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EXPLORING INFORMATION SHARING IN ONLINE BRAND COMMUNITY

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Exploring Information Sharing in Online Brand Community

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ABSTRACT

Online brand communities offer many benefits, such as brand loyalty and creating brand relationship. Therefore, it is important that marketer understand why people are motivated to sharing information in online brand community. Hence, this research objective is to explore what drive people to information sharing in online brand community. The ultimate goal is to reveal the factors that motivated customer to share their experience in an online brand community, and how it affects customer emotion and attitude toward the brand. This research adopted a qualitative approach, by using grounded theory to explore the antecedents. After taken data from 20 interviewees, this research identified ten antecedents that motivate people share information in online brand community, and four psychological state that people can experience in the information sharing process. The research provides rich theoretical and managerial implementations.

Key words: Online brand community, antecedents, psychological state, outcomes, grounded theory

TABLE OF CONTENTS

LIST OF FIGURE

LIST OF TABLES

CHAPTER I

INTRODUCTION

In this section, we will discuss the background of this research and the online brand community phenomenon. The research gap and research questions will also be discussed.

1.1   BACKGROUND

In this new technological era called web2.0, technological developments are evolving over time. The development of technology changes the way how people interact with each other, especially in the community. In the past, a community was built by people who felt they are part of something bigger than themselves such as a shared goal or enterprise (Goldsmith, 1993), but the community is geographical limited. To overcome this deficiency which is also supported by the technological development, the community can now appear in a digital form. Basically, a community in the internet world can be divided into two types, which are the online community and online brand community.

Nowadays, online communities are used by over 50% of marketers around the world (Murphy, 2015). The growth of online communities shown by the market revenue increased from $392.95 million in 2014 to $1.2 billion by 2019, representing a compound annual growth rate (CAGR) of 24.3%. The IDC believes that the market revenue of online communities will be a double-digit growth by 2026 (Thompson, 2014).

In this era, the customer has a bigger impact to the business because we are living in the customer-centric era, in which the customer has big power to influence the business agenda (Leggett, 2018). This happens because of the ability of technology and social media to give more power and influence to customers. More than ever, customers want to have a voice and influence in business decisions. This creates a win-win situation where customers get solutions to their problems quickly while reducing customer service costs for companies. That's why, to remain viable, companies need to build stronger customer relationships. An online customer community allow businesses to authentically engage to develop deep relationship with their customers. Next, online community also helps companies generating their direct revenue since it is able to establish a virtual place where companies directly interact with their customers (Claveria, 2019). Companies that have active communities can invite their customers for co-innovation projects and validate business ideas (Liden, 2016).

An online community is a community made by people who share common passions, beliefs, hobbies, or lifestyles. Besides, nowadays customer has a tendency to become more proactive and fragmented so the marketer needs to find the best way to communicate with the diversified customers in order to get their attention and awareness (Gurău, 2008). There are several advantages to the online community. Firstly, the online community can make all of the information more transparent because all of the information that already posted on the internet can be accessed by every people in this world. Secondly, the online community offers interactive communication Thirdly, the internet can store information which will never be erased (Blattberg and Deighton, 1991; Holtz, 1999). Lastly, online communities support different areas of the business, including developing and testing marketing materials, customer experience, improving existing product and services, and launching successful new programs and products.

An online brand community (OBC) is a brand community that takes place in a virtual setting in which the members' interaction is primarily Internet-mediated (Fuller, Jawecki, & Muhlbacher, 2007). Hence, first of all, an OBC is another form of brand community that is defined as "specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand" (Muniz & O'Guinn, 2001). The online brand communities are specialized due to their focus on branded goods or services. The type of an online brand community can be either company hosted or customer hosted. The first type, customer hosted online brand community is created by customers which will help customers use products more effectively and to solve customer problems. They also serve as a rich source of lead generation by allowing prospects to see how the company's existing customers use their product. There are several types of customer hosted -online brand community, for example, one of them is Steam. Steam is a digital platform built by Valve production in 2003, to help gamers to purchase and playing video games.

Next, the second type of online brand community is the company hosted a brand community. It is a community that will help companies to have a deeper relationship with customers by giving them a safe place to share ideas, advice, and interactions about their brand, in order to gathering product feedback from the customers. There are several types of company hosted- online brand community, one of them is Nike+Community. Nike+Community is a membership site that has played a strong role in Nike's branding strategy as it provides members with a variety of apps and resources to encourage motivation, strength, and loyalty to stay healthy and fit. Nike+Community provide users with apps that allow them to track statistics for their

exercise and fitness activities. There are apps for many different specific activities: Nike+ running, Nike + Training Club, Nike Soccer App, Nike SB App for connecting the skaters around the world, and Nike Golf 360 App. The members of Nike+Community could be anyone because the participants of running, training, golf, soccer, and skateboard can come from different ages. Skateboarding, however, generally appeals to younger people while golfers tend to appeal to older participants. Nike+Community is supported by GPS and music, by connected to Spotify and iTunes. Users do have to sign in to share their stats with other users and otherwise interact with the community. This is the powerful social aspect of Nike+Community, where users can discuss, share, motivate and compete with other users.

The main activity in an online brand community is sharing information. The information sharing process is the core of online communities (Pitta, 2005) since it has a significant effect on community commitment. The information sharing in OBC happened because there is a consumer to consumer networks, and it develops the relationship among them. There are two drivers of information sharing in the online brand community. First of all is trust among the members of the community, including feedback-based reputation systems, self-regulating policies, third-party seals, branding, and confirmed personal data (Hsu et al., 2007). Lastly, information sharing also happened because of reciprocity - the social norm in which people should help those who help them, and should not injure those who helped them (Gouldner, 1960). The information sharing process in OBC started because there is a discussion board related to specific issues of interest. By the time, other members will read the posts and associate them with their authors. By linking authors to their opinions, judgments, and words, members can build an image of other online members. During the interaction process, the members, identified by their names, may post comments directed at a specific member. Next, according to the previous discussion, the other community member will give their response toward the specific topics continuously.

An online brand community is an important new development for businesses because they enhance the organization's relationship with people. Not just with customers, but with everyone interested and active in their market – including employees, competitive brand users and market experts. In fact, an online brand community can be a valuable investment for the company. Building a brand community will not happen overnight, but those who are willing to make the investment will reap the benefits above (Peckover, 2018). The existence of an online brand community will be really important for a company since it is able to increase brand awareness,

understand customers, improve outcomes and build brand loyalty. An online brand community can increase brand awareness since it has power from word of mouth. The data from Karpis (2018) show that almost 84% of customers prefer to trust a referral or recommendation if it comes from a friend, meaning the importance of community is at an all-time high. Customers prefer to trust a referral or recommendation from a close friend because the feedback or opinion that they give is an honest review. Online communities not only help to give brands a deeper understanding of customer needs and desires but user-generated content, such as reviews and comments, are viewed as more authentic. Considering 97% of online buyers read reviews before they make a purchase, it is critical that communities are actively engaging and creating content around a company's product (Karpis, 2018). An online brand community can give impactful added value to the community when they support members, provide a sense of camaraderie, make strategic connections, and act as a source of advice that members can apply to their own lives, as community members often share a passion for personal improvement and continued learning.

The greatest benefit of an online brand community is to foster brand loyalty. Fostering brand loyalty is important for the company because keeping current customers engaged is just as important (if not more) than gaining new first-time users. Accenture found that two-thirds of customers will "spend more on brands to which they are loyal". Glossier, for instance, believes that 90% of its revenue is due to returning customers (Karpis, 2018). Whether it's through in-person events or online forums, communities are key to brand loyalty, awareness and overall success. A strong and engaged community will lead to improved products, learning, and innovation, as well as company growth. However, to be impactful, brands need to build communities that go beyond selling a product and provide value and support for members.

By looking at the many benefits offered by online brand communities, it is important for a marketer to know what factors support the formation of brand loyalty, brand awareness and word of mouth, as a sign of the successful and strong online brand community. Bagozzi and Dholakia (2002) state that the key indicator of a successful online brand community is the participation of the members. There are two types of participation in online brand communities; interactive and non-interactive (Burnett, 2000). The non-interactive behaviors are mostly browsing the online brand community Web sites, read messages posted in the discussion forums without participating in providing information in the forum. In contrast, interactive behavior is a member who actively participates in various activities of the online brand community. These active participants post a

message, respond to other members questions, and participate in contests organized by the brand community and share information about the brand and their consumption experiences with other members (Cooley & Madupu, 2010). By knowing factors that influence customers' participation in the online brand community, marketers can build strong online brand communities and also revitalize non-performing online brand communities (Carlson, Suter and Brown, 2008). Next, it will help the marketers to achieve their goal, increase the number of intrinsically motivated people in their clients and increase online communities conversation around the company, organization or brand (Twohig, 2012).

This research objective is to explore what drives information sharing in the online brand community. Specifically, what factors that motivated the customer to share their experience in an online brand community, and how does it affect customer emotion and attitude toward the brand.

1.2   RESEARCH GAP

Although the phenomenon of online brand community is blooming, this discipline is still in its infancy. Many issues are yet to be explored, especially the motivation factors that influence the customer to share their experience in the online brand community. The previous research mainly uses quantitative method to examine this topic.

However, exploratory research conducted through grounded research is seldom used to explore this topic. Grounded research enables us to obtain a deeper understanding of the factors that drive information sharing and also the psychological states that may be influenced, thus the information obtained is far richer. Therefore, this research is set to address this research gap by using grounded research to investigate information sharing in the online brand community.

1.3   RESEARCH QUESTIONS

This research asks several questions regarding information sharing in the online brand community. The research questions are shown as followed:

1. What are the user motivations for sharing their experiences in an online brand community'?
2. How does user motivation affect user emotion and feeling towards the brand (next, it will be classified as psychological states)?
3. How does user emotion affect user behavior intention towards the brand (next, it will be classified as outcomes)?

CHAPTER II
LITERATURE REVIEW

In this section, we will discuss the theoretical background of this research.

2.1   BRAND COMMUNITY

A brand community is a "specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand" (Muniz & O'Guinn, 2001). Brand communities are specialized because it is focused on specific branded good or service (Muniz & O'Guinn, 2001). A brand community comes with unique purposes that are to represent an explicit marketing investment of the firm and to develop a long term relationship within their current and potential customers (Zaglia, 2013). Brand communities is a complex entity which has their own culture, rituals, traditions, and codes of behavior (Schau & Muniz, 2002) since its members appear to derive an aspect of personal identity from their membership and participation in these communities (Schau & Muniz, 2002). The intensity of the relationship between customers and the brand community is built on different levels (Wiegandt, 2009).

2.1.1   CHARACTERISTIC OF BRAND COMMUNITY

Muniz and O'Guinn (2001) identified three core components of brand community. First is consciousness of a kind. It is present in the form of the intrinsic connection that members feel toward each other, and the collective sense of difference from people outside a certain community (Muniz & O'Guinn, 2001). In a brand community, members share "we-ness" feeling (Bender, 1978), i.e. members feel an important connection to the brand, and what is more essential is that they feel a stronger connection towards one another (Muniz & O'Guinn, 2001). Muniz and O'Guinn (2001) research stated that members feel that they "sort of know each other" at some level, even if they have never met each other before.

Secondly, shared rituals and traditions define vital social processes and help companies to preserve and transmit the brand community's shared history, culture, and consciousness (Muniz & O'Guinn, 2001). These rituals and traditions are mentioned in Muniz & O'Guinn (2001) indicate shared consumption experience with the brand. Thus the celebration of the history of the brand, i. e. distinctiveness of the brand over time, its legacy of technological innovation, important events and personages, etc. and sharing brand stories are essential elements for the community and the company (Muniz & O'Guinn, 2001). Shared rituals and traditions help brand community members to differentiate true believers of the brand from opportunistic users (Muniz & O'Guinn, 2001).

Sharing brand stories is an important process as it points to and assists in learning communal values and also has ritualistic character and certainly represents a strong tradition within the brand communities (Muniz & O'Guinn, 2001). Sharing brand stories is an important process as it reinforces the consciousness of a kind between brand community members and supports their feeling of being with like-minded people (Muniz & O'Guinn, 2001).

Third, a sense of moral responsibility is a sense of duty or obligation to the community as a whole, and to its individual members (Muniz & O'Guinn, 2001). It produces collective actions in times of threat to the community and contributes to group cohesion (Muniz & O'Guinn, 2001). Particularly in the brand community, a sense of moral responsibility is decisive for the integration and retention of new community members and assisting in the use of the brand. According to Muniz and O'Guinn (2001), most community members helped others in their consumption of a brand by repairing the product or solving problems with it (Muniz & O'Guinn, 2001).

McWilliam (2000) studied the importance of a brand community and found that a brand community is one of the important ways to develop a brand. McWilliam's study showed that developing a brand community can enhance company sales and brand image.

Moreover, on the marketers' side, a brand community not only provides companies with an additional communication channel but also allows the possibility of establishing linkages to devoted users (Andersen, 2005). Shang et al., (2006) state that a brand community has an important function for many components: the brand, the customers and the company.

2.2   ONLINE BRAND COMMUNITY

Fuller, Jawecki, and Muhlbacher (2007) indicate that online brand community is a brand community that takes place in a virtual setting. In an online brand community, a customer can share their interest in a specific brand and do an information and knowledge exchange or express their feeling toward the brand easily (Dellarocas, 2003). Customer activity in the online brand community can influence customer relationship among the brand (McAlexander, Schouten and Koenig, 2003).

Based on Brogi (2014) literature, there are five key factors of online brand community. First, the level of participation and interaction of member in the community and among themselves (Casaló, Flavian, & Guinalíu, 2010). Next, the level of quality of relationships within the community is also a key factor of an online brand community since it shows how deep the satisfaction level of a community member towards the brand (Adjei et al., 2010; Casaló et al.,

2010). Thirdly, the level of identification. It is a degree to which a consumer feels their selves as part of the community recognizing similar to other members of the community, and unlike non-members (Algesheimer et al., 2005; Casaló et al., 2010). Fourthly, the level of quality of communication that expressed four dimensions of the information exchanged: timeliness, relevance, frequency, and duration (Adjei et al., 2010). Last but not least, communication quality, it affects positively on purchase decisions through the reduction of the associated degree of uncertainty and this is positively influenced by the presence of members with a high level of competence (Adjei et al., 2010).

2.2.1 IMPORTANCES OF ONLINE BRAND COMMUNITY

In fact, there are numerous benefits obtained by many parties with the existence of an online brand community. The benefit can be obtained for the brand, the company, and the customer.

2.2.1.1 For the Brand

Online brand communities have an important benefit to building relationship among the brand and the customer deeply (McAlexander, Schouten and Koenig, 2003). By maintaining customer relationship through the online brand community, we can measure community effort, tracking successful campaign, identify potential problems or innovations with the products (Hanson and Kalyanaman, 2007). Besides, the online brand community also helps to create brand loyalty (Anderson, 2005; Bagozzi and Dholakia, 2006; Muniz and O'Guinn, 2001; Schouten and McAlexnander, 1995) in order to the longevity of the brand (Fournier and Lee, 2009; Wirtz et al., 2013).

2.2.1.2 For the Company

The growing concept of online brand communities today can be a great opportunity for business improvement of the firms (Fernandez, 2010). The important thing is OBCs affected to help businesses to understand and target their current users well, to reach to potential customers and to improve communication with them at the right time and the right place, to increase their sales volumes, to gain a competitive advantage in the international e-marketing field, to control the flow of information in consumer networks, and to make innovation to differentiate themselves from the competitors (Bayer and Schreiber, 2011; Bruley, 2013). The online brand community can influence the customer's purchasing behavior (Adjei *et al*., 2010), boost the ability of a firm to know the thoughts of their customers through the monitoring of the information exchanged

(Kozinets, 2007; Cothrel & Williams, 2000). Next, OBC helps in enhance public awareness about the company social commitment (Costa and Menichini, 2013; Calabrese, Costa, Menichini, & Rosati, 2013). Online brand communities can also affect company relational capital. A company's relational capital consists of a large extent the quantity and quality of the company relationships with its customers (e.g., quality of services) and it involves the company image. For this reason, the online brand community can have a huge influence on the enhancement or deterioration of the company's relational capital. Next, it can help marketers to develop strategies that leverage the loyalty gained through membership of these communities and grow their support (Brogi, 2014). It will be important for marketers to understand the different experiences that the customers have while engaging with an OBC so that they can relate and effectively employ advertising strategy implementation in the context of online media (Calder *et al.,* 2009; Baldus *et al.*, 2015).

2.2.1.3 For the Customer

An online brand community is a social platform that is created for the customer to meet and share their passion and experiences to their preferred brand (Islam, Rahman, and Hollebeek, 2017). Based on OBC definition, we know that OBC can provide benefits to members, such as learning benefits, social benefits, self-esteem benefits and hedonic benefit (Shabbir *et al.*, 2015).

Learning benefit refers to content information and product knowledge related to a feature of the product, product support, and guidance to the customer about the brand and its product. Moreover, learning benefits guide consumers to build an archive and collect information while, instrumental features involves problem-solving support activities and mentoring new community members (Nambisan & Baron, 2009; Yen *et al.,* 2011). The social benefits that can maximize the participation of the customer in OBC through their knowledge such as friendship, social bond, appreciation, and encouragement. Next, self-esteem refers to fame and status in which customer seeks in a network. In online community a group member will get point or rank if they can guide other community members, inviting new members for sharing special techniques regarding brand/product and mentoring non-members to become an active participant in promoting brand events (Dholakia *et al.,* 2004; Sicilia & Palazon, 2008). Last, hedonic benefit associated with the entertainment factor that group member can gain after joining a community. It provides various pleasuring opportunities for community members such as online games, users made advertisements/cartoons and old/new promotional campaigns. With respect to the virtual

9

environment, the hedonic benefit is the vital reason for consumers to join and allocate leisure time for brand events (Wang & Fesenmaier, 2004).

2.2.2 TYPES OF ONLINE BRAND COMMUNITY

OBC can be classified based on its host. There are consumer-initiated communities in which these online communities are built by their members and company/marketer initiated communities which is built by the company in order to create a relationship with the customers and induce productive feedback from them (Henri and Pudelko, 2003).

2.2.2.1 Customer initiated communities / Customer created the OBC

Customer initiated communities is an online community that is built by the customer to make information and knowledge exchange about a specific brand (Porter, 2004). Generally, customer more prefer this type of online brand community because it allows other existing or would be a member to share information and knowledge without extrinsic motivates (Lee, Kim and Kim, 2011). Otherwise, a customer-initiated community also develops a positive impact on customer intention and engagement in online brand community (Lee, Kim and Kim, 2011). Otherwise, the consumer-initiated community has a negative impact since they cannot provide detailed information related to the product or services (Porter, 2004).

2.2.2.2 Company / Marketer initiated communities

Marketer/ Company initiated community or company host built is an online community built by the parent company in order to collect information related to customer response towards their product or service performed. The advantage of this host is providing detail information related to the product/service and their related usage. Besides, the lack of organization sponsorship community is an unfavorable opinion from customers might be blocked or deleted by the company because the community is created and controlled by the parent company (Porter, 2004). The other disadvantage is consumers more likely to associate the marketer's effort with extrinsic motives of profit exploitation (Lee, Kim and Kim, 2011). The extrinsic motivation sometimes makes the validation of the member posting could be doubtful.

2.3   ANTECEDENT FACTORS IN ONLINE BRAND COMMUNITY

The previous literature by (Lee, Kim and Kim, 2011) found that there are 2 types of factor that can influence customer desires to share the information and knowledge in OBC. There are intrinsic motivation or personality factor and external situational characteristic or extrinsic motivation.

2.3.1   INTRINSIC MOTIVATION

Some of knowledge management researches found that intrinsic motivation can be affected into information sharing (Cheung and Lee, 2007; Kankanhalli et al., 2005; Wasko and Faraj, 2000). Personality, which is classified as intrinsic motivation, can influence customer motivation, preference, and desire valued when they do information sharing in the online brand community (Harris and Lee, 2004). It would be important for a manager to know how deeply intrinsic motivation is related to their customer personality to make better segmentation decision, and achieve excellence by modifying their OBCs in accordance with consumers' specific personality-based traits, which, in turn, is expected to generate heightened customer loyalty to focal brands (Islam, Rahman, and Hollebeek, 2017). Next, intrinsic motivation significantly influences on individual behavior and determines their pattern of interaction with the environment (Mckenna and Bargh, 2000) also act as a critical driver of consumer engagement in OBC (Correa et al, 2010). In the previous study related to personality factor, there are several triggers that can influence it.

2.3.1.1 STATUS SEEKING

Status seeking is an activity designed to improve a people standing in a group and is therefore judged by the degree to which associated activities result in increasing prestige, honor, or deference (Bhalla and Lampel, 2007). Status seeking is aiming for an external or internal perspective. For internal perspective, people seeking status for psychological and emotional reasons. Status seeking is an ''ego reward:'' a valuable emotional good that individuals accumulate as a result of acquired status (Emerson, 1962). The source of status as an emotional good tends to vary. It may be rooted in the psychological need of individuals to generate better sentiments among peers (e.g., admiration), it may be due to socialization that equates status with living up to a certain normative ideal, or it may be simply that status generates more gratifying social contact (Homans, 1950). Status seeking in online brand community refers to the ''value that a participant derives from gaining acceptance and approval of other members and the enhancement of one's social status

11

within the community on account of one's contributions to it'' (Dholakia et al. 2004). In an online brand community, members may interact because such interaction brings peer recognition (Fuller, 2006) and status among the members of the brand community. Members' social status among other members is directly related to the extent of their contribution and involvement with the brand community. Butler et al (2002) also observed that visibility gained through participation in virtual communities provides recognition for a person's expertise on a subject and gives rise to self-efficacy and self-esteem. Smith and Kollock (1999) noted that the importance of being recognized as an individual in the community was one of the main reasons for members' participating in online communities. They suggested that if sharing knowledge results in an increase in status, people will be more willing to share.

In contrast, for an external perspective, status seeking is a process in which individuals mobilize and invest resources for returns in socioeconomic standing (Lin, 2001). Individuals, therefore, pursue status because it gives them access to greater economic and social resources, and they use economic and social resources to improve their status. For example, studies show that improving one's rank in the social hierarchy has a direct impact on social influence, which in turn puts an individual in a better position to pursue activities that are more directly lucrative (Ridgeway & Walker, 1995). Studies by Ball and Eckel (1996) and Ball, Eckel, Grossman, and Zame (2001) suggest that individuals with higher status tend to obtain better terms in negotiations than individuals with lower status.

2.3.1.2 SELF-EXPRESSIVENESS

According to Kim and Ko (2007) self- expressiveness affected to personality factor that can influence people desire to share information. Self-expressiveness is expressing one thought and feelings, and this expression can be accomplished through words, choice or action while Chan et al,. (2014) found that self expressiveness refers to the degree of information exchange among community members and between community members and the host community. It also refers to the extent to which the community facilities members in expressing diverse opinions (Jang et al., 2008). The online brand community has one important role as a social space that provides information exchange and experience sharing among the members (McWilliam, 2000), where customers with similar interests can freely express their opinions and exchange information with other members of the community.

In an online brand community, it allows members to socialize and interact with others (Dennis et al., 2010), and it also allows members to use objects they include on their networks to enhance self-expression and self-presentation (Ruane and Wallace, 2013; Wilcox and Stephen, 2012). For example, if a consumer 'Likes' a brand, the brand appears on their Facebook page and contributes to their online profile. Similarly, if a consumer is photographed wearing a brand and that photograph is tagged on Facebook, the brand's image may offer a reflection of the consumer's personality, supporting their self-expression.

Next, an online brand community also allows its members to express their self-identity (Cova 1997; Mitchell and Imrie, 2011). Previous research suggests that it is the ability to express one's self-identity that is the key reason for involvement with a brand tribe (Mitchell and Imrie, 2011). In the same way, a core reason for the use of an online brand community is their ability for enhanced self-expression and self-presentation (Pagani et al., 2011). As OBC is communication environments that allow for self-expression (Doster, 2013; Pagani et al., 2011; Wilcox and Stephen, 2012), they provide an additional method for consumers to create a social link that depicts their membership and devotion to the brand tribe.

2.3.1.3 INFORMATION SEEKING

In the online brand community, customers fulfill information needs both by receiving and sharing information (Dholakia et al, 2004). Receiving information in this term means that customers posting questions and reading other member's posts, while sharing information means the customers as the community members share the information that they have with other members contributing to a pool of information. By the member interaction in the online brand community, members collectively generate extremely rich information about their consumption activities of the brand. Besides getting and sharing information, member participates in OBC to fulfill specific tasks such as solving a problem, buying or selling a product or generating an idea (Dholakia et al, 2004).

There are several opportunities that online brand communities offer to fulfill information needed by their member, In fact, obtaining information has been identified by several studies as one of the chief reasons individuals participate in virtual communities (Dholakia et al. 2004; Wang and Fesenmaier 2004). Bagozzi and Dholakia (2004) found that nowadays brand communities provide opportunities for members in gaining expertise in a specific topic or in enhancing new

skills or interests. Brand communities provide members with several opportunities to discover and enhance their salient aspects. Due to the large presence of other like-minded members, brand communities provide opportunities to forge multiple connections with people for professional advancement. Such as in Beauty Talk by Sephora, the community supported by a beauty advisor so the customer, which Sephora members can ask and finding a solution about their skin problem based on the beauty expert suggestion.

2.5.1.4 SOCIAL CONNECTION

Social connection in the online brand community refers to members' need for interacting with other members of the online brand community for social support, friendship, and intimacy (Dholakia et al. 2004). Interaction in the form of discussions, private contact through e-mails, and other means provide a way for participants to meet like-minded people to gain support and establish and nurture friendships. As members interact with other members, relationships become more personal and intimate over time (Walther, 1995). Due to the nature of virtual communities, it is relatively easy to find other members with similar motivations.

Not surprisingly, social connection and a need to communicate were mentioned repeatedly, as well as searches for people with whom to discuss different topics such as a specific brand. There are five activities that social connection might be associated. First social connection is mainly related to social surveillance, i.e. users are interested in seeing what is happening in their network of friends and acquaintances. The community members visited specific sites that included content posted by an acquaintance (e.g. a friend's blog) or they just wanted to know what people do. Second, social connection is also related to activities where community members can share different content with each other or experience together something new or different. The community members occasionally reported that the user-generated information influenced and changed their own opinions, e.g. after reading Internet discussion board content. Third, social connection activities appeared to facilitate a feeling of belonging and bonding to a specific social environment and between members of a social group. The members visited the user-generated content to learn what people are talking about and to connect with members of their social context. Fourth, social connection is also related to being up-to-date concerning events and happenings in the social network and participating in the events. This is one of the main attractions of social networking sites as well as blogs, discussion forums, and video sites. Many community members

reported that they were addicted to being up to date with everything. Knowing things also gave them a feeling of social advantage. Last, social connection is related to users need to stay in touch with their friends and family, since it can build the social networking by photo-sharing.

2.3.1.5 RECIPROCITY

An online brand community accommodates social exchange between the members in the community. The community members expect their service to others to be returned at a beneficial time and endorse ongoing supportive exchanges with each other (Onyx & Bullen, 2000; Shumaker & Brownell, 1984). For example, individuals expect their support to be returned in the form of exchanges, such as in-kind, alternate forms of aid (i.e, having answers and replies), or companionship for helping a mutual friend in an online social network (Wellman & Guilia, 1999). According to Chiu, Hus, and Wang's (2006) study, the amount of information that community members shared within an online community increased as they perceived a strengthening sense of reciprocity. According to Wasko and Faraj (2000), individuals perceived their supportive exchanges as moral obligations, such as answering other postings and helping other members because they belong to the community. Consequently, with a strong generalized norm of reciprocity, online communities will continue to grow (Giesler, 2006) and foster social capital accumulation.

According to the literature review above about social capital dimensions applied in an online brand community context, there are three dimensions of social capitals that develop because of individuals' interactions in an online brand community: structural, cognitive, and relational capital. Consequently, by applying Nahpiet and Ghoshal's (1998) social capital dimensions at the individual level, this study examines how an individual's social network ties, cognitive capital, and relational capital influence accumulations of social capital collectively in an online brand community. Next, structural social capital also plays an important role underlying voluntary knowledge exchange in online networks. Wasko and Faraj (2005) examined how social capital influences knowledge contribution in online networks--a social tie or structural link created as responses to others' postings positively influence their voluntary knowledge contribution. In addition, Chiu et al. (2006) found positive relationships between the volume of knowledge sharing and the amount of time spent among members with the online community. Individuals perceived stronger social network ties with other members as they increasingly

expected mutual reciprocity with members in exchange for their shared experience and knowledge. This perception increased their interactions, such as posting ideas and responding to others' comments (Chai, Das, & Rao, 2012).

2.3.1.6 SELF ACCOMPLISHMENT

Brands become linked to the self when a brand is able to help consumers achieve goals that are motivated by the self. They may act as symbols of personal accomplishment, provide self-esteem, allow one to differentiate oneself and express individuality, and help people through life transitions. Markus & Kitayama (1991) explain self-accomplishment as an activity that focuses on the social self and how the self is related to other people (interdependent self-construal). Furthermore, under a self-regulation system, individuals strive for their ideal selves through advancement, ideals, and accomplishment, prompting them to approach conditions that lead them to desired end states (Johnson et al., 2010). This personality trait is characterized by enduring and consistent concern with setting and meeting high standards of achievement. This need is influenced by the internal drive for action (intrinsic motivation), and the pressure exerted by the expectations of others (extrinsic motivation).

Self-accomplishment is related to the difficulty of tasks people choose to undertake. Those with a low sense of accomplishment may choose very easy tasks, in order to minimize the risk of failure, or highly difficult tasks, such that a failure would not be embarrassing. Those with a high sense of accomplishment tend to choose moderately difficult tasks, feeling that they are challenging, but within reach. People high in sense of accomplishment are characterized by a tendency to seek challenges and a high degree of independence. Their most satisfying reward is the recognition of their achievements

2.3.1.7 SELF DOCUMENTARY

Kenny (2018) explained documentary as a way of documenting something non-fiction that has happened, is happening and it will be reported as a genuine record. Self documentary means the willingness of people to documenting something that happening as their footage.

2.3.1.8 ESCAPISM

Escaping in the online brand community is classified as entertainment motivation, since it provides relaxation, pleasure, fun and enjoyment (de Vries and Carlson, 2014; Kang et al., 2014; Muntinga et al., 2011; Pöyry et al., 2013; Tsai and Men, 2017), which lead people to use online brand community (Cheung et al., 2011; Lin and Lu, 2011), and lead the customers to participate in a virtual communities (Dholakia et al., 2004; Wang et al., 2002; Zaglia, 2013).

Quantitative studies by Jahn and Kunz (2012) and de Vries and Carlson (2014) empirically validate the positive relationship between hedonic values and (fan page) usage intensity (i.e. consuming behavior). Similarly, Pöyry et al. (2013) find a positive effect of hedonic motivations on browsing (i.e. consuming behavior). Furthermore, Pletikosa Cvijikj and Michahelles (2013) indicate that entertaining brand posts function as antecedents of likes, comments, and shares ratios (i.e. contributing behavior). Next, the study by Korgaonkar and Wolin (2002) also suggested that people use the internet not only for retrieving information but also for seeking entertainment and escape. Lin (1999b) identified the relationship between internet usage motivations and the likelihood of online service adoption.

Besides some of the factors mentioned above, there are other factors that affect people personality motivation in terms of information sharing process in OBC which is important to explore and learn more about.

2.3.2   EXTRINSIC MOTIVATION

Information sharing can also be affected by extrinsic motivation. Extrinsic motivation is influenced by the strength of social size and size of the social network (Kim, Lee, and Elias, 2015). This factor influenced because people used the online brand community as a media to make a new relationship or maintain a relationship with other (Ellison et al., 2007).

2.3.2.1   REWARD/INCENTIVE

Rewarding factors can influence customer willingness to share in the online brand community since they stimulate customer desire. Reward refers to monetary reward, psychological reward or recognition for active participation in a brand community (Jang et al, 2008; Kim et al, 2008). Some previous research found that the level of engagement depends on how members perceive the reward and recognition provided (Kahn, 1990). When customers

perceive rewards from the OBC, they will participate and feel obliged to devote themselves to a higher level of engagement.

Previous studies have found that psychological rewards are positively correlated with the level of brand awareness (Dobele et al., 2005; Kotler et al., 2006). Similarly, Cliford (2010) found that rewards (e.g. loyalty programs) are associated with positive brand awareness in an online brand community. OBC users also can gain social values when interacting and sharing resources with others (Sigala, Christou, & Gretzel, 2012). The social benefits that users perceive from OBC could potentially heighten brand awareness. This finding is consistent with Kotler et al. (2006) which indicated that rewards for activities effectively stimulates both dimensions of brand awareness, recall, and recognition through the use of travel-related OBC. This implies that when online brand community users receive psychological rewards, they are likely to maintain recall and recognize the brand under different circumstances. Finally, rewards for activities are found to be highly correlated with brand awareness.

Next, monetary reward involves rewards and economic incentives such as special deals, discounts, coupons, promotions, giveaways and gifts (Azar et al., 2016; Davis et al., 2014; Kang et al., 2014; Luarn et al., 2015; Muntinga et al., 2011; Tsai and Men, 2017). To receive them, consumers engage in consuming, contributing and creating behaviors (Davis et al., 2014; Dolan et al., 2016; Kang et al., 2014; Luarn et al., 2015; Pletikosa Cvijikj and Michahelles, 2013). Rewards and economic incentives such as special deals, discounts, coupons, promotions, giveaways or gifts regularly require people to exhibit contributing (e.g. liking, commenting, sharing remunerative posts) or creating (e.g. uploading pictures or videos with brand-related content) behaviors.

Motivation (intrinsic vs. extrinsic) → information sharing → OBC

CHAPTER III

RESEARCH METHOD

A qualitative approach was employed as the research methodology. This approach is chosen to explore more deeply the reasons why customers want to do information sharing in online brand community, in line with the goal of this research project. Besides, grounded theory strategy would be adopted since it uses to elicit the interviewee's stories. This chapter provides an outline of the methods used in this study and explains the research design and data collection methods.

3.1   GROUNDED THEORY

Ground theory strategy is a research method that will help to develop theory from the data rather than the other way around. This method is based on three elements; concepts, categories and propositions, or what was originally called "hypotheses" (Mohammadpur, 2015). It will provide a detailed and systematic procedure for data collection, analyzing the theory but still concern about the quality of the theory (Strauss and Corbin, 1997). The grounded theory is suitable for this research because it allows a focus on the processes and actions of consumers associated with change (Strauss and Corbin, 1990). It requires control of data collection and analysis, and as a result, it will provide more analytical control to the material. Basically, the purpose of grounded theory method is to build a theory, not testing a theory by doing a study about the general area and allows the theory to emerge from the data. As a result, proportions and hypothesis will be presented, and the theory concept only for suggestion not proven.

3.2   DATA COLLECTION

Since our research is conducted in a qualitative method. According to the methodological congruence concept, we have selected semi-structured in-depth interviews for the data gathering strategy. Semi-structured in-depth interview is a two-way conversation that is used to get a deep understanding related to topic questions. The difference between semi-structured and structured in-depth interview is that semi-structured has a flexible and dynamic style of questioning directed towards understanding the significance of experiences from the interviewee perspective (Iverson, 2006). This method is chosen because it is appropriate to use in the qualitative method and the grounded theory methodology since it can analyze the account of member in some social setting (Jaber F. Gubrium et al., 2012). In-depth interviewing provides an open-ended, detail exploration of an aspect of life which the interviewee has experienced and often considerable insight (Jaber F. Gubrium et al., 2012). The interviewer engages the interviewee in a "directed conversation"

(Lofland & Lofland, 1995), although the interviewee's concerns and comments shape this direction.

In the in-depth interview session, the researcher is going to ask some open-ended questions about the key topic that covers the research ground, in order to allow the interviewees to discuss what is important from their perspective. Next, the researcher uses planned and unplanned probing to uncover details and specific descriptions of the interviewee's motivations. This interview session is recorded by using a mobile phone with the interviewee's permission, and the transcript is provided to accurate records for analysis. All of the standard procedures are followed in this interview to maintain the confidentiality of the interview data and the anonymity of the interviewees.

The interviews are structured around a list of topics based on concepts presented in the existing literature, including customer motivation to sharing in online brand community, the emotion that arises as to the consequences of sharing and the behavior that appear as an effect of the emotion toward the brand. The core topics were as follows:

1. Are you a member of an online brand community?
2. Would you tell me about the community that you have joined? (specific about customer hosted/company hosted)
3. Can you tell me the story about what motivated you to join this community? (motivation and benefit that customer get by join to this community)
4. Can you tell me the comparison of your perception and feeling toward the brand before and after you join the community? (Brand image before and after the member joins the community)
5. Do the community member support to each other?
6. Do join the community influence how your attitude towards the brand?

3.3   RESEARCH PROCEDURE

Morse (2002) suggested the qualitative researchers choose a sample in a way that maximizes access to the phenomenon under study by selecting cases in which it is most evident. The criterion of the interviewee is an expert person who has prior experience with the phenomenon in order to be able to provide the researcher with a valid account of their experience. According to these statements, in this study, the researcher has followed a procedure called purposive sampling as the initial sampling strategy. In this strategy, only selected participant that meet the criteria of the interviewee will participate in this research.

3.3.1   TYPES OF ONLINE BRAND COMMUNITY

Our initial set of participant includes 20 online brand community members, who already join an online brand community at least 6 months before this interview was conducted. The domicile of the interviewees should be in Taiwan in order to facilitate the face-to-face interview process. The next criteria of the interviewee are the usage frequency of the online brand community which has to be a minimum of once a week, and at least posting one comment once a week in the community. The types of the online brand community can be company hosted online brand community or customer hosted online brand community. These are several customers hosted – an online brand community that mentioned by the interviewees in this research:

a. Discord :

Discord is an application designed to help gamers talk to each other in real time. While playing the game in their device, discord makes people log in into their application and enter a group chat with one or more other gamers so they can talk while they are playing. This app is designed to run nicely alongside a game, while the desktop version is designed to use less computing power than other voice-chat apps, and it is provide customization for their member on their app looks on-screen to make it ride alongside your game rather than interrupting it. The other features that Discord has are text-based chat rooms and direct messages. Connecting with friends involves joining an existing gaming server or sending an email invitation. Using nearby feature when adding friends (and supported with GPS), you can find friends near you. You can also block users and avoid content that you don't want to see. This application already used by 250 million user accounts, plus 14 million daily active users (Black, 2019), and the users can get this application for free in windows, IoS, Android, and Linux devices.

b. WINNER Facebook Fanpage (Unofficial)

WINNER is a male South Korean music group formed by YG Entertainment in 2013. This group consists of four members. Since its debut, WINNER has fans all over the world, which lead to the formation of their fans club all over the world. YG Entertainment as the agency of this group created their official fans club but the non-official fans clubs also exist which is very common in K-Pop – a music genre abbreviated from Korean Pop.

YG Entertainment uses an online platform to create this community. One of the platforms used is Facebook. Their official Facebook page has 1.8 Million followers all around the world with the majority of female fans. Its official Facebook account posts regularly about the group's promotional content, which can be commented on by the followers. However, the discussion is limited due to the design of the Facebook fan page. Therefore, most of the time, this official account will post promotional related content and fans will use the comment section to post their comments.

Non-official fans club is quite common in K-pop. WINNER also has its own non-official fan bases throughout the world. Fans themselves create these groups. While official fans club would post their promotional content, non-official groups usually post pictures or other contents, which are not posted by the official account. These fans club would function as a forum as well where they would discuss the member, the music, or souvenirs. Since every country has its fans club, the discussion varies from one country to another one.

c. Steam

Steam is a digital platform built by valve production in 2003, to help gamers to purchase and playing video games. Nowadays, steam supported by the third party players so it provides the user with installation and automatic updating of games, and community features such as friends lists and groups, cloud saving, and in-game voice and chat functionality. Steam also offers digital rights management (DRM), matchmaking servers, video streaming, and social networking services. The steam platform is the largest digital distribution platform for PC gaming, estimated in 2013 to have 75% of the market space (Edward, 2013). By 2017, users purchasing games through Steam totaled roughly US$4.3 billion, representing at least 18% of global PC game sales and in 2019, the service of Steam have been registered by 90 million users (Bailey, 2018). This software provides a freely available application programming interface called Steamworks, in

which the developers can use to integrate many of steam's functions into their products, including networking, matchmaking, in-game achievement, microtransactions and support for user-created content through steam workshop. The steam for pc can be freely downloaded by Microsoft operating system and for macOS and Linux were later released. While, for mobile application, this application freely connected with IoS, android and windows phone.

Besides, there are also several companies hosted – an online brand community that mentioned by the interviewees in this research, such as:

a. Nike+ Community

Nike+Community is a membership site that has played a strong role in Nike's branding strategy as it provides members with a variety of apps and resources to encourage motivation, healthiness, and loyalty to stay healty and fit. Nike+Community provides users with apps that allow them to track statistics for their exercise and fitness activities. There are apps for many different specific activities: Nike+ running, Nike + Training Club, Nike Soccer App, Nike SB App for connecting the skaters around the world, and Nike Golf 360 App. The members of Nike+Community could be everyone because the user of running, training, golf, soccer, and skateboard can come from different ages. Skateboarding, however, generally appeals to younger people while golfers tend to be older. For Nike + Community supported by GPS and music, by connected to Spotify and iTunes. Users have to sign in to share their stats with other users and otherwise interact with the community. This is the powerful social aspect of Nike+, where you can discuss, share, motivate and compete with other users (*The New Nike+ App Inspires Athletes To Pursue Their Potential - Nike News*, 2016)

b. PlayStation Community

PlayStation Community is a type of online forum for PlayStation user made by Sony itself to enable their user to have discussions regarding this product. This forum is where discussion with fellow gamers takes place. The topic of discussion itself can be about the tips and tricks of several games and about how problems regarding either the games or the console can be troubleshot by either fellow gamers or by professionals. It is possible also that this forum discusses what game is recommended to play or which games are not worth the money. This forum is an integral part of the PlayStation website by Sony, which is basically used to market its PlayStation product.

c. Shopee

Shopee is a leading e-commerce platform in Southeast Asia and Taiwan that build in Singapore, 2009, by Forrest Li. This platform helps people to buy and sell products online. Shopee offers online shopping security through its own escrow service called "Shopee Guarantee" (Tegos, 2017) where it withholds payment to sellers until buyers have received their orders (Husain, 2015). In the beginning, shopee started as a primarily a customer to customer market place (C2C), but now it's moved become C2C and B2B hybrid model. In order to attract the sellers to join shopee, it doesn't charge any sellers fees/commissions and listing fees for their seller, and it becomes the competitive advantage of shopee. This app already downloads by 80 million users and provide more than 180 million active products from over four million entrepreneurs (Bernama, 2017). While in Taiwan, shopee becomes the first e-commerce and shopping marketplace in 2018 and 2019 (similar web, 2018).

d. Beauty Talks by Sephora

Beauty Talks is an online community that builds by Sephora in order to make people over the world to come together and help each other find the product that is worth their hard-earned money. This group is specially made for Sephora members over the world, so the requirement for joining this group is by joining Sephora membership. They provide "beauty adv" to help customers get advice from the expert about their skin problem. Next, Sephora also offers a team of beauty consultants to provide beauty advice and, personal consultation. This application is offered for free in android and IoS mobile platform. It also supported by "Live Community Chat" where they can ask a question pointed at fellow Sephora shoppers to help validate their decision before checkout.

e. My Starbucks Idea

My Starbucks Idea is an online community that builds by Starbucks company in 2008 to help increase the company's focus on the customer and what they want (Fournier, 2019) The company strives to emulate the coffee shop barista experience online by engaging with customers and building relationships. On My Starbucks Idea, Starbucks gives customers insight into what the company is doing and makes them feel like an insider. The site is simple and transparent. Once you enter the website, you can pick from three options. One, you can submit a new idea. Two, you can view ideas – what have other people asked for. And three, you can see the ideas in action – the ideas that have been recommended to key decision makers.

After an idea is submitted, the company has a team of Idea Partners who read all the ideas. The team then takes a combination of the most popular (based on public votes on the website) and innovative ideas and presents them to key decision makers in the company to figure out how to put the ideas to work. The user of my Starbucks idea comes from many different ages, start from young people until old people, but they have the same characteristic, that is a coffee enthusiast. So it might be shown that Starbucks can reach the customer from all different ages by this community(Fournier, 2019)

f. Marvel: Future Fight

Marvel: Future Fight is a video game developed by Netmarble Games, a South Korean Gaming Company, which is affiliated by Marvel. This game was released on April 30, 2015, for IoS and Android platform. This game received 4 out of 5 stars from Gamezebo. This good review is one of many reasons why this game is played by many people around the world. The developer, Netmarble Games, is one of the leading gaming companies which have worked alongside Marvel to develop games based on the storyline of Marvel movies. This game is no exception. It's an adaptation of Marvel superhero movie with its characters.

With the number of people playing this game, Netmarble created a forum for this game in which players around the world can share their thoughts about this game. The number of users in this forum reaches more than 500 thousand people around the world. These people gather to have discussion inside the forum. The forum itself has several sub-forums for different topics. In general, the forum discusses the gameplay and how to troubleshoot the problem of this game. The gameplay discusses the topics of how to achieve the achievements or to obtain certain items in the game. This includes tips and tricks of the game and guidance for a certain level of the game. The troubleshoot subforum is dedicated for technical issues of the game which is also commonly referred to as bugs. Other users will help to find solutions to the problems. Updates of the game are also discussed in this forum which also includes the procedures of updates for the best result.

g. Google Maps

According to Upphay (2010), Google Maps is an online map developed by Google which offers satellite imagery, aerial photography, street maps, 360° panoramic views of streets (street view), real-time traffic conditions, and route planning for traveling by foot, car, bicycle and air (in beta), or public transportation. Basically, Google Maps is an assistant to help users find direction to their destination. This leads to further development in which Google Maps becomes a

local guide for its users. Many landmarks mapped in its system can be rated and be reviewed by the public. This feature leads to becoming one of the most powerful means in marketing some places or business in order for the landmarks to obtain the best reputation possible.

One of the features is that reviews and ratings are made public and its result cannot be changed by the owner of a landmark but reviews can be flagged as inappropriate which can lead to review erasing by the administrator. Therefore business and landmarks are trying to give their best service to satisfy visitors. The existence of a mobile app version of Google maps also makes access much easier for users.

People who give ratings and reviews are Google users. However, there is a distribution of demographic data of reviewer and the location whom they give reviews. Basically, Google users are hugely diverse in terms of demographic backgrounds – such as age. However, not all of the users would give their reviews altogether. The location in which the reviews are given tends to have a correlation to the people who give the reviews. For example, Cafe and other hangout spots tend to be visited by youth. Therefore the reviews on this platform are filled by them. In the other hand, the reviews for places where it is very common to be visited by adults also tend to be filled by adult users.

h. Gigabyte Forum

Gigabyte forum is an official forum that builds by gigabyte as a prestigious laptop for gaming. This forum build to help the members of gigabyte know more deeply about gigabyte products and share their experience using gigabyte. The are several types of gigabyte forum, start with an online forum in their official website, Instagram official account and facebook official accounts of a gigabyte. In the online forum, the discussion separated based on the laptop or pc series that the customers have. Since it is a private forum, so the requirement to join to gigabyte online forum is by joining the gigabyte membership program. While, for the official Instagram account and Facebook fan pages, it can be accessed by every people around the world.

i. PUBG Facebook Fan Page (Official)

PUBG or PlayerUnknown's Battleground is a video game with battle royale genre, which is basically a video game genre that blends the survival, exploration, and scavenging elements of a survival game with last-man-standing gameplay. This game was published by PUBG Corporation on 20 December 2017 for PC version. This game is also available on a mobile

platform such as Android. The mobile version was released in 2018. Combined, this game has over 400 million users worldwide.

This game created their official fan page on Facebook. There are also several non-official groups which serve as a discussion forum for fellow users. The official page in Indonesia has over 5 million followers from all over the world. Although this game has a battle royal concept, female users are also present in this forum. This fan page serves mainly as a means not only for posting their promotional content but also their product support. Any technical support needed regarding this game will be responded by the administrator. Updates notes for several devices is also being informed by using this fan page. Other than that, other users are able to use this forum to ask for assistance regarding the game story. The assistance that is very common in the forum is about how to obtain or to gain certain access in this game.

j. Dior Facebook Fan Page (Official)

Dior facebook fan page (official) is an official fan page that builds by DIOR company as a media communication between the company and the customers and uses Facebook as the tool. in general, Dior has an official Facebook fan page for each country and use the country local language to interact with the customer, for example, Vietnam has their own Dior official facebook fan page that uses the Vietnamese language to communicate with customers.

The activity that mostly the member did in that community is sharing information about the new product, question, and answer by the expert, sounding of an event or promotion. The customer can share their experience using Dior products, how its look for their skin, exchanging the information and file a complaint with the company if they faced unsatisfied experience. Beside, Dior often offers an interesting promotion, such as if the customer invites their friend to Dior facebook fan page they will get an extra discount, or if they like the facebook fan page of Dior, they able to get more discount.

k. HayDay Facebook Fan Page (Official)

Hay Day is a freemium mobile farming game developed and published by Supercell. Hay Day was released for iOS on 21 June 2012 and Android on 20 November 2013. The members can install this game for free in Android, IOS, Google Play and Amazon. Basically, HayDay is the farming game where the members can grow and customize their own farm, trade crops and fresh goods with neighbors and friends through their very own roadside shop, fulfill orders with their truck and even by steamboat and build their own town and welcome visitors.

HayDay facebook fan page (official) is an official account in facebook that builds by HayDay company to communicate with their members. The members of HayDay come from any ages and background. There is only one official facebook that HayDay builds in this media. In general, the activities that the members did were informing a new event of the game, offer a bid to get the diamond, and informing a competition. When the member wins the competition, they can get a diamond for free as the gift.

By diversification of online brand community types, the researcher hopes that it can make the result become more variance. Mostly the interviewees write and post in the online brand community related to what they thinking of, what they feel, what they are looking about and replying other community members comment. While in some online brand community, the interviewee can have streaming application in order to see what the other community members are doing. The topic that they discuss in the online brand community might vary each day, so the communication in the community become interactive.

3.3.2 INTERVIEWEES

There are 20 interviewees that participate in this research; all of them are an online brand community member. The participant's aged range from 23 – 40 years old, comes from a different educational background, starting from bachelor degree to doctorate degree. The occupation of the participants also varies, some of them are worker, some of them are a student and some of them are lecture/researcher. Next, all of the participants come from a different country background in Asia; Indonesia, Vietnam, Taiwan. Interviewees include both female and male, for this interview there are 12 male participants and 8 female participants. Table 3.1 shows a list of the interviewees involved in this study.

Table 3.1 List of Interviewees

No.	Name	AGE	GENDER	OCCUPATION	EDUCATION	NATIONALITY
1.	PTR	27	Male	Student	Master	Taiwan
2.	ZZ	24	Female	Student	Master	Taiwan
3.	JC	30	Female	Student	Master	Vietnam
4.	EV	24	Female	Student	Master	Taiwan
5.	LL	27	Female	Student	Master	Taiwan
6.	LZ	25	Female	Employee	Master	Indonesia
7.	ADR	23	Male	Student	Master	Indonesia
8.	YY	25	Male	Student	Master	Indonesia
9.	KV	25	Male	Student	Master	Indonesia
10.	AR	22	Male	Employee	Bachelor	Indonesia
11.	MC	22	Male	Student	Bachelor	Taiwan
12.	HRY	23	Male	Student & Employee	PhD	Indonesia
13.	JO	32	Male	Lecture	PhD	Taiwan
14.	YZ	26	Male	Student	Master	Taiwan
15.	IF	32	Male	Student	Master	Indonesia
16.	KET	39	Female	Student & Employee	Master	Taiwan
17.	DI	25	Male	Employee	Master	Indonesia
18.	JERR	22	Male	Employee	Bachelor	Vietnam
19.	FLO	24	Female	Employee	Bachelor	Vietnam
20.	FL	24	Female	Student	Master	Indonesia

According to table 3.1, we can see that the interviewees that participate in this research come from diverse backgrounds. By retrieving interviewees with a variety of different backgrounds, the researcher hopes that it can represent the majority members of the online brand

community in Taiwan, so at the end of this research we can build a better generalization as the result.

3.3.3 INTERVIEW PROCEDURE

This research started with finding the interviewees based on the criteria that the researcher mentioned before. After making an appointment with the interviewee, the interview session held. More or less, this interview session took 30 minutes – 1 hour. For some interviewees, the researcher used a translator to facilitate communication between interviewees and interviewers. The translator is used because some of the interviewees are less able to communicate in English, so to avoid miss interpretations between the interviewers and the interviewees, the translator is chosen. The criteria of the translator are able to fluent speak Chinese and English.

At the beginning of the interview session, the interviewers mentioned some information about the interview regulation to the interviewee. After reading all of the regulation and got the acceptant from the interviewees, the interview session is started by following the topic questions that already prepared before. Since this interview adopted semi-structured in-depth interview strategy, so this interview session has dynamic and flexible questions depend on the events found in the field. All of the interview session was recorded for the documentation. After the interview session finished, the researcher makes a transcript based on the conversations that have been previously recorded. To maintain the privacy of the interviewees, the author wrote the initial name of the interviewees.

3.4   DATA ANALYSIS
3.4.1 OPEN CODING

Open coding is coding that starts from an understanding a not yet clear form that contains a list of relevant categories ("open codes"). Data is encoded with classifying into data elements in the form of themes or categorization then look for patterns between categories based on commonality, causality / causal relationship, etc. In the beginning, the process of initial coding will be done by reading a number of literature and applying code words to a section that identifies the pertinent concept (Glaser & Strauss, 1967). In the next step, a list of code words for all transcript is compiled and combined together against the original transcript to ensure that a code word was used consistently throughout all the transcript. When the researcher makes a

categorization, patterns, common themes and differences are identified and assigned to it. The categorization process is over by one person to further ensure the consistency of code words.

3.4.2 THEORETICAL CODING

The second stage of the analyzing process is by taking the concept that is formed as long as the open coding process takes place and rearrange them with propositions about their relationship. Theoretical coding is based on broad interrelations that are gradually revealed by the investigator. The writing of theoretical coding requires researchers to distance themselves from the data and also helps them to go beyond purely descriptive work. By using the constant comparison method, some codes were subsumed under broader or more abstract categories. In the final part of this stage, the core categories and their relationships were shaped.

3.4.3 SELECTIVE CODING

In this phase, the researcher is particularly active as an author on the basis of the categories, coding notes, memos, networks, and diagrams so far developed. The main story revolves around a core category, unfolds this in a concise way and shows relationships with other important categories. After determining the core category, its properties and dimensions, other relevant categories are related, systematically and in a schematically oriented manner (for example, in the sense of the coding paradigm), to the core category. Once the relationships to the main categories have been formulated, their particular properties and dimensions may be compared with regard to regularities and patterns. At the end of this stage, the theory will be focused on a smaller set of higher-level concepts.

3.4.4 CODING RELIABILITY

Qualitative research such as grounded theory research suffers from the common but oversimplified and misleading image that it can not provide reliable information about a broader class' (Flyvbjerg 2011, p. 301). This low regard for grounded theory research is at least in part caused by doubt about the reliability of grounded theory findings which are often mistakenly considered less rigorous (Flyvbjerg 2011). The reliability of the content analysis, through the coding of the interview transcriptions, can be tested through an inter-coder reliability check. According to Riffe et al. (2005), inter-coder reliability check is crucial, since, without it, the reliability of the findings will be meaningless. Next, Krippendorff (2004) states that analyst can check the reliability by duplicating their research efforts under various conditions and check the similarities and differences in readings, interpretations, responses to, or uses of given texts or data.

For example, by using several researchers with diverse personalities, by working in differing environments, or by relying on different but functionally equal measuring devices. Reliability is indicated by substantial agreement of results among these duplications.

3.4.4.1 INTER-CODER RELIABILITY

The inter-coder reliability of the content analysis of the interviews was tested by an expert coder that is already familiar with this research topic. In this case, a random sample was drawn from all interview transcript. Next, the expert coders coded a sample of the interview transcripts and the papers in order to get acquainted with the rules of the 'coding and categorizing protocol'. After coding the interviews and papers, the coding results of the coders were compared and discussed. We need to make sure if the coding results were subjective so inter-coder reliability is crucial in content analysis. Lastly, we calculated the inter-rater agreement and inter-rater reliability to show the evidence of this research.

3.4.4.2 INTER-CODER RELIABILITY CALCULATION

A. INTER-RATER AGREEMENT

Since the data that established in this research available in the spreadsheet, we used inter-rate agreement in order to evaluate the agreement between two classifications (nominal or ordinal scales). Inter-rater agreement formula shown as:

Inter-rater agreement = consensus coding results / total coding results

Based on this research, we found 10 factors that motivated the customer to share their experience in an online brand community. According to the ten factors, there are three differences between each coder. Based on the previous formula, the inter-rater agreement will be:

Inter-rater agreement = (10-3) / 10 = 0.7

In conclusion, the inter-rater agreement for this research will be 0,7

B. INTER-RATER RELIABILITY

The assessment of IRR (Inter-rater reliability) provides a way of quantifying the degree of agreement between two or more coders who make independent ratings about the features of a set of subjects. If the number of IRR less or the same than 1, this means that the findings are acceptable. The formula of IRR is:

IRR : (n * inter-rater agreement) / [1 + ((n-1) * inter-rater agreement)]

n: numbers of coders

Based on the formula above, we calculated the IRR and found that the number of IRR is 0.82. Since the value of IRR is bigger than 0.70, so the coding quality of the current research is acceptable (Nunnally, 1978).

CHAPTER IV

RESULT AND FINDINGS

4.1   IMPLEMENTATION OF DATA ANALYSIS

After we collected all of the data using a semi-structured in-depth interview and making the interview transcript, the following process is making the data analysis. The data analysis is started by making an open coding. In this research, open coding is started by making a categorization based on the statement that the interviewees stated during the interview process. We classified it into some categories :

Table 4.1 Implementation of Data Analysis

Categorization	Interviewee	Comment
INFORMATION SEEKING	DI	Because I want to just share and asking in the community. I write because another member also gives you something to share. Because I join the community, I need to give something back to them
SATISFIED WITH THE BRAND		Oh yeah, I feel satisfied, both with the brand and the community. Because it helps me to get some information about which game I should buy, and PlayStation always renew their game every season.
LOYALTY		Actually, I already play PlayStation for a long time but just joint the community 3 or 4 years ago

After making a categorization, we took a concept that is formed as long as the open coding process takes place and rearrange them with propositions about their relationship, which is called as theoretical coding. Based on Griffith, et al (2018) information seeking has a positive moderating effect on their perceived product satisfaction. The more customers who feel satisfied with the information that they get from a brand community, the higher they will be satisfied with the brand's performance and the community because basically an online brand community is built to fulfill information needed of their members (Dholakia, 2004). Next, after customer feels satisfied with the brand, loyalty to the brand arise as the consequences, because when the customer feel satisfied with the brand they will have a positive state of mind in purchasing that brand, and it triggers the loyalty (Awan & Rehman, 2014).

The last step of data analysis is selective coding. In this phase, we make diagrams or network based on the previous step that is already done. By developing the diagrams, it can show the relationship between the categories. Based on the theoretical coding, we make a diagram that shows the relationship between the antecedents, moderator and consequences factor as shown below:
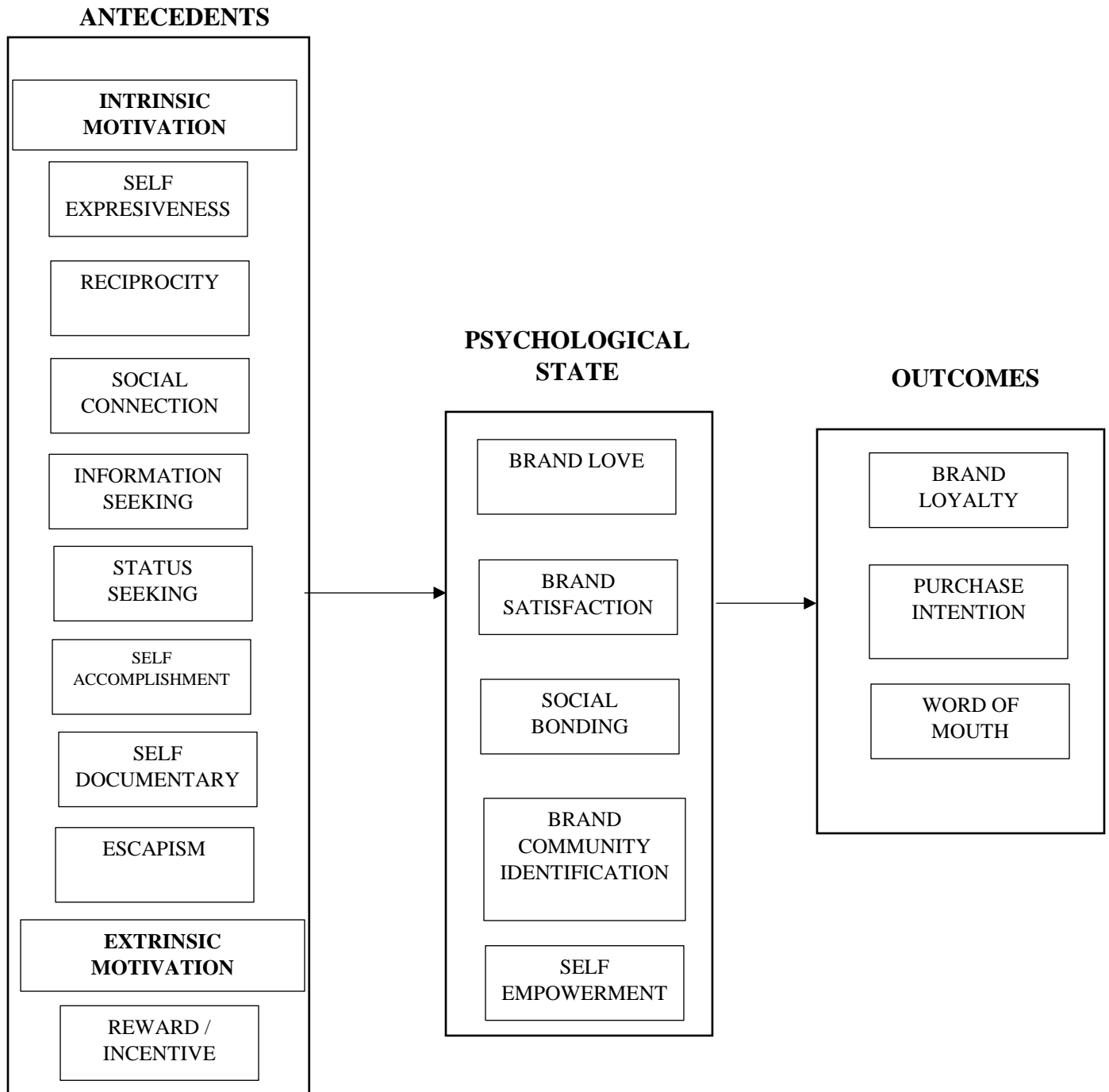
Figure 4.1 Information sharing in the online brand community

4.2   FINDINGS

The main purpose of this research is to understand the information sharing process in the online brand community, starting by exploring factors that motivated the customer to share in online brand community, how its factors change customers emotion and feeling toward the brand and how its feeling affected to customer behavior. The types of the online brand community used in this research can be a customer-hosted or company-hosted online brand community.

The qualitative research related to information sharing process in the online brand community found nine antecedents that motivated the customer to share in the online brand community. Based on these nine antecedents, most of them are classified as intrinsic motivation and one antecedent classified as extrinsic motivation. These antecedents are status seeking, self expressiveness, reciprocity, social connection, information seeking, self-accomplishment, self documentary, and escapism that are classified as intrinsic motivation. The other one is a reward or incentive which is classified as extrinsic motivation.

Next, the research found that these antecedents that motivated the customer to share in the online brand community lead their feeling and emotion towards the brand and the brand community, and it is classified as a psychological state. This research found that brand love, brand satisfaction, self-empowerment, and social bonding as the mediating that develop from information sharing in the online brand community. By getting a lot of information about the brand and getting some advice from the expert, it makes how customer feeling toward the brand and the community totally different.

The last one is outcomes that represent in customer behavior arises as a result of feeling towards the brand or the brand community. Basically, when the customer feels satisfied or loved more with the brand, it will change how they behave towards the brand. Based on this research, we found that there are loyalty, purchase intention of the brand and word of mouth. The behavior that is developed as a result of information sharing is the one that the company and marketers are hoping for. The diagram concept of information sharing in online brand community is presented above in figure 4.1.

4.2.1 ANTECEDENT TO SHARING IN ONLINE BRAND COMMUNITY

Graphs 4.2 below explain the ranking of antecedents that motivated customers to share their experience in an online brand community.
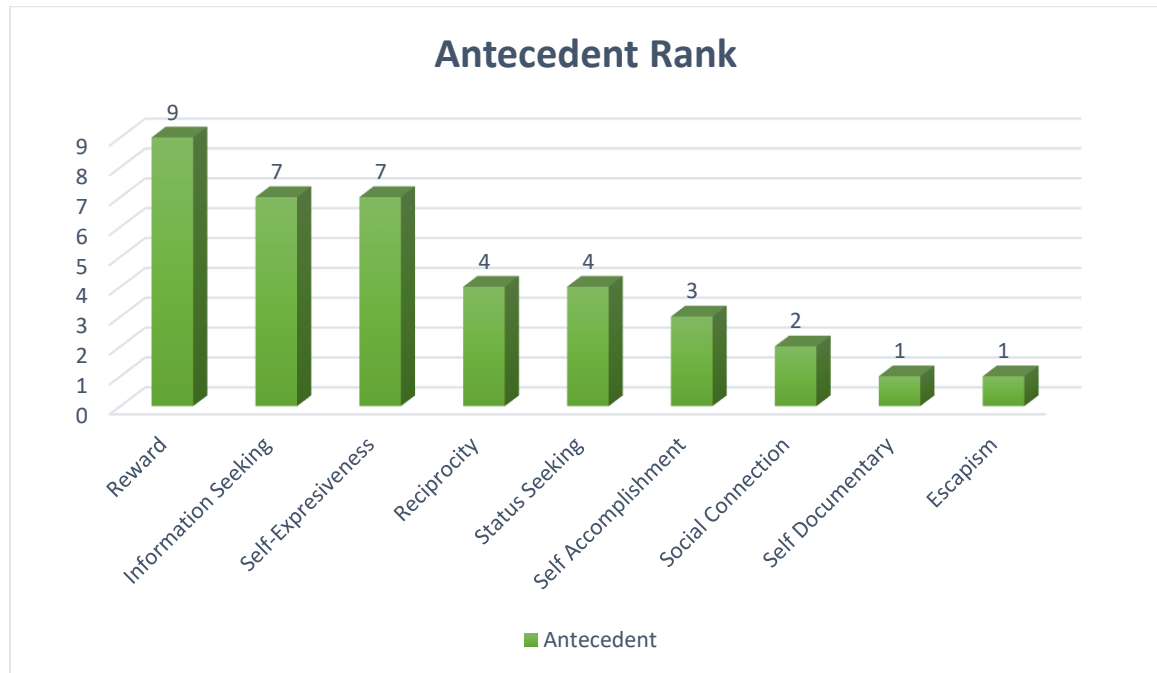
Figure 4.2 Antecedent Rank

Based on the graphs, we know that extrinsic motivation takes a big part to motivated customers sharing in the online brand community. The extrinsic motivation that mentioned in this research refers to rewards. Meanwhile, the other motivation factors classified in intrinsic motivation. Information seeking takes the biggest part in intrinsic motivation to motivated someone to share their experience in an online brand community. Next, self expressiveness, reciprocity, status seeking, self-accomplishment, and social connection also participated to motivated some of the customers to share their experience and idea in the online brand community. Last one, self documentary and escapism seldom mentioned as customer motivation to share their experience in an online brand community in this research.

4.2.1.1 REWARD / INCENTIVES

From the result of the in-depth interview session, we found that most of the interviewees are interested in participating on the online brand community because of the extrinsic motivation, that is reward and incentive that company had given to them. Reward refers to monetary reward, psychological reward or recognition for active participation in a brand community (Jang et al., 2008; Kim et al., 2008). The reward and incentives that the interviewee gets can be in the form of discount for the next purchase, special price, vouchers, and special product offer. Rewarding to the customer is one of the effective ways to increase the participation of the customer in the online community, since it gives generous benefit for the customer and it can be use in another occasion. When customers perceive rewards from the online brand community, they will participate and feel obliged to devote themselves to a higher level of engagement (Kahn, 1990).

Table 4.2 summarized some of the statement that presents the antecedents to sharing information in an online brand community. To ensure the anonymity of the interviewees, they have been referred to by initials: in all tables, the first column refers to the interviewees initial, while the second column refers to the comment made by the interviewees regarding the specified issues.

Table 4.2 Reward and Incentive Statements

	COMMENT
EV	But If I write good comments, I will get some points and the store will give you a reward or discount when you give feedback to them
ADR	Oh, I see I also get a discount for the next purchase if I posted something or buy a special price, and the amount is ok
PTR	He feels like he really wants to share his experience because maybe next year he will receive other things that he really wants to get
JC	For Dior or Channel fan page, I think I need to get some information about the new products, and the information about some promotions that they have, so I can have a chance to get some discounts
LZ	Next, because as a member, by joining this community will help me to get a lot of information related to skin care or cosmetics update, and also SEPHORA has invitation when they launch their new product If we join in this [community], and also I get a special discount if I join this community

LL	Because they will keep sending me Shopee reward points. And the second one is when you get the point rewards, then you can have a little discount on them. So next time you can get a little discount for the next transaction
JO	So I get a lot of discounts and yeah I like it
IF	Yes, maybe because Google gives me a voucher, so this triggers me to continuously provide a review to google
FLO	Oh yes, I also get a discount for my purchase in Starbucks, redemption point, and sometimes special tumbler collection

Based on the table above, even though online brand community is used by all gender and all ages, they have the same motivation that triggers them to share in online brand community: reward or incentives in a form of discount (FLO, LL, LZ, JC, EV) that can be used for the next purchase if you buy the future product with the online brand community. Next, the reward form can be a voucher (IF) that makes the interviewee interested to share their experience in the community. The form of the voucher can be in a hotel voucher, airplane ticket voucher, restaurant voucher, etc. The other form of reward is a special price or special offer (ADR, FLO) for the customers, that make them intended for sharing. The last one is the unique form of reward, that is an invitation for a special event (PTR). This invitation covered all of the interviewee expenses during the event session. Overall, this shows that basically customer is triggered with the reward and incentives. The more reward that the customer receives, the more interesting for them to join and share their experience in the community.

4.2.1.2 INFORMATION SEEKING

This research indicates that information seeking takes second place as a factor that motivates customer sharing their experience in the online brand community. Dholakia et al., (2004) stated that customers fulfilled their information needs by both receiving and sharing information in an online brand community. Receiving information in this term means that customers posting questions and reading other member posts. While sharing information means the customers as the community members share the information that they have with other members contributing to a pool of information. By facilitating member interaction, this OBC will generate extremely rich information about their consumption activities of the brand. Besides receiving and sharing

information, an online brand community can help their members to fulfill some tasks such as solving a problem, buying or selling a product or generating an idea (Dholakia *et al*., 2004). In the end, by the numerous benefits that the member gets from information seeking feature that provided by OBC, the members of an online brand community can gain expertise in a specific topic or in enhancing new skills or interests (Bagozzi and Dholakia, 2004).

Based on this research, we found that information seeking becomes important factors that motivate the customer to join to the online brand community because they are a lack experience and knowledge about the brand and the community in the beginning. After joining to the online brand community, customers hope that they can increase their knowledge about the brand and community and find the answer of their problem through the discussion session and expertise session that the OBC provided. Table 4.3 summarizes some of the comments that refer to the information seeking as the motivation for sharing information.

Table 4.3 Information Seeking Statements

	Comment
YY	I want to share it because I want to make sure, so if I do something wrong I can get fixed by the expert. I want to make sure I'm doing right to get some levels
KV	Like I said before, you get the information about the trick to win the game, event or something like that, and the second one [is that] I can reach the game master more easily
JERR	I am not sure, I just need the information and if I need friends to play, I will post it too
FL	There is a lot of information about how we can get the diamond with a special offer, so I will get a good bid, and I think we can get information about the event
FLO	I think because as a coffee addict and Starbucks addict I want to know who the best barista is and their best drink, and also which composition of the drink is the best
HRY	Yes, I want to get information about the game because this game is a pure strategy to hide, to kill people so you need to know which one is the best place, and sometimes you should know when you should shoot them and hide. Also in this game, you can learn how to play, I mean how to get a good strategy to win the game. They also have a tournament so you can join the group and play together with a new player game

AR	First I think this community gives me a lot of information, information about how to win the game, to hide or something. Because sometimes you don't know what is in front of you, because you can't see it. And the benefit is, same team worker. My team and I discuss together how to win the game

According to the interviewee statement, we know that information seeking could be the main reason why the customer wants to join and share their experience in the online brand community. Most of the interviewees said that they didn't get any knowledge about the brand before joining the community. So they eager with a lot of question regarding the brand. The information that the brand provided in the community can be various. Some interviewees who join gaming community said that the community gives information about strategy on how to win the game (AR, HRY, FL, JERR, KEV), and the others said that there is information related to the competition or event that the game will be held (HRY, FL, KV). Next, the other interviewee said that the expert of the community will help them to solve the problem (YY). In general, we can say that information seeking as the basic motivation to share information. The more information you get, the more you engage with the community and the brand.

4.2.1.3 SELF-EXPRESSIVENESS

This research found that self-expressiveness become the next factors that motivated customers to participate in an online brand community. Self -expressiveness is expressing one thought and feelings, and this expression can be accomplished through words, choice or action. While Chan et al., (2014) found that self-expressiveness refers to the degree of information exchange among community members and between community members and the host community. It also refers to the extent to which the community facilities members in expressing diverse opinions (Jang et al., 2008). The online brand community has one important role as a social space that provides information exchange and experience sharing among the members (McWilliam, 2000), where customers with similar interests can freely express their opinions and exchange information with other members of the community. This result shows that customer willingness to share their experience and become an active member of the online brand community is caused by they want to share their idea, feeling toward the brand or the community in a shape of words, choice or action. Table 4.4 summarizes some comments related to self – expressiveness as one of the antecedent factor of information sharing in the online brand community.

Table 4.4 Self – Expressiveness Statements

	Comments
EV	Yes, and for bad feedback, I want to make the customer know that the product is bad (laugh) because sometimes when I went to Shopee I can buy a fake product, even they tell you that this is the real one, but actually it is the fake one. So I want to make them know whether this product is good or not, or fake or not
ADR	I think Gigabyte is a good product, so I just want to share my experience using Gigabyte like that. So people can know it, I mean how good it is
LZ	Because I want to share my experience too. I think it's common in an online community if we share our experience there. I want the other user know how's this product effect on my skin which is oily and acne prone
LL	So I would like to share my comments just for others to reduce the time for them to seek any other store just like me.
FLO	and I want to share my experience with other people too
KET	1. I like to take pictures and I think I should find someplace to share my pictures, so it is a good point so I can share the picture and also find the restaurants, so like the win-win situation for my self 2. Well, basically because I found some not-really-honest reviewS when I am looking for restaurants, for example, if you go to the restaurants website, there is a place where you can place your comments in there, but mostly it always about good comments, and not the real one, because mostly the owner will delete the bad review from the customer. While in Google, the owner can't do it because it's maintained by Google itself, so everything shown in the Google is the real one, and I also can make some correction if another's review gives wrong information, such as the operation hours, and Google will revise it.
KV	because I really just want to share some information or strategy that I know in that group

As we see in the table above that interviewee want to share their opinion towards the brand because they have some missions about it. The mission can be influenced by their own goal or by other people goal. One of the interviewee said that they want to share because there is a personal goal achieved when they posting something in the community (KET), while the others believe that by sharing their idea or opinion in the community, it will give benefit for other people (EV, ADR,

LL, LZ, FLO, KV). Interviewee as a human always wants other people to know their thinking and feeling to the brand or community. If a community can provide media for their members to freely express their opinions, the member will have a more favorable attitude toward the brand community and increase the level of engagement.

4.2.1.4 RECIPROCITY

Reciprocity becomes the next motivation that triggers information sharing in the online brand community. This motivation develops because there is an information exchange in the online brand community. When the information exchange happened, the community members expect their service to others will be returned at a beneficial time and endorse ongoing supportive exchanges with each other (Onyx & Bullen, 2000; Shumaker & Brownell, 1984). For example, individuals expect their support will be returned in the form of exchanges, such as in-kind, alternate forms of aid (i.e., having answers and replies), or companionship for helping a mutual friend in an online social network (Wellman & Guilia, 1999). In line, Wasko and Faraj (2000) found that the community members perceived their supportive exchanges as moral obligations, such as answering other postings and helping other members because they belong to the community. Consequently, with a strong generalized norm of reciprocity, online communities will continue to grow (Giesler, 2006) and foster social capital accumulation.

This research found in line idea as the previous research, that the interviewees feel obligated to sharing information in the online brand community, as a feedback, because they already get information from the other community members. Next, the interviewees also feel obligated to answer other member postings and help other members because they are part of the community. Table 4.5 shows reciprocity as the factors that motivate interviewees in sharing their experience in the online brand community.

Table 4.5 Reciprocity Statements

	Comment
ZZ	Because I feel like everyone is sharing their own experience (in the community) and I should also show my own experience. I will feel like I should also do something instead of just taking other's things
DI	Because I want to just share and asking in the community. I write because another member also gives you something to share. Because I join the community, I need to give something back to them
FLO	I want to share my experience with other people too
HRY	I want to share information about the game to them

As shown in table 4.5, we can see that the interviewees reason to sharing information in the online brand community because the other group members do the same things, so as an exchange they will do the same things (ZZ, DI, FLO, HRY). The interaction in the online brand community that showed by the reciprocity also can identify the relationship between the members in the community. The relationship arises as a consequence of a sense of belonging to the community that makes them connected to each other.

4.2.1.5 STATUS SEEKING

We believe that status seeking becomes the motivation of customer to sharing their experience in the community. Status seeking in online brand community refers to the ''value that a participant derives from gaining acceptance and approval of other members and the enhancement of one's social status within the community on account of one's contributions to it'' (Dholakia et al., 2004). Social status develops because of interaction in the community (Fuller, 2006). Members' social status among other members is directly related to the extent of their contribution and involvement with the brand community. The previous research found that social status that gained because of participation in online community plays an important role in creating and maintaining an online brand community (Lampel and Bhalla, 2007), since it can provide recognition for a person as an expert on a subject and gives rise to self-efficacy and self-esteem (Butler *et al*., 2002).

This study found that the interviewees feel that it will be a pride for their self if they can share their experience and any community members can see their achievement. By showing their achievement, it means to show their social status. The higher social status, the more pride that they

can get. Table 4.6 shows some comments related to interviewee motivation because they looking for status in the community from other community members.

Table 4.6 Status Seeking Statements

	Comment
YZ	1. Because we can share our performance in our community and show our achievement and I can challenge them to do the same things with me. Like I usually challenge my brother and we can post it 2. Yeah yeah. Because I am proud when my progress is really good, then I will show it in my home profile and every member will see it and then give the emoticon in my status update, and I also can challenge the other members too
PTR	He also gets respects from his friend if they know that he is a local guide, even some of his friends doubt of him in the beginning
JO	I posted my achievement and everybody becomes like "WOW" you are so great, so cool person.
FLO	I want people to see me as an expert person because I am a coffee lover

Based on table 4.6, we can recognize that status seeking becomes a valuable thing of a person. Status seeking can show their position compared to other members. For example, when a person is identified as an expert, they will feel proud of their self (JO, FLO, YZ), since its hard to classified as an expert in a community. Besides, we also found that social status can build people respect to them (PTR). The higher status that the interviewees get, the more respect that they will get as the return.

4.2.1.6 SELF ACCOMPLISHMENT

Brands become linked to the customer itself when it is able to help consumers achieve goals that are motivated by their selves. They may act as symbols of personal accomplishment, provide self-esteem, allow one to differentiate oneself and express individuality, and help people through life transitions. Markus & Kitayama (1991) explain self-accomplishment as an activity that focuses on the social self and how the self is related to other people (interdependent self-construal). Johnson et al., (2010) stated that individuals strive to achieve their ideal selves through advancement, ideals, and accomplishment that can prompt them to approach conditions that lead them to desired end states.

This study found that interviewees motivation to share their experience is because they want to achieve their personal goal. When a community can provide this function, the interviewees become more interested to share their experience on it. The personal goal that the member of the community wants to achieve is different for each other. Table 4.7 classifies self – accomplishment as factors that motivated people to share their experience in an online community.

Table 4.7 Self-Accomplishment Statements

	Comment
PTR	He posted that he is a local guide into his Instagram stories, and his friend recognizes about it. Well, his friend is also a local guide and recognizes him as a local guide as well
YZ	Yeah, Because I am proud when my progress is really good, then I will show it on my home profile
KET	Because I want to complete my local guide goal. So I will take more picture, add a new location to new restaurants and share with people

According to the interviewee's comments, it shows that when self-accomplishment completed, they will post more than before in the community (YZ). By this activity, the interviewees can show their achievement to other group members. Once the group members recognize the interviewee's achievement, it also can develop interviewees social status (PTR).

4.2.1.7 SOCIAL CONNECTION

We believe that social connection takes apart to motivate information sharing in the online brand community. Social connection refers to community members' needed to interact with other community members for social support, friendship, and intimacy (Dholakia *et al*., 2004). Interaction in an online brand community can be formed as discussions, private contact through e-mails and others. As members interact with other members, relationships become more personal and intimate over time (Walther, 1995). Due to the nature of virtual communities, it is relatively easy to find other members with similar motivations. Table 4.8 states that supports social connection as one of the factors that motivates people in sharing information.

Table 4.8 Social Connection Statements

	Comment
MC	We have the same goal, to do the same thing. So there will be information there, and we also talk about our real life, like hows my work, hows my study, and what year am I, I mean the study time. And we will have the same feeling about the work, about the study so we not only talk about game information but we also talk about the real-life [of] the others and just [like] chatting on Facebook.
AR	and I think this community makes us have good communication and interaction with a friend. I mean not a real friend in real life but a friend in online life

Based on the research finding, it shows that the member of the community have the same goal when they join the community (MC). Required to have the same goal makes the communication process and the interaction between the community member run smoothly (MC, AR). They have felt close to each other even though they never meet before and this builds social bonding as a result.

4.2.1.8 SELF DOCUMENTARY

This research also believes that self documentary becomes the next factor that motivated people to share in the community. Kenny (2018) explained documentary as a way of documenting something non-fictional that has happened, is happening, and reporting evidence via genuine, often unplanned footage or reenactment/reconstruction. Self-documentary means the willingness of people to documenting something that happening as their footage. Table 4.9 shows a statement from one interviewee that self documentary takes apart to motivated them to share an experience.

Table 4.9 Self Documentary Statement

	Comment
IF	make myself remember that I have been there and for me, to make me memorize the place itself

Based on that statement, we find that the interviewee did a self documentary for their personal historical record (IF). The personal record can identify their personal existence. The document that saved in the online brand community will be long-lasting and as a memory, they can share with other people.

4.2.1.9 ESCAPISM

We believe that escaping also takes part to influence people sharing their information in the online brand community. Escaping refers to the ability of a person to take a part in another event or community even though they have a tight schedule. Escaping mostly happened in a community that needs interaction every minute, because the information that they share is important for other people. Table 4.10 shows that escaping have an effect on motivated people sharing in an online community.

Table 4.10 Escapism Statement

	Comment
ZZ	When I share my experience, I will feel like I have more time or flexibility because I am a busy person but I still can attend the WINNER events

According to the comment, we can classify that escaping refers to time flexibility for the community. Feel of belonging and bonding to the community and to the community member make the interviewee want to give their best to the community, in this case in their time.

4.2.2   PSYCHOLOGICAL STATE

Psychological state toward the brand and the community can develop after the community member shares their idea in the community and the information exchange happened, and it shown as feeling or emotion toward the brand (Brogi, 2014). The feeling can be different before and after they join the community. The strong feeling that the community members have, refers to the strong relationship that they have to the brand and the community.

Figure 4.3 Psychological State Rankings

Based on figure 4.3 above, we can see that brand love is the most of customers feeling when they share their experience in an online brand community. Next, interviewees also feel satisfied with the brand, that classified as brand satisfaction. The others feeling that arise from sharing information is social bonding, since there is a lot of interaction between the community member in OBC. The brand community also develop since the member can classify their self as a part of a community. Last, self-empowerment also arises, because of the ability of the members to influence other members.

4.2.2.1 BRAND LOVE

This research found that brand love is the greater feeling that the interviewees have toward the brand compared to other feelings. Brand love refers to consumers' emotional relationship with a brand. It is a long-established emotional relationship which impacts consumer behavior and strongly influences word-of-mouth communication. In other words, brand love is consumers' emotional response and their expression of love for a particular brand (Caroll and Ahuvia, 2006; Batra et al., 2012; Langer et al., 2015). Table 4.11 indicates brand love as the stronger feeling that the interviewee feels after they share their experience in an online community.

Table 4.11 Brand Love Statements

	Comment
YZ	Oh yes yes. I love NIKE compare to others
ADR	I like this brand and [I] will use this brand. [I] don't want to change.
JC	Love, yes of course because after I understand more and more about the brand name, I have more and more interest with the brand and I feel [that I] would like to buy the product, so I think the fan page is working very well
JO	because we are the same Nike lovers
IF	I loved google because if you compare with other application, Google Maps is more useful, they have a lot of exact information and direction, and the information is valid. So I never use other application, just Google Maps. And also Google allows us to share our photos and notes, so as a remark of my journey
ZZ	Yeah, I would feel [that] my belief is WINNER or something like that
JO	Oh yes, because from head to toe I use NIKE product
FL	love? of course because I play Hayday every day until now
IF	Yes, because they treat me very good. I think we are part of their family, I mean Google family and I will loyal to Google Maps review
FLO	Yes I love Starbucks because I love their barista receipt. [It] matches with my taste
HRY	Ya, I love PUBG because I play [it] until now
KET	Oh, I loved this (as an application) because where ever I go, I used this one. They tell me how many minutes we can get to the destination and how is the traffic, so [it's a] really good help
AR	Love PUBG, I think yes. Because of the concept that PUBG offers is really different from the other games.

This research found that there are several reasons which make the interviewees love with the brand compared to another brand, such as the sense as a family that the community offers to the member that makes them love with the brand (IF). The other believes that they love because the brand is useful and can be helpful in any situation (IF, KET) while for other interviewees the

differences of concept that the community offers compared to other community make them feel love towards the brand (AR). Next, a deeper understanding related to the brand (JC) also can make people love more with the brand. A brand lover's attitude can be represented by accessing the community most of the day (HRY) and use the brand for its daily basis (JO, ADR).

4.2.2.2 BRAND SATISFACTION

Brand satisfaction also appears as a result of information sharing in the online brand community. The online brand community can create satisfaction in customer heart and mind and it is shown by positive affective status achieved from the entire purchase process, including pre- and post-purchase experiences (Severt, 2002). From a psychological perspective, brand satisfaction is derived from fulfilled promises by the company or the ease with which consumers can build relationships with the company (Casaló et al., 2007). Consumer satisfaction is largely influenced by the performance of service providers, customers' prior experience with the service, confirmation of expectations, and ease of obtaining information about the service (Shankar et al., 2003). When a brand can satisfy their customer, the relationship between customer, the brand and the company can work smoothly. Table 4.12 present interviewees statement related to brand satisfaction.

Table 4.12 Brand Satisfaction Statements

	Comment
YZ	Oh Yes of course. Nike is good, I like it. It's comfortable and it's helpful for me to motivate, so it satisfies
EV	1. because mostly I satisfied with Shopee performance, product, and the seller. But sometimes I write bad feedback 2. Oh yes. I have a good relationship. Because basically, Shopee is the platform that we pay on it, then when [we] say the good is OK, they will deliver our money to the store. But If I say its bad, they will return the money or postpone the payment. So I think it's a kind of protection to customer and sales
JC	Yes, I am satisfied with their performance especially how they respond to our problem if we get some troubles with their products

ADR	I'm satisfied. I like the performance of Gigabyte that's why I want to share, just it and of course because of the discount
KET	Well, I think at the moment I will be satisfied, but if they can give us more rewards, we will be more satisfied
FLO	Yes, of course, I never changed my direction. [It's] always Starbucks, never changed
FL	I think I am satisfied with this game
DI	Oh yeah I feel satisfied
JO	Of course yes I [am] satisfied. Because I only know NIKE who has this feature
LL	Yeah. I can say that because I am really happy about the price and about the quality.

In line with the previous research, this study found that brand satisfaction can be built as the effect of information sharing in the online brand community. Most of the interviewees believe that the brand performance (ADR, JO, LL, EV, JC, YZ) to meet their expectation becomes the important degree that classifies the degree of their satisfaction. Next, the service that the brand gives also influence the degree of their satisfaction towards the brand (EV, JC). When a member of the community feels satisfied with the brand, they will be more engaged with the brand.

4.2.2.3 BRAND COMMUNITY IDENTIFICATION

The next state that appears as the result of information sharing in online brand community is brand community identification. Brand community identification can arise as the consequences of a strong tie between customers and the brand. This term means that individuals describe themselves as belonging to the community because of their membership to the group (Algesheimer, Dholakia, & Herrmann, 2005). Although previous studies on brand community identification provide important insights about the dimensions in offline environments (Bagozzi & Dholakia, 2006), its role on brand website (Alden, Kelley Youn, & Chen, 2016) and its outcomes (Popp & Woratschek, 2017), research about the potential drivers of brand community identification on social media remains unclear. Table 4.13 shows some statement related to how the interviewee identifies their selves as a part of a group member.

Table 4.13 Brand Community Identification Statements

	Comment
ZZ	More engaged. Because they have many fan pages, nonofficial fan page about the group, for example in Taiwan, [it] has 15, maybe China, USA, Indonesia, Philipines. Many countries fan page that I also follow. I feel like I would know what other country fans are doing.
IF	Yes, because they treat me very good. I think we are part of their family, I mean Google family
KET	I really enjoy being part of them
DI	Yeah, I feel I am close to them. Actually, I already play PlayStation for a long time ago but just joined the community 3 or 4 years ago

The interviewee statements classify how they identify their selves as a part of a group member. Half of the statement clarifying that they feel engaged and have a close relationship with the other group members in the community (ZZ, DI) since they can know the update activity of the other members. Others show that when the brand treats them as a family (IF, KET) they can identify their selves as a part of the brand. Become a part of the brand means that they have a close relationship with the brand.

4.2.2.4 SOCIAL BONDING

The next feeling that arises from this research is social bonding. Social bonding refers to the degree to which an individual is integrated into the community. Social bond is the binding ties or social bonding to the family (Hirschi, 1969). Social bond also includes social bonding to the school, to the workplace, and to the community. When the member feels bonding with each other, the sense of belonging will appear as an effect. Table 4.14 shows how social bonding develop by information sharing.

Table 4.14 Social Bonding Statements

	Comment
PTR	He is a local guide too and they will [be] familiar to each other. And for the email, this year he didn't join the reunion in America because he feels his English is not that good. And his friends feel lonely too, so his friends said now I know you like a local guide, maybe next year if there is a chance, we can go to America together
JC	Yes I think like when I use the product from them, I think I can have a feeling like we are connecting together, so I'm trying to buy it more and more
MC	So if you have partners to come with you, fighting is easier rather than you fight by your self, and you can listen to more information about this game. Maybe some movement can appear and you can get the information to go there to play. But if you just play by your self, you can't get the information. So the information is important
JER	Yes of course. For example, I am in Taiwan now, so if I met a new friend and ask him, "do you play DOTA? Okay, what's your id and let's be friends to this game".
HRY	I don't like to play with a random player, so it's better if I play with my friend. Because it's more fun if you play with your friends

The social bonding in the community happened because they feellike one family and close to each other because they join to the same community or interested in the same brand. It also develops because they have the same goal that they want to achieve. When they feel bonding with the community, the will have a sense of belonging and wants to support other group members when they have difficulties.

4.2.2.5 SELF EMPOWERMENT

This research found that self-empowerment becomes the next psychological state that also contributes to these issues. Customer participation in online brand community can influence self-empowerment. Self-empowerment represents the power of the customer as a member of the brand to influence another member by their activity in the online brand community. When community member has their own self-empowerment, they would appear to be more active, participative, resistant, militant, playful, social and communitarian than ever before (Kozinets, 1999). They want to become influential participants in the construction of experiences (Firat and Shultz, 1997. They are the customers who wield power (Newell, 2003). Self-empowerment becomes one of the factors because the person has the power to set their own goal and take control of their life by taking a good choice. This kind of person always has strong confidence in their self. Table 4.15 shows the statements that support self-empowerment to become one of the interviewee motivation when sharing their idea in the community.

Table 4.15 Self Empowerment Statements

	Comment
ZZ	When I share my experience, I will feel like I give little effect to another group member, so they will be more like the WINNER group
PTR	He feels like, he can play an important role in this community and when his level getting higher and higher he will feel he can contribute something special to the community
LZ	Because you know since we are in university, that I like to speak up in front of the forum to get their attention and influence them, yeah I think I am a good influencer

The statements that the interviewees give reflect that self-empowerment can come in different ways. First, self-empowerment shows a power to influence someone (LZ) and give special effect to other people life (ZZ). In another case, the self-empowerment shows the interviewee role in the community – the higher the role, the greater power that the people have.

4.2.3   OUTCOMES

In the end, the outcomes of this research are customer behavior comes as an outcome of sharing information in an online brand community and havinga feeling toward the brand. Customer feeling always affected how they behave toward the brand. The more customer has a positive feeling toward the brand and the community, the more positive behavior that can arise as the outcomes. There are some behaviors found in this research as a result of customer feeling.

Figure 4.4 Outcomes Rank

Based on the graphs above, we know that the first consequences that arise because of information sharing in the online brand community are word of mouth. Next, information sharing also increases customers purchase intention as the consequence of brand love and brand satisfaction. Last, brand loyalty can be developed because of brand love and brand satisfaction.

4.2.3.1 WORD OF MOUTH

This research found that word of mouth becomes the most popular behavior that is developed as an outcome of sharing in an online brand community. WOM is a consumer-dominated channel of marketing communication where the sender is independent of the market. It is therefore perceived to be more reliable, credible, and trustworthy by consumers compared to firm-initiated communications (Schiffman & Kanuk, 1995; Arndt, 1967). Understanding about WOM is needed since it can help to know about the best marketing communication strategy (Vivek, Beatty and Morgan, 2012). Most of the people believe that word of mouth is a trustworthy opinion for the customer because they represent how satisfied them with the brand performance. Table 4.16 shows some statement that identifies word of mouth as the consequences.

Table 4.16 Word of Mouth Statements

	Comment
ZZ	So I would try hard to affect others like my family and my friends. If you are interested, you can follow me to know about this group or the fans community of the group.
YZ	Oh yes I will (invite them) to challenge them and compete with me (laugh) like Harry, I ask them to join Nike community and finished my challenge
EV	Yes, I recommend them to use Shopee like I told my parents to use the Shopee too rather than other online community to buy the product because I didn't trust other online community. So I recommend them to use Shopee. But I think everyone in here now [is] using Shopee, I mean everyone around me
ADR	Of course yes, why not? It's a good product, [and] I will tell my friends and my family
JC	Yes of course because if I like that product, I just keep talking about it. Because I think word of mouth is a good way to market the product and then I just keep sharing my experience with my friend and my other people around me that I know its usefulness and how good it is

LZ	Of course, because by joining the community, you can get an invitation to the most wanted event that SEPHORA held, like the launching of a new product, fashion show, makeup and beauty class. And also a discount
LL	It's OK. It depends on what kind of [product] my friends want. If they also care about the price and quality, yes, I can recommend that. Yes. OK
JO	Oh of course. See Harry, now [he is a] NIKE addict too. Since he joined in my LAB and now we challenge each other in NIKE community and always look for NIKE promotion and product release hahaha
DI	Oh, of course, I will tell my friends
FL	Because we can play together if we are connected together on Facebook, so it's more fun if we play together
HRY	Yes, I will invite them because I don't like to play with a random player, so it's better if I play with my friend. Because it will be more fun if you play with your friends
AR	Of course yes, I will invite. Because I prefer to play with my friends. Because I know their character, how to solve the problem, how their tactics, something like that

This result shows that word of mouth comes when the interviewee feels satisfied with the performance of the brand. When they feel satisfied, the will tell to other people for free to make other people know about the excellence of the product and invite them to be the brand follower or join to the same community. Word of mouth is kind of cheap marketing because the company uses the customer power to share the excellence of the product for free and most people will trust other people opinion.

4.2.3.2 PURCHASE INTENTION

The other outcomes developed from information sharing is the purchase intention. The purchase intention of a customer will increase when they have a good feeling towards the brand (Kim *et al*., 2004). In line, Park *et al* (2007) found online consumer reviews positively affected purchase intentions by both the quantity and quality of the reviews consumers read, reflecting the importance of information on consumer decisions. When consumers are browsing within an online

brand community context, they tend to encounter substantial amounts of information. Table 4.17 shows how increasing purchase intention arise as a consequence of information sharing.

Table 4.17 Purchase Intention Statements

	Comment
ZZ	I have money, I will always buy. And I will try my best to always have money. So yeah, I will save my money from my dinner [budget], drinking [budget] to save money to buy the album, or go to the concert. They will have merchandise only for that time, like photobook, photo card, clothes, shoes, everything. So I will save my money to buy
YZ	Yes of course. For example, because I join Nike running and football community, they will inform me and give me a discount to buy if there is a new product. And yeah it makes me want to buy their product again and again like that because it can be used for running, going to the gym and play football.
EV	Yes I will because they protect me very well as the customers
ADR	Oh yes, I will buy more and more because of the discount. Its help me to get a cheap price
JC	Yes, of course, I am. After I joined the fan page and I get the information about that product many frequently, so so I have tended to buy it more frequently, yaa because they just remind me much time because it like, normally if we don't use the fan page, we just buy it when we need to buy it, so we buy it
LZ	For sure. Because hmm I think its trigger you to buy more and more. When you see a good result in another member
LL	Yes of course. Because normally once you shop, they give you the discount for the next time. So next time when you have a similar but another sense then you will go back to the same store.
JO	Oh yes. Their promotion makes me want to buy again and again and because they give me promotion as a member and they know my needs
DI	Oh, of course, I will buy it again, that's why I join this community so I can get an honest review, so [I] didn't waste my money and know which [one] is the best game

59

FLO	Buy more? Of course yes, because I want to try different flavor especially when they launch new variances of drink or something like that. And some of them is seasonal

This research found that all of the interviewees are willing to do repurchase again related to the brand. Repurchase again caused by some factors such as the honest review which makes the interviewee didn't waste their time to get a good product (DI), the other want to purchase more because they want to try the other version of the product that the brand offer (FLO). Next, the promotion also triggers them to buy more and more (JO, LZ, LL, ADR). The other said that the protection that the brand gives to the customer makes them feel safe and wants to buy more (EV).

4.2.3.3 BRAND LOYALTY

The last outcomes that appear as a result of information sharing are brand loyalty. Brand loyalty is caused by the customer interest with the brand – feelings that the brand can meet their expectation and following by declining to change their preference to another brand. Fostering brand loyalty is important for the company because keeping current customers engaged is just as important that gaining new first-time users. Karpis (2018) found that 90% of revenue is due to returning customers. The degree of loyalty reflects how they trust, satisfied and love with the brand, that is why a loyal customer is an asset for a company that they should protect. Table 4.18 shows some statement of the interviewee related to their loyalty toward the brand.

Table 4.18 Customer Loyalty Statements

	Comment
ZZ	For now, I will not because I'm focused on them and I don't have the resource like the time, money, and I don't have that much brand. I feel like other K-Pop groups are also good, but I only follow WINNER now
ADR	Yes, I think I am loyal. Because I know this is a good product. [It has a] good performance
PTR	It has system and function and also he participates inside and makes him loyal to Google Maps

LL	I use it for like two years and invest two years I actually only use Shopee so I think yes I'm kind of loyal customers
IF	Yes, because they treat me very good. I think we are part of their family, I mean Google family and I will loyal to Google Maps review
DI	Actually, I already play PlayStation for a long time but just joint the community 3 or 4 years ago
HRY	Yes, I am loyal to PUBG because I play it until now

The table above shows that customer loyalty can make the interviewee stay to use the brand for a long time, and mostly more than one year. The loyalty can appear as an effect of the excellent performance of the brand that makes them satisfied (EV) while the other believe that the loyalty comes because the brand treats them really good, so they feel loyal to the brand (IF).

CHAPTER V

DISCUSSION AND CONCLUSION

5.1 DISCUSSION

This research exploring information sharing in the online brand community. Findings of this study provide understanding about the antecedent factors that motivated the customer to participate and sharing in online brand community, customer feeling and perception toward the brand after participating in the community as the psychological state and customer behavior that arise as the outcomes of the participation in the community. Since this study used grounded theory as the research method, the data analysis is used in order to find the result. In the end, we found that motivation leads the psychological state, and at the end the psychological state lead outcomes based on our qualitative research.

The key finding of this research is that we found nine antecedent factors that influence information sharing in the online brand community. We classified these antecedents into two categories: intrinsic motivation and extrinsic motivation. Based on this research we found that most of the interviewees are triggered to share their experience in the online brand community because of the extrinsic motivation, which is reward/ incentive. Reward or incentive can easily stimulate them to participate in an online brand community since they know that the reward that the brand offer is valuable for them. It also shows that external factor takes a big part in stimulating people to share in the online brand community. Next, we also found that intrinsic motivation also takes part in motivating member to share in the online brand community. There is eight intrinsic motivation that influences them: information seeking, self expressiveness, status seeking, social connection, reciprocity, self-accomplishment, self documentary, and escapism. Based on the intrinsic motivation, we found that information seeking takes a big part to motivate the customer to share in the online brand community because the first motivation when a customer joins to the community is to get information about the brand that they follow. By exchanging information in the online community, it can increase customer knowledge about the brand. Besides, this study also found two antecedents that seldom mentioned before in the previous researches: self documentary and escapism.

Next, the psychological state can arise as the moderator in online brand community information sharing. The psychological state can be different on one another, and one interviewee can have more than one feeling toward the brand and the community. Most of the interviewees stated that they love more with the brand after they join the community and share their experience in there. Brand love can make emotion between the customer and the brand so they become addicted to the brand. The simple indicator that shows if someone love with the brand is the willingness to buy and use the brand over time. The other feeling is about the satisfaction when the customer feels satisfied with the brand, they will stay with the brand no matter what. Satisfaction happened when a brand can meet customer expectation by giving excellent performance and service. Satisfaction refers to a long term relationship with the brand. Next is self-empowerment, in which the customer feels they have the power to influence people around them. Lastly, social bonding and brand community identification become the next feeling that appear as an effect of information. Social bonding refers to how close your relationship with the brand. The closer relationship means that you have the same value as the brand. While brand community identification means the ability of a customer to identify that they are part of the group. When a customer can identify them self easily as a group member, it means that they feel engage and have a close relationship with the group member, since they have the same goal and characteristic.

In the end, we found that there are outcomes from the information sharing in the online brand community. Information sharing in the online brand community affected customer behavior toward the brand. Most of the interviewee stated that when they have a good feeling toward the brand, they will give a word of mouth for free for the brand. Word of mouth that they give toward the brand represents how satisfied they are about the brand performance and service overall, and want to make another customer know about it. Word of mouth can be classified as trustworthy marketing because it's based on the real customer opinion about the brand. Next, it also increases purchase intention toward the brand. The good feeling of the brand makes customer trust and wants to buy the brand more continually than before. The last is loyalty which means the customer didn't want to change to a competitor as an effect of the good feeling. When a company can get loyalty from their customer, they should keep it well because the cost of building customer loyalty is really high. Customer loyalty can be shown easily by how long the customer uses the brand.

5.2   THEORETICAL IMPLICATION

Our research contributes to the existing online brand community knowledge in several ways and has theoretical implication. First of all, we extended the concept of information sharing in online brand community and create more insights on this important phenomenon. Recently, some factors that motivated member to share in the online brand community has been acknowledged by researchers as the antecedents factors, so our study provides more insightinto this antecedents. This happened because we use grounded theory approaches to gather all of the data from user experiences. In the next step, we use the data analysis step (open coding, theoretical coding, and selective coding) in order to make this research result become more credible and relevant. This approach is better rather than deducted from literature. As such they give valuable insight into the process of information sharing in the online brand community development and they provide a framework to direct future research. We found that self documentary and escapism also affected to sharing information in the online brand community, while there is lack of literature review that supported this new antecedent and show the relationship between these two antecedents in online brand community information sharing.

Secondly, this research develops a nomological network that shows the relationship among the antecedents factor, customer feeling and customer behavior as the consequences inside of information sharing in online brand communities. In contrast, the previous literature research never mentioned this network before, they only focus on the relationship between the antecedents and the consequences, never involves customer feeling toward the brand as a mediator on it. By this research, we can understand the relationship between the antecedents factors, mediator factor, and consequence in online brand community information sharing.

5.3 MANAGERIAL IMPLICATION

The concept of online brand communities has numerous benefit for the firm and it becomes a great opportunity for business improvement. The most important benefit that company can get from online brand community is helping business to understand and target their current user as well, in order to reach the potential customers and to improve communication with them at the right time and the right place, to increase their sales volumes, to gain a competitive advantage in the international e-marketing field, to control the flow of information in consumer networks, and to make innovation to differentiate themselves from the competitors. Overall, the findings of this study can contribute to the company by providing information concerning how they can stimulate the customer to participate in an online brand community and have a good feeling toward the brand. The good feeling toward the brand can cause many good behaviors toward the brand, and the greatest one is brand loyalty and word of mouth. If the company knows how to stimulate customer, the online brand community become successful and creating greater income for the company. To support the manager to achieve online brand community goals, our result also provides some guidelines about information sharing in the online brand community.

These are some of the direct implications of our findings. Firstly, the result shows some factors that can motivate people to participate in an online brand community. The participation can be shown by actively posting and share their experience in an online brand community. Based on the interview session, we found that external motivation takes a big part to motivated people to become an active member of the community. One of the external motivation is reward or incentives. Most of the interviewees state that the more valuable reward or incentives are, the more it can trigger them to share their experience and become an active member of the community. That is why we suggested the manager for providing some rewards or incentives to make the other customer interact with the community and wants to participate in the community. Reward or incentives can be a good stimulus to make customer become an active participant in the community. The degree of participation in the community refers to the success of the community.

Secondly, the manager should provide a platform that can make the interaction process between the group member and the company become easier and more interactive. One of the platforms that are happening lately is a webinar. The webinar is an online meeting or discussion

via the Internet in real time. To put it simply, it is an online event, which connects individuals with viewers across the world. The main feature of live webinars is interactivity, or the ability to discuss, send and receive information in real time. During an event, you can start polls, invite other participants to act as a presenter, communicate via online chat, share desktop and use a variety of digital materials. By webinar, the manager can make the interaction process become more attractive since they can communicate in real time.

Lastly, when the company already get good emotion toward the brand from their customer, they should maintain it because the cost to build good feeling or perception toward the brand is relatively high. The good emotion can reflect good behavior. So make your customer as your company assets that need good treatment every day.

5.4   LIMITATION AND FUTURE RESEARCH

Despite these contributions, we recognize the limitation of this research and accordingly propose avenues for future research. Firstly, since the previous research seldom discuss more deeply about this topic and most of the previous research was used the quantitative method, in this research we found a lot of antecedents factor that motivated consumer share their experience in the online brand community. Next, we also found that the antecedents factor through information sharing in the online brand community can enhance feelings of the members and their behaviors. For future research can also investigate personality traits effect on information sharing.

Secondly, since we found new antecedents that motivated the customer to share in online brand communities, self documentary, and escapism, this study has not been giving a deeper analysis related to how self documentary and escapism as the intrinsic motivation, influence someone's desire to share information in online brand communities. For future research, researchers can consider focussing on self documentary and escapism, in order to know how these factors build customer motivation within information sharing in the online brand community.

Lastly, the cross-culture effects may provide limitations, as respondents from three countries were interviewed: Indonesia, Taiwan, and Vietnam. For future research, the cultural exchange can be more diversified cultural background can be examined. For example, comparing the culture in Asia and Western countries.

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