

INVESTIGATING THE FACTORS AFFECTING CUSTOMER ENGAGEMENT
AND THE INFLUENCE OF CUSTOMER ENGAGEMENT ON BRAND LOYALTY
IN AUTOMOBILE ONLINE BRAND COMMUNITIES

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AUTOMOBILE ONLINE BRAND COMMUNITIES**

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I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

INVESTIGATING THE FACTORS AFFECTING CUSTOMER ENGAGEMENT AND THE INFLUENCE OF CUSTOMER ENGAGEMENT ON BRAND LOYALTY IN AUTOMOBILE ONLINE BRAND COMMUNITIES

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The purpose of this study is to identify the factors affecting customer engagement dimensions in online brand communities (OBCs) and to investigate the intra- and inter-relationships between engagement and loyalty dimensions. In this study, quantitative and qualitative analyses were combined in order to gain an in depth understanding of the issue. Quantitative data were collected via questionnaires from 721 automobile OBC members and analyzed using structural equation modelling (SEM). Then, a semi-structured interview was conducted to confirm the results of the quantitative study and to investigate the implicit factors and relationships. Overall, it was shown that different dimensions of customer engagement were influenced by different factors. Social identity, social interaction ties, perceived enjoyment, self-image enhancement and perceived usefulness were the key drivers of cognitive engagement. Social identity, altruism, perceived enjoyment and trust were found to influence emotional engagement and social interaction ties, social identity, altruism, remuneration and trust were found to influence behavioral engagement. In addition, the consecutiveness between the dimensions of both customer engagement and brand loyalty were confirmed in the context of automobile OBCs. This study provides insights to managers in order to achieve brand community engagement and brand loyalty and highlights the importance of social, personal and motivational factors to engage customers cognitively, emotionally and behaviorally to OBCs. The effects of different factor groups on each dimension of engagement were investigated in this study. To the best of our knowledge, this is one of the limited studies that suggest customer engagement dimensions as a driver of brand loyalty dimensions.

Keywords: Customer engagement, Brand loyalty, Online brand communities, Customer engagement dimensions, Mixed method research

ÖZ

OTOMOBİL ÇEVİRİMİÇİ MARKA TOPLULUKLARINDA MÜŞTERİ BAĞLILIĞINI ETKİLEYEN FAKTÖRLER VE MÜŞTERİ BAĞLILIĞININ MARKA SADAKATİNE ETKİSİNİN ARAŞTIRILMASI

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Bu çalışmanın amacı, çevrimiçi marka topluluklarında müşteri bağlılığı boyutlarını etkileyen faktörleri belirlemek ve müşteri bağlılığı ile sadakat boyutları arasındaki iç ve karşılıklı ilişkileri araştırmaktır. Bu çalışmada, konunun derinlemesine anlaşılması için nicel ve nitel analizler birleştirilmiştir. Nicel veriler, 721 otomobil çevrimiçi marka topluluğu üyesinden anketler yoluyla toplanmış ve yapısal eşitlik modellemesi (SEM) kullanılarak analiz edilmiştir. Ardından, nicel çalışmanın sonuçlarını doğrulamak ve örtük faktörleri ve ilişkileri araştırmak için yarı yapılandırılmış görüşmeler yapılmıştır. Genel olarak, müşteri bağlılığının farklı boyutlarının farklı faktörlerden etkilendiği gösterilmiştir. Sosyal kimlik, sosyal etkileşim bağları, algılanan eğlence, öz imaj geliştirme ve algılanan kullanışlılık, bilişsel bağlılığın temel itici güçleridir. Sosyal kimlik, özgecilik, algılanan zevk ve güvenin duygusal bağlılığı ve sosyal etkileşim bağlarını, sosyal kimlik, özgecilik, ücret ve güvenin davranışsal bağlılığı etkilediği bulunmuştur. Ayrıca, otomobil çevrimiçi marka toplulukları bağlamında hem müşteri bağlılığı hem de marka sadakati boyutları arasındaki ardışıklık teyit edilmiştir. Bu çalışma, yöneticilere marka topluluğu bağlılığı ve marka sadakati elde etmek için içgörüler sağlamaktadır ve müşterileri bilişsel, duygusal ve davranışsal olarak çevrimiçi marka topluluklarına dahil etmek için sosyal, kişisel ve motivasyona bağlı faktörlerin önemini vurgulamaktadır. Bu çalışmada, farklı faktör gruplarının bağlılığın her bir boyutu üzerindeki etkileri araştırılmıştır. Bildiğimiz kadarıyla bu, müşteri bağlılığı boyutlarını marka sadakati boyutlarının ana itici gücü olarak öneren sınırlı çalışmalardan biridir.

Anahtar Kelimeler: Müşteri bağlılığı, Marka sadakati, Çevrimiçi marka toplulukları, Müşteri bağlılığı boyutları, Karma yöntemli araştırma

To My Family and My Dearest Daughter Ela Nil Bayraktar

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CEEM	Customer Engagement Evaluation Model
CFA	Confirmatory Factor Analysis
COBRAs	Consumers' Online Brand Related Activities
CR	Composite Reliability
EFA	Exploratory Factor Analysis
eWOM	Electronic Word-of-mouth
GOF	Goodness of Fit
KMO	Kaiser Meyer Olkin
OBC	Online Brand Community
PCA	Principal Component Analysis
SCT	Self-Categorization Theory
SEM	Structural Equation Modeling
SIT	Social Identity Theory
SMBC	Social Media Brand Community
SMC	Squared Multiple Correlation
SNS	Social Network Sites
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
U&G	Uses and Gratifications
VIBE	Value in the Brand Page Experience
WOM	Word-of-mouth

CHAPTER 1

INTRODUCTION

The emergence of social media has changed the way of the communication and information exchange between the customers and companies. As social media channels have become a ubiquitous part of daily life, relations based on one-way information flow have given their place to more participatory and interactive two-way communication. This structure has strengthened the position of customers in the communication, and gave them a more active role in influencing and enhancing the company performance (Brodie, Hollebeek, Jurić, & Ilić, 2011). The widespread use of social media has brought many benefits for both the companies and the customers. Customers can achieve helpful, useful and up-to-date information, present their self-identity to the community, socialize by interacting with like-minded customers, directly convey their expectations and suggestions to the companies, and gain economic benefits such as coupons or deals. Social media have become an effective tool for the companies as well to understand their customers and their expectations, communicate with their customers, present their identity, products or services, receive feedback from their customers to enhance their performance and provide post-sales services (Guesalaga, 2016). Therefore, companies should invest time and money to social networks to foster customer engagement to their brands and brand social media.

Customer engagement has become a popular research area after it was specified as a key research priority for future research (MSI, 2014). Brodie et al. (2011) defined consumer engagement as a psychological state that occurs through customer experiences and having cognitive, emotional, and behavioral dimensions. However, there is a lack of consensus on its definition, conceptual domain and dimensionality. Customer engagement is ahead of similar concepts of participation and involvement by requiring an active interactive relationship with the engaged object (Marbach, Lages, & Nunan, 2016). It includes various behaviors such as reading content, watching brand related videos, commenting on a content, sharing a content with others, rating products and companies, and creating and posting user generated content (Barger, Peltier, & Schultz, 2016; Men & Tsai, 2015). Muntinga, Moorman, and Smit (2011) classified those behaviors in different engagement levels and proposed a consumers' online brand related activities (COBRAs) topology.

This topology clustered behaviors between consumers and brands under consumption, contribution and creation levels representing a gradual involvement with brand-related content. As the first level, consuming refers to the weakest activeness level where the customers act as passive observers of the social network sites and communities. As the second level, contributing is one level up and includes communication with brands and others by giving their contributions like sharing and commenting. Finally, creating is the strongest level including co-creation and content production activities (de Castro, 2017). Simon, Brexendorf, and Fassnacht (2016) presented a 90-9-1 rule stating that “only 1 per cent of users create content on a permanent basis, 9 per cent contribute from time to time, while roughly 90 per cent remain silent during social interactions” (Simon et al., 2016, p.410). Therefore, it is important to determine the factors that the customers value the most for interacting with the brand and other community members, and to identify the motivations that move them from passive engagement to more active engagement levels.

Customer engagement can occur in brand-generated platforms such as brand social media channels or brand pages. Communities created by brands are an important source of information and communication for users (Park & Mcmillan, 2015). In addition, a great deal of engagement takes place on consumer generated social media platforms governed by individuals such as Facebook groups or online brand community forums (Schamari & Schaefer, 2015). Since the content created by the users and shared in the brand communities does not pass through a brand's filter, these communities are the channels that a customer can directly access the real comments and evaluations of other users. Therefore, the brand communities formed by customers who like and care about the same brand also attract more customers to join in and reach a significant number of members (Lee, Chang, & Su, 2011).

With the proliferation of brand communities, it has become increasingly important for the brands to know the consequences of their activities in those communities. Brands can use their communities as a valuable tool for customer relationship management, marketing and innovation management (Zaglia, 2013). Online brand communities can help brands create customer trust and customer loyalty and gain competitive advantage in the marketplace as well. By offering a cost effective, reliable and customized means of interaction with their loyal customers, the brand communities provide strong source of financial benefits to the companies (Algesheimer, Dholakia, & Herrmann, 2005). In order to establish a long-term relationship with their customers, the companies should implement strategies to facilitate ongoing communication with their customers, which is an important aspect of relationship marketing. Brand communities are one of the strong tools to achieve such communication with and between existing and potential customers (Mancini & Carbone, 2014).

Brand communities not only strengthen the relationships between brands with their customers, but also increase the cooperation among members. Customers feel privileged in the community, distinguish themselves from others and support each other due to the special bonds established through their communication in the community. Thus, they maintain loyalty to the brand and the community. Therefore, it becomes more and more

important to create and strengthen brand communities in order to build long-lasting and strong brands.

1.1. The purpose of the study

The primary purpose of this study is to identify the factors that affect cognitive, emotional and behavioral engagement of customers in online brand communities. In order to achieve this aim, a conceptual model is proposed including factors as drivers of customer engagement dimensions. As customer engagement in OBCs is related to interactions and communications with the brand and other customers, it can be affected by various factor categories such as social factors, brand related factors, personal factors, etc. As different levels of engagement can be influenced by factors from different aspects, it is important to cover as many categories as possible.

In order to provide strategic guidelines to companies for increasing customer engagement and for developing communication strategies, it is crucial to investigate the factors affecting customer engagement in brand social media. Solely behavioral point of view is not sufficient to measure psychological engagement level of the customer (de Castro, 2017). Therefore, in this study, customer engagement is considered as psychological state having cognitive, emotional and behavioral dimensions. Brand loyalty dimensions were proposed as the outcome of customer engagement dimensions; therefore, the relationships among customer engagement dimensions and loyalty dimensions were aimed to be investigated. In addition, the sequential emergence of both customer engagement dimensions and brand loyalty dimensions were aimed to be examined in this study.

1.2. Background

In the following sections, a brief overview was given about brand community, customer engagement and brand loyalty concepts in order to provide the background information.

1.2.1. Brand Community

Brand community is defined as “a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand” (Muniz & O’guinn, 2001). Its main distinguishing feature from other communities is that it is a virtual platform serving as a meeting point between people who share an interest and passion for the same brand (Mancini & Carbone, 2014). Although Muniz and O’guinn (2001) put the concept of geographical proximity to the center in order to describe brand communities, the factor that brings consumers together can be the mental proximity such as similar social identities, interests and hobbies (Wang, Butt, & Wei, 2011). With the emergence of online technologies, online brand communities have been started to serve as an additional channel for organizations to communicate with and receive feedback from their customers (Chan, Zheng, Cheung, Lee, & Lee, 2014). The relationships in online

brand communities can be between the customer and the brand, the customer and the customer or the customer and the product (Jahn & Kunz, 2012).

Muniz and O'guinn (2001) identified key indicators of brand communities as: shared consciousness which is the sense of connection among members; shared rituals and traditions that connects the members of the community; and obligations to society that is about having a sense of commitment to the society. For the legitimacy of the existence of a brand community, it is necessary for the members to have a sense of 'us' that is parallel to the personality, views and ideas of the brand. This is expressed as the shared consciousness of the brand. Another component of brand communities is shared rituals and traditions, which are standardized and symbolic behaviors that contribute to the development of the sense of 'us' in the society, and are accepted by the community. All members of the community do not have to possess the same view of life, the same feelings or thoughts. However, for the continuity and unity of the community, it is necessary to create a common and shared sense of moral responsibility within the community. Thanks to this joint agreement, a sense of unity and identification is created even if the members do not know each other physically.

Brand communities perform many tasks for the benefit of companies. In brand communities, customers can help each other solve many problems and become natural advertisers of brands in terms of promoting and defending the brand. In addition, they can help brands improve themselves and produce the right products with the feedback and innovative ideas they provide (Habibi, Laroche, & Richard, 2014; Laroche, Habibi, Richard, & Sankaranarayanan, 2012). In today's competitive marketing environment where new marketing strategies and communication models emerge every day, building brand loyalty has recently become a necessity for all brands. Communication in brand communities increases customers' brand loyalty and provides competitive advantage to the companies as well (Mancini & Carbone, 2014). Brand communities provide an effective communication channel between the brand and its loyal users and help build long-lasting and strong relationships between them (Laroche et al. 2012; Zaglia, 2013). Because of the rapid development in technology, customers can now access cars with similar features at prices close to each other. For this reason, automobile brands need instruments that will differentiate themselves from other brands in order to retain their existing customers and expand their customer base. In automotive industry where competition is intense, it is very important for the companies to determine strategies that will ensure long-term relationships with their customers and provide them competitive advantage.

Participation in brand communities is voluntary and participants maintain their membership as long as they benefit from the community (Kim, Choi, Qualls, & Han, 2008). Customers may join brand communities to fulfill their social needs by identifying themselves with the brand and other community members, to satisfy their personal needs such as altruism or self-improvement and to meet their need of socialization and being noticed in the community (Habibi et al., 2014; Laroche et al., 2012).

1.2.2. Customer Engagement

Consumer engagement has become a popular research area and has been broadly investigated in the marketing literature especially after specified as a key research priority for future research (MSI, 2014). Although engagement has been studied in various disciplines such as psychology, sociology, education and organizational behavior (Hepola, Karjaluoto, & Shaikh, 2016), the term "customer engagement" has begun to appear in the marketing literature after 2005 (de Castro, 2017).

Brodie et al. (2011) defined consumer engagement as a psychological state occurring through customer experiences, which have cognitive, emotional, and behavioral dimensions. However, there is a lack of consensus on its definition, conceptual domain and dimensionality. The terms "consumer engagement" and "brand engagement" have been also used in the literature to represent the relationships between object and subject of engagement (Dessart, Veloutsou, & Morgan-Thomas, 2015). An overview of customer engagement concepts, definitions and dimensionality is given in Table 1.

It is necessary to distinguish customer engagement from similar concepts of involvement and participation. Participation is the degree of customer involvement in service production and delivery (Dabholkar, 1990). Involvement is defined as the individual's perception of the personal relevance and interest about an object based on his/her needs, goals and values (Zaichkowsky, 1985). The main difference between engagement and the concepts of involvement and participation is that engagement is ahead of them by requiring an active interactive relationship with the engaged object (Marbach et al., 2016).

Several studies focus on clustering engagement behaviors into user types (Muntinga et al., 2011). A common categorization classify users as posters and lurkers based on the level of interaction and participation (Mousavi, Roper, & Keeling, 2017). While posters are the members who actively participate in behaviors, lurkers are observers and passive members of social networks. Similarly, Mathwick (2002) defined four types of users, namely lurkers, socializers, personal connectors and transactional community members. Since user based categorization often restricts people from engaging in multiple roles, Muntinga et al. (2011) proposed a usage based categorization of engagement behavior and classified engagement activities in consuming, contributing and creating levels.

Table 1: Customer Engagement Definitions. This table comprises of customer engagement conceptualizations, and their short definitions.

Author(s)	Concept	Definition	Dimensionality
Algesheimer et al. (2005)	Brand community engagement	Positive influences of identifying with the brand community through the consumer's intrinsic motivation to interact/ co-operate with community members.	Utilitarian Hedonic Social
Bowden (2009)	Customer engagement	A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand.	Cognitive Emotional
Sprott, Czellar, and Spangenberg (2009)	Brand engagement in self-concept	An individual difference representing consumers' propensity to include important brands as part of how they view themselves.	Emotional
van Doorn et al. (2010)	Customer engagement	The customers' behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers.	Behavioral
Brodie, Ilic, Juric, and Hollebeek, (2013)	Consumer engagement	A multidimensional concept comprising cognitive, emotional, and/ or behavioral dimensions, and plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and/or consequences in iterative engagement processes within the brand community.	Cognitive Emotional Behavioral
Hollebeek and Chen (2014)	Consumer engagement	A consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions.	Cognitive Processing Affection Activation
Dwivedi (2015)	Consumer brand engagement	Consumers' positive, fulfilling, brand-use-related state of mind that is characterized by vigor, dedication and absorption.	Vigor Dedication Absorption

Customer Engagement Levels

Customer engagement behaviors include various behaviors such as reading content, viewing brand related videos, commenting on content, sharing content with others, rating products and companies, creating and posting user generated content (Barger et al., 2016; Men, & Tsai, 2015). Muntinga et al. (2011) classified those behaviors in different engagement levels and proposed a consumers' online brand related activities (COBRAs) topology. This topology clustered consumer-to-consumer behaviors and consumer-to-brand behaviors under consumption, contribution and creation levels which represent a gradual involvement with brand-related content. As the first level, consuming refers to the weakest level of activeness where the customers act as passive observers of the social network sites and communities. As the second level, contributing is one level up and includes communication with brands and others by giving their contributions like sharing and commenting. As the third level, creating is the strongest level including co-creation and content production activities (de Castro, 2017).

Examples of brand related social media usage given by Muntinga et al. (2011) for each usage type is as follows:

Consuming: reading product reviews or product ratings, viewing the dialogues of other customers and watching brand-related videos, listening brand related audios, etc.

Contributing: joining brand communities or profiles, rating products or brands, engaging in branded conversations, commenting on brand related content and media, sharing content, etc.

Creating: publishing brand related weblog, uploading brand related media, writing brand articles or product reviews, making recommendations, etc.

Through consuming level activities, the company can increase customer awareness of the brand and support decision-making process of their customers with accurate information. Through contributing level activities, the company can expand brand-generated content to wider masses, evaluate and enhance themselves through feedback from customers. Creating is the most valuable, most sustainable and most preferred engagement type for the companies because it provides benefits of having committed customers who advertise and promote the company as direct ambassadors. It is important to know the drivers of each engagement level activities for determining the factors that will push the customers to the next and higher level of engagement.

Dimensionality of Customer Engagement

In terms of dimensionality, literature offers both unidimensional and multi-dimensional definitions of customer engagement. Some studies adopted a unidimensional approach to the concept and focused extensively on the behavioral aspects of engagement (Brodie et al., 2011). Van Doorn et al. (2010) who approached engagement from a behavioral point of view and defined as “the customers’ behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers” (p. 254). While most of the researchers focus on behavioral aspects of customer engagement (Tha’er & Bohari, 2016; Luarn, Huang, Chiu, & Chen, 2016), some of them considered customer engagement at psychological level (Bowden, 2009).

However, several authors considered customer engagement as a multi-dimensional construct. Yu, Patterson, and De Ruyter (2005) defined four key dimensions of customer engagement as vigor, dedication, absorption and interaction. Based on the study of Yu et al. (2005), Cheung, Lee, & Jin (2011) defined the dimensions of engagement as vigor, dedication and absorption for online game engagement area. Many other researchers suggested that customer engagement includes cognitive, emotional and behavioral dimensions (Brodie et al., 2011; Bowden, 2009). Moreover, Hollebeek and Chen (2014) defined dimensions as cognitive processing, affection and activation. Although these different studies used different concepts to represent the dimensionality of customer engagement, all these dimensions correspond to the generic cognitive, emotional and behavioral nature of engagement.

Cognitive Dimension

Absorption is defined as “being fully concentrated and deeply engrossed in an online social platform” (Cheung et al., 2011). Similarly, cognitive processing is defined as “a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction” (Hollebeek and Chen, 2014). Those two concepts correspond to cognitive dimension of customer engagement. Cognitive engagement represents processing, concentration and interest in an object (de Castro, 2017). In this study, cognitive engagement refers to being immersed in the information and the content of the brand social platform.

Emotional Dimension

Dedication is defined as “a sense of significance, enthusiasm, inspiration, pride, and challenge towards an online social platform (Cheung et al., 2011). Similarly, affection is defined as “a consumer's degree of positive brand-related affect in a particular consumer/brand interaction” (Hollebeek and Chen, 2014). Those two concepts correspond to emotional dimension of customer engagement. In this study, emotional engagement refers to consumer’ level of excitement, interest, pleasure and happiness derived from engaging in brand related content and interactions with brand community and its members.

Behavioral Dimension

Vigor is defined as “the level of energy and mental resilience while using an online social platform, willingness to invest time and effort in one’s role as a customer” (Cheung et al., 2011). Similarly, activation is defined as “a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction” (Hollebeek and Chen, 2014). Those two concepts correspond to behavioral dimension of customer engagement. Dessart et al. (2015) found that behavioral dimension is represented by behavioral manifestations of sharing, learning and endorsing. Behavioral engagement is related to the willingness to devote time and effort to the brand social platform. This level of engagement is considered as the strongest engagement level (Kuzgun & Josiassen, 2016).

Consequences of customer engagement

Prior studies have repeatedly demonstrated that engagement is associated with a number of positive outcomes, such as organizational commitment (Wirtz, et al., 2013; Jahn & Kunz, 2012), customer loyalty (Wirtz et al., 2013; Jahn & Kunz, 2012; Marbach et al., 2016); membership continuance intentions (Hepola et al., 2016; Wirtz et al., 2013), and purchase intentions (Chan et al., 2014; Jahn & Kunz, 2012; Jayasingh & Venkatesh, 2015). The literature includes divergent views of antecedents and consequences of customer engagement. Same construct can be referred as a driver of customer engagement in one study and referred as an outcome of customer engagement in another study due to complex nature of customer engagement (de Castro, 2017). For example, while Youssef, Johnston, AbdelHamid, Dakrory, & Seddick (2018) defined commitment as an antecedent of customer engagement, Jahn and Kunz (2012) reported commitment as a consequence of customer engagement. Wirtz et al. (2013) defined customer level and organizational level consequences of customer engagement. At brand community level, customer based outcomes are commitment, continuance intention to participate in brand community, satisfaction and loyalty. Similarly firm based outcomes are specified as brand commitment, engagement, satisfaction and loyalty. Those community level outcomes result in idea generation for improved products and services, flexible and integrated firm structure, higher sales and improved brand image and relationship with customers.

1.2.3. Brand Loyalty

Brand loyalty is defined as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1997, p. 392). In early researches on loyalty, a two-dimensional structure which has attitudinal and behavioral dimensions was proposed (Day, 1969). Worthington, Russell-Bennett, and Härtel (2010) then divided the attitudinal dimension into cognitive and affective dimensions and proposed a three dimensional model for loyalty.

Oliver (1997) specified dimensions of loyalty as cognitive, affective, conation and active loyalty. Cognitive loyalty is based on the beliefs of customers that the brand is preferable to its alternatives. Those beliefs may arise from prior knowledge of or experiences with the brand. If the customers' satisfying experiences persist over time, liking behavior or positive attitude toward the firm has been evolved which raises the customer in to into the affective loyalty phase. Affective loyalty is based on cumulative satisfying experiences and reflects pleasurable fulfillment of customers' needs. This dimension reflects deeper level of commitment than cognitive level. Conative loyalty refers to the intention of repurchase influenced by repeated episodes of positive affect toward the brand. In the action loyalty, the motivated intention in the previous loyalty state is transformed into readiness to act.

1.3. Significance of the study

Muniz and O'Guinn (2001) stated that strong brand communities lead to the high level of brand loyalty. The formation of a strong brand community will be possible by increasing the level of engagement of customers with the brand community. For this reason, it is necessary to reveal the factors affecting engagement in order to create strong brand communities. Although customer engagement has been considered as a multi-dimensional construct including cognitive, emotional and behavioral dimensions in various studies (Bowden, 2009; Brodie et al., 2011), only a small number of these studies investigated the the factors affecting each dimension individually (Reitz, 2012; Huang, Bao, & Li, 2017). Therefore, a comprehensive study investigating the effect of different factors on each engagement dimension is needed in OBC context. In addition, it was observed that the factors affecting brand community engagement and brand loyalty in the automotive industry have not been investigated in a holistic way in the literature.

While relationships among engagement dimensions have been investigated in a number of studies (Hong, et al., 2020; Kuzgun & Josiassen, 2016) (Guo, Zhang, Kang, & Hu, 2017), it is needed to be validated in different contexts. Loyalty has emerged as a consequence of customer engagement in a various studies (Jahn & Kunz, 2012; So, King, & Sparks, 2014); however, to the best of our knowledge, this is the first study that suggests customer engagement dimensions as antecedents of brand loyalty dimensions.

1.4. Research questions

The research questions of this study are as follows:

- (1) What are the factors affecting the dimensions of customer engagement?

The influencing factors and their strength may vary for each dimension. Therefore, the question focuses on determining the factors affecting each dimension of customer engagement in automobile online brand communities.

- (2) What are the intra- and inter-relationships between dimensions of customer engagement dimensions and brand loyalty dimensions?

It was assumed that customer engagement and brand loyalty are sequential processes. The question focuses on validating the sequentiality of both customer engagement and brand loyalty dimensions in automobile OBCs. In addition, the relationships among customer engagement dimensions with their corresponding brand loyalty dimensions were aimed to be investigated.

1.5. Outline

The remainder of the proposal is organized as follows. In Chapter 2, an overview of the previous studies on customer engagement are discussed. In Chapter 3, the process of research model building and the proposed conceptual model is presented. In Chapter 4, research design of our study is given. Instrument development, participant selection, data collection and analysis procedures are explained in detail in Chapter 4. In Chapter 5, the results of the quantitative and qualitative studies are given and the results are discussed by referencing to the previous studies in the field. In Chapter 6, the conclusions, implications, limitations and future work of our study are given.

CHAPTER 2

LITERATURE REVIEW

There has been an increase in the number of research on customer engagement after its specification as a key research priority for future research by Marketing Science Institute in 2014 (MSI, 2014). The studies in the literature were based their research on various psychological and social theories such as flow theory (Carlson, de Vries, Rahman, & Taylor, 2017), social cognitive theory (Guo et al., 2017; Chiu, Hsu, & Wang, 2006), self-determination theory (Kim & Drumwright, 2016), social identity theory (Simon et al., 2016; Vernuccio, Pagani, Barbarossa, & Pastore, 2015; Chan et al., 2014; Mousavi et al., 2017), social exchange theory (Simon et al., 2016), social learning theory (Schamari & Schaefer, 2015), reciprocal action theory (Chan et al., 2014), social capital theory (Huang, Kim, & Kim, 2013; Chiu et al., 2006) and personality traits (Marbach et al., 2016; Kabadayi & Price, 2014).

2.1. Systematic literature review

To determine the factors that affect customer engagement in brand social media sites, a systematic review procedure was employed (Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007). The steps of the review procedure was outlined in Figure 1.

As a first step, an initial keyword set was determined. After a keyword search with initial keywords, new keywords were progressively added to the search. For the final search, the combinations of the following keywords were used: “customer engagement”, “consumer engagement”, “brand engagement”, “user engagement”, “social media”, “social network”, “web 2.0”, “brand community” combined with “antecedents”, “factors”, “drivers”. The keyword search resulted in finding more than 600 studies. All major scholar databases were reviewed (Scopus, IEEE, Scimedirect, Proquest) and Google Scholar was reviewed to detect latent researches during this keyword search.

At the second step, the keywords and the titles of the articles were analyzed in order to investigate their relevance to the context of customer engagement in brand related social media platforms. Afterwards, the inclusion criterion set was determined as follows and 231 articles were left at the end of the step:

- a. Research objectives should be about the factors affecting customer engagement in brand related social platforms.
- b. Researches should be published within 11 years were investigated. The time interval was set to 2008-2019 due to the increasing trend and the significance of customer engagement studies.
- c. Researches should be published in English.
- d. Researches should be published in peer reviewed indexed journals and conference proceedings.

After refining the articles, abstracts of the remaining articles were reviewed and 154 papers were eliminated due to their irrelevance to the context. At the final step, remaining 77 studies were reviewed in detail. 21 articles which did not meet the inclusion criteria were eliminated and 56 papers were included to the literature of the study. After customer engagement has been identified as a key research priority by Marketing Science Institute, there has been an increase in the studies on this subject. These studies were related to the conceptualization of customer engagement, the examination of customer engagement in different concepts such as social media and mobile applications and the explanation of the factors affecting customer engagement by the help of various social, psychological and behavioral theories.

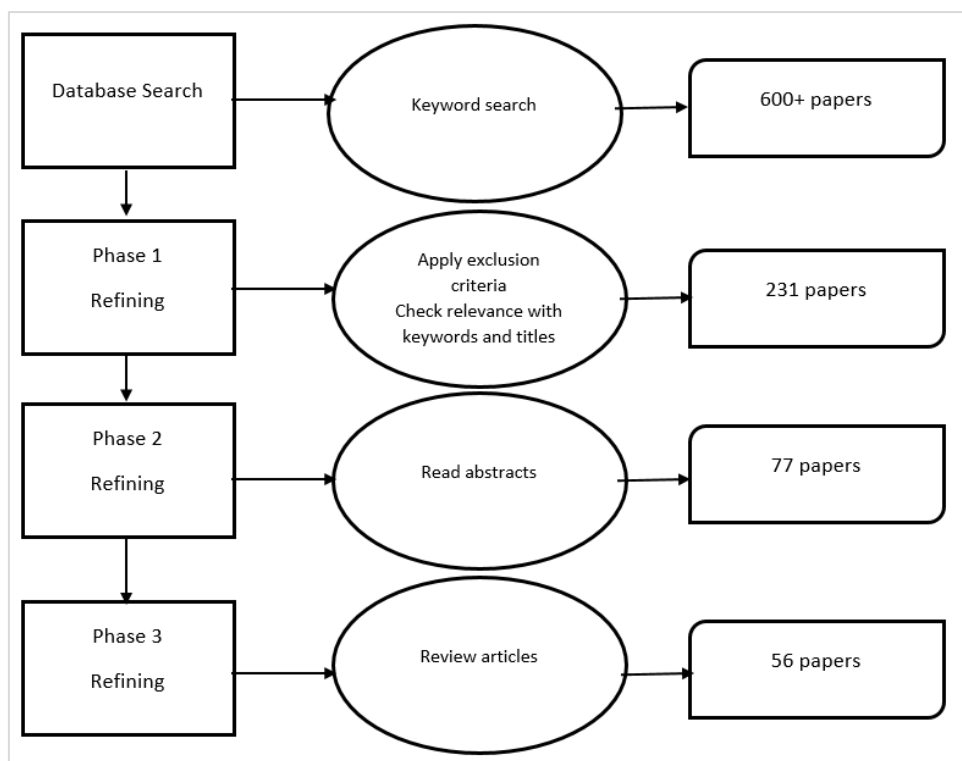


Figure 1: Flow diagram of the review procedure.

The results of the systematic literature review were used to determine the factors to be included into our model as the drivers of customer engagement. However, in order to to give the current state of the art in customer engagement context, the most recent articles were also reviewed later on and summarized below.

In the literature, various studies focused on determining uses and gratifications for social media engagement behavior. Chen and Lin (2014) focused on social, process and content gratifications as key antecedents of consumer engagement in mobile social networks. They found that content entertainment, self-expression and social influence are significant drivers of customer engagement. Verhagen, Swen, Feldberg, and Merikivi (2015) grounded their study on Uses and Gratifications Theory and tested their model on three different virtual community environments. They focused on perceived benefits perspective and found that cognitive, social integrative and hedonic benefits are key drivers of customer engagement. De Vries and Carlson (2014) proposed a model based on user gratifications and values and confirmed the effect of social value, co-creation value, usage intensity and brand strength on customer engagement with brand Facebook pages. They also found that functional and hedonic values had a positive impact on usage intensity. Bailey, Bonifield, and Elhai (2021) drew their study on uses and gratifications theory and found that social facilitation motivation, participating and socializing motivation, and information motivation influence the customers' SNS usage.

Customer values have been considered as drivers of customer engagement in various studies as well. Jahn and Kunz (2012) adopted a value based approach. They found that social interaction, brand interaction and self-concept values positively affect engagement to brand fan page and fan page engagement affect brand loyalty. Content related functional and hedonic values were found to influence fan page engagement indirectly through the fan page usage intensity. Carlson, Rahman, Taylor, and Voola (2019) proposed VIBE (Value in the Brand Page Experience) construct based on Consumption Values Theory which is composed of functional, socialization, emotional, innovativeness and relationship building values and found the positive direct effect of VIBE construct on customer engagement behaviors. Chen (2017) proposed a customer values based model and revealed that customer engagement is driven by identification, innovation differentiation, entertainment, social networking and socialization values. They also validated the effect of customer engagement on customer relationship quality dimensions of trust, commitment, control mutuality and satisfaction. Carlson et al. (2017) explored the effect of flow as a second order construct in influencing customer engagement values, which are customer lifetime, influencer and knowledge values, in branded social media platforms and found that flow positively affects all these values of engaging in Facebook brand pages. Lee, Lee, and Kim, (2018) drawn their model on customer value theory and tested the effect of various customer values on brand engagement. They revealed that social, functional and emotional values significantly affect brand engagement but monetary and epistemic values do not. Park, Hyun, and Thavisay (2021) found that personal and functional value strongly influence social media WOM in luxury brand context.

Another group of studies adopted a motivations based perspective. Greve (2014) offered a model based on engagement motivations and brand image. They also investigated the moderating role of brand image on customer engagement activity and brand loyalty. They found that hedonic and self-related motives had a positive effect on customer engagement. Karjaluoto, Munnukka, and Tiensuu (2015) investigated the effect of five motivational drivers on customer engagement in brand social media and revealed that community, enjoyment, identity and economic benefits has a positive effect on customer engagement. Kim and Drumwright (2016) explored the effect of perceptions and social relatedness on customer social media engagement and revealed that social relatedness serves as a moderator between consumer motivation and engagement. Simon et al. (2016) aimed to determine how external social forces and internal personal forces influence Facebook brand community engagement and found that internal personal forces self-image enhancement and brand identification positively affect brand community engagement, while external social forces number of fans and social demonstration affect the brand community engagement of consumers negatively. Loureiro, Maximiano, and Panchapakesan (2018) focused on internal and external motivators of customer engagement in fashion luxury context and found that desire and involvement were the most significant drives of customer engagement.

In determining the factors affecting customer engagement, some studies focused on factors from single perspective. Some of the studies in the literature approached customer engagement from a psychological point of view. Kumar and Nayak (2019) focused on the psychological motivators of customer brand engagement and based their model on psychological ownership and congruity theories. They found that psychological ownership and value congruity had significant positive effects on customer engagement in brand communities. Islam, Rahman, and Hollebeek (2018) adopted congruity theory and validated that self-brand image congruity and value congruity are two key drivers of consumer engagement in online brand communities.

There has been some studies, which consider brand, or service based factors. Read, Robertson, McQuilken, and Ferdous (2019) found that brand based factors, brand customer service and brand intimacy positively influence customer engagement with brands on Twitter. Islam, Hollebeek, Rahman, Khan, and Rasool (2019) regarded service quality as a tool to enhance customer engagement and validated the effect of service quality on customer engagement. Bazi, Hajli, Hajli, Shanmugam, and Lin (2020) focused on social commerce sites and found that social support, social commerce information sharing and social commerce value had a positive impact on brand engagement. Osakwe, Boateng, Popa, Chovancová, and Soto-Acosta (2016) examined the effect of brand orientation and vendor reputation on social media site engagement and Word-of-mouth (WOM) communication. They found that brand orientation is positively associated to engaging with the brands of vendors, however; vendor reputation only influences WOM communication.

Besides, there has been some studies based on personal factors such as personality traits or personal experiences. Liu, Liu, Lee, and Chen (2019) regarded customer engagement

as a personal state of mind, which has cognitive, emotional and behavioral perspectives. Therefore, they proposed a model reflecting individuals' personal experiences based on personal engagement theory and found that recognition, community identification and self-efficacy were significant influencers of consumer engagement in social media brand communities. Martínez-López, Anaya-Sánchez, Molinillo, Aguilar-Illescas, and Esteban-Millat (2017) proposed a model focusing on the relationships between the members of brand communities. They found that OBC experience, OBC trust and OBC identification are significant drivers of OBC engagement. Tafesse (2016) focused on experiential affordances and revealed that perceptual, social and epistemic experiences on brand pages affected consumer engagement behaviors of liking and sharing. Hussein and Hassan (2017) expected customer engagement to occur after ongoing use of the social media and positive attitude toward the social media. They proposed a model based on Technology Acceptance Model (TAM) and found that widely used TAM variables and additional variables, social connectedness and perceived enjoyment, affected attitude towards social media. Marbach et al. (2019) focused on the effect of personality traits on consumer engagement in online brand communities and validated that extraversion, openness to experience and altruism were the drivers of customer engagement. They also revealed the effect of customer engagement on social and aesthetic value perceptions of customers. Islam, Rahman, and Hollebeek (2017) validated that personality based factors affect customer engagement in online brand communities. Marbach, et al. (2016) proposed personality traits as an antecedent of brand community engagement and they found extroversion, agreeableness, conscientiousness, openness to experience, need for activity, need for learning and altruism as the antecedents of community engagement in their study. In addition, they also found customer engagement to influence social, play, efficiency, excellence, aesthetic and altruistic values.

A great deal of studies approached to the concept of customer engagement from a social point of view and from proposed factors based on social theories. Osei-Frimpong and McLean (2018) proposed a model based on social presence theory and revealed that social presence affected customer engagement. Simon and Tossan (2018) focused on social aspects of interactions between the customer and the brand. They revealed that consumer based social sharing value influences brand Facebook page engagement through satisfaction and gratitude as mediators. Cheng, Tung, Yang, and Chiang (2019) aimed to investigate the relationship between relationship equity and brand equity, and considered customer engagement as a construct to measure relationship equity. They found that information search and social interactivity affected customer engagement to social network brand communities.

In addition, there has been studies which propose content based or community based factors to explain the antecedents of customer engagement. Uzunoğlu, Türkel, and Akyar (2017) investigated the effect of corporate social responsibility related messages on Twitter on behavioral outcomes of engagement intention, purchase intention, WOM intention and attitude towards the brand and found that economic and ethical messages have a higher impact on consumer engagement than purely ethical messages. Cvijikj and

Michahelles (2013) examined the impact of post characteristics of content type, media type and posting time on engagement behaviors of liking, commenting, sharing on Facebook brand pages and found that entertainment and informative content usage increase the level of engagement. Remuneration was also found to influence commenting behavior. Chan et al. (2014) aimed to investigate the effect of community characteristics on customer engagement and found that community support, freedom of expression, community value and rewards are antecedents of customer engagement in online brand communities. Wang (2021) revealed that the content and post characteristics positively impact attitudes and customer engagement.

In the literature, there have been a few studies that aimed to explain customer engagement from multiple point of views. Kujur and Singh (2019) proposed a model including content related (information and entertainment), social (group norms, social identity, parasocial interaction) and perceptual factors (perceived value, perceived credibility). They focused on consuming and contributing activities as indicators of customer engagement and validated their effect on customer engagement. Bianchi and Andrews (2018) based their model on Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM) and investigated the effect of intrinsic motivation, social and cognitive factors on intention of customer engagement to retail brands through social media. They found that credibility, compatibility and peer communication had a positive affect on attitude towards engaging in brand in SM. Chahal and Rani (2017) examined the effect of social and consumer based factors in predicting social media brand engagement and revealed that social factors and consumer-based factors significantly influence social media brand engagement of Generation Y. Guo et al. (2017) investigated the effect of personal and environmental factors on fan page engagement and personal factor comprising of intrinsic and extrinsic motivations and environmental factor comprising of perceived usefulness and entertainment were found to be significant predictors of fan page engagement. Kang, Shin, and Gong (2016) revealed that perceived personalization and perceived familiarity among community members influence brand community engagement. de Castro (2017) investigated the key drivers of customer engagement. As a result, they found that information, identification, entertainment, social benefits and economic benefits are the motives for passive behavior and social and economic benefits as the motives for active behavior.

Some of the studies in the literature focused on specific engagement behaviors such as liking, commenting, knowledge sharing, eWOM and co-creation behaviors. Rossmann et al. (2016) investigated the effect of acquaintances and prior experience of sender on user engagement in eWOM communications. They differentiated liking and commenting behaviors and they revealed the significant effect of both factors on engagement through likes and comments. Luarn et al. (2016) found that personal factors (altruism, narcissism, image building and achievement) and social factors (tie strength, expressiveness, social enhancement, relationship management, normative influence, and informational influence) strongly influence engaging in WOM behavior on social network sites. Sohaib, Hui, Akram, Majeed, and Tarik (2019) investigated the effect of social factors on eWOM

behavior in SNSs. They revealed that tie strength had a direct and homophily had an indirect effect mediated by tie strength on opinion giving, opinion seeking and opinion passing eWOM behaviors. Kabadayi and Price (2014) examined the mediating role of mode of interaction between personality traits and liking and commenting behaviors on Facebook brand pages. Huang et al. (2013) focused on information seeking, knowledge creating and interaction sharing behaviors and found that social capital had a positive significant effect on all three behavioral engagement factors. Tah'er et al. (2016) aimed to examine user engagement in brand SNSs focusing on knowledge contribution behavior from the relational social capital perspective. They confirmed that reciprocity and sense of community are significant determinants of user engagement in knowledge sharing behavior. Kucukemiroglu and Kara (2015) showed that social capital and trust are two important factors that affected opinion-giving and opinion-seeking behaviors in Facebook positively. Chiu et al. (2006) found that social interaction ties, reciprocity and identification positively affected the quantity of knowledge sharing. Fu, Ko, Lu, and Lee (2018) developed a model, which is based on the self-determination theory in order to examine the factors affecting voluntary customer engagement in co-creation behaviors in brand communities. They regarded customer engagement as a multidimensional construct, which has vigor, dedication and absorption dimensions and investigated the effect of self-determination based factors on each dimension. They found that brand-self connection and perceived relatedness are two strong influencers of all engagement dimensions. Men and Tsai (2013) focused on consuming and contributing engagement behaviors and showed the positive affect of social media dependency, parasocial interaction, and community identification on public engagement on corporate SNSs.

Besides empirical studies, there are qualitative and conceptual studies in customer engagement literature. Abdul-Ghani, Hyde, and Marshall (2019) conceptualized customer engagement in customer-to-customer context and identified an engagement cycle in which customer engagement had cognitive, affective, self-image and motivational dimensions and was driven by social, functional, emotional and epistemic values. Dessart et al. (2015) performed a qualitative study to determine the antecedents of customer engagement and brand identification. They identified brand satisfaction and brand trust as brand related factors; information, entertainment, networking and monetary incentives as community value factors; and brand community identification as social factor. In addition, cognition, affect and behavior are determined as the key dimensions of engagement. Heinonen (2018) performed a qualitative study to determine the factors that positively or negatively affected customer engagement and conceptualized these factors as cognitive, emotional and behavioral factors. Wirtz, et al. (2013) explored the key dimensions of online brand communities and proposed a conceptual model where engagement is driven by brand related, social, and functional factors and product based, situational based and customer based factors are involved as moderators. Jayasingh and Venkatesh (2015) developed a conceptual framework for customer brand engagement in social media sites by making an in-depth literature review and proposed social influence, social capital, brand involvement, social media usage, economic benefits and entertainment benefits as antecedents of customer engagement. Van Doorn et al. (2010) proposed a contextual

model which includes customer based (satisfaction, trust, identity, consumption goals, resources and perceived costs and benefits), firm based (firm reputation, size, information usage and processes and industry) and context based (competitive factors and context) factors as antecedents of engagement.

In contrast to the unidimensional view of customer engagement, there exist studies that approach customer engagement from a multi-dimensional point of view in order to represent the rich conceptual scope of customer engagement. Dwivedi (2015) suggested a higher order model of customer engagement which has vigor, dedication and absorption dimensions and validated the three dimensional structure in customer engagement concept. Harrigan, Evers, Miles, and Daly (2017) proposed an engagement scale to measure customer engagement with tourism social media brands and investigated the antecedents of customer engagement. They conceptualized customer engagement as a multi-dimensional construct having five dimensions: interaction, identification, absorption, enthusiasm and attention. They found that customer involvement is a predictor of customer engagement. Liu et al. (2019) regarded customer engagement as a multidimensional construct and focused on the social assets of brand engagement. They found that brand-based interaction between consumers and the congruence between self-image of customer and the image of the brand are the drivers of customer engagement in brand communities. Molinillo, Anaya-Sánchez, and Liebana-Cabanillas (2020) proposed community and social support factors as the drivers of customer engagement. They revealed that social support, social identity and community trust were significant factors, which affect social commerce website engagement. Hinson, Boateng, Renner, and Kosiba (2019) considered customer engagements as a multidimensional construct, which has cognitive, emotional and behavioral dimensions. They proposed a model based on attachment theory including bonding based and identity based factors and validated that customer's attachment to the brand affects customer engagement on Facebook. Gómez, Lopez, and Molina (2019) considered brand involvement and brand communication in social media as antecedents of customer engagement. They regarded customer engagement as a multidimensional construct having identification, enthusiasm, attention, absorption, and interaction dimensions.

Table 2: Summary of the antecedents of customer engagement and their related references.

Factor	Similar Concepts	Number	Authors
Social Interaction Ties	tie strength, social relatedness, perceived familiarity among community members, social interaction ties, interaction value, socialization value, acquaintances, networking	9	Chahal et al. (2017), Kim et al. (2016), Kang et al. (2016), Chiu et al. (2006), Jahn and Kunz (2012), Carlson et al. (2017), Rossmann et al. (2016), Luarn et al. (2016), Dessart et al. (2015)
Identification	social identity, brand identification, community identification, identification, sense of community, community belonging	9	Chahal et al. (2017), Simon et al. (2016), Men et al. (2013), Chiu et al. (2006), Tsai et al. (2017), Tah'er et al. (2016), Huang et al. (2013), Simon et al. (2018), Dessart et al. (2015)
Perceived Enjoyment	Entertainment, enjoyment, emotional values	5	Guo et al. (2017), Chahal et al. (2017), Karjaluoto et al. (2015), Carlson et al. (2017), Dessart et al. (2015)
Perceived Usefulness	perceived usefulness, functional value information, information availability	4	Guo et al. (2017), Carlson et al. (2017), Dessart et al. (2015), Chahal et al. (2017)
Self-Image Enhancement	self image enhancement value, identity expression, Self-concept value, Image building	4	Simon et al. (2016), Karjaluoto et al. (2015), Jahn and Kunz (2012), Luarn et al. (2016)
Perceived Brand Image	brand personality, brand character (reliability, responsiveness, assurance, empathy, tangibility, agreeableness, innovativeness, reputation)	4	Puriwat et al. (2014), Men et al. (2015), Carlson et al. (2017), Osakwe et al. (2016)
Remuneration	Rewards and recognition, economic benefits, monetary incentives	3	Chan et al. (2014), Karjaluoto et al. (2015), Dessart et al. (2015)
Altruism	personality traits (altruism, extroversion, openness to experience, agreeableness, conscientiousness, narcissism, need for activity, need for learning)	3	Marbach et al. (2016), Kabadayi et al. (2014), Luarn et al. (2016)
Reciprocity	reciprocity	3	Chiu et al. (2006), Tah'er et al. (2016), Wong and Lee (2022)
Trust	trust	3	Kucukemiroglu et al. (2015), Dessart et al. (2015), Wong and Lee (2022)
Brand Satisfaction	brand satisfaction, prior experience of sender	2	Rossmann et al. (2016), Dessart et al. (2015)

Algharabat, Rana, Alalwan, Baabdullah, and Gupta (2020) regarded customer engagement as a multidimensional construct including cognitive processing, affection and activation dimensions. They validated the effect of customer involvement, customer participation and brand self-expressiveness on all customer engagement dimensions except the effect of customer involvement on activation dimension. Puriwat and Tripopsakul (2014) found that customer engagement has cognitive, affective and behavioral dimensions and reliability, responsiveness, assurance, empathy and tangibility positively affect customer engagement. Kuzgun and Josiassen (2016) examined the effect of loyalty dimensions on their related engagement dimensions. Moreover, they investigated the relationship between different engagement dimensions and revealed the effect of cognitive dimension on emotional dimension and emotional dimension on behavioral dimension. However, since they only used loyalty dimensions as antecedents of engagement dimensions, there is a need of investigating wider range of factors on each engagement dimension. In their study, Wong and Lee (2022) regarded customer engagement as a multidimensional construct with cognitive, affective and behavioral dimensions. They based their study on social capital theory and found that social trust affects cognitive and affective engagement; whereas reciprocity affects affective and behavioral engagement.

In order to identify the intra- and inter-relationships between dimensions of customer engagement dimensions and brand loyalty dimensions, a literature review was conducted. Customer engagement has been considered as a multidimensional construct in many studies (Fu et al., 2018; Islam et al., 2018; Dwivedi, 2015; Algharabat et al., 2020). However, there are a few studies in the literature examining the relationships between customer engagement dimensions. Kuzgun and Josiassen (2016) was confirmed the sequential engagement process in the customer engagement concept and found that the customers become cognitively engaged after spending time in the community for the purpose of obtaining information, and then they become emotionally engaged according to their satisfaction from the interaction in the community over time. Apart from the study of Kuzgun and Josiassen (2016), limited studies have been conducted that deal with the factors affecting the engagement dimensions and their results, rather than the relationships between the dimensions of engagement.

In the literature, various studies on customer engagement have been proposed loyalty as a consequence of customer engagement (de Castro, 2017; Reitz, 2012; So et al., 2014). Jahn and Kunz (2012) found that fan page engagement positively affects brand loyalty. The qualitative study of Dessart et al. (2015) suggested that engagement with the online brand community increases the brand loyalty. The results of Harrigan et al. (2017) suggested that customer engagement can predict behavioral intention of brand loyalty. De Vries and Carlson (2014) found that customer engagement with the brand Facebook page positively influences brand loyalty. Islam and Rahman (2017) found that customer engagement exhibits a strong positive impact on brand loyalty. Liu et al. (2019) revealed that customer engagement through brand-hosted social media has a positive effect on brand loyalty

intentions. Kumar and Kumar (2020) supported the positive impact of brand community engagement on brand loyalty in firm created online brand communities.

So, Wei, and Martin (2021) investigated the effect of customer engagement dimensions on brand loyalty. Similarly, Harrigan et al. (2017) considered customer engagement as a multidimensional construct and found that customer engagement boosts brand loyalty in tourism social media brands. Algharabat et al. (2020) considered the dimensions of customer engagement as cognitive processing, affection and activation and investigated the effect of each dimension on brand loyalty. They found that only activation dimension positively affect brand loyalty in the context of social media pages of mobile phone service providers. However, to best of our knowledge there has been no study investigating the effect of engagement dimensions on loyalty dimensions.

Oliver (1997) specified dimensions of loyalty as cognitive, affective, conative and active loyalty. The cognitive, affective and conative dimensions are related to attitudinal brand loyalty while active loyalty dimension is related to true action. He considered brand loyalty as a sequential process where cognitive loyalty is followed by affective loyalty and consequently affective loyalty is followed by conative loyalty. The sequential formation of brand loyalty has been validated in various studies from different contexts (Harris & Goode, 2004; Blut, Evanschitzky, Vogel, & Ahlert, 2007; Back & Parks, 2003; Roy, Butaney, & Bhutaney, 2009) in the literature. Methlie and Nysveen (1999) found that affective loyalty significantly affects conative loyalty in online banking context.

Kim, Vogt, and Knutson (2015) suggested the multiphase framework of loyalty, including cognitive, affective, and conative loyalties and investigated the relationships among loyalty phases for the hospitality industry. They proposed alternative models including the one that there is temporal sequence among cognitive, affective, and conative loyalty phases and confirmed the sequential development of brand loyalty. Park, Choi, and Lee (2019) found that cognitive loyalty positively affects affective loyalty and affective loyalty positively affects conative loyalty in heriateg tourism area. However, to our knowledge, no empirical study has been undertaken in the context of automobile online brand communities.

2.2. Limitations of previous studies

There are many studies, which examine the effects of factors from both a single, and multiple perspectives on customer engagement in the literature (Chan et al., 2014; Kujur and Singh, 2019). However, there is a need for a comprehensive study that investigates the factors affecting customer engagement in the context of automobile brand communities. Moreover, although there are studies which evaluate the engagement as a multidimensional construct (Dwivedi, 2015; Harrigan et al., 2017; Liu et al., 2019), the number of studies examining antecedents of each engagement dimension individually is limited (Huang et al., 2017; Reitz, 2012). Oliver (1997) proposed that brand loyalty is a sequential process where cognitive loyalty is followed by affective loyalty and

consequently affective loyalty is followed by conative loyalty. There is a lack of studies, which validate this sequentiality for automobile brand loyalty concept. Furthermore, the sequential transition between the dimensions of engagement, where cognitive engagement affects emotional engagement and consequently emotional engagement affects behavioral engagement has been understudied (Kuzgun & Josiassen, 2016). There are many studies which examine the relationship between engagement and loyalty (de Castro, 2017; Reitz, 2012; So et al., 2014) in the literature; however, there is no study which examines the one-to-one relationship between engagement dimensions and their corresponding loyalty dimensions.

CHAPTER 3

RESEARCH MODEL DEVELOPMENT

This section presents the research model for customer engagement to OBCs, which was developed considering the findings of the literature review. One of the aims of this research is to determine the factors influencing the cognitive, emotional and behavioral dimensions of customer engagement in OBCs. Therefore, our Customer Engagement Evaluation Model (CEEM) includes factors representing social, brand related, personal and motivational factors in order to gain a wider perspective and increase explanation power of the model.

3.1. Social factors

In the literature, various social factors have been proposed as the main drivers of customer engagement including social identity (Simon et al., 2016; de Castro, 2017), normative influence (Luarn et al., 2016), social influence (Chen, & Lin, 2014), interaction value (Jahn & Kunz, 2012), socialization value (Carlson et al., 2017), tie strength (Chahal & Rani, 2017) and social capital theory (Huang et al., 2013).

The term “social capital” was conceptualized as the combination of resources or assets embedded in social relationships between individuals and communities with norms and values associated with them (Tsai & Ghoshal, 1998; Chang & Chuang, 2011). The social factors to be included into our model were based on the Social Capital Theory (Aguilar & Sen, 2009). Although there are various definitions of differing in length and wording in the literature (Bourdieu, 1986; Coleman, 1988; Putnam, 1995), the emerging themes are conceptually consistent and reveal the dimensions of social capital (Kreuter & Lezin, 2002). In this study, to represent the social drivers of customer engagement, the structural and relational dimensions of social capital were included into our model. The structural dimension refers to the pattern of social linkages between members and is related to the salient structure of social networks (Jones & Taylor, 2012; Nahapiet & Ghoshal, 1998). In order to identify structural social capital, social interaction ties were included into our model (Chiu et al., 2006; Chang & Cheung, 2011). The relational dimension refers to the nature and the strength of social connections between members and is focused on the outcomes of the interaction (Chang & Chuang, 2011; Inkpen, & Tsang, 2005). It is comprised of trust, norms, obligations and identifications (Nahapiet & Ghoshal, 1998).

The most important and commonly used measures that have been used to identify relational social capital in customer engagement studies are trust, identification and norm of reciprocity (Jones & Taylor, 2012; Chiu et al., 2006). There have also been some studies that utilize those measures separately instead of using them under the concept of relational social capital in customer engagement context (Chahal & Rani, 2017; Shamari & Schaefers, 2015; He, Li, & Harris, 2012; Kang et al., 2016). In this study, trust, identification and reciprocity were used as variables of relational social capital following the work of (Chiu et al., 2006).

3.1.1. Social interaction ties

With its interactive nature, social media supports two-way communication between customers and brands and also among customers. The relationship in a brand related social media includes both the interaction with the brand and the interaction with other users. More and more brands are using social media channels as a way to communicate with their customers more effectively, to increase brand visibility and awareness, and to increase customer engagement to manage customer relationships.

In this study, social interaction ties refer to the intensity of interaction and the closeness of relationships between the community members in a social network, and indicate the strength of the relationship such as frequency of interaction, amount of time spent and emotional intensity among the members of the brand community (Chang & Fan, 2017). As the strength of the interaction and direct ties between community members increases; the frequency, intensity, sustainability and breadth of the information exchange also increase in virtual communities (Chiu et al., 2006; Chang & Chuang, 2011). The members having frequent and close contact with other members tend more to act cooperatively and collectively (Lee & Hsieh, 2021). Social interaction ties are also associated with relationship continuity, which makes it an important factor in generating customer engagement. The community members having many direct ties between other members are more likely to share brand information. As the members share their brand experiences and personal emotions about the brand, that emotional affection may be diffused outward to the whole community (Lee & Hsieh, 2021).

Verhagen et al. (2015) stated that establishing social interaction ties motivates members to develop both short and long term social relationships. Previous studies have found that tie strength positively influences eWOM behaviour in SNSs (Chu & Kim, 2011; Shan & King, 2015; Phua, Jin, & Kim, 2017). Chahal and Rani (2017) depicted that tie-strength strongly influences customer engagement in brand social media. It was also found that tie strength has a positive influence on user engagement in WOM on social networks (Luarn et al., 2016; Sohaib et al., 2019). Jahn and Kunz (2012) revealed that both social interaction value and brand interaction value affect fan page engagement. Meek, Ogilvie, Lambert, and Ryan (2019) showed that the community members having direct ties to other members are more likely to share brand information. The findings of Lee and Hsieh (2021) indicated that social interaction ties significantly facilitate social media brand community (SMBC) engagement. Therefore, it was hypothesized that;

H1: Social interaction ties have a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.1.2. Trust

Since social media are interactive communication channels, the users not only follow what the brand is saying, but also interact directly with the brand and other community members. The communication in virtual communities exists between a customer and other unfamiliar community members. Therefore, the importance of trust in maintaining online relationships has received much focus in recent times (Chahal & Rani, 2017; Kim & Peterson, 2017). Trust has been identified as a key factor for maintaining online relationships by preventing geographical distance between interacting parties from becoming psychological distance (Cheng, Fu, & de Vreede, 2017).

According to Rotter (1967):

“One of the most salient factors in the effectiveness of our present complex social organization is the willingness of one or more individuals in a social unit to trust others. The efficiency, adjustment, and even survival of any social group depend upon the presence or absence of such trust.” (p.651).

Trust has a key role in shaping reliable interactions in online communities where acceptable and workable rules are lacking (Kang et al., 2016; Lu, Zhao, & Wang, 2010; Tonder & Petzer, 2018). The sense of group belonging and the repeated positive experiences in online brand communities form the community trust (Hollebeek, 2011) and the customers having high level of trust are expected to be more engaged with the community (Gustafsson, Johnson, & Roos, 2005; de Oliveira Santini, et al., 2020).

Trust has been conceptualized in several ways in the literature. Moorman, Deshpande, and Zaltman (1993) defined trust as the willingness to rely on exchange partners. Morgan and Hunt (1994) argued that the behavioral intention of willingness facet in trust definition is redundant and they conceptualized trust as the confidence in reliability and integrity of the exchange partner. Chiu and Kim (2011) defined trust as a critical means of evaluating the value and source of information. In this study, community trust refers to relying on the honesty, reliability and trustworthiness of other community members (Kang et al., 2016) and the content shared by them. Trust has been proposed to be a multidimensional construct by many researchers (Cook & Wall, 1980; Cummings & Bromiley, 1996; Webber, 2008). Cook and Wall (1980) proposed that trust has a cognitive dimension representing faith in the trustworthy intentions of others and an affective dimension representing the confidence in the ability of others.

In online community and social media contexts, trust has been offered as an antecedent of customer engagement in various studies (Chahal et al., 2017; Youssef et al., 2018; Van Doorn et al., 2010). de Oliveira Santini, et al., (2020) found trust to be a strong driver of customer engagement in social media. It was revealed that community trust has a

significant impact on customer engagement in social commerce context (Vohra & Bhardwaj, 2019; Molinillo et al., 2020). Martinez-Lopez et al. (2017) has shown that community trust positively affects customer engagement in online brand communities. Kucukemiroglu et al. (2015) indicated that trust positively affects opinion seeking behavior in Facebook brand communities. Chu and Kim (2011) confirmed the effect of community trust on customer eWOM behavior. Tamjidyamcholo, Baba, Tamjid, and Gholipour (2013) found that trust significantly affects knowledge sharing intention in online virtual communities. Similarly, Chiu et al. (2006) revealed the effect of trust in knowledge sharing in virtual communities. Therefore, it was hypothesized that;

H2: Trust has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.1.3. Social identification

In early 1970's Tajfel introduced the concept of social identity, which is defined as "the individual's knowledge that he belongs to certain social groups together with some emotional and value significance to him of this group membership" (Tajfel, 1972 p.31), to explain intergroup behaviors. Social Identity Theory (SIT) is related to the conceptualization of the self in intergroup contexts and the formation of identity through social categorizations (Stets & Burke, 2000). Individuals make social comparisons through a social categorization process, evaluate the identities similar to themselves in the same category as in-group, and define those who are different from them as out-group (Hogg & Terry, 2000). In order to boost their self-esteem, individuals try to maintain a positive social identity by differentiating their social group from other groups by focusing on the aspects of their social group that they see superior to other groups (Brown, 2000). In SIT, human interactions are considered to range on a spectrum of purely personal to purely social. At one end of the spectrum, there exists the personal identity in which the individuals differentiate themselves from the others and is completely independent of social categories. At the other end of the spectrum, there exists the social identity in which the individuals see themselves as the representative of the social group they belong to (Hornsey, 2008). Self-Categorization Theory (SCT) was built on the insights of SIT to extend its limited scope by providing a general account of self and group processes (Turner & Reynolds, 2010). The cognitive element of SIT was refined as having not only the intergroup focus but also the intragroup focus as well (Hornsey, 2008). Unlike the bipolar interaction spectrum of SIT, the identity was organized in a hierarchy of inclusiveness. SCT proposed three level self-categorization where human identity is the superordinate category as a human being, social identity is the intermediate level based on the comparison of the group that he/she belongs with other groups and personal identity is the subordinate category based on interpersonal comparisons (Hornsey, 2008; Stets & Burke, 2000). The joint contributions of both SIT and SCT is described with the term social identity approach or social identity perspective.

Social identification refers to the customer's sense of emotional belongingness and shared representation of his/her self with a social group (Simon et al., 2016). Identification with

the brand and the community deepens customer brand relationships and community engagement by enhancing group oriented attitudes and the motivation to exchange knowledge (Men et al., 2013; Simon et al., 2016). High levels of identification lead to higher concentration and attention on the community dynamics and brand-related thinking of community members to avoid being excluded by other members due to their deviant behavior (Liu et al., 2019). As a result, cognitive engagement to the brand community can be achieved. Customers identify more with the brands or brand communities that match their self-image and view these brands and brand communities as a part of themselves. They use social media to present their self-image by expressing their belongingness to the community (Simon et al., 2016). A member may feel emotionally close to the members who have similar self-image and similar feeling related to the brand and will be willing to interact with them more, which finally may consequently lead emotional engagement. Customers who feel sense of belongingness to a brand community and feel themselves as important and valuable part of the community tend to engage in community activities more and tend to maintain committed relationships with the community (Chiu et al., 2006). According to SIT, members categorize other members with similar identities as in-group members which make themselves feel safe within the community that they belong. Therefore, they spend more time and effort in engaging in some behaviors like helping others, eWOM and co-creation (Liu et al., 2019) which results in behavioral engagement.

Prior studies on customer engagement revealed social identity to be significant predictor of brand social media engagement (Chahal et al., 2017; Men et al., 2013; Men & Tsai, 2015; Kujur & Singh, 2019; Martinez-Lopez et al., 2017; Simon et al., 2016). Huang et al. (2013) investigated the effect of social identification on engagement types (consuming, contributing and creating) and found that identification significantly affects all types of virtual engagements. Molinillo et al. (2020) showed that the sense of identification with the community increases the motivation of members to participate in the community in social commerce websites. Tsai et al. (2017) performed cross-cultural investigation of the antecedents of customer engagement in brand pages and found that community identification is a positive predictor of customer engagement in both USA and China. Chiu et al. (2006) revealed that the effect of identification to knowledge sharing behavior is positive and significant. Liu et al. (2019) revealed that community identification affects consumer engagement in SMBCs. Therefore, it was hypothesized that;

H3: Social identity has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.1.4. Reciprocity

Adams (1965, p.278) defined reciprocity as “the equality of exchange between parties” (Schaufeli, Dierendonck, & Gorp, 1996). It implies a perception of justice and bi-directionality of benefits where a person makes a sacrifice with the expectation of receiving a gain in return. Reciprocal behavior occurs between people regardless of whether or not they know each other since they all have common goal orientation (Leana III & Van Buren, 1999) and they want to enhance the wellbeing of the other (White &

Peloza, 2009). Community members expect reciprocity to balance their investments and gains from the community (Mathwick, Wiertz, & De Ruyter, 2008). Their expected future returns could be exchanges in-kind or alternate form of aid (Schaufeli et al., 1996). Social networks are social interaction channels based on mutual knowledge sharing and mutual support. If sharing and helping stays one-sided, it can cause the unrequited party to lose their trust and commitment to the community after a while.

Previous studies indicated that norm of reciprocity is a significant driver of information exchange and knowledge sharing behaviors in online environments (Kankanhalli, Tan, & Wei, 2005). Also it was found that individuals with high norm of reciprocity are more likely to engage in eWOM behavior (Cheung & Lee, 2012; Liao, Chung, & Chang, 2013). Tah'er et al. (2016) found reciprocity as the most influential factor affecting engagement in knowledge contribution in virtual networks. Similarly, Chiu et al. (2006) showed that reciprocity increased the quantity of knowledge sharing in virtual communities. Bock, Zmud, Kim, and Lee (2005) found that members anticipating strong norm of reciprocity are more willing to contribute their knowledge. Therefore, it was hypothesized that;

H4: Reciprocity has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.2. Motivational factors

In the literature, motivational factors have been considered as to explain the antecedents of customer engagement. Uses and Gratifications (U&G) theory has been frequently utilized by researchers to understand the motivations of individuals to engage with different content forms (Cvijikj & Michahelles, 2013). U&G theory, which has been widely used in mass communication field, aims to identify psychological and social motives of using a particular media (Leung & Wei, 2000). It is based on the assumption that people use media and choose among the alternatives to gratify their specific wants and needs. Originally, it was proposed that the media should respond to cognitive, affective, social, personal and escapist needs of the users (Katz, Blumler, & Gurevitch, 1973). Afterwards, McQuail (1983) identified entertainment, integration, social interaction, personal identity and information as four motivations to use a media. In this study, entertainment, information and remuneration motivations were considered as drivers of customer engagement since they were the most widely used constructs in the brand social media engagement literature.

For the social media context, Muntinga et al. (2011) proposed to add two additional motivations of remuneration and empowerment. Recently, U&G theory is one of the most frequently used frameworks to examine user motivations to use social media (Calder, Malthouse, & Schaedel, 2009; Muntinga, Moorman, & Smit, 2011; Gao & Feng, 2016). Muntinga et al. (2011) found information and entertainment to be among the main motivations for brand related content engagement. Jahn and Kunz (2012) suggested that one most prominent needs of customers is related to content-oriented area, which is based

on the information delivered by the media, functional values and hedonic values. Economic incentives have also been suggested as one of the important motivation drivers for customers to engage in online brand communities (Gwinner, Gremler, & Bitner, 1998). Cvijikj and Michahelles (2013) showed that providing informative and entertaining content increases the level of engagement and remuneration increases the commenting behavior. Therefore, motivational factors, perceived usefulness, perceived enjoyment and remuneration were included into our model as motivational antecedents of customer engagement.

3.2.1. Perceived usefulness

Perceived usefulness is defined as “the extent to which an individual believes that using an information system will enhance their productivity” (Davis, 1989). In social media context, Hussein and Hassan (2017) refer perceived usefulness as the extent to which the users believe that social media meets their various needs such as socialization, being informed and enjoyment of using social media. However, most of the studies differentiate useful and entertaining content (Guo et al., 2017; Reitz, 2012) and consider perceived usefulness as rational evaluations of customers on being able to access useful, helpful, accurate, relevant, and up-to-date of content (Carlson et al., 2017; Guo et al., 2017). When the customers perceive high information quality, they evaluate social media as beneficiary and efficient tool to obtain updated information and suggestions. Accessing quality content promotes customers to follow brand social media more closely and make them feel involved into brand social media (Guo et al., 2017). The customers’ perception about the usefulness of brand social media is important for ensuring the sustainability of ongoing use and engagement in brand social media activities.

Chahal et al. (2017) found information availability as a customer based factor influences customer engagement to social media. Guo et al. (2017) found that perceived usefulness positively associates with engagement to company social networks. de Castro (2017) proposed information, which refers to the desire of people to enhance their knowledge, as a driver of customer engagement with online brand communities and found information as a driver of passive engagement behavior. Kujur and Singh (2019) revealed the positive influence of information content on customer engagement. Cheung and To (2016) revealed the effect of perceived usefulness on attitude toward co-creation in social media. Reitz (2012) hypothesized that perceived information quality positively influences both cognitive, affective and participative customer engagement dimensions. Their results showed that customers who perceive information quality in brand Facebook page are likely to be cognitively and affectively engaged. When the information quality becomes more affect-provoking, the customers may lose themselves in the presented information, which can create a sense of enthusiasm, pleasure and excitement with the information (Reitz, 2012; O'Brien & Toms, 2008). Therefore, it was hypothesized that;

H5: Perceived usefulness has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.2.2. *Perceived enjoyment*

Perceived enjoyment is defined as “an intrinsic motivation that emphasizes the usage process and reflects the pleasure and enjoyment associated with the using a system” (Praveena, & Thomas, 2014, p.25). Calder and Malthouse (2005) stated that customers engage in online activities regarding not only utility or quality of the content but also hedonic or emotional factors such as interestingness and enjoyment of the content. The quality of social media content is an important factor for the continuance of customer attention and customers may lose their interest if the content is not enjoyable (Reitz, 2012). Enjoyment was found to increase participation, excitement and concentration of customers to online activities (Schmidt, & Spreng, 1996). Many users are entering social media for entertainment or relaxing purposes (de Castro, 2017). In social media context, Chiang (2013) found that perceived playfulness, which is defined as the perceived fun and enjoyment of social media activities, significantly influences ongoing use of social media. Online communities are not only utilized for exchanging knowledge but also for socialization with other members. Therefore, it can be said that perceived enjoyment includes both interestingness/enjoyment of the content and pleasure of engaging in brand related interaction on social networks in customer engagement context (Yesiloglu, 2018).

Gretzel and Yoo (2008) found that enjoyment motivations positively influence engaging with eWOM. Various studies demonstrated the effect of enjoyment on customer engagement in brand related social media (Guo et al., 2017; Karjaluo et al., 2015; Chahal et al., 2017; Tsai & Men, 2017; Chen & Lin, 2014). Cvijikj and Michahelles (2013) revealed that entertaining content shared in Facebook brand pages is the most influential factor increasing liking, commenting and sharing engagement levels. The findings of de Castro (2017) indicated that entertainment benefit is a significant driver for passive behaviors but not for active engagement behaviors. Yesiloglu (2018) examined the effect of enjoyment on consuming and contributing engagement types and showed the positive influence of enjoyment on consuming and contributing brand/product related posts on social media. Previous research revealed that when the customers spend enjoyable time on a company website, it makes them feel cognitively involved with the brand, it helps them establish a positive emotional bonding with the brand, it motivates them to provide more time and effort and increase their participation (Zhang & Von Dran, 2000). Reitz (2012) investigated the effect of entertainment on cognitive, affective and participation dimensions of customer engagement to Facebook brand pages. Similarly, Huang et al. (2017) performed similar study based on Uses and Gratifications Theory considering vigor, dedication and absorption dimensions in the context of mobile social network games. Both studies revealed that perceived enjoyment positively predicts all engagement dimensions. Therefore, it was hypothesized that;

H6: Perceived enjoyment has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.2.3. Remuneration

Economic incentives have been considered as extrinsic motivator and are related to monetary benefits called remuneration (Hussain et al., 2018). Remuneration refers to expectations of customers in gaining rewards and economic incentives (Yesiloglu, 2018). Companies suggest large amounts of stimuli which includes rewards, promotions, discounts, and coupons to increase the motivation of their customers and to encourage participation and engagement in their social media (Guo et al., 2017).

Earlier studies concluded that economic benefits drive customers to maintain relationships with the brand, read online reviews (Hussain, et al., 2018), share information (Lee, & Bradlow, 2011), participate in eWOM (Saridakis, Baltas, Oghazi, & Hultman, 2016), join brand communities and engage in brand related social networks (Guo et al., 2017; Muntinga et al., 2011; Yesiloglu, 2018). Karjaluoto et al., (2015) found economic motives as one of the most significant factors affecting customer brand engagement. Muntinga et al. (2011) determined remuneration as a motivator of consuming behavior not as a motivator of contributing behavior. Chan et al. (2014) stated that the customers will feel obliged to devote themselves and the level of engagement will increase when the customers perceive rewards from the brand community. de Castro (2017) showed that economic incentives positively affect passive behavior and it is the strongest driver of posting behavior. Dessart et al. (2015) indicated that benefits from participating in brand community including explicit monetary incentives improves affects, cognitions and behaviors of the community members. Therefore, it was hypothesized that;

H7: Remuneration has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.3. Brand-related factors

Since one of the main objects of customer engagement is the brands, factors such as the perception of the customers about the brand and customers' perception on whether the brand meet their expectations will affect the level of engagement. Therefore, brand-related factors, perceived brand image and brand satisfaction into our model were included as antecedents of customer engagement.

3.3.1. Perceived brand image

Brand image refers to the beliefs and subjective perceptions of a customer about a particular brand (Nandan, 2005). Customers combine impressions about the brand, which they received from various sources to form a perceived brand personality. Park, Jaworski, and MacInnis (1986) defined brand image as “the understanding consumers derive from the total set of brand related activities engaged by the firm” (p. 135). Brand personality and brand image are the two concepts that have been used interchangeably to measure perceptions of customers about the brands. Aaker (1997) proposed Brand Image Theory

and define brand personality as “the set of human characteristics associated with a brand” (Aaker, 1997, p.347). Aaker (1997) identified brand personality dimensions as sincerity, excitement, competence, sophistication and ruggedness. Davies, Chun, da Silva, and Roper (2004) proposed a brand personality scale including agreeableness, enterprise, competence, chic, and ruthless dimensions. Geuens, Weijters, and De Wulf (2009) proposed a scale, which draws on personality traits, brand image and corporate reputation to measure brand image perceptions of the customers and which includes activity, responsibility, aggressiveness, simplicity, and emotionality dimensions. Mousavi et al. (2017) stated that customers’ perceptions of brand prestige and distinctiveness influence brand identification. When a brand has a strong image, it will increase the attractiveness of the brand and the willingness of customers to associate with the brand to gain social prestige. Brand image is mostly defined by brand prestige and brand distinctiveness, which satisfies customers’ symbolic needs such as self-enhancement and psychological needs such as uniqueness, respectively (He et al., 2012).

Customer engagement refers to emotional and symbolic connections with brands (Goldsmith & Goldsmith, 2012). Previous works suggested that companies with high reputation and prestige are likely to cause higher levels of customer engagement (Van Doorn et al., 2010; De Matos, & Rossi, 2008; Walsh, Mitchell, Jackson, & Beatty, 2009). Men and Tsai (2015) suggested that perceived corporate character could affect customer engagement with brands on social networks and found agreeableness as a strong predictor of public engagement. Goldsmith and Goldsmith (2012) found that brand personality is associated with engagement with the brand. Andonova (2016) examined the effect of individual and brand personality on customer engagement and revealed that consumers are more likely to engage with brands with exciting personalities compared to brands with sincere personalities. Mousavi et al. (2017) showed that brand prestige and brand distinctiveness affect brand commitment and positive word of mouth behavior indirectly through self-categorization. Therefore, it was hypothesized that;

H8: Perceived brand image has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

In the literature, there has been various studies that show the positive affect of brand image on brand loyalty in many contexts (Mabkhot, Shaari, & Salleh, 2017; Alhaddad, 2015; Pratiwi, Saerang, & Tumewu, 2015; He et al., 2012). Chahal et al. (2017) revealed that brand image is a significant predictor of brand equity. He et al. (2012) indicated the effect of brand image on satisfaction, trust, value and loyalty. Greve (2014) investigated the effect of brand image on both engagement and brand loyalty. The influence of brand image on brand loyalty was supported; however, its effect on engagement was not significant. (Mabkhot et al., 2017) revealed that there is a significant relationship between brand image and brand loyalty of local automobile brands in Malaysia. Therefore, it was hypothesized that;

H9: Perceived brand image has a positive and direct impact on (a)cognitive, (b)affective and (c)conative dimensions of brand loyalty.

3.3.2. *Brand satisfaction*

Tse and Wilton (1988) defined brand satisfaction as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its consumption” (p. 204). In order to explain customer satisfaction, various competing theories have been postulated such as Value-Precept Theory, Expectancy-Disconfirmation Paradigm, the Attribution Theory and the Equity Theory. All these theories have a shared consensus that satisfaction occurs through an evaluation process of a product/service (Yüksel & Yüksel, 2008). It is a key factor for the stability of customer-brand relationships. Satisfaction arises when the customers perceive that the benefits provided by the company exceed customers’ expectations (Carlson et al., 2017). Satisfaction is viewed as a determinant of various purchase-related and beyond purchase customer behaviors (Kumar, Dalla Pozza, & Ganesh, 2013; Youssef et al., 2018). Also, it is considered as a key factor affecting customer engagement behaviors (Van Doorn et al., 2010). Carlson et al. (2017) stated that when the customers derive benefits from their relationships with brands, they tend to reciprocate by developing brand engagement intentions. Dessart et al. (2015) revealed that online brand community engagement is driven by brand knowledge, satisfaction and trust. Zhu, Sun, & Chang, (2016) demonstrated the positive influence of satisfaction on customers’ providing feedback, recommending and helping behaviors. Carlson et al. (2017) found that customer satisfaction significantly affects feedback and influencer behavior intentions. When the customers are satisfied with the brand and its products or services, they will be likely to engage in brand related social media. Therefore, it was hypothesized that;

H10: Brand satisfaction has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

Satisfaction has been validated as an important driver of brand loyalty in various studies in consumer research (Bloemer & Kasper, 1995; Pratiwi et al., 2015; Ahmed, Rizwan, Ahmad, & Haq, 2014; Ghafoor, Iqbal, Tariq, & Murtaza, 2012). Rialti, Zollo, Pellegrini, and Ciappei (2017) confirmed the positive influence of customer satisfaction on brand loyalty for both male and female participants on brand initiated social media based brand communities. Farzaneh (2020) also found that customer satisfaction is a significant factor affecting both customer engagement and brand loyalty of the customers of brand social media. Therefore, it was hypothesized that;

H11: Brand satisfaction has a positive and direct impact on (a)cognitive, (b)affective and (c)conative dimensions of brand loyalty.

3.4. Personal factors

Previous studies stated that the customers mainly engage in online brand communities to express themselves, impress others and enhance their self-image (Simon et al., 2016;

Hinson et al., 2019) or to satisfy their altruistic needs by helping other people (Marbach et al., 2019; Luarn et al., 2016). Jahn and Kunz (2012) stated that customer engagement is driven by particular needs of individuals such as achieving status, need for diversion. Therefore, self-oriented factors, self-image enhancement and altruism were included into our model as antecedents of customer engagement.

3.4.1. Self-image enhancement

Brand social media enable customers' self-image enhancement by providing customers an area for self-presentation. Self-enhancement is defined as the perceived value of being recognized or approved by other members of the social network on account of one's contributions to and relationships with the brand (Dholakia, Bagozzi, & Pearo, 2004). Self-enhancement theory, which is based on various personality theories, suggests that people wants to be perceived positively by others. Besides the social and economic benefits, gaining the recognition and the reputation of other community members and the focal brand is a strong motivation to the customers for community participation (Simon et al., 2016; Nambisan, & Baron, 2010). By engaging in community activities, customers can present their self-concept, create perception about themselves, and gain recognition and reputation of others. In order to give a positive image, community members consider what they post carefully and as the members perceive recognition from the community, they feel responsible to devote themselves with higher engagement levels (Chan et al., 2014). Simon et al. (2016) found that self-image enhancement value of brand pages positively influences brand community engagement. They stated that customers view brand pages as valuable stage for self-presentation and use this stage for forming positive impressions through their engagement. They revealed that self-image enhancement drives customer brand identification. Similarly, Jahn and Kunz (2012) showed that high self-concept value leads to higher fan page engagement. Luarn et al. (2016) revealed that image building has a positive significant effect on user engagement in eWOM on SNSs. Hinson et al. (2019) found that self-image expression is positively associated with customer engagement. Chan et al. (2014) found rewards and recognition together strongly affect brand community engagement. Therefore, it was hypothesized that;

H12: Self-image enhancement has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.4.2. Altruism

Altruism is defined as “the intention to benefit others as an expression of internal values, regardless of social or motivational reinforcement” (Price, Feick, & Guskey, 1995, p. 257). It can be regarded as a personality trait (Rushton, Chrisjohn, & Fekken, 1981) and it refers to concerning for others without expecting compensation (Luarn et al., 2016). Altruists are the individuals having willingness to help others regardless of whether they know each other and they are more likely to share their positive and negative experiences (Marbach et al., 2016). Through social networks, customers can reach a large number of people. They can share their brand related knowledge and their experiences to help others

reach the necessary information they need or to help other make their purchasing decisions. Customers tend to help not only other community members but also the company by sharing their experiences and ideas to improve the brand, its products or services to reciprocate a satisfying customer experience with the brand (Yesiloglu, 2018). Even they may engage online only since they enjoy helping others (Marbach et al., 2019). The literature indicates that helping motivation enhances customer engagement behavior such as sharing knowledge or brand generated content, writing reviews, creating brand related posts or eWOM (Luarn et al., 2016; Hennig-Thurau, Walsh, & Walsh, 2003). Wasko and Faraj (2000) analyzed the reasons of why individuals share knowledge in communities and found that most of the participants share knowledge for altruistic reasons to help other community members. They help others because they think it is the right thing to do, they find helping others enjoyable and satisfactory and most importantly, they want to advance the community as a whole. Muniz and O'guinn (2001) showed that sharing product experiences to inform others may trigger pleasure at the side of sender, therefore; it may result in emotional engagement. In addition, the motivation to help others only for their benefits leads someone to devote time and resources without expecting anything in return (Verhagen et al., 2015). Marbach et al. (2016) found that altruism is positively related to cognitive, emotional and behavioral dimension of engagement based on their qualitative study where 13 out of 28 interviewees stated that the altruism drives their online engagement. Therefore, it was hypothesized that;

H13: Altruism has a positive and direct impact on (a)cognitive, (b)emotional and (c)behavioral dimensions of customer engagement in SMBCs.

3.5. Customer Engagement as a sequential process

Although engagement in other disciplines has been evaluated as a multidimensional construct based on both psychological and behavioral theories, the vast majority of customer engagement studies in the literature have measured engagement only with behaviors. This one-dimensional evaluation of engagement is not sufficient to explain a complex structure like customer engagement. Therefore, several studies have been conducted that evaluate customer engagement as a multidimensional construct with cognitive, emotional and behavioral dimensions in order to reflect the psychological aspect of engagement (Brodie et al., 2011; Hollebeek, 2011). They showed that behavioral and psychological dimensions of engagement are equally important to explain engagement. Brodie et al. (2011) have also been confirmed multidimensionality of customer engagement in brand community context. Although psychological state-based customer engagement and behavioral customer engagement should be considered together to explain the concept of customer engagement, they do not mean the same. The psychological state engagement dimensions represent the customer's psychological experiences on the brand social platform and are related to the intentions and attitudes of the customers, not the actual customer engagement behaviors like e-wom, co-creation or social platform participation (Cheung et al., 2011).

Customer engagement has been considered as a multidimensional construct in many studies (Fu et al., 2018; Islam et al., 2018; Dwivedi, 2015; Algharabat et al., 2020). However, there are a few studies in the literature examining the relationships between customer engagement dimensions. Since our aim is to examine the relationship between attitudinal loyalty dimensions and engagement dimensions, the psychological state engagement dimensions which are adapted from customer engagement framework proposed by Cheung et al. (2011) were included into our model. Based on the study of Kuzgun and Josiassen (2016) in which the sequential engagement process was confirmed in the customer engagement concept, attitudinal customer engagement was evaluated as a sequential process in our study. In addition, the sequential brand loyalty framework, which is proposed by Oliver (1997) and validated in various domains was considered to be applicable to engagement context as well.

Cognitive engagement represents the processing, concentration and interest in an object (de Castro, 2017). In our study, cognitive engagement refers to being immersed in the information and the content of the brand social platform. When the user first becomes a member of a social media platform, it is generally for the purpose of obtaining information (Brodie et al., 2011). The member has not yet formed an emotional response to the brand community. If the person concentrates and immerses in the content and information on the page, he/she becomes cognitively engaged to the community as a result of the repetitive cognitive responses. Emotional engagement is expected to occur through recurrent feeling of the emotional responses after a certain time of satisfying cognitive immersion to the brand social networks. Cognition is based on people's thoughts. For a member to be cognitively engaged in the brand community, he/she must first be satisfied with the cognitive content. Members who show high concentration and interest in a social media platform are also likely to develop emotional bond to the community over time. Oliver (1997) stated that the customers' transition from the cognitive loyalty stage to the affective loyalty stage is the result of the cognitive processing of brand satisfaction for a period of time. Similarly, Kuzgun and Josiassen (2016) assumes that the customers become cognitively engaged after spending time in the community for the purpose of obtaining information, and then they become emotionally engaged according to their satisfaction from the interaction in the community over time. They found that cognitive engagement has a direct effect on emotional engagement in virtual brand communities. Therefore, it was hypothesized that:

H14: Cognitive engagement has a positive and direct impact on emotional engagement.

Behavioral engagement is related to the willingness of customers to devote time and effort to the brand social platform. At this stage, the person is willing to devote their energy and time to do their best for the benefit of the community. Therefore, Kuzgun and Josiassen (2016) considered this level of engagement as the strongest engagement level. They stated that the customers become more willing to spend more time and energy to the brand community due to their strong attitudes towards the community and its members after they experiences repeated emotional responses to the community. Behavioral engagement is expected to occur after the customer manifests their feeling into action. (Kuzgun &

Josiassen, 2016). Customers begin to spend their physical energies for the best and for the continuity of the community with which they have emotional bonds. Over time, this creates behavioral engagement of customers to the community. Kuzgun and Josiassen (2016) found that emotional engagement has a direct effect on behavioral engagement in virtual brand communities. Therefore, it was hypothesized that:

H15: Emotional engagement has a positive and direct impact on behavioral engagement.

3.6. Brand Loyalty as a sequential process

Oliver (1997) specified dimensions of loyalty as cognitive, affective, conation and active loyalty. The cognitive, affective and conative dimensions are related to attitudinal brand loyalty while active loyalty dimension is related to true action. He considered brand loyalty as a sequential process where cognitive loyalty is followed by affective loyalty and consequently affective loyalty is followed by conative loyalty. According to the theory of reasoned action (TRA), individuals evaluate the possible consequences of alternative actions and develop attitudes towards these alternatives through a decision making process (Ajzen & Fishbein, 1980). Then they choose the most desirable one among these alternatives which reveal the behavioral intentions toward the selected action. As the theory stated, the attitudes lead to actual behavior. Therefore, Oliver (1997) considered that attitudinal loyalty leads to action loyalty.

In social sciences, it has been assumed that responses that reveal attitudes of people should be divided into cognition, affect and conation (or behavioral intention) phases (Back & Parks, 2003; Bagozzi, 1978). Cognitive loyalty refers to the general thoughts about the brand attribute. Customers first became loyal in a cognitive sense then they became affectively loyal based on the fulfillment of their expectations about the brand performance. Affective loyalty refers to the emotional responses and feelings about the object and includes liking and caring behaviors. Conative loyalty refers to behavioral intentions and willingness to act. After being affectively loyal, the customers become loyal in a conative manner and exhibit brand commitment. In this study, since the relationship between loyalty dimensions and attitudinal engagement dimensions will be examined, only cognitive, affective and conative loyalty dimensions, which are attitudinal loyalty dimensions, were included into the model.

In Oliver's (1997) theory, brand loyalty has been validated in various studies from different contexts (Harris & Goode, 2004; Blut, Evanschitzky, Vogel, & Ahlert, 2007; Back & Parks, 2003; Roy, Butaney, & Bhutaney, 2009). However, no empirical study has been undertaken in the context of online brand communities. Therefore, it was hypothesized that:

H16: Cognitive loyalty has a positive and direct impact on affective loyalty

H17: Affective loyalty has a positive and direct impact on conative loyalty.

3.7. Relationship between engagement dimensions and loyalty dimensions

In the literature, various studies on customer engagement have been proposed loyalty as a consequence of customer engagement (de Castro, 2017; Reitz, 2012; So et al., 2014). Jahn and Kunz (2012) found that fan page engagement positively affects brand loyalty. The qualitative study of Dessart et al. (2015) suggested that engagement with the online brand community increases the brand loyalty. The results of Harrigan et al. (2017) suggested that customer engagement can predict behavioral intention of brand loyalty. De Vries and Carlson (2014) found that customer engagement with the brand Facebook page positively influences brand loyalty. Liu et al. (2019) revealed that customer engagement through brand-hosted social media has a positive effect on brand loyalty intentions. However, to best of our knowledge there has been no study investigating the effect of engagement dimensions on loyalty dimensions. As our conceptual model (Figure 2) implies, a relationship between attitudinal psychological state customer engagement dimensions and attitudinal brand loyalty dimensions was expected. In this study, it is aimed to examine the effect of cognitive, emotional and behavioral components on each other.

Cognitive engagement is related to the concentration and engrossment of a customer to a social platform or information content within it. Cognitive engagement is considered as the first level of psychological engagement where the customers develop cognitive responses to the community but no emotional bonds to the community are evoked in this early stage of engagement. In the cognitive loyalty stage, loyalty of an individual is generally determined by performance and experience-based comparisons between the brand and its alternatives. This is the stage where commitment is weakest (Han, Kim, & Kim, Cognitive, affective, conative, and action loyalty: Testing the impact of inertia, 2011). In order to make these experience-based evaluations, people can benefit from the knowledge or experiences shared in brand communities. A person who is cognitively engaged in the community will also internalize the information and the experiences shared by other community members. This internalized information, combined with one's own experiences, can affect individuals' beliefs about brand attributes and performance in a way that they prefer the focal brand. Therefore, cognitive engagement of the community member may affect the perceived value of the brand in a positive way and lead to cognitive loyalty. Therefore, it was hypothesized that:

H18: Cognitive engagement has a positive and direct impact on cognitive loyalty.

Emotional engagement is related to the emotional responses such as enthusiasm, inspiration and pride towards the community (Cheung et al., 2011). Affective loyalty is the stage where the customers form emotional bonds to the brand as a result of his previous positive experiences. It refers to high level of liking towards the brand. Unlike cognitive loyalty, affection is more difficult to change. One's emotional engagement with the brand community may lead to affective loyalty to the brand by increasing enthusiasm and enjoyment of participating in community activities. It is possible that the emotions, which are evoked toward the brand community and its members, positively affect the attitude towards the brand and liking of the brand. In other words, emotional engagement into the

brand community page will increase the likelihood of the customers to be affectively loyal to the brand. Therefore, it was hypothesized that:

H19: Emotional engagement has a positive and direct impact on affective loyalty.

Behavioral engagement is related to the willingness of the customers to devote their personal time and energy for the brand community (Cheung et al., 2011). Kuzgun and Josiassen (2016) stated that it is the highest psychological engagement level in a virtual brand community. Conative loyalty is the behavioral intention of the customer to continue buying goods from or using services of a particular brand and it is accompanied by a deep commitment to the brand. The customers are willing to overcome obstacles by making personal sacrifices as devoting their money, time or energy to continue with the brand. As people are willing to devote their personal resources for the benefit of the brand community which they are cognitively and affectively engaged in, they are likely to continue using the goods or services of the brand and become a conative loyal customer of the brand as well. Therefore, it was hypothesized that:

H20: Behavioral engagement has a positive and direct impact on conative loyalty.

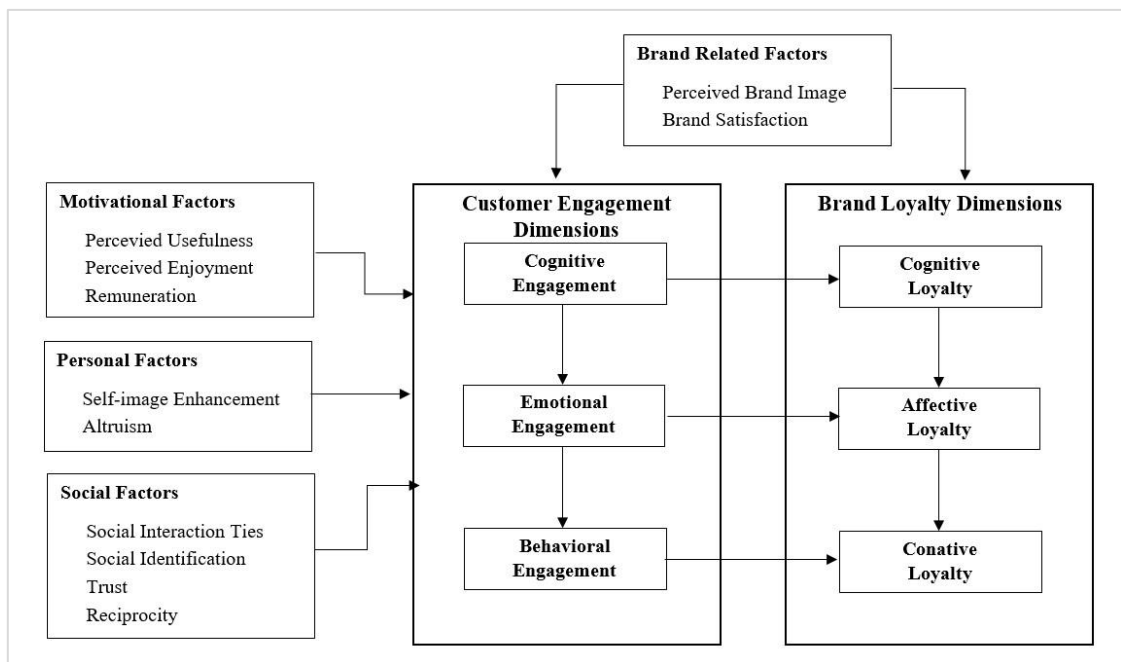


Figure 2: The proposed Customer Engagement Evaluation Model (CEEM) in online brand communities.

3.8. Summary of Research Questions and Hypotheses

Research Question 1: What are the factors that affect dimensions of customer engagement?

Related hypotheses: H1 to H13

Research Question 2: What are the intra- and inter-relationships between dimensions of customer engagement and dimensions of brand loyalty?

Related hypotheses: H14 to H20

CHAPTER 4

METHODOLOGY

The main purpose of this study is to identify the antecedents of the dimensions of customer engagement. The study regarded both customer engagement and brand loyalty as multidimensional constructs and focused on identifying the relationships between engagement and loyalty dimensions. This chapter represents the methodology of both quantitative and qualitative phases of the study. Main steps are outlined in Figure 3.

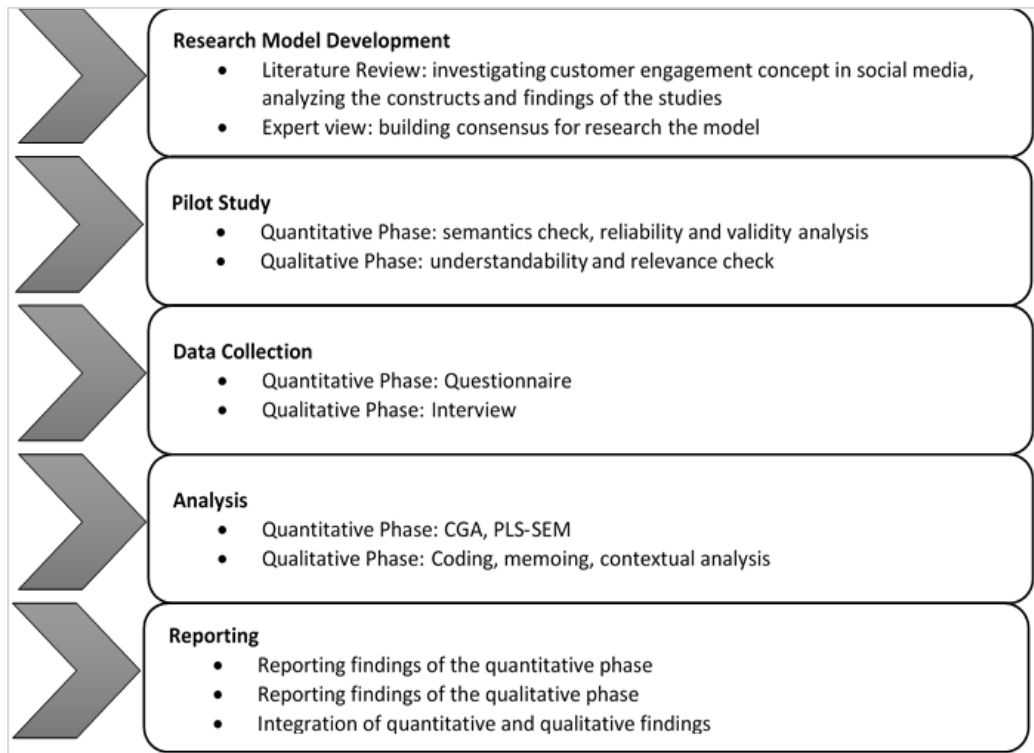


Figure 3: Main stages of the research.

4.1. Research design of the study

Tashakkori and Creswell (2007, p.4) defined mixed methods as “research in which the investigator collects and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches or methods in a single study”. In the literature, there are various studies that revealed the value of employing mixed research methods in information systems domain (Rohm, Kaltcheva, & Milne, 2013).

Combining qualitative and quantitative approaches provides researchers a broader perspective in understanding the research problem better, enriches the results, and combines the strengths of both qualitative and quantitative methods. This combination allows overcoming the weaknesses of one method by using the strengths of the other method and gaining insights and deeper understanding that may be missed when a single method is used. In addition, stronger evidence for a conclusion can be obtained through convergence and confirmation of the findings (Johnson & Onwuegbuzie, 2004). Therefore; in this study, the sequential explanatory mixed research design, in which quantitative data was collected and followed by the collection of qualitative data was employed in order to gain in depth understanding of customer engagement in online brand communities. In customer engagement domain, the majority of the studies use singular methods (quantitative or qualitative); however, mixed method, which combines the strengths of these two methods, would provide the sufficient information to understand the research problem better and solve it.

In our study, the quantitative and qualitative analysis were carried out separately and sequentially in two phases. In the first phase, the quantitative data were collected and analyzed. Then, the results of the quantitative phase were used to guide the development of the qualitative phase of the research. It was aimed to explain the findings of the quantitative phase in more detail with the help of qualitative techniques (Creswell & Creswell, 2005). Finally, the results of two analyses were integrated to seek clarification, convergence and corroboration of the results of two phases.

4.2. Quantitative stage

This section is composed of the population under study, instrument development, target sample and data collection and data analysis.

4.2.1. Population

The population consisted of the members of automobile brand communities. The sample group was selected by convenient sampling method in which being a registered user of a brand community was the inclusion criteria.

Table 3: Model Constructs and Definitions.

Construct	Construct Definition
Satisfaction (SAT)	“the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its consumption” (Tse & Wilton, 1988)
Brand Image (BI)	the beliefs and subjective perceptions of a customer about a particular brand (Nandan, 2005)
Trust (TR)	relying on the honesty, reliability and trustworthiness of other community members (Kang et al., 2016)
Altruism (ALT)	“the intention to benefit others as an expression of internal values, regardless of social or motivational reinforcement” (Price et al., 1995)
Reciprocity (REC)	“the willingness to repay a kind and intentional action of the truster” (Bigoni, Bortolotti, Casari, & Gambetta, 2013)
Perceived Enjoyment (PE)	“an intrinsic motivation that reflects the pleasure and enjoyment associated with the using a system” (Praveena & Thomas, 2014)
Perceived Usefulness (PU)	“the extent to which an individual believes that using an information system will enhance their productivity” (Davis, 1989)
Remuneration (RM)	expectations of customers in gaining rewards and economic incentives (Yesiloglu, 2018)
Self-Image Enhancement (SIE)	the perceived value of being recognized or approved by other members of the social network on account of one’s contributions to and relationships with the brand (Dholakia et al., 2004)
Social Interaction Ties (SIT)	the intensity of interaction and closeness of relationships between community members in a social network (Chiu et al., 2006)
Social Identity (SI)	“the process whereby individuals see themselves as one with another person or group of people” (Nahapiet & Ghosal, 2000)
Cognitive Engagement (CGE)	to being immersed in the information and the content of the brand social platform (Cheung et al., 2011)
Emotional Engagement (EME)	consumer’ level of excitement, interest, pleasure and happiness derived from engaging in brand related content and interactions with brand community and its members (Cheung et al., 2011)
Behavioral Engagement (BHE)	“a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction” (Hollebeek & Chen, 2014)
Cognitive Loyalty (CGL)	beliefs of customers that the brand is preferable to its alternatives (Oliver, 1997)
Affective Loyalty (AFL)	the degree of liking the consumer has towards the brand (Oliver, 1999)
Conative Loyalty (CNL)	customer's deeply held commitment to buy from a certain brand (Oliver, 1999)

4.2.2. Instrument Development

The data was collected via a cross-sectional survey and the survey instrument was developed based on the proposed CEEM model. To develop the instrument, the conceptual definitions of each construct of the model were first identified. Then, an expert review was conducted to ensure that all items in the model conform to its definition. Finally, the questionnaire was translated into Turkish and reviewed via cognitive interviews and a pilot study was also conducted.

As a first step, the constructs of the model were clearly identified in order to prevent the misconception about the constructs and to explain their relation with other constructs. Model constructs and their conceptual definitions were given in Table 3 above.

To measure the constructs in the model, an item pool was generated using the established measures from prior literature and minor modifications were made to the items to fit them to the context of customer engagement. The related references of survey items for each construct are given in Table 4.

Content validity is defined as “the degree to which items in an instrument reflect the content universe to which the instrument will be generalized” (Straub, Boudreau, & Gefen, 2004, p. 424). In order to ensure content validity, an expert review procedure was conducted with three experts from scale development domain. They evaluated the survey items to ensure that they conform to their related construct definition. In addition, they assisted in making corrections on the wording and semantic structure of the questionnaire. The final survey items have been selected from the item pool considering their representativeness of the construct's conceptual definition. At the end, the item pool including 65 items was formed.

After the review, the items were translated into Turkish. The back-translation procedure proposed by Brislin (1986) was followed for the translation of the items from English into Turkish. At first, a bilingual native speaker of the source language and a bilingual native speaker of target language translated the scale items from English to Turkish. Then, they collaboratively reviewed the translations and finalized the Turkish version. After that, the items in Turkish were translated again into English by another bilingual speaker. Finally, this version was compared with the original version of the survey items and the accuracy of the target translation was ensured.

After the formation of the questionnaire, cognitive interviews were conducted with two potential subjects to assess the understandability of the questions and to get feedback and suggestions about the questionnaire. According to the feedback and suggestions of the participants, some of the unclear items were revised. They suggested to include of a part describing what a brand community is and to give some examples of brand communities. The typos found by the reviewers were also corrected.

Table 4: References of questionnaire items utilized in the study.

Construct	Item	Questions	Source of Question
SAT	SAT1	Overall, I am satisfied with brand [X].	Simon and Tossan (2018), Solem (2015)
	SAT2	Being a customer of brand [X] has been a good choice for me.	
	SAT3	Brand [X] has lived up to my expectations.	
BI	BI1	Brand [X] is reliable.	He et al. (2012), Mousavi et al. (2017), Chahal and Rani (2017)
	BI2	Brand [X] has a good image among customers.	
	BI3	Brand [X] has a distinctive identity.	
	BI4	Brand [X] has a high reputation.	
TR	TR1	I always feel confident while interacting in the [X] brand community that I can rely on their responses and feedback.	Chahal and Rani (2017)
	TR2	I feel safe in my postings with the [X] brand community.	
	TR3	I search information on the [X] brand community because I find it more trustworthy.	
	TR4	I trust information written by others on the [X] brand community.	
ALT	ALT1	I like participating in the [X] brand community because I can use my experience to help people.	Luarn et al. (2016), Časas, Palaima, and Mironidze (2016)
	ALT2	I like to share my experience and knowledge with others in this [X] brand community to help them be more informed about the [X] brand.	
	ALT3	I feel good when I can help answer other community members' questions.	
	ALT4	I really like helping other community members with their questions.	
REC	REC1	I know that other members in the [X] brand community will help me, so it's only fair to help other members.	Chiu et al. (2006); Bjørndalen (2014)
	REC2	When I share my customer experience in [X] brand community, I expect somebody to help me when I'm in need.	
	REC3	Other members of [X] brand community have helped me in the past, I want to return the favor by posting my customer experiences.	
PE	PE1	The content of the [X] brand community is entertaining/fun.	Guo et al. (2017), Carlson et al. (2017), Reitz (2012), Karjaluoto et al. (2015), de Castro (2017)
	PE2	The content of the [X] brand community is exciting.	
	PE3	The content of the [X] brand community is pleasant.	
PU	PU1	The content of the [X] brand community is helpful for me.	Guo et al. (2017), Jahn and Kunz (2012), Reitz (2012), Chahal et al. (2017), de Castro (2017)
	PU2	The content of the [X] brand community is useful for me.	
	PU3	The content of the [X] brand community is functional for me.	
	PU4	The content of the [X] brand community is accurate.	
	PU5	The content of the [X] brand community is always up to date.	

Construct	Item	Questions	Source of Question
RM	RM1	I follow [X] brand community because of the incentives I receive (e.g. free coupons).	Guo et al. (2017), Karjaluoto et al. (2015), de Castro (2017)
	RM2	I follow [X] brand community because I receive gifts as reward.	
	RM3	I follow [X] brand community because I can get discount or special deals.	
SIE	SIE1	I follow [X] brand community because I can make a good impression on others.	Jahn and Kunz (2012)
	SIE2	I follow [X] brand community because I can improve the way I am perceived.	
	SIE3	I follow [X] brand community because I can present others who I am.	
	SIE4	I follow [X] brand community because I can present others who I want to be.	
SIT	SIT1	I maintain close social relationships with some members in the [X] brand community.	Chiu et al. (2006), Jahn and Kunz (2012)
	SIT2	I spend a lot of time interacting with some members in the [X] brand community.	
	SIT3	I know some members in the [X] brand community on a personal level.	
	SIT4	I have frequent communication with some members in the [X] brand community.	
	SIT5	I can meet people like me on [X] brand community.	
SI	SI1	My identity is similar to other members of the [X] brand community.	Chahal et al. (2017), Chiu et al. (2006), Simon et al. (2016), de Castro (2017), He et al. (2012), Harrigan et al. (2017)
	SI2	I feel a sense of strong belongingness towards the [X] brand community.	
	SI3	The [X] brand community's identity is a reflection of my self-image.	
	SI4	I consider myself as a valuable partner of [X] brand.	
CGE	CGE1	When I am interacting with the [X] brand community, I forget everything else around me.	Puriwat and Tripopsakul (2014), Solem (2015), Harrigan et al. (2017), Huang et al. (2017)
	CGE2	Time flies when I am interacting with the [X] brand community.	
	CGE3	When I am interacting with the [X] brand community, it is difficult to detach myself.	
	CGE4	In my interaction with the [X] brand community, I am immersed.	
	CGE5	My mind is focused when I am interacting with the [X] brand community.	
EME	EME1	I am enthusiastic about the [X] brand community.	Puriwat et al. (2014), Solem (2015), Harrigan et al. (2017), Huang et al. (2017)
	EME2	I pay a lot of attention to anything about the [X] brand community.	
	EME3	I feel excited about the [X] brand community.	
	EME4	I am interested in the [X] brand community.	
	EME5	I am proud of being a member of the [X] brand community.	
BHE	BHE1	I intend to exert my full effort in supporting [X] brand community.	Puriwat et al. (2014), Solem

Construct	Item	Questions	Source of Question
	BHE3	I intend to be very active in relation to [X] brand community.	(2015), Harrigan et al. (2017), Huang et al. (2017)
	BHE3	I intend to try my hardest to perform well on behalf of [X] brand community.	
	BHE4	I intend to devote lots of energy to the [X] brand community.	
CGL	CGL1	Brand [X] provides me superior product/service quality as compared to other brands.	Yuksel, Yuksel, and Bilim (2010)
	CGL2	No other brand performs better than brand [X].	
	CGL3	Overall quality of brand [X] is the best.	
	CGL4	I believe brand [X] provides more benefits than other brands.	
AFL	AFL1	I like using the products/services of brand [X].	Yuksel et al. (2010), Han and Hyun (2012)
	AFL2	I like brand [X] more than other brand.	
	AFL3	I feel better when I use Brand [X].	
CNL	CNL1	If I am given a chance, I intend to continue using brand [X].	Yuksel et al. (2010), Han and Hyun (2012)
	CNL2	I consider brand [X] to be my first choice.	
	CNL3	In the future, I intend to recommend brand [X] to others who seek my advice.	

The questionnaire included demographic and 5 points Likert type survey questions. The model consisted of 66 items for 17 constructs. It is suggested to have 5 to 10 participants per item in the scale (Blunch, 2008). Thus, it is assumed that 330 to 660 participants would be sufficient for the statistical analysis. The final version of the questionnaire in both English and Turkish were given in APPENDIX B.

4.2.3. Target sample and data collection

The data was collected through online survey tool (Google Forms) and convenience sampling was employed in the study. The target sample was the members of online brand community forums related to automobile brands. Moderators of three automobile brand communities (MazdaGaraj, MazdaClubTR, VWTurk) volunteered to announce the questionnaire on their forum main page and sent it to their members by e-mail. The survey was accessible for three months (February 2019-April 2019) on the forum main pages and after the initial e-mail (February 2019), two reminder e-mails were sent (March 2019, April 2019) to the forum members too.

The questionnaire was composed of three parts. In the first part, the aim of the research was explained. For the pilot study, detailed explanation about brand communities was given and the respondents were asked whether they follow a brand community or not. Only the participants that are a member of a brand community were allowed to fill the questionnaire. The explanation part was removed from the main study questionnaire, since the main study was carried out only with participants who are already members of automobile brand communities.

The second part included demographics questions related to individual characteristics of the participants such as gender, age, education level, occupation and social media usage and brand community participation characteristics. In the pilot study, the respondents were asked to give the name of the brand community (mostly followed and engaged), its related brand and the level of their participation. At the main study, only the level of participation was asked for their automobile brand community.

In the third part, respondents were required to answer scale items related to the constructs considering the brand community they belong. The questionnaire was composed of 66 scale items. It took 10-12 minutes to answer the questionnaire. As the most widely used scale, Likert-type scale is used in the questionnaires (Gliner & Morgan, 2000) to measure the attitude, opinion and perception of the respondents (McMillan & Schumacher, 2001). Therefore, 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was utilized to measure responses to each item of the constructs.

4.2.4. *Quantitative data analysis*

Structural Equation Modeling (SEM) was utilized in order to test the hypothesized causal relationships and the research model. SEM has various advantages over other multivariate techniques by: (1) its appropriateness for hypothesis testing by its confirmatory nature, (2) its capability of validating more complex models than traditional multivariate techniques, (3) the explicit estimation of measurement errors, and (4) the incorporation of both observed and latent variables into the model (Byrne, 2001; Blunch, 2008). SEM was used to assess both measurement and structural models. In order to test the validity of the measurement model, Confirmatory Factor Analysis (CFA) was applied. The analysis of the paths and the significance of the hypotheses were tested through structural model. The data were analyzed in three steps: data exploration, reliability and validity assessment, and SEM.

In data exploration step, outlier analysis was performed by using Mahanobis distance method and box plot analysis. Then, in order to test the normality of the data, Kolmogorov-Smirnov test was used. Finally, multicollinearity of the data was checked by using Spearman's non-parametric correlation analysis. The analyses on this step were completed by using IBM SPSS 25 software.

In the reliability and validity assessment step, construct validity was tested by verifying convergent validity and discriminant validity of the data. For testing convergent validity, item loadings were analyzed, and composite reliability (CR) values and average variance extracted (AVE) values were calculated. For testing discriminant validity, the square roots of AVE values and correlation degrees of the constructs were compared with each other.

The Structural Equation Model (SEM) is defined as "a collection of statistical techniques that allow a set of relationships between one or more independent variables (IVs) and one or more dependent variables (DVs) to be examined" (Tabachnick & Fidell, 2014, p. 655). Covariance-based SEM, which is based on the minimization of the differences between

the observed and predicted covariance matrices, was utilized to test the measurement and structural models by using IBM SPSS AMOS 25 software.

4.3. Qualitative stage

As the second step of sequential explanatory mixed research design, the quantitative stage was followed with a quantitative stage. This stage is important for understanding the motivation of brand community members to engage in the forum.

4.3.1. Research design

A semi-structured interview was conducted to confirm the results of quantitative study and to reveal the implicit factors and relationships as well. The questions of the interview were prepared considering the results of the quantitative stage. While creating the questions, all the strongly significant, weakly significant and insignificant hypotheses of the model were taken into consideration.

Semi-structured interview is one of the most widely used methods in qualitative research due to its versatile and flexible nature (DiCicco-Bloom & Crabtree, 2006) and offers various advantages such as providing instant feedback mechanism, having high response rate, enabling participants to convey their individual comments. Interview method enables the collection of additional information, which is often very valuable in interpreting the responses, such as personal characteristics, environment and body language from the participants possible. It also helps to get a deeper understanding and to minimize misunderstandings by enabling interviewer to ask and control the questions which are based on participant responses (Kallio, Pietilä, Johnson, & Kangasniemi, 2016; Opendakker, 2006; Patton, 1987). However, it has some limitations such as being time-consuming and expensive, being open to bias, and the lack of standardization and dependence on the skills of the interviewer (Patton, 1987). In order to observe the possible risks and the potential problems that may arise during the interview process and to improve the interview guide and particularly the interview questions, a pilot study was conducted. An interview guide was prepared including interviewee information (name, surname, age, occupation, and membership duration), an introduction speech, the questions about the study and a final speech. In addition, observational notes were taken about participants and the environment throughout the interview.

4.3.2. Interview questions

The questions of the interview were prepared considering the results of the quantitative stage. While creating the questions, all the significant and non-significant hypotheses of the model were taken into consideration. The effect of the model constructs on customer engagement dimensions, the effect of engagement dimensions on loyalty dimensions, and the relations between customer engagement dimensions and relations among brand loyalty dimensions were investigated through the interview questions. Overall questions were

added to the interview in order to get the forum participation behaviors and general opinions about the forum of the users. The other questions were prepared based on the quantitative study for extracting the relationship dynamics and for investigating the relations among model constructs more deeply. The questions in English were given in Table 5. The questions in Turkish can be found in APPENDIX D.

Table 5: Interview questions.

Content	Questions	Sub-Questions
Overall	How long have you been a member of the forum? For what purposes do you use the forum?	
Overall	How active are you in the forum? In what situations do you usually stay longer in the forum?	
Overall	What motivates you to actively participate in the forum, what drives you away from the forum?	
Overall	What are the factors that have an impact on your focus on the forum, your excitement about joining the forum, or your activeness in the forum?	
Brand image and CE Brand image and BL	Did the brand image have an impact on your engagement on this forum? What effect did it have?	If the brand image was better, would you participate more actively? Does the improvement of the brand's image in you make you a more loyal customer of the brand?
Satisfaction and and CE Satisfaction and BL	Did your brand satisfaction have an impact on your engagement on this forum? What effect did it have?	Does your brand satisfaction motivate you to be more active in the forum? Does your brand satisfaction make you a more loyal customer of the brand?
Trust and CE	Do you trust members and their posts on the forum?	Is this trust important to your engagement on the forum? Why is that?
Altruism and CE	How important is it for you to help other users? Does this motivate you to share content?	Does it affect your engagement on the forum?
Reciprocity and CE	Did you get any help on the forum before? If you had help, would you like to help other users by sharing your knowledge and experience in return?	Will the benefits you receive affect your engagement on the forum?
Perceived enjoyment and CE	Do you find the forum content fun? How important is it for you to have fun with forum content?	Does the fun of forum content affect your engagement on the forum?
Perceived usefulness and CE	Do you find the forum content useful, functional, up-to-date? In what ways? How important is forum content to you?	Does the usefulness of the forum content affect your engagement on the forum?
Remuneration and CE	Are awards and incentives given at the forum?	Does the presence of such awards and incentives affect your forum usage?
Self-image enhancement and CE	Does the impression you make on others matter to you?	If yes, does this have an impact on your engagement on the forum?

Content	Questions	Sub-Questions
Social interaction ties and CE	Are there any members that you have close relationship on the forum? How often do you contact them?	Does your close relationship with these users affect your engagement on the forum?
Social identification and CE	Do you think the members of the brand community look like you?	Does this similarity affect your engagement on the forum?
Cognitive engagement	When you spend time in the forum, do you focus and forget everything else around you? What are the factors affecting this?	
Cognitive engagement and Emotional engagement	How willing are you to interact in the forum? Are you excited to be in the forum? Are you proud to be a member of the community? What are the factors affecting this?	Does your ability to focus on forum content and interaction increase your enthusiasm to join the forum?
Emotional engagement and Behavioral engagement	How much energy do you spend to support the forum? Do you think you're doing your best? What are the factors affecting this?	Will your enthusiasm to interact in the forum lead to more active participation in the forum?
CE and Cognitive loyalty	Do you think the brand is superior to other brands in certain respects? What are the other factors that affect this?	Did your interaction in the brand forum affect your brand's superiority to other brands? How?
CE and Affective loyalty	How does using the brand make you feel? Do you like to use the brand? What are the factors that affect this?	Did your interaction in the brand forum affect your liking of your brand more than any other brand? How?
CE and Conative loyalty	Are you planning to continue using the brand? Would you recommend the brand? What are the factors that affect this?	Did your interaction in the forum have had an impact on this? How?

4.3.3. Data collection procedure

A pilot study was conducted to assess the interview process and the interview questions and to identify the aspects of the interview to be improved. A forum member was invited to the pilot interview. The pilot study took 55 minutes. The questions were revised to increase their understandability and some wording changes were made to improve the semantics of the questions.

The users who participated in the quantitative phase of the research were also invited to the qualitative phase of the research via e-mail. Since there was no response to this invitation, the forum moderators were contacted about this situation. Since the forum users live in different regions of Turkey, especially in Aegean Region, a forum meeting was organized in İzmir. It was decided to conduct the interview on a voluntary basis with the forum members who participated in this event.

Besides the researcher, an observer participated in the interview and took notes about the interview. The forum members who attended to the forum meeting from different cities of the country were asked whether they are volunteer to participate in the interview or not. After a short introductory speech, the users were informed about the interview and their participant information was received. The interviews took approximately 40 minutes. 9 participants were participated to the inrerview. The responses were recorded, transcribed immediately after the interviews and transferred into the QDA Miner software.

4.3.4. Qualitative analysis

The analysis was carried out in four steps. In the first stage, each interview was transcribed in a separate file for each participant. In the second step, the data were read and the memos were taken from each file. In the third step, codes and themes were generated. In the last step, the key ideas behind the codes were expressed and the relations between these codes were examined. For transcribing and coding, the QDA Miner software was used.

Reliability and validity procedures are used to evaluate the quality of qualitative research but there are no widely used methods and tests especially with regard to the reliability assessment. Lincoln and Guba (1985) proposed four criteria for increasing the quality of qualitative studies. Credibility, dependability, confirmability and transferability were used as measures for assuring reliability and trustworthiness of the results. Multiple information sources were utilized during the study.

Credibility is related to the extent to which the findings are compatible with reality. It concerns about having sufficient evidence to interpret the results. It relates to the internal validity of the study and can be achieved through triangulation technique. Codes, memos and observational notes were used as the sources to perform triangulation. Dependability is about being able to reach the same findings with the same participants in the same context. Other researchers were expected to reach similar conclusions under similar conditions. To ensure the dependability, audit process was conducted by an outside researcher and transcribed interviews, coding files and observational notes were supplied, and the codes and themes were overviewed. Confirmability is about revealing that the findings stems from not the researcher's but the participant's feelings and thoughts. In this regard, the transcription of his/her interview and the findings from this interview were sent to one of the participants and this participant's feedback was received. Transferability relates to the extent to which findings can be adapted to other contexts. Therefore, the methodology was explained in detail and the participant characteristics and observational notes were shared. (Recker, 2012).

CHAPTER 5

RESULTS AND DISCUSSION

5.1. Pretest – Pilot study

In order to test the instrument in terms of reliability and construct validity, a pilot study was conducted with 75 participants. The questionnaire reached 141 participants but only 75 of them stated that they follow a brand community (53.2%).

Demographic results are given in Table 6. 57% of the respondents were female and 43% of the respondents were male. Most of the participants (%73.3) were between 20-39 years. Over 89% of the respondents had bachelors or upper degrees. 76% of the respondents were employed, 12% of the respondents were students and 12% of the respondents had the employment status of unemployed or retired. 40% of the respondents used social media between 30 minutes-1 hour a day and %33.3 of the respondents used social media 1 to 3 hours a day. 26.7% of the respondents spent more than 3 hours a day using social media. The most widely used social media platform was Instagram.

The respondents followed brand communities of the brands from automobile, technology, retail and food sectors. 93.3% of the respondents used any product/service of the brand they selected. 57% of the brand communities that were selected by the respondents are active on Instagram. 90% of the respondents used the brand community for consuming type behaviors (reading product reviews or product ratings, viewing the dialogues of other customers, watch brand-related videos, and listening brand related audios), 37% of the respondents used the brand community for contributing type behaviors (rating products or brands, engaging in branded conversations, commenting on brand related content and media, and sharing content) and only 20% of the respondents used the brand community for creating type behaviors (publishing brand related content, uploading brand related media, writing brand articles or product reviews, and making recommendations).

Since the pilot study was conducted in smaller scale, not all the reliability and validity measures would be applicable. Reliability analysis was performed by using the IBM SPSS Statistics v25. The Cronbach's Alpha values were examined. In terms of reliability analysis, Cronbach's alpha loadings would be above .70 (Hair, Anderson, Tatham, & Black, 1998) and all the constructs of our model fulfill this condition.

Table 6: Results of demographic questions.

	Responses
1. Age	
15-19	1.3%
20-29	33.4%
30-39	40.0%
40-49	25.3%
50-59	0.0%
60 and more	0.0%
2. Gender	
Female	57.3%
Male	42.7%
3. What is the highest education level you have completed?	
Primary school	0.0%
Secondary school	0.0%
High school	10.7%
Associate's/Bachelor's degree	68.0%
Master's/Doctoral degree	21.3%
4. Occupation	
Student	12.0%
Employee	76.0%
Retired	5.3%
Unemployed	6.7%
5. On average, how much time do you spend on social media per day?	
Less than 30 minutes	0.0%
From 30 minutes to 1 hour	40.0%
From 1 hour to 3 hours	33.3%
More than 3 hours	16.0%
It is a part of my daily life	10.7%
6. Which social networking sites do you usually use?	(multiple)
Facebook	42.7%
Twitter	38.7%
Instagram	84.0%
YouTube	48.0%
Other	9.1%
7. Have you used a product / service of the brand?	
Yes	93.3%
No	6.7%
8. What is your level of participation to the brand community?	(multiple)
Consuming	90.4%
Contributing	37.0%
Creating	20.5%
9. On which social media platforms the brand community is active?	
Facebook	12.0%
Twitter	4.0%
Instagram	57.3%
YouTube	1.3%
Other	25.4%

Total reliability was found as 0.974. The Cronbach's Alpha values for each construct are given in Table 7. Construct based reliability are ranged between 0.724 and 0.967. Also, Cronbach Alpha if item deleted, corrected-item total correlation and inter item correlation values were analyzed. The Cronbach Alpha values if item deleted are given in APPENDIX C.

Table 7: Cronbach's Alpha values of constructs.

Construct	Cronbach's Alpha	Number of Items
Brand Satisfaction	0.967	3
Perceived Brand Image	0.914	4
Trust	0.880	4
Altruism	0.963	4
Reciprocity	0.724	3
Perceived Enjoyment	0.916	3
Perceived Usefulness	0.949	5
Remuneration	0.899	3
Self-Image Enhancement	0.929	4
Social Interaction Ties	0.936	5
Social Identity	0.888	4
Cognitive Engagement	0.967	5
Emotional Engagement	0.909	4
Behavioral Engagement	0.941	4
Cognitive Loyalty	0.881	4
Affective Loyalty	0.866	3
Conative Loyalty	0.890	3

As a result of our analysis, all the items were decided to be included into the questionnaire since all the constructs have a Cronbach Alpha value greater than 0.7. Also, according to the Cronbach Alpha if item deleted values, there was no significant change in construct based Cronbach Alpha values when an item is deleted from the questionnaire.

5.2. Quantitative study results

The findings of the qualitative study were presented in the following sections including respondents' information, descriptives, measurement model and structural model.

5.2.1. Respondents information

The questionnaire was sent to the members of three online brand community forums related to automobile brands. Automobile brand communities were chosen in this study because these brand communities have a large number of members with common interests, and have a high level member participation. The information about these forums is as follows:

- MazdaGaraj is a brand community forum for the automobile brand Mazda and has 3,522 members. The questionnaire was sent to all members via e-mail and was also announced on the forum main page. 384 participants completed the questionnaire and the response rate was %9.5.
- MazdaClubTR is a brand community forum for the automobile brand Mazda and it has 9,998 members. At first, the questionnaire was sent to the active 1,700 members via e-mail and was also announced on the forum main page. 365 participants completed the questionnaire and the response rate was %19. Then, the questionnaire was sent to all members one more time and 16 more responses were obtained and total number of responses reached 381. The response rate according to all members was %3.4.
- VWTurk is a brand community forum for the automobile brand Volkswagen and it has 43,100 members. The questionnaire was announced on the forum main page. 57 participants completed the questionnaire and the response rate was %0.1.

After data collection, incomplete responses, repetitive responses and the cases in which all the scale items had the same value were excluded. Consequently, 721 (334 of 384 from MazdaGaraj, 338 of 381 from MazdaClubTR, 49 of 57 from VWTurk) responses were remained for further analysis.

5.2.2. Demographics

The demographic characteristics of the participants were presented in Table 8. Since brand communities are related to automobile brands, most of the community members are male; therefore, the gender distribution was not equally scaled. The age of the majority of the respondents was ranged from 20 to 49. Most of the participants had a graduation from high school and upper degrees. A small portion of these respondents had master's and doctoral degrees. Moreover, %80 of the respondents were employed. Considering the social media usage characteristics of the respondents, majority of the respondents used social media between 30 minutes and 3 hours a day. The participants were asked about their product/service usage of the brand and %93 of the respondents replied that they used any product/service of the brand.

In order to measure the engagement level of the participants, the types of behaviors, which the respondents performed in the forum, were asked. %49 of the respondents used the

forum for consuming type behaviors where they passively consume brand-related media without participating. Nearly %33 of the respondents used the forum for contributing type behaviors such as liking or sharing content which are created by other users. %18 of the respondents used the forum for creating type behaviors where a member creates and publishes the brand-related content.

Table 8: Results of demographic questions.

	Responses
1. Age	
15-19	2.4%
20-29	26.9%
30-39	48.5%
40-49	18%
50-59	3.6%
60 and more	0.6%
2. Gender	
Female	96.3%
Male	3.7%
3. What is the highest education level you have completed?	
Primary/Secondary school	4.2%
High school	23.9%
Associate's/Bachelor's degree	62.3%
Master's/Doctoral degree	9.7%
4. Occupation	
Student	7.5%
Employed	81.8%
Retired	2.9%
Unemployed	7.8%
5. On average, how much time do you spend on social media per day?	
Less than 30 minutes	10.7%
From 30 minutes to 1 hour	31.2%
From 1 hour to 3 hours	34.7%
More than 3 hours	23.5%
6. Have you used a product / service of the brand?	
Yes	93.6%
No	6.4%
7. What is your level of participation to the brand community?	(multiple)
Consuming	48.9%
Contributing	32.6%
Creating	18.5%

5.2.3. General properties of data

Since all the fields in the online questionnaire were marked as required, missing values were not allowed in this study. Therefore, missing value analysis was not required. The first step was to remove outliers from the dataset. Multivariate outliers were detected by using Mahanobis distance method. Three cases were excluded from the dataset due to their distinctively high values. Box plot analysis was also performed by using the sum of scores of scale items and 17 cases with extremely low sum of scores were removed from the dataset. As a result, 701 cases were remained in the dataset.

Table 9: Descriptive statistics.

Construct	N	Min	Max	Mean	Std. Deviation	Skewness	Kurtosis	Kolmogorov-Smirnov
SAT1	701	1	5	4.227	0.908	-1.462	2.303	0.000
SAT2	701	1	5	4.141	0.917	-1.219	1.462	0.000
SAT3	701	1	5	4.050	0.904	-1.155	1.285	0.000
BI1	701	1	5	4.262	0.814	-1.456	2.872	0.000
BI2	701	1	5	4.076	0.937	-1.237	1.551	0.000
BI3	701	1	5	4.247	0.928	-1.521	2.333	0.000
BI4	701	1	5	3.765	1.205	-0.788	-0.354	0.000
TR1	701	2	5	4.231	0.622	-0.669	1.607	0.000
TR2	701	1	5	4.170	0.755	-0.811	0.764	0.000
TR3	701	2	5	4.304	0.607	-0.576	1.003	0.000
TR4	701	2	5	4.268	0.600	-0.425	0.673	0.000
AL1	701	1	5	3.914	0.951	-0.708	-0.079	0.000
AL2	701	1	5	3.913	0.985	-0.759	-0.082	0.000
AL3	701	1	5	3.947	0.961	-0.755	-0.100	0.000
RC1	701	1	5	3.974	1.011	-0.797	-0.224	0.000
RC2	701	2	5	4.254	0.728	-0.944	1.113	0.000
RC3	701	1	5	4.108	0.880	-1.008	0.825	0.000
PE1	701	1	5	3.892	0.878	-0.714	0.165	0.000
PE2	701	1	5	3.749	0.971	-0.560	-0.353	0.000
PE3	701	1	5	3.961	0.891	-0.896	0.504	0.000
PU1	701	1	5	4.170	0.708	-1.054	2.329	0.000
PU2	701	1	5	4.328	0.612	-0.893	2.644	0.000
PU3	701	1	5	4.204	0.711	-0.819	1.144	0.000
PU4	701	1	5	4.201	0.677	-0.851	1.919	0.000
PU5	701	1	5	4.011	0.825	-0.742	0.419	0.000
RM1	701	1	5	2.785	1.144	0.119	-0.909	0.000
RM2	701	1	5	2.643	1.066	0.244	-0.630	0.000
RM3	701	1	5	2.832	1.134	-0.008	-0.949	0.000
SIE1	701	1	5	3.009	1.148	-0.034	-0.841	0.000

Construct	N	Min	Max	Mean	Std. Deviation	Skewness	Kurtosis	Kolmogorov-Smirnov
SIE2	701	1	5	2.986	1.167	0.012	-0.904	0.000
SIE3	701	1	5	3.233	1.191	-0.258	-0.973	0.000
SIE4	701	1	5	2.959	1.177	0.017	-0.974	0.000
SIT1	701	1	5	3.131	1.160	-0.065	-1.146	0.000
SIT2	701	1	5	2.826	1.137	0.310	-0.882	0.000
SIT3	701	1	5	2.923	1.222	0.067	-1.203	0.000
SIT4	701	1	5	2.833	1.190	0.218	-1.068	0.000
SIT5	701	1	5	3.462	1.101	-0.584	-0.556	0.000
SI1	701	1	5	3.429	1.013	-0.523	-0.305	0.000
SI2	701	1	5	3.529	1.030	-0.606	-0.184	0.000
SI3	701	1	5	3.381	1.070	-0.495	-0.484	0.000
SI4	701	1	5	3.479	1.052	-0.521	-0.423	0.000
CGE1	701	1	5	2.864	1.106	0.149	-0.910	0.000
CGE2	701	1	5	3.019	1.122	0.061	-1.015	0.000
CGE3	701	1	5	3.016	1.147	0.049	-1.031	0.000
CGE4	701	1	5	3.063	1.143	-0.037	-1.046	0.000
CGE5	701	1	5	3.171	1.158	-0.160	-1.054	0.000
EME1	701	1	5	3.492	1.062	-0.579	-0.588	0.000
EME2	701	1	5	3.318	1.081	-0.291	-0.819	0.000
EME3	701	1	5	3.330	1.063	-0.279	-0.882	0.000
EME4	701	1	5	3.723	0.973	-0.861	0.211	0.000
EME5	701	1	5	3.750	1.035	-0.751	-0.158	0.000
BHE1	701	1	5	3.444	1.075	-0.372	-0.673	0.000
BHE2	701	1	5	3.003	1.115	-0.030	-0.858	0.000
BHE3	701	1	5	3.170	1.127	-0.181	-0.899	0.000
BHE4	701	1	5	2.929	1.153	0.112	-0.945	0.000
CGL1	701	1	5	3.561	1.199	-0.520	-0.704	0.000
CGL2	701	1	5	2.790	1.128	0.251	-0.697	0.000
CGL3	701	1	5	2.987	1.196	0.045	-0.953	0.000
CGL4	701	1	5	3.608	1.079	-0.574	-0.361	0.000
AFL1	701	1	5	4.188	0.856	-1.248	1.684	0.000
AFL2	701	1	5	3.980	0.930	-0.825	0.227	0.000
AFL3	701	1	5	4.066	0.889	-1.022	1.007	0.000
CNL1	701	1	5	4.021	0.952	-1.038	0.925	0.000
CNL2	701	1	5	3.914	1.036	-0.842	0.062	0.000
CNL3	701	1	5	4.204	0.894	-1.337	1.900	0.000

After outlier analysis, the data was tested for normality by applying Kolmogorov-Smirnov test and by analyzing mean, kurtosis and skewness values. For Kolmogorov-Smirnov test,

all items had p-values lower than 0.001; therefore it can be concluded that the data is not normally distributed. In addition, skewness and kurtosis values were analyzed to check the severity of the non-normality. The skewness and kurtosis values of each item were within the acceptable level of -3/+3 (Kline, 2015), which indicates the non-normality in the data does not have severe effects on the results. The descriptive statistics of the mean values of constructs were given in Table 9.

In addition, multicollinearity was checked by using Spearman’s non-parametric correlation analysis. Inter-item correlations were all below the threshold value of 0.90 (Hair et al., 1998).

5.2.4. Reliability assessment

To assess the internal consistency of the constructs, Cronbach’s Alpha values of the mean values of the constructs were analyzed. Overall reliability was found to be reliable at 0.917. All the statistics are given in Table 10 in detail. Cronbach’s Alpha Values of each construct are also given in Table 11. As seen in Table 11, the alpha values for each construct were above the threshold value of 0.70.

Table 10: Item total statistics.

Construct	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SAT	57.68	92.60	0.51	0.915
BI	57.63	93.18	0.51	0.915
TR	57.58	95.03	0.61	0.914
ALT	57.90	88.92	0.69	0.910
REC	57.78	89.94	0.68	0.910
PE	57.95	90.12	0.66	0.911
PU	57.64	94.19	0.62	0.913
RMN	59.07	90.67	0.51	0.916
SIE	58.78	87.63	0.65	0.911
SIT	58.89	88.98	0.56	0.914
SI	58.37	89.21	0.67	0.910
CGE	58.79	86.88	0.69	0.910
EME	58.30	87.97	0.73	0.909
BHE	58.69	88.32	0.64	0.911
CGL	58.59	91.22	0.50	0.915
AFL	57.74	92.01	0.56	0.914
CNL	57.78	91.21	0.57	0.913
Cronbach's Alpha	0.917		Number of Items	17

Table 11: Cronbach's Alpha values of constructs.

Construct	Cronbach's Alpha
Satisfaction	0.922
Perceived Brand Image	0.855
Trust	0.839
Altruism	0.945
Reciprocity	0.810
Perceived Enjoyment	0.928
Perceived Usefulness	0.884
Remuneration	0.914
Self Image Enhancement	0.929
Social Interaction Ties	0.927
Social Identity	0.897
Cognitive Engagement	0.961
Emotional Engagement	0.935
Behavioral Engagement	0.931
Cognitive Loyalty	0.874
Affective Loyalty	0.922
Conative Loyalty	0.908

5.2.5. *Measurement model and validity assessment*

CFA was applied to test the unidimensionality and validity of the constructs. In addition, it was used for the selection of final items to be included into the model. First concern in testing the validity of the model is having correct number items per construct. Having 3-4 items per construct has been suggested in the literature but in some cases, two items per construct can also be accepted. In our model, all item requirements were met (Hedges, 2015). Factor loadings, t-values, squared multiple correlation (SMC) values were checked. Acceptable value for factor loadings should be greater than 0.6 but values greater than 0.7 is preferable. The loadings have to be significant with t-values greater than 1.96. The SMC values should be above 0.3 (Hair, 2006). The modification indices which give the expected drop in overall Chi-square statistic by adding unspecified paths into the model were also analyzed. Standardized residual covariance values that indicate the significance of the difference between proposed and estimated models should be less than 2.58 and that was also assessed in our analysis. Goodness of fit (GOF) was assessed by using CMIN/df, GFI, AGFI, CFI, TLI and RMSEA values. The threshold values (Hu and Bentler, 1998) used in our analysis are given in Table 12.

Table 12: Threshold values for Goodness of Fit indices.

Index Name	Abbreviation	Threshold Value
Chi-Square to DF Ratio	CMIN/df	< 3 acceptable < 2 good fit
Goodness of Fit Index	GFI	Close to 1 indicate better fit
Adjusted Goodness of Fit Index	AGFI	> 0.8 acceptable > 0.9 good fit
Comparative Fit Index	CFI	> 0.90 good fit > 0.95 advised
Root Mean Square Error of Approximation	RMSEA	< 0.10 moderate fit < 0.05 good fit
Tucker-Lewis Index	TLI	> 0.95 good fit
Normed Fit Index	NFI	> 0.90 good fit > 0.95 advised
Relative Fit Index	RFI	> 0.95 good fit

A stepwise approach was applied and CFA was conducted for indicator constructs (11 constructs), engagement constructs (3 constructs) and loyalty constructs (3 constructs) separately before the assessment of overall model. The model was estimated, modified and re-estimated during the CFA process.

After conducting CFA, the reliability and validity of the measurement model should also be assessed. The construct validity was tested by verifying the convergent validity, discriminant validity, and composite reliability of the data. Validity assessment was performed.

While testing convergent validity, the proposed procedure of (Fornell and Larcker, 1981) including the analysis of item reliability, composite reliability and AVE was followed. Item reliability is the square of item loading and is suggested as minimum level of 0.4 in the literature (Hair, Black, Babin, & Anderson, 2009). The threshold for composite reliability is 0.7 (Hair et al., 1998) but values above 0.60 are acceptable (Nunnally and Bernstein, 1994). AVE values that reflect the average communality of each construct should be greater than 0.50 (Segars, 1997).

Discriminant validity that indicates the divergence within constructs was computed by comparing the square roots of AVE values and correlation degrees of the constructs. To ensure discriminant validity, the square roots of AVE values should be greater than the correlation values (Hair et al., 2009).

The measurement model of indicator factors was estimated and the item BI4 was removed since its factor loading was smaller than 0.70. The items TR2 and PU5 with high standardized residual variance values were removed from the scale. Similarly, BHE1 and EME5 engagement items and CGL4 and CGL1 loyalty items were removed due to their high standardized residual variance values from engagement and loyalty measurement

models; respectively. After elimination of 7 items, the number of total items fell from 62 to 55. All 55 item loadings were above 0.70 that assures the item reliability. The composite reliability value of each construct was above the recommended threshold value of 0.70. AVE values are also greater than 0.50. The model met the requirements for convergent validity.

The square root of variance extracted of each variable was above its squared correlation with other variables except RC-AL (sqrtAVE: 0.92 – sqCorr: 0.96) and AFL-CNL (sqrtAVE: 0.90 – sqCorr: 0.91). Those highly correlated constructs were merged under Altruism (AL) and Affective Conative Loyalty (ACL) and the measurement model was re-run. Item RC3 was removed from the data due to its high standardized covariance value. Item reliability, composite reliability and AVE values of the final model were given in Table 13. The square roots of AVE values and correlation degrees of the constructs are also given in Table 14.

Table 13: Item reliability, composite reliability and AVE values for the model.

Construct	Item	Item Loading	Item Reliability	Composite Reliability	AVE
SAT	SAT1	0.898	0.806	0.923	0.801
	SAT2	0.912	0.832		
	SAT3	0.874	0.764		
BI	BI1	0.902	0.814	0.827	0.617
	BI2	0.705	0.497		
	BI3	0.735	0.540		
PE	PE1	0.922	0.850	0.929	0.813
	PE2	0.882	0.778		
	PE3	0.900	0.810		
PU	PU1	0.773	0.598	0.881	0.651
	PU2	0.803	0.645		
	PU3	0.879	0.773		
	PU4	0.767	0.588		
RM	RM1	0.926	0.857	0.917	0.788
	RM2	0.917	0.841		
	RM3	0.816	0.666		
SIE	SIE1	0.928	0.861	0.927	0.762
	SIE2	0.942	0.887		
	SIE3	0.831	0.691		
	SIE4	0.780	0.608		
AL	AL1	0.895	0.801	0.941	0.836
	AL2	0.944	0.891		
	AL3	0.930	0.865		
	RC1	0.888	0.789		
SIT	SIT1	0.877	0.769	0.945	0.812
	SIT2	0.919	0.845		
	SIT3	0.896	0.803		
	SIT4	0.912	0.832		

Construct	Item	Item Loading	Item Reliability	Composite Reliability	AVE
SI	SI1	0.743	0.552	0.903	0.700
	SI2	0.886	0.785		
	SI3	0.858	0.736		
	SI4	0.853	0.728		
TR	TR1	0.720	0.518	0.830	0.621
	TR3	0.837	0.701		
	TR4	0.802	0.643		
CGE	CGE1	0.846	0.716	0.961	0.832
	CGE2	0.918	0.843		
	CGE3	0.952	0.906		
	CGE4	0.937	0.878		
	CGE5	0.905	0.819		
EME	EME1	0.844	0.712	0.921	0.745
	EME2	0.898	0.806		
	EME3	0.926	0.857		
	EME4	0.778	0.605		
BHE	BHE2	0.910	0.828	0.933	0.822
	BHE3	0.911	0.830		
	BHE4	0.899	0.808		
CGL	CGL2	0.824	0.679	0.875	0.778
	CGL3	0.937	0.878		
ACL	AFL1	0.882	0.778	0.973	0.766
	AFL2	0.885	0.783		
	AFL3	0.909	0.826		
	CNL1	0.873	0.762		
	CNL2	0.864	0.746		
	CNL3	0.838	0.702		

Table 14: Discriminant validity for the model.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1.ST	.895														
2.BI	.755	.785													
3.PE	.189	.254	.901												
4.PU	.165	.199	.510	.807											
5.RM	.089	.082	.152	.119	.888										
6.SIE	.064	.064	.203	.122	.375	.873									
7.AL	.070	.129	.317	.307	.118	.217	.915								
8.SIT	.003	.009	.132	.081	.092	.259	.221	.901							
9.SI	.020	.038	.176	.158	.162	.345	.300	.516	.837						
10.TR	.123	.160	.298	.425	.076	.085	.329	.084	.186	.788					
11.CGE	.028	.053	.208	.118	.129	.334	.291	.489	.591	.127	.912				
12.EME	.032	.052	.237	.163	.135	.329	.377	.489	.733	.152	.702	.863			
13.BHE	.004	.008	.119	.067	.131	.289	.275	.598	.584	.063	.552	.594	.907		
14.CGL	.253	.324	.145	.085	.096	.097	.098	.004	.016	.078	.059	.042	.009	.882	
15.AFL	.799	.679	.213	.188	.097	.077	.104	.010	.040	.159	.052	.062	.014	.317	.875

Final measurement model met the requirements of convergent and discriminant validity. Goodness of fit values of initial run of overall model (62 items), the modified model (55 items) and the model after factor merging (54 items) are given in Table 15.

Table 15: Goodness of fit indices for initial and modified measurement model.

Index	Initial Model	Modified Model	Final Model
CMIN/DF	2.926	1.992	2.008
GFI	0.796	0.879	0.878
AGFI	0.766	0.855	0.856
NFI	0.900	0.935	0.935
RFI	0.889	0.925	0.926
TLI	0.924	0.961	0.961
CFI	0.932	0.966	0.966
RMSEA	0.052	0.038	0.038

5.2.6. Structural model

After ensuring the reliability and validity of the measurement model, the structural model was tested by using Structural Equation Model (SEM) to assess the significance of the paths and hypotheses. The final structural model to be tested is given in Figure 4. Path analysis was performed by using the IBM SPSS AMOS 25.0 tool. PLS test was run to obtain the path coefficients and converged at 14 iterations. Bootstrapping was also applied with 1000 samples to identify t-values. Path coefficients should be greater than 0.1 and t-values should be greater than 1.96 (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014).

According to the results, self-image enhancement ($\beta=0.106$, $p<0.01$), perceived enjoyment ($\beta=0.127$, $p<0.01$), social identity ($\beta=0.468$, $p<0.01$), altruism ($\beta=0.098$, $p<0.01$), social interaction ties ($\beta=0.266$, $p<0.01$), perceived usefulness ($\beta=-0.093$, $p<0.05$) had a significant influence on cognitive engagement. Also, social identity ($\beta=0.481$, $p<0.01$), altruism ($\beta=0.150$, $p<0.01$), perceived enjoyment ($\beta=0.077$, $p<0.05$) and trust ($\beta=0.106$, $p<0.01$) had a significant influence on emotional engagement. In addition, social identity ($\beta=0.225$, $p<0.01$), social interaction ties ($\beta=0.402$, $p<0.01$), altruism ($\beta=0.131$, $p<0.01$), remuneration ($\beta=0.063$, $p<0.01$) and trust ($\beta=-0.102$, $p<0.01$) had a significant influence on behavioral engagement. Satisfaction and perceived brand image constructs were found to have no influence on any engagement dimensions. However, satisfaction ($\beta=0.722$, $p<0.01$) and perceived brand image ($\beta=0.112$, $p<0.05$) had a significant influence on affective/conative loyalty. Furthermore, perceived brand image ($\beta=0.531$, $p<0.01$) had a significant influence on cognitive loyalty.

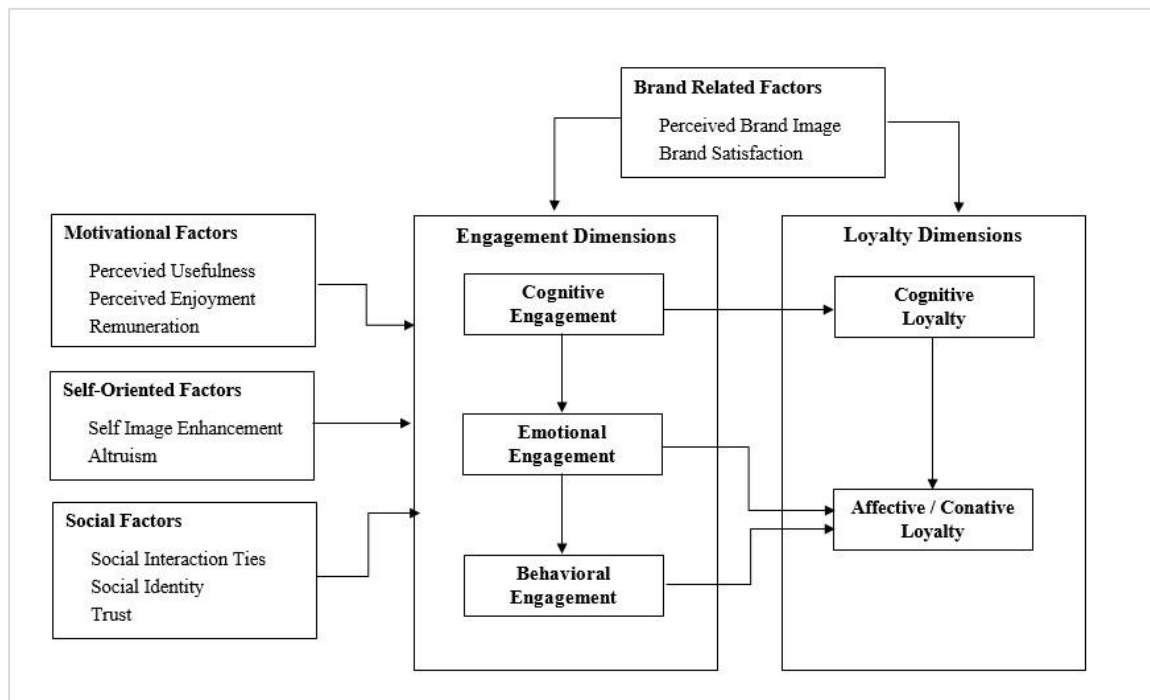


Figure 4: Revised conceptual model.

The effect of cognitive engagement on emotional engagement ($\beta=0.379$, $p<0.01$) and emotional engagement on behavioral engagement ($\beta=0.266$, $p<0.01$) were supported. Also, it was found a significant relationship between cognitive loyalty and affective/conative loyalty ($\beta=0.123$, $p<0.01$). While considering the effect of engagement dimensions on loyalty dimensions, only the positive influence of cognitive engagement on cognitive loyalty was supported ($\beta=0.123$, $p<0.01$). Emotional engagement and behavioral engagement was found to have no influence on affective/conative loyalty.

In the bottom line, the determinants of cognitive engagement (SIE, PE, SI, AL, SIT, PU) explained 68% of total variance, emotional engagement (SI, AL, PE, TR and CGE) explained 83% of total variance and behavioral engagement (SI, SIT, RM, TR and EME) explained 73% of total variance. In addition, the determinants of cognitive loyalty (CGE, BI) explained 35% of total variance and determinants of affective/conative loyalty (CGL, BI, ST) explained 83% of the total variance (Figure 5 and Table 16).

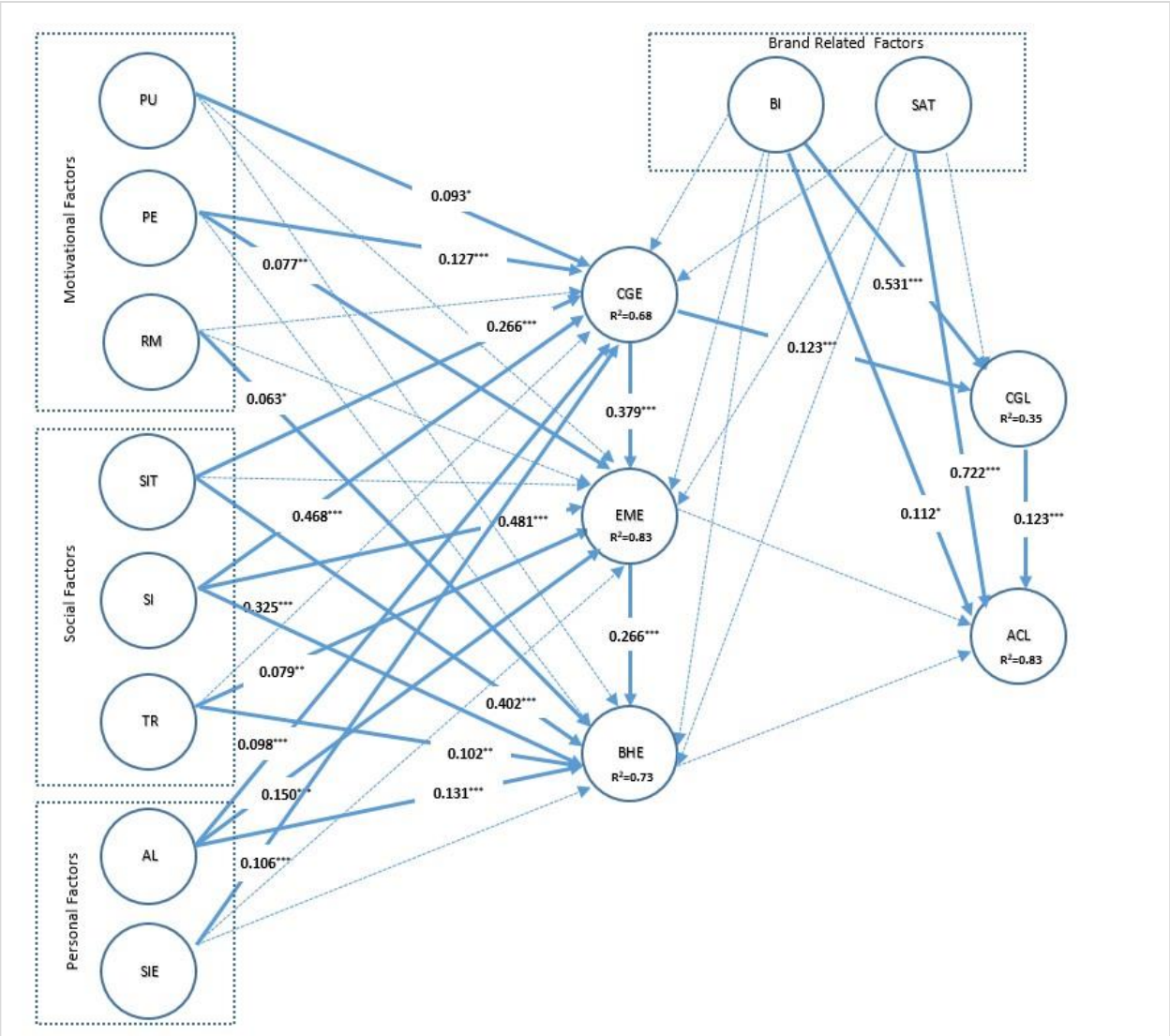


Figure 5: Path analysis.

Table 16: Hypotheses testing results.

Hypotheses		Path Coefficients	T Statistics	p-values	Status
SI→CGE	H3(a)	0.468	9.980	0.000	Supported
SIT→CGE	H1(a)	0.266	6.707	0.000	Supported
PE→CGE	H6(a)	0.127	3.000	0.003	Supported
SIE→CGE	H12(a)	0.106	2.770	0.006	Supported
AL→CGE	H4-H13(a)	0.098	2.704	0.007	Supported
PU→CGE	H5(a)	0.093	2.054	0.040	Supported
SI→EME	H3(b)	0.481	10.537	0.000	Supported
AL→EME	H4-H13(b)	0.1500	4.886	0.000	Supported
TR→EME	H2(b)	0.079	2.540	0.011	Supported
PE→EME	H6(b)	0.077	2.524	0.012	Supported
SIT→BHE	H1(c)	0.402	10.321	0.000	Supported
SI→BHE	H3(c)	0.225	3.517	0.000	Supported
AL→BHE	H4-H13(c)	0.131	3.537	0.000	Supported
TR→BHE	H2(c)	0.102	2.553	0.011	Supported
RM→BHE	H7(c)	0.063	2.005	0.045	Supported
CGE→EME	H14	0.379	9.470	0.000	Supported
EME→BHE	H15	0.266	4.294	0.000	Supported
BI→CGL	H9(a)	0.531	5.679	0.000	Supported
SAT→ACL	H11(b-c)	0.722	13.201	0.000	Supported
BI→ACL	H9(b-c)	0.112	1.989	0.047	Supported
CGE→CGL	H18	0.123	3.408	0.000	Supported
CGL→ACL	H16-17	0.123	4.448	0.000	Supported
SAT→CGE	H10(a)	-0.023	-0.392	0.695	Not Supported
RM→CGE	H7(a)	-0.027	-0.833	0.405	Not Supported
BI→CGE	H8(a)	0.069	1.074	0.283	Not Supported
TR→CGE	H2(a)	-0.027	-0.672	0.501	Not Supported
SIT→EME	H1(b)	0.023	0.676	0.499	Not Supported
SAT→EME	H10(b)	0.053	1.065	0.287	Not Supported
RM→EME	H7(b)	-0.029	-1.062	0.288	Not Supported
BI→EME	H8(b)	-0.049	-0.910	0.363	Not Supported
SIE→EME	H12(b)	-0.004	-0.109	0.913	Not Supported
PU→EME	H5(b)	0.004	0.104	0.918	Not Supported
SIE→BHE	H12(c)	0.01	0.261	0.794	Not Supported
SAT→BHE	H10(c)	0.036	0.622	0.534	Not Supported
PE→BHE	H6(c)	-0.008	-0.188	0.851	Not Supported
PU→BHE	H5(c)	-0.063	-1.432	0.152	Not Supported
BI→BHE	H8(c)	-0.083	-1.331	0.183	Not Supported
SAT→CGL	H11(a)	0.029	0.33	0.741	Not Supported
EME→ACL	H19	0.059	1.599	0.110	Not Supported
BHE→ACL	H20	0.011	0.319	0.750	Not Supported

The goodness of fit indices of the structural model were given in Table 17. Most of the indices were suggested a good fit of the model. Only, GFI was below the recommended value of 0.90.

Table 17: Goodness of fit indices for final model and threshold values for GFIs.

Index	Structural Model	Threshold Value
CMIN/DF	2.012	< 3 acceptable < 2 good fit
GFI	0.872	>0.90 recommended Close to 1 indicate better fit
AGFI	0.854	> 0.8 acceptable > 0.9 good fit
NFI	0.933	> 0.90 good fit > 0.95 advised
RFI	0.926	> 0.95 good fit
TLI	0.961	> 0.95 good fit
CFI	0.965	> 0.90 good fit > 0.95 advised
RMSEA	0.038	< 0.10 moderate fit < 0.05 good fit

5.3. Qualitative study results

The characteristics of the interviewees, interview questions, observations and qualitative analysis results were given in the following sections.

5.3.1. Characteristics of interviewees

The participants were from different cities of Turkey. The participants had different characteristics in terms of their age, their occupational groups, and the time of membership of the forum. Since the majority of the forum members are male, all interview participants were also male. Age of the interviewees ranged from 30 to 46. The participants have been members of the forum for 2 to 5 years. The characteristics of the interviewees and the interview duration of each participant are presented in Table 18. The interview duration ranged between 25 to 53 minutes with the mean value of 38 minutes.

Table 18: Characteristics of interviewees.

	Interviewees								
Identifier	Int1	Int2	Int3	Int4	Int5	Int6	Int7	Int8	Int9
Gender	Male	Male	Male	Male	Male	Male	Male	Male	Male
Age	37	45	31	30	46	35	31	38	31
Occupation	Accountant	Police Officer	Mechanical Engineer	Computer Engineer	Banker	Accountant	Graphic Designer	Merchant	Machine Technician
Membership Duration (years)	5	4	3	5	4	3	4	2	3
Province	İstanbul	İzmir	Manisa	İzmir	İstanbul	İzmir	Aydın	Ankara	Aydın
Interview Duration (minutes)	25	33	43	34	37	47	32	34	53

5.3.2. Interview questions

Two different parts of questions were asked to the participants during the interviews. In the first part, there were general questions to reveal the factors which affect the engagement of the member to the forum. In the second part, there were questions about the constructs of the research model to examine the influence of the constructs on engagement and brand loyalty more deeply.

During the interviews, rich data were gathered. It was decided that the number of participants was sufficient due to repeated and similar responses. After transcribing the data, all the data were read and the sub-codes were generated. For each sub-code, memos were also taken. The sub-codes were categorized under codes. Codes were grouped as brand related, motivational, personal, social, environment based and forum related categories in order to differentiate the origin of the motivation. Then, the codes were categorized under themes, which were classified as motivators and demotivators.

5.3.3. Observations

MazdaGaraj is a brand community forum for the automobile brand Mazda and it has 3,522 members. Forum has been active for 5 years. The forum is based on a garage philosophy, which means that members of the forum are interested in doing repairs, modifications and maintenance of their cars themselves. Forum moderators regularly plan face-to-face meetings. These events are posted on the forum as general announcements and all members are invited to these events. Forum moderators are in Aegean Region. These activities usually take place in and around Izmir. Apart from these, members in other provinces also hold similar meetings among themselves.

5.3.4. Motivators of Brand Loyalty

Both brand image and brand satisfaction were expressed as key drivers of brand loyalty by the participants. The qualitative study results are given below.

Brand Related – Brand image

The participants stated that brand image increased their loyalty to the brand. The mostly stated brand image components were related to their perceptions of technical superiority, uniqueness, security and robustness of the brand and the cars. In parallel with the results obtained in the quantitative study, the responses of the participants revealed that brand image is an important factor for achieving all loyalty dimensions.

“The brand has a distinguished customer group and design that is different from other brands. The image of the brand is of course important for loyalty. Frankly, I would hesitate to recommend a brand with a bad image. As the image of the brand improves, so does my loyalty to the brand because alternatives interest me less and I do not need to look for another brand psychologically.” - (Int9)

“Markanın diğer markalardan farklı ve seçkin bir kitlesi ve tasarımı var. Markanın imajı tabii sadakat için önemli. İmajı kötü olan bir markayı tavsiye etmekten çekinirdim açıkçası. Markanın imajının iyileştikçe benim markaya olan sadakatim de artar çünkü alternatifler daha az ilgimi çeker ve psikolojik olarak başka markaya bakma ihtiyacı duymam.”

Sample quotes for the relationship between brand image and cognitive loyalty were given below. The brand image perceived by the members emerged as an important component in regarding the brand as superior to other brands.

“I think the brand is superior to other brands. A brand that is seamless and stands behind its cars. A car you can ride safely. Traditional. A brand that maintains its own line. I think it's superior in terms of features.” - (Int5)

“Markanın diğer markalardan daha üstün olduğunu düşünüyorum. Sorunsuz ve araçlarının arkasında duran bir marka. Güvenle bineceğiniz bir araba. Geleneksel. Kendi çizgisini koruyan bir marka. Bu özellikleri açısından üstün bence.”

“I think that the Mazda brand is superior to other brands in its class in terms of technical features, production philosophy and design features ahead of its time.” - (Int2)

“Mazda markasının kendi sınıfında teknik, üretim felsefesi ve özellikle çağının ilerisindeki tasarım özellikleri açısından diğer markalardan üstün olduğunu düşünüyorum.”

Sample quotes for the relationship between brand image and affective/conative loyalty were given below. It was found that the positive image of the brand increases the pleasure felt by the members while they use the brand and this positive image causes the members to recommend the brand to others.

“The most important plus for me is that it's rare and it has distinct design features. It feels like I have a custom made car. I'm glad there's not much Mazda cars on the roads. That's why I like to use the Mazda cars. In fact, I made many people around me Mazda owners.” - (Int1)

“Benim için en önemli artısı, çok fazla olmaması ve farklı tasarım özellikleri. Özel yapım gibi geliyor bana. Yollarda fazla Mazda araç olmadığı için mutluyum. Bu nedenle Mazda arabalarını kullanmayı seviyorum. Hatta çevremdeki birçok insanı da Mazda sahibi yaptım. ”

“I think the brand is superior to other brands in certain respects. Especially its robustness, the engine it produces in new technology and the comfort even if it is an old car makes me very happy and I enjoy my car. Using the brand makes me feel exclusive.” - (Int7)

“Markanın belli açılardan diğer markalardan daha üstün olduğunu düşünüyorum. Özellikle sağlamlığı, yeni teknolojide ürettiği motoru, eski bir araba bile olsa rahatlığı beni çok mutlu ediyor ve aracımı zevkle kullanıyorum. Markayı kullanmak beni ayrıcalıklı hissettiriyor.”

Brand Related – Brand satisfaction

Brand satisfaction was regarded as a factor affecting brand loyalty in brand communities. The key ideas denoted by the participants on brand satisfaction were about problem-free post sales processes and product or service quality. In particular, brand satisfaction was found to be an important factor in terms of obtaining conative loyalty, which is related to recommending the brand to others and continuing to use the brand.

Sample quotes for the relationship between brand satisfaction and conative loyalty were given below.

“Brand satisfaction makes people more loyal customers of the brand. The more satisfied people are, the more they are loyal to the brand. You can neither prefer nor recommend a brand you are not satisfied with.” - (Int2)

“Marka memnuniyeti insanı markanın daha sadık müşterisi yapar. İnsanlar ne kadar memnunsal o kadar markaya bağlı oluyor. Memnun olmadığınız bir markayı ne tercih edersiniz ne de tavsiye edebilirsiniz.”

“My brand satisfaction makes me a loyal customer of the brand. I'm already loyal. As long as I don't have a problem with my car, I will remain loyal and won't change my brand easily.” - (Int3)

“Marka memnuniyetim beni markanın sadık bir müşterisi yapar. Ben zaten sadığım. Arabamda sorun yaşamadığım sürece, sadık kalırım ve markamı kolay kolay değiştirmem.”

Table 19: Codes of interviews (for the theme motivators).

Type	Codes	Sub Codes	Key ideas	Count	% of Codes In Group	% of Codes in Total
Constructs of Model	Motivational	Perceived enjoyment (PE)	humor, jokes, conversation quality, reflection of everyday life, pleasant moments, attract attention, curiosity	13	18.84%	16.46%
Constructs of Model	Personal	Altruism (AL)	Helping other users, solving problems	10	14.49%	12.66%
Constructs of Model	Motivational	Perceived usefulness (PU)	helpfulness, usefulness, richness, variety, up-to-dateness	7	10.14%	8.86%
Constructs of Model	Social	Trust (TR)	Trust in users, accuracy of comments	6	8.70%	7.59%
Constructs of Model	Social	Social interaction ties (SIT)	Physical closeness, more frequent contact, face to face communication	5	7.25%	6.33%
Constructs of Model	Personal	Self-image enhancement (SIE)	Continuity of image, responsibility	4	5.80%	5.06%
Constructs of Model	Social	Social identity (SI)	similar social environment, similar hobbies, similar philosophy, forum belongingness	3	4.35%	3.80%
Constructs of Model	Social	Reciprocity (RC)	Helping in exchange for help received	3	4.35%	3.80%
Emergent Constructs	Environment Based	Forum activeness and interactiveness	Number of active users, quality and quantity interaction on the forum, socialization	7	10.14%	8.86%
Emergent Constructs	Environment Based	Warm environment	Friendly and warm environment, sincerity, respectfulness	7	10.14%	8.86%
Emergent Constructs	Personal	Self-improvement	Acquiring new knowledge, expanding knowledge	2	2.90%	2.53%
Emergent Constructs	Personal	Self-efficacy on subject	Knowledge on subject	2	2.90%	2.53%

5.3.5. *Motivators of Customer Engagement*

Most of the questions of the interview were related to the constructs of the proposed model. They were asked to scrutinize the relationships between the model constructs and customer engagement dimensions. However, there were also general questions to reveal any other factors that can affect customer engagement to brand communities. As a result, some new factors emerged as motivators of customer engagement were obtained. The constructs for the theme “motivators” were given in Table 19 above.

Motivational - Perceived enjoyment

Perceived enjoyment was regarded as one of the most important motivators of customer engagement and the most influential factor that affects all the customer engagement dimensions. The participants are enjoyed by the content when there is humor, jokes, good conversation, chats about daily life and pleasant moments on the forum. Continuously mentioning on technical issues becomes boring after a while, and the enjoyment of the content affects the motivation of staying on the forum. In addition, as the pleasant moments create a warm atmosphere, the commitment to the forum increases.

“In general, I find the forum content fun. Because there's humor. There are jokes. There is also a reflection of the warmth of people to each other into humor. It's really important that the forum content is fun. It is very important to get people to smile while learning. The forum is also a part of this life. Having fun forum content links people to the forum and I would use the forum more if it was more fun” - (Int2)

“Forum içeriğini genel anlamda eğlenceli buluyorum. Çünkü mizah var. Espriler var. İnsanların birbiriyle olan sıcaklığının mizaha yansması da var. Forum içeriğinin eğlenceli olması gerçekten önemli. İnsanların bilgi edinirken gülümsemesi çok önemli. Forum da bu hayatın bir parçası. Forum içeriğinin eğlenceli olması insanı foruma bağlıyor ve daha eğlenceli olsa forumu daha çok kullanırdım.”

“I find the content of the forum entertaining. There's plenty of smile. There is also humor and nice conversation. You know the people, you know their intentions. It is important that the forum content is fun. When you join the forum, it would be boring if oil filters or something technical were talked about all the time. However, the fact that there is something from daily life on the forum motivates people. It would have a positive effect if the forum content was more entertaining. Because, it's important for me to have a good time on forum as well.” - (Int3)

“Forumun içeriğini eğlenceli buluyorum. Gülümseme bol bol var. Mizah ve güzel sohbet de var. Kişileri tanıyorsunuz, niyetlerini biliyorsunuz. Forum içeriğinin eğlenceli olması önemlidir. Foruma giriyorsunuz, sürekli yağ, filtre filan konuşulsa sıkıcı olurdu. Oysa günlük hayattan da birşeylerin olması insanı motive ediyor. Forum içeriğinin daha eğlenceli olmasının olumlu yönde etkisi olurdu. Çünkü benim için hoş vakit geçirmek önemli.”

Also, interestingness of the content was found to affect especially cognitive engagement to the brand community. When the content attracts the members, they focus on the forum during the time they spent on it and they cannot separate themselves from the interaction in the community.

Sample quotes for the relationship between perceived enjoyment and cognitive engagement were given below:

“When I spend time in the forum, if the topic is very interesting for me, if there is a topic I like and if there are more active people, then I will stay in the forum more. It is especially important that the subject attracts me to get caught up in the subject.” - (Int8)

“Forumda vakit geçirirken, konu benim için çok ilgi çekici ise, sevdiğim bir konu varsa ve aktif kişi sayısı fazlaysa, o an forumda daha fazla dururum. Özellikle konunun beni cezbetmesi konuya kapılmam için önemlidir.”

“The length of the time I stay at the forum depends on what interests me. For example, I watch the shares of those who do something with their own means in more detail and I stay longer.” - (Int3)

“Forumda kalma sürem, konunun ilgimi çekmesine göre değişiyor. Mesela araçlarına kendi imkanlarıyla bir şey yapanların paylaşımlarını daha detaylı izlerim ve uzun dururum.”

“I would certainly be more active if the forum content was more fun. I think the content is fun, it's also going to be more fun. But as the forum content is fun, we concentrated to the forum as well. In fact, I even focus on a level that will affect my private life.” - (Int9)

“Forum içeriği daha eğlenceli olsaydı kesinlikle daha aktif olurum. İçeriğine eğlenceli olduğunu düşünüyorum, daha eğlenceli olmaya doğru da gidiyor. Ama forum eğlenceli oldukça, biz de foruma dalıyoruz. Hatta bu sosyal hayatıma da etki edebiliyor.”

When the forum environment is cheerful and fun, it makes the time spent in the forum more enjoyable and causes people to adopt and love the forum much more because it creates a warm atmosphere among the forum members.

Sample quotes for the relationship between perceived enjoyment and emotional engagement were given below.

“It's important that the content to be fun for me to stay a longer in the forum and have a more pleasant time. Because when you're on your own, you keep repeating old subjects. The more fun the content is, the longer your stay in the forum and the more you enjoy in the forum, you are joining the forum with a greater desire.” - (Int1)

“İçeriğin eğlenceli olması forumda daha uzun süre kalmam ve daha hoş vakit geçirmem için önemli. Çünkü tek başınıza iken eski konuları tekrar edip duruyorsunuz. İçerik ne kadar eğlenceli olursa hem forumda kalma süreniz uzuyor hem de forumdan aldığınız keyif artıyor, daha büyük istekle foruma dahil oluyorsunuz.”

“The fact that the forum content is fun makes me more willing to participate in the forum. Let me say, we have a fun environment that we created with a group of friends in the forum. I enjoy being in this environment very much and I join the forum with enthusiasm. I love being a part of this community. That's why I even enter the forum just to chatting.” - (Int8)

“Forum içeriğinin eğlenceli olması foruma daha severek katılmamı sağlıyor. Şöyle diyeyim, forumda bir grup arkadaşla oluşturduğumuz eğlenceli bir ortamımız var. Bu ortamda bulunmaktan çok keyif alıyorum ve hevesle giriyorum foruma. Ben bu topluluğa dahil olmayı çok seviyorum. Sırf bu yüzden, sadece sohbet için giriyorum bile foruma giriyorum.”

Motivational - Perceived usefulness

Perceived usefulness was found as an important motivator of customer engagement and especially cognitive engagement. Perceived usefulness is a content related motivational factor which is related to the usefulness, richness, up-to-dateness and variety of the forum content. In particular, the diversity and the up-to-dateness of the content cause community members to visit the forum more often and to spend more time in the forum to catch the latest news. The usefulness of the content also affects the activeness of the forum. Perceived usefulness was determined to be a factor affecting cognitive engagement. Especially, the usefulness and helpfulness of the content causes the members to keep their interest in the forum alive and to focus on the forum during the time they spend in the forum.

“It is very important for me to have useful and up-to-date forum content because I get all the brand information here. If the content was not up to date, this forum would not be different from other social media platforms. The shares must be up to date. The more up-to-date the content, certainly the more I follow the forum.” - (Int2)

“Forum içeriğinin kullanışlı ve güncel olması benim için çok önemli çünkü marka ile ilgili tüm bilgiyi buradan ediniyorum neredeyse. İçerik güncel olmasa diğer sosyal medya platformlarından farkı kalmazdı bu forumun. Bizdeki paylaşımlar güncel olmalı. İçerik ne kadar güncelse, o kadar fazla takip ediyorum kesinlikle.”

The usefulness of the forum content causes users to obtain information about the brand from the forum. Since the main reason for forum members to become members of the forum is related to their interest on the cars of the brand, people cannot recognize how the time passes in the forum when they access the content, which they need, and they are curious about. Thus, their cognitive engagement with the forum increases.

Sample quotes for the relationship between perceived usefulness and cognitive engagement were given below.

“Usefulness and up-to-dateness of content is very important. That's why I decided to become a member. This is the most active forum in Turkey. The more the content is up-to-date and useful, the more active the participation is. Sometimes I can't leave the forum for hours.” - (Int6)

“İçeriğın kullanışlı ve güncel olması çok önemli. Üye olmaya bu nedenle karar verdim aslında. Bu forum Türkiye'deki en aktif forum. Ne kadar güncel ve faydalı içerik olursa o kadar aktif katılım oluyor. Bazen saatlerce forumun başından ayrılamadığım oluyor.”

“Now you know that everyone has smartphones. I always am on the forum every day. When I enter the forum, I will stay in the forum enough to read all the new content. I also focus on the forum, especially if I'm looking for or finding information on a topic that I need.” - (Int2)

“Artık biliyorsunuz ki herkeste akıllı telefonlar var. Her gün mutlaka forumdayım. Foruma girdiğimde yeni içerik varsa hepsini okuyacak kadar forumda kalırım. Bir de özellikle benim ihtiyacım olan bir konuda bilgi arıyorsam veya bulduysam ciddi odaklanıyorum foruma.”

Personal - Altruism

Altruism arised as the second significant factor which affects customer engagement in brand communities. The key ideas indicated by the participants about altruism were related to complimentary support, solving problems of others and having a helpful personality. The willingness to help others was stated to be a very important motivation for performing engagement behaviors. As sated by the participants, Seeing that people's problems are solved and playing an active role in this matter increase the cognitive focus and active participation to the community. The desire to help others and the desire to interact with others due to the environment of cooperation make the participants to be

proud of belonging to their community. Altruism was found to have a significant relationship with all customer engagement dimensions.

“I'm constantly sharing for the benefit of other users. When I'm modifying the cars I've bought, I'll take pictures and share the parts I found. The comments are read by both forum members and non-members. It is very important for me to be able to help other users. If I have an idea, I can't stop writing.” - (Int6)

“Diğer kullanıcıların faydalanması amacıyla sürekli paylaşım yapıyorum. Aldığım arabaları modifiye ederken, bulduğum parçaları filan fotoğraflar ve paylaşıyorum. Yapılan yorumları hem forum üyeleri hem de üyeler dışında insanlar okuyor. Diğer kullanıcılara yardım edebilmek çok önemli benim için. Konu hakkında fikrim varsa, yazmadan edemem.”

Sample quotes for the relationship between altruism and cognitive engagement were given below.

“If there's a subject that needs an answer, I will answer it. If it is something I do not know, I will refer the person to the relevant part of the forum. I usually stay on the forum for a long time in such cases.” - (Int2)

“Cevap gereken bir konu varsa cevaplarım. Eğer bilmediğim bir konu ise, kişiyi forumun ilgili kısmına yönlendiririm. Genelde bu durumlarda forumda daha uzun süre kalırım.”

“It makes me so happy to be able to solve someone's problem. Sometimes we search for solutions for hours, and we are in constant interaction with people who have experience on the subject.” – (Int4)

“Birinin sorununu çözebilmek çok mutlu ediyor beni. Bazen saatlerce çözüm araştırdığım oluyor, konuyla ilgili deneyimi olan kişilerle sürekli etkileşimde oluyoruz.”

Sample quote for the relationship between altruism and emotional engagement was given below.

“Being able to help other users in the forum gives me motivation. It's a very strong motivation. I have a smile as if I have done something very important. If the user makes a comeback, it's like a small medal from the forum. Being useful on the forum and be able to help someone increases my excitement.” - (Int9)

“Forumda diğer kullanıcılara yardım edebilmek bende motivasyon sağlıyor bana. Çok ciddi bir motivasyonu oluyor. Sanki çok önemi bir mevzuyu halletmiş gibi bir gülümseme oluyor bende. Eğer kullanıcı geri dönüş yaparsa, bu hakikaten forumdan alınan ufak bir madalya gibi oluyor. Forumda bir işe yaramak ve başkalarına yardım edebilmek beni heyecanlandırıyor.”

Sample quotes for the relationship between altruism and behavioral engagement were given below.

“I'm sharing a lot for the benefit of other users. For example, I share news and technical issues to inform forum members about the brand. It is very important to be able to help other users. That's my philosophy. Knowing that I'm helping others motivates me to do my best for the forum.” - (Int2)

“Diğer kullanıcıların faydalanması amacıyla bir dolu paylaşım yapıyorum. Mesela marka hakkında forum üyelerinin bilgilenmesi için haberleri ve teknik konuları paylaşıyorum. Diğer kullanıcılara yardım edebilmek çok önemli. Felsefem bu. Başkalarına yardım ettiğimi bilmek beni forum için elimden geleni yapma adına motive ediyor.”

“I'm sharing content to tell forum culture to new users. I'm running summaries to keep the new member on the forum. I do this only to avoid losing new members and to prevent them from getting put off from the forum.” - (Int9)

“Yeni gelen kullanıcılara forum kültürünü anlatmak için paylaşım yapıyorum. Kişiyi forumda tutmak için özetler geçiyorum. Bunu sadece yeni üyeyi kaybetmemek için ve forumdan soğumasın diye yapıyorum.”

Personal – Self-image enhancement

Self-image enhancement is regarded as a personal factor having influence on mainly behavioral engagement. Most of the participants want to be perceived as a helpful, respectful, experienced and well-informed person. They want to protect the image they created and to act with a sense of responsibility. Therefore, they actively participate in the forum and spend their time and energy on it.

Sample quote for the relationship between self-image enhancement and emotional engagement was given below.

“I already made my positive impression on people through this forum. I couldn't create it in another medium. The good thing about this impression is that it links me to the forum. I feel responsible to the people in the forum. People create topics. They send messages and ask about the topic and wait for help. So there's a responsibility. As I have formed my impression through this forum, I join the forum with more enthusiasm.” - (Int4)

“İnsanlar üzerindeki olumlu izlenimimi zaten forum aracılığıyla oluşturdum. Başka bir mecra da oluşturamazdım. Bu izlenimim iyi tarafı beni foruma bağlaması. Sorumluluk hissediyorum hatta. İnsanlar konu açıyorlar. Mesaj atıyorlar, soru soruyorlar, yardım bekliyorlar. Sorumluluk var yani. İzlenimi bu forum aracılığıyla oluşturduğum için, foruma daha istekle katılıyorum.”

Sample quotes for the relationship between self-image enhancement and behavioral engagement were given below. Since the forum members value their perceived image very much, they make every effort to protect it.

“The impression that I left on others is obviously important. I express myself through the forum. Being able to create the impression I want connects me to the forum. I don't want to frustrate my impression, and I'm doing my best for that.” - (Int6)

“Başkaları üzerinde bırakılan izlenim tabii ki önemli. Forum sayesinde kendimi ifade ediyorum. İstedğim izlenimi oluşturabilmek beni foruma bağlıyor. Oluşturduğum izlenimi boşa çıkarmak istemem sonuçta, bunun için de elimden geleni yapıyorum.”

“I'm known as a cheerful person who shares useful information on the forum. The impression I make on others is important for my activeness on the forum. After all, I have a name here, I have an image. The information I gave must be correct. My personal identity matters. I'd like to be a trusted man. Therefore, this causes me to spend a lot of effort for the forum. I can make my impression on people through the forum. This situation connects me to the forum very, very much.” - (Int3)

“Forumdaki kullanıcılar üzerinde yararlı bilgi aktaran, neşeli bir kişi olarak bilirim. Başkaları üzerinde bıraktığım izlenim forumdaki aktifliğim açısından önemli. Sonuçta orda bir ismim var, imajım var. Benim verdiğim bilgi doğru olmalı. Şahsi kimliğim önemli. Sözüne güvenilir birisi olmak isterim. Dolayısıyla bu da forum için ciddi bir emek harcamama neden oluyor. İnsanlar üzerindeki izlenimimi forum aracılığıyla yaratabiliyorum. Bu durum beni foruma çok çok bağlıyor.”

Personal – Self-improvement

Self-improvement was emerged as a new personal factor affecting customer engagement in online brand communities. Participants stated that they want to acquire new knowledge and to improve their knowledge. Therefore, they follow the forum and participate actively in forum activities. Since automobile forums are generally used by enthusiasts to obtain new information and to follow developments related to the brand, self-improvement has emerged as a motivation for engagement.

“The forum is not exclusively Mazda specific. We develop ourselves here. Our goal is to improve ourselves and learn more. This is usually a forum for those concern their car personally. As we actively participate in the forum, we are constantly improving ourselves.” - (Int6)

“Forum sadece Mazda özelinde değil. Biz orada kendimizi de geliştiriyoruz. Amacımız kendimizi geliştirmek ve daha çok şey öğrenmek. Bu forum genelde arabasıyla kendi ilgilenenlerin dahil olduğu bir forum. Foruma aktif katıldıkça kendimizi de sürekli geliştirmiş oluyoruz.”

“I'm in the forum to review the repairs and renovations my friends made. I search for information about where the mechanics are, what brand new products are coming out, what kind of new information about repairs and renovations are added? In recent years renovations became trendy. I'm also doing it too. And it widens my horizon to examine them from this site. I also actively share the modifications I made to my vehicle, answer questions and direct them to related topics. I'm doing my best to keep the forum at this level.”
- (Int9)

“Arkadaşlarımın yaptığı tamir ve tadilatları incelemek için giriyorum. Tamirciler nerededir, marka hangi yeni ürünleri çıkarıyor, tamirat ve tadilat konusunda ne tür yeni bilgiler var araştırıyorum. Son yıllarda tamirat tadilat moda oldu. Ben de yapıyorum. Ve bu siteden incelemek ufkumu açıyor. Ben de aracımda yaptığım modifikasyonları aktif bir şekilde paylaşıyorum, soruları cevaplıyorum, ilgili konulara yönlendiriyorum. Forumun bu seviyede kalması için elimden geleni yapıyorum”

Personal – Self-efficacy on subject

Another emergent personal factor affecting customer engagement in brand communities was the self-efficacy of the members on the subject. When participants have knowledge and experience on a particular topic, they tend to participate more actively on the forum. People especially focus on sharing about the subjects in which they are specialized and they share their knowledge on these subjects. Confidence in one's own knowledge and self-efficacy greatly influence the active participation, especially in engagement behaviors such as value co-creation and e-WOM.

“Of course the common goal is to exchange ideas. For example, I am an electronic technician and I am happy to share on the subjects I am an expert. Generally, the shares I make are on the subjects that I am an expert.” - (Int3)

“Tabii ki ortak amaç fikir alışverişi yapmak. Mesela ben elektronikçiyim ve uzman olduğum konularda paylaşım yapmak beni mutlu ediyor. Genelde yaptığım paylaşımlar uzman olduğum konularda.”

“I usually write about what I know. I don't comment on things I don't know. I also prepare content to pass on what I know. Anyway, the forum is always open on my phone, when there is a question about something I know, I feel proud to be able to answer. While recommending the product to others, I still focus on the subjects that I feel competent.” - (Int5)

“Genelde bildiğim konularda yazarım. Bilmediğim konularda yorum yapmam. Zaten forum telefonumda hep açık, bildiğim bir soru geldiğinde cevaplayabildiğim zaman gururlanıyorum. Ürünü başkalarına tavsiye ederken de yine kendimi yetkin hissettiğim konulara odaklanıyorum. ”

Social – Reciprocity

The main rationale behind reciprocity is helping others in exchange for the help received. This factor was not mentioned as a significant motivation by the participants. It was mostly mentioned alongside other factors. Therefore, it turned out to be a less effective factor as the result of our study.

“I joined the forum for research purposes. To get to know my car. After acquiring information, I began to share what I know in terms of loyalty. Thus, an environment was created in which we supported each other.” - (Int6)

“Foruma araştırma amaçlı üye oldum. Arabamı tanımak amaçlı. Bilgi edindikten sonra vefa olması açısından bildiklerimi paylaşmaya başladım. Böylece karşılıklı birbirimizi desteklediğimiz bir ortam oluştu.”

“Previously I got help from the forum on many issues. Too many to say. I would like to help in return for my help. Mazda members are equal, but we have an A team. This is something expected by them.” - (Int9)

“Daha önce forumdan birçok konuda yardım aldım. Sayısını söyleyemem. Aldığım yardıma karşılık olarak ben de yardım etmek isterim. Mazda üyeleri eşittir ama aramızda bir a takımı var. Onlar tarafından beklenen de bir birşeydir bu.”

Social – Social identity

Social identity was found to influence the cognitive and emotional engagement of the participants to the brand community. The participants put emphasis on having similar social environment, similar hobbies, similar philosophy and forum belongingness as key ideas of social identity.

Sample quote for the relationship between social identity and cognitive engagement was given below. User’s level of interest and focus increases while communicating with members with similar identities. This leads them to spend time in the forum without realizing how the time passes.

“What makes me connect with the members is Mazda. But it's important for me to have close views and to have a good time. Most of the forum users are similar to me. At least its active members are. I'm having a good time at the forum because of this similarity and it makes me happy. Sometimes I don't understand

how the time passes when I spend time with members with similar identities to mine.” - (Int9)

“Beni üyelerle iletişime iten nokta yani ortak nokta Mazda. Ama görüşlerimizin yakın olması, iyi vakit geçirmemiz, bunlar da önemli. Bu forumdaki kullanıcılar genelde bana benziyor. En azından aktif katılanlar öyle. Birbirimize benzediğimiz için forumda güzel vakit geçiriyorum ve beni mutlu ediyor. Bazen benimkine benzer kimliklere sahip üyelerle vakit geçirirken zamanın nasıl geçtiğini anlamıyorum.

Sample quotes for the relationship between social identity and emotional engagement were given below. Getting in touch with the members similar to their own identity increases the pleasure and efficiency of the users from the time they spend in the forum. As a result, the belongingness and the excitement of the users to the forum increase as well.

“What makes me interact in the forum is my common points and common hobbies with other members. We're not people with coffee culture on weekends. We're dealing with our cars. Our social environments are also similar. This increases my enthusiasm to join the forum because I spend quality and enjoyable time.” - (Int1)

“Forumda beni etkileşime iten şey üyelerle olan ortak noktalarım, hobilerim. Hafta sonları kahve kültürü olan isimler değiliz. Arabalarımızla uğraşıyoruz. Sosyal ortam olarak da benziyoruz. Bu da foruma katılma istek ve heyecanımı artırıyor çünkü kaliteli ve keyifli zaman geçiriyorum.”

“I think people in the forum are like me. What we have in common is our belongingness to the forum, the way we look at life in the same direction, our philosophy is the same, we have the same feelings. It makes me happy to meet with such people in this forum. If I didn't feel that the identities of the forum members were similar to mine, I wouldn't be able to actively participate in the forum this muc .” - (Int2)

“Forumdaki insanların bana benzediğini düşünüyorum. Ortak noktalarımız forum aidiyetimiz, aynı yönde hayata bakışımız, felsefemizin aynı olması, kişisel olarak aynı duygularda olmamız. Bu tür insanlarla bu forumda bir arada bulunmak beni mutlu ediyor. Forumdaki üyelerin kimlikleri benimkine benzer hissetmeseydim foruma bu kadar aktif katılmayabilirdim.”

Social – Social interaction ties

Physical closeness, more frequent contact on the forum or other medium and face-to-face communication were the key points stated by the participants on social interaction ties. The social ties between members were found to influence emotional and behavioral

dimensions of customer engagement. The participants stated that their close relationships increased their commitment to the forum and the pleasure they get from the forum. Social ties enable people to act as a group and increase their activeness and energy in the forum.

Sample quotes for the relationship between social interaction ties and emotional engagement were given below.

“I have an interaction with my brothers in the same city. After a while, you need people with similar mind. In fact, I often engage with some members. We chat with some members from whatsapp. I can call them when I need help. The relationship I have with these people affects my participation in the forum. After all, I love the conversation and the way they look at life. I even entered the forum just for chatting.” - (Int6)

“Aynı şehirde olan kardeşlerimle bir etkileşim oluyor. Bir süre sonra aynı kafada insanlara ihtiyaç duyuyorsun. Bazı üyelerle aslında sıklıkla ilişki kuruyorum. Bazı üyelerle whatsapp'tan yazışıyoruz. İhtiyacım olduğunda arayabiliyorum. Bu kişilerle kurduğum ilişki foruma katılımımı etkiliyor tabi. Sonuçta bu insanların muhabbetini, hayata bakış açılarını seviyorum. Sırf muhabbet için bile giriyorum foruma.”

“Since Manisa and Izmir are close, we have a team of 6 people. Proximity is also important. Physical proximity. We are going to drink tea every 15 days with our physically close friends. We're getting together. The close relationship I have with other members affects my activeness on the forum, we are already in constant communication at the forum. This relationship cause to forum belongingness because the forum is the one that throw us together.” - (Int5)

“Bizim İzmir Manisa yakın olduğu için 6 kişilik bir ekibimiz var. Yakınlık da önemli. Yani fiziksel yakınlık. Fiziksel olarak yakın olduklarımızla 15 günde bir de olsa çay içmeye gidiyoruz. Bir araya geliyoruz. Kullanıcılarla kurduğum yakın ilişki forum kullanımımı etkiliyor, forumda da zaten sürekli iletişim halindeyiz. Bu ilişki forumu sahiplenmeyi de sağlıyor çünkü bizi birleştiren şey bu forum aslında.”

Sample quotes for the relationship between social interaction ties and behavioral engagement were given below.

“I have close relationships with some members. When I go to different cities, I see people from the forum. For example, when I go to Istanbul, I have friends in Istanbul, I meet with them and I get their support. I have friends in Aydın and I also get support from them. When there is sincerity, there is a sharing environment. We motivate each other. I keep a close eye on the comments of people I am close to and try to support as much as I can.” - (Int7)

“Bazı üyelerle yakın ilişkilerim var. Değişik illere gidince ilgili kişilerle filan görüşüyorum. İstanbul’a gidince İstanbul arkadaşlarım var mesela, onlarla buluşuyorum desteklerini alıyorum. Aydın’da arkadaşlarım var, onlardan destekler alıyorum. Yakınlık olunca bir paylaşım ortamı da oluyor. Birbirimizi motive ediyoruz. Yakın olduğum kişilerin yorumlarını daha yakından takip ediyorum ve elimden geldikçe her konuda desteklemeye çalışıyorum.”

“I was never be this close to anyone. I didn't have such a community except for military service. This kind of life of mine came with this forum. That's why it's important to me. I spend a lot of energy on this forum to maintain this.” - (Int9)

“Zaten başka bir mecrada da bu şekilde iç içe olmadım kimseyle. Askerlik dışında böyle bir topluluğum olmadı. Bu tür yaşantım bu forumla geldi. O yüzden önemli benim için. Bunu sürdürmek için de bu foruma çok enerji harcıyorum.”

Social – Trust

Trust was appeared to be one of the most significant influencers of customer engagement. It was found to affect the emotional engagement dimension. The comments were mostly about trust to forum members and importance of forum content accuracy. The participants stated that they were proud of the atmosphere of trust in the forum. This bond of trust forms an emotional bond with the forum as well.

“Trust in shares is important. After all, all of us have cars. False advice may lead to poor results. Trust is important. Being in an unreliable environment does not mean much.” - (Int4)

“Paylaşımlara olan güven önemli. Sonuçta hepimizin arabası can taşıyor. Yanlış tavsiye kötü sonuç doğurabilir. Güven önemli. Güven olmayan bir ortamda bulunmanın da çok manası olmaz.”

“My trust in the forum posts is important to me because I save a lot of information shared on the forum to my computer. Articles and so on. I install it on my computer, I archive folder by folder. I keep important information. I'm here because I trust this forum.” - (Int1)

“Forumdaki paylaşımlara olan güvenim benim açımdan önemli çünkü forumda paylaşılan çok bilgiyi bilgisayarıma kaydediyorum. Makaleleri vb. bilgisayarıma yüklüyorum, klasör klasör arşivliyorum. Önemli bilgileri saklıyorum. Bu foruma güvendiğim için buradayım.”

Sample quotes for the relationship between social interaction ties and emotional engagement were given below.

“Trust in the comments in the forum is of course important. Because trust is something we've lost in the world. Here it is. I love this forum for this reason. Since the first day I entered, this environment of trust has occurred. This is something I am seriously proud of.” - (Int3)

“Forumdaki yorumlara güven tabii ki önemli. Çünkü güven duygusu dünyada kaybettiğimiz bir şey. Burada var. Bu forumu en çok bu nedenle seviyorum. Girdiğim ilk günden beri bu güven ortamı oluştu. Cidden gurur duyduğum birşey bu.”

“Trust in comments is very, very important. Of course. It's a technical matter. You drive, you carry life. I am proud to be a part of this forum because of this trust bond.” - (Int2)

“Yorumlara olan güven çok çok önemli. Tabii ki de. Teknik bir konu. Arabayla yola çıkıyorsun, hayat taşıyorsun. Bu güven bağı nedeniyle bu forumun bir parçası olmaktan gurur duyuyorum.”

“I absolutely trust other users in the forum. I suppose that's the reason I go in every day. Our users are the most select people from Turkey, I think. I'm proud of this forum. I trust all news and shares on brand basis or any other type. Even the political news I read in the forum did not go wrong.” - (Int9)

“Forumdaki diğer kullanıcılara kesinlikle güveniyorum. Herhalde her gün girmemi sağlayan neden de bu olabilir. Kullanıcılarımız Türkiye'den en seçme kişiler diye düşünüyorum. Bu forumla gurur duyuyorum. Marka bazında yada diğer türden tüm haber ve paylaşımlara güvenirim. Hatta forumda okuduğum siyasi haber bile yalan çıkmadı diyebilirim.”

Environment Based – Forum activeness and interactiveness

An emergent factor that has a strong influence on customer engagement was forum activeness and interactiveness which include the number of active users, quality and quantity interaction on the forum, and socialization as key ideas. Users stated that they were staying longer in the forum when interaction was intense. They also expressed that they were more excited to participate in the forum due to the dense dynamism and interaction of the forum.

“I'm very active on the forum. I'm always on the forum during the day, especially when people are more active. Because when there are few people in the forum, there is no interaction.” - (Int1)

“Forumda çok aşırı aktifim. Gün içerisinde sürekli forumdayım, özellikle de insanların daha yoğun oldukları saatlerde. Çünkü tek başıma iken karşılıklı paylaşım olmuyor.”

“My first entry to the forum was to buy a car and get to know the car. But now it has changed. I am now entering the forum for interaction.” - (Int9)

“Forumla ilk giriş amacım, araba alacaktım ve arabayı tanımak amaçlıydı. Ama şimdi değişti. Artık etkileşim için giriyorum foruma.”

“The interaction in the forum absorbs me. This issue is greatly increasing my excitement. The longer the interaction, the longer my stay at the forum.” - (Int2)

“Forumdaki etkileşim beni içine çekiyor. Fazlasıyla heyecanımı artırıyor bu konu hem de. Etkileşim oldukça, forumda kalma sürem de uzuyor haliyle.”

Environment Based – Warm environment

Warm and friendly atmosphere in the forum was found as another factor to influence engagement. In particular, this environment greatly increases the desire for users to adopt the forum more and more. The key ideas related to this factor were friendly and warm environment, sincerity and respectfulness of members.

“My favorite thing about the forum is the friendship environment. Chat is respectful. I'm always in the forum.” - (Int7)

“Forumla ilgili en sevdiğim şey, arkadaşlık dostluk ortamı. Sohbetin saygı çerçevesinde olması. Sürekli forumdayım.”

“What motivates me to use forums is, first of all, the friendship environment. We have users from all walks, in every way. A certain level is preserved. Moderators provide this. I am pleased to communicate with people.” - (Int5)

“Forum kullanma konusunda beni motive eden şey her şeyden önce arkadaşlık ortamı. Her kesimden, her şekilde kullanıcılar var. Belirli bir seviye korunuyor. Yöneticiler bunu sağlıyorlar. İnsanlarla iletişim kurmaktan memnuniyet duyuyorum.”

“My favorite thing about the forum is that people are nice and friendly. I enter the forum even for chatting because it is a pleasant environment. I'm not just entering for sharing content related to cars.” - (Int3)

“Forumla ilgili en sevdiğim şey, insanların iyi ve samimi olması. Hoş bir ortam olduğu için ve muhabbet için bile için olsa giriyorum. Sadece araba ile ilgili paylaşım amaçlı girmiyorum.”

5.3.6. Demotivators of Customer Engagement

As a result of the qualitative analysis, it was found that some factors negatively affect the engagement of the participants. Demotivators were the factors that detract members from

the forum. These demotivators were categorized as content based, forum related and environment based factors. The constructs for the theme “demotivators” were given in Table 20.

Table 20: Codes of interviews (for the theme demotivators).

Type	Codes	Sub Codes	Key ideas	Count	% of Codes In Group	% of Codes in Total
Emergent Constructs	Content Based	Content inaccuracy	Inaccurate content, biased content	3	30.00%	3.80%
Emergent Constructs	Environment Based	Negative environment	Worthless conversation, argument, disrespect	3	30.00%	3.80%
Emergent Constructs	Environement Based	Forum inactiveness	Lack of interaction	2	20.00%	2.53%
Emergent Constructs	Content Based	Irrelevant content	Advertisements, unrelated content	1	10.00%	1.27%
Emergent Constructs	Forum Related	Infrastructural and structural problems	Lack of mobile compatibility, design problems	1	10.00%	1.27%

Content Based Factors

Content inaccuracy has emerged as a factor that negatively affected engagement to the forum. Inaccurate information and biased content will break the trust bond among users. As the amount of inaccurate information or biased content on the forum increased, users expressed that they would give up using the forum.

“My trust in the forum posts is important to me. If the content was wrong all the time, there would be distrust and I psychologically move away from the forum.” - (Int9)

“Forumdaki paylaşımlara olan güvenim benim için önemli. Sürekli bir şeyler hatalı çıksa orada güvensizlik başlardı. Forumdan psikolojik olarak uzaklaştırdım.”

“If trust in the information on the forum decreases, this will affect my participation in the forum. I don't spend time in a forum I don't trust.” - (Int8)

“Forumdaki bilgiye güvenim azalırsa bu durum forum katılımımı etkiler. Güvenmediğim bir forumda vakit geçirmem.”

“If I had encountered incorrect and biased comments, I would have gone away from the forum.” - (Int2)

“Hatalı ve yanlış yorumlarla karşılaşırsaydım forumdan uzaklaşırdım.”

Content irrelevance was also found to affect customer engagement negatively. Participants generally expressed that advertising, promotional posts, and shared content outside the purpose of the forum led to fall out of love with the forum after a while.

“Users making advertisement detract me. Because it's disrespectful to those who really work for the forum. The existence of people driven by their self-interest is not nice. For example, someone enters the forum to sell something. Such things disincline me from the forum.” - (Int6)

“Reklam yapan kullanıcılar beni soğutuyor. Çünkü forum için gerçekten emek harcayanlara saygısızlık. İşin içine beklenti girince hoş olmuyor. Öteki geliyor bir şey satıyo, bunlar beni forumdan soğutuyor.”

Forum Related Factors

“Infrastructural and structural problems” stand out as the forum related factor negatively affect customer engagement. The problems related to mobile compatibility and design problems were mentioned as the key ideas about this factor.

“The forum has some shortcomings. The technical infrastructure is lacking and there are deficiencies in terms of design. I can't enter from mobile devices. Therefore, I prefer not to enter the forum when I'm not at the computer. This also affects my activeness in the forum.” - (Int8)

“Forumun bazı eksiklikleri var. Teknik altyapısı eksik, tasarımsal anlamında da eksiklikleri var. Mobil cihazlardan giremiyorum. Dolayısıyla bilgisayar başında değilken foruma girmemeyi tercih ediyorum. Bu da forumdaki aktifliğimi etkiliyor tabi.”

“Infrastructure problems take me away from the forum. This will spoil my enjoyment and disincline from the forum.” - (Int2)

“Altyapı problemleri beni forumdan uzaklaştırır. Bu benim keyfimi kaçırır ve forumdan soğutur.”

Environment Based Factors

Forum inactiveness is about the low number of active members in the forum and the lack of interactivity. Inactiveness of the forum was mentioned to affect cognitive engagement to the forum.

“While I was spending time in the forum, I used to focus on the forum. This hasn't happened lately, because there is inactivity in the forum.” - (Int2)

“Forumda vakit geçirirken foruma daldığım önceden oluyordu. Son zamanlarda olmuyor. Forumda hareketsizlik var.”

Negative environment was revealed to have influence on engagement to brand communities. The participants expressed that when the forum had disrespectful, low-level speeches and discussions, they had moved away from the forum.

“Mutual respect on the forum is a must. This is my principle. If I see disparaging comments, I'm off the forum.” - (Int3)

“Forumunu kullanma konusunda karşılıklı saygı şart. Bu bir esas. Birbirini aşağılayıcı yorumlar görürsem, forumdan koparım.”

“Previously I was active on facebook. But I quit because of the disrespectful environment there. If there are low-level conversations in this forum, I will go away from here too.” - (Int7)

“Daha önce facebook sitesinde aktiftim. Ama oradaki saygısız ortamdan dolayı bıraktım. Forumdaki insanların seviyesi düşerse buradan da koparım.”

“The prolongation of political issues and arguements will take me away from the forum.” - (Int9)

“Siyasi konuların, tartışmaların uzaması beni forumdan uzaklaştırır.”

5.3.7. Relationships among engagement dimensions

As a result of the qualitative study, the effect of cognitive engagement on emotional engagement and emotional engagement on behavioral engagement were confirmed. The participants stated that their emotional bonds to the forum increased as the amount of time, during which they did not understand how time flies in the forum, increased.

Sample quotes for the relationship between cognitive and emotional engagement were given below.

“In fact, the excitement in the forum started to increase as I spent time in the forum. As I spent time at the forum and found topics of my interest, I actually formed an emotional bond to the forum and became a part of the forum.” - (Int4)

“Forumdaki heyecanım forumda vakit geçirdikçe artmaya başladı aslında. Forumda vakit geçirdikçe ve ilgimi çeken konular buldukça, aslında duygusal bir bağ oluştu ve forumun bir parçası oldum.”

“At first I was joining the forum for more technical reasons. As the time I spent in the forum increased, I became aware of the friendship environment and forum culture in the forum. We became a nice community, I can say that the forum has become a part of my life. That's why I follow the forum with the same request almost every day. I'm glad to join this forum.” - (Int8)

“İlk başta daha teknik konular yüzünden foruma katılıyordum. Forumda geçirdiğim süre arttıkça forumdaki arkadaşlık ortamının ve forum kültürünün farkına vardım. Bir güzel bir topluluk olduk, forum hayatımın bir parçası oldu diyebilirim. Neredeyse her gün aynı istekle forumu takip etmem de bu yüzden. İyi ki bu foruma katılmışım.”

Sample quotes for the relationship between emotional and behavioral engagement were given below. As the members love the forum and feel a sense of belonging, the participants will be more active in the forum and do their best to protect and maintain this environment for the sake of the forum.

“My enthusiasm for interacting in the forum influences my active participation in the forum. When people are fondly involved in the forum and love the environment, it also strives to make the forum the best.” - (Int4)

“Forumda etkileşim kurma konusundaki heyecanım foruma daha aktif katılmama etki ediyor. İnsan foruma severek dahil olduğunda ve ortamı sevdiğinde, forumun en iyisi olması için de emek harcıyor.”

“I love being a part of this forum. And because I love it, I spend my energy. We're like a family here, we're all doing our best.” - (Int3)

“Bu forumun bir parçası olmayı çok seviyorum. Sevdiğim için de emek harcıyorum tabi. Biz burada bir aile gibi olduk, hepimiz elimizden gelenin en iyisini yapıyoruz.”

5.3.8. Relationships between customer engagement and brand loyalty

This study revealed that customer engagement affects all three dimensions of brand loyalty. As the members engaged in the forum, they stated that they noticed their superior aspects and started to like the brand much more and recommended the brand to others as they are getting to know their brands better.

Sample quotes for the relationship between customer engagement and cognitive loyalty were given below.

“Of course, my interaction in the forum has helped me to see my brand as superior. Since I am a machine technician myself, I have seen especially the engineering movements of the brand. I am also interested in Japanese culture. These are all things I get from the forum.” - (Int9)

“Forumdaki etkileşimimin markamı daha üstün görmemde etkisi oldu tabii ki. Kendim makine teknikeri olduğum için, özellikle markanın mühendislik hareketlerini gördüm. Bir de japon kültürüne ilgi duyuyorum. Bunlar hep forumdan aldığım şeyler.”

“Sometimes I spend hours on the forum without noticing. Of course, my activeness in the forum had an impact on my view of the brand as superior. Thanks to the forum, I actually had a chance to get to know the superior aspects of the brand better.” - (Int2)

“Forumda bezen farketmeden saatlerce zaman geçiriyorum. Forumdaki bu aktifliğimin markayı daha üstün görmemde etkisi elbette oldu. Forum sayesinde aslında markanın üstün yanlarını daha iyi tanıma şansım oldu.”

Sample quotes for the relationship between customer engagement and affective loyalty were given below. Participants stated that their emotional closeness to the forum is also a reflection of the brand.

“My interaction in the forum had an impact on my liking of the brand. I loved the brand. I bought it very willingly. This forum strengthened my love.” - (Int3)

“Forumdaki etkileşimimin markayı daha çok sevmemde etkisi oldu. Markayı seviyordum. Çok isteyerek aldım. Sevgimi perçinledi bu forum.”

“My activeness in the forum had an impact on my brand love. As we interact, we learn something new. We discover more. And we become more loyal. Maybe if we searched more for other brands, we might feel loyalty to them.” - (Int4)

“Forumdaki aktifliğimin markayı daha çok sevmemde etkisi oldu. Etkileşimde buldukça, yeni bir şeyler öğreniyoruz. Daha çok keşfediyoruz. Ve daha sadık oluyoruz. Belki diğer markaları daha çok araştırsak onlara da bağlılık hissedebilirdik.”

Sample quotes for the relationship between emotional engagement and affective loyalty were given below.

“I have an emotional attachment to the forum and that has had an effect on me liking the brand more than other brands, yes. First of all, I started to enter the forum eagerly because of the forum environment. Over time, as I got to know things about vehicles that we didn't know yet, I love the brand more. Thanks to this forum.” - (Int5)

“Benim formula duygusal bir bağım var ve bunun markayı diğer markalardan daha çok sevmemde etkisi, evet oldu. Öncelikle forum ortamından dolayı foruma istekle girmeye başladım. Zamanla da araçlarla ilgili daha bilmediğimiz şeyleri tanıdıkça markayı daha da çok sever oldum. Bu da bu forum sayesinde oldu.”

Sample quotes for the relationship between customer engagement and conative loyalty were given below. Sharing in the forum and spending time and effort for the forum increase the members' level of knowledge of the brand and belongingness to the brand. This leads the members to recommend and continue using the brand they know and love to other customers.

“My activity on the forum has an impact in recommending the brand. When you recommend someone, “Look at this vehicle. The forum is here. You can reach anything you want here. ”I say.” - (Int1)

“Forumdaki etkileşiminin markayı tavsiye etmemde etkisi evet kesinlikle oldu. Birisine tavsiye ederken, “Bak araç bu. Forum da burada. Her istediğine buradan ulaşabilirsin.” Diyorum.”

“The effect of my forum interaction on recommending the brand is great. There is a huge amount of information on the forum. Both the research we make while sharing the content and the comments, and satisfaction and complaints of other users about the brand give us the opportunity to know the brand better. You can't recommend a brand you don't know.” - (Int2)

“Forum etkileşiminin markayı tavsiye etmeme etkisi büyük. Forumda ciddi bir bilgi paylaşımı oluyor. Hem içerik paylaşırken yaptığımız araştırmalar, hem diğer kullanıcıların marka ile ilgili yorumları, memnuniyet ve şikayetler hepsi aslında markayı daha yakından tanıma fırsatı veriyor. Tanımadığınız bir markayı tavsiye edemezsiniz sonuçta.”

5.3.9. Integration of quantitative and qualitative results

In the quantitative study, social identification and altruism were determined as the factors affecting all engagement dimensions. The qualitative study confirms these results. In the quantitative study, the most significant factors were social identification and social interaction ties as social factors and altruism as a personal factor. In the qualitative study; the factors, which the participants stated as the most important factors affecting engagement, were mainly the motivational factors, perceived enjoyment and perceived usefulness, and personal factor altruism.

According to the results of the quantitative study, social identification, social interaction ties, perceived enjoyment, self-image engagement, altruism and perceived usefulness were found to be predictors of cognitive engagement. Social identity was determined as the most significant factor affecting cognitive engagement. Qualitative study participants stated that they did not understand how time passed when they were in contact with participants with similar social identities in the forum. Altruism emerged as an important determinant of cognitive engagement in both stages as well. Participants stated that their motivation to help others significantly increased their cognitive focus into the forum. Perceived enjoyment and perceived usefulness, which are motivational factors, were also

found to be the key drivers of cognitive engagement. Qualitative study participants stated that they did not realize the time spent in the forum when the information and shares in the forum made them curious or entertained which increases the cognitive engagement of the users. Although social interaction ties were determined as an important factor affecting cognitive engagement in the quantitative study, no supportive results were obtained in the qualitative study. On the contrary, the qualitative study participants stated that social interaction ties had a significant effect on their emotional and behavioral engagement, although the quantitative study showed no effect on emotional and behavioral engagement. However, considering that the qualitative study was applied to a group, which participates in the face-to-face forum meeting, and have strong social interaction ties, the results of the comprehensive quantitative study will be more generalizable.

The results of the quantitative study showed that social identification, altruism, trust, and perceived enjoyment were significant predictors of emotional engagement. Qualitative study also supported the impact of social identification, altruism, trust and perceived enjoyment on emotional engagement. As the participants of the qualitative study stated, people enjoy their interactions with people who have similar identities, which increases their sense of belonging and excitement in the forum. In addition, helping others in the forum also makes them feel more belonging to the forum. Bonds of trust in the forum turn into emotional bonds between members. Moreover, the fact that the forum is fun also creates a warm atmosphere in the forum, which causes the members to participate in the forum with more pleasure. In the qualitative study; besides these factors, social interaction ties and self-image enhancement were also found to be factors affecting emotional engagement. Participants expressed that the image they created in the forum caused themselves to connect to the forum more strongly. At the same time, they stated that their pleasure from the forum increased due to the social interaction ties and they participated in the forum more excitedly.

In the quantitative study, social interaction ties, social identity, altruism, trust, and remuneration were found to be key drivers of behavioral engagement. In the qualitative study, the participants stated that social interaction ties increased their awareness of being a group and thus increased the time and effort they spent on the forum. In addition, the motivation to help others triggers the motivation to help the whole forum and causes participants to do their best for the forum. Qualitative study participants did not state any contribution to support the impact of social identity, trust, and remuneration on behavioral engagement. However; unlike the quantitative study, the qualitative study participants stated that self-image enhancement affects behavioral engagement and they expressed that they spend their time and energy in the forum in order to protect the image they have created in the forum.

According to the results of the quantitative study, satisfaction and perceived brand image constructs were found to have no influence on any engagement dimensions. On the other hand, satisfaction and perceived brand image were found to have a significant influence on affective/conative loyalty. In addition, perceived brand image had a significant influence on cognitive loyalty. According to the results of the qualitative study, both

satisfaction and brand image were revealed as important drivers of brand loyalty. The participants stated that the positive image of the brand makes them to see their brand superior than other brands, increases their pleasure of using the brand and leads them to recommend their brand to others. Moreover, they expressed that brand satisfaction is an important factor in recommending and continuing to use the brand.

The effect of cognitive engagement on emotional engagement and emotional engagement on behavioral engagement were confirmed by both our quantitative and qualitative studies. The participants stated that their emotional bonds to the forum increased as the amount of time, during which they did not understand how time flies in the forum, increased. As the members love the forum and feel a sense of belonging, the participants will be more active in the forum and do their best to protect and maintain this environment and the sake of the forum.

While considering the effect of engagement dimensions on loyalty dimensions, only the positive influence of cognitive engagement on cognitive loyalty was supported by the quantitative results. Our quantitative study results suggested that customer engagement affects all three dimensions of brand loyalty. Sharing in the forum and spending time and effort for the forum increase the members' level of knowledge about the superior aspects of the brand and belongingness to the brand. This leads them to recommend and continue using the brand, which they know and love to other customers.

5.4. Discussion

Community trust was found to have a significant influence on emotional and behavioral engagement, however; its impact was the least one among other antecedents such as social identification and altruism. Similarly, qualitative study results also supported that the trust component has a significant effect especially on emotional engagement. Our results are in line with the previous studies (Vohra & Bhardwaj, 2019; Molinillo et al., 2020; Martinez-Lopez et al., 2017) where community trust was found as a driver of customer engagement in social media. However, the relationship between community trust and cognitive engagement was found to be insignificant. Since trust is formed as a result of positive experiences over time, it can be reasonable that community trust has a significant influence on higher levels of engagement. As the trust bond between the community members strengthened, perceived risk and uncertainty of the community members reduces and their emotional attachment and sense of enthusiasm and interest in using the community forum increases (Callan & Thomas, 2009; Molinillo et al., 2020), which lead to emotional engagement over time. It was found that trust has a positive significant influence on behavioral engagement. Our results confirmed the previous literature where trust was appeared to have a positive significant effect on customer engagement behaviors such as eWOM, opinion seeking, opinion giving and knowledge sharing (Chiu and Kim, 2011; Tamjidyamcholo et al., 2013; Kucukemiroglu et al., 2015).

Regarding the impact of the antecedents of customer engagement, our results indicated that social identification is the most significant factor affecting cognitive and emotional engagement and it is the second most significant factor, after social interaction ties, affecting behavioral engagement. Our qualitative results also indicated the importance of social identification on improving cognitive, emotional and behavioral customer engagement. Our results are in line with the previous studies that confirm the effect of social identification on customer engagement (Liu et al., 2019; Molinillo et al., 2020; Hsu, Chiang, & Huang, 2012; Martinez-Lopez et al., 2017). When the brand community members feel a strong sense of belonging to a community having similar characteristics and interests with themselves, their tendency to spend their cognitive, emotional and physical energies into the brand community increases. Hsu et al. (2012) showed the effect of identification on engagement in online communities. Molinillo et al. (2020) demonstrated this relationship in social commerce context and also found that social identification is a more important factor than community trust. Our results are consistent with the results of their studies. As the identification with the community increases, the members' motivation to participate in the community and to help other members also increases which enhances engagement to the community.

Our findings of the quantitative study indicated that social interaction ties are the most significant factor affecting behavioral engagement. Social interaction ties were also found as the second important factor influencing cognitive engagement. Their impact on emotional engagement was found to be insignificant. However, according to our qualitative results, the participants stated that having close social ties increase their sense of belonging to and the pleasure they get from the community. Therefore, this affects emotional engagement to the community. Our results correspond to the findings of the previous studies where social interaction ties were found as a significant factor influencing customer engagement (Lee et al., 2018; Chu & Kim, 2011; Shan & King, 2015; Phua et al., 2017). In accordance with our results, Lee et al. (2018) considered only the behavioral dimension of engagement in their study and found that social interaction ties have greater influence on community engagement than cognitive and relational social factors. Chang and Fan (2017) observed that social tie is the most influential factor in terms of both engagement and affective commitment. Since our selected brand communities are generally used for the purpose of obtaining information or getting help about the automobiles or brand, an intense part of the interaction between the members is based on the content and the information. Such a cognitive interaction may increase the attention and the focus level of the community members and may result in cognitive engagement. As the qualitative study was applied to a group of members who participate in community activities, it can be assumed that there is an emotional bond between these members established over time. Accordingly, it can be said that emotional engagement can also be achieved in cases where emotional bonds are established between members. In addition, the intense interaction between members increases the time and the effort spent on the brand community and results in behavioral engagement.

Our study indicates that perceived enjoyment and perceived usefulness affect cognitive engagement, enjoyment affects emotional engagement and remuneration affects behavioral engagement. Guo et al. (2017) found perceived entertainment as the most significant factor affecting fan engagement behavior within motivational drivers. In addition, perceived usefulness and extrinsic motivators including monetary benefits were also found to influence fan engagement behavior. Lee et al. (2018) showed that only enjoyment affects brand engagement, whereas information and perceived discount were found insignificant. On the other hand, Karjaluoto et al. (2015) found the effect of economic motives and enjoyment significant; however, no relationship was found between information motives and engagement. Based on these differences in the findings, further research should be carried out to determine in which situations or in which types of social networks these differences occur.

According to our findings, perceived usefulness only has positive significant influence on cognitive engagement dimension; however, its effect on emotional and behavioral engagement was found to be insignificant. Our quantitative findings were also supported by our qualitative study where the participants highlight the influence of perceived usefulness especially on cognitive engagement. The results correspond partially with the findings of Reitz (2012). In her study, customer engagement was revealed to have cognitive/affective and participative dimensions. In addition, she showed that perceived usefulness influences the cognitive/affective dimension of customer engagement. Verhagen et al. (2015) also considered information quality as a cognitive benefit and confirmed its affect on engagement and loyalty. Similar to the results of Reitz (2012), the effect of perceived usefulness on behavioral engagement was not supported. However, O'Brien and Toms (2008), depending on their conducted in-depth reviews, suggested that the relationship does exist. Reitz (2012) stated that an additional research should be conducted for the clarification of the conflicting findings. Our results suggested that there is no significant relationship between perceived usefulness and behavioral engagement; which supports the results of their study. In contrast to their findings, the relationship between perceived usefulness and emotional engagement was not supported in our study. The main reason may be that while the consumers could be motivated to follow the community for seeking out specific information or for exchanging product or brand based information, they may not feel emotionally involved and enthusiastic or they may not be willing to take time and effort to participate in the community.

Perceived enjoyment was found as a factor influencing cognitive and emotional customer engagement. However, the results indicated that enjoyment is not positively related to behavioral engagement. In addition, its effect on emotional engagement is the least significant among the factors. Our qualitative results also confirmed that perceived enjoyment can be regarded as one of the most important motivator of cognitive and emotional customer engagement. Our results are in line with the literature where enjoyment was found as an important factor to achieve customer engagement (Kujur & Singh, 2019; Lee et al., 2018; Guo et al., 2017). However, they didn't focus on the relationship between enjoyment and engagement dimensions. (Reitz, 2012) investigated

the effect of entertainment on cognitive, affective and participation dimensions of customer engagement to Facebook brand pages. Similarly, Huang et al. (2017) performed a similar study based on Uses and Gratifications Theory considering vigor, dedication and absorption dimensions in the context of mobile social network games. Both studies revealed that perceived enjoyment positively predicts all engagement dimensions. Our qualitative results support their findings and our quantitative results partially concur with them. As hypothesized, perceived enjoyment influences both cognitive and emotional customer engagement. As the members are enjoying themselves on the brand community, they became emotionally and cognitively involved with the community, which leads cognitive and emotional customer engagement. However, any significant relationship between perceived enjoyment and behavioral engagement was not found. Reitz (2012) found that enjoyment increase the willingness of the consumers to participate. On the other hand, de Castro (2017) indicated that entertainment benefits were proved to be significant drivers for passive behavior but not for active engagement behaviors. Therefore, having enjoyable time affects the amount of time spent, increases concentration and enthusiasm; but it may not result in active participation behavior or exertion of full energy to the community. The contradictory results reveal the need for more research to investigate the relationship between perceived enjoyment and behavioral engagement.

The only significant relationship of remuneration was with behavioral engagement. However, its effect on behavioral engagement was the weakest among other factors. To best of our knowledge, there is no study investigating the effect of economic benefits on engagement dimensions. De Castro (2017) revealed the economic benefits as the strongest driver of active posting behavior. When the members know that they can win the incentives through active participation or performing certain behavior, they feel obliged to put their effort and to devote themselves. Wirtz et al. (2013) and Garnefeld, Iseke, and Krebs (2012) stated that monetary incentives increase short term participation intentions for both active and passive members, but the motivations of active members decrease when the incentives expire. Despite their level of activeness in the community, they are probably not real loyal customers. The community members that only exert their effort and time for economic incentives may not feel concentration, cognitive immersion and emotional bonding to the community. So, it can be said that economic incentives do not induce cognitive and emotional engagement. In the qualitative stage, two of the participants also stated that they do not prefer the usage of economic incentives since this causes many users to join the community who are not interested in subjects and have no commitment and belonging to the community.

While altruism refers to helping others without expecting any exchange, reciprocity which is also named as reciprocal altruism implies helping others for mutual exchange. During the analysis, the factor altruism and reciprocity were merged under altruism since they were highly correlated. In the context of automobile online community engagement, it was determined that the willingness of the users to help others with or without reciprocity is an important factor for engaging in the automobile brand community forums. Altruism was found as a significant factor affecting all engagement dimensions. It is the second

most significant factor after social identity for emotional engagement and the third most influential factor after social interaction ties and social identity for behavioral engagement. According to the qualitative results, altruism was found as the most significant factor affecting customer engagement along with perceived enjoyment in brand communities and it was arised as influencing all engagement dimensions. The participants stated they feel immersed to the forum while they are trying to help other members, they feel emotional satisfaction of helping others and they exert their full effort to share their knowledge with the community. Our results are consistent with the previous studies (Lee, Kim, & Kim, 2011; Marbach et al., 2016; Luarn et al., 2016) where altruism was found as a key driver of customer engagement. In the qualitative study of Marbach et al. (2016), 13 out of 28 interviewees stated that altruism drives their online engagement. Previous literature focused on specific engagement behaviors such as knowledge sharing, eWOM and providing feedback and they did not investigate the effect of this behavior on engagement dimensions. However, it was stated that talking about product experiences to inform others may trigger pleasure at the side of sender (Muniz & O'guinn, 2001) and the motivation to help others leads one to devote time and resources without expecting anything in return for benefit of others (Verhagen et al., 2015), which reveals emotional and behavioral engagement to the community. Since there is no study except us which confirms the effect of altruism on engagement dimensions, this effect should be investigated by further studies to validate our results in similar or different contexts.

Our results are in line with the previous literature on engagement where self-image enhancement was identified to affect engagement behavior (Luarn et al., 2016; Jahn & Kunz, 2012; Simon et al., 2016; Chan et al., 2014). However, there is no study evaluating the effect of self-image enhancement separately for engagement dimensions. According to our quantitative results, self-image enhancement has only influence cognitive engagement. In our study, although self-image enhancement was identified as a factor affecting cognitive engagement, it was one of the least significant factors besides social and motivational factors. Self-image enhancement was found as slightly more significant than altruism in terms of affecting customer engagement. However, our qualitative results suggested that self-image enhancement affects cognitive engagement and behavioral engagement of the community members. Participants stated that the image they have created imposes responsibility on themselves, which leads them to pay more attention to what they share in the forum, to focus consistently on the forum and to participate actively in the forum in order to protect their image. In order to gain recognition and reputation of other community members, the members may devote themselves cognitively to the forum. This can lead cognitive engagement because they need to be more focused to the interaction in the forum and to pay more attention to what they share. In addition, to maintain the continuity of the image they gain and to impress others; they may feel obliged to spend their full effort to the forum, which can lead behavioral engagement.

Although some previous works suggested that brand image perceptions of the customers cause higher levels of customer engagement (Goldsmith & Goldsmith, 2012; Andonova, 2016; Mousavi et al. 2017), another group of studies found that the influence of brand

image on engagement is not significant (Greve, 2014; Hapsari, Clemes, & Dean, 2017). In the concept of automobile social networks, brand image was determined as an insignificant factor in terms of affecting customer engagement. Similarly, previous studies revealed that customer engagement is driven by brand customer satisfaction (Dessart et al., 2015; Zhu, Sun, & Chang, 2016; Carlson et al., 2017). In automobile brand community context, customer satisfaction was not found to be an effective factor for brand community engagement contrary to our expectations. However, there are also other studies that reach similar results to ours in the literature. Ibrahim, Razali, Nor, Mansor, and Muslim (2017) found that customer satisfaction does not affect customer engagement. Dovaliene, Masiulyte, and Piligrimiene (2015) also explained that there was a weak relationship between customer and engagement. Syahputra and Murwatiningsih (2019) also revealed that the relationship between customer satisfaction and customer engagement is not significant. In addition to the fact that brand communities are established based on a certain brand, they also have a structure based on social relations. That is why people's brand community engagement is based on different motivations. Although brand-based factors are an important motivation for participation in the brand community, their impact on the formation of a long-term structure such as engagement may be limited.

In line with the previous studies, brand image and brand satisfaction was found to have a significant effect on brand loyalty. Although brand related factors are found not to effect engagement with the forum, it can be said that the customers thinking that the brand has a positive image or the customers satisfied with the brand will be more volunteer and more willing to use the brand and to recommend the brand to other people. In addition, our qualitative results confirmed that brand image is an important factor for achieving cognitive, affective and conative loyalty. Customer satisfaction was determined as an important factor affecting brand loyalty especially conative dimension. These results are compatible with the studies in the literature (Bloemer & Kasper, 1995; Pratiwi et al., 2015; Ahmed et al., 2014; Ghafoor et al., 2012; Mabkhot et al., 2017; Alhaddad, 2015; He et al., 2012).

As it was hypothesized, the positive influence of cognitive engagement on emotional engagement and emotional engagement on behavioral engagement on automobile brand community context was confirmed. Since there are few studies in the literature, which examines the relationships between engagement dimensions, it is important to validate these relationships in the brand community engagement context. It can be said that that emotional engagement is occurred through the recurrent feeling of the emotional responses after a certain time of satisfying cognitive immersion in the brand social networks and behavioral engagement is occurred after the customer manifests their feeling into action.

Various studies on engagement propose loyalty as a consequence of customer engagement (de Castro, 2017; Reitz, 2012; So et al., 2014; Parihar, Dawra, & Sahay, 2019). However, to best of our knowledge there has been no study investigating the interrelationships between engagement and loyalty dimensions. Our results showed that only the effect of cognitive engagement on cognitive loyalty is significant. The influence of emotional and

behavioral engagement on affective/conative loyalty is not significant. In the cognitive loyalty stage, loyalty of an individual is generally determined by the performance and the experience-based comparisons between the brand and its alternatives. It can be said that cognitive engagement of a community member affects the perceived value of the brand in a positive way and leads to cognitive loyalty. Oliver (1997) considered brand loyalty as a sequential process in which the customers become first cognitively loyal based on the beliefs about the brand, then become affectively loyal with the brand based on the fulfillment of expectations and finally become loyal in a conative manner exhibiting brand commitment. Back and Parks (2003) also confirmed that brand loyalty is achieved through following cognitive, affective and conative loyalty stages, respectively. In line with their results, the sequential development of brand loyalty in automobile brand communities was confirmed. It was found that cognitive loyalty has a significant effect on affective/conative loyalty in automobile brand communities.

CHAPTER 6

CONCLUSION

The current study contributes to better understanding of the factors affecting different dimensions of customer engagement to online brand communities. Moreover, this study investigates the relationships between engagement dimensions and brand loyalty dimensions in order to have a broad perspective on the customer's transition to brand loyalty. As a result of the study, it was indicated that social and motivational factors play a role in cognitive engagement and personal factors play a role in in emotional and behavioral engagement as well. It was also determined that especially social identification and altruism factors had an effect on all engagement dimensions. In addition, it was determined that there is a sequential process between both engagement dimensions and loyalty dimensions in the context of automobile brand communities.

6.1. Theoretical implications

The theoretical contributions of this dissertation to the literature on customer engagement and brand loyalty is threefold. This research contributes to the literature by (1) investigating the key factors affecting each engagement dimensions by proposing various factor categories as drivers of customer engagement, (2) confirming the sequential customer engagement and brand loyalty development processes in automobile OBC context and (3) examining the relationships between attitudinal customer engagement dimensions with attitudinal brand loyalty dimensions.

This research provides a model to evaluate the factors affecting dimensions of customer engagement. There are many studies, which examine the effects of factors from both a single, and multiple perspectives on customer engagement in the literature (Chan et al., 2014; Kujur and Singh, 2019). Moreover, although there are studies which evaluate the engagement as a multidimensional construct (Dwivedi, 2015; Harrigan et al., 2017; Liu et al., 2019), the number of studies examining antecedents of each engagement dimension individually is limited (Huang et al., 2017; Reitz, 2012). In this study, factors based on social, personal, motivational and brand-related theories were added to the model and a comprehensive study was conducted to determine the factors affecting customer engagement dimensions in the context of online brand communities.

Cognitive engagement was found to be affected by social identification, altruism, social interaction ties, perceived enjoyment and perceived usefulness. The key drivers of emotional engagement were found as social identification, altruism, trust and perceived enjoyment. Behavioral engagement was found to be influenced by social identification, altruism, trust, social interaction ties and remuneration. Our results indicated that social identification and altruism are the most significant factors affecting all engagement dimensions. This study expands the knowledge of which factors influence which customer engagement dimensions in the context of online brand communities. In addition, mixed method research was employed in this study that increases the integrity and applicability our findings.

The relationships among engagement dimensions have been investigated in a number of studies (Hong, et al., 2020; Kuzgun & Josiassen, 2016; Guo, Zhang, Kang, & Hu, 2017). Furthermore, the sequential transition between the dimensions of engagement, where cognitive engagement affects emotional engagement and consequently emotional engagement affects behavioral engagement has been understudied (Kuzgun & Josiassen, 2016). This study confirmed the sequential transition between customer engagement dimensions in automobile OBC context. It can be said that emotional engagement occurred through recurrent feeling of emotional responses after certain time of cognitive immersion and behavioral engagement occurred after the customer manifests their feelings into action.

Oliver (1997) proposed that brand loyalty is a sequential process where cognitive loyalty is followed by affective loyalty and consequently affective loyalty is followed by conative loyalty. There is a lack of studies, which validate the sequential loyalty development for automobile brand loyalty concept. This study confirmed the sequential transition between brand loyalty dimensions in automobile OBC context where the customers become first cognitively loyal based on beliefs about the brand, then affectively loyal with the brand based on the fulfillment of expectations and finally loyal in a conative manner exhibiting brand commitment.

There are many studies that examine the relationship between engagement and loyalty in the literature (de Castro, 2017; Reitz, 2012; So et al., 2014). In addition, it was observed that the factors affecting brand community engagement and brand loyalty in the automotive industry have not been investigated in a holistic way in the literature. To our knowledge, this study is the first one that examines the one-to-one relationship between engagement dimensions and their corresponding loyalty dimensions. Our results showed that only the effect of cognitive engagement on cognitive loyalty is significant.

6.2. Managerial implications

Better understanding the factors, which enable customers to engage in brand communities, helps brands to improve their interaction and integration with their customers, and to turn ordinary customers without brand loyalty into brand fans. This study revealed that social, motivational and personal factors that were suggested as the key drivers of customer engagement to OBCs increase the customer engagement. In order to encourage their members to engage in the community, managers should focus on these factors.

Trust in the community increases the credibility of comments and reviews of members on the forum, therefore; it reduces their sense of risk and uncertainty. Continuous monitoring of the usefulness and credibility of comments and utilizing mechanisms such as scoring the comments according to their usefulness and reliability or displaying highest-rated users may increase community trust and consequently customer engagement. In addition, recruiting celebrities or experts to the community can also provide an environment of trust in the community. The fact that the comments in the forum are written by real users freely and without brand pressure and influence will also reinforce the atmosphere of trust.

To boost customer engagement to the brand community, it is essential to create a community identity that can be distinguished from other communities. In order to protect and strengthen the community identity, managers should consider to increase the conversation about the brand and to avoid from the topics and the contents that may weaken the community identity. Allowing members to take actions, which increase the identification like jointly establishing some community rules or coordinating activities, can increase community satisfaction and the sense of community belonging of the members. This will also increase their engagement in turn. Moreover, the stronger the social interaction ties, the greater the likelihood that the community members will act together, cooperate with each other and conform to group norms. Therefore, the community managers should organize online events and face-to-face meeting events if possible since that will increase the interaction and strengthen the ties between members. They should create dialogue environments where members can exchange their ideas and socialize with each other to enhance group interaction and to increase community engagement.

Customers join brand communities to impress others and they consider this as a reward for joining the community. Brands can produce solutions such as announcing the most active participants with their names and ranking the participants according to their level of engagement. These kinds of solutions will enable actively participating customers of the brands to be noticed in the community. In addition, providing an environment for customers to present themselves by organizing events such as co-creation contests which show that the brand cares about their ideas and contributions, can increase their engagement. Thus, both the customer-brand relations, the permanence of the brand and the power of the brand in the competitive environment are strengthened. Moreover, by directing the users who need help to altruistic people who are willing to help, the engagement of these users to the forum can be increased. For example, having a system

where the help of users can be evaluated by customers with ratings or likes can motivate these users to engage. In addition, managers can establish a general norm of reciprocity through rewarding system in which the knowledge recipients donate their points, which they have earned through helping other users in the forum, to the users who help them before. These points can be converted into monetary rewards.

Since members join the brand community to receive specific brand-related information, it is very important to provide accurate and up-to-date information in order to make them participate into the brand community. It is essential for the managers to provide the information requested by the user in a pleasing way since this can contribute to the overall customer engagement to the community. However, in order not to lose the interest of the members over time, it is necessary to keep their attention alive through the activities such as sharing different information and organizing promotional activities. The fact that the social media content of the brand community is entertaining also increases the engagement of the members to the community. Forum managers can increase the level of participation in the forum by sharing fun and enjoyable content and by adding entertaining features or novel issues. In addition, rewards and promotions may be given from time to time to increase customer engagement. However, it is very important to keep in mind that the users who join the forum only for these kinds of promotions will not demonstrate long-term engagement and brand loyalty.

Brand image has a positive effect on cognitive loyalty as it differentiates the brand from other brands. Brands should determine an image strategy to define the features, which make them distinctive from other brands, and they should work emphasizing these differences to their customers. According to the results of our study, both brand image and brand satisfaction have also an effect on affective/conative loyalty, which includes liking to use the brand and its products and recommending the brand. Brands can increase their affective/conative loyalty to the brand by following the problems and demands of the customers, by making the necessary improvements for them, and by working to improve the brand image as well.

It has been found that cognitive engagement affects emotional engagement and emotional engagement affects behavioral engagement in customer engagement in brand communities. In order to engage customers emotionally in the community, it is explainable to focus on the factors that affect cognitive engagement in the first place. By taking actions, which will strengthen social interaction ties and self-image enhancement of the members, increase the usefulness and enjoyment of the content of the forum and ensure the formation of a community identity, cognitive engagement will be achieved. Emotional engagement of the cognitively engaged members can be supported by increasing the trust in the community, which also has an impact on their emotional engagement. Afterwards, the level of behavioral engagement can be increased by offering remuneration to their members.

6.3. Limitations and future work

Our study has also some limitations. One of the limitations is the scope of our study since the proposed model was validated only on automobile OBCs. This makes our findings lack the generalizability beyond automobile OBCs. Other researchers might be interested in testing the model across different contexts to compare their results in terms of similarities and differences with our results. Moreover, our study was applied to brand communities established in Turkey which is a developing country. Due to the differences in emerging markets between developed and developing countries or the differences in different cultures, there can be differences in the findings of the engagement research as well. Therefore, further studies may perform a cross-country studies to investigate the differences between the countries with different cultures and development levels. Another limitation is the characteristics of the participants who participated in our study. Since our study was conducted in automobile OBCs, the predominant majority of participants were male. It was suggested that the same model should be tested in a gender balanced community to determine the effect of gender on the results. In addition, only the engagement and loyalty dimensions related to intentions and attitudes were considered in our study. Further researches might address the relationship between actual customer engagement and brand loyalty behaviors as well. In our study, customer engagement and brand loyalty were considered as sequential processes therefore their sequential relationships were examined. Further studies might investigate the relationships between all engagement dimensions and all brand loyalty dimensions as well. Finally, our study measured the factors at a single point of time. Therefore, a longitudinal study could be conducted to address the effect of past causal relationship of customer engagement dimensions and their antecedents.

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APPENDICES

APPENDIX A

SUMMARY OF THE RESEARCH

Research Questions		Data Sources	Variables	Instruments	Data Analyses
<p>RQ1: What are the factors affecting the dimensions of customer engagement?</p> <p>RQ2: What are the intra- and inter-relationships between dimensions of customer engagement dimensions and brand loyalty dimensions?</p>	Quantitative Approach	<p>Pilot Study:</p> <p>Members of social media brand communities (xx members participated)</p>	<ul style="list-style-type: none"> • Satisfaction • Brand Image • Trust • Social Interaction Ties • Social Identity • Reciprocity • Altruism • Self-Image Enhancement 	<ul style="list-style-type: none"> • Questionnaire 	<p>Pilot Study:</p> <ul style="list-style-type: none"> • Internal Consistency • Correlation Analysis
		<p>Main Study:</p> <p>Members of three different automobile brand communities (xxx members participated)</p>	<ul style="list-style-type: none"> • Perceived Usefulness • Perceived Enjoyment • Remuneration 		<p>Main Study:</p> <ul style="list-style-type: none"> • CFA • SEM
	Qualitative Approach	<p>Main Study:</p> <p>Members of three different automobile brand communities (xxx members participated)</p>		<ul style="list-style-type: none"> • Interview • Observations 	<ul style="list-style-type: none"> • Coding • Memoing • Contextual Analysis
	Research Design	<ul style="list-style-type: none"> • Non-experimental research design <ul style="list-style-type: none"> ○ Explanatory Sequential Mixed Method 			

APPENDIX B

SURVEY QUESTIONS IN ENGLISH AND IN TURKISH

Dear [X] brand community member,

This survey has been designed for an academic study to assess the factors that affect your engagement to this brand community. Please answer the questions in the survey by considering “[X] brand community” forum. Your participation in this study is very valuable to us and we hope you have a good time completing our survey. It will take about 10-15 minutes to complete this survey. Thank you for your time.

PART 1: DEMOGRAPHIC QUESTIONS

- 1- Age :
 - 15-19
 - 20-29
 - 30-39
 - 40-49
 - 50-59
 - 60 and more
- 2- Gender :
 - Female
 - Male
- 3- What is the highest education level you have completed?
 - Primary/Secondary school
 - High school
 - Associate's/Bachelor's degree
 - Master's/Doctoral degree
- 4- Occupation :
 - Student
 - Employed
 - Retired

Unemployed

5- On average, how much time do you spend on social media per day?

Less than 30 minutes

From 30 minutes to 1 hour

From 1 hour to 3 hours

More than 3 hours

6- Have you used a product / service of the brand?

Yes

No

7- What is your level of participation to the brand community? (You can select all that apply)

Reading product ratings and reviews, following the conversations of other consumers, watching videos about the brand, etc.

Rating the brand or its products, participating in conversations about the brand, commenting or sharing about the brand

Creating brand-related content, writing brand-related articles or product reviews, making suggestions

PART 2: BRAND COMMUNITY ENGAGEMENT QUESTIONS	Answers				
	I strongly disagree (1)	I disagree (2)	I have no idea (3)	I agree (4)	I strongly agree (5)
Overall, I am satisfied with brand [X].					
Being a customer of brand [X] has been a good choice for me.					
Brand [X] has lived up to my expectations.					
Brand [X] is reliable.					
Brand [X] has a good image among customers.					
Brand [X] has a distinctive identity.					
Brand [X] has a high reputation.					
I always feel confident while interacting in the [X] brand community that I can rely on their responses and feedback.					
I feel safe in my postings with the [X] brand community.					
I search information on the [X] brand community because I find it more trustworthy.					
I trust information written by others on the [X] brand community.					

PART 2: BRAND COMMUNITY ENGAGEMENT QUESTIONS	Answers				
	I strongly disagree (1)	I disagree (2)	I have no idea (3)	I agree (4)	I strongly agree (5)
I like participating in the [X] brand community because I can use my experience to help people.					
I like to share my experience and knowledge with others in this [X] brand community to help them be more informed about the [X] brand.					
I feel good when I can help answer other community members' questions.					
I really like helping other community members with their questions.					
I know that other members in the [X] brand community will help me, so it's only fair to help other members.					
When I share my customer experience in [X] brand community, I expect somebody to help me when I'm in need.					
Other members of [X] brand community have helped me in the past, I want to return the favor by posting my customer experiences.					
The content of the [X] brand community is entertaining/fun.					
The content of the [X] brand community is exciting.					
The content of the [X] brand community is pleasant.					
The content of the [X] brand community is helpful for me.					
The content of the [X] brand community is useful for me.					
The content of the [X] brand community is functional for me.					
The content of the [X] brand community is accurate.					
The content of the [X] brand community is always up to date.					
I follow [X] brand community because of the incentives I receive (e.g. free coupons).					
I follow [X] brand community because I receive gifts as reward.					
I follow [X] brand community because I can get discount or special deals.					
I follow [X] brand community because I can make a good impression on others.					

PART 2: BRAND COMMUNITY ENGAGEMENT QUESTIONS	Answers				
	I strongly disagree (1)	I disagree (2)	I have no idea (3)	I agree (4)	I strongly agree (5)
I follow [X] brand community because I can improve the way I am perceived.					
I follow [X] brand community because I can present others who I am.					
I follow [X] brand community because I can present others who I want to be.					
I maintain close social relationships with some members in the [X] brand community.					
I spend a lot of time interacting with some members in the [X] brand community.					
I know some members in the [X] brand community on a personal level.					
I have frequent communication with some members in the [X] brand community.					
I can meet people like me on this [X] brand community.					
My identity is similar to other members of the [X] brand community.					
I feel a sense of strong belongingness towards the [X] brand community.					
The [X] brand community's identity is a reflection of my self-image.					
I consider myself as a valuable partner of [X] brand.					
When I am interacting with the [X] brand community, I forget everything else around me.					
Time flies when I am interacting with the [X] brand community.					
When I am interacting with the [X] brand community, it is difficult to detach myself.					
In my interaction with the [X] brand community, I am immersed.					
My mind is focused when I am interacting with the [X] brand community.					
I am enthusiastic about the [X] brand community.					
I pay a lot of attention to anything about the [X] brand community.					
I feel excited about the [X] brand community.					
I am interested in the [X] brand community.					
I am proud of being a member of the [X] brand community.					

PART 2: BRAND COMMUNITY ENGAGEMENT QUESTIONS	Answers				
	I strongly disagree (1)	I disagree (2)	I have no idea (3)	I agree (4)	I strongly agree (5)
I intend to exert my full effort in supporting [X] brand community.					
I intend to be very active in relation to [X] brand community.					
I intend to try my hardest to perform well on behalf of [X] brand community.					
I intend to devote lots of energy to the [X] brand community.					
Brand [X] provides me superior product/service quality as compared to other brands.					
No other brand performs better than brand [X].					
Overall quality of brand [X] is the best.					
I believe brand [X] provides more benefits than other brands.					
I like using the products/services of brand [X].					
I like brand [X] more than other brand.					
I feel better when I use Brand [X].					
If I am given a chance, I intend to continue using brand [X].					
I consider brand [X] to be my first choice.					
In the future, I intend to recommend brand [X] to others who seek my advice.					

Survey Questions (Turkish)

Değerli [X] marka topluluğu üyesi,

Bu anket, üyelerin mazdaclubtr forumu ile ilişkilerinizi etkileyen faktörleri inceleyen akademik bir çalışma için tasarlanmıştır. Anketteki soruları "[X] marka topluluğu" forumunu göz önünde bulundurarak cevaplayınız.

Çalışmamıza katılımınız bizim için çok değerlidir. Umuyoruz siz de anketimizi tamamlarken güzel zaman geçirirsiniz. Bu anketi tamamlamanız yaklaşık 10-15 dakika sürecektir. Zaman ayırdığınız için teşekkür ederiz.

BÖLÜM 1: DEMOGRAFİK SORULAR

1- Yaş :

- 15-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60 ve üstü

2- Cinsiyet :

- Kadın
- Erkek

3- Eğitim seviyeniz (son tamamladığınız):

- İlkokul/Ortaokul
- Lise
- Önlisans/Lisans
- Yüksek Lisans/Doktora

4- Çalışma Durumunuz :

- Öğrenci
- Çalışan
- Emekli
- Çalışmıyor

5- Sosyal medyayı günlük ortalama ne sıklıkla kullanırsınız?

- 30 dakikadan az
- 30 dakika - 1 saat arası
- 1 - 3 saat arası
- 3 saatten fazla
- 6- Markanın bir ürün/hizmetini kullandınız mı?
- Evet
- Hayır
- 7- Marka topluluğuna katılım seviyenizi nasıl tanımlarsınız? (Birden fazla seçenek işaretleyebilirsiniz)
- Ürün puanlarını ve yorumlarını okumak, diğer tüketicilerin konuşmalarını takip etmek, marka ile ilgili videoları izlemek vb.
- Markayı ya da ürünlerini puanlamak, marka ile ilgili konuşmalara katılmak, marka ile ilgili paylaşımlara yorum yapmak veya paylaşım yapmak
- Marka ile ilgili içerik yayınlamak, marka ile ilgili makaleler ya da ürün incelemeleri yazmak, önerilerde bulunmak.

BÖLÜM 2: MARKA TOPLULUĞU ANGAJMANI SORULARI	Cevaplar				
	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Genel olarak, [X] markasından memnunum.					
[X] markasının müşterisi olmakla doğru bir karar verdiğimi düşünüyorum.					
[X] markası beklentilerimi karşılıyor.					
[X] markası güvenilirdir.					
[X] markası müşterilerinin arasında iyi bir imaja sahiptir.					
[X] markasının özgün bir kimliği vardır.					
[X] markası yüksek bir itibara sahiptir.					
[X] marka topluluğunda etkileşim kurarken topluluktaki kişilere ve cevaplarına güvenirim.					
[X] marka topluluğunda paylaşım yaparken kendimi güvende hissediyorum.					

BÖLÜM 2: MARKA TOPLULUĞU ANGAJMANI SORULARI	Cevaplar				
	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Marka ile ilgili bilgileri [X] marka topluluğunda araştırıyorum çünkü buradan elde edebileceğim bilgileri daha güvenilir buluyorum.					
[X] marka topluluğunda başkaları tarafından paylaşılan bilgilere güveniyorum.					
[X] marka topluluğuna katılım sağlamayı seviyorum çünkü deneyimlerimi insanlara yardım etmek için kullanabilirim.					
İnsanların [X] markası hakkında daha fazla bilgi sahibi olmalarına yardımcı olmak için kendi deneyim ve bilgimi [X] marka topluluğundaki diğer kullanıcılarla paylaşmayı seviyorum.					
Diğer topluluk üyelerinin sorularını cevaplamaya yardımcı olabildiğimde iyi hissediyorum.					
Soruları konusunda diğer topluluk üyelerine yardım etmeyi gerçekten çok seviyorum.					
[X] marka topluluğundaki diğer üyelerin de gerektiğinde bana yardımcı olacaklarını bildiğimden paylaşım yapma konusunda çekince yaşamıyorum.					
[X] marka topluluğunda deneyimlerimi paylaştığımda, ihtiyacım olursa diğer üyelerin de bana yardımcı olacağını düşünüyorum.					
Topluluk üyeleri geçmişte bana yardımcı olduğu için, deneyimlerimi paylaşarak karşılığını vermek istiyorum.					
[X] marka topluluğunun içeriği eğlencelidir.					
[X] marka topluluğunun içeriği heyecan vericidir.					
[X] marka topluluğunun içeriği keyiflidir.					
[X] marka topluluğunun içeriği kullanışlıdır.					
[X] marka topluluğunun içeriği faydalıdır.					
[X] marka topluluğunun içeriği işlevseldir.					
[X] marka topluluğunun içeriği doğrudur.					
[X] marka topluluğunun içeriği daima günceldir.					
[X] marka topluluğuna katılıyorum çünkü teşvikler (örneğin, ücretsiz kupon, hediye çeki vb.) alıyorum.					
[X] marka topluluğuna katılıyorum çünkü hediye ödülü alıyorum.					
[X] marka topluluğuna katılıyorum çünkü indirim veya özel anlaşmalar yapabiliyorum.					

BÖLÜM 2: MARKA TOPLULUĞU ANGAJMANI SORULARI	Cevaplar				
	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
[X] marka topluluğuna katılıyorum çünkü bu sayede başkaları üzerinde iyi bir izlenim bırakabilirim.					
[X] marka topluluğuna katılıyorum çünkü bu sayede insanların benimle ilgili algısını değiştirebilirim.					
[X] marka topluluğuna katılıyorum çünkü bu sayede kendimi başkalarına olduğum gibi sunabilirim.					
[X] marka topluluğuna katılıyorum çünkü bu sayede kendimi olmak istediğim şekilde sunabilirim.					
[X] marka topluluğundaki bazı üyelerle yakın sosyal ilişkiler kuruyorum.					
[X] marka topluluğundaki bazı üyelerle oldukça fazla zaman geçiriyorum.					
[X] marka topluluğundaki bazı üyeleri kişisel olarak yakından tanıyorum.					
[X] marka topluluğundaki bazı üyelerle sık iletişim kuruyorum.					
Bu [X] marka topluluğunda benim gibi insanlarla tanışabiliyorum.					
Sosyal kimliğim [X] marka topluluğundaki diğer üyelerinkine benziyor.					
[X] marka topluluğuna karşı güçlü bir aidiyet duygusu hissediyorum.					
[X] marka topluluğunun sosyal kimliği, kendi sosyal kimliğimin yansımasıdır.					
Kendimi [X] markasının değerli bir ortağı olarak görüyorum.					
[X] marka topluluğuyla etkileşim kurarken, etrafımdaki her şeyi unuturum.					
[X] marka topluluğuyla etkileşim kurarken, zamanın nasıl geçtiğini farketmem.					
[X] marka topluluğuyla etkileşim kurarken, kendimi ortama kaptırırım.					
[X] marka topluluğuyla etkileşim kurarken, kendimi tamamen etkileşime veririm.					
[X] marka topluluğuyla etkileşim kurarken, tamamen odaklanırım.					
[X] marka topluluğuyla etkileşim kurmak konusunda istekliyim.					

BÖLÜM 2: MARKA TOPLULUĞU ANGAJMANI SORULARI	Cevaplar				
	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
<input checked="" type="checkbox"/> marka topluluğuyla ilgili her şey benim için çok önemlidir.					
<input checked="" type="checkbox"/> marka topluluğu hakkında heyecan duyuyorum.					
<input checked="" type="checkbox"/> marka topluluğuna ilgi duyuyorum.					
<input checked="" type="checkbox"/> marka topluluğunun bir üyesi olmaktan gurur duyuyorum.					
<input checked="" type="checkbox"/> marka topluluğunu desteklemek için tüm gayretimi gösterme niyetindeyim.					
<input checked="" type="checkbox"/> marka topluluğunda çok aktif olma niyetindeyim.					
<input checked="" type="checkbox"/> marka topluluğu için iyi performans göstermek adına elimden geleni yapmak niyetindeyim.					
<input checked="" type="checkbox"/> marka topluluğuna çok fazla enerji harcamak niyetindeyim.					
<input checked="" type="checkbox"/> markası, diğer markalara kıyasla üstün ürün / hizmet kalitesi sağlar.					
Başka hiçbir marka, <input checked="" type="checkbox"/> markasından daha iyi performans göstermez.					
<input checked="" type="checkbox"/> markası alanında en kaliteli markadır.					
<input checked="" type="checkbox"/> markasının bana diğer markalardan daha fazla fayda sağladığına inanıyorum.					
<input checked="" type="checkbox"/> markasının ürünlerini kullanmayı seviyorum.					
<input checked="" type="checkbox"/> markasını diğer markalardan daha çok seviyorum.					
<input checked="" type="checkbox"/> markasını kullandığımda kendimi daha iyi hissediyorum.					
<input checked="" type="checkbox"/> markasını kullanmaya devam etmeyi planlıyorum.					
<input checked="" type="checkbox"/> markasını ilk tercihim olarak görüyorum.					
Gelecekte, tavsiyemi isteyenlere <input checked="" type="checkbox"/> markasını önereceğim.					

APPENDIX C

THE RESULTS OF THE RELIABILITY ANALYSIS

Construct	Item	Items in English	Construct Cronbach Alpha	Cronbach Alpha if Item Deleted
Satisfaction	SAT1	Overall, I am satisfied with brand [X].	0.967	0.947
	SAT2	Being a customer of brand [X] has been a good choice for me.	0.967	0.958
	SAT3	Brand [X] has lived up to my expectations.	0.967	0.949
Brand Image	BI1	Brand [X] is reliable.	0.914	0.884
	BI2	Brand [X] has a good image among customer.	0.914	0.879
	BI3	Brand [X] has a distinctive identity.	0.914	0.885
	BI4	Brand [X] has a high reputation.	0.914	0.904
Trust	TR1	I always feel confident while interacting in the [X] brand community that I can rely on their responses and feedback.	0.880	0.827
	TR2	I feel safe in my postings with the [X] brand community.	0.880	0.877
	TR3	I search information on the [X] brand community because I find it more trustworthy.	0.880	0.847
	TR4	I trust information written by others on the [X] brand community.	0.880	0.829
Altruism	ALT1	I like participating in the [X] brand community because I can use my experience to help people.	0.963	0.962
	ALT2	I like to share my experience and knowledge with others in this [X] brand community to help them be more informed about the [X] brand.	0.963	0.954
	ALT3	I feel good when I can help answer other community members' questions.	0.963	0.941
	ALT4	I really like helping other community members with their questions.	0.963	0.947

Construct	Item	Items in English	Construct Cronbach Alpha	Cronbach Alpha if Item Deleted
Reciprocity	REC1	I know that other members in the [X] brand community will help me, so it's only fair to help other members.	0.724	0.711
	REC2	When I share my customer experience in [X] brand community, I expect somebody to help me when I'm in need.	0.724	0.722
	REC3	Other members of have helped me in the past, I want to return the favor by posting my customer experiences.	0.724	0.716
Perceived Enjoyment	PE1	The content of the [X] brand community is entertaining/fun.	0.916	0.881
	PE2	The content of the [X] brand community is exciting.	0.916	0.909
	PE3	The content of the [X] brand community is pleasant.	0.916	0.848
Perceived Usefulness	PU1	The content of the [X] brand community is helpful for me.	0.949	0.926
	PU2	The content of the [X] brand community is useful for me.	0.949	0.933
	PU3	The content of the [X] brand community is functional for me.	0.949	0.937
	PU4	The content of the [X] brand community is accurate.	0.949	0.939
	PU5	The content of the [X] brand community is always up to date.	0.949	0.953
Remuneration	RM1	I follow [X] brand community because of incentives I receive (e.g. free coupons).	0.899	0.821
	RM2	I follow [X] brand community because I receive gifts reward.	0.899	0.778
	RM3	I follow [X] brand community because I can get discount or special deals.	0.899	0.954
Self-Image Enhancement	SIE1	I follow [X] brand community because I can make a good impression on others.	0.929	0.920
	SIE2	I follow [X] brand community because I can improve the way I am perceived.	0.929	0.909
	SIE3	I follow [X] brand community because I can present others who I am.	0.929	0.890
	SIE4	I follow [X] brand community because I can present others who I want to be.	0.929	0.908

Construct	Item	Items in English	Construct Cronbach Alpha	Cronbach Alpha if Item Deleted
Social Interaction Ties	SIT2	I maintain close social relationships with some members in the [X] brand community.	0.936	0.920
	SIT2	I spend a lot of time interacting with some members in the [X] brand community.	0.936	0.913
	SIT3	I know some members in the [X] brand community on a personal level.	0.936	0.909
	SIT4	I have frequent communication with some members in the [X] brand community.	0.936	0.907
	SIT5	I can meet people like me on this [X] brand community.	0.936	0.954
Social Identity	SI1	My identity is similar to other members of the [X] brand community.	0.888	0.910
	SI2	I feel a sense of strong belongingness towards the [X] brand community.	0.888	0.843
	SI3	The [X] brand community's identity is reflection of my self-image.	0.888	0.846
	SI4	I consider myself as a valuable partner of [X] brand.	0.888	0.809
Cognitive Engagement	CGE1	When I am interacting with the [X] brand community, I forget everything else around me.	0.967	0.970
	CGE2	Time flies when I am interacting with the [X] brand community.	0.967	0.964
	CGE3	When I am interacting with the [X] brand community, it is difficult to detach myself.	0.967	0.952
	CGE4	In my interaction with the [X] brand community, I am immersed.	0.967	0.954
	CGE5	My mind is focused when I am interacting with the [X] brand community.	0.967	0.959
Emotional Engagement	EME1	I am enthusiastic about the [X] brand community.	0.909	0.905
	EME2	I pay a lot of attention to anything about the [X] brand community.	0.909	0.876
	EME3	I feel excited about the [X] brand community.	0.909	0.875
	EME4	I am interested in the [X] brand community.	0.909	0.886
	EME5	I am proud of being a member of the [X] brand community.	0.909	0.899
Behavioral Engagement	BHE1	I intend to exert my full effort in supporting [X] brand community.	0.941	0.955
	BHE3	I intend to be very active in relation to [X] brand community.	0.941	0.910
	BHE3	I intend to try my hardest to perform well on behalf of [X] brand community.	0.941	0.904
	BHE4	I intend to devote lots of energy to the [X] brand community.	0.941	0.919

Construct	Item	Items in English	Construct Cronbach Alpha	Cronbach Alpha if Item Deleted
Cognitive Loyalty	CGL1	Brand [X] provides me superior product/service quality as compared to other brands.	0.881	0.836
	CGL2	No other brand performs better than brand [X].	0.881	0.859
	CGL3	Overall quality of brand [X] is the best.	0.881	0.829
	CGL4	I believe brand [X] provides more benefits than other brands.	0.881	0.864
Affective Loyalty	AFL1	I like using the products/services of brand [X].	0.866	0.825
	AFL2	I like brand [X] more than other brand.	0.866	0.860
	AFL3	I feel better when I use Brand [X].	0.866	0.844
Conative Loyalty	CNL1	If I am given a chance, I intend to continue using brand [X].	0.890	0.834
	CNL2	I consider brand [X] to be my first choice.	0.890	0.875
	CNL3	In the future, I intend to recommend brand [X] to others who seek my advice.	0.890	0.849

APPENDIX D

INTERVIEW QUESTIONS IN TURKISH

Overall Questions

- Ne kadar süredir forum üyesisiniz? Forumu hangi amaçlarla kullanıyorsunuz?
- Forumda ne kadar aktifsiniz? Genelde hangi durumlarda forumda daha uzun süre kalırsınız?
- Foruma aktif katılmanız için sizi neler motive eder, neler sizi forumdan uzaklaştırır?
- Foruma odaklanmanız, foruma katılma konusundaki heyecanınız veya forumdaki aktifliğiniz üzerinde etkili olan faktörler nelerdir?

Questions Related to the Constructs of the Model

- Markanın sizdeki imajının bu foruma bağlılığınız ve aktif katılımınız üzerinde bir etkisi oldu mu? Nasıl bir etkisi oldu?
 - Markanın sizdeki imajı daha iyi olsaydı daha aktif katılır mıydınız?
 - Markanın sizdeki imajının iyileşmesi sizi markanın daha sadık bir müşterisi yapar mı?
- Marka memnuniyetinizin bu foruma bağlılığınız ve aktif katılımınız üzerinde bir etkisi oldu mu? Nasıl bir etkisi oldu?
 - Marka memnuniyetiniz size forumda daha aktif olmaya motive eder mi?
 - Marka memnuniyetiniz sizi markanın daha sadık bir müşterisi yapar mı?
- Forumdaki üyelere ve paylaşımlara güvenir misiniz?
 - Bu güven, foruma bağlılığınız ve aktif katılımınız için önemli mi? Neden?
 - Diğer kullanıcılara yardım edebilmek sizin için ne kadar önemli? Bu sizi paylaşım yapmaya motive eder mi?
 - Foruma bağlılığınız ve aktif katılımınızı etkiler mi?
- Daha önce forumda herhangi bir konuda yardım aldınız mı? Yardım almış olsaydınız buna karşılık olarak bilgi ve deneyimlerinizi paylaşarak başka kullanıcılara yardım etmek ister miydiniz?
 - Aldığınız yardımlar foruma bağlılığınız ve aktif katılımınızı etkiler mi?
- Forum içeriğini eğlenceli buluyor musunuz? Forum içeriğinin eğlenceli olması sizin için ne kadar önemli?

- Forum içeriğinin eğlenceli olması bu foruma bağlılığınız ve aktif katılımınız etkiler mi?
- Forum içeriğini kullanışlı, yararlı, güncel buluyor musunuz? Hangi yönlerden? Forum içeriğinin yararlı olması sizin için ne kadar önemli?
 - Forum içeriğinin yararlı olması bu foruma bağlılığınız ve aktif katılımınız etkiler mi?
- Forumda ödül ve teşvikler veriliyor mu?
 - Bu tarz ödül ve teşviklerin varlığı forum kullanımınızı etkiler mi?
- Başkaları üzerinde bıraktığınız izlenim sizin için önemli midir? İnsanlar üzerinde istediğiniz izlenimi bu forum aracılığıyla yaratabiliyor musunuz?
 - Evet ise, bunun foruma bağlılığınız ve aktif katılımınız üzerinde etkisi var mı?
- Forumdaki diğer üyelerden yakından tanıdığınız üyeler var mı? Bu kişiler ile ne sıklıkla iletişim kuruyorsunuz?
 - Bu kullanıcılar ile kurduğunuz yakın ilişki foruma bağlılığınız ve aktif katılımınızı etkiliyor mu?
- Marka topluluğundaki üyelerin size benzediklerini düşünüyor musunuz?
 - Bu benzerlik foruma bağlılığınız ve aktif katılımınız etkiler mi?
- Forumda vakit geçirirken konuşmaya dalarak çevrenizi unuttuğunuz, odaklandığınız oluyor mu? Bunda etkili olan faktörler nelerdir?
- Forumda etkileşim kurmak konusunda ne kadar isteklisiniz? Forumda dâhil olmak sizi heyecanlandırıyor mu? Topluluğun üyesi olmaktan gurur duyuyor musunuz? Bunda etkili olan faktörler nelerdir?
 - Forum içeriğine ve etkileşime odaklanabilmeniz, foruma katılma isteği ve heyecanınızı artırır mı?
- Forumu desteklemek için ne kadar enerji harcıyorsunuz? Elinizden gelenin en iyisini yaptığınızı düşünüyor musunuz? Bunda etkili olan faktörler nelerdir?
 - Forumda etkileşim kurmak konusundaki istekliliğiniz ve heyecanınız foruma daha aktif katılım sağlamanıza neden olur mu?
- Markanın belirli açılardan diğer markalardan daha üstün olduğunu düşünüyor musunuz? Markanızı diğer markalardan üstün görmeyi etkileyen diğer faktörler nelerdir?
 - Markaya ilişkin forumdaki etkileşiminizin markanızı diğer markalardan daha üstün görmeyi etkileyen bir etkisi oldu mu? Nasıl?
- Markayı kullanmak size nasıl hissettiriyor? Diğer markalardan daha çok memnun ediyor mu? Markayı kullanmayı seviyor musunuz? Markanızı diğer markalardan daha çok sevmeyi etkileyen faktörler nelerdir?

- Markaya ilişkin forumdaki etkileşiminizin markanızı diğer markalardan daha çok sevmenizde bir etkisi oldu mu? Nasıl?
- Markayı kullanmaya devam etmeyi düşünüyor musunuz? Markayı tavsiye eder misiniz? Markayı kullanma ve tavsiye etmenizi etkileyen faktörler nelerdir?
 - Forumdaki etkileşiminizin bunun üzerinde bir etkisi oldu mu? Nasıl?

APPENDIX E

INSTITUTIONAL REVIEW AND ETHICAL BOARD APPROVAL

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APPLIED ETHICS RESEARCH CENTER



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Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Prof.Dr. Sevgi Özkan YILDIRIM

Danışmanlığını yaptığınız Pelin BAYRAKTAR'ın "Müşteri Angajmanı Boyutlarını Etkileyen Faktörlerin Belirlenmesi" başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülerek gerekli onay 2018-FEN-068 protokol numarası ile protokol numarası ile araştırma yapması onaylanmıştır.

Saygılarımla bilgilerinize sunarım.

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