



Customer Engagement on Online Brand Communities (Antecedents and Consequences)

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ABSTRACT. *The main objective of this study is to examine the antecedents and consequences of Customer Engagement in the context of online brand communities. Customer Involvement and Customer Satisfaction are antecedents while the consequence is Brand Commitment. The population of this research object, are members of online brand communities via Facebook platform, which are motorcycle brand communities. The sample measurements are 179 respondents and purposive sampling technique used in this research. The Structural Equation Modeling, analysis tool is used to test the proposed hypothesis in this study. The results showed that the three hypotheses tested were supported.*

KEYWORDS: *Customer Involvement, Customer Satisfaction, Customer Engagement, Brand Commitment*

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I. INTRODUCTION

Social media has quite swiftly developed and attracted academics attention to conduct research. Social media increased flexibility in marketing, which has implications on consumer behavior changes (Dolan et al., 2017). The intensified use of social media among consumer can make it easier for consumers to participate in communities online and build meaningful relationships with other consumers and also with companies (Touni et al., 2020). Social media helps to escalate interaction by providing communication opportunity and entanglement between consumers. Brand community bases on social media can be considered a special case of online brand communities. In the early days of research on online brand communities, researchers considered online brand communities properly because, in an internet context, they were very suitable for establishing relationships between consumers and brands (Marbach et al., 2019). Consumer who participates in a brand community is not only attached to the brand, yet also to other individuals in the brand community (Dessart, 2017). Online community strengthen connection with brand, enhance brand commitment and online community member as well as can build stronger relation with brand. Due to the growth of online brand community encourage consumer to form and create online brand community to share information with each other (Chi et al., 2022).

Wirtz et al., (2013) that the involvement of online brand community is triggered by a number of drivers that stems from relation with brand, social, community value, as well as functional aspects of online brand community membership. Relation with the brand is able to give a boost to consumer engagement in the community. In contrast to other pre-existing concepts such as brand relationship quality and customer involvement, it can be seen that the customer engagement concept has a very high level of attachment from one to another (Dessart et al., 2016). Customer engagement is one of the challenges in online brand community success (Chi et al., 2022). Porter et al., (2011) show that it is important to understand consumers' needs and motivation before promoting participation and motivating cooperation. Customer engagement is closely related to social media. In the context of social media, all brands and marketers try to get greater attention from consumers and engagement on their sites (Marbach et al., 2019).

Vivek et al., (2012) proposed a model that includes antecedent and consequent of customer engagement where consumer participation and involvement as antecedents, while consequences of customer engagement are value, trust, affective commitment, word of mouth, loyalty, and involvement in the brand community. Brodie et al., (2011) recommend that involvement is needed as an antecedent of customer engagement, whereas customer

satisfaction, commitment, and trust in relation to a potential brand are a consequence. Bowden (2009) in the conceptual framework put satisfaction, trust, commitment, and loyalty from an engagement process. It is also supported by van Doorn et al., (2010) in the proposed conceptual model by placing satisfaction, commitment, and trust as antecedents of customer engagement. On the other hand, Hollebeek (2011) in the proposed proposition explains that consumer involvement is an antecedent of customer engagement, which is then followed by relationship quality as a consequence. The relationship quality includes trust, commitment, and customer satisfaction.

To this extent, there are still few empirical studies on customer engagement behavior in general and specifically in the social media context, although it has been recognized as the top research priority, not so much research has examined the antecedent and outcome of customer engagement (Dolan et al., 2017; Touni et al., 2020). Therefore, this study aims to examine the antecedent and outcome of customer engagement in online brand community context.

II. LITERATURE REVIEW

Brodie et al., (2011) defines consumer engagement as a "psychological circumstance that occurs based on interaction, co-creative experience with an object (brand) in a service relationship. While, Bowden (2009) defines consumer engagement as a psychological process that underlies a mechanism in the form of consumer loyalty for new consumer the brand or service, as well as mechanisms through loyalty can be maintained for old consumers brand or service. In contrast to two definitions above, van Doorn et al., (2010) defines engagement as behavior manifestation of a consumer towards a brand or company through buying behavior. Verhoef et al., (2010) and Bijmolt et al., (2010) also defines engagement as the behavior manifestation of a consumer towards a brand or company through buying behavior.

Consumer engagement in online brand community can even increase overall brand engagement. Consumer engagement has the theoretical root of marketing relation domain (relationship marketing) which emphasizes interactivity notion and customer experience (Vivek et al., 2012). An individual who committed to online brand community is more likely to develop a positive attitude and behavior toward the brand. Participated consumer in brand community not only have an attachment with a brand, but also with other individual within the brand community (Dessart et al., 2015). Algesheimer et al., (2005) describes that engagement in online brand community is an intrinsic motivation to interact with the community. Muniz and O'Guinn (2001) and McAlexander et al., (2002) explains that interaction in online brand community can be a broad context and deliver a significant experience that can assist the relationship between one member to another member in the community.

III. HYPOTHESIS

The involvement concept and participation may be viewed as antecedents of customer engagement rather as a dimension. proposed involvement as one of the antecedents of customer engagement. Brodie et al. (2011) recommend involvement is needed as antecedent of customer engagement, whereas customer satisfaction, commitment and trust in relation to a potential brand as consequence. Proposition of Vivek et al. (2012) and Hollebeek et al., (2014) this is also supported by research conducted by Hollebeek et al., (2014) who found involvement has positive effect on consumer brand engagement. In line with the study result (Touni et al., 2020). Based on the description above, the hypothesis can be formulated as follows:

Hypothesis 1: Customer Involvement has a positive effect on customer engagement

Bowden (2009) in the conceptual framework put satisfaction as one of the parts of the engagement process well for new consumers and existing consumers. Van Doorn et al., (2010) in the conceptual model also places customer engagement satisfaction. In contrast to that Hollebeek (2011) in proposed proposition explains that customer satisfaction which belongs to relationship quality is placed as a consequence of customer engagement. When a consumer feels satisfied with a product/brand, then the consumer tends to elevate the relation with the brand (self-brand connection). Based on the description above, the hypothesis can be formulated as follows:

Hypothesis 2: Customer satisfaction has a positive effect on customer engagement

Wirtz et al., (2013) clarified that the involvement of online brand community is triggered by a number of drivers that stem from the relation with brand, social, community value, and functional aspects of online brand community membership. Relationships with brands can give a boost to consumer engagement in the community. By having a relationship with the brand, online brand community member feels closer to the community around them (Algesheimer et al., 2005). Online brand community participation and consumer engagement are two congruent phenomena. Highly engaged online brand community members exhibit all three main markers of community proposed by Muniz and O'Guinn (2001) shared awareness, shared ritual, and

tradition along with a sense of moral responsibility (Brodie et al., 2011). Consumers with strong online brand community commitment tend to have a strong brand commitment (Kim et al., 2008) and they turned out to be a part of the success and failure of the brand. Based on the description above, the hypothesis can be formulated as follows:

Hypothesis 3: Customer engagement has a positive effect on brand commitment

IV. RESEARCH METHOD

The population of this research object, are members of online brand communities via Facebook platform, which are motorcycle brand communities of Yamaha, Honda and Kawasaki. The qualified of collected sample measurement are 179 respondents. Purposive sampling technique is applied as sampling technique. The data collection technique is conducted online using google form which directly sends to brand community member's inbox. The Structural Equation Modeling, analysis tool is used to test the proposed hypothesis in this study. As with the operational definition of the proposed variable in this study. Customer involvement is the perception of someone related to an object based on something inherent to a person such as needs, values, and interests. This construct was measured through 4 items adopted from Laurent and Kapferer (1985). Customer satisfaction is the pleasure feelings or disappointment of someone that appears after comparing the perception/impression of performance (results) of a product/brand/service and their expectations. This construct is measured by 4 adopted items from Gonçalves and Sampaio (2012). Customer engagement is consumer-positive interaction related to brand cognitive, affective, and behavior or interaction with the consumer or brand. This construct is measured through 4 adopted items from Vivek et al., (2014). Brand Commitment is an eternal desire to maintain relation with a brand. This construct is measured through 3 adopted items from (Morgan & Hunt, 1994). The overall construct is measured using a Likert scale of 1-5.

V. RESULT AND DISCUSSION

Respondent's characteristics in this study consisted of 179 people. Based on product usage duration according to the brand community is divided as follows; 1-2 years for as many as 42 people (23.46%), 2-3 years for as many as 88 people (49.16%), and over 3 years for as many as 49 people (27.37%). Based on respondent's age, it can be known that between 18-23 years old as many as 55 people (30.73%), 24-30 years old as many as 87 people (48.60%), and over 30 years old as many as 37 people (20.67%).

The result of the confirmatory factor analysis of the constructs shows that the loading value of all indicators has a value above 0.6 which indicates that the indicator validly explains the existing variable or construct. Meanwhile, the calculation result of the construct reliability value and AVE have an ideal value where all construct reliability values are above 0.7 and all AVE values are greater than 0.5 which implies that applied indicators have the reliability to define the construct. Complete validity and reliability test results can be seen in Table 1.

Table 1.
Validity, Reliability, AVE & Composite Reliability

Item	Customer Involvement		Customer Satisfaction		Customer Engagement		Brand Commitment	
	Load	Error	Load	Error	Load	Error	Load	Error
C.Inv 1	0.7156	0.4765						
C.Inv 2	0.7290	0.4923						
C.Inv 3	0.6949	0.5240						
C.Inv 4	0.7548	0.4235						
C.Sat 1			0.7771	0.3961				
C.Sat 2			0.7321	0.4640				
C.Sat 3			0.7104	0.4953				
C.Sat 4			0.7394	0.4533				
C.Engg 1					0.7110	0.4945		
C.Engg 2					0.6889	0.5254		
C.Engg 3					0.7322	0.4639		
C.Engg 4					0.7107	0.4949		
B.Com 1							0.7394	0.4533
B.Com 2							0.6978	0.5131
B.Com 3							0.7192	0.4828
$\Sigma\lambda$	2.8852		2.9590		2.8428		2.1564	
Σe_j		1.9164		1.8088		1.9787		1.4491
$(\Sigma\lambda)^2$	8.3244		8.7557		8.0815		4.6501	
$(\Sigma\lambda)^2 + \Sigma e_j$	10.2408		10.5644		10.0602		6.0992	
$\Sigma\lambda^2$	2.1912		2.0040		2.0213		1.5509	
AVE	0.548		0.5010		0.505		0.517	
CR	0.829		0.8006		0.803		0.762	

Source : Primary Data (processed)

For the structural model assumption namely sample adequacy, then 179 samples in this study have fulfilled the criteria according to Hair et al., (2019) which explains the minimum sample in modeling is 100-200 samples. For data normality value, from the entire indicators proposed in this study both univariately have c.r skewness and c.r kurtosis values that are smaller than ± 2.576 . While the multivariate value is 2.5738. Therefore it can be concluded that the assumption of normality is acceptable. Model suitability evaluation is conducted to ascertain the extent of a hypothesized model in accordance with the data sample. The test result shows that of all the model suitability criteria shows the outcome is according to the cut-off value and stated fit. In summary, the result of the model suitability evaluation can be seen in Table 2.

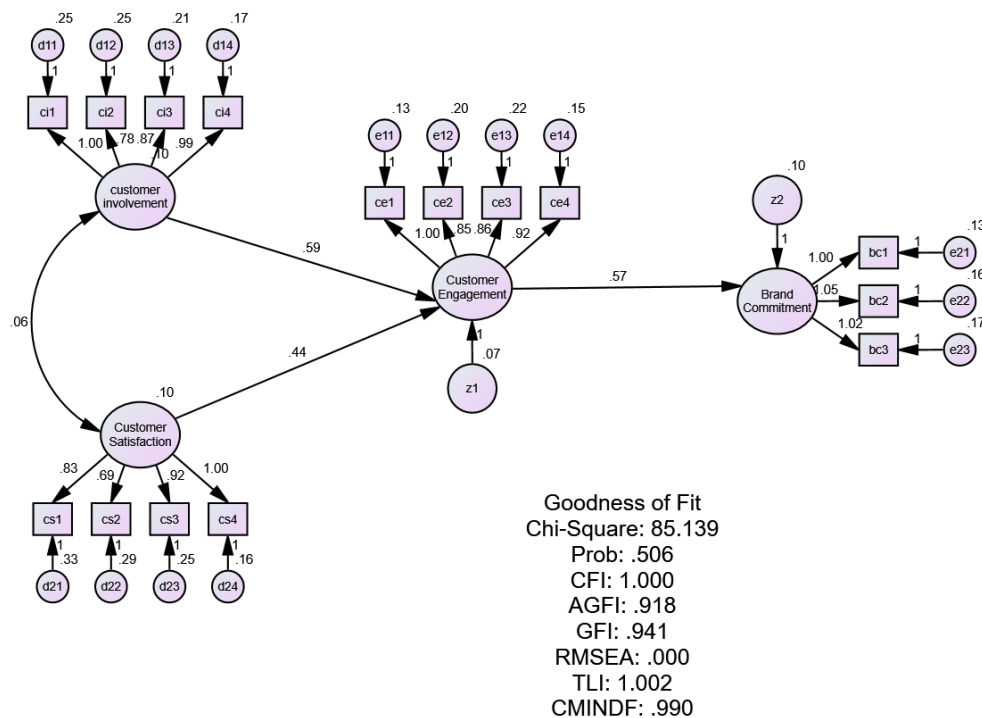
Table 2.
Goodness-of-Fit

Goodness-of-Fit	Cut-off Value	Result	Keterangan
Chi – Square	Expected Small	85.139	Fit
Prob/Sig	$\geq 0,05$	0.506	Fit
CMIN/DF	$\leq 2,00$	0.990	Fit
GFI	$\geq 0,90$	0.941	Fit
AGFI	$\geq 0,90$	0.915	Fit
TLI	$\geq 0,95$	1.002	Fit
CFI	$\geq 0,95$	0.1000	Fit
RMSEA	$\leq 0,08$	0.000	Fit

Source : Primary Data (processed)

Full model analysis of Structural Equation Modeling is performed by using the Amos program, which can be seen in Figure 1.

Figure 1.
Full Model of Structural Equation Modeling



Complete hypothesis testing results can be seen in Table 3.

Table 3.
Hypothesis Testing Result

Hypothesis	Estimate	S.E	C.R	Prob.	Decision
H1. Customer Involvement → Customer Engagement	0.590	0.209	2.823	0.005	Supported

H2. Customer Satisfaction → Customer Engagement	0.441	0.205	2.145	0.032	Supported
H3. Customer Engagement → Brand Commitment	0.569	0.099	5.769	0.000	Supported

Source : Primary Data (processed)

The testing result of hypothesis 1 shows an estimated value of 0.590, standard error of 0.209, critical ratio of 2.823, and probability value of 0.005 ($p < 0.05$). Based on the test result, hypothesis 1 is supported empirically. Hence it can be stated that significant customer involvement has a positive effect on customer engagement. The test result sustains the research by Hollebeek et al., (2014) which states that involvement has an effect on customer brand engagement. This study also supports the proposition submitted by Brodie et al., (2011) and Vivek et al., (2012) who explained that customer involvement is the potential antecedent of customer engagement. Customer involvement will generate a particularly high information search process and deep process so that when consumers consume the product or brand they most likely elevated the engagement to the brand or product. Laurent and Kapferer (1985) stated that involvement is a causal or variable that motivates several consequences in buying and communicating behavior. This indicates that at a high level of involvement, there is a connection with the engagement, and can be an antecedent of engagement (Liang et al., 2018).

The test result of hypothesis 2 shows estimated value of 0.441, a standard error of 0.205, critical ratio of 2.145, probability value of 0.032 ($p < 0.05$). Based on test results, hypothesis 2 is supported empirically. Therefore, it can be said that customer satisfaction has a significant positive effect on customer engagement. In line with van Doorn et al. (2010) who placed customer satisfaction as an antecedent of customer engagement behavior. Thakur (2018) explains that customer satisfaction is part of the customer engagement process either old customer nor new customer. When consumer feels satisfied with a product/brand, they tend to continue to consume and explore the product or brand more intense.

The test result of hypothesis 3 shows an estimate value of 0.569, standard error of 0.099, critical ratio of 5.769, and probability value of 0.000 ($p < 0.05$). Based on the test result, hypothesis 3 is supported empirically. Thereby, it can be said that customer engagement has a significant positive effect on brand commitment. Committed individual a brand or particular company are likely to exhibit behavior that will enhance their relationship with a brand. Commitment can be described as the extent to which an individual believes that the relation is worth with maximum effort to be maintained over time (Osuna Ramirez et al., 2017). This commitment will only exist when the relation is considered as something important and potentially always exists.

VI. CONCLUSION

Positive implications of customer engagement for consumer behavior and brand performance are encouraging interest of academics and practitioners to clearly explain and define the concept of customer engagement (Vivek et al., 2014). The success of a long-term relationship depends a lot on the level of relation commitment. Therefore committed individual a brand or particular company are likely to exhibit behavior that will enhance their relationship with brands. The engagement strategy that can be conducted by an organization or company is to develop relationships with consumers. Brand community can be a tool to build relation to consumer with the most appropriate strategy from company by getting involved (affiliate) in existing brand community or even become the forming initiator of the brand community. A limitation of this study has only examined a few constructs that become antecedent and consequence of customer engagement and places customer engagement in unidimensional form. Future research in the brand community context is expected to examine various other constructs that can be proposed as an antecedent or consequence of customer engagement such as trust, identification of brand community, perception of benefit, social identity and loyalty. In addition to that, the dimensions development of customer engagement can also be part of a future research agenda.

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