has a positive effect on brand loyalty towards consumer electronic brands.

The hypothesis H3 proposes that the quality of content has a positive effect on the brand loyalty. According to Figure 2 that the path coefficient for *Content Quality -> Brand Loyalty* is 0.276, which can be interpreted, as a mild to moderate positive relation. On referring to Table 7, it can be observed that the T statistics of 1.462 suggests a moderate effect. The p value is 0.004, which is lower than 0.05, which suggests statistical significance. Hence, it can be implied that there is a mild to moderate positive effect of the quality of content on the Brand Loyalty.

H4. The content platform has a positive effect on brand loyalty towards consumer electronic brands.

According to hypothesis H4, the choice of content platform has a positive significant effect on the loyalty of consumers towards electronic brands. The path coefficient for *Content Platform -> Brand Loyalty* is 0.456, which reflects a positive relation of moderate strength. As Table 7 suggests, the T value of the relationship between Content Platform and Brand Loyalty is 3.244, which represents a strong effect. Furthermore, the p value is reported to be 0.001 which is lower than 0.05 thus providing the evidence of statistical significance. With the help of the following information, it can be inferred that the choice of content platform has a positive effect on the brand loyalty.

Assessment of Coefficient of Determination

Coefficient of Determination or r^2 is represents the variance in dependent variable (DV) that is explained by the independent variables (IDV) within a model (Shmueli & Koppius, 2011). In case of this study, r^2 will speak for the variance in Brand Loyalty (DV) that is explained by Content Platform and Content Quality (IDVs) that hold statistically significant relationship. In other words, r^2 indicates how much of the

change in brand loyalty is because of the two independent variables (Hair et al., 2019). Based on the statistics, the coefficient of determination i.e. the r^2 for Brand Loyalty in case of this study is 0.448, which implies that around 44% of the variance in Brand Loyalty can be explained by the independent constructs Content Platform and Content Quality. The r^2 of 0.448 suggests a moderate level of explanatory power of the model, which is statistically significant.

6. Conclusion

At this point of time, digital marketing strategies consists of practically as well as academically proven methods that are capable of positively influencing the consumer behavior. The versatility and user friendliness of digital platforms for both content creators and individual who access such content makes it an ideal tool for marketers to engage with their customers. Although, pushing a message through digital channel has become easier, making the right choice pertaining to the properties of such message is crucial for its outreach and appreciation among its recipients. The study inclines towards this direction by analyzing such characteristics of digital content that potentially influences the brand loyalty among consumers specially referring to consumer electronic goods. The characteristics of content discussed in this study consisted of Content Type, Content Relevance, Content Quality and Content Platform. The outcome of the research indicates that Content Platform has the highest influence on the brand loyalty of consumers. This effect can be due to many reasons. One of such reasons is that the credibility of content platform translates to the content that it publishes. A trusted and well reputed platform such Facebook, YouTube, or Instagram have a loyal consumer base of their own that gets naturally inherited by the brands affiliated with such platforms. Moreover, the nature of consumer electronic goods is such that the consumer seeks credible and reliable information regarding its features and operation. A trusted platform contributes greatly to such needs of the consumer by providing trustworthy content published by official sources. Availability of such content in renowned platforms that may also include the official website of the brand ensures brand loyalty among the consumers. The second most influential aspect of the content on the brand loyalty is found to be its quality. A quality content delivers well-produced, well-structured message and resorts to creative ways in which the marketing message is conveyed. By enhancing the user experience, good quality content can contribute to the loyalty towards the brand among consumers. In other words, a brand that consistently delivers high quality content can gradually develop a loyal consumer base that appreciates the creativity and clarity by which the message is conveyed by the brand thus enhancing brand loyalty. Other content characteristics that are tested for their effect on brand loyalty includes Content Type and Content Relevance. Through the analysis, it was found that Content Type has no significant influence on the brand loyalty among consumers. Simply put, the choice of the type of content i.e. Audio, Video, Images, Infographics etc. has no direct influence on the brand loyalty among consumers of electronic goods. However, the study was unable to test the influence of Content Relevance on Brand Loyalty, since the construct was eliminated from the analysis due to its detrimental effect on the discriminant validity. Through the analysis, it was found that around 44% of the variance in brand loyalty could be attributed to Content Characters namely Content Platform and Content Quality. Considering the broader nature of the concept of brand loyalty, which can be affected by numerous factors from within and outside the premises of marketing management. It can be concluded that the aforementioned factors contribute greatly in influencing the brand loyalty.

The study recommends consumer electronic brands and marketers to stress on the choice of platform and the quality of content while seeking to enhance the loyalty of the consumers. Almost every well-reputed

content platform enables the creator to publish its content systematically and free of cost. Moreover, such platforms thoroughly guides the creator through the process of posting the content online. On the other hand, modern productivity tools with their user-friendly interface makes it convenient to create high quality content at lower costs making quality accessible to small brand and manufacturers. The findings of the study is meant for consumer electronic brands, marketers and researchers aiming to enhance brand loyalty with the help of content marketing strategies.

7. Limitations of the Study

Regardless of its implications to brands, marketers and researchers, the study possess the following shortcomings. The relationship between construct Content Relevance and Brand Loyalty was not tested due to the issues of discriminant validity with the construct Content Relevance. This may be caused due to the close relatedness of the construct Content Relevance with other constructs thus making it irrelevant to hypothesize. Future researchers willing to work with similar construct may re-evaluate the scale to distinguish it from other constructs. Furthermore, the coefficient of determination indicating the explanatory power of the model is reported to be 0.448 which means around 45% of the variance in brand loyalty is explained by the Content Platform and Content Relevance. However, there is still room for other content related factors capable of influencing brand loyalty that are not discussed in this study. Future works can focus on the identification and validation of other content related factors that can potentially influence loyalty among consumers. The aforementioned limitations needs to be addressed in future studies to refine the findings and contribute additional insights on the topic.

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