

Mediating And Moderating Role of Community Commitment in Creating Brand Loyalty in Case of Online Brand Community.

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Abstract

Background: The loyalty behaviour of consumers is essential in today's time and for that committed customers toward the brand and community are required. So, the main focus of this study is to understand the community commitment role as mediator and moderator in creating brand loyalty such as re-purchase and WOM and also check the direct effect between participation and loyalty behaviour. To analyse the community commitment role, the current study is concentrated on customer participation in the online brand community and the actual behaviour of customers towards the brand will be examined.

Material & Method: To measure the role of community commitment, primary data collection was done and survey methods & convenience sampling are used for data collection, through a structured questionnaire. The empirical data analysis was conducted using structural equation modeling through AMOS.23

Result- The findings of the study depicted that there is a significant relation between participation and loyalty behaviour and community commitment plays a considerable role of mediating variable between participation & re-purchase but not in the case of WOM. At last, the study found that negative result of the moderating effect of community commitment.

Conclusion- The study gave a complete analysis, of community commitment's role in the online brand community which was lacking in previous studies regarding customer loyalty, and concentrated on the actual behaviour of the customer.

Keywords: Online Brand Community, Brand Social Media Page, Participation, Community Commitment.

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I. Introduction

Since the early 1900s, our societies and economies have undergone significant transformations due to the embrace of modern technology. This includes the digitization of media, which has given rise to interactive platforms like social media or communities on social media, including global brand communities, whether initiated by companies or consumers themselves. Companies-generated communities are very popular which marketers consider the most and these are also getting the attention of many researchers (Kim & Manoli, 2022; Lee & Kim, 2022; Yang et al., 2021; De Silva, 2020; Kamboj, 2020; Yuan et al., 2020) , as brand communities are a good source of making the connection of people or admirers of the brand (Bao & Wang, 2020; de Silva, 2020, 2020; Kamboj, 2020; Kim & Manoli, 2022; Lee & Kim, 2022; Yang et al., 2021). Approximately half of the top 100 global brands have created customer-centric brand communities on social networking sites (SNSs) in anticipation of enhancing their economic performance. (Manchanda et al.,2015).

Because of the rise of social media and its usage, the way of communication has changed significantly (Aladwani, 2014). Today almost 600 million active internet users, and almost 5 million social media users across the globe (we are social,2024) and most popular social networking sites worldwide are Facebook, YouTube, WhatsApp, Instagram, etc(Stasta,2023) and in India, most used social networking site by the brand is Instagram(84%), YouTube (84%), Facebook(80%), LinkedIn(44%, and Twitter(43%) (Stasta,2023), to establish long term relationship with the customer by establishing communities of their brand. In today's landscape, the significance of social networking sites (SNSs) in cultivating customer relationships has garnered heightened attention. As per a 2009 report by Forrester Research Inc., nearly 95% of marketers allocate resources towards social media to foster loyalty and incentivise customers towards word-of-mouth recommendations or repeat purchases. This loyalty emanates from dedicated customers who actively engage and participate. Consequently, companies are increasingly investing in crafting marketing strategies that prioritize engagement and commitment within online brand communities on SNSs.

While engagement enjoys considerable scholarly focus and examination of its outcomes, participation remains relatively under-researched in academia. Furthermore, the behavioural implications of loyalty stemming from participation, a primary objective for companies, remain insufficiently explored. Some experts think it's hard to make customers loyal directly, or that loyalty doesn't last long. They say for long-lasting

loyalty, companies should focus on getting committed customers first because commitment leads to loyalty. Nowadays, with more people using the internet and brands emphasising commitment, marketers are learning more about how to boost loyalty and commitment an important place and many researchers understand its importance for long-term relationships (Li and Chang, 2016; Kim et al., 2008; Madupu and Cooley, 2010) but, there is limited research dedicated to the pivotal variable of community commitment, as an intervening variable which has the capacity to facilitate or change the relationship between different variable related to loyalty behaviour. Next Participation was considered in the study because it is the actual behaviour of customers on which limited work had been done, Lastly, loyalty behaviour was considered which is the actual result that the company wanted so not only conceptualisation but empirical testing was the focus of the study.

This paper addresses two research questions:

RQ1. wants to know if participation plays any role in establishing the loyalty of the customer

RQ2. wants to know is it community commitment plays any role between participation and loyalty behaviour

To address the RQ1 study investigate the direct effect of participation on WOM and Re-purchase intention. Then to answer RQ.2 study analysed the mediation and moderation effect of community commitment between the relationship of participation and loyalty behaviour and empirically tested this research model.

Current research will make an addition to the literature on the consequence of customer participation and find out the ways to establish behavioural loyalty by considering community commitment as a mediator & moderator. The results of this study will help marketers to understand how customer participation builds brand loyalty and promotes customer relationships with the help of SNSs by considering community commitment as an important variable and they can develop social media-based marketing strategies that help to stay in a competitive global market.

II. Literature Review and Hypothesis Development

Online Brand Community

Online brand communities are the perfect blend of both social media and brand communities which leads to the concept of social media-based brand communities (Kamboj, 2020). So this combination gives a different platform to various customers to share common beliefs & interests regarding the brand and that makes it different from traditional communities (Luo et al.,2015). The first who gave the concept of an Online brand community were Muniz and o.guinn (2001). He defines an “OBC as a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand”. Online brand communities exhibit a strong commitment to shared objectives and themes (Cova, 1997), leading to a heightened sense of identity and brand understanding among members (Muniz and O’Guinn, 2001). Presently, brand communities are also established on social media platforms in the form of brand pages, facilitating improved connectivity and communication in an open environment between the brand and its customers (Quinton & Harridge March, 2010). For a better understanding of online brand communities, it's like brands i.e. Reebok, Lakme, etc, have their brand page on Instagram, Facebook Twitter, etc to form a community of consumers.

Commitment trust theory

The basis for considering community commitment as the main variable is the commitment trust theory relating to relationship marketing developed by Morgan and Hunt. (1994). According to this theory, any successful relationship marketing has two aspects i.e. commitment and trust because they add on the cooperation with both exchange partners for the strongest relationship (Kang & Fiore, 2015). In the online brand community context, relationships develop when all members take part and interact with each other long enough with adequate emotions (Yen, 2009). Commitment towards any relationship represents a positive attitude in direction of social exchange and describes consumer motivation to go on with the relationship. So, community commitment is crucial for long-term relationships in social network function (Huang et al., 2008). Then trust is also the result of open communication & keeping the promise in the community. In many previous studies (Kang et al.,2014; Cheng et al., 2017 ; Wang et al., 2016) trust act as a moderator which further leads to commitment. Therefore, commitment is proposed in the theory as an important variable that can facilitate or transform a consumer's loyalty behaviour. That's why loyalty behaviour which represents long-term relationships identified as a consequence i.e. WOM & re-purchase. Lastly according to theory, commitment develops from the participative customer so participation was identified as an antecedent.

Community Commitment

Commitment in the context of an online brand community, is the “member’s willingness to continue a relationship with the brand through participation in online communities (Kang et al., 2014). Whenever researchers talk about relationship marketing, commitment has an important place as a construct and every marketer wants committed customers because consumers trust the brand already (Li and Chang, 2016). The

basis for maintaining the long-term brand-customer relationship is to keep the promise of consumers & their regular aspirations, there by commitment is considered as the highest level of relational bond (Chang & Fan, 2017). Commitment theory says (Zhou, 2011; Chen et al., 2013), that this is the only commitment, that creates psychological & emotional hurdles to shift toward the other brand because it is the consumer's emotional attachment & desire to continue a relationship with the brand in the era where so many instrumental motivations from other brands (Richard and Zhang, 2012). Studies in this field accept the importance of community commitment already (Vohra. A. & Bhardwaj. N, 2019; Kim et al., 2008; Madupu and Cooley, 2010). Research indicates that customer engagement and participation within online brand communities enhances interpersonal relationships and fosters a stronger sense of community (Kim et al., 2008; Madupu and Cooley, 2010). Through social interaction within these communities, individuals establish shared values and norms (Zheng et al., 2015), thereby increasing their commitment to the particular online brand community (Bagozzi & Dholakia, 2006; Dholakia et al., 2004). So, considering community commitment as an important intervening variable for creating loyalty behaviour.

Impact of participation on loyalty behaviour i.e re-purchase & WOM

Followers' participation in the community is the pre-condition for the success of any online brand community (Kim, 2000; Inversini and Masiero, 2014). Especially when members participate with their willingness in interactive marketing activities that enhance the affluence and sustainability of the online brand community (Hagel and Armstrong, 1997; Preece, 2000). Results of some research clearly showed that customer participative behaviour in online brand communities and increases communal relations, a sense of community (Madupu & Cooley, 2010). Customer participation plays a vital role in establishing a strong relationship between a brand and its online community (Wang et al., 2016).

Previous research has focused on participation and its measuring by the extent to which community members actively engage in contributing behaviours (Johnston et al., 2013; R. Shang et al., 2006; Vroom & Jago, 1988). This includes activities such as posting messages, responding to queries from other members, and sharing their brand experiences. M.C. Alexander et al. (2002) highlighted that when customers participate in virtual brand communities, it enhances consumer identification and loyalty towards the brand, leading to increased purchase intention and brand usage (Algesheimer et al., 2005). Numerous studies suggest a correlation between participation and purchase behaviour. According to Algharabal et al. (2009), consumers are more likely to engage with brand content, such as watching or reading brand posts, which strongly influences their intention to repurchase. Engagement is seen as an expanded form of participation, as noted by Madupu & Cooley. (2010), who emphasizes that consumer participation in online brand communities fosters sustainable brand loyalty—a deep-seated desire to repurchase a brand regardless of obstacles or costs (Oliver, 1999). This underscores a direct link between participation and the intention to repurchase

H1: Online Brand Community participation significantly affect repurchase intention.

Participation is done in any brand community by posting, commenting, replying & imparting positive word of mouth about the community. Word-of-mouth (WOM) is recognized as a potent communication tool (Hou Wee et al., 1995). In communities, members are recognised and have conversations with like-minded people. These social interactions form common values & norms between members of the community. As members of online brand communities, customers naturally engage by providing responses, sharing experiences, and spreading WOM among fellow community members. This direct relationship is affirmed by Hollebeek & Chen (2014), who assert that WOM is a significant outcome of participation. Additionally, participation in online communities transforms consumers into brand promoters (Kumar, 2015). Even studies like Cheung et al. (2011) indicate that customers ready to participate in online brand communities are more inclined to share positive word-of-mouth about the brand

H2: Online Brand Community participation significantly affect word of mouth.

Mediating effect of Community commitment

Commitment means the determined attempt of one individual to continue the relationship (Garbarino & Johnson, 1999). Hur et al. (2011) mentioned that commitment must be considered as an attitudinal factor that is emphasised on community members' acceptance of the value of ongoing relationships among the members and the community. Commitment act in a crucial role in relationship marketing (Morgan & Hunt, 1994). Jang et al. (2008) also explain brand community commitment is a degree of powerful and positive feeling among the members toward the online brand community, which is considered for the current study. Community Commitment gaining importance among scholar because committed customer shows less risky conversion behaviour, put more effort to maintain relationships, and are more willing to continue the same (Turri et al., 2013) a. Previous literature also confirms that community commitment is an important mediator for developing long-term relationships with customers (Bao & Wang ,2021), in the form of WOM & re-purchase. A

committed customer automatically trust the brand and community both and that leads to loyalty behaviour i.e. re-purchase which is facilitated by community commitment. Previous research has identified a positive relationship between commitment and customer retention (Li & Chang, 2016). When customer is committed and have trust in the community their trust increases automatically in the brand as well and leads them toward re-purchase. It was found that all dimensions of customer commitment and mental state are inversely related to customer churn (Bolton et al., 2013). Moreover, the brand-customer relationship and the commitment of existing customers positively influence the occurrence of loyal customer behaviour and significantly increase customers' willingness to repurchase (Hennig-Thurau et al., 2002).

Second WOM is also related to commitment because customers spread WOM when they trust and like the brand, as they are committed to the brand community, the reason is participation or interaction. Engaging in conversations, whether online on social media platforms or offline, about their experiences with the brand and online brand community is a behaviour observed among consumers (van Heerden & Wiese, 2021) who are connected to the brand community with common social norms. Word of mouth is facilitated by commitment and engagement. So, from the above discussion, it is clear that community commitment is an important variable for both types of loyalty behaviour so it is suggested that community commitment might mediate between participation and loyalty behaviour. So, the hypotheses are:

H3a & H3b: Community commitment mediates the association between participation and loyalty behaviour i.e. a) repurchase intention b) WOM.

Moderation effect of Community Commitment

The study above section already discussed the importance of community commitment and it has the potential to change the relation between input and output variables relating to relationship building or loyalty behaviour. According to literature in the online brand community environment, communication must exist (Bruhn et al., 2014), and that requires the trust of customers. Community trust helps in selfless communication between the members like a sharing of information & that needs effort & time and that happens through the linkup of customers who have similar values, hobbies & interests (Bruhn et al., 2014). So, community trust further develops community commitment which plays a crucial role in developing loyalty behaviour. That means in the case of high commitment customers are more loyal because they more have trust or in the case of low commitment might be possible customers are not showing strong loyalty behaviour. When trust plays a moderator role (Kang et al,2014; Cheng et al; Wang et al) and further it will develop commitment so commitment can play a moderating role. So, the moderating effect can be checked.

H4: Community commitment moderates the association between participation and loyalty behaviour i.e. a) repurchase intention b) WOM.

III. Material and Methods

This study focuses on individuals who are frequent users of social media and belong to the age group of 18-35. Participants must have been members of an online brand community of their choice for a minimum of three months. To gather data from these individuals, a self-administered questionnaire was employed.

Study design: A survey method was utilized to collect data through an online questionnaire and quantitative research was used in this study.

Study Location: Study based on university students.

Study Duration: February 2024 to April,2024

Sample Size: The final sample size was 155 customers who follow any online brand community.

Sample Size Calculation: The targeted sample was considered to be 210 but the obtained was 155 respondents which was sufficient according to Hair et al. (2010) criteria.

Subject and Selection Methods: The study population is young adults from Generation X and Y were targeted for this study due to their heightened tech-savviness (Nadeem et al., 2015) and substantial representation, accounting for 60% of the population, coupled with their regular internet activity (Bolton et al., 2013). Convenience sampling was employed, aligning with previous research methodologies (Kamboj et al.,2016). University students were specifically approached for data collection, as they are a fitting representation of Generation X and Y. Potential respondents were contacted via email, which included a survey link and instructions for completion. A total of 210 responses were received, with 55 responses deemed ineligible based

on screening criteria. The final sample comprised 155 respondents, with 52.9% identifying as female and 47% as male. The majority of respondents fell within the 20-30 age bracket.

Inclusion Criteria-

- 1-The individual must join any social media.
- 2- follow any online brand community for the past three months.
- 3- come under the age category of 18 to 35.

Procedure Methodology: There is a total of four sections of the questionnaire and a seven-point Likert scale was used which ranged from 1-strongly disagree to 7-strongly agree. Various scale was adopted from different studies details are given in Table 2 and demographic details are given in Table 1.

Statistical Analysis: The empirical data analysis was conducted using structural equation modeling through AMOS.23. As this is the best method to show the interconnection structure.

IV. Data Analysis and Results

The data analysis proceeded in two stages: firstly, a measurement model was constructed, followed by the structural model. Structural Equation Modelling (SEM) techniques were employed using AMOS 23.0, a commonly utilised tool in social science research.

Measurement Model

The guidelines outlined by Anderson and Gerbing. (1988) were adhered. Initially, reliability and validity were established. Cronbach's alpha coefficients for all constructs in the study exceeded 0.70, confirming satisfactory internal consistency. Subsequently, composite reliability was assessed to ensure high reliability, with all constructs achieving values greater than 0.70 (Hair et al., 2010). Convergent validity was then assessed through item loadings, which were found to exceed 0.70 as recommended by Hair et al. (2010). Additionally, the Average Variance Extracted (AVE) values were evaluated, with all values surpassing 0.5 (Hair et al., 2010), thus, confirming satisfactory convergent validity. These results were verified using Table 3. Subsequently, discriminant validity was evaluated using Heterotrait-Monotrait (HTMT) ratios. The HTMT values must be below 0.90 (Henseler et al., 2015), and all values obtained were within this threshold. This observation, as illustrated in Table 4, ensures the absence of multicollinearity between the constructs.

The overall model fit of measurement model was also up to the mark as GFI=.89(GFI>.85), AGFI=.83(AGFI>.80),NFI=.93(NFI>.85),IFI=.969(IFI>.89),TLI=.959(TLI>.85),CFI=.0968(CFI>.88), CMIN=1.916(CMIN<.5),RSMEA=.077(RSMEA<.08).

Method of common basis

Because data collection had been done from one source (Podsakoff et al, 2003) or the same responded used for collecting data related to independent and dependent variables so there was the chance of common method biasness (CBM). So, in this study, the potential for common method bias was assessed using Harman's single-factor test. The results indicated a satisfactory value, which should ideally be below 50% according to Podsakoff and Organ (1986).

TABLE 3: Result of the Validity and Reliability

Item	Loading	CA	CR	AVE
PART1	.773	.889	.888	.665
PART2	.824			
PART3	.827			
PART4	.837			
CC1	.842	.927	.928	.765
CC2	.897			
CC3	.920			
CC4	.837			
RP1	.877	.816	.841	.642
RP2	.927			
RP3	.561			
WOM1	.971	.962	.962	.894
WOM2	.955			
WOM3	.910			

Note(s): Participation (PART), Community Commitment(CC), Re-Purchase(RP), Word of Mouth(WOM), Cronbach's Alpha(CA), Composite Reliability(CR), Average Variance Extracted(AVE),

TABLE 4: Result of the Discriminant Validity

(HTMT)	PART	CC	RP	WOM
PART	-	.77	.58	.49
CC	-	-	.72	.59
RP	-	-	-	.85
WOM	-	-	-	-

Note(s): Heterotrait- Monotrait Ratio

Structural Model

In the structural model, the final acceptance or rejection of the hypothesis was checked by SEM. Hypothesis testing was conducted in three stages, first testing the direct effect (H1,H2), testing the mediation effect(H3a,H3b), and testing the moderation effect (H4a, H4b). So, in this study, the first direct result was indicated in Table 5. The analysis revealed there was a significant impact of participation on both re-purchase intention ($\beta = 0.65, P < 0.001$) and word-of-mouth ($\beta = 0.61, P < 0.01$). That means H1, H2 were accepted.

Then mediation effect was analysed but before that first, ensure the condition required for the presence of the mediation effect. According to Schneider et al. (2005), the mediation condition of the study satisfied that the predictor (independent variable) & mediator have a significant relation and there is also a significant relation between the mediator and outcome variable. Next according to Baron & Kenny. (1986), it must be to check the direct relation between the independent variable and dependent variable that was also satisfied that participation has a significant effect on re-purchase and WOM. The next indirect effect was checked by process macro & bootstrapping was performed at 5000 level with a 95% confidence level which result is shown in Table 6. In mediation, the effect has two parts partial mediation & full mediation. Partial mediation occurs when both direct effect and indirect effect are significant and in the case of full mediation, the direct effect is insignificant, and the indirect effect is significant only (Cheung and Lau, 2008). The mediation model analysis demonstrates in Table 6, that community commitment serves as a significant mediator between participation and re-purchase behaviour. The indirect effect ($\beta=.055, P<0.01$) along the hypothesized path (participation → commitment → re-purchase) was found to be significant, while the direct path was not ($\beta=.062, P>0.05$). This indicates a case of full mediation. So H3a was accepted. However, in the second case of the mediation model (participation → commitment → WOM), the results were not satisfactory, its indirect effect was ($\beta=.069, P>0.01$) insignificant and suggested no mediation. Therefore, further exploration of partial or full mediation was not pursued and H3b was rejected.

To check the moderating effect of community commitment, it must ensure the condition of the suitability of the moderating variable, as the study's moderated variable has an impact on the dependent variable, they are logically related as explained above section of the study committed customer shows loyalty behaviour so community commitment act as moderated and mediated both so to check the exact impact, moderating effect also checked. The first interaction effect was calculated (“participation X community commitment) and in study tested whether this interaction affected WOM and re-purchase intention. Process macros were used to check the interaction variable. The result confirms that interaction between participation & community commitment does not relate to re-purchase ($\beta=0.039, P>.001$), and in the second moderating interaction effect between participation and community commitment does not relate to WOM ($\beta=0.0395, P>.001$). So, there was no moderation effect, not going further for the direction of moderation effect. Hence H4a & H4b was not accepted.

V. Discussion

The direct effects of participation on re-purchase behaviour and word-of-mouth (WOM) were examined, confirming the acceptance of Hypothesis H1. This finding aligns with prior research (Madupu & Cooley, 2010; Cheung et al., 2021; Kumar & Nayak, 2019; Yuan et al., 2019), indicating that consumer participation, through consumption and creation, for example, watching, reading the brand post, sharing experience and be active in the community make them emotionally attached and they receive some rewards also because of active participation which, correlates with a higher likelihood of re-purchase intention. Furthermore, H2 was supported, consistent with previous studies (Kamboj, 2020; Kumar, 2019; Kamboj et al., 2016; Shang et al., 2006; Woisetschlager et al., 2008). This suggests that more active and participative members of online brand communities exhibit increased engagement with fellow members and are more inclined to provide positive word-of-mouth recommendations because he/she satisfied with the community services (McCarthy et al., 2010) and have trust on brand because of the involvement in community so most likely they work as part-time brand promoters. Overall, the framework yielded favourable results, indicating effective strategies for

maintaining customer loyalty. The next hypothesis (H3a) was also accepted that community commitment fully mediates the relation between participation and re-purchase intention, which was confirmed by the finding of Kumar & Kumar. (2020). Accordingly, when customer participates in the community this suggests that consumer participation fosters a mutual exchange of information, cultivates positive feelings, and enhances confidence and trust within the community (Vohra & Bhardwaj, 2017; Zhou & Amin, 2014), so more committed customers further go for loyalty behaviour. H3b is rejected which means community commitment does not mediate the relationship between participation and WOM which is contrary to the previous study (Kamboj & Rahman, 2016) in line with that commitment does not play any role for WOM, the reason might be if customer participates, & he/she is satisfied with the community they directly spread the WOM, it is not necessary to be committed. So, for creating a re-purchase feeling among customers, community commitment must be kept in mind because it is an intervening variable.

In the Last result moderation effect of community commitment was checked between participation and re-purchase or WOM, so results rejected the hypothesis that means community commitment does not play any moderator role and loyalty (re-purchase, WOM) can be established directly with participation so there was nothing like more committed or less committed customer show different loyalty behaviour.

Theoretical Implication

This study contributes to the literature by focusing on participation, which is distinct from engagement (Shang et al., 2006). While many researchers discuss engagement, this study recognizes that customers often participate without being fully engaged. Participation entails lower levels of involvement, such as watching, reading, liking, and commenting in online brand communities, which has received less attention in previous research but was addressed here. It explores how participation in online brand communities contributes to securing customer loyalty, (Algesheimer et al., 2005) and encouraging continued engagement with the brand's social media page rather than with other social media pages associated with the brand.

The next contribution of the study was to apply trust and commitment theory which was hardly used to analysis of the mediating and moderating role of community commitment for loyalty behaviour.

After that as discussed earlier in this paper, researchers accept the importance of community commitment which has the potential to impact or change long-term relationship behaviour (Bao & Wang,2021). Additionally, the study emphasizes the significance of community commitment, for achieving behavioural loyalty through participation, was not a straightforward process. Various intervening variables come into the picture, so examination of how commitment mediates and moderates the relationship between participation and loyalty behaviour was examined and contributed to literature.

Practical Implication

This study gives marketers a clear picture of how online brand communities can turn customers into loyal consumers and establish long-term relationships through participation. Study shows that active involvement of customers is crucial for achieving long-lasting results of marketing efforts (Kim, 2000). Further practical implications are based on study results which reveal that there was a direct relation between participation and loyalty behaviour (Cheung et al.,2021; Kumar & Nayak,2019; Yuan et al.,2019) so marketers should take participation seriously and encourage customers to it by offering incentives, a good environment for communication, and valuable information about products & brand so that they make intention for word-of-mouth (WOM) communication and repurchase. The next result of the study said community commitment was an important variable and it plays a mediating role (Bao & Wang ,2021), in re-purchase, so marketers keep this in mind while deciding their marketing strategies which focus on making customers committed by increasing their trust in the brand and community with reliable, supportive information and brand keep their promise along with fulfilling the requirement of community customers which direct them toward the re-purchase. So, Commitment is an intervening variable that firms should keep in mind while deciding their marketing strategies to establish behavioural loyalty through participation.

VI. Conclusion

Online brand communities present numerous opportunities to attract and inform potential customers about the brand. The current study significantly advances the literature on customer participation and community commitment. Through rigorous empirical testing, the study contributes valuable insights to the evolving landscape of social media marketing strategies. Studies have explored participation as a key variable in conjunction with community commitment, particularly concerning behavioural loyalty. This underscores the importance of online brand communities as essential platforms for converting customers into loyal brand advocates.

Limitation and Future Direction

The current study's main focus was community commitment which contributed to the literature but the study has a limitation as well, many researchers accept that brand commitment and brand love are also necessary and important which play a major role in creating loyalty behaviour (Kim et al., 2008) that was ignored in the study, so it will open a new area for research. The next limitation is, that there are lots of brands and their communities, one result cannot be true for all so further research can be done on any specific product category-based community or particular brand community that opens a new area. In the future, researchers may explore other dimensions of commitment, (Gustafsson et al., 2005; Kim and Frazier, 1997) such as effective and behavioural commitment, apart from the single dimension of community commitment that was considered in this study. This could provide a more comprehensive understanding of how commitment influences customer behaviour.

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