Economics and Public Policy
ISSN Print: 3104-4387
ISSN Online: 3104-4395
CD ISSN: 3104-4409
https://doi.org/10.63313/EPP.9060

Social Media Content's Effect On Customer Loyalty Building

Weiyi Chen
Farabi International Business School, Al-Farabi Kazakh National University, Al-Farabi Avenue 71, Almaty 050040, Kazakhstan

How to cite this paper: Chen, W. (2026). Social media content's effect on customer loyalty building. Economics and Public Policy, 3(2), 43–51. ISSN Print: 3104-4387, ISSN Online: 3104-4395.
https://doi.org/10.63313/EPP.9060
Published: 2026-11-24

Copyright © 2026 by author(s) and Erytis Publishing Limited.
This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).
http://creativecommons.org/licenses/by/4.0/
CC BY 4.0

Abstract

Social media has become a way for businesses to connect with the public and build a strong base of regular customers. Social media advertising can continuously speak with the public, personalise messages for different groups, and invite them to participate in the campaign. The quality, relevance, authenticity and interactivity of social media content can affect consumers' perceptions, brand trust, emotional attachment and repeat-purchase behaviour. Research on the impact of social media content on customer loyalty: Theoretical basis, characteristics of good content and applications of online communication in customer relationship building. Develop all sorts of practical content strategies, such as educational posts, interactive activities, user-generated content, personalised communication, etc. Pay attention to the problems of information overload, misleading messages, privacy concerns and inconsistent brand communication. Papers have provided some practical ways to plan content, attract customers and measure results. Therefore, it can be concluded that if enterprises offer high-quality information, ensure the reliability of communication, and provide good services in the digital environment, social media can attract and retain consumers over time.

Keywords

Social Media Content; Customer Loyalty; Brand Engagement; Digital Marketing; Brand Trust

1. Introduction

Digital communication technology has changed how businesses interact with consumers, and now many companies use social media to talk to customers and spread information about their brands. Social media enables consumers to post their feelings and thoughts about a brand directly to the brand, as opposed to the old way of advertising. there are many ways to achieve customer loyalty, and they will help the business develop in the long run. It depends on the quality of the product, satisfaction, trust and emotional attachment. High-quality and interactive social media content can increase the participation of the public and boost brand

awareness.

Frequent posting does not guarantee loyalty. Repetitive advertisements and false information may damage consumer confidence. Therefore, the quality, authenticity and significance of the content should be enhanced. Promptly address the problems that customers have and build trust with the brand.research on the impact of social media content on customer loyalty: Brand engagement, trust, satisfaction and marketing strategies. It also discusses practical problems and ways to build stable customer relationships.

2. Theoretical Foundations Of Social Media Content And Customer Loyalty

2.1. The Meaning and Characteristics of Social Media Content

Social media content refers to the information that people have posted on social media sites for others to view or comment on. Written posts, photos, short videos, live broadcasts, product demonstrations, customer reviews and interactive discussions are included.

Compared with conventional advertising, social media content has several distinctive characteristics.one characteristic is interactivity. Consumers can comment, ask questions, share views and talk directly with the company. Interaction helps the company know what customers want and is able to provide personalised services.the other is convenience. Mobile phones and other online platforms have provided consumers with product information, other people's experiences and comments on the products, etc.social media is also used to spread news quickly. A good product demonstration or customer experience can be spread by sharing and recommending among people who are not yet followers of the company.

High visibility does not necessarily mean good communication. Although it is interesting, it does not make customers happy or want to purchase again.dolan, conduit, frethey-bentham and others (2019) have put forward a model to explain all kinds of customer engagement behaviour on social media content. Work highlights the need to understand consumer responses to promotional messages more deeply, not just being exposed to them.therefore, businesses should judge the social media content based on how well it helps understand customers, communicate with them, and build relationships[1].

2.2. Customer Loyalty And Brand Relationships

Customer loyalty is a consumer's wish to continue purchasing from a particular brand repeatedly due to positive feelings and recommendations.it includes both behavioral and attitudinal dimensions.behavioural loyalty refers to observable behaviours that employees exhibit in their daily work, such as frequent use of company facilities, participation in company activities, etc.attitudinal loyalty refers to favourable emotions, commitments, preferences and wishes to recommend a

brand.these dimensions are related but not identical.consumers may buy again for convenience or lack a strong emotional attachment to the product; they do not like it. Customers may like a brand but are unable to buy it often due to money or other reasons.

The distribution of information and the stirring of public emotion are both effects of social media communication.regular product tutorials can make people more confident in using the products, and positive customer experiences will build trust.loyalty cannot be formed through communication alone. Businesses should provide good products and services that meet the expectations created by their digital content.

2.3. Customer Engagement and Relationship Marketing

Consumer participation in a brand can be cognitive, emotional or behavioural.Social media provides opportunities for participation in comments, sharing, discussions and the creation of original works. hollebeek, glynn and brodie (2014) have studied consumer brand participation on social media and developed an index for all kinds of participation[6]. Their work demonstrates that engagement involves more than visible online activity. A consumer may read brand content carefully and develop a favourable attitude without leaving many comments. Another consumer may repeatedly watch entertainment programs but shows no particular interest in them.

The aims of relationship marketing are to build long-term relationships based on trust, commitment and common interests. Social media can be used to maintain contact with the public and motivate more people to take part in brand activities.Casaló, Flavián, Guinalíu (2007) studied participation in virtual brand communities and its effect on consumer trust and loyalty[4]. The above studies have offered some theoretical support for the phenomenon of online community impact on customer relations.

3. The Influence Of Social Media Content On Customer Loyalty

3.1. Informative Content and Consumer Confidence

Informative Content provides consumers with some useful knowledge about products, services and other purchase decisions.Product tutorials, how to use it, comparison guides, maintenance tips and explanations of technical attributes are all examples[2]. Such content can reduce uncertainty and help consumers make informed decisions. An electronics brand may post videos showing people how to use certain functions or solve common problems. A Skincare Company Will Inform Consumers of the Ingredients and Uses of its Products.

When the consumers find the information reliable and useful, they will have more trust in the brand.Informative content can also improve the after-sales service experience. Customers who know how to use and maintain the products will be able to get good results.However, information quality is more important than the

quantity of posts.ensure that the explanation is accurate, easy to understand and relevant to the customers' actual circumstances.Too technical a description will confuse consumers; too simple a claim may give them false hope. Good informative content promotes consumer learning and increases their confidence in the brand.

3.2. Entertaining Content And Emotional Attachment

Entertainment is another important characteristic of social media content.Humorous videos, creative stories, interactive challenges and visually appealing posts can attract people's attention and make them want to participate in the brand. Entertainment may create positive emotional experiences that influence brand perceptions.

For example, a sportswear company can publish stories about the daily fitness life of people rather than just showcasing its products. A food brand can share creative recipes, seasonal activities or customer stories. The above ways can help consumers associate the brand with pleasant activities and their own interests.

Godey and others (2016) have researched the application of social media marketing by top brands to improve their brand image and influence consumers.Research shows that the marketing activities carried out on social media can influence people's awareness and behaviour of a brand. Nevertheless, entertainment does not automatically generate customer loyalty. Content that attracts attention but is not related to the brand's identity will gain some views but fail to connect with the audience. Therefore, businesses should ensure that the entertainment content is in line with their products, values and target audiences.

3.3. Interactive Content and Customer Participation

Interactive Content Encourages Consumers To Participate Rather Than Passively Receive Information. Online Surveys, Questions, Contests, Live Discussions, Interactive Product Demonstrations and Customer Feedback Activities are examples.Participation makes people feel recognised and closer to the brand.A clothing company may have a post asking followers what colours or designs they like for new clothes. A Restaurant May Have Customers Recommend Seasonal Dishes.The above activities will help the company gather relevant information and allow consumers to participate in the brand's development.

However, Participation Becomes Meaningful Only When Companies Respond Appropriately. If the customers provide suggestions but do not receive a response, they will think that the interactive campaign is not genuinely implemented. Acknowledge the contributions of customers and explain how their opinions have affected business decisions. Samarah, Bayram, Aljuhmani and others (2022) have studied the links among brand interactivity, consumer participation, interest, loyalty and trust in brands. The Works Show that Trust and Meaningful Communication are Necessary Conditions for Building a good relationship between brands and consumers. Interactive content should therefore prioritise the quality of

communication over the quantity of comments and likes.

3.4. User-Generated Content And Social Trust

User-generated content is the content such as comments, pictures, videos, recommendations, etc., provided by users. Unlike Company-Produced Advertisements, Such Content Originates From Customers Or Other Users. It can affect people's buying habits because they think that personal experiences are helpful sources of information. Customers may share pictures of how the products perform in daily life[3]. Others may post tutorials, detailed reviews or comparisons with other products. Good experiences will encourage potential customers to try the brand; poor reviews will show that there are serious problems with the service.

Businesses should not try to ignore all the criticism or fake positive reviews for customers.Responsible Management needs to respond professionally, correct any inaccuracies in the information, and address valid complaints.Encouraging Authentic Customer Contributions Can Strengthen Credibility. There are also issues with the content posted by users, such as fake reviews, privacy infringement and unauthorised use of personal information. The company should obtain the necessary permissions before using the customer's content and disclose any incentives offered for promotional submissions. Authenticity is necessary; otherwise, people will not believe that the seemingly independent recommendations are not paid promotions.

4. Mechanisms Connecting Social Media Content With Customer Loyalty

4.1. The Mediating Role Of Brand Trust

Brand trust is consumers' confidence that a company will provide stable quality of products and services and keep its promises. Use social media to spread correct information and, at the same time, promptly address the concerns of the people. A company that clearly explains the limitations of its products will seem more trustworthy to the public than one making exaggerated promises. Responding Promptly To Service Questions Can Also Demonstrate Accountability.

However, Trust Develops Through Repeated Experiences Rather Than Isolated Interactions. Although the Brand has released attractive promotional materials, it has consistently failed to provide good products, so this way will not win over customers.Therefore, the effect of social media content on trust depends on whether the message and the reality are consistent. Businesses should coordinate marketing and communication with customer service and product management to ensure that online promises are realistic.

4.2. Brand Identification and Emotional Relationships

Brand Identification occurs when consumers feel that a brand is in line with their

own values, interests or sense of self. Social Media can spread stories, experiences and community events in line with the interests of the audience.

An outdoor equipment company can publish articles on the environment and healthy living for the public. Consumers with these interests may feel that the brand is in line with their own lifestyles.

Brand Identification Can Encourage Continued Engagement And Positive Recommendations. Do not use emotional language to conceal defects in the product or mislead the public about problems with it. Authentic Identification Requires Consistency Between Brand Communication And Organizational Behavior. Therefore, social media managers should create content that is in line with the brand's actual identity and people's interests.

4.3. Online Communities and Customer Belonging

Brand communities are places where people can discuss and share their experiences with products and services from a particular brand.Communities can be formed on social media, in discussion groups and other online platforms.Community participation can give people a sense of belonging and make them more willing to continue buying from the brand.Users of a fitness product can post training tips, talk about their own progress and experiences, etc.Such Interactions Create Value Beyond The Original Transaction.

Community Members Can Also Provide Assistance And Recommendations To One Another.Effective community management should be conducted reasonably, respect all opinions in the community, and guard against harm from harassment or false information.Businesses Should Encourage Constructive Participation Without Excessively Controlling Conversations.A Community is more attractive to people than a constant stream of advertisements.

4.4. Customer Satisfaction And Repeat Purchasing

Customer Satisfaction Is Still a Link Between Social Media Communication and Purchase Loyalty. Useful content can boost people's expectations before they buy, and good customer service can maintain that satisfaction after purchase. A brand with accurate size information can help people buy clothes that are a good fit. Clear Delivery Notifications and Return Information will reduce confusion.When customers have had good experiences with the service repeatedly, they will be more likely to continue purchasing. Repeat purchasing is also affected by product quality, price, convenience and competing options.

Therefore, social media content should be viewed as part of a whole to understand customers better. Link digital communication to operating results and do not treat it separately from customer experience.

5. Strategies And Challenges In Building Customer Loyalty

5.1. Developing a Customer-Oriented Content Strategy

An Effective Content Strategy Begins With Understanding Customer Needs.Identify what information consumers need, what problems they face in getting it, and what kinds of content will be most useful for them.Different Customer Groups May Prefer Different Communication Styles.New customers need introduction materials, but existing customers will be more interested in new products, maintenance instructions and customised services.

Organise the content according to educational information, product demonstrations, customer stories and interactive activities.A Balanced Approach Is Preferable To Continuous Promotional Messaging.Content Schedules Should Consider the Interests of Consumers more than just increasing the number of releases.Regularly assess which content is more likely to be popular among the audience and resonate with them.

5.2. Maintaining Consistency And Authenticity

Consistency Is Important For Building Recognizable Brand Relationships.Social media content should reflect the company's identity, communication standards and commitment to customer service.However, consistency does not mean that every post needs to use the same words or style.Brands can change the form of communication for different platforms but keep the same accurate information and recognizable values[5].

Authenticity Is Equally Important.Companies should not make exaggerated claims, use fake customer testimonials and disclose promotional partnerships.Open communication can enhance the company's credibility by admitting to any errors and explaining the plan for correction. Customer loyalty will be higher if consumers feel that a brand is dependable rather than merely pleasant.

5.3. Personalization And Privacy Protection

Personalised content will be more in line with the interests and past behaviour of users.A company can recommend product tutorials for items a customer already has.Such Information Can Support Product Use And Improve Satisfaction.

However, Personalization Must Respect Customer Privacy And Applicable Data Protection Requirements.Too much data collection or overly intrusive targeting can make people feel uneasy and lose trust.Be open about how the data will be used by the company and give people the choice of personalised services.Personalisation should aim to provide people with more practical services and not increase their consumption.

5.4. Evaluating Content Effectiveness

Companies often assess the performance of social media based on the number of followers, likes, shares, comments and views.Although the above are indicators, they

do not directly represent a company's level of customer loyalty.A popular post may have received many likes but failed to motivate customers to purchase again or form a strong brand loyalty.A Total Evaluation should consider customer satisfaction, retention, repeat purchases, recommendation behaviour and brand trust.A company can know when different kinds of content are being liked or disliked by the public.

Educational materials will reduce the number of service questions, and prompt community management will improve satisfaction.However, Observed Relationships Should Not Automatically Be Interpreted As Causal Effects.Many Factors Affect the Behaviour of Consumers, such as product quality, price, service experience and market conditions.Combine the previous data with the latest consumer comments to get a more complete picture.

6. Conclusion

Social media content can help create a sense of brand identity among consumers and keep the brand in people's minds for a long time. Informative, entertaining, interactive and user-generated content can improve people's awareness of the brand and increase their participation in online communities.High Engagement Does Not Necessarily Result in Loyalty. Sustainable Customer Relations Need to be Supported by Consistent Digital Communication, Good Products and Services, etc. Misleading Messages, Excessive Advertising and Inappropriate Personalization can erode consumer confidence.

Therefore, the company needs to develop some personalised content for the consumers and consider the comments they have made. Performance Evaluation Should Consider Satisfaction, Retention, Repeated Purchase Behaviour and Brand Trust, Not Just Likes and Views.

The future of social media marketing will be more meaningful communication, responsible personalisation and the building of lasting relationships. In the end, social media content is most likely to make people feel good and encourage them to continue using the brand.

References

[1] Dolan R ,Conduit J ,Bentham F C , Et Al.Social Media Engagement Behavior: A Framework For Engaging Customers Through Social Media Content[J].European Journal Of Marketing,2019,53(10):2213-2243.

[2] Ruturaj B ,Prerana B .Influence Of Social Media Marketing Efforts, e-Reputation And Destination Image On Intention To Visit Among Tourists: Application Of S-O-R Model[J].Journal Of Hospitality And Tourism Insights,2023,6(5):2298-2316.Doi:10.1108/Jhti-06-2022-0270.

[3] Raposo Z S ,K M C C ,Simões P C , Et Al.Consumer Engagement In Social Media Brand Communities: A Literature Review[J].International Journal Of Information Management,2022,63.

[4] Casaló L ,Flavián C ,Guinalíu M .The Impact Of Participation In Virtual Brand Communities On Consumer Trust And Loyalty[J].Online Information Review,2007,31(6):775-792.

[5] (Kyong) S K S ,Seoki L .Customer Brand Co-Creation Behavior And Brand Sincerity Through Csr Interactivity: The Role Of Psychological Implications In Service-Dominant Logic[J].International Journal Of Hospitality Management,2023,108.

[6] Brodie J R ,Ilic A ,Juric B , Et Al.Consumer Engagement In a Virtual Brand Community: An Exploratory Analysis[J].Journal Of Business Research,2013,66(1):105-114.