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# Key Factors Impacting Consumer Brand Loyalty in Virtual Brand Community in Chengdu, China

Wan Yu\*

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## Abstract

**Purpose:** This study aims to explore the key factors that significantly impact customers' brand loyalty in virtual brand communities in five districts of Chengdu. The conceptual framework proposes brand experience, brand love, brand satisfaction, brand trust, brand affect, brand image, and brand loyalty. **Research design, data, and methodology:** The researchers used a quantitative method (n=500) to distribute questionnaires to customers of Xiao Hongshu, a virtual brand community in Chengdu. The structure of non-probabilistic sampling includes judgment, quota, and convenience sampling, distributing online and offline surveys to customers in the main urban area of Chengdu. The item-objective congruence (IOC) and the pilot test with 30 respondents have been tested. Structural equation modeling (SEM) and confirmatory factor analysis (CFA) are used for data analysis, including model fitting, reliability, and validity. **Results:** The results show that brand love, brand satisfaction, brand trust, brand influence, and brand image have a significant impact on brand loyalty. Furthermore, brand experience has a significant impact on brand love. In addition, brand satisfaction has a significant impact on brand trust. Nevertheless, Brand experience has no significant impact on brand loyalty. **Conclusions:** Brand owners should pay attention to customer expectations, which leads to brand love and trust and is more likely to increase brand loyalty.

**Keywords:** Brand Experience, Brand Love, Brand Satisfaction, Brand Image, Brand Loyalty

**JEL Classification Code:** E44, F31, F37, G15

## 1. Introduction

The world has been steadily moving toward digital revolution. This change's appearance has radically changed how customers interact with brands (Shahid et al., 2022). Virtual brand community and its diversified display forms, timely interactive communication performance, open information dissemination, and other characteristics cater to consumers' diversified value demand orientation and become an important platform for consumers to obtain information and knowledge, establish interpersonal relationships, obtain emotional belonging, and realize self-value. It also plays an important role in attracting new customers, retaining old customers, promoting brand development, and enhancing brand influence. It is the common product of the increasing strengthening of brand marketing concepts and the high development of Internet technology. A virtual brand

community is a set of social relations formed by the Internet platform as the communication medium by which the consumers who appreciate and love the same brand carry out continuous social interaction around the theme related to the brand.

The 51st Statistical Report on Internet Development in China, released on March 2, 2023 by the China Internet Network Information Center (CNNIC), reveals the profound impact of internet development on communication and consumption modes. As of December 2022, China had 1.067 billion Internet users, a 35.49 million increase from December 2021. The Internet penetration rate had also risen to 75.6%, 2.6 percentage points higher than December 2021. Notably, 99.8% of internet users in China accessed the web using mobile devices, with 1.065 billion mobile internet users—a 36.36 million increase from December 2021. These figures underscore the significant role of the Internet in

1\*Wan Yu, Sichuan University of Media and Communications, China.  
Email: 32191955@qq.com

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shaping communication and consumption patterns.

Beginning with the operation community, XiaoHongshu draws and keeps a sizable user base using users' unintentional content sharing. This generates data, which is then used to realize the ideal supply chain and content docking through big data, creating a reliable and scientific closed loop. A significant number of active users who are pursuing a higher quality of life have joined Little Red Book. Despite their initial focus on creating guides for shopping abroad, these engaged users have established the groundwork for developing a small Red Book organization. Later, e-commerce was linked to open the communication channel between content sharing and the supply chain. However, according to Little Red Book, e-commerce is just one of the ways to satisfy customer demands and maintain the integrity of the user experience. The community is always the strategic location, the goal is always to occupy more real estate, and the content of the small Red Book always takes precedence over e-commerce.

A virtual brand community substantially contributes to brand expansion, brand impact augmentation, new customer acquisition, and current customer loyalty by creating a natural and cohesive communication environment around shared brand interests. Though not all organizations successfully realize the expected marketing benefits from virtual brand communities, in this case, we concentrate on the marketing enlightenment brought about by successful and representative situations.

## 2. Literature Review

### 2.1 Brand Experience

Brand experience, as a concept deeply rooted in experiential marketing, is defined by scholars as the sum of consumer perceptions and reactions resulting from their interactions with the multifaceted aspects of a brand, including branding, packaging, communications, and the overall brand environment (Brakus et al., 2009). This comprehensive nature of brand experience underscores the significance of creating exceptional customer experiences to foster brand love (Kumar, 1996). The existing literature suggests that brand experience is crucial for fostering brand love, as it encompasses a product's or service's functional and emotional aspects (Joshi & Garg, 2020; Junaid et al., 2019; Singh et al., 2020).

Brand experience is a multifaceted construct that can result in favorable or unfavorable brand perceptions. It is essential for marketers to consider the brand experience in their strategies, as it influences consumer memory and behavior, shapes brand loyalty, and can lead to word-of-mouth promotion (Brakus et al., 2009; Hoch & Deighton,

1989). Despite the recognized importance of brand experience in shaping brand loyalty, brand experience may not always significantly impact brand loyalty. Other factors, such as price, quality, or convenience, may dominate consumer behavior and brand loyalty. In addition, the study also found significant differences in the mechanism of the influence of experience on brand loyalty among members of different genders and different hours of community involvement. This means that businesses need to consider these differences when managing and optimizing virtual brand communities to promote brand loyalty more effectively. This may be because the interactive experience focuses more on the communication between consumers than the connection between consumers and brands. Thus, this research hypothesizes that:

**H1:** Brand experience has a significant impact on brand love.

**H3:** Brand experience has a significant impact on brand loyalty.

### 2.2 Brand Satisfaction

As conceptualized by Oliver (1999), brand satisfaction refers to a consumer's emotive assessment of the pleasure derived from specific goods or offerings. Wang et al. (2006) describe brand satisfaction as a cumulative measure of the level of satisfaction derived from the customer's complete purchase and using experiences with the brand over time, emphasizing the deeply accumulated experience of a brand that evolves (Song et al., 2019). On the other hand, brand trust is rooted in consumers' sense of safety and confidence in a brand, reflecting their belief in the brand's dependability and integrity (Delgado-Ballester et al., 2003). Customers are more inclined to grow to trust a brand when they are happy with it. This is so because a brand's ability to meet or exceed customer expectations is shown by brand satisfaction, which builds trust and a sense of security in the brand. As a result, one key factor influencing brand trust is brand satisfaction.

Brand satisfaction is an emotional response that arises from a cognitive evaluation of how well a product or brand meets customers' needs and desires, considering both the product's quality and the overall experience with the brand (Giebelhausen et al., 2016). Brand loyalty embodies both behavioral and attitudinal aspects, where behavioral loyalty entails repeated brand purchases and recommendation behavior, and attitudinal loyalty reflects a customer's dedication and attachment to a brand (Johnson et al., 2006; Russell-Bennett et al., 2007). Customers who are satisfied with a brand are likelier to exhibit loyal behaviors such as repeat purchases and positive word-of-mouth. This is because brand satisfaction indicates that the brand has met or exceeded customers' expectations, leading to a positive emotional response and a stronger likelihood of developing loyalty. This hypothesis suggests that the satisfaction

customers experience with a brand significantly influences their loyalty towards the brand. Thus, this research hypothesizes that:

**H2:** Brand satisfaction has a significant impact on brand trust.

**H5:** Brand satisfaction has a significant impact on brand loyalty.

### 2.3 Brand Love

Consumers with brand love tend to prioritize their chosen brand over others and are supported by brand communities (Algesheimer et al., 2005; Carroll & Ahuvia, 2006). The influence of brand loyalty extends to purchase intentions and word-of-mouth communication (Civelek & Ertemel, 2019). Brand love can be seen as a strong driver of brand loyalty. When consumers feel a deep emotional connection and identify with a brand, they are likelier to exhibit loyal behaviors such as repeat purchases and positive word-of-mouth. This emotional attachment and enthusiasm for the brand contribute to the formation of strong brand loyalty. This hypothesis suggests that the depth of emotional connection and identification that consumers have towards a brand, as captured by the concept of brand love, significantly influences their loyalty. Thus, this research hypothesizes that:

**H4:** Brand love has a significant impact on brand loyalty.

### 2.4 Brand Trust

Brand trust is established after consumers evaluate a company's offerings and can be strengthened by instilling a sense of safety, honesty, and reliability in the brand (Doney & Cannon, 1997). According to Oliver (1999), brand loyalty is a desired business outcome that encourages brand repurchases in the face of competition. Customers who trust a brand are likelier to exhibit loyal behaviors such as repeat purchases and positive word-of-mouth. This is because brand trust creates a sense of security and confidence in the brand, leading to a stronger likelihood of developing loyalty. Thus, this research hypothesizes that:

**H6:** Brand trust has a significant impact on brand loyalty.

### 2.5. Brand Affect

The brand effect refers to a consumer's overall opinion of a brand, whether positive or negative, and is a form of relationship that customers have with a brand (Bhat & Reddy, 2001; Keller, 1993). Positive brand affect has been shown to enhance the brand's perception in the consumer's mind, leading to advantages in consumer cognition and behavior (Singh et al., 2012). As described by Chaudhuri and Holbrook (2001), brand loyalty is the consistent repurchase of a preferred good or service despite external pressures or

marketing initiatives promoting switching behavior. The literature suggests that brand effect can significantly impact brand loyalty. Thus, this research hypothesizes that:

**H7:** Brand affect has a significant impact on brand loyalty.

### 2.6 Brand Image

Keller (1993) defines *brand image* as the consumer's mental representation of a brand, which may arise from various attributes related to the brand, with each attribute having a unique impact on the overall brand image. It concerns how customers view a brand considering its products (Bruhn et al., 2012). Platform brands benefit financially from brand loyalty and have a long-term competitive advantage over rivals (Issock Issock et al., 2020). The literature suggests that brand image can significantly impact brand loyalty. Thus, this research hypothesizes that:

**H8:** Brand image has a significant impact on brand loyalty.

### 2.7 Brand Loyalty

The strong tie between a customer and a brand is called "brand loyalty." This bond can take the shape of behavioral commitments like remaining put and not switching brands (Atulkar, 2020). This loyalty provides a sustainable competitive advantage for brands, offering financial benefits such as a consistent revenue stream due to a lower propensity to switch brands and a higher frequency of repurchase, even when faced with price changes (Joseph et al., 2020). Loyal customers are typically less sensitive to price fluctuations, which is advantageous for brands as it ensures a more stable source of income (Joseph et al., 2020). Moreover, the cost of maintaining existing loyal customers is significantly lower than acquiring new ones, as loyal customers tend to respond more positively to brand communications (Mora et al., 2021). In addition to their repeat purchases, loyal customers can contribute to a brand's growth by recommending the brand to others, thereby aiding in recruiting new customers and enhancing the network effects of service providers (Hracs & Webster, 2021). Fostering brand loyalty is a highly beneficial strategy for brands, as it not only ensures a dedicated consumer base but also provides a competitive edge in the market.

## 3. Research Methods and Materials

### 3.1 Research Framework

The study of earlier research frameworks is crucial as it forms the basis of our conceptual framework. This framework is built upon three key theoretical frameworks, emphasizing the importance of these earlier studies.

Firstly, Santos and Schlesinger (2021). studied the effect of brand experience (BE) and brand love (BL) on brand loyalty (BLY). Secondly, the study of Anantharaman and Prashar (2023) verified that brand trust (BT), brand satisfaction (BS), and brand affect (BA) have positive First, research on the impact of brand experience (BE) and brand love (BL) on brand loyalty (BLY) was conducted by Santos and Schlesinger (2021). Anantharaman and Prashar (2023) confirmed that brand loyalty (BLY) is positively impacted by brand trust (BT), brand satisfaction (BS), and brand effect (BA). The third study examined the impact of brand image (BI) on brand loyalty (BLY) and was conducted by Altaf et al. (2015). Figure 1 suggests the conceptual foundation for this investigation.

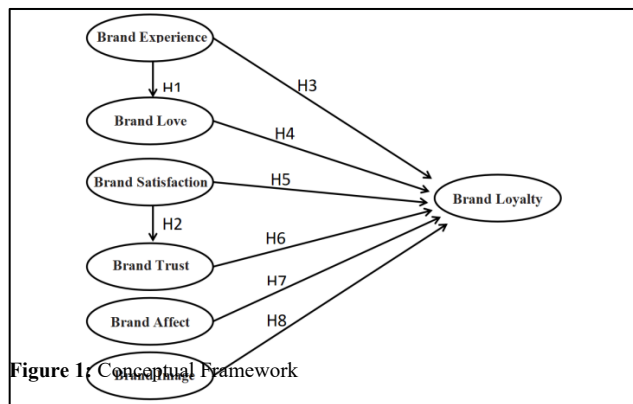


Figure 1: Conceptual Framework

- H1:** Brand experience has a significant impact on brand love.  
**H2:** Brand satisfaction has a significant impact on brand trust.  
**H3:** Brand experience has a significant impact on brand loyalty.  
**H4:** Brand love has a significant impact on brand loyalty.  
**H5:** Brand satisfaction has a significant impact on brand loyalty.  
**H6:** Brand trust has a significant impact on brand loyalty.  
**H7:** Brand affect has a significant impact on brand loyalty.  
**H8:** Brand image has a significant impact on brand loyalty.

### 3.2 Research Methodology

The target group of customers, chosen from five Chengdu districts, received an online questionnaire distributed by the researcher quantitatively using nonprobability sampling. The primary influencers identified through data collection and analysis significantly impact customers' brand loyalty. The survey has three parts. First, the screening questions are used to identify the characteristics of respondents. Secondly, to analyze all four hypotheses, a 5-point Likert scale was used to measure five proposed variables, ranging from strong disagreement (1) to strong agreement (5). The final demographic inquiries include background in education, age, and gender. The expert assessment of the item-objective

congruence (IOC) and the pilot test with 30 respondents have been tested for testing purposes. Cronbach's Alpha score exceeded 0.7, confirming the strong measurement of the targeted construct and reinforcing the reliability of the test results (Nunnally & Bernstein, 1994).

It was determined whether the Cronbach's Alpha method was valid and reliable. Following the reliability test, 500 accepted responses to the questionnaire were sent to the intended respondents. The researcher examined the data that had been gathered. The convergence accuracy and validity were tested using Confirmatory Factor Analysis (CFA). To ascertain the validity and dependability of the model, the model fit measurement was computed using the overall test and the supplied data. Finally, the researcher used the Structural Equation Model (SEM) to examine how different variables affected the results.

### 3.3 Population and Sample Size

Customers who frequent the virtual brand community XiaoHongshu in Chengdu's five districts make up the target audience for this study. The present research framework can serve as a basis for further studies to enhance generalizability by using a more representative and larger sample size. For complicated models, most studies find that a minimum sample size of 500 is adequate (Williams et al., 2010). There were 600 responders to the survey. A total of 500 questionnaires were used in this study after data screening.

### 3.4 Sampling Technique

The researchers used non-probability and judgment sampling techniques to choose participants from the XiaoHongshu virtual brand community throughout Chengdu's five main urban districts. Subsequently, based on quota sampling, Table 1 indicates that 5,712,747 people live in the five urban districts combined. Next, the researchers used convenience sampling to distribute questionnaires online.

Table 1: Sample Units and Sample Size

District Name	The consumers in each district	Sample Size
Jinniu	1,265,398	111
Wuhou	1,206,568	106
Jinjiang	902,933	79
Chenghua	1,381,894	120
Qingyang	955,954	84
<b>Total</b>	<b>5,712,747</b>	<b>500</b>

Source: Constructed by author



## 4. Results and Discussion

### 4.1 Demographic Information

Five hundred questionnaires were collected from consumers in five selected regions. Table 2 concludes the demographic profile, which aims for 500 participants. Female respondents comprise 71.6% of the sample, with males representing 28.4%. When it came to age category, respondents between the ages of 18 and 29 made up the greatest percentage (43.4%). There were 25.2% of the population aged 30 to 39, 22.8% aged 40 to 49, and 8.6% aged 50 or older. (see Table 2). Most of respondents are in Bachelors' degree at 51.4%.

**Table 2:** Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	142	28.4%
	Female	358	71.6%
Age	18-29years old	217	43.4%
	30-39years old	126	25.2%

Demographic and Behavior Data (N=500)		Frequency	Percentage
	40-49years old	114	22.8%
	Above 49	43	8.6%
Education	Senior High School or lower	12	2.5%
	Junior College	128	25.6%
	Bachelor's degree	257	51.4%
	Masters' degree or above	103	20.5%

### 4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was conducted in this study. All items in each variable are significant and represent factor loading to test discriminant validity. The significance of factor loading of each item and acceptable values indicate the goodness of fit (Hair et al., 2006). Factor loadings show a greater value than 0.30 and a p-value lower than 0.05 (Vongurai, 2022). The construct reliability is greater than the cut-off points of 0.7, and the average variance extracted was greater than the cut-off point of 0.5 (Fornell & Larcker, 1981) in Table 3. All estimates are significant.

**Table 3:** Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Brand Experience (BE)	Khan et al. (2019)	5	0.885	0.674-0.852	0.886	0.611
Brand Love (BL)	Carroll and Ahuvia (2006)	5	0.898	0.742-0.858	0.898	0.639
Brand Satisfaction (BS)	Giovanis and Athanasopoulou (2017)	5	0.905	0.755-0.885	0.913	0.677
Brand Trust (BT)	Jain et al. (2017)	4	0.882	0.776-0.846	0.885	0.658
Brand Affect (BA)	Anantharaman (2022)	3	0.905	0.860-0.891	0.906	0.764
Brand Image (BI)	Altaf et al. (2015)	4	0.880	0.770-0.837	0.884	0.655
Brand Loyalty (BLY)	Altaf et al. (2015)	4	0.874	0.775-0.835	0.881	0.650

As of Table 4, all correlations are bigger than the corresponding correlation values for that variable, according to the square root of the average variance retrieved. Also, model fit indicators such as GFI, AGFI, NFI, CFI, TLI, and RMSEA are employed in CFA testing.

**Table 4:** Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.814
GFI	> 0.85 (Sica & Ghisi, 2007)	0.916
AGFI	> 0.80 (Sica & Ghisi, 2007)	0.899
NFI	> 0.80 (Wu & Wang, 2006)	0.934
CFI	> 0.80 (Bentler, 1990)	0.969
TLI	> 0.80 (Sharma et al., 2005)	0.965
RMSEA	< 0.08 (Pedroso et al., 2016)	0.040
Model Summary		Acceptable Model Fit

**Remark:** CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

The study's convergent and discriminant validity were confirmed because the results, as indicated in Table 5, exceed acceptable limits. As a result, both discriminant and convergent validity are guaranteed. Additionally, these model measurement results supported the validity of validation to gauge the validity of following structural model estimation and discriminant validity.

**Table 5:** Discriminant Validity

	BE	BL	BS	BT	BA	BI	BLY
BE	<b>0.782</b>						
BL	0.601	<b>0.799</b>					
BS	0.522	0.601	<b>0.823</b>				
BT	0.410	0.490	0.390	<b>0.811</b>			
BA	0.477	0.536	0.458	0.371	<b>0.874</b>		
BI	0.449	0.520	0.385	0.354	0.412	<b>0.809</b>	
BLY	0.529	0.615	0.506	0.494	0.523	0.495	<b>0.806</b>

**Note:** The diagonally listed value is the AVE square roots of the variables  
**Source:** Created by the author.

### 4.3 Structural Equation Model (SEM)

Structural Equation Modeling (SEM), according to Hair et al. (2010), takes measurement error in the structure coefficient into account and evaluates the random association between variables in a suggested model. Table 6 calculates the goodness of fit indices for the structural equation model (SEM). According to Greenspoon and Saklofske (1998), the model fit measurement should not exceed 3 for the Chi-square/degrees-of-freedom (CMIN/DF) ratio and the GFI and CFI should be greater than 0.8. After utilizing SPSS AMOS version 26 to adjust the model and perform calculations in SEMs, the fit index results showed a good fit, with CMIN/DF = 3.178, GFI = 0.850, AGFI = 0.816, NFI = 0.886, CFI = 0.919, TLI = 0.907, and RMSEA = 0.066, by the acceptable values listed in Table 6.

**Table 6:** Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
<b>CMIN/DF</b>	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	3.178
<b>GFI</b>	> 0.85 (Sica & Ghisi, 2007)	0.850
<b>AGFI</b>	> 0.80 (Sica & Ghisi, 2007)	0.816
<b>NFI</b>	> 0.80 (Wu & Wang, 2006)	0.886
<b>CFI</b>	> 0.80 (Bentler, 1990)	0.919
<b>TLI</b>	> 0.80 (Sharma et al., 2005)	0.907
<b>RMSEA</b>	< 0.08 (Pedroso et al., 2016)	0.066
<b>Model Summary</b>		<b>Acceptable Model Fit</b>

**Remark:** CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

### 4.4 Research Hypothesis Testing Result

The relevance of each variable is determined by calculating the regression weights and R<sup>2</sup> variances of the research model. According to the results in Table 7, when  $p = 0.05$ , it is found that H3 is not supported, and other hypotheses are significantly supported. The greatest influence on brand loyalty was seen in brand love support ( $\beta = 0.324$ ), followed by brand trust support ( $\beta = 0.257$ ), brand affect ( $\beta = 0.237$ ), brand image ( $\beta = 0.203$ ), and brand satisfaction ( $\beta = 0.151$ ). Brand loyalty did not affect brand experience ( $\beta = 0.116$ ). Moreover, brand satisfaction substantially impacted brand trust ( $\beta = 0.402$ ), whereas brand experience strongly impacted brand love ( $\beta = 0.672$ ). Table 7 shows the effect of this model on brand loyalty.

**Table 7:** Hypothesis Results of the Structural Equation Modeling

Hypothesis	( $\beta$ )	t-value	Result
H1: BE→BL	0.672	12.024*	Supported
H2: BS→BT	0.402	8.352*	Supported
H3: BE→BLY	0.116	1.810	Not Supported
H4: BL→BLY	0.324	4.919*	Supported
H5: BS→BLY	0.151	3.197*	Supported
H6: BT→BLY	0.257	5.145*	Supported
H7: BA→BLY	0.237	5.306*	Supported
H8: BI→BLY	0.203	4.589*	Supported

**Note:** \*  $p < 0.05$

**Source:** Created by the author

Table 7's result can be further refined to show that:

H1 proves that brand experience is one of the key drivers of brand love, revealing a standard coefficient value of 0.672 in the structural path. According to earlier research, brand experience is crucial in helping customers develop brand loyalty Huang (2017), Garg et al. (2016), and Bicakcioglu et al. (2016). H2, with a standard coefficient value of 0.402, the analysis results validate the hypothesis that brand satisfaction significantly affects brand trust. This confirms the results of prior studies by Berry (2000) and Chaudhuri and Holbrook (2001) that brand satisfaction may flow from brand trust. H3 assumes that brand experience does not significantly influence brand loyalty, and the standard coefficient value is 0.116. This finding was at odds with previous studies by Ong et al. (2018), Brakus et al. (2009), and Iglesias et al. (2011) that found that providing exceptional customer experiences can increase brand loyalty.

Nonetheless, the outcomes align with Mohsin Altaf et al. (2017) research, who discovered that customers need to consider brand experience when evaluating brand loyalty. H4 assumes that brand love significantly impacts brand loyalty, and the standard coefficient value is 0.324. Because it is the foundation of the emotional connection between customers and brands, consumers' emotional and brand love is critical to building strong brand loyalty. Roberts (2006). H5 assumes that brand satisfaction significantly impacts brand loyalty, and the standard coefficient value is 0.151. Brand satisfaction is a key element in developing and maintaining brand loyalty since it is determined by comparing what customers need and expect from a company with what they receive. Wu et al. (2012) and Eskafi et al. (2013). H6 assumes that brand trust significantly impacts brand loyalty, and the standard coefficient value is 0.257. The results were in line with those of Kosiba et al. (2018), Bernarto et al. (2020), and Samarah et al. (2021), which demonstrate that customers are more likely to remain loyal to a brand over time when they have faith in it. H7 assumes that brand effect significantly impacts brand loyalty, and the standard coefficient value is 0.237. This aligns with research from Gecti and Zengin (2013) and Kabadayi and Alan (2012), who found that brand effect is a powerful inducer of brand loyalty. Finally, H8

assumes that brand image significantly impacts brand loyalty, and the standard coefficient value is 0.203. Tepeci (1999) asserts that the first development of a brand's image establishes brand loyalty.

## 5. Conclusion and Recommendation

### 5.1 Conclusion and Discussion

This article explores the impact of customers in five different districts on the brand loyalty of the virtual brand community, Xiaohongshu Chengdu, China. This study examines the important influences of brand experience, brand love, brand satisfaction, brand trust, brand affect, and brand image on brand loyalty using hypotheses as a conceptual framework. The target samples of consumers with years of buying experience in Chengdu's five main Xiaohongshu districts were given the questionnaire once it was put together. The study examines the elements that influence brand loyalty in a certain geographic area through data analysis.

Confirmatory factor analysis (CFA) was used to assess the conceptual model's validity and reliability. Consequently, the Structural Equation Model (SEM) was utilized to evaluate the relevant components that affect inventive work behavior.

This study successfully establishes the model of brand experience, brand love, brand satisfaction, brand trust, brand affect, brand image, and brand loyalty under the background of a virtual brand community.

However, in this study, brand experience did not affect brand loyalty. The plausible reason is that consumers in virtual brand communities do not have a strong sense of brand experience and cannot establish a connection with brand loyalty.

The results of this study are significant, showing that users who are satisfied with the virtual brand community are more likely to show trust in the brand and will be loyal to the brand. This study makes a substantial contribution to the existing literature on brand love, brand trust, and brand loyalty in the context of virtual communities. We conclude that brand experience affects brand love but not brand loyalty. The contribution of this research is both theoretical and practical, as it provides new insights into the brand experience in the virtual brand community and useful insights for companies willing to market themselves in the virtual brand community. In summary, this study's findings underscore the importance of brand love, brand satisfaction, brand trust, brand influence, and brand image as the key factors influencing customers' loyalty to the virtual brand community Xiaohongshu in five districts of Chengdu.

### 5.2 Recommendation

Through theoretical and empirical research, this paper concludes that the operators of the virtual brand community and the brands that carry out marketing activities with the help of the virtual brand community can use the important platform of the virtual brand community. To attract new customers, retain old customers, transform potential consumers into real consumers, promote brand development, enhance brand influence, and so on, have important marketing enlightenment significance. It also provides a valuable basis for decision-making for related brands. First, for consumers who are core members of the virtual brand community, it is necessary to strengthen communication and contact with them through online and offline conditions to feel the brand's attention to them. Based on establishing contact, it is necessary to provide them with the latest materials and first-hand information about brand knowledge, guide their thinking and views, and build their confidence in the brand. Increase their positive feelings about the brand, then use their extensive influence in the virtual brand community to communicate and promote it. Second, for consumers with a low level of participation in the virtual brand community, the brand can observe the topics they are concerned about or participate in according to the background data and then judge the purpose of their participation in the community and their possible needs, and then make relevant recommendations to them or help them solve relevant problems through one-to-one customized services. While enhancing customers' experience of the virtual brand community, it also enhances their love for the community.

### 5.3 Limitation and Further Study

Limitations of the study are the population and the sample, specifically customers in Chengdu's five main urban districts. There may be different analysis results when looking at different countries or regions. Further research can be conducted on other constructs that may affect brand loyalty, such as exploring customers' psychological and behavioral rules in virtual brand communities. In addition, future research could extend the impact of brand loyalty in virtual brand communities to mastering big data on consumers, which can obtain more comprehensive and realistic data on consumer psychology and behavior, providing greater financial and non-financial returns for brands.

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