

Customer Purchase Intention in Online Green Product Brand Community

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Abstract: *Due to the increasing awareness of people's environment in choosing a product, resulting in high competition in green product industry. The impact of this phenomenon is also faced by early-stage start-ups in the green product industry, which has limited funds and resources. Seeing this problem, there is one strategy that has a high potential to increase customer purchase intention and provide good performance in increasing traction and product/service purchase in many large companies, namely a brand community that can be formed in online brand community (OBC). Although there are many benefits offered by Online brand community (OBC), unfortunately, there are still few green product brands that implement OBC in Indonesia. Thus, there are hardly any benchmarking models for the application of OBC, and comprehensive research on how the purchase intention in an OBC is unheld. To be able to fill the information gap and explain purchase intention in an OBC meticulously, previous research said that customer motivation and satisfaction are related to purchase intention. Therefore, this research will also look for the customers' motivation to participate in OBC to be able to identify motivation fulfilment and known as satisfaction on OBC. The satisfaction of OBC will bring this research to be able to pinpoint customer purchase intention. This research will be conducted using a qualitative method (case study strategy in two green product OBCs in Indonesia) with semi-structured interviews with informants that have different levels of participation in OBC. From the results of data analysis obtained, it can be identified 14 customer motivations to participate in green product OBC such as information need, relatability, social integrative need, etc. It can be concluded that the fulfilment of those motivations are reflecting the level of satisfaction on OBC and also has a significant effect on purchase intention in green products industry.*

Keywords: Motivation, Satisfaction, Purchase Intention, Online Brand Community, Green Product

1. Introduction

1.1 Background

According to a global analysis in 54 countries by the Economist Intelligence Unit (EIU) 2021, there is an indication of public environmental concern increased by about 71 percent reflected in internet searches for sustainable products, and this percentage rose during the COVID-19 pandemic because numerous people re-evaluate the environmental impact of their daily decisions, actions, choices, and products. PwC Global Consumer Insight Credit Survey 2021 said respondents who switched to using green products increased by around 50%, especially in Indonesia, which had a higher average green product consumption value than the global

average, with 86%. As a result of this shift, Brink News 2021 stated on their official website that this could be a new opportunity seen from customer demand, making the competition in the green product industry tougher and has become new homework for green product marketers.

A variety of marketing strategies have been implemented to increase customer purchase intention to make customers do actual purchases and resulted in brand generating revenue (Morinez et al., 2007). One of the promising strategies predicted to be the future marketing in 2022 because it is proven to increase sales and traction based on historical data is a brand community and it can be a form of an Online Brand Community (OBC) (*7 Branding Trends That Will Emerge in 2022*, n.d.). Moreover, OBC offers numerous advantages i.e. a high adaptiveness level in many conditions (Muniz Jr. & O'Guinn, 2001), needs minimal resources & funding (Berry, 1995), and possibly reaches globally (Habibi et al., 2014). Thus, seeing the positive impact, OBC can strengthen the reason why green product brands should consider an OBC as a part of their marketing strategy.

1.2 Problem Statement

The increasing of market competition in the green product industry is challenging for many green product brands including early stages start-ups when they are facing main constraints such as limited funding and manpower resources. Looking to the OBC strategy character dan benefit, this could be one of the suitable marketing strategies for early-stage green product start-ups.

However, despite the numerous benefits that come from the OBC strategy, from the author's preliminary observation, there are still few green product brands that have implemented OBC specifically in Indonesia. As a result, there are hardly any benchmarking models for the application of OBC, and the lack of historical data in running OBC. Although there is a number of field data from extensive companies that illustrate positive results from OBC on product/service purchases (Fournier & Lee, 2009; Harrower, 2021) also a study conducted in a structured and comprehensive manner on how is the purchase intention in an OBC that is believed to be a good forecasting indicator of actual purchase (Chandon et al., 2005; Peña-García et al., 2020) has not been carried out, especially on the green industry.

To be able to describe purchase intention especially in an OBC green product better, research needs to know first the motivation of the customers that is closely related to customer satisfaction (Albayrak & Caber, 2018) and then the state of the purchase intention in the OBC. By knowing customers' motivations to participate a green product OBC, the research can determine customer overall satisfaction which has a positive relationship with purchase intention (Akhter, 2010). In addition, knowing the level of customer overall satisfaction through their motivation to participate in green OBC products can support research to describe the conditions and situations of OBC in more depth and provide the information needed to innovate more broadly for green product marketers that want to develop marketing strategies, especially OBC, by maximizing customer's motivation. (Stewart & Fenn, 2006)

By filling the gap from the lack of structured information that describes the state of purchase intention of the green product OBC including explaining the state of the OBC, this research is expected to assists expand the innovation of the marketing strategy of the green product industry in business and scientific implications, therefore green product brands are able to compete and continue to innovate through OBCs.

1.3 Research Question

- 1) What is the customer motivation for participating in green product OBC created by the brand?
- 2) How is the customer purchase intention within a green product OBC?

1.4 Research Objective

- 1) To discover customer motivation when deciding to participate in Green Product OBC created by the brand
- 2) To explore the customer purchase intention within a green product OBC

1.5 Scope and Limitation

This research focuses on members of the marketer-created OBC of a Green Product Brand, especially in Indonesia. The research only uses reference sources from journals, articles, and books published in the period 1980-2022 to maintain the relevance of the studies carried out to the present. The research will only explore customer motivations when deciding to participate in Green Product OBC and customer purchase intention within a green product OBC without finding out how strong the relationship is. This research also will be conducted using qualitative methods.

2. Literature Review

2.1 Green Product

This research will use the definition of green product from a customer perspective, where green products are indicated as non-natural, biodegradable products, with a minute impact on the environment, safe for the planet, and also associated with the 3 R's" (Reduce, Reuse, Recycle) (Durif et al., 2010) such as cassava plastic, organic sanitary napkins, and paper straws.

2.2 Online Brand Community

A brand community defined as “a specialized, non-geographically bound community, based on a structured set of social relations among the admirers of a brand” (Muniz Jr. & O’Guinn, 2001) and can be held virtually as an Online Brand Community (Rheingold, 2000) it can be built with several media such as websites, Facebook, and blogs.

2.3 Customer Satisfaction

Tian-Cole and Crompton (2003) (Tian-Cole & Crompton, 2003) recognized two understandings of satisfaction, the first being needs-based and the second to be appraisal-based. According to the needs-based definition, where tends to suggest a deep association between motivation and satisfaction, where they define satisfaction as a result of the fulfilment of commensurate needs or motives. By knowing the level of satisfaction, it can be reflected in overall satisfaction, which is a cumulative evaluation response feeling of the customer (Oliver, 1993; Gotlieb, Grewal, and Brown, 1994) which is shown to influence behavioural intention (Akhter, 2010; Mazursky, 1983).

2.4 Motivations of Consumers’ Participation in Online Brand Communities

Willingness to engage is the likelihood that users will be willing to respond to a company’s activities once they have entered an OBC (Kumar & Nayak, 2019; Liu & Lai, 2020). Consumers’ motivations to participate in online brand communities can be explained by past research, where the study divides consumer motivations to participate in brand communities into three types (Akram et al., 2021; Han et al., 2019): function-driven factors, society-driven factors, and emotion-driven factors.

2.5 Purchase Intention in Green Product

Morinez et al. (2007) define purchase intention as a situation where a consumer tends to buy a particular product in certain conditions. Based on the results of a literature review conducted by (Wijekoon & Sabri, 2021) Wijekoon and Sabri (2021), the grouping of factors related to customer green product purchase intention is divided into individual, non-individual, situational, product attributes, and demographic factors.

2.6 Conceptual Framework

Based on the results of the literature review and preliminary study conducted, a conceptual framework was obtained. Based on the results of the literature review from (Wijekoon & Sabri, 2021) Wijekoon and Sabri (2021), there are several intersect between someone's motivation to participate OBC and purchase intentions such as member participation and product satisfaction therefore, at a particular point, customer motivation to participate in green product OBC and purchase intention of green product can meet and influence each other.



Figure 1: Conceptual Framework

3. Methodology

Based on objectives and suitability guidelines from Saunders' research onion (Saunders; Lewis; Thornhill., 2012), this research will use mono qualitative method as a research methodology and Case study strategy with a cross-sectional time horizon. This research conducted a preliminary study using interviews and observation within two green product OBC in Indonesia named Rumah Tumbuh Bersama (RTB) by Rahsa Nusantara and Sustaination Community by Sustaination as case study objects. For data collection, this research used semi-structured interviews with 10 informants grouped into two criteria, (A) People who are actively involved in OBC's green products in Indonesia and (B) People who are Passively involved in OBC's green products in Indonesia. Interview questions is including about green product purchase intention within an OBC and motivation to participate in green product OBC. This research has to make sure all the informant's consent to doing the interview and the data collected will be used in this research. After this research has been collected and saturated, the data will be analysed using qualitative descriptive also adopting one of grounded theory process which is coding include open coding, focused coding, and categorizing (Charmaz, 2006) and validated by the informants in triangulation.

4. Data analysis

4.1 Preliminary Study

The preliminary study helps the research to provide insights and gives broad perceptions on the problem overview (Malhotra et al., 2017) between field data and literature review (Malhotra et al., 2017).

4.1.1 Case Identification

The following are cases that have been successfully identified by observation on two green products OBC in Indonesia which are Rumah Tumbuh Bersama by Rahsa Nusantara and Sustaination Community by Sustaination:

It was found that Rahsa Nusantara's OBC is much more active than OBC Brand Sustaination seeing from the number of incoming messages between members that occur every day and the activities organized by OBC the. It was found that the Rahsa Nusantara Brand had more opportunities to send promotional messages for their product than Sustaination, which did not illustrate any activity in the OBC, even though currently the number of members who are members of OBC Sustaination in the form of Telegram groups is far more than Rahsa Nusantara who using the WhatsApp group chat, which are 541 members and 106 members. Thus, it can be conclude that there is an indication that OBC in a brand can be a channel and sales strategy especially in the green product industry.

4.1.2 Definition of Green Product from Customer Perspective

It can be concluded that the green products definition based on the customer's perspective in Indonesia is very broad, covering all products that are less damaging to the earth, from the production process to the way they are sold. Informant identified several items that are included in green products, such as household products made from natural ingredients as well as natural soap, natural detergents, natural health ingredients, organic sanitary napkins, and paper straws, even products whose consumption does not produce waste/residue such as a menstrual pad.

4.2 Data Result

4.2.1 Customer Motivation to Participate Online Brand Community

Table 1 is contains the result of coding process by identifying the motivation of the informants to participate in OBC. The results of the interpretation carried out by this research have been validated with literature or previous studies related to the motivation of people to participate in a community and classify into dimensions based on the results of previous research divided into three types of motivation function-driven, community-driven factors, and emotion-driven factors (Akram et al., 2021; Han et al., 2019). The results of the motivations will be displayed sequentially starting from the most appeared to the least appeared from the data collection interviews.

Table 1: Customer Motivation to Participate Green Product OBC

No.	Motivation	Definition	Dimension
1.	Information Need (Fernandes & Castro, 2020)	The desire to seek factual information, exchange knowledge, the desire to keep updated on information, the desire to know something deeper than the results of discussions and activities carried out by OBC.	Function-drive
2.	Relatability (Dada et al., 2019)	The nature, discussion, media, and activities applied to OBC green products are in accordance with the characteristics, needs, and experiences of members such as lifestyle and demographics.	Emotion-drive

3.	Social Integrative Need (Fernandes & Castro, 2020)	Meet social needs, make a friend, networking, and can associate yourself with certain groups such as in the form of a support system environment in carrying out a certain lifestyle.	Social-drive
4.	Entertainment need (Fernandes & Castro, 2020)	Looking for activities that vary outside of routine and relieve stress	Function-drive
5.	Satisfaction (Casaló et al., 2008)	Feel happy or sad with everything related to the brand such as products, relationships, customer service, marketing instruments that are set, so that it can bring out certain views on the brand, for example a sense of awe.	Emotion-drive
6.	Intrinsic Motivation (Chris Zhao & Zhu, 2014)	Reasons that are motivational from within the individual such as work interests, expectations of personal conditions, business, and other needs that are personal interests.	Function-drive
7.	Remuneration Need (Fernandes & Castro, 2020)	Needs or expectations related to monetary, economic, or reward.	-
8.	Altruism (Wang et al., 2020)	A sense of care and concern for the surrounding environment and closest people such as family	Emotion-drive
9.	Personal Integrative Need (Fernandes & Castro, 2020)	Need of self-expression, identification, recognition, and awareness	Emotion-drive
10.	Self-interest (Dellarocas et al., 2004)	Things that individuals like, know, and care about	Function-drive
11.	Subjective norms (Bagozzi & Dholakia, 2006)	Desires or expectations related to around the individual have regarding a person's behavior	Social-drive
12.	Extrinsic Motivation (Chris Zhao & Zhu, 2014)	Desires or expectations that people around the individual have regarding a person's behavior	Social-drive
13.	Psychological ownership (Kumar & Nayak, 2019)	Feelings in the form of possession towards something can be in the form of a sense of involvement with a brand because it also uses the product of the brand	Emotion-drive
14.	Impulsivity (McDaniel & Zuckerman, 2003)	Tendency to make decisions without considering expectations and not being designed	-

4.2.2 Customer Satisfaction on Online Brand Community

According to (Tian-Cole & Crompton, 2003), to find out the level of satisfaction from the customer, could be identify by finding out the motivation or encouragement of the customer. So, after knowing the motivations of customers in participating OBC that have been carried out in the previous explanation, the following are the results of data analysis regarding the level of satisfaction related to the fulfillment of motivation on OBC green products in Indonesia, namely Rumah Tumbuh Bersama (RTB) by Rahsa Nusantara and Sustaination Community by

Sustaining. Table 2 shows the results of the data analysis related to satisfaction and the level of participation that has been previously determined, namely A) People who are actively involved in OBC's green products in Indonesia and (B) People who are Passively involved in OBC's green products in Indonesia.

Table 2: Customer Motivation to Participate Green Product OBC

Name of OBC	Participant Category	Informant	Participation	Satisfaction
Rumah Tumbuh Bersama (RTB) by Rahsa Nusantara	(A)	DV	Active	Satisfy
	(A)	PT	Active	Satisfy
	(A)	TR	Active	Satisfy
	(A)	TY	Active	Satisfy
	(B)	SR	Passive	Satisfy
	(B)	TS	Passive	Unsatisfy
Sustaining Community by Sustaining	(A)	AI	Active	Unsatisfy
	(A)	AG	Active	Unsatisfy
	(A)	RR	Active	Unsatisfy
	(B)	MR	Passive	Unsatisfy

4.3 Categories of Participation and Satisfaction of Online Brand Community

Table 3 is the results of data analysis categorizing based on the interrelated and complementary (Charmaz, 2014) of the level of participation and member satisfaction with OBC to facilitate the formulation of future conclusions.

Table 3: Categories of Participation and Satisfaction of Online Brand Community

Category	Label
1	Active dan Satisfy
2	Active dan Unsatisfy
3	Passive dan Satisfy
4	Passive dan Unsatisfy

4.4 Purchase Intention in Online Brand Community

After data categorizing related to level of participation and member satisfaction on OBC, the next step is to identify the purchase intention of each category. Thus, this research will focus on analysing the relation between the level of satisfaction in OBC (Akhter, 2010; Mazursky, 1983) and the level of member participation in OBC (Adjei et al., 2010; Mahrous & Abdelmaaboud, 2017) into reasons that influence purchase intentions.

4.4.1 Category 1: Active dan Satisfy

4.4.1.2 Focused Coding: Positively Affect Purchase Intention

"By joining Rumah Tumbuh Bersama, it influenced me in buying their products because I saw other members sharing in the group"

TY

“Before joining the community, I only knew about Prayaguna products, but after entering and then often getting it, it turned out that I would get a voucher if it was active, so I used the voucher to try their products”

TR

It can be seen from the excerpts of interviews with category 1 there is a positive influence on their purchase intention to buy the products offered after joining OBC. The purchase intention is also influenced by the level of satisfaction with OBC, especially in terms of rewards associated with their high level of participation. Informants in category 1 not only admitted to experiencing positive changes in their purchase intention towards the products offered by OBC but also had a tendency to provide testimonials (WOM) and defend the brand (Loyal).

Thus, looking at the results of data collection interviews with informants in category 1, all informants admitted that there was an increase in their purchase intention of products offered by OBC, and this was also related to the level of participation and satisfaction with OBC. Therefore, there was no evidence from category 1 informants who felt that the level of participation and satisfaction with OBC had no effect on their purchase intention.

4.4.2 Category 2: Active dan Unsatisfy

4.4.2.1 Focused Coding: Positively Affect Purchase Intention

“Actually I'm quite satisfied with their products because the quality is good, there is a desire to buy their products, but still needs to reconsider the issue of price”

AI

“... I really want to buy their product, which is a children's book in collaboration with Little Coca, for my son, but I haven't bought it yet because I'm still thinking about it, because it's a bit expensive. I'm really looking for books for children”

RR

It can be conclude that purchase intention appears with other considerations such as the level of satisfaction of products offered by OBC and the suitability of the products offered with the needs of the informants. Moreover, it was also found that the purchase intention that increased in category 2 did not always convert into an actual purchase because it took into account the problem of the price of the products offered. So it was found that there was an increase in purchase intention not because it was related to OBC, but because other factors that had been mentioned made informants still have the desire to buy the products offered.

4.4.2.2 Focused Coding: Does not Affect Purchase Intention

“... I'm not really a user of their products, apart from that I haven't really implemented an environmentally friendly life yet, just starting from small things”

“I'm not really interested in zoom webinars, because of time. Besides that, I also don't feel that joining the Sustaination Community increases my desire to buy their products or join their webinars.”

AG

It was found that the informant does not feel any desire to try the products offered by OBC even though she has been quite active in participating but was not satisfied with the quality of the OBC. Another thing that could be the reason why there is no encouragement to buy the

products offered is that the products di unrelatable for her. Thus, this can be a new finding that the level of satisfaction with OBC could have a bigger role than the level of participation in OBC on customer purchase intention because it was found that informant in category 2 who were unsatisfied even though she actively participates, still does not has the desire to buy products offered. This is also added by the absence of reasons to buy products such as satisfaction with the product and compatibility with the needs of the informant.

4.4.3 Category 3: Passive dan Satisfy

4.4.3.1 Focused Coding: Positively Affect Purchase Intention

"Before joining the community, I had tried their product once. But after joining, now I consume more regularly because it is part of my lifestyle"

"I honestly don't feel like buying their products because of rewards, vouchers, or so on, besides that the products are good."

"Before joining the community, I wasn't as diligent in practicing good habits, it wasn't as consistent as it is now, maybe that's also the reason for being more consistent in using their products related to the good habits being campaigned, right?"

SR

Based on excerpts from data collection interviews, the informant feels that since joining the community, she has become more routine in using the products offered by OBC including her desire to buy. Associated with products as well as testimonials that encourage her to have a desire to buy the product, plus a positive experience in using products offered by OBC (satisfied with the product). In addition, as with category 1, there was no evidence of category 3 informants who felt did not have the urge to buy the products offered by OBC.

4.4.4 Category 4: Passive dan Unsatisfy

4.4.4.1 Focused Coding: Positively Affect Purchase Intention

"Before joining the community, I had used products from Rahsa Nusantara, because of the needs of my child, and it really suited me but not because of my lifestyle"

"I am satisfied with their customer service, rarely anyone pays attention to after purchase service"

"... that time they were products for the stomach and I have a stomach disease so I had the desire to try it"

"Although there are many testimonials from their other variants, I just have a desire to try it. But if I actually buy it, I will still consider my needs too"

TS

Although the informant was quite passive in participating in the group and not satisfied with the conditions of the OBC, the intensity of purchasing from the informant in category 4 was quite high. However, the low level of participation and satisfaction with OBC is caused by the personality of the informant and the low relatability with the informant's lifestyle including discussions also activities offered by OBC. This is could be a new finding, where even with a low level of participation and satisfaction with OBC, it can still encourage customers' desire to buy the products by considering other factors such as loyalty and a good relationship between the brand and members. In addition, one of the advantages of using an OBC strategy is the possibility to maintain a one-to-one relationship between the brand and the customer (Berry, 1995).

4.4.4.1 Focused Coding: Does not Affect Purchase Intention

In the category 4, it was also found that there was evidence that members who were passive in participating in OBC and not satisfied with OBC felt that there was no desire to buy the products offered by OBC as shown in the following:

"... actually if I have not use products from Sustainability, I've never bought them, but I follow their campaigns on Instagram and others because I'm really interested in talking about the environment"

"... because honestly, their product prices are quite expensive, so I often look for substitutes for similar products in e-commerce"

"I really hope that there will be more activities, more information, more massive movement, not just sharing product information or promotions"

"In my opinion, the content offered in the group has also been widely used and is monotonous"

MR

5. Data triangulation

This research has been doing triangulation is used to avoid biased information. After all the data is saturated, data in the form of narratives that have been interpreted by this research, will be sent to informants for revalidating the interpretation results. The results of the interpretation of this research in the form of a narrative have been in accordance with the intent of the informants so that the data used in this research has been validated. In addition, this research always triangulates using literature reviews or previous studies to support the results obtained in the field.

6. Conclusion

Based on the analysis of the results in the previous chapter, it can be concluded that there are 14 customer motivations to participate in green product OBC which are information need, relatability, social integrative need, entertainment need, satisfaction, intrinsic motivation, remuneration need, altruism, personal integrative need, self-interest, subjective norms, extrinsic motivation, psychological ownership, impulsivity. Identification of customer motivations to participate in green product OBC is carried out to determine the level of customer satisfaction with OBC (Tian-Cole & Crompton, 2003) and the results show that OBCs that meet customer motivation have a higher level of satisfaction by providing diverse, many activities are held, gives enough appreciation to customer, a strong sense of kinship, and also there are open discussions held by members. These findings are in accordance with the motivation to participate in green product OBC which was identified previously.

After being able to identify the level of satisfaction on OBC, categorization is carried out into four categories based on the level of (Adjei et al., 2010; Mahrous & Abdelmaaboud, 2017) and satisfaction OBC (Akhter, 2010; Mazursky, 1983) to determine purchase The intentions include: (1) Active and Satisfy (2) Active and Unsatisfy (3) Passive and Satisfy (4) Passive and Unsatisfy. From the four categories, it is obtained as follows:

1) Active dan Satisfy:

There is a positive increase in customers desire to buy products offered by OBC. This is in accordance with previous study states that the higher the level of member participation in an OBC, will impact on purchase intention positively (Adjei et al.,

2010; Mahrous & Abdelmaaboud, 2017), and it happens too with the level of customer satisfaction with OBC has a positive effect on the customer's desire to buy the product offered (Akhter, 2010; Mazursky, 1983). So, it can be concluded that the thing that makes purchase intention of customer in category 1 is fulfilment of motivation such as getting information, support system, and appreciation through OBC which results in OBC satisfaction. In addition, customer in category 1 were not only admitted to experiencing positive changes in their purchase intention towards the products offered by OBC but also had a tendency to provide testimonials (WOM) and defend the brand (Loyal).

2) Active dan Unsatisfy:

In category 2 where there were informants who felt their desire to buy products had increased but there were also those who did not feel the changes. In category 2, purchase intention appears not because it was related to OBC, but because other factors such as satisfaction on product and the needs of informants. Thus, this can be a new finding that the level of satisfaction with OBC could have a bigger role than the level of participation in OBC on customer purchase intention because it was found that informants in category 2 who were unsatisfied even though actively participate, still do not have the desire to buy products offered.

3) Passive dan Satisfy:

In category 3, there is a positive increase in customers desire to buy products offered by OBC or purchase intention. These results strengthen the findings in category 2 where the level of satisfaction on OBC has a bigger role to effect purchase intention compared to the level of participation in OBC.

4) Passive dan Unsatisfy:

In this category, there is evidence of an increase in purchase intention from customers, however this may occur due to certain conditions or other factors outside of the level of participation and satisfaction on OBC has been considered such as good relationship with the brand. However, (Muniz Jr. & O'Guinn, 2001) explained that this could be one of the advantages of implementing OBC where OBC can accommodate a good brand relationship and create a resilient community under various adverse conditions. Also, implementing OBC makes a possibility to maintain a one-to-one relationship between the brand and the customer (Berry, 1995)

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