Content Marketing and Brand Loyalty Relationship Concerning the Chinese Pu'er Tea Brands

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Abstract
This study investigates the relationship between content marketing and brand loyalty within the context of Chinese Pu'er tea brands. Employing purposive sampling, data were collected from 304 respondents across key cities in East China, focusing on individuals with at least a year of engagement with Pu'er tea brands. The study examines five dimensions of content marketing—functional information, entertainment information, social interaction, brand interaction, and self-concept—and their impact on brand loyalty. Using structural equation modeling, findings reveal that self-concept significantly enhances brand loyalty, while the other dimensions show no significant effect. These results underscore the critical role of self-concept in fostering emotional connections with brands. The research highlights the strategic value of aligning content marketing with consumer self-perception to strengthen loyalty, providing actionable insights for Pu'er tea marketers aiming to enhance their competitive edge in a culturally rich market.
Keywords: Content Marketing, Brand Loyalty, Pu'er Tea, Self-Concept, Consumer Behavior, Chinese Tea Industry, Consumer Behavior

Introduction
China's tea market is experiencing rapid brandization and fierce digital competition, yet loyalty outcomes remain uneven—especially in culturally rich, high-involvement categories such as Pu'er tea. Recent industry figures show Pu'er among the top tier of Chinese tea brands by brand value and communication power, but with relatively low revenue per unit sold,

signaling a conversion gap between visibility and enduring loyalty. East China, which accounts for roughly one-third of national tea sales, is a focal arena where brands compete intensely across e-commerce and social platforms. These dynamics make it urgent to identify which forms of content actually build loyalty rather than merely drive short-term attention.

Content marketing is now the default playbook for tea brands on social media and brand communities, yet its effectiveness hinges on what is communicated and how consumers internalize that content. Prior research often aggregates "content" as a single construct or privileges entertainment and functional information without testing how identity-relevant cues shape durable attitudes and behaviors. In categories like Pu'er—where provenance, ritual, connoisseurship, and self-presentation intertwine—the psychological fit between brand messaging and consumers' self-concept may be pivotal. However, empirical evidence from China's tea market remains limited, leading managers to allocate budgets by convention (e.g., product facts, promotional posts, generic engagement prompts) rather than by demonstrated impact on loyalty metrics.

This study addresses that gap by disentangling five content dimensions—functional information, entertainment information, social interaction, brand interaction, and self-concept—and estimating their distinct effects on brand loyalty among experienced Pu'er consumers in East China. Using a purposive sample of 304 respondents and PLS-SEM, we move beyond "does content work?" to "which content works for whom, and to what extent?" The focus on utility and effectiveness is practical: brand teams must decide which messages deserve scarce resources, which KPIs to prioritize (e.g., repurchase intentions, advocacy, first-choice preference), and how to stage content across the consumer journey (discovery → evaluation → adoption → advocacy). By linking specific content attributes to loyalty outcomes in a high-competition region, the study offers actionable guidance to brands seeking to convert communication power into sustained consumer commitment.

Significance of the Study
Practical significance (utility & beneficiaries).
For brand managers and content teams: The study provides an evidence-based ranking of content levers that most effectively enhance loyalty, enabling smarter budget allocation (prioritizing identity-congruent storytelling over low-yield formats where appropriate), clearer creative briefs, and more targeted media scheduling.

For e-commerce and CRM leaders: Findings translate into segmentable tactics (e.g., loyalty messaging that amplifies self-congruence among experienced drinkers vs. informational cues for newer segments), with KPIs tied to repeat purchase, first-choice preference, and word-of-mouth.

For SMEs and emerging Pu'er labels: Results help smaller brands compete with limited budgets by concentrating on the most impactful content types rather than chasing generalized "engagement."

For industry associations and retailers: Guidance on content standards can improve category education while nudging shoppers toward sustained relationships with credible Pu'er brands.

Theoretical Significance

The study extends content-marketing and brand-loyalty research by: (1) testing multiple content dimensions simultaneously in a culturally encoded category, (2) highlighting the role of self-concept as a mechanism linking content to loyalty in high-involvement goods, and (3) challenging the common assumption that functional or entertainment information reliably converts to loyalty absent identity alignment. This nuance refines how scholars model content effectiveness in categories where authenticity, ritual, and social signaling are salient.

Methodological Significance

By focusing on experienced consumers within East China—China's largest tea-consuming region—the sampling strategy increases managerial relevance where competitive pressures are strongest. The operationalization of five distinct content dimensions and the use of PLS-SEM with a sufficiently powered sample provide a replicable template for category-specific effectiveness studies in other regional tea markets and premium food & beverage niches.

Research Design

Purposive Sampling

In this study, purposive sampling was used to recruit respondents from east China. Respondents must follow at least one Pu'er Tea brand for at least one year and twice. Thirdly, respondents should remain in east China's key cities, which include Shanghai, Qingdao, Suzhou, Hangzhou, Fuzhou, Taiwan, Xiamen, Nanchang, and Hefei. East China has 8 provinces。

Sample Size

This study was designed to follow the latest research (Hair et al., 2017; Ringle et al., 2020). Computer science and social science researchers use G*Power for statistical testing. The graphic shows these elements: The sample size was chosen using F-test parameters: $f2 = 0.15$, $α = 0.05$, and powers = 0.95. In the suggested model, 17 predictors can be found, and the largest arrow suggests structure. A power of 0.95 and an effect size of 0.15 need a minimum sample size of 208. Thus, the minimal sample size obtained by this study's G*Power analysis is 208, which fits within the desired range.
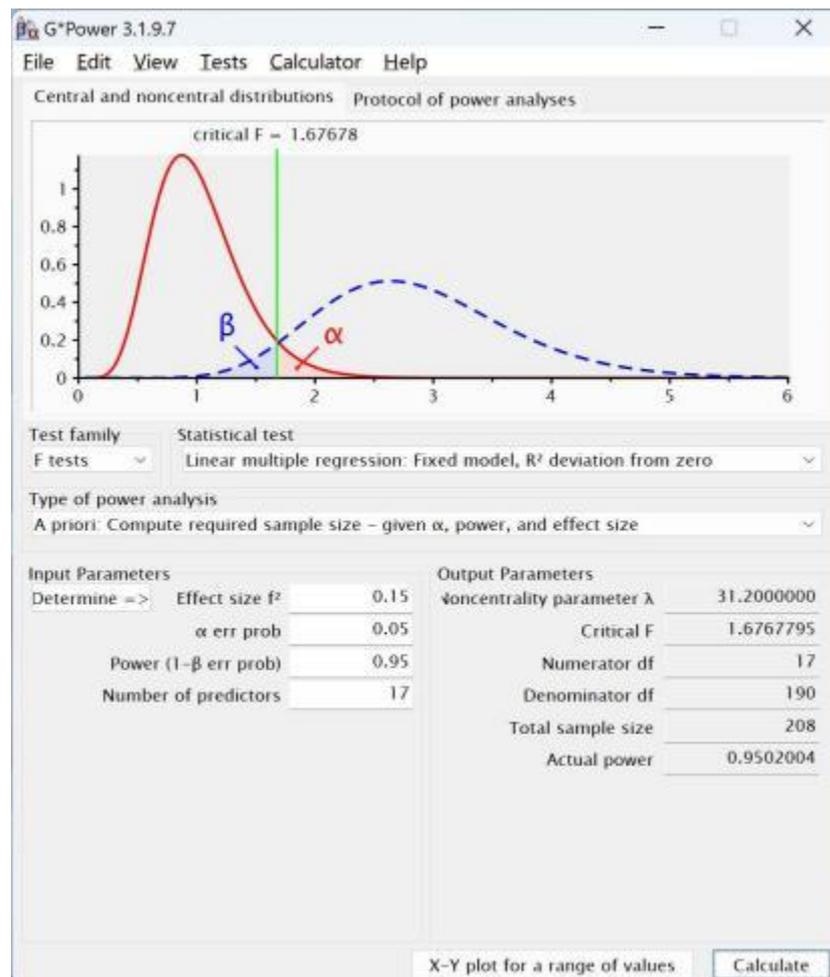
Figure 1. Calculation from G*Power 3.1.9.7

Operationalization and Measurement of Constructs
Content Marketing
The following five aspects define the value dimensions of Content Marketing，The table below displays the specific questions:

Table 1
Measurement of Social Media-based Content Marketing

Content Marketing		Item	Source
Functional	FI1	The content shared on [X brand] fan1 2 3 4 5 page	Voss et al.
Information			(2003);
		is helpful to me.	
	FI2	The content shared on [X brand] fan1 2 3 4 5 page	Algesheimer et al.
			(2005)
		is important for me.	

	FI3	The content shared on [X brand] fan page makes me to be· cutting-edge and in-the-know.	1 2 3 4 5	
	FI4	The content shared on [X brand] fan page is effective.	1 2 3 4 5	
Entertainment Information	EI1	The content shared on [X brand] fan page is fun.	1 2 3 4 5	Voss et al. (2003);
	EI2	The content shared on [X brand] fan page is exciting.	1 2 3 4 5	
	EI3	The content shared on [X brand] fan page is enjoyable.	1 2 3 4 5	
Social interaction	SI1	I get to know new people like myself through [X brand].	1 2 3 4 5	Barker (2009); McAlexander et
	SI2	I can interact with people like myself through [X brand].	1 2 3 4 5	al. (2002); Sprott et al. (2009)
	SI3	I get to know interesting people through [X brand].	1 2 3 4 5	

	SI4	I can identify myself well with other users of [X brand].	1 2 3 4 5	
	SI5	Other people like me use [X brand]s product.	1 2 3 4 5	
Brand interaction	BI1	I can interact with [X brand] on this fan page.	1 2 3 4 5	Song & Zinkhan (2008)
	BI2	I can communicate with [X brand] on this fan page.	1 2 3 4 5	
	BI3	I can give feedback to [X brand] on this fan page.	1 2 3 4 5	

Self-concept	SC1	I can make a good impression on others on this fan page.	1 2 3 4 5	Sweeney & Soutar (2001)
	SC2	I can improve the way I am perceived on this fan page.	1 2 3 4 5	
	SC3	I can present to others whom I want to be on this fan page.	1 2 3 4 5	

Brand Loyalty

Brand Loyalty was defined by Copeland in 1923, igniting decades of discussion. Repeat buy behavior is assessed by consumer purchase frequency, habits, and probability. In attitude theory, brand loyalty is a customer's preference and psychological investment in a brand. Jacoby and Chestnut define Brand Loyalty as a customer's preference for purchasing specific brand products and emphasize its psychological importance by stating that: (1) It is not random and skewed; (2) It involves behavioral responses like purchasing behavior; (3) It involves long-term permanent exhibitions; (4) It involves specific decision-making processes; and (5) It targets one.From a behavioral standpoint, researchers can control a few parameters to characterize, explain, and interact with Brand Loyalty. This theory stresses Brand Loyalty's psychological value and overlooks its behavioral effects. Oliver's subsequent famous view states that customer loyalty should be a profound commitment to repurchase or revisit a product or service, a factor that keeps consumers buying the same brand or series.

Brand loyalty is a key conclusion of this research for Pu'er Tea companies, not just owing to cultural differences but also to Content Marketing. Brand loyalty demonstrates customers' emotional connection to the brand and influences its long-term growth and market competitiveness.
We created seven Brand Loyalty questions based on the following researchers' research.

Table 2
Measuring of Brand Loyalty

Brand	Item					
Loyalty						
BL1	If other brands of [X] tea brand with the same performance reduce their prices	1	2	3	4	5
	or provide other discounts, I will still buy that brand.					
BL2	I am willing to recommend this brand of tea to my relatives and friends.	1	2	3	4	5
BL3	I will still choose this brand of tea next time I buy it.	1	2	3	4	5
BL4	The number of times I have purchased tea of this brand has exceeded half of the	1	2	3	4	5
	total number of purchases.					
BL5	If someone asks me for advice, I always compliment this tea brand.	1	2	3	4	5
BL6	I always encourage others to buy this brand of tea.	1	2	3	4	5
BL7	I always make this brand my first choice when buying teas.	1	2	3	4	5

Results

Multivariate Analysis

Multicollinearity is the interconnectedness of independent variables, according to Hair et al. (1998). Hair et al. (2011) recommend a VIF of 5 or below to prevent collinearity. Some research suggest that predictor constructs with VIF values over 5 may have collinearity difficulties, while others suggest that VIF values between 3 and 5 may be problematic (Ringer et al., 2015). The research showed VIF levels below 3 and 5. Table below shows typical multicollinearity. Appendix G expands on collinearity.

Table3
VIF

VIF	
Content Marketing	
Functional Information	2.237
Entertainment Information	2.454
Social Interaction	2.200
Brand Interaction	2.193
Self-Concept	2.128

Dependent Variable: Brand Loyalty

Demographic Profile of Respondents

The demographic variable frequency distributions were analyzed to assess their central tendency and variability and make general observations about the data (Coakes, 2013). Participants' demographics are shown in Table below. All respondents are Pu'er Tea drinkers

and brand loyalists. A screening question verified that respondents met sample requirements. The research required 208 participants, and 304 were originally surveyed.

The final questionnaire includes one open question about the Pu'er Tea brand and six closed-ended questions about the respondent's sociodemographic characteristics, such as time of Pu'er Tea consumption, city, gender, age, education, and work experience. The study found that popular Pu'er Tea brands in China include TAE Tea, Pu'er Lancang Ancient Tea, ORIPUER LAB, and CHINA TEA. Male participants outnumbered female ones 51.3 percent (156) to 48.6 percent (148). Most respondents (29.2%, 89 people) are 26–35. The smallest group, 18.7% (57 people), is 26–35. Other records include 24% (73 people) aged 46-55 and 27.9% (85 people) aged 56+.

The capitals and significant cities of eastern China's 8 provinces are featured since the participants are from them. Shanghai has 12.1 percent devotion with 37 persons. Hangzhou has a 15.1% devotion rate with 46 persons. With 29 people, Suzhou has 9.5 percent devotion. With 42 persons, Qingdao has 13.8% devotion. With 28 people, Taiwan has 9.2% devotion.

With 20 people, Hefei has 6.5 percent devotion. Fuzhou has 11.8 percent devotion with 36 persons. The devotion rate in Xiamen is 10.5% with 32 people. Nanchang has 11.1 percent devotion with 34 people. Most respondents (65.4% of 199) consume Pu'er Tea for 2–3 years. Only 17 persons (5.5%) have been drinking Pu'er Tea for over 5 years. Before collecting the data, 27.9% (87) of respondents had over 26 years of work experience. The lowest number was 10.1% for respondents with fewer than 5 years of work experience (31). The bulk of respondents (30.2 percent) acquired a junior college degree, while the lowest number (17.7 percent) earned a PhD.

Table 4
Demographic Profile of Respondents

Demographic Variables	Categories	Frequency	Percentage(%)
Gender	Male	156	51.3
	Female	148	48.6
	Below 25	0	0
Age	26 - 35	57	18.7
	36 - 45	89	29.2
	46 - 55	73	20.4
	56 and above	85	27.9
	Junior college	92	30.2
Level of education	Bachelor of degree	83	27.3
	Master degree	75	27.6
	PHD	54	17.7
	Less than 5 years	31	10.1
	6-10 years	67	22
Working experience	11-15 years	48	15.7
	16-20 years	40	13.1
	21-25 years	33	10.8
	26 years and above	85	27.9
	Shang Hai	37	12.1
	Hang Zhou	46	15.1

	Su Zhou	29	9.5
	Qing Dao	42	13.8
Location	Tai Wan	28	9.2
	He Fei	20	6.5
	Fu Zhou	36	11.8
	Xia Men	32	10.5
	Nan Chang	34	11.1
	Less than 1 year	0	0
tion of drinking	2-3 years	199	65.4
Pu'er Tea	3-5 years	88	28.9
	More than 5 years	17	5.5
	TAE tea	77	25.3
Name of the Tea	Pu'er Lancang Ancient Tea	67	22
Brand	ORIPUER LAB	82	26.9
	CHINA TEA	78	25.6

Interrelated and consistent demographic data showed that respondents were competent and able to interpret the inquiry. The research included 304 participants and a response rate over 100%.

Measurement Model

The measuring model assesses indicator convergent validity, internal consistency, and construct validity. To evaluate convergent validity, Hair et al. (2017) and Mahmud et al. (2017) suggest factor loadings, composite reliability (CR), and average variance extracted (AVE). Later, we provide convergent validity requirements. Convergent validity results from the reflective measurement paradigm are in Table 4.3. The proposed convergent validity loading level is 0.708. Loadings of 0.5, 0.6, or 0.7 complement average variance extracted and composite reliability (Ramayah et al., 2018). According to Gefen et al. (2000) and Hair et al. (2010), composite reliability (CR) should be at least 0.70. The average variance extracted (AVE) should be 0.50 or greater, per Bagozzi (1988) and Hair et al. (2010). The AVE should be larger than 0.5 to account for at least 50% of the variation in the assigned indicators (Chin, 2010; Hair et al., 2017).

Table below shows all goods' outer loadings from 0.815 to 0.890. All these loadings are adequate. All CRs surpass 0.70, and the average variance extracted, the most important validity requirement, exceeds 0.5. Therefore, Table 4.3 shows that the measurement model has adequate convergent validity.

Table 5
Measurement Model

Constructs	Scales	Items	Loading	CRa	AVEb
Content Marketing					
Functional Information	Reflective	FI1	0.843	0.863	0.706
	Reflective	FI2	0.841		
	Reflective	FI3	0.831		
	Reflective	FI4	0.845	0.830	0.742
	Reflective	EI1	0.868		
Entertainment Information	Reflective	EI2	0.858		
	Reflective	EI3	0.858	0.903	0.712
	Reflective	SI1	0.815		
	Reflective	SI2	0.858		
Social Interaction	Reflective	SI3	0.847		
	Reflective	SI4	0.849		
	Reflective	SI5	0.850		
	Reflective	BI1	0.851	0.870	0.765
Brand Interaction	Reflective	BI2	0.890		
	Reflective	BI3	0.882		
	Reflective	SC1	0.851	0.839	0.746
Self-Concept	Reflective	SC2	0.866		
	Reflective	SC3	0.875		

Composite Reliability (CR)
Average Variance Extracted (AVE)
Next, the Heterotrait-Monotrait Ratio of correlations (HTMT) between the two constructs is calculated to assess the model's discriminant validity. HTMT should be less than 0.85 for unrelated variables and 0.9 for conceptually equivalent variables (Henseler et al., 2015; Benitez et al., 2020). The investigation must use a bootstrapped confidence HTMT if the value surpasses 0.9 (Henseler et al., 2015). Table 4.4 shows that study component interactions have HTMT values from 0.137 to 0.660. No value exceeds 0.85, showing construct independence.

Table 6

Heterotrait-Monotrait (HTMT) between Study Constructs

	Brand Interaction	Brand Loyalty	Entertainment Information	Functional Information	Self Concept
Brand Interaction					
Brand Loyalty	0.346				
Entertainment Information	0.467	0.503			
Functional Information	0.420	0.442	0.502		
Self Concept	0.353	0.660	0.326	0.314	

Structural Model

Hair et al. (2017) advised testing 5 hypotheses using bootstrapping and 5000 resampling. Bootstrapping calculates beta, standard deviation, t-values, p-values, and bias-corrected confidence intervals to determine significance. Bootstrapping uses a significance threshold of 0.05, a two-tailed test, the bias-corrected and accelerated (BCa) Confidence interval technique bootstrap, and 5000 Subsamples.

Table below shows structural model assessment findings. In addition to the p-value, Sullivan (2012) recommend reporting the effect magnitude and statistical significance. Thus, they calculate effect sizes (f2) by comparing a predictor construct's impact on endogenous constructs. Cohen (1988, p. 410–414) classifies 0.02 as a minor impact, 0.15 as medium, and 0.35 as strong. It reveals a substantial positive correlation between Self-Concept and Brand Loyalty (β = 0.371, t-value = 5.585, p< 0.05). Results indicate no correlation between Brand Interaction, Brand Knowledge, Entertainment Information and Functional Information with Brand Loyalty (β = -0.076, t-value = 1.492, β = 0.082, t-value = 1.495, β = 0.096, t-value = 1.863, β = -0.026, t-value = 0.503). influence sizes (f2) show that Self-Concept has a medium influence on Brand Loyalty variation. However, Brand Interaction, Entertainment Information and Functional Information did not have a significant effect size; their f2 were not greater than 0.02. Thus, these factors did not support choices.

Table 7
Structural Model Assessment

	(β)	SD	BCI (LL)	BCI (UL)	t-value	p-value	Decision	f2	Effect Size
Brand Information -> Brand Loyalty	-0.076	0.051	-0.179	0.022	1.492	0.136	NS	0.007	none
Entertainment Information -> Brand Loyalty	0.096	0.051	0.000	0.200	1.863	0.062	NS	0.010	none
Functional Information -> Brand Loyalty	-0.026	0.052	-0.128	0.079	0.503	0.615	NS	0.001	none
Self-Concept -> Brand Loyalty	0.371	0.066	0.243	0.502	5.585	0.000	S	0.171	big
Social Interaction -> Brand Loyalty	0.023	0.051	-0.080	0.123	0.451	0.652	NS	0.001	none

Notes: (β) = Path Coefficient/Beta Value; SD = Standard Deviation; BCI (LL) = Bias Corrected Confidence Interval (lower limit); BCI (UL) = Bias Corrected Confidence Interval (upper limit); S = Supported; NS = Not Supported

PLS Predict

The PLS predict algorithm, developed by Shmueli et al. (2016), trains and holds samples to make and evaluate PLS path model predictions. PLS predict works best when the number of folds, repetitions, and prediction statistic are used to quantify prediction error. PLS Predict used 5-fold cross-validation with a sample size under 200 respondents. Since 10 repeats usually balance accuracy and execution time, it was set there. Shmueli et al. (2016) suggest evaluating PLS predictability by considering the Q-predict value, PLS model, and LM model values. All Q^2 results in Table below are positive, demonstrating no loss of predictive potential. Shmueli et al. (2019) discovered negligible item differences (PLS-LM), indicating strong predictive accuracy. Before Table below, all PLS model errors were fewer than LM model errors. This implies that this study's model predicts well.

Table 8
PLS-Predict Assessment

Q²predict	PLS-SEM		LM	PLS-SEM
BL1	0.384	0.918	0.965	-0.047
BL2	0.361	0.932	0.970	-0.038
BL3	0.355	0.925	1.002	-0.077
BL4	0.338	0.932	0.990	-0.058
BL5	0.354	0.891	0.936	-0.039
BL6	0.363	0.941	1.015	-0.074
BL7	0.381	0.891	0.977	-0.086

Results of Hypotheses Testing
The following provides a concise overview of the main findings and emphasizes the crucial outcomes of the current investigation.

Table 9
Hypotheses and its Results

H1a	Functional Information is positively related to Brand Loyalty.	Rejected
H1b	Entertainment Information is positively related to Brand Loyalty.	Rejected
H1c	Social Interaction is positively related to Brand Loyalty.	Rejected
H1d	Brand Interaction is positively related to Brand Loyalty.	Rejected
H1e	Self-Concept is positively related to Brand Loyalty.	Accepted

Discussion of Findings
This section explores the relationship between Content Marketing and Brand Loyalty, subsequently delving into a more in-depth conversation on Brand Loyalty.

Functional Information has a negative efect on Brand Loyalty
Hypothesis 1 (H1a) tests this study's initial research question and purpose. H1a is rejected because Functional Information did not increase Brand Loyalty. This contradicts literature (Chen Lou & Quan Xie, 2020; Nikashemi & Naser, 2018; Fariba Esmaeilpour, 2015; Juhee Kang et al., 2013; Zainuddin et al., 2007) that shows Functional Information significantly affects Brand Loyalty Previous research refuted the study's findings.

Brand Loyalty may not be affected by such information due to its relevancy and quality. Relevant functional information: If Functional Information does not match customer needs, consumers may not see the brand's value, affecting loyalty. For instance,

purchasers may prioritize service and brand image. Brand Loyalty is also affected by information quality, particularly detail, correctness, and dependability. Consumers may not be satisfied with wide or complicated information (Lin & Kim, 2016; Dehghani & Tumer, 2015; Chaudhuri & Holbrook, 2001; Keller, 1993).

Second, customer attitudes. Cognitive heterogeneity: Consumers value Functional Information differently. Some customers value a brand's emotional or social characteristics above its practical facts. Functional Information modifications may not substantially effect Brand Loyalty since consumers may already have brand attitudes and expectations.

Next, brand loyalty's complexity. Brand loyalty has three components: functional, emotional, and commitment. Whether functional knowledge alone affects functional loyalty without considering emotional and commitment factors may not be obvious. Quantifying Loyalty: Functional Information may not be accurately measured in Brand Loyalty. Repeat purchases and willingness to refer can be used to assess loyalty, but Functional Information may have less of an impact on some measures.

Fourth, the examination examines brand positioning and market competition. Competitive landscape: Brands may differentiate themselves beyond Functional Information in a competitive market. Customer loyalty decreases if competitors may provide equivalent Functional Information. The brand's market positioning and positioning strategy may affect functional communications. Functional Information may be less important than emotion, social responsibility, or other aspects in brand positioning (Keller, 2001; Chaudhuri & Holbrook, 2001; Aaker, 1996; Porter, 1985).

Fifth, methodological issues. The data gathering method affects statistical significance. Sample selection, data accuracy, and questionnaire design quality can affect Functional Information Brand Loyalty measurement.

Time is sixth. Temporal delay: Functional Information may take time to affect Brand Loyalty. Long-term effects may be more noticeable than short-term effects (Rust et al., 2000; Keller, 2001; Dekimpe & Hanssens, 1999; Aaker, 1996).

Seventh, examine clients' psychological and emotional aspects. Consumers' emotions and mental states may affect Functional Information responses. Functional Information modifications may cause customers with strong emotional ties to the firm to avoid changing their loyalty.

The aforementioned variables indicate that the influence of Functional Information on Brand Loyalty can vary depending on the specific circumstances.

Entertainment Information has a negative efect on Brand Loyalty
Hypothesis 2 (H1b) tests the second research question and study purpose. H1b is refused because Entertainment Information did not increase Brand Loyalty. This contradicts literature (Yohandra Suthianto, 2023; Masayuki et al., 2018; XIAOZHEN WANG, 2010; Hyejeong & Linda, 2009) indicate that Entertainment Information strongly affects Brand Loyalty. Previous research refuted the study's findings.

Entertainment Information may have a minimal effect on Brand Loyalty due to many variables.

The value and attraction of factual entertainment

Insufficient message relevance: If entertainment messaging contradicts the company's values, customer interests, or strategy, people may not identify it with Brand Loyalty. Entertainment Information may not affect customer loyalty if a corporation targets practical customers. Entertainment quality and appeal are also important. Entertainment may not affect client loyalty if it lacks interest or involvement.

Customer psychology and emotions

Brand loyalty sometimes involves significant emotional engagement and devotion. Entertainment messaging may not affect brand loyalty if customers base their allegiance on emotions.Consumers' psychological demands and incentives may not match entertainment marketing. Consumers who value a brand's usefulness or social responsibility may be less responsive to entertainment messaging. (Ahuvia, 2005; Voss et al., 2003; Keller, 2001; Oliver, 1999; Batra & Ahuvia, 1996).

Brand Loyalty's Complexity

Loyalty components: Brand loyalty comprises customers' emotional attachment, regularity, and affection for the brand. Entertainment Information may not affect brand loyalty if it has little impact on brand emotional value or identity.

Quantification: Brand loyalty measures may not effectively reflect entertainment messaging. Entertainment Information may have little effect on loyalty measures like repeat purchases and willingness to suggest.

Market competition and brand positioning

Competitive scene: A corporation may not stand out by offering Entertainment Information in a competitive market. Consumers may value a brand's core values, price, or competitive advantages above its entertainment content. A brand's market position affects entertainment messaging' effectiveness. Entertainment Information may be less important if the brand focuses on practicality, usability, or other unrelated factors.

Methodological issues

The relevance of outcomes may depend on data collecting and processing methods. Entertainment Information's impact on user loyalty to a company depends on sample selection, questionnaire design quality, and data accuracy.

Timeframe

Time lag: Entertainment Information's impact on Brand Loyalty may take time to manifest. Short-term effects may not be significant, but long-term effects may be.

Consumer Attitudes and Behavior

Quality, pricing, and service experience shape consumers' brand loyalty. Entertainment Information may be a supplement that does not affect client loyalty. Behaviour: Entertainment Information may not affect customer behavior much. Some consumers have

consistent buying patterns and Brand Loyalty, so Entertainment Information has little impact on them.

Entertainment Information Strategy Execution: Entertainment Information's implementation strategy and execution may be lacking. Entertainment content's communication channels, frequency, and uniqueness may affect customer loyalty to a business.
The joint influence of these elements may result in the negligible influence of Entertainment Information on customer loyalty towards a business.

Social Interaction has a negative effect on Brand Loyalty
This study's third research question and goal is tested using Hypothesis 1 (H1c). Functional Information did not increase Brand Loyalty, hence H1c is rejected. Previous research (Mohammad et al., 2020; Masayuki et al.,2018; Meysam et al., 2017) refuted the study's findings.   Social engagement may have little effect on Brand Loyalty due to several factors.

Social interactions: nature and quality analysis
Interaction quality: Social interaction quality and content may not be enough to build client loyalty. Interactions might be mundane and meaningless. Relevance of interaction Social interaction may not affect customer loyalty if it doesn't match the business's interests, goals, or values.

Consumer needs and views
Brand loyalty requires emotional connection, trust, and fulfillment. Social involvement may be less effective when a brand's product quality, service, or other fundamentals drive customer loyalty. Individual variations: Consumers value social connection differently. Alternative factors may affect the loyalty of a segment of customers who are less interested in a brand's social media activity.

Brand-consumer relations
Product quality, service experience, and brand image drive the brand-consumer relationship, with social interaction adding a secondary role. Brand positioning: A brand's market positioning might affect social relationships. Functionality, utility, and other non-social brand positioning may reduce social contact (Batra et al., 2012; Alexander et al., 2002; Chaudhuri et al., 2001; Oliver, 1999).

Social interaction algorithm execution
Not implementing social interaction procedures properly may delay plan execution. For instance, a brand's social connections may lack creativity, frequency, or customer involvement. Social interactions may also be affected by platform choice. The interaction effect may decrease if the brand chooses a platform that doesn't match target consumers' habits or preferences.

Market competition and brand differentiation
In competitive marketplaces, social connections may not differentiate brands. Brand strengths may outweigh social relationships for consumers. Brand differentiation occurs

when a brand fails to develop enough individuality or originality via social interactions to build client loyalty.

Psychological and consumer analysis
Consumer purchasing choices and behavioral patterns may be stable, therefore social interactions may not affect them. For instance, customers may have developed brand loyalty. Consumers' psychological needs may be practical or emotional, not social (Solomon, 2018; Batra et al., 2012; Thomson & Park, 2005; Oliver, 1999).

Methodology and data issues
Methods of data collection: Methods of data collection and processing may affect outcomes importance. Sample selection, data accuracy, and questionnaire design quality may affect social interaction Brand Loyalty assessment.

Time dimension
Temporal delay: Social engagement may take time to affect Brand Loyalty. Long-term effects may be more noticeable than short-term effects (Grönroos, 2004; Bolton, 1998; Morgan & Hunt, 1994).

Social Interaction Structure and Rate
Social interactions like comments, shares, likes, etc. may affect Brand Loyalty. If the interaction mode doesn't match consumer habits or preferences, it may be ineffective. Brand loyalty is also affected by social interaction frequency. Social isolation may not have significant effects (Hudson et al., 2016; Schivinski & Dabrowski, 2016; Hollebeek et al., 2014).
In conclusion, the minimal influence of social interaction on Brand Loyalty could be attributed to a confluence of variables.

Brand Interaction has a negative effect on Brand Loyalty
Hypothesis 1d tests the study's fourth research question and aim. This research found no beneficial effect of person-job fit on organizational citizenship. So H1d is unsupported. This contradicts research (Gen LI et al., 2019; Liezl-Marié van der Westhuizen, 2018; Jane Hemsley-Brown & Ibrahim Alnawas, 2016; Hongwei He et al., 2012;) that links Brand Interaction to Brand Loyalty. Previous research refuted the study's findings. Many factors may explain Brand Interaction's low effect on Brand Loyalty. Brand contact may not affect Brand Loyalty due to the following factors:

Inadequate interaction: If a brand's interaction with customers is poor and the material is unattractive or irrelevant, consumers may not develop enduring interest and show less brand loyalty.

The frequency of encounters is too high or low. Excessive contacts may dull clients, while minimal interactions may not build brand recall. Neither situation is likely to increase Brand Loyalty (De Vries et al., 2017; Schivinski & Dabrowski, 2016; Ashley & Tuten, 2015;). A brand's inability to acknowledge individual variations and deliver tailored content is called lack of personalization. Customers may see the brand as irrelevant, reducing their loyalty (Lemon & Verhoef, 2016; Bauer et al., 2012; Pine & Gilmore, 1999).

Competitive marketplaces: Customers have many alternatives due to severe competition in some industries or markets. Even when firms collaborate, establishing true individuality and creating exclusive loyalty is difficult.

People' initial impression of the brand is negative: If people dislike the brand before interacting with it, it may be hard to alter their mind. The current research analyzes how interaction affects brand loyalty. The influence should be modest (Keller, 2003; Oliver, 1999; Dick & Basu, 1994; Fazio, 1986).

Engagement is single or formal. If the brand interaction lacks originality, the form is singular or too formal, and consumers may perceive it as lacking genuineness and be reluctant to form a more intimate emotional bond with the brand.

Consumption dynamics: Consumer tastes fluctuate. If the brand doesn't adapt its interactive strategy quickly, it may lose its interactive effect and hinder loyalty. (Kotler & Keller, 2016; Elliot & Percy, 2007; Homburg et al., 2005; Schmitt, 2003; Fournie, 1998).

The aforementioned considerations might result in a negligible influence of brand interaction on Brand Loyalty.

Self-Concept has a positive efect on Brand Loyalty
Hypotheses 5 (H1e) tests the fifth research question and goal. This research confirmed Hypothesis 1e from the literature review by showing that Self-Concept affected Brand Loyalty. Self-Concept had the greatest direct effect on Brand Loyalty. This supports most previous studies linking Self-Concept to Brand Loyalty.

Eun-Ho Kim et al. (2021) discovered that consumers with a strong feeling of dependency, regardless of their perceived interactivity and openness, had greater para-social interaction, customer engagement, and Brand Loyalty. Juhee Kang et al. found in 2013 that self-congruity affects brand loyalty. The 2016 study by Kem et al. examined how self-consistency, or self-factor, affects brand loyalty. Ahmed et al. (2020) found that Generation Z customers' self-concept and value awareness affect brand loyalty. Archana et al. (2024) evaluated consumer self-brand connections, brand engagement, and brand loyalty.

Conclusion
Content Marketing can significantly increase customers' awareness and appeal of the Pu'er Tea brand by equipping them with essential information, such as the historical background, cultural significance, and health benefits of Pu'er Tea. Delivering superior content has the potential to draw in certain customers and strengthen the brand's position in the market. By employing comprehensive Content Marketing strategies, companies can establish profound emotional bonds with consumers. Implementing story-based and emotional Content Marketing for a culturally significant product, such as Pu'er Tea, helps strengthen consumers' emotional attachment to the brand, thereby increasing Brand Loyalty (Gnewuch et al., 2017).

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