2013

What's love got to do with it? The role of Brand Love in brand community experience

Phillip M. Hartley
Louisiana State University and Agricultural and Mechanical College

WHAT'S LOVE GOT TO DO WITH IT? THE ROLE OF BRAND LOVE IN
BRAND COMMUNITY EXPERIENCE

A Dissertation

Submitted to the Graduate Faculty of the
Louisiana State University and
Agricultural and Mechanical College
in partial fulfillment of the
requirements for the degree of
Doctor of Philosophy

in

The Department of Marketing

by
Phillip M. Hartley
B.S., University of South Carolina, 2002
I.M.B.A., University of South Carolina, 2006
May 2013

TABLE OF CONTENTS

LIST OF ABBREVIATIONS

ABSTRACT

The work presented here explores and conceptually documents the consumer's experience of brand communities—groups of people brought together by their mutual appreciation of a commercial brand. The relationships between individuals' motives for joining, their participation, and the social and brand-related outcomes associated with such groups are tested. In addition, the role of Brand Love in the individual's experience is assessed. The results of the research indicate that Participation may reduce the influence of a person's original reasons for joining the community on the ultimate outcomes of membership. Further, a person's degree of love for the underlying brand influences the likelihood of individual level social outcomes such as the definition of one's social identity being rooted in group membership. Lastly, the data collection method utilized through the final two essays of this text represents an innovative approach of great efficiency and effectiveness. In sum, these studies establish a theoretical framework that proves informative on both an academic and practical level and instructive for future research.

ESSAY I: QUALITATIVE EXPLORATION OF BRAND COMMUNITY CONSUMER BEHAVIOR

Introduction

Marketers spend great amounts of time, energy, and money on the task of differentiating their offerings from those of the competition. Likewise, scholars in the field devote their resources to better understanding how the task can be accomplished and the impact it has on consumers. One vehicle for setting products apart is branding. Defined as the assignment of a name, term, sign, symbol, or design which is intended to identify the goods and services of a seller, branding has seen increasing use in the past few decades (Holt, 2002; and Keller, 2001). As a result, practitioners and academics have both witnessed rapid development of the tactic into a primary means of defining options within product categories.

In order to go beyond simply ensuring the customer is able to recognize the particular product he wishes to buy, branding has evolved. Research has demonstrated that brands convey meaning well beyond identifying a manufacturer of a good or a provider of a service. Brands have been shown to communicate quality, status, lifestyle and personality (De Chernatony, 2001). Indeed, brands are characterized as possessing their own identity (Aaker et al., 2004). Consumers draw on this brand identity to surmise not only the qualities of the product they will experience from use, but also what characteristics the product will imbue on them or at least signal to others around them. As social creatures, we tend to be drawn to others who possess qualities we share (Myers, 2009). The emergence of brand communities is proof that appreciation for the values of brands is no exception to this rule.

Brand communities, or groups formed around a particular brand, provide reinforcement to consumers' decision to support the focal brand and, as a result, are associated with numerous desirable outcomes for the brand (McAlexander et al., 2002). It is apparent from the prevalence

of such communities that consumers enjoy the reinforcement. However, not every purchase

leads the consumer to join a new community. Of course, limitations on time and energy make

this a near impossibility. In spite of these limitations, many consumers do join communities.

This begs the question: What determines which brand communities an individual joins? While

substantial research has pursued greater understanding of brand communities, none has revealed

the answer to this puzzling query.

Social psychology tenets dictate that group membership decisions are rooted in the

individual's existing self-concept (Myers, 2009). Prior research from the marketing discipline

indicates that consumers' purchase decisions are tied to this same influence (Sirgy et al., 1991).

At the same time, other findings support a phenomenon deemed transformational consumption,

whereby the consumer alters or constructs his identity through the experience yielded by a

particular type of good or service (Kleine et al., 2009). Examples cited in the research include

universities, healthcare providers, and leisure and travel services. Building from these combined

results, it seems logical that group membership could be subject to a similar degree of variation

with regard to the underlying processes. Far be it from the marketing discipline to challenge

established psychology theory, but rather to (hopefully) supply evidence of a moderating

condition. Along these lines, it is the goal of the research described here to explore the

individual's experience with and perceptions of brand communities. From this exploratory work,

a conceptual model will be developed from the consumer's perspective which will ultimately

allow for testing specific hypotheses as to the nature of the brand community membership

decision and group participation. Related prior research, preliminary theory which guided the

exploratory research, and a proposed foundation for the emerging model will be discussed in the

following sections. Next, the qualitative methods used will be elaborated upon and the findings

detailed. Finally, an expected course of action for the ensuing quantitative work will be provided.

Review of Literature

Brand Communities

The notion of a community centered on a particular brand is a relatively new concept. Its academic roots, however, stretch far, far into history. Though today it is primarily a marketing topic of study, brand community largely owes its development to sociology and social psychology (Muniz and O'Guinn, 2001).

As a naturally occurring social structure, communities have been recognized and studied for nearly a century, tracing back to the very foundation of the study of sociology. Early work in this discipline was not specifically oriented towards brands, but rather addressed more core universal aspects of society such as religion or race and ethnicity (Durkheim, [1915] 1965; Weber, [1922] 1978). Despite the passage of a great deal of time and the extension of the conceptual domain of community, scholars continue to draw from these writings in order to define communities by their key components. In particular, the aspect of community referred to as consciousness of kind stems from Weber ([1922], 1978). More recently defined as "the intrinsic connection that members feel towards one another and the collective sense of difference from others not in the community", consciousness of kind is regarded as the first of three indicators of a community (Muniz and O'Guinn, 2001). Based in the famous Durkheim ([1915] 1965) monograph, the second marker of community is the sharing of rituals and traditions which serve to preserve and communicate shared meanings, norms, and values. Finally, communities are typified by a sense of moral responsibility or obligation among members and to the community as a whole (Muniz and O'Guinn, 2001 and Stokburger-Sauer, 2010).

Once characterized as constrained to a geographic area or region such as a village or neighborhood, communities have come to be more broadly conceptualized. Currently, communities can be viewed as operating independently of geographic bounds. This type of community, sometimes deemed a relational community, is delineated by the "quality of character of human relationship without reference to location" (Gusfield, 1978). The conceptual evolution of "community" is not the result of oversight of early scholars. Instead, relational communities have emerged as technology has grown, making the formation of this new type of community possible (Wilson, 1990).

Another impetus for relational communities' development may have been the mass commercialization that stemmed from the industrial revolution (McAlexander et al., 2002). Mass commercialization is responsible for the creation of a type of relational community called a consumption community. Defined as "communities…created and preserved by how and what men consumed", consumption communities are the conceptual precursor to brand communities (Boorstin, 1974). The implication of this definition is that people develop a type of relationship with others who purchase the same items as themselves. With commerce at its core, the consumption community bridged the gap from sociology and social psychology to marketing and laid the foundation for a new, more modern view of communities. The notion of brand communities stemmed from this foundation.

The key difference between consumption communities and brand communities is that consumption communities only describe the relationships between consumers. As a series of dyadic relationships, consumption communities do not consider the relationship between the consumer and the brand itself. For that matter, during the time Boorstin examined consumption

communities, the discipline of marketing had not actually recognized the relationship between the consumer and the brand. Since that time, though, extensive work has done just that.

In fact, relationships between consumers and almost every facet of brands have been discussed and elaborated on at length in the marketing literature published in the last thirty years. So much focus has been devoted to relationships, that a shift has occurred in the dominant paradigm of marketing research and thought in recent years (Vargo and Lusch, 2004). Earlier work analyzed the relational bonds involved in business marketing and differentiated relational exchanges and relational contracts from discrete transactions, but Dwyer and his colleagues pushed further (Arndt, 1979 and MacNeil, 1978, 1980). In their seminal work, the researchers outlined the process through which relationships between buyers and sellers develop and evolve (Dwyer et al., 1987). The article started a wildfire of sorts that spread across the entire plain of marketing, providing a magnifying glass through which all types of business relationships could be inspected.

Again, of utmost importance to the spawning of the concept of brand communities was the relationship between consumer and the brand. This tie allowed for the leap from consumption community to brand communities as they are studied today. That leap was reduced to a simple step when support was found for the application of the relationship framework to the consumer-brand context in 1998 (Fournier, 1998). From that point, ideas such as brand personality and brand identity continued the march, investigating important outcomes of consumer-brand relationships such as added consumer value, loyalty, satisfaction, and sense of community (Aaker et al., 2004; De Chernatony, 2001; and Keller, 2001). The natural extension of consumption communities to brand communities was soon to follow (Muniz and O'Guinn, 2001).

Initially, brand communities were defined as "specialized, non-geographically bound communit[ies], based on a structured set of social relations among admirers of a brand" (Muniz and O'Guinn, 2001). The distinction between this and a consumption community is vague at best. In fact, this would seem to classify brand communities as a type of consumption community with just a hint of a bond between the brand and community members. In short time, though, research emerged demonstrating an expanded, more comprehensive definition that incorporated relationships between customers and other customers, the brand, the product, and the company (McAlexander et al., 2002).

Building from this conceptual basis, researchers in the marketing field have explored many questions regarding brand communities. As with any business-related activity, a major concern has been the benefits of brand communities to both the members and the brand. Likewise, the means of realizing such benefits have raised interest. As a result, the antecedents and consequences of brand community practices have been the focus of considerable work (Bagozzi and Dholakia, 2006; Carlson et al., 2008; McAlexander et al., 2002; Stokburger-Sauer, 2010; Schau et al., 2009; Thompson and Sinha, 2008; and Woisetschlager et al., 2008). In spite of this prior work, the specific conditions that dictate the influences on and impact of individuals' brand community membership decisions remain unclear.

Sense of Community

As a natural extension of academic work in the social organization of communities, scholars pursued a greater understanding of community members' experience of those communities. At the core of this experience is the feeling of being a part of the community. Another way to phrase this, which is commonly used across literature from multiple disciplines, is sense of community (SOC). SOC can be defined as "a feeling that members have of

belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together" (McMillan and Chavis, 1986). The construct consists of four sub-parts: membership, influence, needs fulfillment, and emotional connection. Each of these sub-parts is elaborated upon below.

Membership is defined as "a feeling that one has invested part of oneself to become a member and therefore has a right to belong" (Aronson and Mills, 1959). In the particular context of SOC, membership serves as a boundary or distinction that defines the community in the mind of the individual. Further, this boundary acts as a source of "emotional safety" which allows for the group intimacy necessary for the creation of shared meanings among group members (McMillan and Chavis, 1986).

Influence refers to a bilateral relationship between the individual and the community. First, the member may feel that he or she can exert influence on the group. Alternately, the group or community will likely influence the individual if he or she is truly a member thereof. Though these two forces would seem at odds, they are both found to work in the community setting. Indeed, together, they play a functional role in attracting individuals to communities (McMillan and Chavis, 1986).

The third facet of SOC, needs fulfillment, is akin to reinforcement of the individual's decision to take part in the community. In other words, maintaining membership to a community must yield some type of reward. Though this reward may come in different forms, particularly in different types of communities, it must exist or members would cease to associate with the community (McMillan and Chavis, 1986). Whether the reward is one of status, increased success of some sort, or simply an increase in resources, all communities must provide some form of reinforcement to members.

Finally, SOC is derived from shared emotional connection. This connection may stem from a shared history or simply from interactions, which themselves become bits of shared history with the passage of time. Interaction quantity and quality are seen to contribute to the connection among community members. Emotional connection may also be affected by members' level of investment in the community and the extent to which the community centers on some form of spiritual bond (McMillan and Chavis, 1986). In any case, community members tend to feel an emotional connection with the community beyond simple membership.

Much as the concept of "community" has grown broader, the application of SOC has expanded over time. Though initially intended for use in the context of geographic communities, the construct has proven useful in many settings.   Ranging from church members to science-fiction fans and from school children to firefighters, members of all sorts of communities report experiencing SOC (Peterson et al., 2008).Brand community members are no exception. Marketing scholars have assessed the impact of SOC with regard to basic structures such as customer loyalty programs and financial services (Fraering and Minor, 2006; and Rosenbaum et al., 2005). Marketers have also looked into the role of SOC in more complex circumstances. SOC was found to play an integral role in individuals' devotion to certain brands, ultimately resulting in multiple behaviors that benefit the brand (Carlson et al., 2008). Though this finding is noteworthy, it does not fully explain brand community membership decisions. Just as neighbors may very well choose to live in a neighborhood for very different reasons, brand community members probably join those communities due to different motives. If so, the course of actions that leads a person to join a brand community and to develop SOC with regard to that brand community should logically vary from individual to individual as well as from community to community. In fact, SOC may develop in different instances either before, after, or without

8

formal community membership. If this should prove true, the question remains: What conditions

dictate the sequence of events with regard to brand community membership and SOC

development?

Social Identity

Another construct of relevance to brand community behavior that is similar to but distinct

from SOC is Social Identity (SI). SI is defined as "our way of thinking about ourselves and

others based on social groupings" (Hannum, 2007). According to the theory of SI, individuals

categorize others and themselves based on perceived group memberships. In order to maintain

their self-esteem, people identify with certain groups and evaluate those groups in comparison to

others, generally in a positive manner (Tajfel and Turner, 1979). The evaluative component of

SI sets it apart from SOC, perhaps more clearly than any other facet of the constructs.

Much like SOC, SI has been shown to predict a number of behaviors including pro-

environmental behavior, organizational citizenship behaviors, and increased group commitment,

among others (Bergami and Bagozzi, 2000; Dunlap and McCright, 2008; and Ellemers et al.,

2002). In marketing contexts, the construct is often applied to consumers' brand-related

perceptions and behaviors as in Lam et al. (2010) and Bagozzi and Dholakia (2006). In each of

these instances, the construct is used a little differently than in previous study. Bagozzi and

Dholakia applied SI to brand communities; whereas, Lam and his colleagues utilize the

underlying concepts of SI to measure what they deem Consumer Brand Identification in an effort

to examine brand switching behavior (Bagozzi and Dholakia, 2006; and Lam et al., 2010).

Interestingly, together, the two articles offer another perspective on the same set of conceptual

relationships alternately examined with regard to SOC (Carlson et al., 2008). Looking across the

three perspectives, an interesting comparison can be drawn. For instance, in the context of brand

communities, the notion of identification with the brand or the identity of the brand should certainly be assessed for its role in the individuals' community membership decision. However, as Carlson's work points out, identification with the brand and identification with the community are unique to one another. A person may feel the brand represents everything he is or aspires to be while at the same time despising activities with the brand community simply due to some form of antisocial disposition, for example. On the other hand, it is conceivable that a person may not be particularly devoted to a brand and yet be an active member of the brand community based on his need for affiliation or on a series of social ties to other community members. Here again, the question of what predicts brand community behavior arises. Of course, in order to understand behavior, one must apply some sort of predictive model. Describing the concepts related to a brand community membership accomplishes very little in the way of predicting or explaining that behavior. In order to move towards this—the overall goal of this research—a tried and true behavioral model will be discussed in the next section.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a well-established framework for the explanation of human behavior in specific contexts. According to the theory's developer, TPB is a "dispositional approach to the prediction of behavior" that is based in cognitive self-regulation (Ajzen, 1991). In other words, the framework is couched in the concept that individuals consider their own abilities, favorable and unfavorable future states, and self-evaluations of performance of tasks in order to motivate and regulate their behavior (Baird et al., 2009). From this basis, TPB posits that people draw upon cognitive processes to generate behavioral intentions (BI), which ultimately lead to behavior (BEH) (Ajzen, 1991).

The primary cognitive processes TPB relates to are those that generate attitudes towards a behavior (ATT), subjective norms (SN), and perceived behavioral control (PBC). The inclusion of PBC as an antecedent to behavioral intentions sets TPB apart from its predecessor, the Theory of Reasoned Action (TRA). In its original form, the TRA's proposed link between behavioral intentions and actual behavior required that the individual exhibit complete volitional control with regard to the behavior in question (Fishbein and Ajzen, 1975). In order to offer broader application, the TPB incorporates perceived behavioral control (PBC). TPB allows for both a direct and an indirect effect of PBC on behavior. In the latter case the impact of PBC is mediated by behavioral intentions, just as the effects of ATT and SN are (Ajzen, 1991). (Please see Figure 1 for a representation of the differences between the theories. A more detailed description of the constructs included therein will follow.) Considerable empirical evidence supports TPB by demonstrating its significant explanatory power with regard to behavior (Ajzen, 1991; Ajzen, 2002; Bagozzi and Dholakia, 2006; Elliott, 2010; Kim and Han, 2010; Madden et al., 1992; Manning, 2009; and Nigbur et al., 2010, among many others). Indeed, TPB has exhibited greater explanatory power than TRA in head to head tests in the context of numerous specific behaviors (Madden et al., 1992).

Both TRA and TPB rely on an information-processing model to measure individuals' attitudes toward behavior, subjective norms and perceptions of the extent to which they have control over their behavior. One such model, the expectancy-value model, is a multiplicative model of how individuals form attitudes as the result of the combination of the subjective valence of beliefs or information associated with the focal object of the attitude and the subjective strength of those beliefs. The resulting attitude is directly proportional to the sum of the product of each belief's subjective valence and strength (Fishbein and Ajzen, 1975). Thus,

11

TPB explains the mechanism underlying the translation of individuals' beliefs regarding a behavior into the immediate antecedents of intentions to enact that behavior.
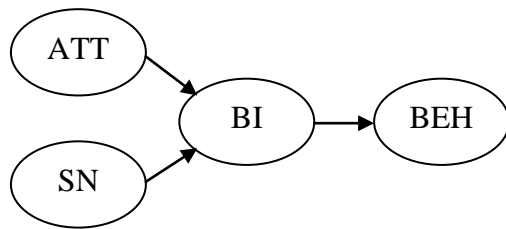
TRA: TPB:
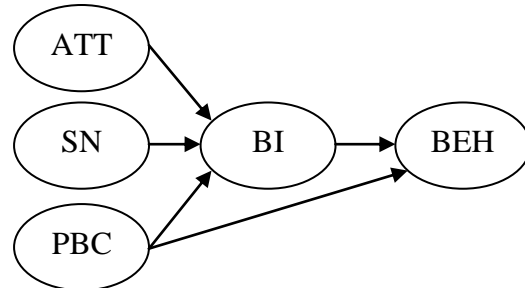
Figure 1:
Models of the Theory of Reasoned Action and the Theory of Planned Behavior

In the particular case of attitude toward the behavior, the model functions just as described above. The individual's global evaluation of the behavior is derived from the costs or benefits the individual believes to be directly associated with the behavior and the probability the individual assigns to the occurrence of those costs and benefits upon enactment of the behavior. With regard to SN, individuals consider normative beliefs in connection with their motivation to comply with those who the individual perceives as upholding the norm. Finally, PBC stems from beliefs as to the individual's possession of or access to the resources and opportunity necessary to carry out the behavior in question. In this case, the extent to which the individual believes he or she has access to each resource or opportunity is multiplied by the perceived power of that resource or opportunity to contribute to or impede the enactment of the behavior (Ajzen, 1991).

A vital caveat to the empirical use of this model is that the beliefs assessed must be those that would be salient to the individual during actual consideration of the behavior (Ajzen, 1991). That is to say that information that would, in reality, likely go unattended by the individual contemplating a behavior should not be included in measurement of subjects' intentions to take

part in behaviors in the experimental setting. Particularly bearing in mind the intended use of the TPB to explain behavior within a given context, inclusion of information that typically would be excluded or ignored by the individual should be expected to invalidate experimental findings. At very least, such findings would be severely limited in terms of generalizeability.

Extending TPB

TPB has been utilized to explain and predict many behaviors. With topics as varied as attending class, using contraception, and speeding on a motorcycle, researchers have based their work on TPB to explore a wide range of contexts (Elliott, 2010; and Manning, 2009). Again, the model's design is quite amenable to adaptation for specific situations or scenarios through the incorporation of applicable predictors beyond the three core antecedents of ATT, SN, and PBC (Ajzen, 1991). For the research at hand, this type of extension to the model will be discussed at greater length below.

Another way in which the TPB model has been extended is through improvements to the core model of behavior. All three antecedents to behavioral intentions have been shown to demonstrate or tap into multiple facets. In this way, ATT, SN, and PBC can all be classified as higher order constructs (Ajzen and Fishbein, 2005).

Conceptually, attitude is seen to consist of affective, behavioral, and cognitive components. While certain types of experimentation require a focus on one or more of these components at the expense of the remainder, ATT is multi-faceted in terms of its measurement rather than its function within the TPB model. Therefore, the items used to measure ATT must reflect the findings that attitudes have been found to address the functionality of a behavior, as well as the relative enjoyment of enacting the behavior. In essence, the construct needs to be measured with items that will assess both the instrumental and the experiential aspects of the

attitude (Ajzen and Fishbein, 2005; and Crites et al., 1994). Again, though the components are distinct, they seem to work together in predicting BI. The same cannot necessarily be said for the remaining antecedents from the TPB model.

For instance, prior work indicates that greater explanatory power may be achieved with TPB through the treatment of SN, or personal norms as it is sometimes called, as a combination of two sub-factors (Manning, 2009; and Nigbur et al., 2010). Though the precise labels assigned to norms and to these sub-factors vary across work, a distinction is often made between perceptions of injunctive norms (IN) and perceptions of descriptive norms (DN). IN and DN are defined as "what most people do", and "rules or beliefs as to what constitutes morally approved or disapproved conduct", respectively (Cialdini et al., 1990). Together, the two comprise the array of normative pressure by encompassing both that which is done by others and that which is generally expected by others.

Incorporating DN into the TPB model represents a departure in that SN was originally conceptualized as perceptions of norms that are injunctive in nature (Manning, 2009). However, it stands to reason that the behaviors of those around us (i.e. descriptive norms) affect our perceptions of behavior, and empirical results support this reasoning (Cialdini et al., 1990; Deutsch and Gerard, 1955; Reno et al., 1993; and Rhodes and Courneya, 2003). The exact roles of IN and DN in predicting behavior remain the matter of some question, though. Some prior work seems to argue against a strong link between IN and BI (Conner and Armitage, 1998). On the other hand, the limited body of research that has studied DN in the TPB context seems to support a significant relationship between the predictor and intentions (Rivis and Sheeran, 2003). In a more recent meta-analytic review, Manning (2009) found evidence for a direct link between DN and behavior but only mixed results for the link between IN and behavior. In combination,

though, IN and DN (SN) did exert direct effect on BEH. The combination of these findings perhaps raises more questions than it answers. For example, if IN does not demonstrate direct effect on BEH, nor on BI, but, in conjunction with DN, maintains significant relationships with sometimes one and sometimes the other endogenous variable, what is the true nature of its impact in the TPB? Though the exact answer to this question is foggy, at best, it is generally accepted to measure both IN and DN when applying TPB (Manning, 2009).

PBC is also often characterized as exhibiting multiple facets, or sub-factors (Armitage and Conner, 1999a; Armitage and Conner, 1999b; Manstead and van Eekelen, 1998; Sparks et al., 1997; and Terry and O'Leary, 1995). The first sub-factor, sometimes deemed perceived self-efficacy, may be more connected with the resources necessary to accomplish a task or perform a behavior than with the opportunity to do so (Ajzen, 2002). The conceptual waters are muddied, though, because the sub-factor of PBC is often operationalized in a way that includes assessing the "ease or difficulty" associated with carrying out a behavior (Ajzen and Fishbein, 2005). Perceived self-efficacy can be defined as "perceived operative capability" or "the strength of [one's] assurance that [one] can execute given activities under designated situational demands" (Bandura, 2007). As is clear from this definition, the individual's estimation of the difficulty of a task is not tapped by perceived self-efficacy, which merely refers to confidence that he or she can accomplish the task. That is certainly not to say that task difficulty has no role in the prediction of behavior. Indeed, a person may feel completely equipped with the resources and opportunity requisite to enact a behavior and, at the same time, may simply feel the behavior would require more effort than is merited. The point made here is just that perceived task difficulty is conceptually different from PBC.

Perceived self-efficacy is neatly complemented by a second sub-construct: perceived controllability or the extent to which the individual believes the "performance of [a behavior] is up to [the individual]" (Ajzen, 2002). Mapping back to the definition of PBC, perceived controllability would seem to relate more to the individual's opportunity to perform the behavior in question than to the resources required to do so. As such, perceived self-efficacy and perceived controllability tap into the complete range of PBC. Much like the components of SN, perceived self-efficacy and perceived controllability seem to relate differently to BI and BEH. While context appears to moderate the exact relationships, self-efficacy seems to have a more direct relationship with BI and BEH when measured independently of controllability. In contrast, controllability predicts behavior on its own while accounting for intentions only when measured in conjunction with self-efficacy (Ajzen, 2002).

A point that bears mentioning is that PBC should not be confused with perceived locus of control. Though the two clearly cover similar domains, locus of control implies a distinction between influence that is either internal or external to the actor (Rotter, 1966). The scope of perceived controllability is not limited to the individual's external environment and definitely is not limited to the internal realm. For that matter, neither is perceived self-efficacy (Ajzen and Fishbein, 2005). A useful illustration is the situation of an individual trying to maintain a healthy diet. Within the confines of a work schedule, the individual will likely be limited in options from which to choose lunch. With regard to perceived controllability, the decision between options is the individual's to make (internal), but the assortment of options is not (external). In terms of perceived self-efficacy, the individual may understand which nutritional elements are better to eat (internal), but the nutritional information for each lunch option may not be made available (external).

As mentioned above, the purpose of TPB is to explain and predict behavior within specific contexts. To this point, only elaborations of the core model have been discussed. Beyond this, though, the core model is intended to be augmented in order to better fit the particular behavior under scrutiny (Ajzen, 1991). While contextualizations of TPB are too numerous to list, some recurring modifications appear in the literature. Two constructs that have seen frequent use in the brand community context are sense of community and social identity (Bagozzi and Dholakia, 2006; Conner and Armitage, 1998; Nigbur et al., 2010; and Sparks, 2000). Various researchers have named and measured these constructs differently as a matter of convenience. However, as demonstrated above, the constructs exist in their own rights. Therefore, they will be treated and investigated as such in the research presented below.

Problem Statement

Brand communities offer marketers an opportunity to reach consumers on a different level as compared to traditional marketing techniques such as advertising and promotion. Through the community, a product or brand can develop a more complex meaning in the individual's life. Instead of just representing the producing company, the brand can symbolize a social entity. As a result, communities of brand devotees have emerged for a huge variety of products—from cars to cleaning products, pet-care products to power tools. While the investment required to create a brand community can be relatively small, the returns can be great in terms of consumer loyalty and purchasing habits. Like any other investment, firms want to make sure they get the most out of the resources assigned to brand communities. The academic realm could provide this kind of insurance. However, a great deal of work is required to establish the comprehension necessary to accomplish this task.

Though scholars have considered SOC and SI in their efforts to develop knowledge regarding brand community behavior, no form of consensus has emerged. Thus, the impact of the constructs on an individual's joining or participating in brand communities is uncertain. Some empirical results support SI as an additional antecedent within a TPB-based model of predicting brand community behavior; however, the proposed model treats SI as if it does not predict the other antecedents (Bagozzi and Dholakia, 2006). By definition, SI entails an evaluation of the focal group; hence, it would seem logical that SI must bring about ATT as well as influencing the strength of SN in determining resultant behaviors. If this is true, then SI and ATT cannot merely be correlated as is implied by the model mentioned above.

Other empirical results have not only supported SI as a predictor of brand community-related behaviors, but also as a direct antecedent of SOC (Carlson et al., 2008). While intuition dictates that the two constructs should be related, the two are conceptually distinct to a degree that precludes any clear causal relationship from being identified through strictly logical means. In fact, the structural equation modeling methods used in this work are not capable of determining causality. Additionally, the path estimate between identification with the brand and "Psychological Sense of Brand Community" was very weak (.07), indicating only a very small correlation between the two.

As mentioned above, various studies within the topic area of consumption have demonstrated a sort of chicken-or-the-egg question with regard to the impact of one's SI on purchase decisions. The answer to whether the purchase or the development of SI occurs first appears, as is often the case, to be "it depends". The notion of SI or SOC emerging from brand community membership may be novel, but it seems entirely feasible based on the research cited here.

All of this is not intended as an attack on existing brand community research or those who have conducted it. Indeed, the research proposed in this text relies heavily upon that very work for its foundation. The intention is instead to draw attention to a common problem among investigations of the topic. A great deal of work in the area is theory-driven, yet there is very little theory specific to the context. The theories that have been built upon—TPB, Theory of Sense of Community, and Social Identity Theory—would seem to be appropriate. The difficulty which has not been adequately addressed is determining exactly how they fit together.

In order to remedy this shortcoming, grounded theory must be developed. Through qualitative methods, the thought-processes of individuals in the act of joining and participating in brand communities can be unearthed. Then, the relationships between the constructs represented in those thought-processes can be determined and verified. Only through this complete progression can the true influences on and of brand communities be determined.

Methods

The research detailed in this text was intended to identify key influences that culminate in brand community membership. Individuals are confronted with the implicit decision to join brand communities with increasing frequency as the development of these communities proliferates. Based on the prior research described above, the study presented here sought to elucidate the individual's perceptions and experiences of brand communities, to develop a model to explain the individual's decisions regarding participating in brand communities, and to propose circumstances that impact those decisions in such a way as to change the underlying processes.

Procedure

In order to establish whether SOC and SI are appropriate additions to the core TPB model in reference to brand community behavior, this phase of research consisted of exploratory work aimed at discovering individuals' experiences of brand communities. Additionally, this work will illuminate any other constructs that should be considered. Qualitative methods will generate this type of discovery.

An online questionnaire format was utilized to allow for efficient data collection while avoiding restricting the range of participants interviewed to members of any particular brand communities. A student sample is justified in light of these goals and because the present analysis is not intended to draw conclusions about variations between different groups and their members. In addition, the familiarity with internet navigation and the common use of social networks among people of a typical college student's age increases the probability that these individuals will have encountered, if not taken part in, brand communities. As such, the participants consisted of students from a major university in the Southeastern United States. Students received partial course credit for their participation.

Initially, direct questions were submitted to students. However, the information gathered was not consistently relevant to the type of communities under investigation. Despite efforts to specify exactly what type of groups were of interest, the misinterpretation was obvious and prohibitive to any meaningful analysis. Therefore, a projective technique was employed in a second attempt to elicit experiences of brand communities whereby a series of events were delineated and a few questions posed. The use of this projective technique rests on the expectation that respondents will respond to the ensuing questions based on their own experiences with and conceptualizations of brand communities. The interview prompt asked

interviewees to imagine that "a friend of yours has just gotten a new car." The stimulus explains that the friend decided to join a group of devotees to the brand of his or her new car. In order to avoid priming or biasing effects, the scenario was intentionally general with only enough description to ensure that respondents understood the nature of the group the fictional friend joined.

The product category was chosen due to relatively universal familiarity among potential interviewees as well as the openness to interpretation the breadth of brands within the category allows the interviewee. Also, there is both a strong precedent of brand community research in this context and a wealth of brand communities dedicated to different cars. The questions consisted of 5 open-ended questions related to individuals' decisions to join such communities and the individual-level results of that decision. In particular, the focus of the interview was on motives and influences regarding the membership decision and the benefits that a person might reap from joining a brand community. In addition, the impact of membership on the individual's self-concept was investigated. The questions were ordered from most general to least to avoid influencing responses to the broader questions. Please see Appendix A on page 112 for a full list of the questions.

The data were sorted by the amount of time the informant took to complete the survey. The responses from those who devoted more time than the average of all completed interviews were used for analysis to avoid inclusion of less considered and lower quality responses. Next, one interview was excluded for consistent irrelevant responses. The final data set consisted of 56 interviews.

Informants' responses were transcribed into text format and then uploaded to a hermeneutic unit created with qualitative data management software. The program facilitates the

organization of and coding of text. Data were initially subjected to content analysis on a

question-by-question basis in accordance with the methods of Charmaz (2006). Open coding of

responses yielded from 6 to 12 initial codes, depending on the question. Three conceptually

unique and irrelevant responses were discarded from the first question, and four, two, and five

responses were eliminated from the data for questions two, three and four, respectively, for

inadequate grounds for interpretation. With strictly codes with incidence rates well below the

imposed cut-off of 10%, these comments may or may not be representative of typical brand

community concepts. To ensure consistency with reality, only replies that met the 10% decision

rule were scrutinized. For question 5, the full response set was analyzed.

A representative set of the coding for each question was reviewed for credibility by a

second researcher with expertise in qualitative data coding. Agreement was above 98%. The

few discrepancies that arose were resolved through discussion and all codes included in the

analysis are the result of consensus. All statements were assigned as many codes as they

embodied; therefore, code occurrences do not sum to sample size.

After the initial coding, the author developed higher level, axial codes as a means of

linking conceptually related codes. These axial codes represent the emerging themes of the

overall data. Incidence rates for axial codes were calculated on the basis of the number of

participants whose answers to a question reflected the axial code divided by the total number of

statements used for the analysis of the question at hand. Open codes that co-occur but reflect the

same axial code were not double counted. Finally, these axial codes were linked from the data of

one question to that of another. In this way, networks of themes were developed to graphically

illustrate the conceptualization of the brand community experience as described by the

participants. These networks will be described in the following section. For the sake of clarity,

the questions will be discussed first individually and then the combined findings will be delineated.

Results

The first question posed to informants, which gets right to the core of the present research question, was "What could make your friend decide to join the group?" Again, the intent with such a general question was to allow interviewees the freedom to respond based on their own interpretation of the question. The question encompasses the range of possible motivations for joining a brand community. As a result, the responses ranged considerably. Please refer to Table 1 below for the complete list of Question 1 (motivations) codes, code definitions, axial codes and number of occurrences.

Codes of Belonging, Shared Meaning, Member Attributes, Others' Influence, and Status constitute the first axial code of Group Togetherness. Conceptualized by the author as some form of need or desire to be part of a group, Belonging arose in the comments of 10 respondents. Whereas, Shared Meaning, which occurred 18 times, refers to interests the individual could have in common with group members. Member Attributes occurred 5 times and taps into similarities between the individual and group members or positive qualities of the members, in general. Others' Influence reflects desire on the part of the individual to act in accordance with certain others, most likely in this context to be group members. Others' Influence was described 4 times. The final open code of the first axial code was Status. Here, Status refers to an improvement to the individual's image that could occur through association with the group. Group Togetherness was therefore reflected in comments of 30 individuals (56.6%) in the sample.

Table 1:
Question 1 Code Key   (n=53)

Code and Definition	Axial Code	Occurrences
1.Belonging- some form of need or desire to be part of a group	Group Togetherness	18 (34.0%)
2.Shared Meaning- common interests among group members and the individual	Group Togetherness	10 (18.9%)
3.Member Attributes- qualities specific to group members as individuals	Group Togetherness	5 (9.4%)
4.Others' Influence- influence of friends of the individual already in the group	Group Togetherness	4 (7.6%)
5.Status- the ability to derive some sort of social status	Group Togetherness	2 (3.8%)
6.Brand Attributes- qualities specific to the brand	Brand Characteristics	11 (20.8%)
7.Company Attributes- qualities specific to the company	Brand Characteristics	3 (5.7%)
8.Product Attributes- qualities specific to the product	Brand Characteristics	12 (22.6%)
9.Hobby/Interest- the product represents an area of interest or hobby for the individual	Brand Characteristics	5 (9.4%)
10.Product Knowledge- desire to gain or the availability of product-related knowledge	Functional Motives	19 (35.9%)
11.Membership Perks- direct or explicit benefits available only to group members	Functional Motives	12 (22.6%)
12.Socialize- social interaction or events	--	14 (26.4%)

The second axial code, Brand Characteristics, is an amalgamation of the four open codes

of Brand Attributes, Company Attributes, Product Attributes, and Hobby/Interest. The codes are

distinct in that they refer to qualities specific to the brand, company, or product or the role of the

product in the individual's life. In the context of brand community, it was deemed appropriate to

join the four because they all relate to the individual's view of the brand. Indeed, the concepts

are distinct, but that distinction is likely muddled in the mind of respondents as well as

consumers because impressions of the brand, company, and product are so difficult to partial out

and all are influenced by the special interest born out through hobbies. In any case, they draw on the same sentiment: satisfaction with the purchase. As open codes, Brand Attributes, Company Attributes, and Product Attributes appeared 11, 3, and 12 times, respectively. Hobby/Interest appeared 5 times, but some of the instances of each code overlap on the same individual. Brand Characteristics, as a result, was assigned to comments of 24 individuals, or 35.3% of participants.

The open codes of Membership Perks and Product Knowledge were linked to form the higher-level axial code of Functional Motives.   The most common of these was Product Knowledge, with an incidence rate of 19, or 35.9%. Product Knowledge describes a desire to gain or the availability of product-related knowledge through group membership. The next was Membership Perks which includes direct or explicit benefits (i.e. discounts or exclusive information) available only to group members. Membership Perks was reported by 12 interviewees, representing 22.6%.

The lone open code that did not group with others was Socialize. The response type is defined as social interaction or events provided by group membership and occurred 14 times or 26.4%. The key difference between this code and those incorporated into Group Togetherness is the lack of a group-specific element for comments labeled Socialize.

The spectrum of reasons given for joining brand communities can broadly be classified into three categories: social, brand-related, and functional. Each open code fits one of these categories, with those of Group Togetherness combining with Socialize in the social category, Brand Characteristics making up the brand-related slot, and the Functional Motives forming the third category. These constitute three general motivations for joining brand communities.

The second question was, like the first, very broad. It read "How do you think your friend would participate in the group?" Please refer to Table 2 below for the complete list of Question 2 (participation) codes, code definitions, axial codes, and number of occurrences. Three axial codes emerged from the responses reflecting facets of informants' perceptions of brand community participation. The most prevalent axial code, Nature of Participation, subsumed the open codes of Group Responsibilities, Promote, and Sharing Information. Nature of Participation relates to the ways in which individuals take part in a brand community. These open codes were reflected in 7, 7, and 20 responses to combine for a total incidence rate of 59.6% for Nature of Participation.

Table 2:
Question 2 Code Key (n=52)

Code and Definition	Axial Code	Occurrences
1.Group Responsibilities- taking on a leadership role or contributing to the group	Nature	7 (13.5%)
2.Promote- trying to draw other people to the group or promote the brand/group	Nature	7 (13.5%)
3.Sharing Info- learning as well as providing information and opinions	Nature	20 (38.5%)
4.Offline- participating in events or meetings in person	Context	19 (36.5%)
5.Online- posting on or visiting online forums	Context	11 (21.2%)
6.Frequently- participating frequently or regularly	Level	8 (15.4%)
7.Inactively- participation through passive means such as observation or not at all	Level	3 (5.8%)
8.Infrequently- participating only occasionally	Level	5 (9.6%)
9.Personality- participation will vary from person to person	--	8 (15.4%)

The second axial code for question two was Participation Context. Participation Context

consists of the initial codes of Online and Offline, referring to the avenue for group interaction

that individuals would expect a brand community member to utilize. In conjunction, the codes

were assigned 30 times, yielding an incidence rate of 48.1%.

The final axial code for Question 2 is Participation Level which is an indication of how

intensely involved an individual is in the brand community. Responses to Question 2 of this sort

ranged from Frequently to Infrequently to Inactively. The resulting incidence rate for

Participation Level was 30.8%. A single open code that did not group with others, but bears

mentioning is Personality, which occurred in 15.4% of Question 2 responses.

The data suggest a three-pronged means of characterizing brand community participation.

All responses to the second question dealt with participation nature, context, or level. The

associated axial codes provide a succinct description of participation as a whole.

The third question was more pointed than the first two. It was "What do you think your

friend will gain from participating in the group?" Please refer to Table 3 below for the complete

list of Question 3 (benefits) codes, code definitions, axial codes, and number of occurrences.

The responses culminated in the emergence of three axial codes: Developmental Benefits,

Informational Benefits, and Experiential Benefits. Developmental Benefits implies that

individuals can grow in some way through brand community membership. Responses under the

umbrella of Developmental Benefits include Personal Growth and Social Growth and occurred in

61.1% of statements. Informational Benefits comprised Brand Knowledge, Company

Knowledge, and Product Use Information and refers to the attainment of knowledge through

group membership. Altogether, the axial code was tied to 59.3% of participants. Experiential

Benefits are positive emotional outcomes from brand community interaction, either instance-

specific or more global. The open codes that reflect Experiential Benefits are Acceptance,

Emotional Benefit, and Entertainment. The incidence rate for Experiential Benefits was 44.4%.

From the third question, one might conclude that consumers join brand communities with

one or a combination of three kinds of gain in mind. It could be as simple as "a good time" or as

complex as becoming a better person or somewhere in the middle—learning. All responses

gathered fit into one of these classifications.

Table 3:
Question 3 Code Key   (n=54)

Code and Definition	Axial Code	Occurrences
1.Personal Growth- knowledge or know-how	Developmental	3
unrelated to the product, brand, or company		(5.6%)
2.Social Growth- attaining friends, social contacts,	Developmental	30
status, or social connections		(55.6%)
3.Brand Knowledge- previously unattained	Informational	8
knowledge related to the brand		(14.8%)
4.Company Knowledge- previously unattained	Informational	1
knowledge related to the company		(1.9%)
5.Product Use Info- previously unattained	Informational	23
knowledge related to the product		(42.6%)
6.Acceptance- a feeling of belonging, membership	Experiential	9
or camaraderie		(16.7%)
7.Emotional Benefit- any emotional benefit beyond	Experiential	6
that of entertainment or acceptance		(11.1%)
8.Entertainment- experiences, fun, or enjoyment	Experiential	9
related to group participation		(16.7%)

For the fourth question, participants were asked if they thought their friend "could

discover unexpected benefits after joining the group" and if so, "what could they be?" This

question was intended as a follow-up to Question 3 (benefits) in order to elicit deeper thought

from participants on the overall benefits of brand community membership. As such, many of the

response categories parallel, if not mirror, those from the previous question. Please refer to

Table 4 below for the complete list of Question 4 (benefits) codes, code definitions, axial codes,

and number of occurrences. Though the open codes varied to some degree, the Developmental

and Informational Benefits axial codes re-emerged in Question 4. Developmental Benefits arose

from the open codes of Networking, Self-Discovery, and Social Benefits. The three codes

appeared in 59.3% of responses. For Question 4, the Informational Benefits theme derives from

the codes Inside Information and Product Information with a resulting incidence rate of 43.1%.

A new axial code, Access Benefits, also emerged. Access Benefits embodies the access to

resources and special offers reflected in the codes Deals and Resources. The incidence rate for

Access Benefits came to 31.4%.

Question 4 contributes further to the understanding of community membership benefits

established by the third question. Along with those identified already, the fourth question

illuminates benefits tied to access to privileged information and discounts. This rounds out the

list at four primary sorts of profit sought through brand community membership.

Table 4:
Question 4 Code Key   (n=51)

Code and Definition	Axial Code	Occurrences
1.Networking- contacts that may benefit the individual Professionally	Developmental	13 (25.5%)
2.Self Discovery- improvement of one's self or broadening of one's perspective	Developmental	6 (11.8%)
3.Social Benefits- making new social contacts	Developmental	22 (43.1%)
4.Inside Info- information gained solely through group membership	Informational	4 (7.8%)
5.Product Info- product-related information (including brand-related)	Informational	18 (35.3%)
6.Deals- coupons, discounts, and other promotions	Access	12 (23.5%)
7.Resources- resources that are product-related or otherwise	Access	4 (7.8%)

The final and most focused question was "Do you think that participating in the group could change who your friend is as a person? If so, how?" Participants' responses were initially coded for relative support for the notion of change through brand community participation. Please refer to Table 5 below for the complete list of Question 5 (personal impact) codes, code definitions, axial codes, and number of occurrences. Well over half (62.5%) indicated support for the idea of personal change. Among those, 13 or 23.2% of the overall total, reported belief that a person's core attitudes could change as a result of group membership. These beliefs were coded Traits. The axial code of Social Change emerged through the open codes of Group Differences and Social Development. Social Change refers to a shift in the individual's social patterns and occurred a total of 9 times, or 16.1%. Another lone open code, Change Product Use also appeared with a reasonable frequency of 7 times or 12.5%. Change Product Use simply refers to a difference in the individual's attitude towards, use of, or knowledge of the focal product.

Table 5:
Question 5 Code Key   (n=56)

Code and Definition	Axial Code	Occurrences
1.Positive- any response that generally supports the notion of personal change	--	35 (62.5%)
2.Negative- any response that generally does not support the notion of personal change	--	21 (37.5%)
3.Group Differences- involvement with the focal group versus with other groups	Social	4 (7.1%)
4.Social Development- change in social skills or in the social roles the individual enacts	Social	5 (8.9%)
5.Traits- changes in the individual's personality traits or general attitudes	--	13 (22.2%)
6.Change Product Use- changed attitudes towards, use of or knowledge of the product	--	7 (12.5%)

The opinion that brand communities can change a person is implicit in responses to nearly all of the questions put to participants in this research. Question 5 (personal impact), however, brings the topic into focus. Those who believe in the possibility of change through membership indicate that changes can occur to one's personality, social habits, and product use.

Synthesis

The questions posed to participants covered four topics regarding brand communities. The first of these, visited in Question 1, was motivations for joining such groups. Question 2 delved into the ways in which individuals participate in brand communities. Questions 3 and 4 addressed the benefits group members receive through brand community participation. Finally, Question 5 assessed the impact of the overall brand community experience on the individual. In combination, these topics compose a complete view of brand communities, as the consumer sees them.

Motivations

Informants reported a range of specific motivations for joining brand communities. A total of 3 overarching motivations for joining a brand community were discovered: (1) affinity for the brand (2) desire for social opportunity and (3) practical reasons. These motivations will be discussed in the following paragraphs.

"Consumers join brand communities due to an affinity for some aspect of the brand." Whether the particular focus was the product, the producing company, or the brand, specifically, the greater impact and meaning of brands that has been documented through previous research is evident. These motivations are reflected in the axial code of Brand Characteristics. In line with the code, one person indicated a good reason for joining a brand community would be "The look and style of the car could be appealing to [a person] along with certain features that the car

31

provides." In some cases, the product itself was secondary to the company that produced it. Along these lines, one respondent stated that a person might join a brand community because that person "thinks the company has good practices and wants to support them." The ultimate illustration of the power of the brand comes from another statement. One individual went so far as to reply that a person could be drawn to a brand-based group because he or she "is very supportive of that certain brand no matter if the new product they make is good quality or bad quality."

"Consumers are attracted to brand communities for the social opportunities they afford." Respondents stated motivations for brand community membership that were completely independent of the underlying brand. The majority of these fell under the category of Group Togetherness. For example, some indicated a value for "be[ing] accepted as part of a group" or a "feeling of belonging". Being in the group alone was not quite enough for a handful of informants, though. These individuals mentioned a greater level of commonality as a driver of brand community behavior. For instance, some look to brand communities as a source of solace from a world where he or she "doesn't feel as though anyone understands [him or her]…so [he or she] decides to be around other people who would be able to join in with [him or her]". The depth of feeling described here as compared to someone merely wanting to associate with the group is striking. Clearly, brand communities represent an opportunity for an intense level of bond for certain people.

An intense level of bond may not be the goal for everyone who joins a brand community. Some would take the offer to join to have increased opportunity "just to meet more people". Responses of this kind are similar in some ways to those referring to belonging but different in that no group aspect is explicitly stated. Instead, the individual simply seeks social activity.

32

While they were less common than references to Group Togetherness, statements of basic social desire occurred frequently. Even though both motivations to join are deep-seated, the difference implies a difference in personal preference.

Other group characteristics' allure may be less deeply rooted, but effective nonetheless. Participants relayed the influence of those people in the group could sway a person to join a brand community. Either by the possession of certain appealing qualities or by virtue of their connection with the individual, these group members may draw the individual in. Group members may be likeable and therefore desirable to be around. They may also represent something greater to potential new members, however. Perhaps reflecting social aspirations, some respondents referred to "prestige" or status as an enticement to join a brand community. For others, though, the forces of "peer pressure" might cajole a person into joining a group with "some of [his or her] friends."

"Some people use community membership as a more practical means." Apparently, not everyone is looking to climb the social ladder by way of brand communities. A great many participants indicated that people join brand communities for very practical reasons. Some people see brand communities as an important avenue for learning how best to use or maintain the underlying product. For these individuals, the wealth of information that becomes available through brand community membership is enticing. They "want more insight and knowledge of the brand".

Still others will join, but only if the price is right. It should come as no surprise that some would seem to meet the question of whether or not to join a group with the question of what they will get out of it. The great capitalist motivator—money—is the incentive for brand community membership at work here. In these cases, a very pragmatic, costs vs. benefits sort of analysis

would appear to steer the potential new member's decision. For these people, the promise of "incentives such as prizes or upgrades…something they can gain" is adequate to justify aligning themselves with a brand community. In line with this last comment, "some kind of discount or coupons" were brought up by numerous other informants.

Participation

In terms of the question of how one might participate in a brand community, respondents shed light on three facets of taking part in community membership. Answers to the question almost always revealed perspective on at least one of the three ways of distinguishing participation. Participants described the capacity of an individual's involvement, the setting for that involvement, and the degree to which the individual is involved.

"Consumers vary in the roles they assume within brand communities." Like most groups, brand communities will inspire different individuals to become involved in different ways. Some will elect to "[take] on a leadership position". Others will prefer to "bring muffins to the meetings". Not everyone enjoys the responsibilities that come with guiding the group. In the case of brand communities, certain members enjoy serving in other roles by providing refreshments at gatherings or being "more active by blogging or creating posters and more awareness to the public." A certain contingent would choose to contribute through brand-related interactions. For them, the purpose of their association is to "communicate with the group, either taking or giving advice or both." Whatever the role an individual enacts, the type of interactions he or she has with the community will be determined by that role.

"Consumers choose the setting through which they participate." Another dimension of group involvement is the context through which the individual interrelates with other group members. In terms of context, there are only two options that participants discussed.

Preferences were either for online exchanges or live, person-to-person events such as meetings. As these are the only real options, the limitation of responses to these categories is not surprising. What might be surprising is the frequency with which a preference for one or the other was expressed. Almost half of those questioned made reference to one or both modes of brand community behavior.

"Individuals vary in terms of the extent to which they will get take part." The final element of participation that arose was the level of participation. What is meant by level is the degree to which one participates in the group. A portion of respondents intimated that they would be extremely active. In one case, a person said they "would get involved in all aspects available." Another said of group interaction they "would not make it a priority", reflecting a very different level of interest. It is entirely possible that the product category depicted in the prompt was simply more or less appealing to participants. However, given the way in which it was presented, it is more likely the difference in reactions indicates different views of brand communities overall.

Benefits

A total of four broad types of benefits were discovered: (1) informational gains (2) developmental opportunity (3) the provision of positive experiences and (4) access to resources. Through two questions (3 and 4), the benefits consumers seek through joining brand communities was explored. Respondents seemed to consider the second of these questions a little differently, probably as a result of having already submitted the benefits most accessible in their minds. Another possibility is that the phrase "unexpected benefits" in Question 4 caused a mental search for more obscure benefits. Still, themes of Informational and Developmental Benefits emerged consistently and clearly from both questions. Other remittals dealt with

Experiential Benefits and Access Benefits. All four categories will be discussed in the following

paragraphs.

"Consumers expect to gain information through brand community membership." Many

of the individuals consulted expect to learn from their experiences with the brand community.

For these individuals, membership to the community serves a purpose: providing knowledge.

This functional approach to brand communities paints a picture of a person joining with the goal

of finding out everything they need or want to know about the brand and its associated products.

For instance, some would affiliate with a brand community hoping to gain "information from

other people and their views on the product and brand."

"Consumers also expect to grow as a result of membership." In stark contrast to those

drawn to the informative nature of brand communities, some see an opportunity for a more

personal type of gain. For these potential community members, the hope of improving

themselves in some way creates the attraction. Apparently, the perception is that brand

communities can act as a vehicle for personal development. This view pertains to growth as an

individual, by which the community member can broaden his or her horizons. Alternately stated,

the objective is to "find new passions or interests that they didn't know they liked" or to "realize

strengths in [one's self] that [one] didn't know [one] had". This concept of brand communities

also reaches the professional domain of members' lives. A number of informants think that

joining the groups can stimulate growth in the individual's job or business-related network.

"[F]or example, someone in the group could know someone who may be able to get you a really

good job." A third type of advancement community members might seek is social in nature.

Some people conceive of brand-based groups as a chance to hone social skills or to just meet

new people. As a result the individual could become "able to participate better with others in

general because they are able to practice human interaction…through the group." Again, this comment illustrates the belief that a person can better him or herself through membership to a group of brand devotees.

"Consumers place a premium on enjoying life." Not everyone has such a constructive expectation of brand community membership. Another cohort sees brand communities as a gateway to good clean fun. Hoping for entertainment, acceptance, or emotional benefits, this contingent envisions the groups as devices for maintaining a sense of well-being and social activity. Ranging from a "sense of pride and camaraderie from being a part of a group" to just "something to do", expectations of this category varied in depth. The common thread is the social element of these benefits. The distinguishing factor between these and the benefits of social development are the element of transformation inherent to the developmental benefits. For those in search of the less altering, experiential benefits, there is no goal of change, simply a kind of maintenance.

"Brand communities convey VIP status." Still others think of brand communities as an avenue to increased access. Access benefit seekers want special promotions or coupons. They anticipate offers such as "bonuses for their product and also discounts on future purchases." In addition, they look for "access to new products before the general public or even a brand newsletter" that would presumably contain these offers. To people who want access benefits, their devotion to the brand and the group merits an explicit reward.

Through Questions 3 and 4 (benefits), it is clear that individuals have a host of different outcomes in mind when they join brand communities. Most of these benefits are more complex than solely enjoying the time spent on group activities, some considerably more so. An outcome

that fits this description that has not yet been discussed is the alteration of the individual as a person.

Impact

A deep divide was unearthed with regard to views on the power of brand communities to transform members. Those who believe that power exists reported such change could affect members in three main areas: (1) personality, (2) social life, and (3) product use or appreciation. These views are elaborated upon below.

"Individuals believe brand communities can alter personalities." A strong majority of respondents voiced the opinion that brand community membership could change who a person is. These types of adaptations are reflected in numerous comments from previously evaluated questions, but the most pronounced evidence comes from responses to Question 5 (personal impact). In answering the query, some described changes to the person's core views or even personality traits. One said, "Many people who meet and spend a good deal of time with people…will begin to adapt to the group's behavior and start carrying some of [the group's] characteristics." Another said, "Participating in any group could change [an individual's] perspective on any topic." This suggests that assimilating to the group could have repercussions in all sorts of aspects of the person's life.

"Consumers' social lives can be restructured through brand community activity." Others brought up social modifications such as shifts in group associations. This type of change is highlighted in the statement "everyone is impressionable and associating with one group could trigger a disassociation from another group". Reflecting some of the benefits individuals seek from brand communities, adjustments to social development were also deemed feasible. Social development, when stated as a potential benefit of group membership, connotes some

intentionality. It appears, though, that this development could come as a naturally occurring outcome of community membership. For example, one participant holds the view that "Lifestyles associated with certain things, and a concentrated exposure to others who have identified themselves with this brand/product can definitely have an impact on the development of him/her as a member of society". While there is no mention of specific traits, the comment is a clear depiction of another type of life-altering change within the brand community member.

"A person's concept of the underlying product may be realigned." A segment of informants responded that brand community supporters may amend the way they use the product. The implication that the product would constitute a part of who its user is as a person is of interest not only to marketers who aim to develop brand communities, but also to the overall research at hand. According to one reply, "There is a potential that [the consumer] may become absorbed in the ownership of that particular car and that they may be biased to that car." A few participants even used the word "obsess" or "obsession". While obsession would represent an extreme condition, its description in the context of brand communities is hearty support for the potential of such groups to change members.

Summary

Through careful inspection of individuals' replies to just a few questions, a greater understanding of consumers' perceptions of brand communities is gained. The key topics of motivations for joining communities, the benefits of doing so, and aspects of participation in communities each provide unique insights. Although a host of responses with regard to each facet of the brand community experience were given, recurring themes emerged within the topics and among them.

Many influences have the potential to drive a person to a brand community. Despite the variety, they seem to fit into one of three broad categories. The first class of motivations is social. Under these circumstances, social urges guide the membership behavior. In this situation, the enticement of social activity or development is at work. Alternately, the driving force behind the membership decision is purely brand-based. The consumer may be infatuated with the brand and seek to celebrate those feelings. Finally, the prospective community member may join in an attempt to meet some utilitarian need or desire.

It is logical that these broad themes would reach beyond motivations for joining brand communities into the benefits reaped from membership. Once again, analysis of reports shows that these break down into either social or functional in nature. Developmental benefits map to social motivations, while informational and access benefits correspond with functional motives. Conceptually, experiential benefits pair neatly with brand-based motivations. The consistency of these categories across the topic areas reinforces the findings from each.

In terms of the array of informants' assertions about brand community participation, interpretation is perhaps a little less certain. It is evident that three aspects of participation—the nature, level, and context—are distinguishable. However, the existence of or the details of any relationship between these aspects and the aforementioned styles of motivation and benefits are impossible to surmise from the current analysis.

Perhaps, a person's motivation for joining a brand community dictates the particulars of that person's participation which, in turn, affords benefits of a certain type. It is also feasible that some engrained difference between two people leads one to join for social reasons, take a leadership role through frequent offline interaction with other group members, and receive the reward of an enriched social network while the other joins for functional purposes, occasionally

utilizes an online forum as a passive member, and merely learns more about the group's focal product. Characteristics of the product or its perceived purpose may also create such differences. What is clear from the current research is that these differences exist.

What is also clear is that these differences may determine the individual's fate, in a manner of speaking, in that the brand community experience may irrevocably transform that individual's life. But, it might not. The divergent replies to Question 5 (personal impact) imply a moderating effect. As declared above, the majority of respondents expressed a belief that the potential for personal change is real. However, a sizeable portion (37.5%) of those questioned rejected the possibility. While others suggest more or less major changes as a byproduct of group membership, these people do not buy in to the notion, at all. How could this be? The most feasible answer is that some moderating condition affects either the experience of brand communities or the perception thereof. This moderating condition could be a difference in personality among respondents or simply a difference in views of the product category. The relative preference for the product category should have minimal impact based on the description of the hypothetical friend's interest for the product. This should allow the participants to project on the friend their own feelings derived from such a group for which they would hold a similar, high level of interest. Which individual difference creates the moderation is a conclusion that is impossible to draw from the current research. It is, however, an interesting question with major implications for brand communities of all types. In order to test for this moderation and to determine how the other concepts discovered through this qualitative exploration truly relate, more study is required.

Emergent Constructs

The major advantage to content analysis is its power in demonstrating common threads that become clear once different texts are broken down into smaller units. Through inspection of each response to each question, a greater fabric of understanding can be developed with regard to the underlying phenomenon. Each of the five questions from this study acts as a panel in the quilt of the brand community membership decision process. Putting them together, we can get a better view of the whole picture.

By taking this more global view, the conceptual shape of the themes that emerge from the data can be better defined. From this point, the themes can more easily be mapped back onto the theoretical constructs believed to impact the brand community membership decision. This mapping process will begin with TPB due to the integral conceptual role it has in the model proposed here.

Starting with Question 1 (motivations), unquestionable support is found for the use of portions of the TPB in explaining and predicting brand community membership behavior. As the reader will recall, the key antecedents to behavior, according to TPB, are ATT, SN, and PBC. Brand, Company, and Product Attributes all reflect attitudes towards the brand, either directly or by association. Likewise, Hobby/Interest symbolizes the individual's attitudes toward the product category. These are all attitudes that may be salient in the decision to join a brand community. In a similar vein, Other's Influence indicates the impact of SN on the decision. Together these would seem to justify the application of TPB. Though PBC may vary from one brand community to another or from one person to another, the scenario used in this research is based on the availability of most brand communities to the general public. Indeed, brand communities are generally inclusive with an underlying goal of drawing more people rather than

trying to keep anyone out. Though geographic factors could come into play, many popular

brands have community chapters across the country. Of course, individuals can take part via the

internet regardless of physical distance from the community's geographic base. Thus, the TRA

decision model, which is at the core of the TPB and includes ATT and SN will serve as a basis

for the brand community behavior model presented later in this text. As TRA is well-established,

the focus of this research was not on exploring the presence or appropriateness of the decision

model, but more on determining the appropriate means of expanding the model.

Within Question 1 (motivations) alone, there is very strong support for the effects of SOC

in the brand community membership decision. In fact, over two thirds of the codes assigned for

Question 1 relate to SOC. As a reminder, SOC consists of the sub-factors of Membership,

Influence, Needs Fulfillment, and Emotional Connection. The axial code of Group Togetherness

ties in directly with the facets of Needs Fulfillment and Emotional Connection. Socialize also

corresponds directly with Needs Fulfillment Support for Membership is found in Acceptance

from Questions 3 (benefits), while Emotional Connection is backed by responses of the code

Emotional Benefit from Question 3 and the code Social Benefits from Question 4. Influence is

indicated by the codes Promote and Group Responsibilities. In particular, a number of the

comments coded Group Responsibilities included a reference to taking a leadership position

within the group. Across the range of responses, a considerable amount of comments map back

to SOC.

Fewer questions allowed participants the opportunity to refer to the concept of SI.

However, the Question 1 (motivations) codes of Member Attributes and Status imply a

comparison of those in the group and those not in the group. This comparison is critical to the

evaluative component of group membership in SI.

In addition, with its focus on change resulting from brand community membership, Question 5 yielded a great deal of support for the concepts of SI. The axial code of Social Change speaks to the impact of group membership on an individual's outlook with regard to other groups and with regard to him or herself. Also, respondents' listing of Developmental Benefits for Questions 3 and 4 implies the potential for social change as an outcome of group membership. This may provide an insight into the exact role of SI in the group membership decision. Please refer to Appendix B on page 113 for a graphic representation of the array of relationships between codes and how they relate to the theoretical constructs discussed above.

Discussion

The research discussed here offers extensive insight into the individual's experience of brand communities. In particular, the questions analyzed were designed to tap into the actual decision to join brand communities. In doing so, this research has uncovered undeniable support for the use of TRA as a basis for a model of the decision process. In addition, SOC and SI were indicated overwhelmingly to relate to that decision process.

Further research is needed, however, to determine exactly how these constructs relate to the brand community membership decision. Based on the variance in responses to Question 5 (personal impact), it is expected that a moderating condition may determine when the constructs act as consequences of the decision. With the emergence of personal differences as an influence on how individuals participate in brand communities, this may represent a potential moderator. The inclusion of a large number of benefits that are either informational or social suggest that constructs such as Need for Cognition and Need for Affiliation may come into play. Therefore, the model depicted in Figure 2 below is proposed to serve as a foundation for continued investigation of this decision process.
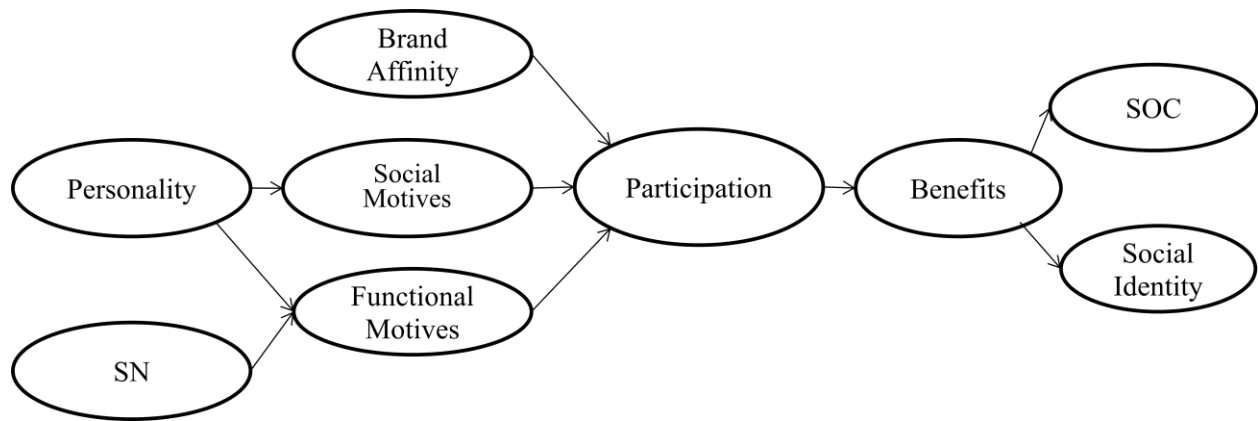
Figure 2:
Conceptual Model of Brand Community Experience

ESSAY II: QUANTITATIVE EXAMINATION OF THE PROPOSED MODEL

Introduction

In accordance with the grounded theory approach, Essay II builds from the findings of Essay I seeking to test the relationships among the theoretical constructs indicated by the qualitative exploration of brand communities. Essay I provides clear demonstration of the presence of SOC, SI, the elements of the TRA and multiple facets of community participation. Hence, a quantitative investigation is needed in order to establish the interplay between these concepts. The model above will be tested with a focus on the social outcomes. Clearly, these outcomes are feasible. However, from one individual to another within the same brand community they may or may not occur.

The root of this inconsistency is suspected to derive primarily from the discrepancies noted in individuals' motivations for joining brand communities. Social motives for joining a group are quite different from functional motives. Indeed, these two represent opposite ends of the spectrum with regard to the responses gathered in Essay I. Logically, the motivations from which group participation derives could affect the impact of that participation. In terms of the model presented above, this translates into a possible determinant of the ultimate results of participation.

Motivations for joining have been discussed as drivers of the processes that impact brand community members. However, these motivations—broadly classified as social and functional—are expected to result from individual differences. With regard to Brand Affinity, ATT, and SN, it is expected that, though the specific attitudes and norms that play into the decision to join a community may vary from person to person, they will be overwhelmingly positive. Otherwise, the individual would be unlikely to join that community. With this in mind,

and in order to provide for deeper rather than broader investigation, Essay II focuses more on the experience of brand communities as opposed to the decision to join. Similarly, in order to allow for a greater degree of practical relevance, outcomes such as purchase intentions, word of mouth behavior (WOM), and brand satisfaction are incorporated into the core model proposed above. Such brand-related constructs have been the subject of lengthy study in the marketing discipline as well as in the context of brand communities (Stokburger-Sauer, 2010).

With the shift in focus noted above, membership motives come to the forefront of Essay II's analyses. Perhaps the desire to participate in a brand community is derived from more functional motivations for joining. In this case, the individual participates with specific, typically product-related goals in mind. Nonetheless, the individual is interacting with the group in order to achieve these goals. As such, group interactions may come, as many respondents from the research detailed in Essay I indicated they could, to generate Sense of Community in the individual and alter his or her Social Identity. In a sense, the idea here is that the person becomes way more connected with the group socially than he or she ever expected or intended. This would be feasible if original intentions centered on obtaining information or deals related to the product as Essay I indicated they sometimes do.

If, on the other hand, a different group member joined the community due to more social motivations, impact on the individual's Social ID would seem even more likely. Under these circumstances, the individual will likely be drawn to a brand community with which he or she already identifies. In other words, the prospective member will seek a group with which, at least in his or her own perception, the person fits well. Of course, one may find that these perceptions are inaccurate, but that will likely lead to a cessation of group participation since those

perceptions predicated the initial alignment with the group. In this way, members' SOC and Social ID would be expected to start strong and presumably grow stronger.

The reader may recall that an interesting revelation of the first essay was that one's participation in brand communities is multi-faceted. As a reminder, the elements of participation would seem to include the Nature, Level, and Context of one's engagement with the community. Participation, therefore, would seem to be a complex construct that could present a challenge to the researcher attempting to gauge it. It is perhaps this complex challenge that has led prior work on brand communities to avoid any attempt to adequately measure the construct or to omit it entirely.

It is intuitively appealing that, despite its preclusion from prior research, one's participation in a group would have some kind of impact on the outcomes of group membership. In fact, theory supports this intuition. The logical argument is as follows. Involvement is defined as "an unobservable state of motivation, arousal or interest, evoked by a particular stimulus or situation [that] has drive properties" (Slater and Armstrong, 2010). This definition implies that across specific reasons for joining a group, a higher level of involvement should be associated with greater participation. As membership and, therefore, participation in brand communities are voluntary, those who experience negative outcomes as a result of participation would likely cease to participate. Further, the well-established effect of mere exposure, which dictates that "exposure to a stimulus…tends to enhance liking of that stimulus" (Stafford and Grimes, 2012), would seem to indicate that such positive outcomes can be expected to come more easily with increased contact with the group. Hence, those who exhibit greater participation should also exhibit more and/or greater positive outcomes from group membership—outcomes such as those in the conceptual model tested here. This argument

motivated a series of hypotheses largely predicated on the notion that Participation acts as a

mediator, or causal mechanism or process, between one's motivation for joining a brand

community and the ultimate results of that membership. The resulting model, the test of which

will be described in detail in the following text, is depicted below. Please see Appendix C on

page 114 for a complete list of the proposed hypotheses.
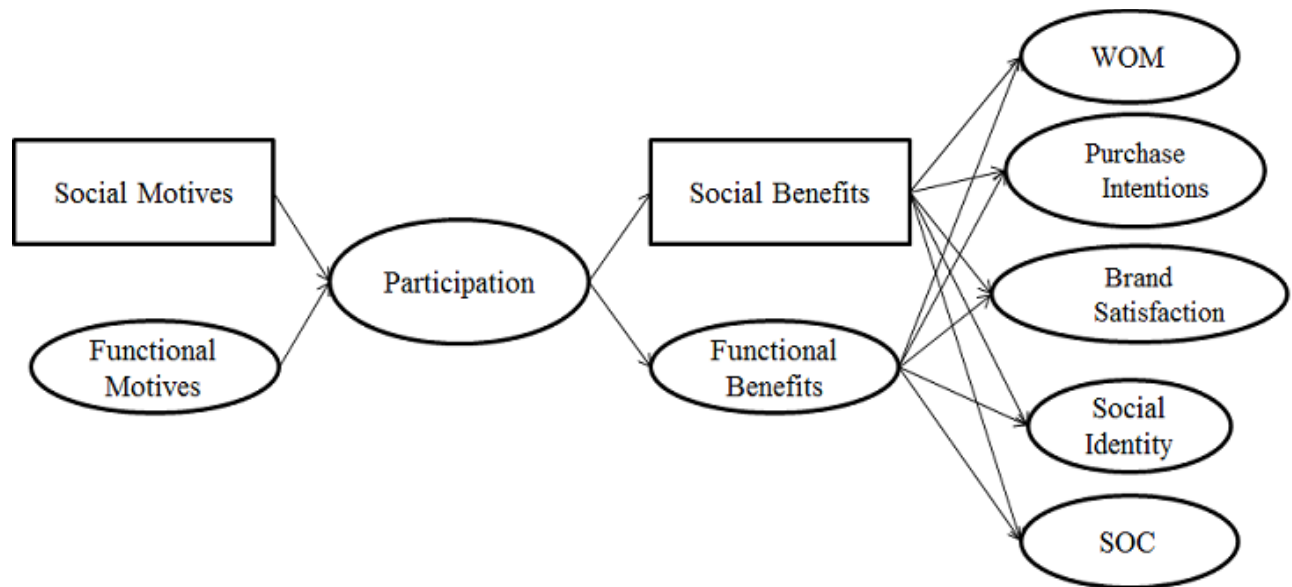
Figure 3:
Conceptual Model of Brand Community Experience (Revised)
Note: Boxes represent multiple constructs (i.e. Social Enhancement Motives (Benefits), Self-
Discovery Motives (Benefits), Interconnectivity Motives (Benefits), and Entertainment Motives
(Benefits)).

Methods

Pre-Tests

In order to ensure that all scales were fit for application in the proposed model, two

rounds of pre-testing were conducted. A sharper focus on the core model was achieved, and less

critical elements were eliminated through this process. In addition, constructs that proved not to

function in the context of the model were also removed.

It is beyond the scope of the current research to address this intricate instance of the age-old "quality vs. quantity" question. Instead, the complex nature of group participation was at the same time acknowledged and alleviated in a methodological sense through the use of two purely metric multipliers and the sum thereof to account for the frequency of one's interaction and the average time length of interactions with the community as well as differentiating between the two primary contexts of such interaction: online and in-person. This metric does not attempt to fully measure Participation, but rather to serve as a proxy for the construct. In addition, because the multipliers are not treated as reflective indicators of the construct, a thorough assessment of reliability and validity was rendered inappropriate and, for that matter, meaningless. Ergo, Participation was effectively excluded from pre-testing.

Pre-test I

Utilizing a student sample (n=103), the first pre-test sought to establish reliability levels for and to validate the scales for each construct included in the proposed model by way of a computer-administered survey. In an effort to maximize subjects' involvement and, therefore, the realism of the study, subjects were first asked which topic area they preferred most among the choices hunting/fishing, women's fashion, cars/trucks, running/fitness, and technology. In addition to these categories, examples of brands related to each area were listed to encourage a choice in which the individual might have well-developed attitudes regarding relevant brands. Depending on the activity selected, subjects were then asked to report their favorite brand of products associated with that interest. Subjects were asked to imagine that they had joined a brand community, which was defined in introduction of the survey as it was previously in this text, devoted to that brand. The brand name provided by subjects was also referenced in questions wherever appropriate over the course of the remaining survey. In addition to

50

improving subjects' level of focus on the brand throughout the survey, the question of their

favorite brand was also used as a quality check for subjects' responses such that brands

inaccurately listed as related to an area of interest or nonsensical responses served as a basis for

omission of that subject from further analysis. Subjects were also asked if they actually

belonged to a brand community. Those who responded affirmatively were asked additional

questions related to the benefits of community membership.

The scales assessed in the first pre-test included social and functional Membership

Motives (5 scales) (Dholakia, et al., 2004), social and functional Membership Benefits (5 scales)

(Dholakia, et al., 2004), Sense of Community (Peterson, et al., 2008), and Social Identity

(Bagozzi and Dholakia, 2002) for a total of 12 scales. Initially, the data for each item were

assessed for normality based on measures of skewness and kurtosis. Those items with statistics

for both characteristics with an absolute value greater than 3 were eliminated from further study.

Please refer to Appendix D on page 116 for a complete list of items and their respective

skewness and kurtosis statistics.

Next, confirmatory factor analysis (CFA) was applied to each scale to gauge the degree

to which individual items loaded on each construct. Items exhibiting very low loadings or for

which cross-loadings were indicated were eliminated where the conceptual domain of the

construct would not be altered as a result, yielding pared-down scales with reliability measures

(Cronbach's alpha) ranging from .636 to .895. Though these figures were not, in all cases, above

the recommended cut-off of .700 (Hair et al., 2006), the hypothetical nature of the projective

technique underlying the pre-test survey was suspected to be a contributing factor. In order to

test this suspicion, the factor analysis was re-administered using only those subjects that

responded that they did, in fact, belong to a brand community. Utilizing an oblique rotation

solution, the results showed all scales to meet or exceed the desired .700 level. The lone

exception was the Self-Discovery Motives scale, which demonstrated an alpha of .670. Please

refer to Appendix E on page 118 for a complete list of scale reliabilities and item loadings.

The set of items found to reliably represent each construct also demonstrated convergent

validity through high factor loadings (generally > .700) and through a relative lack of correlation

with other constructs. Additionally, with the exception of Social Identity (AVE=.493), the set of

items left to represent each construct also registered an Average Variance Extracted (AVE) for

its representative items of at least .5. Through a comparison of AVE's and the squared

correlations among the various constructs, all constructs were found to demonstrate discriminant

validity. The notable exception was the excessive cross-loadings indicated for items from

various motives and Self-Discovery Benefits. This finding begs the question of whether the

respective scales were truly tapping conceptually different constructs. Please refer to Table 6

below for a summary of the first pre-test findings or to Appendix F on page 120 for a complete

list of AVE's and squared correlations.

Table 6:
First Pre-Test Summary (Confirmatory Factor Analysis)

Construct	Full Sample Reliability	Members Only Reliability	Convergent Validity	Discriminant Validity
Self-Discovery Motives	.711	.670	Supported	Supported
Entertainment Motives	.636	.708	Supported	Supported
Interconnectivity Motives	.703	.758	Supported	Supported
Social Enhancement Motives	.841	.842	Supported	Supported
Functional Motives	.855	.826	Supported	Supported
Self-Discovery Benefits	.719	.719	Supported	Not Supported
Entertainment Benefits	.775	.775	Supported	Supported
Interconnectivity Benefits	.895	.895	Supported	Supported
Social Enhancement Benefits	.820	.820	Supported	Questionable
Functional Benefits	.887	.887	Supported	Supported
Sense of Community	.825	.854	Supported	Supported
Social Identity	.732	.807	Questionable	Supported

Overall, the results from the first pre-test supported the use of the above mentioned scales in the context of brand communities. However, they indicated that the scales for Entertainment Motives, Self-Discovery Motives, and Interconnectivity Motives all suffered from a low number of items ultimately included when maximum levels of reliability were achieved. As a remedy, additional items, judged to be representative of the underlying concepts by the author and outside judges, were generated and added for future assessment. Secondly, high levels of correlation among items from social or functional motives and their counterparts from Self-Discovery Benefits and, to a lesser degree, Social Enhancement Benefits proved troublesome. These results must also be taken with caution due to the limited final sample size for the benefits scales (n=26) and the hypothetical nature of the projective technique used. Finally, the Social Identity scale did not fare well in terms of construct validity. These issues identified through the first pre-test motivated a second pre-test.

Pre-test II

A second pre-test was designed to further assess the focal constructs and to provide for a greater degree of support for the application of those constructs in the broad context of brand communities through stricter screening criteria for subjects and a different specific context from that of the first pre-test. Also, a different measure for Social Identity was incorporated to account for the validity concerns that arose in the first pre-test (Batra, et al., 2012). Given the use of a student sample, sororities and fraternities served as a proxy for commercial brand-based groups in instances where subjects did not belong to such a community. Such social organizations were deemed appropriate for the study based on the similarities to brand communities in that both types of group are designed to foster social interactions and relationships and both are devoted to the promotion or support of an underlying brand. In

53

addition, with the current research's interest in social outcomes, sororities and fraternities provide fertile testing ground for scales ultimately intended to decipher what differentiates members who report various levels of such outcomes. Subjects that belonged to a community devoted to a commercial brand were also included. Subjects that belonged to neither a fraternal organization nor a commercial brand community were thanked for their willingness to participate and dismissed.

The computer-administered survey utilized switch logic to pose the appropriate series of questions based on respondent membership either to a sorority or fraternity versus a commercial brand community. The student sample (n=69) answered augmented series of questions regarding reasons for joining and the benefits derived from the group to which they belonged. In addition, subjects were asked about potential outcomes such as Social Identity and Sense of Community related to the group.

As in the initial pre-test, respondents were screened based on their response to questions regarding the specific group to which they belonged. Once again, the overall data were subjected to an assessment of normality of responses to each item. The results showed none of the items to be extreme with regard to both characteristics; therefore, all were retained for further analysis. Please refer to Appendix G on page 123 for a complete list of items and the associated skewness and kurtosis statistics.

With regard to scale reliabilities, the findings of this second pre-test were generally consistent with those of the original examination. Two substantial exceptions to this statement were observed. First, the augmented scale for Self-Discovery Motives showed a lower measure of reliability as compared to the first pre-test. A second, more encouraging finding of the final

pre-test was that the newly tested measure for Social Identity demonstrated reliability and discriminate validity beyond that of the original measure.

In terms of convergent validities, the results were also in line with those of the first pre-test. The vast majority of the scales (10/12) showed strong factor loadings among their items. Self-Discovery Motives and Entertainment Motives both proved problematic in the sense that, even after eliminating a number of items, both consisted of items with low factor loadings. Please refer to Appendix H on page 125 for factor loadings for each item.

Despite the results discussed above, construct validity for most of the focal constructs was not wholly supported. The discriminant validity a number of the constructs (8/12) was at best questionably demonstrated through the second pre-test. In four cases, constructs were found not to demonstrate discriminant validity. Only four or 33% were found to conceptually stand apart from all others. These results warranted further assessment prior to the main study. Such assessment is described below. Please see Table 7 below for a summary of the findings of the second pre-test and Appendix I on page 127 for the AVE's and squared correlations associated with each construct.

In some ways, it should not be surprising that the second pre-test identified issues that were not evident through the first pre-test. First, the increased sample size of the second test allows for a more complete assessment of the total set of constructs under scrutiny. The complex algorithms underlying structural equation modeling could not be applied to the full set of constructs with the miniscule sample of subjects that were able to answer all items in the first pre-test. As such, the second pre-test was actually the first full test of construct validities.

Table 7:
Second Pre-test Summary (Confirmatory Factor Analysis)

Construct	Reliability	Convergent Validity	Discriminant Validity
Self-Discovery Motives	.589	Questionable	Not Supported
Entertainment Motives	.678	Questionable	Questionable
Interconnectivity Motives	.755	Supported	Questionable
Social Enhancement Motives	.841	Supported	Supported
Functional Motives	.866	Supported	Supported
Self-Discovery Benefits	.978	Supported	Not Supported
Entertainment Benefits	.939	Supported	Questionable
Interconnectivity Benefits	.991	Supported	Supported
Social Enhancement Benefits	.608	Supported	Questionable
Functional Benefits	.988	Supported	Not Supported
Sense of Community	.989	Supported	Not Supported
Social Identity	.886	Supported	Supported

The problems with the scales for both Self-Discovery Motives and Entertainment Motives probably stemmed from high correlation with items from benefits scales, primarily Self-Discovery Benefits. This finding could be an indication that subjects did not meaningfully differentiate between the motives and benefits constructs at the point in time of the survey. It is the author's suspicion that this conceptual overlap could be overcome through longitudinal study. However, this type of study is beyond the scope of the research at hand. Also, for the purposes of the current research, the mediating role of membership benefits is secondary to the social outcomes members may or may not experience from brand community membership and the relationships between membership motives and those outcomes. As such, the benefits constructs were deemed unfit for the remainder of the work detailed here. Unfortunately, this alteration renders Hypotheses 3-11 untestable through the current research. However, with the substitution of "Participation" for the various social motives, Hypotheses 4-8 once again become applicable and refer to positive associations between Participation and each expected outcome.

The resulting conceptual model to be fully tested in the main study described in the following section is depicted below with social motives represented individually for increased clarity.
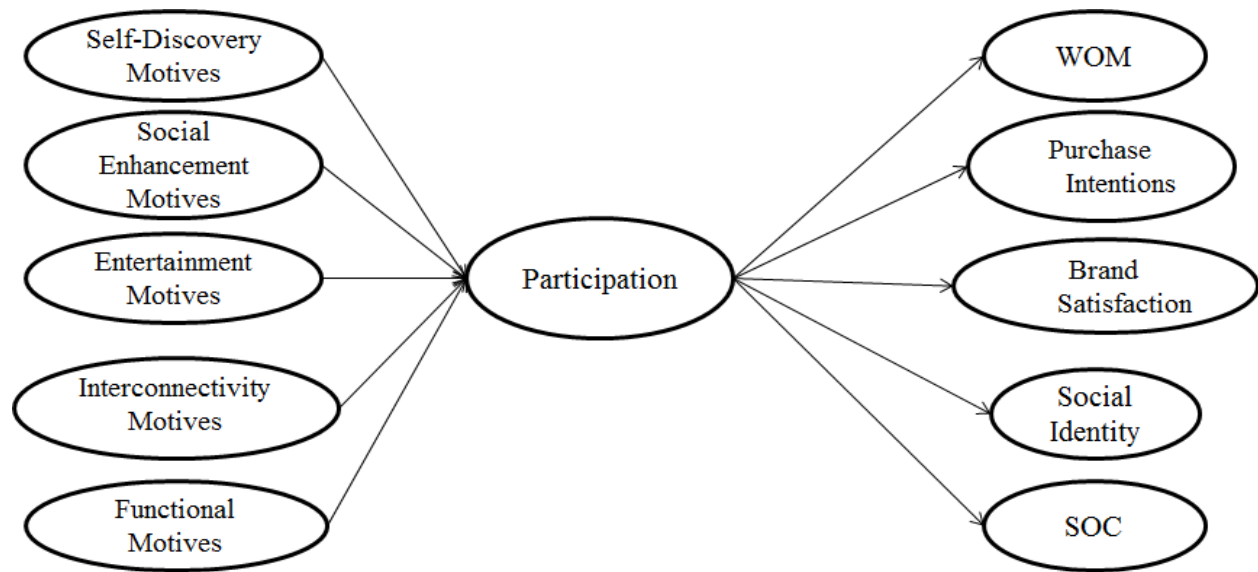
Figure 4:
Conceptual Model of Brand Community Experience (2nd Revision)

Main Study

The main study for Essay II was built on the conceptual foundation derived from Essay I. This foundation was reinforced by extant research in the topic area of brand communities. Further, the main study was calibrated and refined based on the results of the pre-tests detailed above. The resulting analyses were designed as a quantitative validation of the conceptual model and test of the relationships hypothesized above. The two-step method of testing (Kline, 2005) structural equation models was utilized to do so.

The data for the main study were collected through a computer-administered survey, and the sample was gathered through an online clearing house designed to bring together those in search of labor and those in search of work. Respondents were screened with stated requirements that they be members of a commercial brand community. For verification, subjects were also asked to report the brand and, more specifically, the type of product upon which the

brand community was based. Responses that either did not match up or that were found to be nonsensical were grounds for deletion from the resulting data set. In addition, respondents were required to be in the United States to limit concern for language barrier interference with the survey results. Subjects were compensated $1.50 for the time and effort required for the survey. In addition to questions related to the motivations for joining a brand community, the brand-relevant outcomes, and the social outcomes described previously, subjects were also asked to report the numeric frequency of interactions with the community and the average length in minutes of those interactions for both online and person-to-person contexts. The usable sample consisted of 266 completed surveys.

Step 1: Measurement Model

The purpose of the measurement model assessment is to re-validate the measurement scales with another sample to ensure that those scales demonstrate acceptable psychometric qualities through the newly acquired data. During this phase of the analysis, scale reliabilities and construct validities are checked. CFA is once again applied to the items associated with the constructs remaining in the model in order to do so.

The first concern was that the data are cleaned of any inappropriate responses. Beyond the screening questions mentioned above, responses to the question of Participation were also scrutinized. In total, 11 additional cases were removed from the data set—10 for indicating that the frequency with which they interacted with the group was "0" and 1 for indicating that total participation exceeded the actual amount of time in the stated period. The ultimate sample consisted of 255 subjects.

Moving forward with clean data, the next issue was assessing each question's responses for normality. As in the pre-tests, skewness and kurtosis statistics were examined for each

variable. Participation was the only item to show statistics with an absolute value greater than 3 on both characteristics. Given that this is a single-item construct, the item was retained in spite of these findings. All of the other variables were kept for further analysis as none of them demonstrated extreme values for both skewness and kurtosis. Please refer to Appendix J on page 131 for a complete list of items and associated normality statistics.

Next, scale reliabilities were measured in terms of Cronbach's alpha. The resulting statistics ranged from .768 to .926 indicating that all scales exceeded the desired minimum alpha level of .700. Please see Appendix K on page 133 for a full list of scale reliabilities.

In the case of SOC, the factor structure had to once again be verified. Since each first-order scale was shown to be reliable, final validation was completed through a CFA of just those sub-factors. The results indicated that each item loaded strongly (>.700) on its respective sub-factor and all sub-factor AVE's exceeded .500, providing evidence for the convergent validity of the sets of items. In addition, the model of SOC and its components achieved reasonably good overall fit (χ^2= 135.23, *df*=38, p-value=.000, CFI=.952, RMSEA=.098).   However, high squared correlations between sub-factors call into question subjects' ability to distinguish among them. Though this is less than ideal, the specifics of the factor structure of SOC is less of a concern than the super-factor's construct validity with regard to the other constructs of interest. The next phase of analysis addresses this concern and, in general, this research will defer to prior work that has established the construct, its factor structure, and the underlying scales. Please refer to Appendix L on page 134 for item loadings, AVE's, and squared correlations for the sub-factors of SOC as well as metrics of the overall model fit for the CFA.

In order to test the complete measurement model, the items for each SOC sub-factor were summated to represent each with a single item. Together, these four items were used as

indicators for the construct which was then combined with the membership motives constructs, the measure of participation, and brand-related and social outcomes constructs into a single model. Items displaying a combination of a less than optimal loading (<.700) and a pattern of high modification indices (>3.00) were eliminated from the model. The resulting model, in which all constructs were specified to be correlated, was subjected to CFA and showed good fit (χ^2= 1431.47, df=765, p-value=.000, CFI=.911, RMSEA=.057). Beyond model fit, high factor loadings for each item and high AVE's (>.500) for each group of items provide evidence of convergent validity for each construct. Discriminant validity is likewise demonstrated by the relative lack of high squared correlations among constructs. Please refer to Appendix M on page 136 for metrics of model fit, item loadings, AVE's, and squared correlations for the measurement model.

Though the basic criteria for successful measurement were clearly met, an analysis of the path estimates for the model was necessary to understand which relationships among the constructs were illustrated through the data. In this case, the vast majority of the proposed correlations were found to be significant. The few exceptions, however, proved to be critical to the expected structural relationships in the model. Participation was not found to significantly correlate with any of the Membership Motives and was found to correlate with only one of the outcome constructs—Social Identity. These results support the re-specification of the model without the Participation construct as a mediator. Please see Appendix N on page 141 for the path estimates of the initial model.

The findings from this first step of model assessment weighed heavily on the remaining analyses. The current hypotheses are rendered meaningless in the face of a model without Participation. However, this reality does not preclude, but rather call for further analysis.

Harkening back to the logical argument based upon which the initial model was devised, the reader will recall the theoretical basis. One's level of involvement with a brand community should predict one's participation therein which should, in turn, directly affect the outcomes one experiences. As such, Participation serves as a core mediator for the relationships among all other constructs. Unfortunately, the current work suggests this is not entirely accurate. The theory that participation should have some impact on membership outcomes would seem to hold, but perhaps the exact role of Participation is not as straight-forward as originally hypothesized. Very recent work in the brand community context has acknowledged the complexity of one's interaction with such groups referred to previously in this manuscript (Brodie, et al. 2013). Earlier work has also looked at experience in the context of brands and brand spokespeople. In this context, experience of the brand was found to serve as a moderator of individuals' responses to brands (Garretson and Niedrich, 2004). It stands to reason, then, that brand community participation, as a proxy for group experience, could moderate the relationships between one's reasons for joining a brand community and the outcomes thereof.

Prior to a test of the moderating role of Participation, the measurement model must be reassessed without the construct. Once the re-specified measurement model has been validated, the structural paths among constructs can then be tested for significance. Finally, the structural model can then be subjected to invariance testing based on a comparison of model fit when it is estimated with one sub-sample versus another.

In addition to allowing for the majority of the originally intended research, the simplification of the model also makes way for the assessment of a number of added elements. Moving forward, relationships among the outcome variables which have been supported in prior work will be tested in the current context. Brand Satisfaction and related constructs have been

61

found to positively relate to outcomes such as WOM and Purchase Intentions (Carlson et al., 2008; Zboja and Voorhees, 2006). Further, these outcomes have been shown to stem from the social outcomes of SOC and Social ID (Carlson et al., 2008; Kleine et al., 2009). As such, the conceptual model has been both contracted and augmented. The results of the re-specified model (without Participation) were found to be very similar to those of the original. Please refer to Figure 5 below for a depiction of the re-specified model, and see Appendix O on page 143 for measurement model fit statistics.
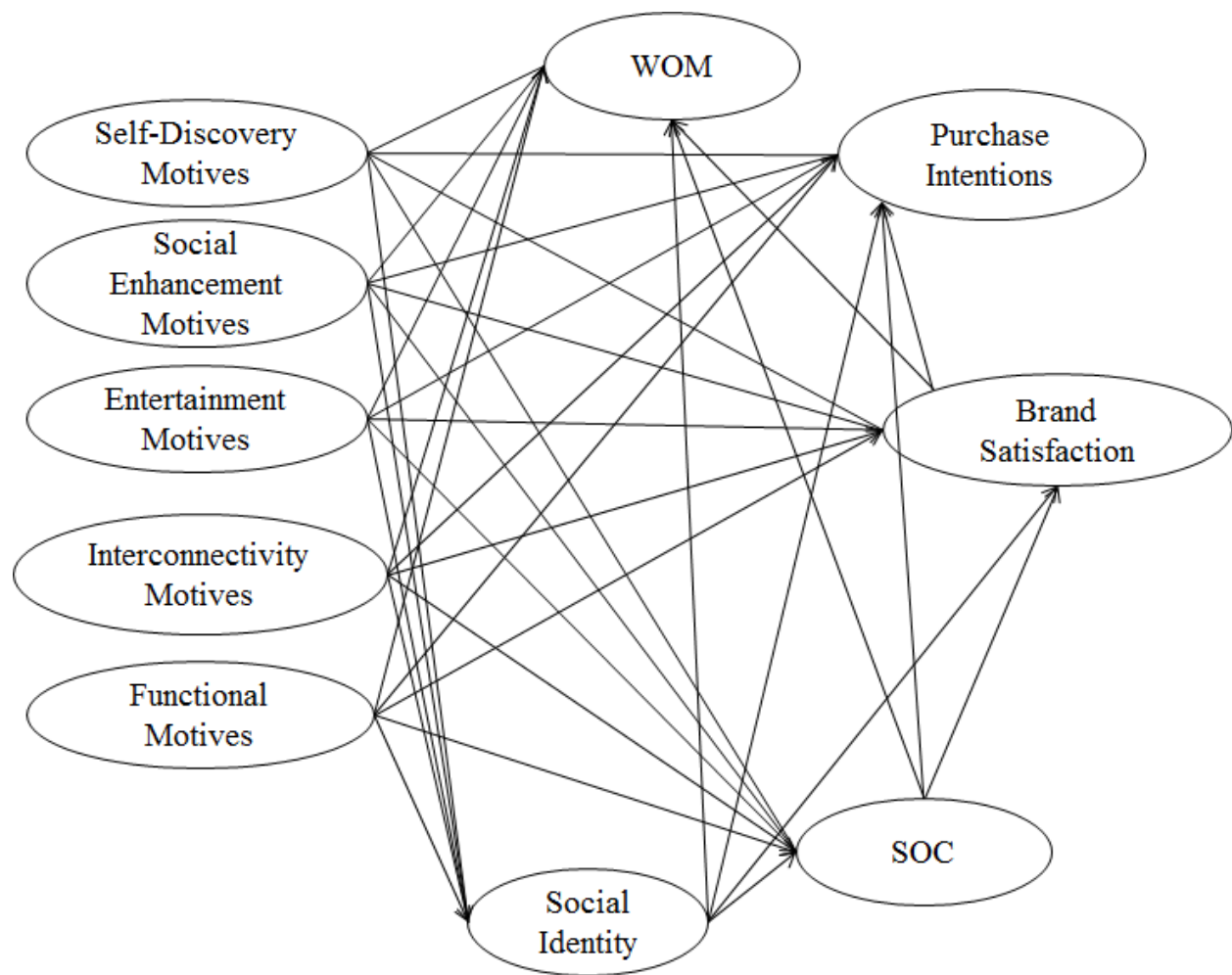
Figure 5:
Conceptual Model of Brand Community Experience (3rd Revision)

Step 2: Structural Model

The theoretical basis for the testing of this model was drawn from the original hypotheses and the logical framework from which they stemmed. Of course, the specific relationships referenced in those hypotheses are, for the most part, no longer in the model. Nonetheless, the same conceptual reasoning still applies. In addition, the moderating role of Participation is hypothesized and the now direct relationships between motives and outcomes are expected to differ based on the broad nature of the motive—social vs. functional. The theory of goal-driven behavior dictates that one's desires predict behavior related to a particular goal (Perugini and Conner, 2000). Based on this theory, it is expected that social motives will more strongly predict outcomes of a social nature such as SOC and Social ID. WOM is included in these based on the underlying social basis of the behavior. In keeping with the work cited above, SOC and Social ID are expected to positively relate to the other outcomes, and Brand Satisfaction is expected to be positively associated with the remaining brand-related outcomes. Though the author is unaware of prior research that tests the relationship, Social ID is expected to act as a pre-cursor to SOC, indicating another positive association. This hypothesis is based in the conceptual relatedness of the constructs and the relative complexity of SOC in comparison to Social ID. Lastly, as a moderator, Participation is expected to have a kind of smoothing effect. In other words, greater Participation should lessen the importance of a member's reasons for joining the community. Just as many of the respondents in Essay I reported discrepancies in the rationale for why they may join a brand community and the benefits they may ultimately reap, it is expected that actual brand community members will have a similar experience. Another way of thinking of this is that members will join for a certain reason or set of reasons, but those who continue to take part will likely discover the full range of benefits of membership. Whatever that

range may entail, those who participate more should be more likely to experience those benefits rather than simply the one or ones that motivated the decision to join the community. Please see Appendix P on page 144 for the revised hypotheses--the test of which is explained below.

Structural models are more exact than measurement models with regard to the relationships that are specified. The measurement model generally indicates that all constructs covary with one another. The structural model, on the other hand, only depicts covariances and correlations expected to be significant. In this way, testing the structural model allows for a clearer test of the underlying relationships.

In the test of this structural model, good overall fit was achieved through omission of a minimal number of items from the measurement model. After these adjustments, fit statistics were as follows: χ^2= 1173.107, *df*=585, p-value=.000, CFI=.910, RMSEA=.062. While the CFI and RMSEA metrics are not quite as good as in the measurement model, this is not surprising. The mark for these set by a measurement model is, by virtue of the estimation process of structural equation modeling, a maximum of sorts for any structural model built upon that measurement model. The fact that there is minimal change between the two models' metrics is an indication that the specification of the structural model is supported.

The path estimates of the structural model are worthy of interpretation since acceptable model fit has been established. In this case, all paths from indicator items to constructs remained significant and positive. Again, this is not surprising based on the process underlying the transition from measurement model to structural model. The path estimates among constructs are more informative and more interesting. Of the 34 possible construct-to-construct correlations, 12 were found to be significant. Also of interest, some of the estimated coefficients were negative, representing a very different relationship than what was proposed. In sum,

Hypotheses 1 (d and e) were supported in that Interconnectivity and Functional Motives were found to positively correlate with SOC. No support was found for Hypotheses 1 (a-c). Social Enhancement Motives were found to be positively associated with Social ID, providing support for Hypothesis 2 (b). No other significant relationships were found between membership motives and Social ID. Hypothesis 3 (c) was supported by the finding that Entertainment Motives were positively related to Brand Satisfaction; however, significant negative relationships were found between Social Enhancement Motives and Interconnectivity Motives and the outcome. Thus, Hypotheses 3 (b and d) were refuted while Hypotheses 3 (a and e) were neither supported nor refuted. Self-Discovery Motives were the sole antecedent found to have a significant positive association with Purchase Intentions, supporting Hypothesis 4 (a). No other significant relationships were indicated for Purchase Intentions, and none were found at all for WOM—the focal outcome of Hypotheses 5 (a-e).

A comparison of standardized path estimate magnitudes reveals neither Hypotheses 6 (a-d) nor Hypotheses 8 (a-d) were supported at all. Evidence to the contrary of Hypothesis 6 (d) was found in the form of a regression coefficient of greater magnitude between Functional Motives and SOC than that found between Interconnectivity Motives and SOC. Both estimates were positive, but the relationship with Functional Motives was found to be stronger. With regard to Hypotheses 7 (a-d), only (b) was supported. More elaborate discussion of these findings will be provided in the following section.

Hypotheses 9-11 represent direct effects between various outcome variables and, in combination with previously discussed results, indirect effects between a number of constructs. Hypothesis 9 (a) was supported, reflecting a direct association between Social ID and SOC and a fully mediated positive relationship between Social Enhancement Motives and SOC. With

65

regard to Hypotheses 10 (a and b), direct positive effects were found for SOC on Brand

Satisfaction and Purchase Intentions. These findings imply partial mediation between

Interconnectivity Motives and Brand Satisfaction and suggest the possibility of full mediation in

the case of the antecedent and Purchase Intentions. Curiously, the mediated effect on Brand

Satisfaction is positive despite a negative relationship between the two constructs. Hypothesis

11 (a and b), which predicted positive correlations between Brand Satisfaction and Purchase

Intentions and WOM, respectively, were both supported. Please refer to Appendix Q on page

147 for model fit statistics and a complete list of unstandardized path estimates from the

structural model. Please refer to Figure 6 below for a graphical representation of those construct-

to-construct paths found to be significant and to Appendix R on page 150 for the associated

standardized path estimates. In the figure, negative relationships are represented with arrows

with segmented stems while positive relationships are represented with solid arrow stems.

Differences between sub-samples can be evaluated once the core structural model has

been established. Another way to state this is that potential moderators can be tested. In this

case, Participation is at the heart of the question of group differences. By splitting the original

sample based on Participation, an assessment of the construct's role as a moderator can be

completed allowing for a test of Hypotheses 12-20. First, the model must demonstrate

measurement invariance between groups. In essence, there must be evidence that the model is

tapping the same conceptual domain for members of one group as it is for the members of the

other group. Then, path estimates can be checked individually for significant differences from

one group to the next.
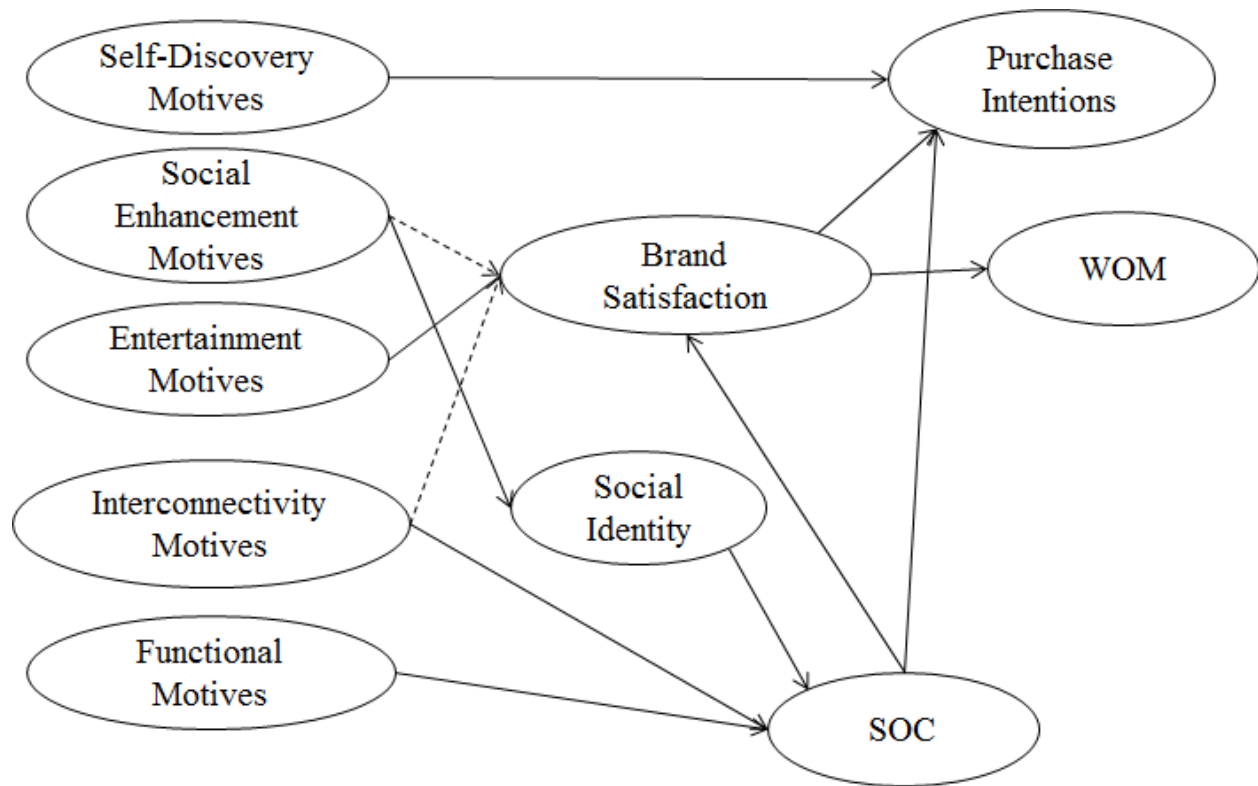
Figure 6:
Significant Relationships between Constructs

In order to divide the sample, a tri-partite median split was utilized to achieve the greatest equality in group size while at the same time maximizing group differences between the "low" Participation and "high" Participation groups. Cut-off values of the variable were established based on breaks in the data that would yield groups of roughly 100 subjects (N=102,101). This is generally seen as a minimally adequate sample size for structural equation modeling (Hair, et al. 2006).

Analyses of the Participation-based sub-samples initially could not come to an acceptable solution. Infeasible error terms related to Purchase Intentions suggested that the issue may be resolved by removing the construct from the model. Once the construct was deleted, the resulting analyses offered support for partial metric invariance of the model. A test of a subset of measurement weights across the groups yielded non-significant results (p-value=.874). Based on

the findings of measurement invariance, a test of structural weights was conducted and it yielded

significant results (p-value=.001). As expected, the groups did demonstrate differences with

regard to multiple structural path estimates. These findings support the premise of Participation

acting as a moderator on the overall conceptual model; however, these results must be

interpreted with caution in that model CFI (.846) declined slightly below optimal levels during

the transition from base model to group differences assessment. Please refer to Appendix S on

page 151 for more detail regarding model comparisons and model fit statistics.

The structural paths found to differ significantly based on community members'

Participation were investigated further. Four paths were found significantly different, and a

number of others bordered on significance. In order to increase statistical power, the data were

doubled and reassessed. This does not change the covariance matrix upon which structural

equation modeling algorithms are based. It merely increases effect sizes, sometimes rendering

non-significant relationships significant. In this case, the result was that the eight additional

paths became significantly different between groups when tested with the augmented sample.

All of the path estimates found to be significant in the test of the base structural model were

found to differ between groups except for the path from Social Enhancement Motives and Brand

Satisfaction. This relationship remained stable across Participation groups.

With regard to the relationships found to change based on Participation level, a

comparison of unstandardized path estimates revealed that most (8/10) differences were in line

with expectations. Specifically, Hypotheses 12 (c), 13 (b), 14 (c and d), 17, and 18 (a and b)

were supported in that in each case, a path estimate was significant for the low Participation

group and a comparable estimate was found non-significant for the high Participation group.

Hypothesis 12 (e) was also supported but in a different way. In this case, the estimates for both

groups were significant and of the same sign, but one (low Participation) was of greater magnitude than the other (high Participation). Hypotheses 12 (d) and 20 (c) were refuted in that the focal relationship was found non-significant for low Participation and significant for high Participation (12 (d)) or the association was found to be stronger for high Participation than for the low Participation group (20 (c)). None of the relationships prescribed by Hypothesis 16 were found to be significant, and Hypotheses 15 and 19 were rendered untestable after the deletion of Purchase Intentions from the conceptual model. Please refer to Figure 7 and Figure 8 below for a demonstration of the moderated relationships between constructs as they were found for low and high Participation groups, respectively. As in previous figures, negative relationships are represented by arrows with segmented stems. In addition, Appendix T on page 152 provides a list of significantly different structural paths and a comparison of the associated group-based significances and weights.

Discussion

Together, the findings of this essay establish a quantifiable means of examining brand community membership. Based on the exploratory work of the previous essay and extant theory, a conceptual model was devised and validated. In the process, a number of insights regarding that model were gained.

The measurement scales of the constructs that comprise the conceptual model were refined for application in the brand community context. The iterative process of pre-testing these scales illuminated a number of issues though none proved fatal to the effort to address the research question at hand. Instead, these may prove constructive for future inquiry. For example, the construct validity concerns related to the use of items to gauge membership motives
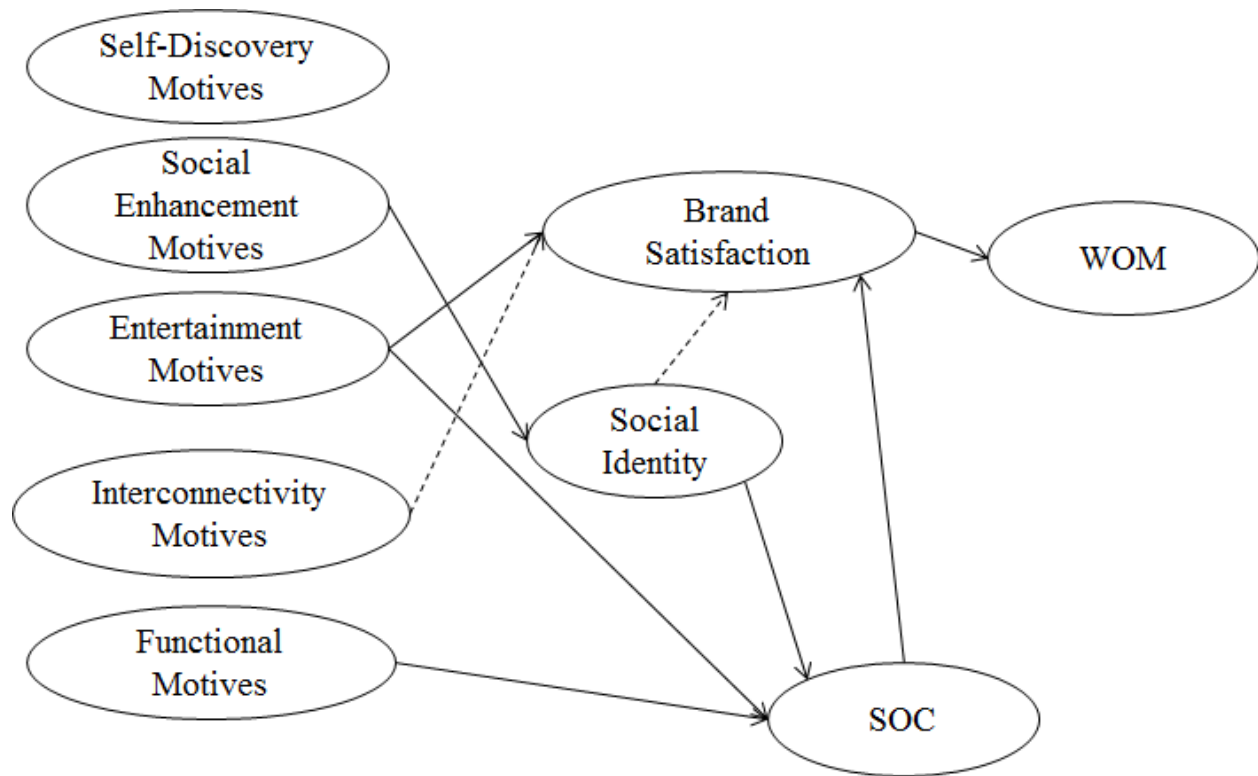
Figure 7:
Moderated Construct Relationships (Low Participation)
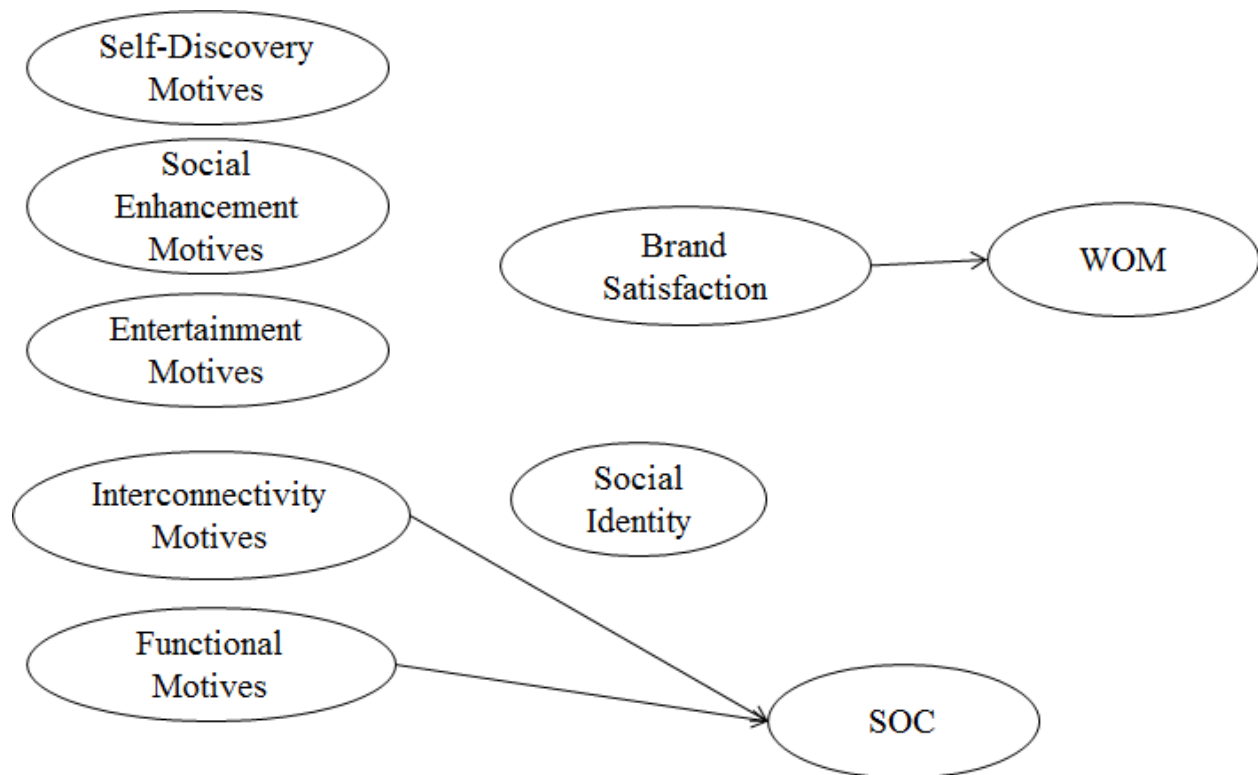
Figure 8:
Moderated Construct Relationships (High Participation)

and then rephrased to tap into membership benefits would seem to show the need for longitudinal studies or the development of new benefits scales.

Another area for perhaps even greater discovery was elucidated by the difficulties in including Participation in the ultimate model. The reader will recall the only significant relationship demonstrated by a model mediated by Participation was that between the expected mediator and Social Identity. The explanation of this finding is uncertain to say the least; however, it seems to defy logic and may be an artifact of poor measurement. While the author is unaware of any comprehensive means of encompassing the construct, it is clear from the work presented here that it is a complex matter. As suggested by the first essay and seemingly supported by this one, the question is not only of how much one participates, but how often, in what context (online, in person, etc.), how devotedly, and so on. Further, the inadequacy of a direct metric measure of the construct would seem to support the argument that Participation is not only a multi-faceted, but also a latent construct. Beyond establishing whatever facets it may entail, future research would benefit from an understanding of how those facets interrelate.

Even in the face of these challenges, a conceptual framework of brand community membership that allowed for the empirical test of underlying hypotheses emerged. The specific hypotheses under investigation changed with the model. However, the ultimate tests were no less inspired by the same theory and foundational work that guided the original propositions. Hypotheses 1-5 arose from the logic that, regardless of a person's motive for joining a brand community, those motives should engender certain positive outcomes. While not all of the relationships predicted were found to be significant, it is interesting to note that a number were. Of those relationships indicated by the findings, though, one reflected a negative correlation among motives and outcomes. On the surface, this is surprising and probably contrary to what

brand communities' corporate sponsors might hope or expect. It could be that certain reasons for joining a community simply lead to a different overall experience.

Interconnectivity Motives were found to negatively relate to Brand Satisfaction, but positively to SOC. This may reflect some inherent difference in those motives' impact on the member or the nature of that member's underlying goals. It is conceivable that those who measure high in Interconnectivity Motives are simply less concerned with the brand than other members and more focused on the group. Similarly, 7 of the structural paths found to be non-significant either originated from Social Enhancement Motives or terminated at Social Identity. The lone positive significant relationship for either was the one between them. Once again, it may be surprising that no other motives lead to Social Identity and that Social Enhancement Motives do not lead to any of the other outcomes in a positive manner, especially Sense of Community. However, this could indicate a common thread in these constructs such that a potentially ego-driven motive would tend to yield a self-centered outcome that focuses on one's own place in society rather than one's being a part of a group or the brand underlying the group. This possibility is somewhat supported by the only other significant relationship found for Social Enhancement Motives—the negative one with Brand Satisfaction. Also of note is that Self-Discovery, Entertainment, and Functional Motives demonstrated only positive relationships with the various outcomes. Lastly, it would seem counterintuitive that none of the membership motives showed any relationship to WOM. The outcome is established as a consequence of brand community membership, and yet, no direct causation would appear to rest on any of the reasons for joining the community from the outset. This could certainly be very instructive for practitioners concerned with drawing profitable members to brand communities.

It is also instructive in a theoretical sense. If community members who have not chosen to leave the group tend to experience certain outcomes to a lesser degree due to their motivations for membership, the relationships between these constructs is much more complex than originally thought. As it turns out, this finding is just further implication that, as hypothesized with regard to Participation, the model is influenced by some outside factor. This point will be revisited below.

Hypotheses 6-8 stemmed from the ideas of goal-directed behavior. In other words, a person's degree of Social Motives for joining a brand community should be more predictive of the socially-oriented expected outcomes than that person's degree of Functional Motives for joining. Here again, things are not always as they seem. While the logic held with regard to Social ID, it appears that Functional Motives may have a stronger direct links with SOC than any of the social motives do. What is more, the link between Functional Motives and SOC was positive. This could be a factor of the original reason for affiliating with the brand. It is possible that those that join the community to learn how to do something or to save money have a more "tangible" or "concrete" need for the group. In turn, maybe this results in more consistent development of social bonds with the group. Further research is needed to investigate these possibilities.

Hypotheses 9-11 originated primarily from extant literature, but were important for the sake of replication in this particular context. In addition, the fact that all of the significant results supported these hypotheses lends credibility to the model overall in the form of nomological validity. These tried and true relationships were once again established suggesting that the other relationships demonstrated in this work are also valid.

Finally, Hypotheses 12-20 were spawned from the same line of reasoning as the first five hypotheses. Put simply, it was expected that greater participation would tend to be associated with more consistent results in terms of expected outcomes, regardless of a community member's reason for joining. Most (7 of 10) of the relationships between membership motives and outcomes that were significantly different were found to be insignificant in the case of high Participation, indicating the respective motives ceased to have any effect on the respective outcomes. Another relationship found to be consistently significant showed a smaller magnitude in the high Participation group suggesting a declining influence of membership motivation. These findings undeniably support the notion of Participation level as a moderator of the member's overall experience of the brand community.

In a substantive sense, these results have some real meaning in that they speak to the value of increased participation on the part of community members. The two contradictions to the proposed nature of the moderating effect of Participation only provide further evidence of the value of greater participation. For instance, the tie between Brand Satisfaction and WOM was stronger in the high Participation group. Also, those members who measured higher on Participation reflected a positive relationship between Interconnectivity Motives and SOC that those lower in Participation did not appear to experience. In turn, those who participate more seem to escape the potential negative impact of their Interconnectivity Motives on Brand Satisfaction. Greater participation would appear to smooth many of the differences that occur as a result of varied reasons for joining the community as well as generating other positive effects.

Beyond theoretical repercussions, this research serves as a methodological study of the use of online clearinghouses as a source of data. The computer administered survey was a total of 122 questions and showed substantial significant results. Even better, the time taken to gather

the final sample of 255 was minimal and the expense was petty when compared to the cost of typical panel data. A more complete argument for the effectiveness of such a tool would be difficult to make and is probably unneeded.

Managerial implications have been suggested throughout this body, but a couple of points discussed above warrant elaboration. If, as this work suggests, a person may join a brand community at least in part due to desire to connect with others, and that desire could detract from Brand Satisfaction, creating and nurturing an environment within the group that contributes to members' SOC can attenuate that detraction. In other words, brand community sponsors have a mechanism at their disposal to ensure the results for their brand are fully realized by creating such an environment and incentivizing increased participation. Next, the finding that, unlike most outcomes, WOM is more strongly predicted in the high Participation group implies that, no matter why a person joins the community, increased participation is the secret ingredient for turning that person into a brand evangelist. Though this may seem intuitive, it has been empirically supported in this research. A third take-away for practitioners that requires follow-up study to be substantiated is that brand community members could feasibly be profiled based on their motives for joining. If a system for profiling members could be established, practitioners could customize the brand community experience to maximize member enjoyment and, potentially, resulting revenues. It is foreseeable, thanks to the foundation laid here, that a brief survey presented to new community members could provide great guidance in business' attempts to engage in customer relationship management through brand communities.

In addition to the implications for future research mentioned above, the current work seeks to illuminate another interesting aspect of brand communities. A dynamic that parallels the complexity of community participation is the dual-nature of communities themselves. They

are representative of the brand, and yet, they are their own entity. In this sense, they could be appealing to potential members for many reasons. The attraction one might have for joining a brand community could be rooted in the brand, or, just as easily, it could be group-based. Fortunately, unlike in the case of the enigma that is measuring Participation, there is an effective means of accounting for one's degree of love for a brand.

The conceptual relationships examined here are expected to be influenced by an emergent construct, Brand Love, much like they are by Participation. Brand Love is an elaborate, prototypically-defined, third-order construct consisting of 14 sub-factors (88 items). Ten of these sub-factors combine to form three second-order sub-factors which then combine with the remaining four sub-factors to depict the experiences one should have as a result of love for a particular brand (Batra, et al., 2012). Though the specific effect of Brand Love is beyond the scope of this essay, it will be examined in detail in Essay III.

ESSAY III: EXAMINATION OF THE ROLE OF BRAND LOVE

Introduction

The exploratory work of Essay I served as the foundation upon which the conceptual model tested in Essay II was based. Essay II detailed the intricacies of brand community membership and the extremely complex nature of participation within such groups. In fact, the model incorporated most of the identifiable concepts and trends from the first essay. There is one notable exception. Responses described in the first essay indicated that a community member might be drawn to the group or, alternately, to the brand. The second essay also established a number of interesting relationships between the constructs that comprise the model. However, the results demonstrated a peculiarity. Instead of model fit improving from the base structural model to the group comparisons based on Participation level, fit declined. Given that significant differences were found between groups, one would tend to expect fit to improve as paths were free to change from one group to the next. The fact that fit declined but differences were found would seem to indicate that there is a more appropriate way to split the sample, but that Participation may be a factor. Hence, the findings not only provided insights, but also raised a number of new questions such as "What else could account for the differences in the ultimate conceptual relationships?" This question may refer to a symptom of the duality of brand-based groups described above. In essence, the relative importance of the underlying brand to community members may alter the inner workings of the conceptual model of those members' experiences of the community. Perhaps the impact of the brand comes somehow in conjunction with members' Participation.

Based on the unaddressed findings of the previous two essays, the third essay seeks to build on and further validate the quantitative model from Essay II. Specifically, Brand Love will

be assessed as a potential moderator in further tests of the model and with regard to Participation. After an elaboration on the construct of Brand Love, validation of the scale will be described before analyses of the construct's influence on brand community members' experiences are detailed.

Brand Love

As mentioned in Essay II, Brand Love is a prototypically defined construct. This means that, in total, the items that comprise the measurement scale for the construct are meant to embody typical emotions, attitudes, and behaviors that one might experience as a result of love for a brand. In recognition of the deeply sophisticated and personal nature of an individual's love, the researchers who developed the measure suggest this is a more effective means of tapping into the concept than any attempt to more directly measure it (Batra, et al., 2012). The result, though, is a measure that covers a broad conceptual domain and is represented by a complex configuration of first- and second-order sub-constructs. The factor structure is illustrated in Figure 9 below.

As the diagram shows, brand love includes 7 sub-factors. Some of these can further be broken down into sub-factors of their own. Thus, Brand Love can be seen as a third-order super-factor with a total of 14 components. Attitude Strength 1 can be differentiated from Attitude Strength 2 in that the latter is more a matter of "certainty and confidence" while the former is tied more to "frequent thoughts" (Batra et al., 2012). This intricate structure mirrors the sophistication of what must be one of the most intangible human experiences. With this tool, a host of research questions that would previously have been difficult if not impossible to tackle can now be investigated.
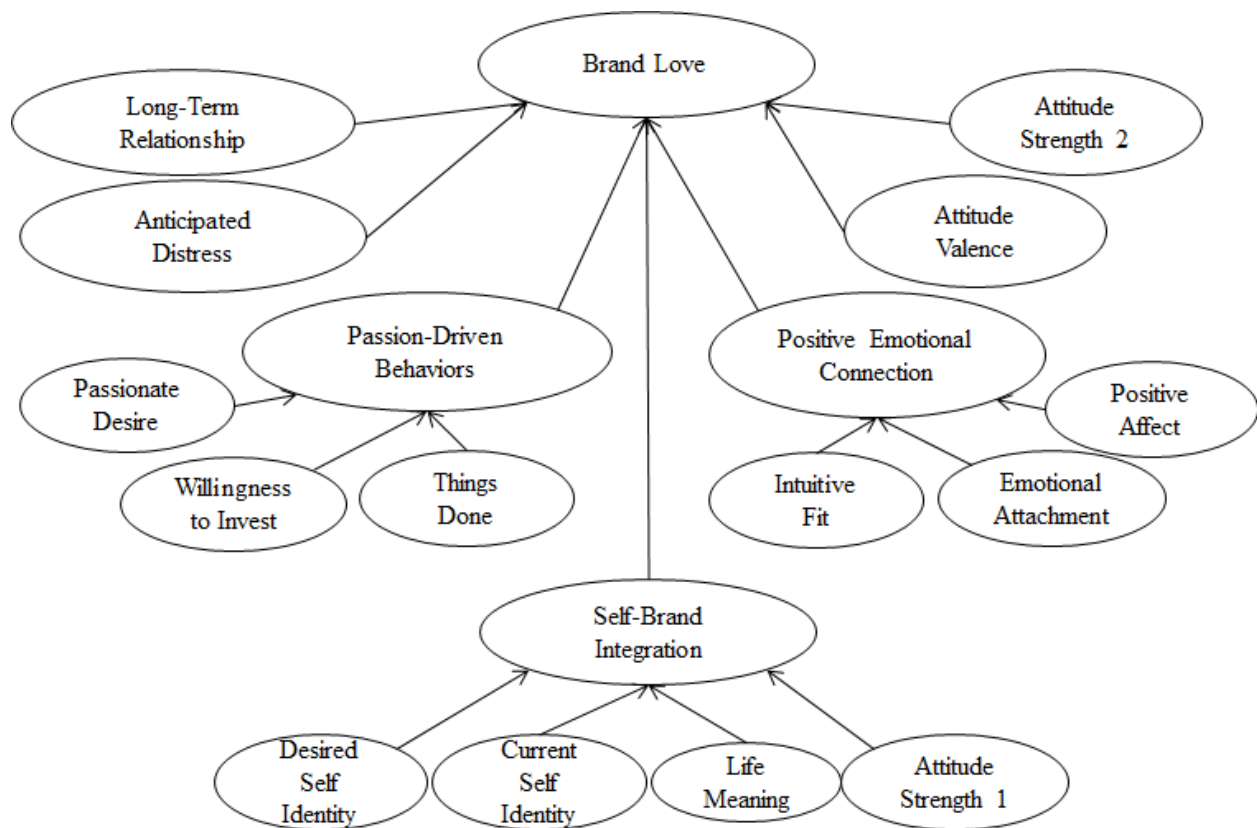
Figure 9:
Brand Love Factor Structure

For the purpose of the current research, the primary concern is how Brand Love affects the individual's experience and the outcomes of brand community membership. It is expected that Brand Love will be associated with those outcomes. This is expected to be so regardless of Participation. That being said, it is expected that the two influences will combine to have an interactive effect on the brand-related and social outcomes of brand community membership. The specific hypotheses can be found in Appendix U on page 153. The test of these hypotheses is described below.

Methods

Prior to any analysis of the potential interplay between Brand Love and the other constructs of interest, the measurement scale for the mega-construct had to be validated. A pre-

test was conducted to check for subscale reliabilities and factor structure of the overall construct. A CFA very similar to that conducted in the pre-tests of Essay II was applied to Brand Love for these purposes. While the establishment of a measure for such an abstract construct as love is commendable and has huge implications for a wide array of research, a very practical issue is raised by an 88-item scale. Specifically, respondent fatigue would surely be exacerbated by the use of so many questions to measure a single construct when numerous other scales must also be administered in the same survey. Therefore, further analyses led to the identification of a subscale (14 items) that could effectively be used to represent the construct while utilizing a subset of the original scale.

Pre-Test

As in the second pre-test from Essay II, a student sample responded to a series of questions. The computer administered survey format allowed for questions to apply either to a fraternal organization or to a commercial brand community, depending on the subject's actual membership. Subjects who belonged to neither type of group were dismissed from the study. The resulting data were cleaned of cases with incomplete or errant responses yielding a sample size of 68. As this sample was less than the preferred minimum of 100, the sample was doubled for an ultimate n of 136 (Hair et al., 2006). As stated before, this does not interfere with the correlations that serve as the basis for estimation, it simply improves power of the analysis.

The items for the Brand Love scale were assessed for normality, and all demonstrated acceptable levels of skewness and kurtosis in that none exhibited statistics of magnitude greater than 3.00 for both metrics. Therefore, they were all included in tests of sub-scale reliabilities. The 14 components of Brand Love all demonstrated sufficient reliability (>.700) except for Desired Self-identity. This sub-factor showed a Cronbach's alpha of .684, which was deemed

adequate given its proximity to .700 and the limited number of items (3) in the scale. Please see

Appendices V and W on pages 155 and 158 for complete normality statistics and scale

reliabilities, respectively.

In the next phase of pre-testing, each of the second-order sub-factors was tested

independently to verify construct validities. Items with insufficient factor loadings (<.700) were

eliminated. Ultimately, 37 items were included, and the resulting high factor loadings (33 of

37>.700) suggested convergent validity of each sub-factor. In addition, each sub-factor

displayed an AVE greater than .500. Please see Appendix X on page 159 for a list of factor

loadings and Appendix Y on page 161 for AVE's.

With regard to discriminant validity, the sub-factors' AVE's were compared to the

squared correlations among the sub-factors. Of 12 comparisons, only four indicated that

respondents may not have conceptually differentiated some of the Brand Love sub-components.

The most concerning of the four instances was the comparison between Desired Self-identity and

Life Meaning which revealed a squared correlation of .929. While this is extremely high, the

constructs are sub-factors of the same second-order factor. In fact, all of the problematic

comparisons came between constructs that fell together under the same higher-order sub-factor.

Given this condition and the fact that those higher-order sub-factors would go on to combine to

represent Brand Love; and in deference to the original factor structure of the super-construct,

these results were deemed acceptable. Please refer to Appendix Z on page 163 for a list of

squared correlations among the sub-constructs.

Before a subscale could be identified for Brand Love, another round of CFA was required

to verify the factor structure of the combination of all of the sub-components. Subordinate

factors were summated into single items to represent the second-order constructs, and these were

tested with the other first-order sub-factors. The resulting "scales" registered Cronbach's alphas

of greater than .700, as did the scales for each of the first-order sub-factors. Please refer to

Appendix AA on page 164 for these reliability measures.

Convergent validity for each of the components of Brand Love was supported by factor

loadings greater than .700 for the majority of items (21 of 23). One exception, which registered

a loading of .694, was deemed acceptable. The sole other loading below .700 was found

between the item for Current Self-identity and the second-order sub-factor Self-Brand

Integration. In this case, the loading was still reasonably high (.559) and the item was retained in

order to maintain the factor structure established by the original Brand Love scale. In spite of

these two less than optimal loadings, convergent validity was further supported for each

component by AVE's greater than .500. Please refer to Appendices BB and CC on pages 165

and 166 for a complete list of factor loadings and AVE's, respectively.

Discriminant validity was also assessed through comparisons of lower-level constructs'

AVE's and the squared correlations between them. While the majority of the first-order

constructs proved to be conceptually different from each other and from the second-order

constructs, Long-term Relationship was not. In fact, high correlations with all of the second-

order components imply considerable overlap between the conceptual domains of Long-term

Relationship and those other sub-constructs. In addition, the second-order constructs were very

highly correlated with one another. Though these findings suggest some conceptual redundancy

in the factor structure of Brand Love, they do not represent a major concern for the application of

the super-construct in the context of the research at hand. Please see Appendix DD on page 167

for the squared correlations described above.

Finally, a subscale for Brand Love could be established. Please refer to Table 8 below for the sub-factor items. In an effort to best represent each of the 14 sub-factors, the single item with the highest loading for each was identified. This approach is consistent with recent work that argues for the use of fewer, if not single-item, indicators where feasible (Hayduk and Littvay, 2012).

Table 8:
Brand Love Sub-scale Items

Sub-factor	Item
Long-term Relationship	The group will be part of your life for a long time to come
Anticipated Distress	You experience anxiety at the thought of living without the group
Attitude Valence	The group meets your expectations
Attitude Strength 2	You hold your evaluations of the group strongly
Passion-Driven Behaviors	
Things Done	You have done a lot of things with the group in the past
Passionate Desire	You have a feeling of desire for time with the group
Willingness to Invest	You are willing to spend a lot of time to get the most out of the group
Positive Emotional Connection	
Intuitive Fit	The group meets your needs perfectly
Emotional Attachment	You feel emotionally connected with the group
Positive Affect	The group helps you relax
Self-Brand Integration	
Desired Self-identity	The group makes you look like you want to look
Current Self-identity	The group is an important part of your self
Life Meaning	The group is inherently important
Attitude Strength 1	You frequently find yourself thinking of the group

Where required by the original factor structure, items were summated to yield a set of 7 items that represented the immediate sub-factors of Brand Love. The reliability of these as a group was measured, and the resulting Cronbach's alpha was very good (.905). Those items were then summated to yield a single measure for the abbreviated scale. The process was carried-out for the entire 88-item scale in the same fashion, acknowledging the underlying factor

structure and yielding a single measure for Brand Love. Median splits were performed based on

the two summary measures, and cases were classified into "high" and "low" groups for each

measure. These groups were then compared through cross-tabulation. The results showed that

almost 93% (126/136) of cases were classified the same regardless of whether the full scale or

the abbreviated scale served as the basis for group formation. Based on these results, the

abbreviated scale was determined to be sufficient for use in the main study.

Main Study

The main study for Essay III builds directly from the structural model established in

Essay II. Following the same procedures set forth for testing the moderating role of

Participation, the existence of such a role for Brand Love was investigated. The overall sample

(the same used for Essay II) was divided with a median split based on the abbreviated Brand

Love scale. The low Brand Love group (n=123) and the high Brand Love group (n=129) were

compared to check for metric invariance and significantly different structural paths between the

groups. Just as in the case of Participation, partial metric invariance was verified with a subset

of the measurement items. Model fit was strong, though CFI (.876) was slightly below optimal

level. Structural weights were found to be different though the test of the full range of structural

weights was only marginally significant. Inspection of the differences in individual structural

paths revealed that four were fully significant. This paved the way for full examination of Brand

Love as a moderator of brand community experience. Please see Appendix EE on page 168 for

complete model fit statistics.

The results allow for testing of just a few of the hypothesized moderating effects of

Brand Love. Even so, the effects that were found are sufficient to make the argument for Brand

Love as a moderator. Three of the relationships found to change were also found significant in

the base structural model. However, the other—that between Self-Discovery Motives and Social ID—was not. To gain a better understanding of this finding, and to completely explore the differences between community members' experiences that arise from varying levels of Brand Love, the unstandardized path estimates for each of these paths and each group were compared.

Of the four significantly different paths, two changed in the hypothesized direction and two did not. This constituted support for Hypotheses 22 (a and b) and, in one case, a parallel to a relationships found to be moderated by Participation. The association between Social Enhancement Motives and Social ID changes in a similar fashion between low and high Brand Love as it does between low and high Participation. The other of these relationships is, as mentioned directly above, particular to the high Brand Love group. Please refer to Appendix FF on page 169 for details of path comparisons and to Figures 11 and 12 below for the demonstrations of the paths found to be significant for each group.
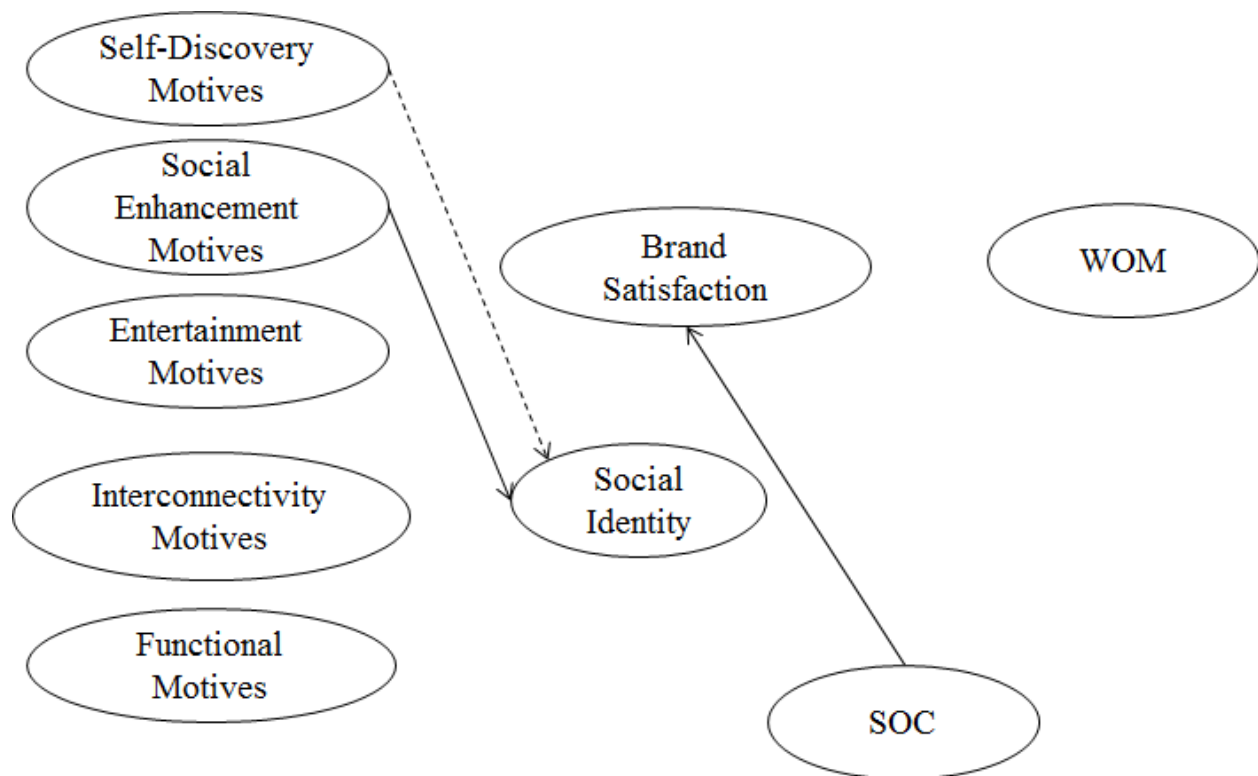
Figure 11:
Moderated Construct Relationships (Low Brand Love)
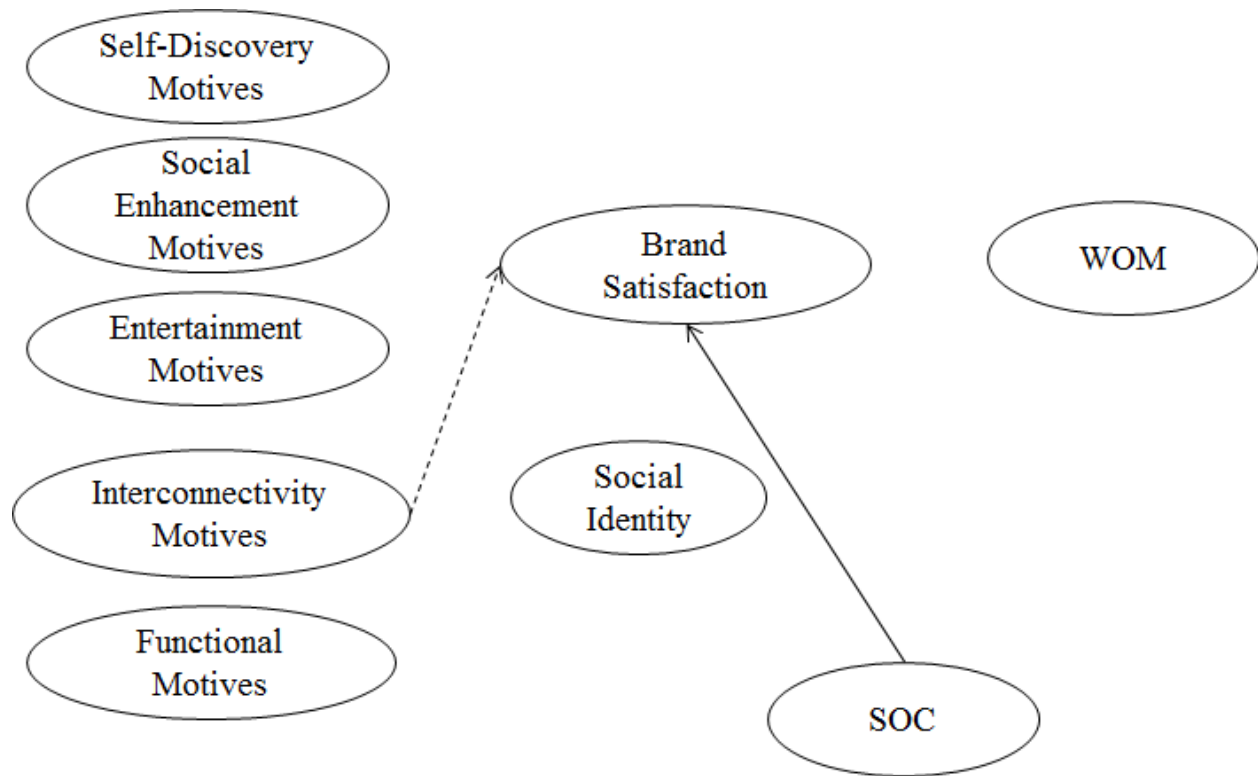
Figure 12:
Moderated Construct Relationships (High Brand Love)

The two moderated paths that contradicted hypothesized effects also went against what one might expect based on the effects of Participation. The relationship between Interconnectivity Motives and Brand Satisfaction was found to be significant among low Participation members as compared to non-significant for high Participation. Alternately, the linkage is non-significant among low Brand Love members and significant among the high Brand Love group. The final relationship moderated by Brand Love also shows a very different effect than the one found for Participation. In assessing the moderating role of Brand Love, SOC's association with Brand Satisfaction is consistently significant across groups but grows dramatically in magnitude. Whereas, when groups are split on Participation level, the relationship is significant for low Participation but non-significant for high Participation.

Again, these findings provide evidence of the moderating effect of Brand Love on the conceptual model of brand community experience. The fact that a number, but not all, of the findings seem to stand in opposition to those with regard to the moderating role of Participation is interesting in that it suggests that the two moderators may in fact combine to have an interactive impact on the relationships of the core model. Unfortunately, efforts to test for group differences based on a four-way split (2 X 2, Participation X Brand Love) with SEM were unsuccessful. The results were inconclusive and indicated that inadequate sample may have been to blame. In order to overcome this limitation, a different method would be required. As a starting point, ANOVA's were conducted testing for main effects and interaction effects for Brand Love and Participation on each of the outcome variables, with both dependent variables represented in the form of median splits as opposed to raw measures. The results are described in the following discussion, and the division of the groups is depicted in Figure 13 below.

Participation

	low	high
low	Group 1	Group 2
high	Group 3	Group 4

Brand Love

Figure 13:
Brand Love X Participation Groups

ANOVA

Prior to any attempt to include Brand Love and Participation in the same analysis, the concern that considerable overlap between the groups formed by the two constructs must be addressed. Even though the prior analyses would imply that the groups based on the two moderators seem to be quite different, ANOVA is sensitive to uneven group sizes. In this particular case, the four groups were assessed with cross-tabulation. Though, the low-low group and high-high group were larger than the other two, all were substantial enough to merit further examination. In fact, the smallest of the groups was nearly 20 % of the total sample. These results lend preliminary support for the use of ANOVA to differentiate the groups. Please see Appendix GG on page 170 for the details of the cross-tabulation.

The series of ANOVA yielded mixed results. Neither Brand Love nor Participation was found to significantly predict Brand Satisfaction, WOM, or Purchase Intentions. Interestingly, the dependent variables that showed significant results were the social outcomes of Social ID and SOC. This may seem counterintuitive in that Brand Love is clearly a product of the underlying brand and the outcomes for which no significant relationships were found are also tied to the brand as opposed to the community. Nonetheless, the results did prove informative. Please see Table 9 below for a summary of the ANOVA results.

Table 9:
Significant ANOVA Results Partial Eta Squared Statistics

Independent Variable	Dependent Variable	
	Social ID	SOC
Brand Love	.136	.292
Participation	.010	.038
BL x Participation (interaction)	.033	Non-Significant

With regard to Social ID, Brand Love and Participation were significant as was the interaction between Brand Love and Participation. All associated p-values were well below .05. Also, Levene's test for the equality of error variances was non-significant suggesting that the results of the ANOVA were valid. Observed power was very strong for the overall model, Brand Love, and the interaction, but, at .611, the measure was less than optimal for Participation. With this in mind, it is not surprising that eta squared figures showed the greatest effect size for Brand Love followed by the interaction term and, lastly, Participation. R-squared for the analysis was .185. While these findings are not earth-shattering, they do imply that an interactive effect actually exists. As such, Hypothesis 28 (a) was supported. A comparison of means revealed that the interaction is disordinal such that Group 3 (low Participation, high Brand Love) measured highest on Social ID. Group 4 (high, high) was the next highest, then Group 2 (high Participation, low Brand Love), and, finally, Group 1 (low, low). Please refer to Figure 14 below for a plot of the interaction and to Appendix HH on page 171 for all significant ANOVA results.

The results of the ANOVA for SOC were slightly different. In this case, only the main effects of Brand Love and Participation were found to be significant. Once again, Levene's test of equality of variance was non-significant, indicating homoscedasticity among the variables of interest. Also like in the previous analysis, the p-values for the independent variables were well below the .05 cut-off. In contrast, though, the p-value for the interaction term was tremendous (.986) and the observed power for the term was extremely low (.050). Power for Participation was much improved (.993), but the effect size was still quite small (.038).
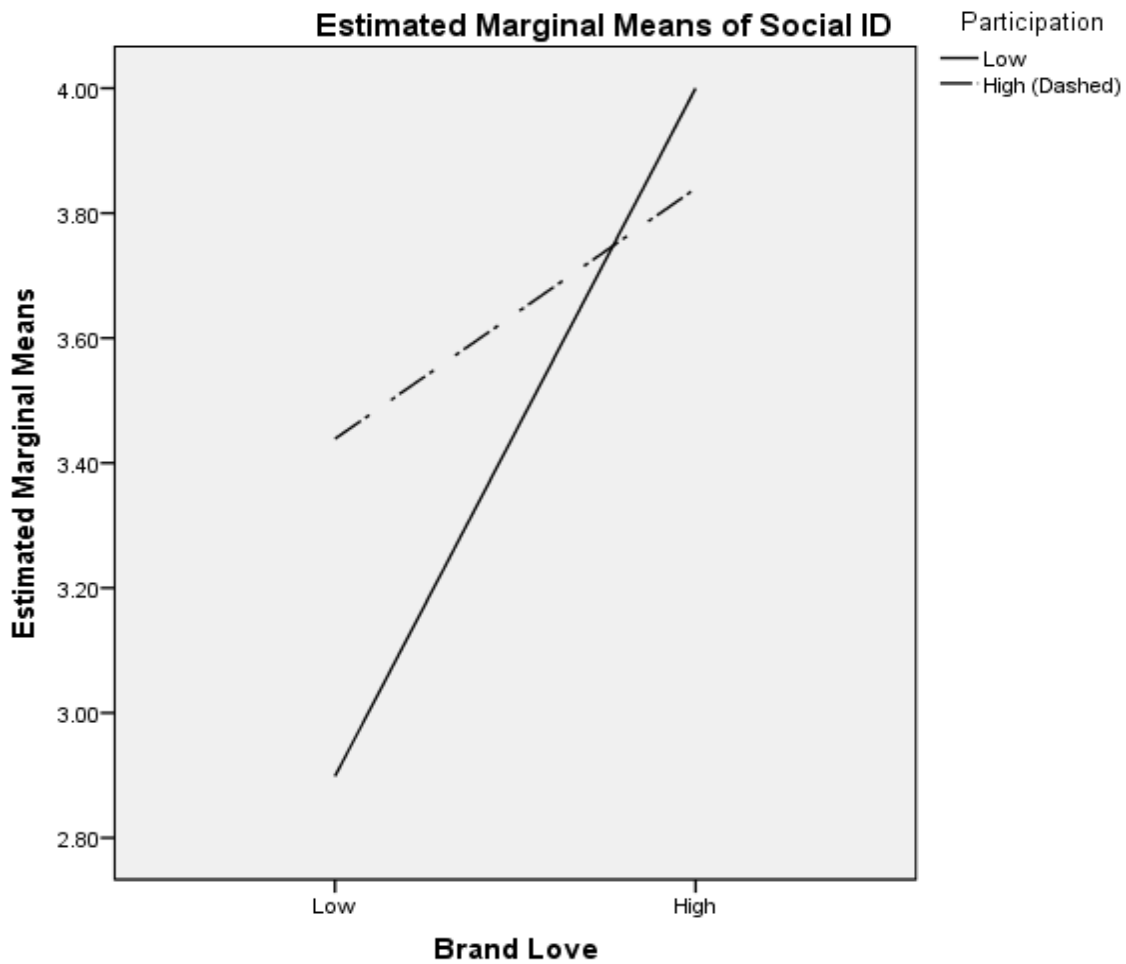
Figure 14:
Interaction Effect of Brand Love and Participation on Social ID

Overall, the model did explain variance in SOC better than it did in Social ID, showing an R-squared measure of .351. Ultimately, though, Hypothesis 28 (b) was refuted by this analysis. Please refer to Figure 15 for a graphical display of the results and, once again, to Appendix HH on page 171 for the full results.
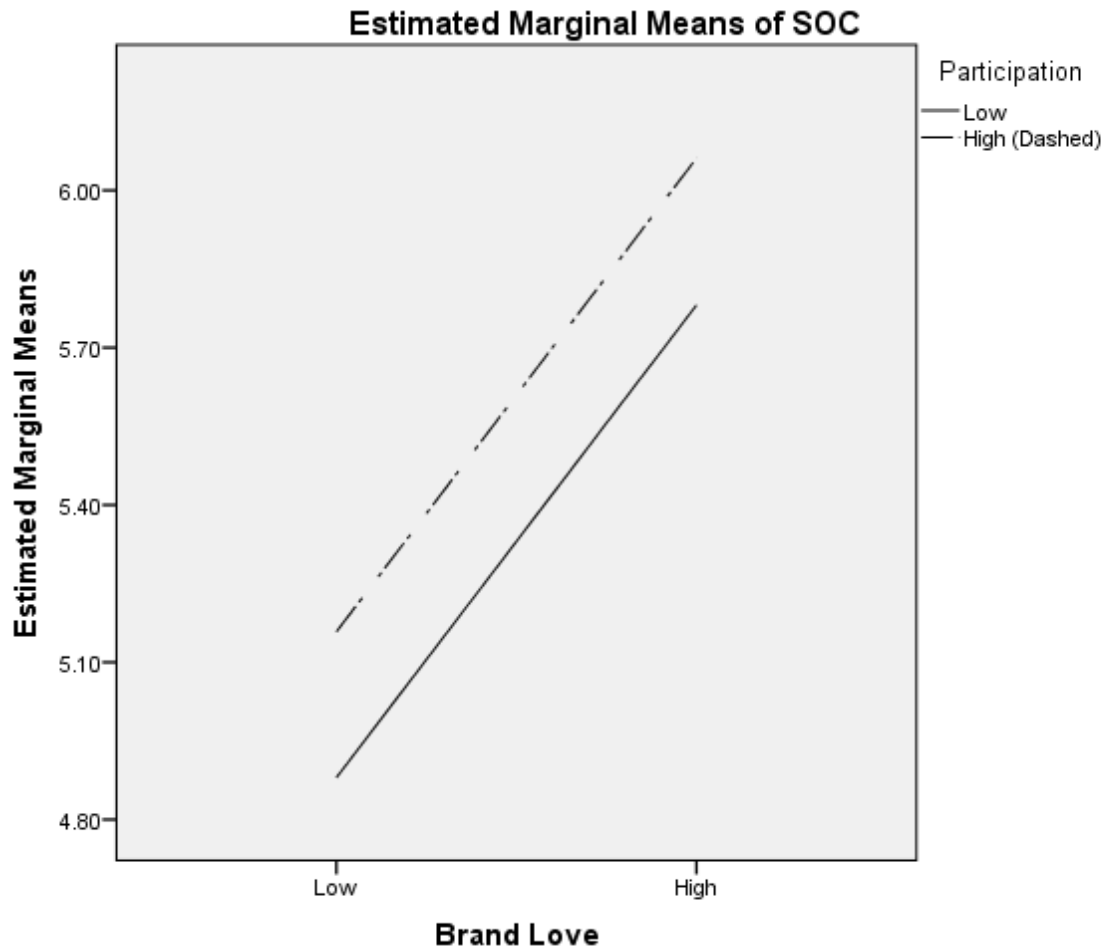
Figure 15:
Interaction Effect of Brand Love and Participation on SOC

The interaction unveiled in the Social ID ANOVA raises questions as to how exactly the

groups formed based on Brand Love and Participation levels differ. It seems counterintuitive

that community members with high Participation and high Brand Love would experience Social

ID with the community to a lesser degree than those who simply measure high on Brand Love.

The fact that the interaction was not found for SOC, an outcome that has been shown to be

positively and directly related to Social ID, adds to the curiosity of this finding. While Brand

Love is clearly the better predictor of both outcomes, the driver of the group differences remains

unclear. In a very rudimentary attempt to address this question, the five membership motives

were regressed on each outcome (Social ID and SOC) for each of the four groups formed by the Brand Love-Participation matrix. A comparison of the findings within each dependent variable is expected to shed some light on group differences.

Social ID Regression Analyses

Stepwise estimation was utilized to allow the motive variables to enter the predictive models based on their respective predictive powers. Therefore, the final model is the one of most interest and the one that will be discussed for each group. In each instance, the final model was significant. Social Enhancement Motives was consistently found to be the best predictor of Social ID for groups 1-3. In each case, the associated coefficient was positive. For groups 2 and 3, this variable was the only significant predictor. For group 1, Self-Discovery Motives also predicted Social ID but showed a negative relationship with the outcome. In the case of group 4, Entertainment Motives was the only significant indicator of Social ID, and it also showed a negative relationship. Clearly this sets group 4 apart and may somewhat explain the counterintuitive ANOVA findings for Social ID. However, while collinearity statistics were quite good for each of the models (the lowest tolerance measured was .840), R-squared values were less impressive. The measure of explanatory power for each model was .158, .051, .132, and .055 for groups 1-4, respectively. While it is difficult to fully explain these findings, they further establish group differences with regard to Social ID based on the cross-section of Brand Love and Participation. Please refer to Appendix II on page 174 for details of the regression analyses for Social ID and to Table 10 for a summary of both regression analyses.

Table 10:
Significant Regression Standardized Beta Coefficients

Dependent Variable	Independent Variable	Group 1 (low Brand Love, low Participation)	Group 2 (low Brand Love, high Participation)	Group 3 (high Brand Love, low Participation)	Group 4 (high Brand Love, high Participation)
Social ID	Social Enhancement Motives	.433	.225	.363	ns*
	Self-Discovery Motives	-.192	ns*	ns*	ns*
	Entertainment Motives	ns*	ns*	ns*	-.234
SOC	Functional Motives	.375	.443	.233	.392
	Entertainment Motives	ns*	.289	ns*	.262
	Interconnectivity Motives	ns*	ns*	ns*	.313

* Indicates Non-significant relationship at the .05 level of statistical significance

SOC Regression Analyses

As before, stepwise estimation was used in the regression analyses of SOC, and all final models were significant. Unlike Social ID, SOC was best predicted by Functional Motives in groups 1-3. Functional Motives was also a significant predictor for group 4, though it entered the model behind Interconnectivity Motives. In each case, Functional Motives was found to positively relate to SOC. For groups 1 and 3, the variable was the only significant predictor of SOC. For group 2, Entertainment Motives was also a significant predictor and it was also positively related to the dependent variable. For group 4, Functional, Interconnectivity and

Entertainment Motives combined to predict SOC. Here again, all were positively associated with the outcome. All the group analyses showed minimal collinearity (the lowest tolerance measured was .832), and R-squared was .141, .203, .054, and .341 for groups 1-4, respectively. The pattern here, if any, would seem to be that Entertainment Motives predict SOC for those with high Participation while Interconnectivity Motives do so for those with high Brand Love, and Functional Motives do so for all. The distinction between the groups, then, is less opaque with regard to SOC than to Social ID. These show a different type of support for differences based on Brand Love and Participation than what was found for Social ID, but support no less. Please refer to Appendix JJ on page 176 for the specifics of the SOC regression analyses.

Summary

The results of Essay III parallel and build from those of Essay II. Brand Love is found to moderate the base conceptual model of brand community experience much like Participation was. Further, the two are shown to interact in a way that impacts some of the relationships the model depicts. The implication of this finding is that members who vary on the two constructs stand a strong chance of having a materially different experience even within the same brand community, particularly with regard to the extent that they identify with the brand community. A comparison of the findings for the base structural model, the model moderated by Participation and those from Essay III highlights some consistencies as well as some intricacies. Of particular note is that Social Enhancement drives Social ID across all members except those who measure high on both Participation and Brand Love. In contrast, a discrepancy between Participation and Brand Love relates to the potential negative impact on brand image for members high in Interconnectivity Motives. In the case of high Participation, the effect is not present though it is in the low Participation group. For Brand Love, on the other hand, a higher measure strengthens

the negative potential of Interconnectivity Motives. The base model would imply that this danger to brand image can be mitigated by a focused effort to improve community relations, contributing to members' SOC. In a similar fashion to the tie between Interconnectivity and Brand Satisfaction, a positive relationship between SOC was found to be stronger for the high Brand Love group than for the low group while the positive association became non-significant in the comparison of low Participation to high. Finally, an association was found to be unique to those in the low Brand Love group. For those individuals alone, Self-Discovery Motives appears to drive Social ID. This further supports the dual nature of brand communities—that members may be relatively more interested in the group or the brand. Though these effects have been verified, a more full appreciation of the influence of these factors could be gleaned from continued study.

General Discussion

Essay I

Essay I delved into the world of brand communities to explore and document members' experiences thereof. Through open coding and then axial coding of respondents' answers to a hand full of open-ended questions, themes were identified, and the conceptual landscape of brand communities was elucidated. These themes were then grouped into exclusive conceptual domains and identified as unique constructs. Ultimately a tri-partite comprehensive model of the brand community experience was formulated.

In terms of membership motives, respondents' answers were varied. Some comments suggested a desire to be part of a group or to "just have fun". Others were more practical. Some were as utilitarian as learning more about a product or issue related to the product. A certain contingent indicated that wanting to save money or get a deal could draw a person to a brand

95

community. Still others were introspective, indicating that the group may represent an opportunity for the individual member to learn more about him or herself. Lastly, a number of respondents made reference to drawing social status from group membership or affiliation with the underlying brand. Beyond these more specific types of motives, a broader distinction also became clear. Even within the categories exemplified here, the dual nature of brand communities was reflected resoundingly. That is to say that brand communities exhibit a complex characteristic of being tied to both the image of the brand and the actual group of people who will inevitably possess their own personalities.

The second piece to the model represents the individual's Participation in the community. Across the body of responses, multiple facets of community Participation were identified. First, different members may take on different roles within the community. Ranging from assuming a leadership position within the group to more passive activity, responses gave clear sign of the Nature of participation varying from individual to individual. The next aspect of Participation that came to light was Context. It seems some people would more likely interact with the group online than in person, while others' preferences run in the opposite direction. Lastly, Participation can be described in terms of Level—how frequently does a member engage with the group.

The third portion of the conceptual model of brand community experience encapsulated the benefits of membership. The litany of responses was found by-and-large mimic the themes recorded with regard to membership motives. Here again, Social Enhancement, Self-Discovery, Interconnectivity, Entertainment, and Functional Benefits were clearly represented in participants' answers. The replication of these categories is not terribly surprising since the

question of why one would join and what one would get from membership are conceptually very similar.

In addition to the core elements of the model, support for the potential for individuals to develop a sense of belonging or SOC with the group was drawn from the responses analyzed in the first essay. In conjunction to SOC, some responses pointed to the possibility that community members might come to think of themselves in the context of the group. In other words, a person might develop a Social Identity rooted in their membership to the community. As such, these concepts where incorporated as outcomes of brand community membership.

The qualitative methods employed in the research for Essay I allowed for individuals to provide feedback, which when taken in total constitutes a broad-ranged look at the reasons for joining a brand community, the nature of participation in that community, the benefits one might reap from participation, and, lastly, higher-level social outcomes that may arise. The insights gleaned from this exploration combined to form a framework through which brand communities can be studied quantitatively. The validation of that framework and the ensuing study were the subject of Essay II.

Essay II

Essay II built from the foundation of the conceptual themes from Essay I. Incorporating extant theory and logic to speculate on the relationships among the constructs identified in the first essay allowed for the development of a conceptual model of brand community experience. Scales of measurement for each construct were tested in the specific context of brand community. Next, the model itself was quantitatively validated, and 20 hypotheses were empirically tested. Ultimately, group differences were verified based on individual members' levels of Participation.

As described above, the findings of Essay I set forth a logical basis for a conceptual model. Prior research provided measurement scales for the majority of the constructs identified as part of the brand community membership experience. One notable exception was Participation which was gauged with a summation of two multipliers that accounted for frequency and length of group interactions both online and in person. The resulting model was complex, and, in the end, required adjustment.

Confirmatory factor analyses revealed that the conceptual overlap noted in Essay I between the reported motives for joining a community and the benefits thereof emerged in Essay II as a flaw in the measurement of the overall model. Various efforts to purify the scales for the membership motives and benefits could not yield conceptually distinct constructs. It seems that subjects could not distinguish the constructs, so the direct benefits of membership were removed from the framework. Motives were seen as more critical than benefits to the workings of the model, and the aforementioned social outcomes of SOC and Social ID were still available to differentiate individual experiences of communities. The removal of the benefit constructs was not a complete loss, either, since it allowed for the addition of more practical or brand-related outcomes of membership. Specifically, the established constructs of Brand Satisfaction, Purchase Intentions, and WOM were incorporated to the conceptual framework. As a happy accident, the inadequacy of existing measures broadened the reach of this research through the addition of these managerially relevant outcomes.

Brand community membership benefits were not the only problematic constructs. In the end, Participation did not relate to the other pieces of the framework as anticipated. Instead of serving as the mechanism through which motives translate into outcomes, Participation was found to relate directly to only one other construct. Though this came as surprise and seems

counterintuitive, it is what the analyses dictated. As a result, it was pulled from its mediating role in the model.

The results of Essay I and logic demand that Participation has some impact on an individual's experience of brand communities. If not as a mediator, prior work suggests that the construct could serve as a moderator of the relationships within the model. So, instead of acting as a metaphorical middleman, Participation may simply alter the connections between the other constructs. The final structural equation modeling analyses of Essay II found this to be so, implying that two members may experience many of the same phenomena over the course of community membership but that those phenomena may develop very differently if the members behave differently with regard to Participation level. Broadly speaking, the experience of those with higher Participation would seem to be less dictated by the motives that brought them into the group than those with lower Participation.

Essay II established and quantitatively validated a conceptual model of brand community membership. In doing so, it purified the model from the raw form suggested in Essay I and yielded a more accurate understanding of the role of Participation in members' experience of those communities. Overall, the resulting framework addressed many of the intricacies detailed in the responses from Essay I. The remaining question, which was tackled in Essay III, was of where the brand fits into one's experience of a brand community.

Essay III

In Essay III, a unique characteristic of brand-based groups that was identified over the course of the first essay's analyses was incorporated into the conceptual model of Essay II. In groups like brand communities, there may exist a dual nature to the appeal for potential members. To be exact, individuals may be drawn to the brand simply for its image, and this

99

attraction may carry over to the group. In other cases, the individual could be drawn to the group for its identity, make-up, or other characteristics independent of the brand. In essence, community members may differ, potentially dramatically, with regard to their degree of love for the brand. Eight additional hypotheses were tested in an effort to investigate this possibility, and, in the end, Brand Love was found to distinguish groups of community members. Further, an interaction between Brand Love and Participation was revealed.

As with love for anything else, Brand Love is, in itself an extremely complex concept. The complexity, therefore, carries over into the measurement of the concept. Before the concept could be applied in the context of the model from Essay II, the 88-item measurement scale had to be validated and tested in the context of brand communities. Once this was accomplished, the scale was then reduced to a more workable number of items (14). Then, the construct was tested with structural equation modeling as a moderator of the same core model established in the second essay. Lastly, the specifics of the moderating effect were tested with ANOVA and regression analyses. Brand Love's function in this capacity was verified, though no sweeping effect, such as that found for Participation, could be identified. Some relationships emerged or intensified for those in the high Brand Love condition while others dissipated in comparison to those in the low Brand Love group. Perhaps even more interesting was the finding that Brand Love and Participation interact impact the relationships between membership motives and the social outcome of Social ID.

Summary

In its sum, this research provides grounded theory for the study of brand communities. Building from the direct relation of individuals' understanding of brand communities to establish

a conceptual model binds the resulting conceptual framework to reality. In this way, a gap that is so often created in the course of empirical study is bridged.

In spite of the methodological obstacles that arose, the work described here accurately depicts the brand community member's experience through a conceptual model and firmly documents the specific role of one's Participation and Brand Love in that experience. Through a variety of analytic methods, the conceptual relationships entailed in the model were assessed from every angle. Overall, the work was informative in its own right as well as being instructive for further study.

Contribution

Methodological

There is a great deal to be gained from the research presented in this manuscript. The means of data collection employed in the second and third essays is a recent innovation. The creation of an internet-based clearinghouse for labor resources is itself an interesting development. However, the application of such a tool to academic research has major implications for the marketing discipline as well as any other social science.

The work presented here documents that this method of collecting data is both effective and extremely fast. A typical "batch" of work, consisting of roughly 50 completed surveys, would take under an hour to collect. In addition, the cost of collecting the data was a small fraction of what it would be with a typical panel service. Of course, low time and cost commitments are appealing, but they are of no consequence if the resulting data are of poor quality. This text shows that significant and meaningful results can be derived from data collected from such a clearinghouse. Further, though subjects were restricted to those in the United States for this research, the online service through which data were collected offers a

broad range of geographic, not to mention demographic, reach as well as the flexibility to limit the sample to those of interest to the research at hand. Essentially, this type of data collection tool has the potential to revolutionize and expedite the entire process of academic inquiry.

Theoretical

In reference to the topic area of brand communities, this work is also of considerable value. The grounded theory approach applied throughout takes a snapshot of the phenomena under scrutiny straight from the brand community member's mouth, as it were. This technique grants research a type of self-validation and contributes to the development of a theoretical framework that is more based in reality. In this case, the resulting comprehensive framework was established and validated over the course of the second and third essays. New conceptual relationships integral to the underlying phenomena were unearthed and others were reaffirmed and more completely explained. Further, two broad influences to the inner workings of the conceptual model were discovered, and the details of their individual and compound influences were catalogued. Some of these influences or effects were in line with conventional wisdom while others seemed to buck convention, highlighting the need for further research on the subject of brand communities.

The emergent construct Brand Love has obvious potential for application in marketing research. However, as a new addition to the marketer's tool set, its utility must be proven. This work lends credence to that utility. In Essay III, the full measure (88 items) was validated in the brand community context. A composite measure (14 items) was developed and tested against the full measure, and the results were supportive of the composite scale's adequacy to represent the construct. This finding exponentially increases the feasibility of applying the measure in

conjunction with other conceptual scales. Thus, the utility of this new tool was both confirmed

and improved through the research presented here.

Substantive

The value of this text is not limited to academicians, though. Brand communities have

grown in number dramatically in recent years, particularly with the advent of social media. In

fact, it could be argued that the corporate use of social media is as a platform for the propagation

and preservation of brand communities. For example, Facebook account holders who "like" the

same brand or company have basically formed a bond between themselves and that brand or

company as well as with each other. Revisiting the definition of brand communities as a group

of individuals who share a series of social bonds based on the common interest in a brand

confirms that these Facebook fans have, wittingly or otherwise, comprise a brand community.

As managers continue to expend time and energy on maintaining presence in social

media, they would benefit from a means of knowing exactly what makes that presence effective

and profitable. The framework constructed in this body lays the groundwork for social media-

based customer relationship management which will serve this exact purpose. New community

members or "friends" or whatever term applies to the specific venue could be profiled with a

relatively brief survey and then catered to—ensuring that they are aware of the events, offers,

and product information that is most likely to appeal to them and that they are not bothered with

those that will not. In this way, value is maximized both for the brand and the community

member, and the relationship between them is fostered in the most efficient way possible.

Future Research

As described above, this research stands on its own. But, it also serves as motivation for

continued study. First and foremost, difficulties encountered in the process of this work brought

into focus some areas for improvement. The need for a comprehensive measure of brand community participation is obvious. Of course, the particulars of such a measure remain a little vague. It must span the dimensions of Context, Level, and Nature that were identified in the first essay. Other potential facets include Integration or Engagement, but more investigation is necessary to be certain that this is an exhaustive list of the construct's facets or to identify others. A similar need lies in the area of Membership Benefits. In contrast to Participation, the solution here may be one of the means to study, not the scale itself. Longitudinal studies of brand community members may eradicate the issue of conceptual overlap between the benefits and motives scales that arose in Essay II. Incorporating these concepts may further explain the conceptual relationships inherent to brand community membership, particularly those that drive the outcome variables.

Areas for further experimentation include replicating the studies of Essay II and III with a larger sample. This would allow for the in-depth explanation that a complex method such as structural equation modeling can deliver. Specifically, while the current work did not allow for the successful application of the method to examine Brand Love X Participation group differences, a study with a larger sample might. Replication of these studies within and across members of particular brand communities would also be of interest. Though a number of relationships were identified, the results described in these essays may have been muddled by the subjects' membership to a wide variety of brand communities. Investigation of members of individual communities might expose other conceptual relationships as well as enabling a comparison of communities based on brand characteristics and product types.

Finally, some attractive opportunities to extend the current work present themselves. As mentioned above, the findings communicated here suggest that community members could

potentially be meaningfully profiled based on just a few dimensions: membership motives, Brand Love, and Participation. Tests of the effectiveness and accuracy of such a method of profiling are required first, however. And, for that matter, a greater level of scrutiny on the differences in members based on the various dimensions of Brand Love alone may prove highly informative. Another extension that was alluded to previously, is the application of this model to various social media. Though these media are pervasive, they range in the exact means of individuals' participation and these differences may have real impact on the workings of the conceptual model. Once again, only further study can speak to the existence and extent of such differences.

Conclusion

Brand communities are a phenomenon of growing popularity among marketers and consumers. Beyond an emerging form of social interaction, brand communities represent an opportunity for firms to cement the position of their brand within the fabric of consumers' lives and, consequently, their wallets. Brand community membership yields benefits to the brand that are well-documented and substantial. At the same time, individuals derive many social and emotional benefits from their affiliation with brands and brand communities. The research discussed here contributes to a greater understanding of an individual's experience of brand communities and the potential gains for both the individual and the brand. This understanding will prove invaluable to firms who strive to differentiate their products and instrumental to scholars who seek to make better sense of the marketing world.

REFERENCES

Aaker, J., Fournier, S., and Brasel, S.A. (2004). When good brands do bad. *Journal of Consumer Research,* 31 (1), 1-16.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes,* 50, 179-211.

------ (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology,* 32 (4), 665-683.

------ and Fishbein, M. (2005). The influence of attitudes on behavior. In D. Albarracin, B.T. Johnson, and M.P. Zanna (Eds.), *The Handbook of Attitudes (pp.173-221).* Mahwah, NJ: Lawrence Erlbaum Associates Publishers.

Armitage, C.J. and Conner, M. (1999a). Distinguishing perceptions of control from self-efficacy: Predicting consumption of a low-fat diet using the theory of planned behavior. *Journal of Applied Social Psychology*, 29 (1), 72-90.

Armitage, C.J. and Conner, M. (1999b). The theory of planned behavior: Assessment of predictive validity and "perceived control." *British Journal of Social Psychology,* 38, 35-54.

Arndt, J. (1979). Toward a concept of domesticated markets. *Journal of Marketing,* 43, 69-75.

Bagozzi, R.P. and Dholakia, U.M. (2002). Intentional social action in virtual communities. *Journal of Interactive Marketing*, 16(2), 2-21.

Bagozzi, R.P. and Dholakia, U.M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23, 45-61.

Baird, G.L., Scott, W.D., Dearing, E. and Hamill, S.K. (2009). Cognitive self-regulation in youth with and without learning disabilities: Academic self-efficacy, theories of intelligence, learning vs. performance goal preferences and effort attributions. *Journal of Social and Clinical Psychology,* 28 (7), 881-908.

Bandura, A. (2007). Much ado over a faulty conceptualization of perceived self-efficacy grounded in faulty experimentation. *Journal of Social and Clinical Psychology,* 26 (6), 641-658.

Batra, R., Ahuvia, A., and Bagozzi, R.P. (2012). Brand love. *Journal of Marketing*, 76 (2), 1-16.

Bergami, M. and Bagozzi, R.P. (2000). Self categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology,* 39, 555-577.

Boorstin, D.J. (1974). *The Americans: The Democratic Experience.* New York, NY: Vintage.

Brodie, R.J., Ilic, A., Juric, B., and Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66 (1), 105-114.

Carlson, B.D., Suter, T.A., and Brown, T.J. (2008). Social versus psychological brand community: The role of psychological sense of brand community. *Journal of Business Research,* 61 (4), 284-291.

Cialdini, R.B., Reno, R.R., and Kallgren, C.A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology,* 58 (6), 1015-1026.

Conner, M. and Armitage, C.J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology,* 28 (15), 1429-1464.

Crites, Jr., S.L., Fabrigar, L.R., and Petty, R.E. (1994). Measuring the affective and cognitive properties of attitudes: Conceptual and methodological issues. *Personality and Social Psychology Bulletin,* 20 (6), 619-634.

De Chernatony, L. (2001). *From Brand Vision to Brand Evaluation,* Oxford, UK: Butterworth-Heinemann.

Deutsch, M. and Gerard, H.B. (1955). A study of normative and informational social influences upon individual judgment. *Journal of Abnormal and Social Psychology*, 51 (3), 629-636.

Dholakia, U.M., Bagozzi, R.P., and Pearo, L.K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, 21, 241-263.

Dunlap, R.E. (2008). Social movement identity: Validating a measure of identification with the environmental movement. *Social Science Quarterly,* 89 (5), 1045-1065.

Durkheim, E. ([1915], 1965). *The Elementary Forms of the Religious Life,* New York, NY: Free Press.

Ellemers, N., Spears, R., and Doosje, B. (2002). Self and social identity. *Annual Review of Psychology,* 53, 161-186.

Elliott, M.A. (2010). Predicting motorcyclists' intentions to speed: Effects of selected cognitions from the theory of planned behavior, self-identity and social identity. *Accident Analysis and Prevention,* 42, 718-725.

Fishbein, M. and Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research.* Reading, MA: Addison-Wesley.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research,* 24 (4), 343-373.

Fraering, M. and Minor, M.S. (2006). Sense of community: An exploratory study of US consumers of financial services. *International Journal of Bank Marketing,* 24 (5), 284-306.

Garretson, J.A. and Niedrich, R.W. (2004). Spokes-characters. *Journal of Advertising*, 33 (2), 25-36.

Gusfield, J.R. (1978). *Community: A Critical Response.* New York, NY: Harper & Row.

Hair, Jr., J.F., Black, W.C., Babin, B.J., Anderson, R.E., and Tatham, R.L. (2006). *Multivariate Data Analysis,6th ed*. Upper Saddle River, NJ: Pearson Education, Inc.

Hannum, K.M. (2007). *Social Identity: Knowing Yourself, Leading Others*. Greensboro, NC: CCL Press.

Hayduk, L.A. and Littvay, L. (2012). Should researchers use single indicators, best indicators, or multiple indicators in structural equation models? *BMC Medical Research Methodology*, 12 (159), 1-17.

Holt, D.B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of Consumer Research,* 29 (1), 70-90.

James, E.L. and Cunningham, I.C.M. (1987). A profile of direct marketing television shoppers. *Journal of Direct Marketing*, 1 (4), 12-23.

Keller, K.L. (2001). Building customer-based brand equity. *Marketing Management,*10 (2), 14-19.

Kim, Y. and Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel—a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18 (8), 997-1014.

Kleine, R.E., III, Kleine, S.S., and Brunswick, G.J. (2009). Transformational consumption choices: Building an understanding by integrating social identity and multi-attribute attitude theories. *Journal of Consumer Behaviour,* 8, 54-70.

Kline, R.B. (2005). *Principles and Practice of Structural Equation Modeling, 2nd ed.* New York, NY: The Guilford Press.

Lam, S.K., Ahearne, M., Hu, Y., and Schillewaert, N. (2010). Resistence to brand switching when a radically new brand is introduced: A social identity theory perspective. *Journal of Marketing,* 74, 128-146.

MacNeil, I.R. (1978). Contracts: Adjustment of long-term economic relations under classical, neoclassical and relational contract law. *Northwestern University Law Review,*72, 854-902.

MacNeil, I.R. (1980). *The New Social Contract, an Inquiry into Modern Contractual Relations,* New Haven, CT: Yale University Press.

Madden, T.J., Ellen, P.S. and Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin,* 18 (1), 3-9.

Manning, M. (2009). The effects of subjective norms on behavior in the theory of planned behavior: A meta-analysis. *British Journal of Social Psychology,* 48, 649-705.

Manstead, A.S.R. and van Eekelen, S.A.M. (1998). Distinguishing between perceived behavioral control and self-efficacy in the domain of academic intentions and behaviors. *Journal of Applied Social Psychology*, 28 (15), 1375-1392.

McAlexander, J.H., Schouten, J.W., and Koenig, H.F. (2002). Building brand community. *Journal of Marketing,*66, 38-54.

McMillan, D.W. and Chavis, D.M. (1986). Sense of community: A definition and theory. *Journal of Community Psychology,*14, 6-23.

Muniz, A.M., Jr. and O'Guinn, T.C. (2001). Brand community. *Journal of Consumer Research,* 27, 412-432.

Myers, D.G. (2009). *Exploring Social Psychology.* New York, NY: McGraw Hill.

Nigbur, D., Lyons, E., and Uzzell, D. (2010). Attitudes, norms, identity and environmental behavior: Using an expanded theory of planned behavior to predict participation in a curbside recycling program. *British Journal of Social Psychology,* 49, 259-284.

Perugini, M., and Conner, M. (2000). Predicting and understanding bahavioural volitions: The interplay between goals and behaviours. *European Journal of Social Psychology*, 30 (5), 705-731.

Peterson, N.A., Speer, P.W., and McMillan, D.W. (2008). Validation of a brief sense of community scale: Confirmation of the principal theory of sense of community. *Journal of Community Psychology,* 36 (1), 61-73.

Reno, R.R., Cialdini, R.B., and Kallgren, C.A. (1993). The trans-situational influence of social norms, *Journal of Personality and Social Psychology,* 64 (1), 104-112.

Rhodes, R.E. and Courneya, K.S. (2003). Investigating multiple components of attitude, subjective norm, and perceived control: An examination of the theory of planned behavior in the exercise domain. *British Journal of Social Psychology,* 42 (1), 129-146.

Rivis, A. and Sheeran, P. (2003). Descriptive norms as an additional predictor in the theory of planned behavior: A meta-analysis. *Current Psychology: Developmental, Learning, Personality, Social,* 22 (3), 218-233.

Rosenbaum, M.S., Ostrom, A.L., and Kuntze, R. (2005). Loyalty programs and a sense of community. *Journal of Services Marketing,* 19 (4), 222-233.

Rotter, J.B. (1966). Generalized expectancies for internal versus external control of reinforcement. *Psychological Monographs (General & Applied),* 80, 1-28.

Schau, H.J., Muniz, A.M., Jr., and Arnould, E.J. (2009). How brand community practices create value. *Journal of Marketing,* 73, 30-51.

Sirgy, M.J., Johar, J.S., Samli, A.C., and Claiborne, C.B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of Marketing Sciences,* 19(4), 363-375.

Slater, A. and Armstrong, K. (2010). Involvement, Tate, and me. *Journal of Marketing Management*, 26 (7), 727-748.

Sparks, P. (2000). Subjective expected utility-based attitude-behavior models: The utility of self-identity. In D.J. Terry and M.A. Hogg (Eds.), *Attitudes, Behavior, and Social Context: The Role of Norms and Group Membership (pp.31-46).* Mahwah, NJ: Lawrence Erlbaum Associates Publishers.

------, Guthrie, C.A., and Shepherd, R. (1997). The dimensional structure of the perceived behavioral control construct. *Journal of Applied Social Psychology,* 27 (5), 418-438.

Stafford, T. and Grimes, A. (2012) Memory enhances the mere exposure effect. *Psychology and Marketing*, 29 (12), 995-1003.

Stokburger-Sauer, N. (2010). Brand community: Drivers and outcomes. *Psychology & Marketing*, 27 (4), 347-368.

Tajfel, H. and Turner, J.C. (1979). The social identity theory of intergroup behavior. In S. Worchel and W.G. Austin (Eds.), *Psychology of Intergroup Relation (pp.33-47).* Chicago, IL: Nelson-Hall.

Terry, D.J. and O'Leary, J.E. (1995). The theory of planned behavior: The effects of perceived behavioral control and self-efficacy. *British Journal of Social Psychology,* 34, 199-220.

Thompson, S.A. and Sinha, R.K. (2008). Brand communities and new product adoption: The influence and limits of oppositional loyalty. *Journal of Marketing,* 72, 65-80.

Vargo, S.L. and Lusch, R.F. (2004). Evolving a new dominant logic for marketing. *Journal of Marketing,* 68 (1), 1-17.

Weber, M. ([1922] 1978). *Economy and Society,* Berkeley, CA: University of California Press.

Wilson, D.J. (1990). *Science, Community, and the Transformation of American Philosophy, 1860-1930,* Chicago, IL: University of Chicago Press.

Woisetschlager, D.M., Hartleb, V., and Blut, M. (2008). How to make brand communities work: Antecedents and consequences of consumer participation. *Journal of Relationship Marketing,* 7 (3), 237-256.

Zboja, J.J. and Voorhees, C.M. (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*, 20 (6/7), 381-390.

APPENDIX A

For all of the following questions, please consider the scenario below:

Imagine that a friend of yours has just gotten a new car. He or she decides to join a group devoted to the brand of the car. Followers of the group mostly interact by communicating through online posts, but they also occasionally meet as a group in person. In either case, the brand is the focus of their group activities.

What could make your friend decide to join the group?

How do you think your friend would participate in the group?

What do you think your friend will gain from participating in the group?

Do you think your friend could discover unexpected benefits after joining the group? If so, what could they be?

Do you think participating in the group could change who your friend is as a person? If so, how?

DISCOVERED THEMES	TRA	SOC	SI
Motivation			
Consumers join brand communities due to an affinity for some aspect of the brand.AFFINITY FOR BRAND	X ATT_{Brand}	X EC	X GROUP EVAL.
Consumers are attracted to brand communities for the social opportunities they afford SOCIAL OPPORTUNITY	X $ATT_{Community}$	X NEEDS	X GROUP EVAL.
Some people use community membership as a more practical means PRACTICAL REASONS	X SN		
Participation			
Consumers vary in the roles they assume within brand communities TYPE OF INVOLVEMENT		X INF	
Consumers choose the setting through which they participate SETTING FOR INVOLVEMENT		X EC	
Individuals vary in terms of the extent to which they will get take part DEGREE OF INVOLVEMENT		X MEM	X MEM
Benefits			
Consumers expect to gain information through brand community membership INFORMATION GAINS	X ATT		
Consumers also expect to grow as a result of membership PERSONAL DEVELOPMENT		X NEEDS	
Consumers place a premium on enjoying life POSITIVE EXPERIENCES		X MEM	X MEM
Brand communities convey VIP status. ACCESS TO RESOURCES		X NEEDS	X MEM
Impact			
Individuals believe brand communities can alter personalities. PERSONALITY CHANGE			X GROUP EVAL.
Consumers' social lives can be restructured through brand community activity SOCIAL LIFE RECONSTRUCTION		X MEM	X GROUP EVAL.
A person's concept of the underlying product may be realigned PRODUCT USE OR APPRECIATION	X $ATT_{Product}$		

APPENDIX C

Hypothesis 1 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment

Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively

associated with Participation.

Hypothesis 2 (a-d): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment

Motives(c), and Interconnectivity Motives (d) will be more strongly associated with

Participation than Functional Motives will be.

Hypothesis 3 (a-e): Participation will be positively associated with Self-Discovery Benefits (a),

Social Enhancement Benefits (b), Entertainment Benefits (c), Interconnectivity Benefits

(d), and Functional Benefits (e).

Hypothesis 4 (a-e): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d), and Functional Benefits (e) will be

positively associated with SOC.

Hypothesis 5 (a-e): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d), and Functional Benefits (e) will be

positively associated with Social ID.

Hypothesis 6 (a-e): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d), and Functional Benefits (e) will be

positively associated with Brand Satisfaction.

Hypothesis 7 (a-e): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d), and Functional Benefits (e) will be

positively associated with Purchase Intentions.

Hypothesis 8 (a-e): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d), and Functional Benefits (e) will be

positively associated with WOM.

Hypothesis 9 (a-d): Self-Discovery Benefits (a), Social Enhancement Benefits (b), Entertainment

Benefits (c), and Interconnectivity Benefits (d) will be more strongly associated with

SOC than Functional Benefits will be.

Hypothesis 10 (a-d): Self-Discovery Benefits (a), Social Enhancement Benefits (b),

Entertainment Benefits (c), and Interconnectivity Benefits (d) will be more strongly

associated with Social ID than Functional Benefits will be.

Hypothesis 11 (a-d): Self-Discovery Benefits (a), Social Enhancement Benefits (b),

Entertainment Benefits (c), and Interconnectivity Benefits (d) will be more strongly

associated with WOM than Functional Benefits will be.

First Pre-test Complete Item List and Normality Statistics		Skewness	Kurtosis
		Statistic	Statistic
Construct	You might join a brand community to… (Full Sample)		
Entertainment Motives	...-be entertained. (Q42_5)	-1.267	2.089
Entertainment Motives	...-play. (Q42_6)	-.756	-.351
Self-Discovery Motives	...-learn about myself and others. (Q19_10)	-.622	-.424
Self-Discovery Motives	...-gain insight into myself. (Q19_11)	-.767	-.096
Interconnectivity Motives	...-have something to do with others. (Q42_1)	-.877	.109
Interconnectivity Motives	...-interact with others. (Q42_10)	-1.155	1.086
Social Enhancement Mot.	...-impress others. (Q42_3)	.096	-1.163
Social Enhancement Mot.	...-feel important. (Q42_4)	-.193	-1.086
Social Enhancement Mot.	…-gain status. (Q42_9)	1.287	-.985
Functional Motives	...-provide others with information. (Q19_3)	-1.120	1.250
Functional Motives	...-contribute to a pool of information. (Q19_4)	-1.122	1.341
Functional Motives	...-generate ideas. (Q19_5)	-.805	.615
Functional Motives	...-solve problems. (Q19_8)	-.568	-.605
Functional Motives	...-make decisions. (Q19_9)	-1.089	.967
	Through membership, you have ACTUALLY been able to... (Members Only Sample)		
Self-Discovery Benefits	...-learn about myself and others (Q41_10)	-.862	-.255
Self-Discovery Benefits	...-gain insight into myself (Q41_11)	-.577	-.764
Self-Discovery Benefits	...-understand my own views better (Q44_11)	-1.411	1.772
Entertainment Benefits	...-play (Q44_6)	-.875	-.276
Entertainment Benefits	...-pass the time away when bored (Q44_8)	-.771	-.525
Interconnectivity Benefits	...-interact with others (Q44_10)	-1.581	2.284
Interconnectivity Benefits	...-stay in touch (Q44_2)	-.896	-.020
Interconnectivity Benefits	...-have something to do with others (Q44_1)	-1.276	1.352
Functional Benefits	...-get information (Q41_1)	-.965	.062

First Pre-test Complete Item List and Normality Statistics		Skewness	Kurtosis
		Statistic	Statistic
Functional Benefits	...-learn how to do things (Q41_2)	-1.131	.427
Functional Benefits	...-provide others with information (Q41_3)	-1.247	1.528
Functional Benefits	...-contribute to a pool of information (Q41_4)	-1.053	.999
Functional Benefits	...-generate ideas (Q41_5)	-.766	-.374
Functional Benefits	...-solve problems (Q41_8)	-1.155	1.541
Functional Benefits	...-make better decisions (Q41_9)	-.959	.489
Social Enhancement Ben.	...-gain status (Q44_9)	-.188	-1.205
Social Enhancement Ben.	...-impress others (Q44_3)	-.422	-.489
Social Enhancement Ben.	...-feel important (Q44_4)	-.519	-.994
Sense of Community	Emotional Connection (Sub-factor)	-1.023	1.191
Sense of Community	Influence (Sub-factor)	-.510	.109
Sense of Community	Needs Fulfillment (Sub-factor)	-.564	.034
Sense of Community	Membership (Sub-factor)	-.671	.490
Social Identity	Cognitive Social Identity (Sub-factor)	.264	.268
Social Identity	Evaluative Social Identity (Sub-factor)	-.288	.026
Social Identity	Affective Social Identity (Sub-factor)	-.099	-.800

APPENDIX E

Factor Loadings			Estimate
Q19_11	<---	Self-Discovery Motives	.677
Q19_10	<---	Self-Discovery Motives	.817
Q42_6	<---	Entertainment Motives	.700
Q42_5	<---	Entertainment Motives	.708
Q42_1	<---	Interconnectivity Motives	.706
Q42_10	<---	Interconnectivity Motives	.775
Q42_3	<---	Social Enhancement Motives	.801
Q42_4	<---	Social Enhancement Motives	.816
Q42_9	<---	Social Enhancement Motives	.782
Q19_9	<---	Functional Motives	.741
Q19_8	<---	Functional Motives	.731
Q19_5	<---	Functional Motives	.693
Q19_4	<---	Functional Motives	.717
Q19_3	<---	Functional Motives	.767
Q41_10	<---	Self-Discovery Benefits	.886
Q41_11	<---	Self-Discovery Benefits	.717
Q44_11	<---	Self-Discovery Benefits	.516
Q44_6	<---	Entertainment Benefits	.997
Q44_8	<---	Entertainment Benefits	.534
Q44_10	<---	Interconnectivity Benefits	.931
Q44_2	<---	Interconnectivity Benefits	.835
Q44_1	<---	Interconnectivity Benefits	.876
Q41_1	<---	Functional Benefits	.803
Q41_2	<---	Functional Benefits	.814
Q41_3	<---	Functional Benefits	.986
Q41_4	<---	Functional Benefits	.940
Q41_5	<---	Functional Benefits	.871
Q41_8	<---	Functional Benefits	.912
Q41_9	<---	Functional Benefits	.790
Q44_9	<---	Social Enhancement Benefits	.836
Q44_4	<---	Social Enhancement Benefits	.873
Q44_3	<---	Social Enhancement Benefits	.663
Emotional Connection	<---	Sense of Community	.868
Influence	<---	Sense of Community	.709
Needs Fulfillment	<---	Sense of Community	.618
Membership	<---	Sense of Community	.866
Cognitive Social Identity	<---	Social Identity	.582
Evaluative Social Identity	<---	Social Identity	.677
Affective Social Identity	<---	Social Identity	.826

Scale Reliabilities (Cronbach's alpha)	Full Sample	Members Only
Self-Discovery Motives	.711	.670
Entertainment Motives	.636	.708
Interconnectivity Motives	.703	.758
Social Enhancement Motives	.841	.842
Functional Motives	.855	.826
Self-Discovery Benefits	.719	.719
Entertainment Benefits	.775	.775
Interconnectivity Benefits	.895	.895
Social Enhancement Benefits	.820	.820
Functional Benefits	.887	.887
Sense of Community	.825	.854
Social Identity	.732	.807

APPENDIX F

AVE's(Full Sample)	Estimate
Self-Discovery Motives	
Q19_11	.458
Q19_10	.668
AVE	.563
Entertainment Motives	
Q42_6	.490
Q42_5	.501
AVE	.496
Interconnectivity Motives	
Q42_1	.499
Q42_10	.600
AVE	.550
Social Enhancement Motives	
Q42_3	.641
Q42_4	.666
Q42_9	.611
AVE	.639
Functional Motives	
Q19_9	.549
Q19_8	.534
Q19_5	.480
Q19_4	.513
Q19_3	.588
AVE	.533

Squared Correlations		(Full Sample)	Estimate
Interconnectivity Motives	<-->	Social Enhancement Motives	.218
Entertainment Motives	<-->	Interconnectivity Motives	.412
Self-Discovery Motives	<-->	Interconnectivity Motives	.426
Entertainment Motives	<-->	Social Enhancement Motives	.163
Self-Discovery Motives	<-->	Social Enhancement Motives	.264
Self-Discovery Motives	<-->	Entertainment Motives	.208
Interconnectivity Motives	<-->	Functional Motives	.154
Social Enhancement Motives	<-->	Functional Motives	.023
Entertainment Motives	<-->	Functional Motives	.084
Self-Discovery Motives	<-->	Functional Motives	.301

AVE's (Members Only)	Estimate
Self-Discovery Benefits	
Q41_10	.786
Q41_11	.514
Q44_11	.266
AVE	.522
Entertainment Benefits	
Q44_6	.994
Q44_8	.285
AVE	.640
Interconnectivity Benefits	
Q44_10	.866
Q44_2	.698
Q44_1	.767
AVE	.777
Social Enhancement Benefits	
Q44_9	.699
Q44_4	.762
Q44_3	.440
AVE	.634
Functional Benefits	
Q41_1	.645
Q41_2	.663
Q41_3	.973
Q41_4	.883
Q41_5	.759
Q41_8	.832
Q41_9	.624
AVE	.768
Sense of Community	
Emotional Connection	.753
Influence	.502
Needs Fulfillment	.382
Membership	.750
AVE	.597
Social Identity	
Cognitive Social Identity	.339
Evaluative Social Identity	.458
Affective Social Identity	.682
AVE	.493

Squared Correlations		(Members Only)	Estimate
Functional Benefits	<-->	Entertainment Benefits	.091
Functional Benefits	<-->	Interconnectivity Benefits	.760
Functional Benefits	<-->	Social Enhancement Benefits	.233
Functional Benefits	<-->	Self-Discovery Benefits	.699
Interconnectivity Benefits	<-->	Entertainment Benefits	.128
Social Enhancement Benefits	<-->	Entertainment Benefits	.248
Self-Discovery Benefits	<-->	Entertainment Benefits	.047
Interconnectivity Benefits	<-->	Social Enhancement Benefits	.425
Interconnectivity Benefits	<-->	Self-Discovery Benefits	.607
Self-Discovery Benefits	<-->	Social Enhancement Benefits	.728
Functional Benefits	<-->	SOC	.331
Social Identity	<-->	Functional Benefits	.143
Entertainment Benefits	<-->	SOC	.354
Social Identity	<-->	Entertainment Benefits	.263
Interconnectivity Benefits	<-->	SOC	.359
Social Identity	<-->	Interconnectivity Benefits	.151
Social Enhancement Benefits	<-->	SOC	.253
Social Identity	<-->	Social Enhancement Benefits	.324
Self-Discovery Benefits	<-->	SOC	.271
Social Identity	<-->	Self-Discovery Benefits	.268
Social Identity	<-->	SOC	.464

APPENDIX G

Second Pre-test Complete Item List and Normality Statistics		Skewness	Kurtosis
		Statistic	Statistic
Construct	You might join a brand community to…		
Entertainment Motives	...-have something to do with others. (Q54_1)	-1.292	2.780
Entertainment Motives	...-enjoy some free time. (Q54_8)	-1.216	1.693
Entertainment Motives	...-play. (Q54_9)	-.950	.146
Social Enhancement Mot.	...-feel important. (Q54_4)	-.717	-.504
Social Enhancement Mot.	...-gain status. (Q54_12)	-.878	-.067
Interconnectivity Motives	...-interact with others. (Q54_13)	-1.791	3.916
Interconnectivity Motives	...-have contact with other people. (Q54_14)	-.916	-.252
Self-Discovery Motives	...-learn about myself and others. (Q55_10)	-1.025	.496
Self-Discovery Motives	...-gain insight into myself. (Q55_11)	-.866	1.383
Functional Motives	...-get information. (Q55_1)	-.857	.963
Functional Motives	...-provide others with information. (Q55_3)	-.879	1.165
Functional Motives	...-contribute to a pool of information. (Q54_4)	-.928	.994
Functional Motives	...-make decisions. (Q54_9)	-.977	1.026
	Through membership, you have ACTUALLY been able to...		
Functional Benefits	...-get information. (Q59_1)	-.059	-1.839
Functional Benefits	...-learn how to do things. (Q59_2)	-.035	-1.826
Functional Benefits	...-provide others with information. (Q59_3)	.019	-1.854
Functional Benefits	...-contribute to a pool of information. (Q59_4)	-.007	-1.818
Functional Benefits	...-generate ideas. (Q59_5)	-.082	-1.795
Functional Benefits	...-negotiate or bargain. (Q59_6)	.400	-1.479
Functional Benefits	...-get someone to do something for me. (Q59_7)	.372	-1.544
Functional Benefits	...-solve problems. (Q59_8)	.130	-1.736
Functional Benefits	...-make better decisions. (Q59_9)	.037	-1.790
Self-Discovery Benefits	...-understand my own views better. (Q58_15)	.002	-1.764

Second Pre-test Complete Item List and Normality Statistics		Skewness	Kurtosis
		Statistic	Statistic
Self-Discovery Benefits	...-learn about myself and others. (Q59_10)	-.103	-1.827
Self-Discovery Benefits	...-gain insight into myself. (Q59_11)	-.022	-1.808
Social Enhancement Ben.	...-impress others. (Q58_3)	-.973	.102
Social Enhancement Ben.	...-gain status. (Q58_12)	.029	-1.719
Interconnectivity Benefits	...-interact with others. (Q58_13)	-.081	-1.864
Interconnectivity Benefits	...-have contact with other people. (Q58_14)	-.129	-1.872
Entertainment Benefits	...-enjoy some free time. (Q58_8)	.538	-1.642
Entertainment Benefits	...-play. (Q58_9)	-.096	-1.883
Entertainment Benefits	...-relax. (Q58_10)	.144	-1.667
Entertainment Benefits	...-pass the time away when bored. (Q58_11)	-.093	-1.841
Sense of Community	Needs Fulfillment (Sub-factor)	-.093	-1.827
Sense of Community	Membership (Sub-factor)	-.095	-1.809
Sense of Community	Influence (Sub-factor)	-.125	-1.821
Sense of Community	Emotional Connection (Sub-factor)	-.133	-1.840
Social Identity	The group says something about who you are (Q75_1)	-.776	.132
Social Identity	The group is an important part of your self (Q75_3)	-1.822	4.631
Social Identity	This group is an important part of your self-identity (Q75_5)	-.896	.881
Social Identity	This group is a rewarding part of your self-identity (Q75_6)	-1.339	3.291

APPENDIX H

Factor Loadings		Estimate
Q54_12	<--- Social Enhancement Motives	.798
Q54_4	<--- Social Enhancement Motives	.911
Q54_9	<--- Entertainment Motives	.514
Q54_1	<--- Entertainment Motives	.864
Q54_8	<--- Entertainment Motives	.616
Q54_14	<--- Interconnectivity Motives	.718
Q54_13	<--- Interconnectivity Motives	.892
Q55_11	<--- Self-Discovery Motives	.586
Q55_10	<--- Self-Discovery Motives	.735
Q55_1	<--- Functional Motives	.869
Q55_3	<--- Functional Motives	.727
Q55_4	<--- Functional Motives	.853
Q55_9	<--- Functional Motives	.713
Q58_12	<--- Social Enhancement Benefits	.915
Q58_3	<--- Social Enhancement Benefits	.523
Q58_8	<--- Entertainment Benefits	.741
Q58_9	<--- Entertainment Benefits	.975
Q58_10	<--- Entertainment Benefits	.934
Q58_11	<--- Entertainment Benefits	.949
Q58_13	<--- Interconnectivity Benefits	.991
Q58_14	<--- Interconnectivity Benefits	.991
Q58_15	<--- Self-Discovery Benefits	.959
Q59_10	<--- Self-Discovery Benefits	.976
Q59_11	<--- Self-Discovery Benefits	.969
Q59_9	<--- Functional Benefits	.966
Q59_8	<--- Functional Benefits	.960
Q59_7	<--- Functional Benefits	.862
Q59_6	<--- Functional Benefits	.884
Q59_5	<--- Functional Benefits	.978
Q59_4	<--- Functional Benefits	.976
Q59_3	<--- Functional Benefits	.959
Q59_2	<--- Functional Benefits	.962
Q59_1	<--- Functional Benefits	.976
Membership	<--- Sense Of Community	.966
Influence	<--- Sense Of Community	.984

Factor Loadings			Estimate
Needs Fulfillment	<---	Sense Of Community	.988
Emotional Connection	<---	Sense Of Community	.982
Q75_1	<---	Social Identity	.771
Q75_3	<---	Social Identity	.856
Q75_5	<---	Social Identity	.784
Q75_6	<---	Social Identity	.879

Scale Reliabilities (Cronbach's alpha)	
Self-Discovery Motives	.589
Entertainment Motives	.678
Interconnectivity Motives	.755
Social Enhancement Motives	.841
Functional Motives	.866
Self-Discovery Benefits	.978
Entertainment Benefits	.939
Interconnectivity Benefits	.991
Social Enhancement Benefits	.608
Functional Benefits	.988
Sense of Community	.989
Social Identity	.886

APPENDIX I

AVE's	Estimate
Social Enhancement Motives	
Q54_12	.637
Q54_4	.829
AVE	.733
Entertainment Motives	
Q54_9	.264
Q54_1	.747
Q54_8	.379
AVE	.463
Interconnectivity Motives	
Q54_14	.516
Q54_13	.796
AVE	.656
Self-Discovery Motives	
Q55_11	.343
Q55_10	.540
AVE	.442
Functional Motives	
Q55_1	.756
Q55_3	.528
Q55_4	.728
Q55_9	.509
AVE	.630
Social Enhancement Benefits	
Q58_12	.838
Q58_3	.274
AVE	.556
Entertainment Benefits	
Q58_8	.549
Q58_9	.950
Q58_10	.872
Q58_11	.900
AVE	.818
Interconnectivity Benefits	
Q58_13	.983
Q58_14	.982
AVE	.983

AVE's	Estimate
Self-Discovery Benefits	
Q58_15	.921
Q59_10	.953
Q59_11	.940
AVE	.938
Functional Benefits	
Q59_1	.953
Q59_2	.926
Q59_3	.921
Q59_4	.952
Q59_5	.956
Q59_6	.781
Q59_7	.743
Q59_8	.921
Q59_9	.933
AVE	.898
Sense of Community	
Membership	.933
Influence	.968
Needs Fulfillment	.975
Emotional Connection	.965
AVE	.960
Social Identity	
Q75_1	.594
Q75_3	.733
Q75_5	.614
Q75_6	.772
AVE	.678

Squared Correlations			Estimate
InterconnectivityBenefits	<-->	Self-Discovery Benefits	.970
Self-Discovery Benefits	<-->	Social Enhancement Benefits	1.042
Self-Discovery Benefits	<-->	Entertainment Benefits	.974
InterconnectivityBenefits	<-->	Social Enhancement Benefits	.968
InterconnectivityBenefits	<-->	Entertainment Benefits	.966
Social Enhancement Benefits	<-->	Entertainment Benefits	1.000
Self-Discovery Benefits	<-->	Functional Benefits	.978
Self-Discovery Benefits	<-->	Sense Of Community	.976
Self-Discovery Benefits	<-->	Social Identity	.094
InterconnectivityBenefits	<-->	Functional Benefits	.958
InterconnectivityBenefits	<-->	Sense Of Community	.994
InterconnectivityBenefits	<-->	Social Identity	.088
Social Enhancement Benefits	<-->	Functional Benefits	1.016
Social Enhancement Benefits	<-->	Sense Of Community	1.004
Social Enhancement Benefits	<-->	Social Identity	.172
Entertainment Benefits	<-->	Functional Benefits	.988
Entertainment Benefits	<-->	Sense Of Community	1.000
Entertainment Benefits	<-->	Social Identity	.085
Functional Benefits	<-->	Sense Of Community	.986
Functional Benefits	<-->	Social Identity	.092
Sense Of Community	<-->	Social Identity	.092
Self-Discovery Benefits	<-->	Self-Discovery Motives	.323
Self-Discovery Benefits	<-->	Interconnectivity Motives	.146
Self-Discovery Benefits	<-->	Entertainment Motives	.070
Self-Discovery Benefits	<-->	Social Enhancement Motives	.132
Functional Motives	<-->	Self-Discovery Benefits	.000
InterconnectivityBenefits	<-->	Self-Discovery Motives	.270
InterconnectivityBenefits	<-->	Interconnectivity Motives	.198
InterconnectivityBenefits	<-->	Entertainment Motives	.080
InterconnectivityBenefits	<-->	Social Enhancement Motives	.164
Functional Motives	<-->	InterconnectivityBenefits	.002
Social Enhancement Benefits	<-->	Self-Discovery Motives	.289
Social Enhancement Benefits	<-->	Interconnectivity Motives	.127
Social Enhancement Benefits	<-->	Entertainment Motives	.073
Social Enhancement Benefits	<-->	Social Enhancement Motives	.123
Functional Motives	<-->	Social Enhancement Benefits	.008
Entertainment Benefits	<-->	Self-Discovery Motives	.282
Entertainment Benefits	<-->	Interconnectivity Motives	.139
Entertainment Benefits	<-->	Entertainment Motives	.066
Entertainment Benefits	<-->	Social Enhancement Motives	.162
Functional Motives	<-->	Entertainment Benefits	.001

Squared Correlations			Estimate
Functional Benefits	<-->	Self-Discovery Motives	.279
Functional Benefits	<-->	Interconnectivity Motives	.144
Functional Benefits	<-->	Entertainment Motives	.066
Functional Benefits	<-->	Social Enhancement Motives	.128
Functional Motives	<-->	Functional Benefits	.001
Sense Of Community	<-->	Self-Discovery Motives	.251
Sense Of Community	<-->	Interconnectivity Motives	.160
Sense Of Community	<-->	Entertainment Motives	.066
Sense Of Community	<-->	Social Enhancement Motives	.144
Functional Motives	<-->	Sense Of Community	.002
Social Identity	<-->	Self-Discovery Motives	.567
Social Identity	<-->	Interconnectivity Motives	.339
Social Identity	<-->	Entertainment Motives	.372
Social Identity	<-->	Social Enhancement Motives	.143
Functional Motives	<-->	Social Identity	.176
Interconnectivity Motives	<-->	Self-Discovery Motives	.835
Entertainment Motives	<-->	Self-Discovery Motives	.664
Social Enhancement Motives	<-->	Self-Discovery Motives	.010
Functional Motives	<-->	Self-Discovery Motives	.659
Entertainment Motives	<-->	Interconnectivity Motives	.933
Social Enhancement Motives	<-->	Interconnectivity Motives	.048
Functional Motives	<-->	Interconnectivity Motives	.275
Social Enhancement Motives	<-->	Entertainment Motives	.103
Functional Motives	<-->	Entertainment Motives	.292
Functional Motives	<-->	Social Enhancement Motives	.159

APPENDIX J

Main Study Normality Statistics		Skewness	Kurtosis
Construct	Item	Statistic	Statistic
Functional Motives	Q55_5	-.815	-.021
Functional Motives	Q55_4	-1.052	.737
Functional Motives	Q55_3	-.950	.213
Entertainment Motives	Q55_15	-.968	.301
Entertainment Motives	Q55_14	-1.291	1.663
Entertainment Motives	Q54_10	-.714	-.274
Entertainment Motives	Q54_8	-1.016	.586
Entertainment Motives	Q54_7	-.714	-.477
Entertainment Motives	Q54_5	-.936	.303
Self-Discovery Motives	Q54_15	-.207	-1.039
Self-Discovery Motives	Q55_10	-.312	-.844
Self-Discovery Motives	Q55_11	.067	-1.158
Interconnectivity Motives	Q54_14	-1.025	.519
Interconnectivity Motives	Q54_13	-1.151	1.435
Interconnectivity Motives	Q54_1	-.855	.114
Social Enhancement Motives	Q55_13	.589	-.732
Social Enhancement Motives	Q55_12	.559	-.815
Social Enhancement Motives	Q54_12	.534	-.741
Social Enhancement Motives	Q54_4	.359	-.942
Social Enhancement Motives	Q54_3	.605	-.638
Participation	Participation	5.015	28.241
SOC	Membership	-.880	1.477
SOC	Need Fulfillment	-1.057	2.000
SOC	Influence	-.508	-.055
SOC	Emotional Connection	-.735	.224
Social ID	Visual Overlap	.027	.370
Social ID	Q78_1	-.172	.224
Brand Satisfaction	Q99_12	-1.702	3.901
Brand Satisfaction	Q99_11	-1.830	4.639
Brand Satisfaction	Q99_8	-2.001	5.346
Brand Satisfaction	Q99_6	-1.906	4.065
Brand Satisfaction	Q99_4	-1.860	5.198
Brand Satisfaction	Q99_2	-1.267	2.075
Brand Satisfaction	Q99_1	-1.479	2.815
Purchase Intentions	Q100_4	-2.064	5.485
Purchase Intentions	Q100_5	-1.230	1.762
Purchase Intentions	Q100_6	-1.181	.833

Main Study Normality Statistics		Skewness	Kurtosis
Construct	Item	Statistic	Statistic
Purchase Intentions	Q100_7	-1.564	2.438
Purchase Intentions	Q100_8	-1.384	2.049
WOM	Q100_3	-1.762	4.285
WOM	Q100_2	-1.349	2.083
WOM	Q100_1	-1.669	3.932

APPENDIX K

Scale Reliabilities (Cronbach's alpha)	
Self-Discovery Motives	.768
Entertainment Motives	.887
Interconnectivity Motives	.820
Social Enhancement Motives	.905
Functional Motives	.807
WOM	.885
Purchase Intentions	.878
Brand Satisfaction	.926
Social Identity	.902
Need Fulfillment	.809
Membership	.910
Influence	.763
Emotional Connection	.802
Sense of Community (summated)	.879

Factor Loadings	Estimate
Q57_7 <--- Emotional Connection	.871
Q57_8 <--- Emotional Connection	.778
Q57_5 <--- Influence	.757
Q57_12 <--- Influence	.875
Q57_3 <--- Membership	.883
Q57_4 <--- Membership	.830
Q57_9 <--- Membership	.806
Q57_11 <--- Membership	.876
Q57_1 <--- Need Fulfillment	.814
Q57_2 <--- Need Fulfillment	.756
Q57_10 <--- Need Fulfillment	.735

AVE's	Estimate
Need Fulfillment	
Q57_1	.663
Q57_2	.571
Q57_10	.540
AVE	.591
Membership	
Q57_3	.883
Q57_4	.830
Q57_9	.806
Q57_11	.876
AVE	.849
Influence	
Q57_5	.573
Q57_12	.766
AVE	.670
Emotional Connection	
Q57_7	.759
Q57_8	.606
AVE	.683

Squared Correlations		Estimate
Emotional Connection <--> Influence		.745
Emotional Connection <--> Membership		.790
Emotional Connection <--> Need Fulfillment		.672
Influence	<--> Membership	.513
Influence	<--> Need Fulfillment	.471
Membership	<--> Need Fulfillment	.701

Model Fit	NPAR	χ-square	DF	p-value	χ-square/DF
Default model	28	135.231	38	.000	3.559
Saturated model	66	.000	0		
Independence model	11	2090.463	55	.000	38.008

Model Fit	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.935	.906	.953	.931	.952
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit	RMSEA	LO 90	HI 90	PCLOSE
Default model	.098	.081	.116	.000
Independence model	.374	.360	.388	.000

APPENDIX M

Model Fit	NPAR	χ-square	DF	p-value	χ-square/DF
Default model	138	1431.470	765	.000	1.871
Saturated model	903	.000	0		
Independence model	42	8341.211	861	.000	9.688

Model Fit	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.828	.807	.912	.900	.911
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit	RMSEA	LO 90	HI 90	PCLOSE
Default model	.057	.053	.062	.005
Independence model	.181	.178	.185	.000

Factor Loadings		Estimate
Q55_3	<--- Functional Motives	.797
Q55_4	<--- Functional Motives	.763
Q55_5	<--- Functional Motives	.653
Q54_5	<--- Entertainment Motives	.740
Q54_7	<--- Entertainment Motives	.821
Q54_8	<--- Entertainment Motives	.697
Q54_10	<--- Entertainment Motives	.799
Q55_14	<--- Entertainment Motives	.756
Q55_15	<--- Entertainment Motives	.659
Q55_11	<--- Self-Discovery Motives	.763
Q55_10	<--- Self-Discovery Motives	.686
Q54_15	<--- Self-Discovery Motives	.720
Q54_1	<--- Interconnectivity Motives	.722
Q54_13	<--- Interconnectivity Motives	.849
Q54_14	<--- Interconnectivity Motives	.799
Q54_3	<--- Social Enhancement Motives	.742
Q54_4	<--- Social Enhancement Motives	.773
Q54_12	<--- Social Enhancement Motives	.825
Q55_12	<--- Social Enhancement Motives	.866

Factor Loadings			Estimate
Q55_13	<---	Social Enhancement Motives	.838
Emotional Connection	<---	SOC	.884
Influence	<---	SOC	.737
Need Fulfillment	<---	SOC	.782
Membership	<---	SOC	.865
Q78_1	<---	Social ID	.860
Visual Overlap	<---	Social ID	.975
Q99_1	<---	Brand Satisfaction	.843
Q99_4	<---	Brand Satisfaction	.907
Q99_8	<---	Brand Satisfaction	.879
Q99_11	<---	Brand Satisfaction	.847
Q100_8	<---	Purchase Intentions	.828
Q100_7	<---	Purchase Intentions	.764
Q100_6	<---	Purchase Intentions	.727
Q100_5	<---	Purchase Intentions	.814
Q100_4	<---	Purchase Intentions	.721
Q100_1	<---	WOM	.896
Q100_2	<---	WOM	.848
Q100_3	<---	WOM	.807

AVE's	Estimate
Functional Motives	
Q55_5	.427
Q55_4	.582
Q55_3	.636
AVE	.548
Entertainment Motives	
Q55_15	.434
Q55_14	.572
Q54_10	.638
Q54_8	.485
Q54_7	.673
Q54_5	.547
AVE	.558
Self-Discovery Motives	
Q54_15	.519

AVE's	Estimate
Q55_10	.470
Q55_11	.583
AVE	.524
Interconnectivity Motives	
Q54_14	.638
Q54_13	.721
Q54_1	.521
AVE	.627
Social Enhancement Motives	
Q55_13	.702
Q55_12	.750
Q54_12	.681
Q54_4	.598
Q54_3	.550
AVE	.656
SOC	
Membership	.748
Need Fulfillment	.612
Influence	.543
Emotional Connection	.781
AVE	.671
Social ID	
Visual Overlap	.950
Q78_1	.739
AVE	.845
Brand Satisfaction	
Q99_11	.718
Q99_8	.773
Q99_4	.822
Q99_1	.710
AVE	.755
Purchase Intentions	
Q100_4	.520
Q100_5	.663
Q100_6	.528
Q100_7	.584

AVE's	Estimate
Q100_8	.685
AVE	.596
WOM	
Q100_3	.652
Q100_2	.719
Q100_1	.802
AVE	.724

Squared Correlations		Estimate
Functional Motives	<--> SOC	.277
Functional Motives	<--> Social ID	.084
SOC	<--> Social ID	.244
Functional Motives	<--> Brand Satisfaction	.027
Functional Motives	<--> Purchase Intentions	.037
Functional Motives	<--> WOM	.048
SOC	<--> Brand Satisfaction	.125
SOC	<--> Purchase Intentions	.126
SOC	<--> WOM	.125
Social ID	<--> Brand Satisfaction	.000
Social ID	<--> Purchase Intentions	.000
Social ID	<--> WOM	.003
Brand Satisfaction	<--> Purchase Intentions	.734
Brand Satisfaction	<--> WOM	.699
Purchase Intentions	<--> WOM	.776
Functional Motives	<--> Entertainment Motives	.001
Functional Motives	<--> Self-Discovery Motives	.283
Functional Motives	<--> Social Enhancement Motives	.039
Functional Motives	<--> Interconnectivity Motives	.134
SOC	<--> Entertainment Motives	.131
SOC	<--> Self-Discovery Motives	.095
SOC	<--> Social Enhancement Motives	.024
SOC	<--> Interconnectivity Motives	.317
Social ID	<--> Entertainment Motives	.033
Social ID	<--> Self-Discovery Motives	.080
Social ID	<--> Social Enhancement Motives	.093
Social ID	<--> Interconnectivity Motives	.087

Squared Correlations			Estimate
Brand Satisfaction	<-->	Entertainment Motives	.015
Brand Satisfaction	<-->	Self-Discovery Motives	.006
Brand Satisfaction	<-->	Social Enhancement Motives	.030
Brand Satisfaction	<-->	Interconnectivity Motives	.002
Purchase Intentions	<-->	Entertainment Motives	.006
Purchase Intentions	<-->	Self-Discovery Motives	.000
Purchase Intentions	<-->	Social Enhancement Motives	.024
Purchase Intentions	<-->	Interconnectivity Motives	.001
WOM	<-->	Entertainment Motives	.004
WOM	<-->	Self-Discovery Motives	.000
WOM	<-->	Social Enhancement Motives	.010
WOM	<-->	Interconnectivity Motives	.000
Self-Discovery Motives	<-->	Entertainment Motives	.071
Entertainment Motives	<-->	Social Enhancement Motives	.070
Interconnectivity Motives	<-->	Entertainment Motives	.416
Self-Discovery Motives	<-->	Social Enhancement Motives	.326
Self-Discovery Motives	<-->	Interconnectivity Motives	.188
Interconnectivity Motives	<-->	Social Enhancement Motives	.052
Participation	<-->	Functional Motives	.003
Participation	<-->	SOC	.003
Participation	<-->	Social ID	.023
Participation	<-->	Brand Satisfaction	.000
Participation	<-->	Purchase Intentions	.000
Participation	<-->	WOM	.000
Participation	<-->	Entertainment Motives	.000
Participation	<-->	Self-Discovery Motives	.000
Participation	<-->	Social Enhancement Motives	.001
Participation	<-->	Interconnectivity Motives	.005

Initial Measurement Model Covariances		Estimate	S.E.	p-value
Functional Motives	<--> SOC	.651	.104	***
Functional Motives	<--> Social ID	.342	.090	***
SOC	<--> Social ID	.456	.074	***
Functional Motives	<--> Brand Satisfaction	.183	.080	.023
Functional Motives	<--> Purchase Intentions	.212	.083	.010
Functional Motives	<--> WOM	.243	.084	.004
SOC	<--> Brand Satisfaction	.307	.062	***
SOC	<--> Purchase Intentions	.306	.064	***
SOC	<--> WOM	.308	.064	***
Social ID	<--> Brand Satisfaction	.015	.054	.783
Social ID	<--> Purchase Intentions	.003	.055	.952
Social ID	<--> WOM	.049	.056	.379
Brand Satisfaction	<--> Purchase Intentions	.664	.075	***
BrandSatisfaction	<--> WOM	.657	.072	***
Purchase Intentions	<--> WOM	.687	.075	***
Functional Motives	<--> Entertainment Motives	-.052	.108	.630
Functional Motives	<--> Self-Discovery Motives	.898	.155	***
Functional Motives	<--> Social Enhancement Motives	.311	.117	.008
Functional Motives	<--> Interconnectivity Motives	.521	.118	***
SOC	<--> Entertainment Motives	.419	.087	***
SOC	<--> Self-Discovery Motives	.406	.103	***
SOC	<--> Social Enhancement Motives	.191	.085	.024
SOC	<--> Interconnectivity Motives	.627	.096	***
Social ID	<--> Entertainment Motives	.200	.076	.009
Social ID	<--> Self-Discovery Motives	.356	.097	***
Social ID	<--> Social Enhancement Motives	.358	.086	***
Social ID	<--> Interconnectivity Motives	.313	.080	***
Brand Satisfaction	<--> Entertainment Motives	.126	.071	.075
Brand Satisfaction	<--> Self-Discovery Motives	-.091	.086	.290
Brand Satisfaction	<--> Social Enhancement Motives	-.191	.075	.011
Brand Satisfaction	<--> Interconnectivity Motives	.046	.069	.508
Purchase Intentions	<--> Entertainment Motives	.083	.072	.250
Purchase Intentions	<--> Self-Discovery Motives	.017	.087	.846
Purchase Intentions	<--> Social Enhancement Motives	-.172	.077	.025
Purchase Intentions	<--> Interconnectivity Motives	.032	.071	.647

Initial Measurement Model Covariances		Estimate	S.E.	p-value
WOM	<--> Entertainment Motives	.071	.072	.329
WOM	<--> Self-Discovery Motives	-.012	.088	.893
WOM	<--> Social Enhancement Motives	-.110	.076	.148
WOM	<--> Interconnectivity Motives	.023	.071	.751
Self-Discovery Motives	<--> Entertainment Motives	.420	.124	***
Entertainment Motives	<--> Social Enhancement Motives	.388	.108	***
Interconnectivity Motives	<--> Entertainment Motives	.860	.129	***
Self-Discovery Motives	<--> Social Enhancement Motives	.957	.154	***
Self-Discovery Motives	<--> Interconnectivity Motives	.660	.133	***
Interconnectivity Motives	<--> Social Enhancement Motives	.321	.104	.002
Participation	<--> Functional Motives	415.510	539.564	.441
Participation	<--> SOC	330.676	395.758	.403
Participation	<--> Social ID	877.939	374.385	.019
Participation	<--> Brand Satisfaction	-6.248	347.155	.986
Participation	<--> Purchase Intentions	-46.024	355.803	.897
Participation	<--> WOM	-53.612	358.757	.881
Participation	<--> Entertainment Motives	200.705	476.798	.674
Participation	<--> Self-Discovery Motives	-4.046	583.188	.994
Participation	<--> Social Enhancement Motives	-253.153	500.632	.613
Participation	<--> Interconnectivity Motives	475.706	472.454	.314

APPENDIX O

Model Fit (Re-specified)	NPAR	CMIN	DF	p-value	CMIN/DF
Default model	121	1222.839	620	.000	1.972
Saturated model	741	.000	0		
Independence model	38	7475.483	703	.000	10.634

Model Fit (Re-specified)	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.836	.815	.912	.899	.911
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit (Re-specified)	RMSEA	LO 90	HI 90	PCLOSE
Default model	.061	.056	.066	.000
Independence model	.191	.187	.195	.000

APPENDIX P

Hypotheses 1 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively associated with SOC.

Hypotheses 2 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively associated with Social ID.

Hypotheses 3 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively associated with Brand Satisfaction.

Hypotheses 4 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively associated with Purchase Intentions.

Hypotheses 5 (a-e): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) will be positively associated with WOM.

Hypotheses 6 (a-d): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d) will be more strongly associated with SOC than Functional Motives will be.

Hypotheses 7 (a-d): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d) will be more strongly associated with Social ID than Functional Motives will be.

Hypotheses 8 (a-d): Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment

Motives(c), Interconnectivity Motives (d) will be more strongly associated with WOM

than Functional Motives will be.

Hypotheses 9 (a-d): Social ID will be positively associated with SOC (a), Brand Satisfaction (b),

Purchase Intentions (c), and WOM (d).

Hypotheses 10 (a-c): SOC will be positively associated with Brand Satisfaction (a), Purchase

Intentions (b), and WOM (c).

Hypotheses 11 (a and b): Brand Satisfaction will be positively associated with Purchase

Intentions (a), and WOM (b).

Hypotheses 12 (a-e): Brand community members who participate more will tend to show weaker

correlations between Self-Discovery Motives (a), Social Enhancement Motives (b),

Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and

SOC than those who participate less.

Hypotheses 13 (a-e): Brand community members who participate more will tend to show weaker

correlations between Self-Discovery Motives (a), Social Enhancement Motives (b),

Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and

Social ID than those who participate less.

Hypotheses 14 (a-e): Brand community members who participate more will tend to show weaker

correlations between Self-Discovery Motives (a), Social Enhancement Motives (b),

Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and

Brand Satisfaction than those who participate less.

Hypotheses 15 (a-e): Brand community members who participate more will tend to show weaker

correlations between Self-Discovery Motives (a), Social Enhancement Motives (b),

Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and Purchase Intentions than those who participate less.

Hypotheses 16 (a-e): Brand community members who participate more will tend to show weaker correlations between Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and WOM than those who participate less.

Hypothesis 17: Brand community members who participate more will tend to show a weaker correlation between Social ID and SOC than those who participate less.

Hypotheses 18 (a and b): Brand community members who participate more will tend to show weaker correlations between Social ID (a) and SOC (b) and Brand Satisfaction than those who participate less.

Hypotheses 19 (a-c): Brand community members who participate more will tend to show weaker correlations between Social ID (a), SOC (b) and Brand Satisfaction (c) and Purchase Intentions than those who participate less.

Hypotheses 20 (a-c): Brand community members who participate more will tend to show weaker correlations between Social ID (a), SOC (b) and Brand Satisfaction (c) and WOM than those who participate less.

APPENDIX Q

Model Fit	NPAR	χ-square	DF	p-value	χ-square/DF
Default model	118	1173.107	585	.000	2.005
Saturated model	703	.000	0		
Independence model	37	7206.830	666	.000	10.821

Model Fit	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.837	.815	.911	.898	.910
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit	RMSEA	LO 90	HI 90	PCLOSE
Default model	.062	.056	.067	.000
Independence model	.193	.189	.197	.000

Structural Model Path Estimates			Estimate	S.E.	p-value
Social ID	<---	Self-Discovery Motives	-.030	.083	.716
Brand Satisfaction	<---	Entertainment Motives	.198	.079	.012
SOC	<---	Entertainment Motives	.140	.073	.055
Social ID	<---	Entertainment Motives	-.014	.082	.868
Social ID	<---	Social Enhancement Motives	.193	.066	.004
WOM	<---	Entertainment Motives	-.053	.057	.354
Purchase Intentions	<---	Entertainment Motives	-.065	.055	.234
SOC	<---	Social Enhancement Motives	-.039	.059	.511
Brand Satisfaction	<---	Social Enhancement Motives	-.126	.061	.041
WOM	<---	Social Enhancement Motives	.005	.044	.903
Purchase Intentions	<---	Social Enhancement Motives	-.053	.042	.213
SOC	<---	Self-Discovery Motives	-.116	.075	.119
Brand Satisfaction	<---	Self-Discovery Motives	-.092	.079	.246
WOM	<---	Self-Discovery Motives	.089	.056	.110
Purchase Intentions	<---	Self-Discovery Motives	.154	.056	.006
SOC	<---	Interconnectivity Motives	.252	.083	.002
Brand Satisfaction	<---	Interconnectivity Motives	-.248	.091	.006
WOM	<---	Interconnectivity Motives	-.065	.065	.319
Purchase Intentions	<---	Interconnectivity Motives	-.051	.063	.416
Social ID	<---	Interconnectivity Motives	.167	.092	.070
Social ID	<---	Functional Motives	.142	.077	.066
SOC	<---	Functional Motives	.339	.072	***

Structural Model Path Estimates			Estimate	S.E.	p-value
Brand Satisfaction	<---	Functional Motives	.136	.082	.100
WOM	<---	Functional Motives	-.024	.058	.678
Purchase Intentions	<---	Functional Motives	-.074	.057	.197
SOC	<---	Social ID	.335	.061	***
Brand Satisfaction	<---	Social ID	-124	.069	.072
WOM	<---	Social ID	.001	.049	.977
Purchase Intentions	<---	Social ID	-.053	.047	.266
Brand Satisfaction	<---	SOC	.420	.093	***
WOM	<---	SOC	.096	.069	.165
Purchase Intentions	<---	SOC	.134	.067	.045
WOM	<---	Brand Satisfaction	.883	.065	***
Purchase Intentions	<---	Brand Satisfaction	.867	.069	***
Q55_3	<---	Functional Motives	1.000		
Q55_4	<---	Functional Motives	.875	.078	***
Q55_5	<---	Functional Motives	.837	.084	***
Emotional Connection	<---	SOC	1.000		
Influence	<---	SOC	.946	.066	***
Need Fulfillment	<---	SOC	.751	.048	***
Membership	<---	SOC	.780	.042	***
Q78_1	<---	Social ID	1.000		
Visual Overlap	<---	Social ID	1.138	.082	***
Q99_1	<---	Brand Satisfaction	1.000		
Q99_4	<---	Brand Satisfaction	1.009	.052	***
Q99_8	<---	Brand Satisfaction	1.029	.056	***
Q99_11	<---	Brand Satisfaction	1.017	.060	***
Q100_8	<---	Purchase Intentions	1.000		
Q100_7	<---	Purchase Intentions	.929	.066	***
Q100_6	<---	Purchase Intentions	.781	.060	***
Q100_5	<---	Purchase Intentions	.990	.064	***
Q100_4	<---	Purchase Intentions	.934	.071	***
Q100_1	<---	WOM	1.000		
Q100_2	<---	WOM	.865	.046	***
Q100_3	<---	WOM	.889	.053	***
Q55_11	<---	Self-Discovery Motives	1.000		
Q55_10	<---	Self-Discovery Motives	.853	.086	***
Q54_15	<---	Self-Discovery Motives	.943	.092	***
Q54_1	<---	Interconnectivity Motives	1.000		
Q54_13	<---	Interconnectivity Motives	1.015	.082	***
Q54_14	<---	Interconnectivity Motives	1.078	.090	***
Q54_5	<---	Entertainment Motives	1.000		

Structural Model Path Estimates			Estimate	S.E.	p-value
Q54_7	<---	Entertainment Motives	1.262	.095	***
Q54_8	<---	Entertainment Motives	.863	.083	***
Q54_10	<---	Entertainment Motives	1.157	.090	***
Q55_15	<---	Entertainment Motives	.859	.087	***
Q54_3	<---	Social Enhancement Motives	1.000		
Q54_4	<---	Social Enhancement Motives	1.031	.082	***
Q54_12	<---	Social Enhancement Motives	1.099	.081	***
Q55_12	<---	Social Enhancement Motives	1.173	.083	***
Q55_13	<---	Social Enhancement Motives	1.132	.083	***

APPENDIX R

Standardized Structural Model Path Estimates (Significant Construct-to-construct paths; p-value<.05)			Estimate
SOC	<---	Interconnectivity Motives	.289
Social ID	<---	Social Enhancement Motives	.256
Brand Satisfaction	<---	Entertainment Motives	.265
Brand Satisfaction	<---	Social Enhancement Motives	-.180
Brand Satisfaction	<---	Interconnectivity Motives	-.322
Purchase Intentions	<---	Self-Discovery Motives	.235
SOC	<---	Functional Motives	.430
SOC	<---	Social ID	.321
Brand Satisfaction	<---	SOC	.475
Purchase Intentions	<---	SOC	.150
WOM	<---	Brand Satisfaction	.851
Purchase Intentions	<---	Brand Satisfaction	.861

APPENDIX S

Assuming Unconstrained Model To be Correct:	DF	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Test of Measurement Weights	17	10.648	.874	.002	.002	-.003	-.004

Assuming Measurement Weights To be Correct:	DF	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Test of Structural Weights	26	54.759	.001	.009	.011	.002	.002

Model Fit	NPAR	χ-square	DF	p-value	χ-square/DF
Structural Weights	211	1798.924	1049	.000	1.715
Saturated model	1260	.000	0		
Independence model	70	6207.814	1190	.000	5.217

Model Fit	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Structural Weights	.700	.673	.849	.832	.846
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit	RMSEA	LO 90	HI 90	PCLOSE
Structural Weights	.059	.055	.064	.001
Independence model	.145	.141	.148	.000

Structural Path Differences (Significant)	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Functional Motives--> SOC	8.429	.004	.001	.002	.001	.001
Interconnectivity Motives--> SOC	10.029	.002	.002	.002	.001	.002
Social Enhancement Motives--> Social ID	5.865	.015	.001	.001	.001	.001
Social ID--> SOC	6.258	.012	.001	.001	.001	.001

Structural Path Differences (Augmented Sample)	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Functional Motives--> SOC	16.941	.000	.001	.001	.001	.001
Interconnectivity Motives--> Brand Satisfaction	6.538	.011	.001	.001	.000	.000
Interconnectivity Motives--> SOC	20.158	.000	.002	.002	.001	.002
Social Enhancement Motives--> Social ID	11.788	.001	.001	.001	.001	.001
Entertainment Motives--> SOC	7.431	.006	.001	.001	.000	.000
Entertainment Motives--> Brand Satisfaction	5.047	.025	.000	.000	.000	.000
Social ID--> SOC	12.579	.000	.001	.001	.001	.001
Social ID--> Brand Satisfaction	6.876	.009	.001	.001	.000	.000
SOC--> Brand Satisfaction	7.554	.006	.001	.001	.000	.000
Brand Satisfaction --> WOM	6.200	.013	.000	.001	.000	.000

Structural Path Weight Comparisons	Low Participation		High Participation	
	p-value	Weight	p-value	Weight
Functional Motives--> SOC	.000	.690	.000	.176
Interconnectivity Motives--> Brand Satisfaction	.000	-.456	.594	.088
Interconnectivity Motives--> SOC	.799	-.026	.000	.588
Social Enhancement Motives--> Social ID	.000	.414	.487	.055
Entertainment Motives--> SOC	.021	.265	.207	-.125
Entertainment Motives--> Brand Satisfaction	.006	.373	.788	-.030
Social ID--> SOC	.000	.414	.151	.072
Social ID--> Brand Satisfaction	.014	-.265	.321	.058
SOC--> Brand Satisfaction	.000	.696	.379	.126
Brand Satisfaction --> WOM	.000	.671	.000	.854

APPENDIX U

Hypotheses 21 (a-e): Brand community members who show greater Brand Love will tend to show weaker associations between Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and SOC than those who show less Brand Love.

Hypotheses 22 (a-e): Brand community members who show greater Brand Love will tend to show weaker associations between Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and Social ID than those who show less Brand Love.

Hypotheses 23 (a-e): Brand community members who show greater Brand Love will tend to show weaker associations between Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and Brand Satisfaction than those who show less Brand Love.

Hypotheses 24 (a-e): Brand community members who show greater Brand Love will tend to show weaker associations between Self-Discovery Motives (a), Social Enhancement Motives (b), Entertainment Motives(c), Interconnectivity Motives (d), and Functional Motives (e) and WOM than those who show less Brand Love.

Hypothesis 25: Brand community members who show greater Brand Love will tend to show a weaker association between Social ID and SOC than those who show less Brand Love.

Hypotheses 26 (a and b): Brand community members who show greater Brand Love will tend to show weaker associations between Social ID (a) and SOC (b) and Brand Satisfaction than those who show less Brand Love.

Hypotheses 27 (a-c): Brand community members who show greater Brand Love will tend to

show weaker associations between Social ID (a), SOC (b) and Brand Satisfaction (c) and

WOM than those who show less Brand Love.

Hypotheses 28 (a-d): Brand Love and Participation will interact such that the combination of the

two constructs will predict Social ID (a), SOC (b), Brand Satisfaction (c), and WOM (d).

Brand Love Items and Normality Statistics	Skewness Statistic	Kurtosis Statistic
The group says something about who you are (Q75_1)	-.776	.132
Others seeing you in the group get a sense of who you are (Q75_2)	-1.758	3.193
The group is an important part of your self (Q75_3)	-1.822	4.631
It is important to be one of the people in this group (Q75_4)	-.526	-.270
This group is an important part of your self-identity (Q75_5)	-.896	.881
This group is a rewarding part of your self-identity (Q75_6)	-1.339	3.291
The group helps you present yourself to others as the person you want to be (Q75_7)	-1.404	3.287
The group makes you look like what you want to look (Q75_8)	-.892	.183
The group makes you feel like you want to feel (Q75_9)	-.993	.400
The group makes life meaningful (Q75_10)	-.453	-.710
The group makes life worth living (Q75_11)	-.061	-1.026
The group gives life purpose (Q75_12)	-.374	-.974
The group is inherently important (Q75_13)	-.709	-.388
The group is more than an investment in future benefit (Q75_14)	-1.140	.849
You experience feelings of desire for the group (Q76_1)	-.766	-.085
You have spent a lot of time making the group fit your needs (Q76_2)	-.921	.068
You are willing to spend a lot of money to get the most out of joining the group (Q76_3)	-.049	-1.249
You are willing to spend a lot of time to get the most out of joining the group (Q76_4)	-.045	-1.535
You have invested a lot of time in the group (Q76_5)	-.009	-1.375
You have invested a lot of energy in the group (Q76_6)	-.517	-.376
You have invested a lot of money in the group (Q76_7)	-.783	.057
You were willing to spend a lot of time deciding to join the group specifically (Q76_8)	-.699	-.358
You have participated in the group often in appropriate occasions (Q76_9)	-.883	-.099
You feel yourself craving to spend time with the group (Q76_10)	-.403	-.806
You feel yourself desiring time with the group (Q76_11)	-.483	-.770
You feel a sense of longing to be with the group (Q76_12)	-.384	-.543
You have a feeling of desire for time with the group (Q76_13)	-.608	-.494
You have a feeling of longing for time with the group (Q76_14)	-.684	.042
You have a feeling of wanting for time with the group (Q76_15)	-.623	-.602
Please indicate to what degree your self-identity overlaps with the identity of the group as you perceive it (Q78_1)	-.425	-.383

Brand Love Items and Normality Statistics	Skewness Statistic	Kurtosis Statistic
Graphic Overlap Measure	.714	.182
You have been involved with the group in the past (Q79_1)	-.814	-.190
You have done a lot of things with the group in the past (Q79_2)	-.869	.207
You have interacted a lot with the group (Q79_3)	-.675	-.713
You have interacted a lot with the body that oversees the group (Q79_4)	-.877	.309
You feel psychologically comfortable with the group (Q79_5)	-.504	-.226
The group meets your needs perfectly (Q79_6)	-.781	.313
You feel a natural fit with the group (Q79_7)	-.853	.799
The group is what you've been looking for (Q79_8)	-.963	.474
The group fits your tastes perfectly (Q79_9)	-.910	.861
The group felt right when you first encountered it (Q79_10)	-.603	-.525
The group feels right now (Q79_11)	-.981	1.073
You experience a strong feeling of liking for the group (Q79_12)	-.720	-.602
The group feels like an old friend (Q79_13)	-.441	-.704
You feel emotionally connected to the group (Q79_14)	-.844	.213
You feel a bond with the group (Q79_15)	-.918	.224
The group makes you feel content (Q80_1)	-.808	-.252
The group makes you feel relaxed (Q80_2)	-1.061	1.013
The group is exciting (Q80_3)	-1.893	4.675
The group is fun (Q80_4)	-.825	-.448
The group is calming (Q80_5)	-.259	-.778
The group helps you relax (Q80_6)	-.970	.495
The group is pleasurable (Q80_7)	-1.534	2.438
You will be participating the group for a long time (Q80_8)	-1.075	.962
The group will be a part of your life for a long time to come (Q80_9)	-1.082	.575
You feel a sense of long-term commitment to the group (Q80_10)	.222	-1.583
You experience anxiety at the thought of living without the group (Q80_11)	.903	-.311
You experience fear at the thought of living without the group (Q80_12)	1.202	.372
You worry at the thought of living without the group (Q80_13)	.481	-1.188
You experience apprehension at the thought of living without the group (Q80_14)	-.810	-.243
Gives you satisfaction (Q81_1)	-.929	.581
Compares well with the ideal group (Q81_2)	-.875	.720
Meets your expectations (Q81_3)	-1.248	2.315
Causes you to have feelings of liking toward it (Q81_4)	.632	-1.512
Please indicate how you feel towards the group.-like…dislike (Q83_1)	.329	-1.733
My feelings towards the group-positive…negative (Q84_1)	-1.677	3.115

Brand Love Items and Normality Statistics	Skewness Statistic	Kurtosis Statistic
My feelings towards the group-good…bad (Q85_1)	-1.422	1.729
My feelings towards the group-favorable…unfavorable (Q86_1)	-.975	.543
You very often talk to others about the group (Q87_1)	-.863	.088
You very often have thoughts about the group (Q87_2)	-.442	-.881
You frequently find yourself thinking about the group (Q87_3)	-.850	.236
You frequently find yourself thinking about participating in the group (Q87_4)	-.422	-.788
You find that the group keeps popping into your head (Q87_5)	-.569	-.515
Your feelings toward the group are strong (Q87_6)	-.621	-.777
You feel lots of affection toward the group (Q87_7)	-1.358	3.001
You are certain of your feelings towards the group (Q88_1)	-1.374	1.749
You are certain of your evaluations of the group (Q88_2)	-1.025	1.079
You hold your feelings towards the group strongly (Q88_3)	-1.013	1.023
You hold your evaluations of the group strongly (Q88_4)	-.551	-.441
Your feelings towards the group come to mind quickly (Q88_5)	-.679	-.245
Your evaluations of the group come to mind quickly (Q88_6)	-.748	.632
You are confident in your feelings towards the group (Q88_7)	-.793	.221
You are confident in your evaluations of the group (Q88_8)	-.668	-.341
Your feelings towards the group are intense (Q88_9)	-.332	-.559
Your evaluations of the group are intense (Q88_10)	.961	-.443

Scale Reliabilities (Cronbach's alpha)	
Things Done	.830
Passionate Desire	.923
Willingness to Invest	.905
Intuitive Fit	.905
Emotional Attachment	.887
Positive Affect	.878
Desired Self-identity	.684
Current Self-identity	.841
Life Meaning	.900
Attitude Strength 1	.919

APPENDIX X

Brand Love Sub-Factor Factor Loadings			Estimate
Q79_1	<---	Things Done	.805
Q79_2	<---	Things Done	.898
Q79_4	<---	Things Done	.560
Q76_11	<---	Passionate Desire	.796
Q76_12	<---	Passionate Desire	.854
Q76_13	<---	Passionate Desire	.916
Q76_15	<---	Passionate Desire	.794
Q76_3	<---	Willingness to Invest	.722
Q76_4	<---	Willingness to Invest	.908
Q76_6	<---	Willingness to Invest	.832
Q76_7	<---	Willingness to Invest	.663
Q79_6	<---	Intuitive Fit	.882
Q79_7	<---	Intuitive Fit	.797
Q79_8	<---	Intuitive Fit	.830
Q79_9	<---	Intuitive Fit	.746
Q79_11	<---	Intuitive Fit	.747
Q79_13	<---	Emotional Attachment	.860
Q79_14	<---	Emotional Attachment	.875
Q79_15	<---	Emotional Attachment	.824
Q80_1	<---	Positive Affect	.714
Q80_2	<---	Positive Affect	.719
Q80_3	<---	Positive Affect	.759
Q80_5	<---	Positive Affect	.761
Q80_6	<---	Positive Affect	.783
Q75_8	<---	Desired Self-identity	.887
Q75_9	<---	Desired Self-identity	.876
Q75_3	<---	Current Self-identity	.832
Q75_4	<---	Current Self-identity	.594
Q75_5	<---	Current Self-identity	.788
Q75_12	<---	Life Meaning	.838
Q75_13	<---	Life Meaning	.840
Q76_1	<---	Life Meaning	.598
Q87_1	<---	Attitude Strength 1	.911
Q87_2	<---	Attitude Strength 1	.913
Q87_3	<---	Attitude Strength 1	.917

Brand Love Sub-Factor Factor Loadings			Estimate
Q87_4	<---	Attitude Strength 1	.873
Q87_5	<---	Attitude Strength 1	.727
Q87_6	<---	Attitude Strength 1	.765

APPENDIX Y

AVE's	Estimate
Things Done	
Q79_1	.647
Q79_2	.806
Q79_4	.314
AVE	.589
Passionate Desire	
Q76_11	.634
Q76_12	.730
Q76_13	.839
Q76_15	.630
AVE	.708
Willingness to Invest	
Q76_3	.522
Q76_4	.824
Q76_6	.692
AVE	.679
Intuitive Fit	
Q79_6	.779
Q79_7	.636
Q79_8	.689
Q79_9	.556
Q79_11	.558
AVE	.644
Emotional Attachment	
Q79_13	.740
Q79_14	.766
Q79_15	.679
AVE	.728
Positive Affect	
Q80_1	.509
Q80_2	.517
Q80_3	.576
Q80_5	.579
Q80_6	.614
AVE	.559
Desired Self-Identity	
Q75_8	.787
Q75_9	.767

AVE's	Estimate
AVE	.777
Current Self-Identity	
Q75_3	.693
Q75_4	.353
Q75_5	.621
AVE	.556
Life Meaning	
Q75_12	.703
Q75_13	.706
Q76_1	.357
AVE	.589
Attitude Strength 1	
Q87_1	.830
Q87_2	.833
Q87_3	.841
Q87_4	.761
Q87_5	.528
Q87_6	.585
AVE	.730

APPENDIX Z

Squared Correlations			Estimate
Passion-Driven Behaviors			
Things Done	<-->	Passionate Desire	.630
Things Done	<-->	Willingness to Invest	.466
Passionate Desire	<-->	Willingness to Invest	.518
Positive Emotional Connection			
Intuitive Fit	<-->	Emotional Attachment	.745
Intuitive Fit	<-->	Positive Affect	.482
Emotional Attachment	<-->	Positive Affect	.626
Self-Brand Integration			
Desired Self-Identity	<-->	Current Self-Identity	.272
Desired Self-Identity	<-->	Life Meaning	.929
Desired Self-Identity	<-->	Attitude Strength 1	.388
Current Self-Identity	<-->	Life Meaning	.300
Current Self-Identity	<-->	Attitude Strength 1	.243
Life Meaning	<-->	Attitude Strength 1	.416

APPENDIX AA

Scale Reliabilities (Cronbach's alpha)	
Long-term Relationship	.748
Anticipated Distress	.787
Attitude Valence	.787
Attitude Strength 2	.906
Passion-Driven Behaviors	.839
Positive Emotional Connection	.871
Self-Brand Integration	.826

Brand Love Factor Loadings		Estimate
Q80_8	<--- Long-term Relationship	.796
Q80_9	<--- Long-term Relationship	.796
Q80_11	<--- Anticipated Distress	.864
Q80_12	<--- Anticipated Distress	.852
Q80_13	<--- Anticipated Distress	.885
Q81_2	<--- Attitude Valence	.816
Q81_3	<--- Attitude Valence	.923
Q85_1	<--- Attitude Valence	.700
Q88_1	<--- Attitude Strength 2	.759
Q88_4	<--- Attitude Strength 2	.824
Q88_5	<--- Attitude Strength 2	.861
Q88_6	<--- Attitude Strength 2	.725
Q88_9	<--- Attitude Strength 2	.694
Passionate Desire	<--- Passion-Driven Behaviors	.836
Willingness to Invest	<--- Passion-Driven Behaviors	.777
Things Done	<--- Passion-Driven Behaviors	.790
Intuitive Fit	<--- Positive Emotional Connection	.897
Emotional Attachment	<--- Positive Emotional Connection	.857
Positive Affect	<--- Positive Emotional Connection	.765
Desired Self-identity	<--- Self-Brand Integration	.785
Current Self-identity	<--- Self-Brand Integration	.559
Life Meaning	<--- Self-Brand Integration	.825
Attitude Strength 1	<--- Self-Brand Integration	.788

APPENDIX CC

Brand Love AVE's	Estimate
Long-Term Relationship	
Q80_8	.634
Q80_9	.633
AVE	.634
Anticipated Distress	
Q80_11	.747
Q80_12	.726
Q80_13	.784
AVE	.752
Attitude Valence	
Q81_2	.666
Q81_3	.852
Q85_1	.490
AVE	.669
Attitude Strength 2	
Q88_1	.576
Q88_4	.679
Q88_5	.741
Q88_6	.526
Q88_9	.481
AVE	.601
Passion-Driven Behaviors	
Things Done	.625
Willingness to Invest	.604
Passionate Desire	.699
AVE	.643
Positive Emotional Connection	
Positive Affect	.586
Emotional Attachment	.735
Intuitive Fit	.805
AVE	.709
Self-Brand Integration	
Desired Self-identity	.616
Current Self-identity	.313
Life Meaning	.680
Attitude Strength 1	.622
AVE	.558

APPENDIX DD

Between Construct Squared Correlations			Estimate
Long-term Relationship	<-->	Anticipated Distress	.315
Long-term Relationship	<-->	Attitude Valence	.569
Long-term Relationship	<-->	Attitude Strength 2	.501
Anticipated Distress	<-->	Attitude Valence	.026
Anticipated Distress	<-->	Attitude Strength 2	.080
Attitude Valence	<-->	Attitude Strength 2	.367
Long-term Relationship	<-->	Self-Brand Integration	.766
Long-term Relationship	<-->	Passion-Driven Behaviors	.676
Long-term Relationship	<-->	Positive Emotional Connection	.799
Anticipated Distress	<-->	Self-Brand Integration	.361
Anticipated Distress	<-->	Passion-Driven Behaviors	.442
Anticipated Distress	<-->	Positive Emotional Connection	.246
Attitude Valence	<-->	Self-Brand Integration	.396
Attitude Valence	<-->	Passion-Driven Behaviors	.410
Attitude Valence	<-->	Positive Emotional Connection	.748
Attitude Strength 2	<-->	Self-Brand Integration	.500
Attitude Strength 2	<-->	Passion-Driven Behaviors	.452
Attitude Strength 2	<-->	Positive Emotional Connection	.462
Self-Brand Integration	<-->	Passion-Driven Behaviors	.893
Positive Emotional Connection	<-->	Self-Brand Integration	.885
Positive Emotional Connection	<-->	Passion-Driven Behaviors	.878

APPENDIX EE

Assuming Unconstrained Model To be Correct:	DF	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Test of Measurement Weights	17	19.464	.303	.003	.004	-.002	-.002

Assuming Measurement Weights To be Correct:	DF	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Test of Structural Weights	26	36.009	.092	.006	.007	-.001	-.002

Model Fit	NPAR	χ-square	DF	p-value	χ-square/DF
Structural Weights	156	1510.403	900	.000	1.678
Saturated model	1056	.000	0		
Independence model	64	5930.351	992	.000	5.978

Model Fit	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Structural Weights	.745	.719	.879	.864	.876
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Model Fit	RMSEA	LO 90	HI 90	PCLOSE
Structural Weights	.052	.048	.057	.224
Independence model	.141	.138	.145	.000

Structural Path Differences (Significant)	χ-square	p-value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Self-Discovery Motives--> Social ID	5.674	.017	.001	.001	.001	.001
Social Enhancement Motives --> Social ID	6.376	.012	.001	.001	.001	.001
Interconnectivity Motives--> Brand Satisfaction	3.976	.046	.001	.001	.000	.001
SOC--> Brand Satisfaction	4.190	.041	.001	.001	.000	.001

Structural Path Weight Comparisons	Low Brand Love		High Brand Love	
	p-value	Weight	p-value	Weight
Self-Discovery Motives--> Social ID	.054	-.233	.279	.124
Social Enhancement Motives --> Social ID	.001	.377	.131	.114
Interconnectivity Motives--> Brand Satisfaction	.333	-.104	.009	-.445
SOC--> Brand Satisfaction	.006	.373	.000	.952

APPENDIX GG

			Participation		Total
			.00	1.00	
Brand Love	Low	Count	74	49	123
		% within Brand Love	60.2%	39.8%	100.0%
		% within Participation	60.7%	37.7%	48.8%
		% of Total	29.4%	19.4%	48.8%
	High	Count	48	81	129
		% within Brand_Love_Median	37.2%	62.8%	100.0%
		% within Part_Median	39.3%	62.3%	51.2%
		% of Total	19.0%	32.1%	51.2%
Total		Count	122	130	252
		% within Brand_Love_Median	48.4%	51.6%	100.0%
		% within Part_Median	100.0%	100.0%	100.0%
		% of Total	48.4%	51.6%	100.0%

APPENDIX HH

ANOVA Results: Social ID	df	F	Sig.	Partial Eta Squared	Observed Power
Corrected Model	3	37.778	.000	.185	1.000
Intercept	1	7040.436	.000	.934	1.000
Brand Love	1	79.036	.000	.136	1.000
Participation	1	5.049	.025	.010	.611
Brand Love X Participation	1	17.195	.000	.033	.985

R Squared = .185 (Adjusted R Squared = .180)

Levene's Test of Equality of Error
Variances: Social ID

F	df1	df2	Sig.
.442	3	500	.723

Estimated Marginal Means of Social ID

Estimated Marginal Means of Social ID
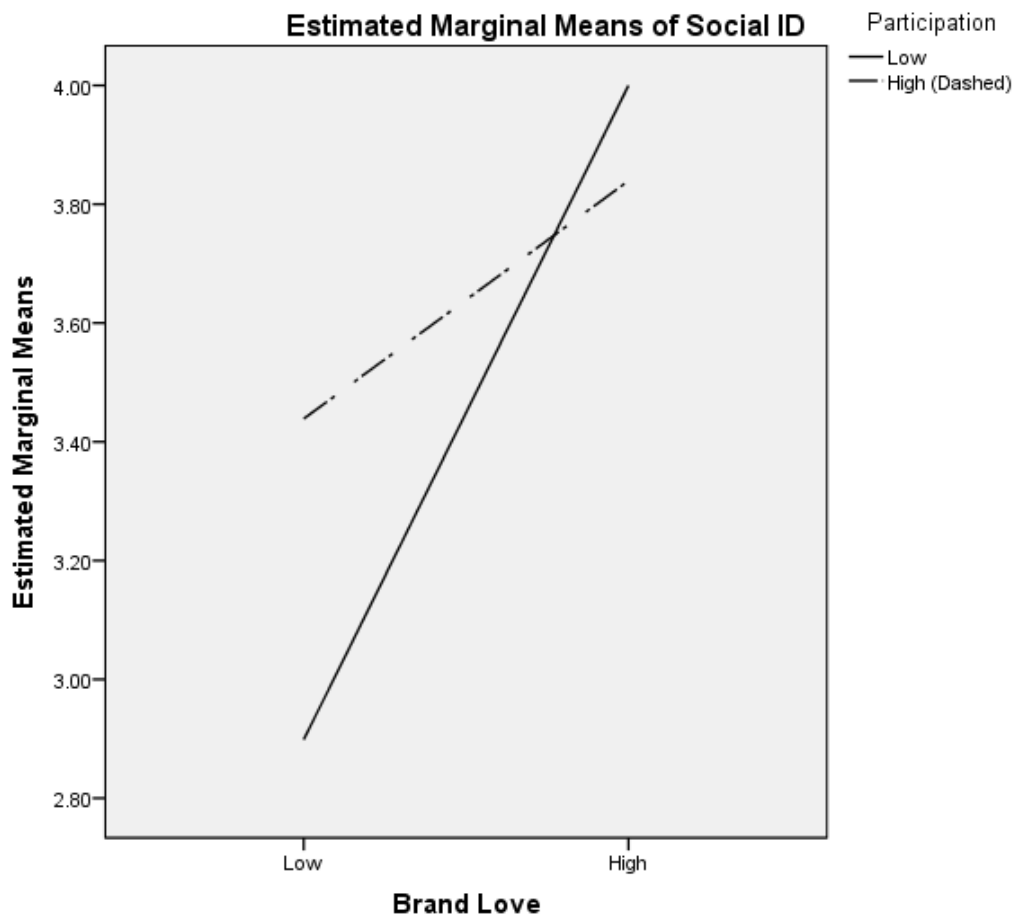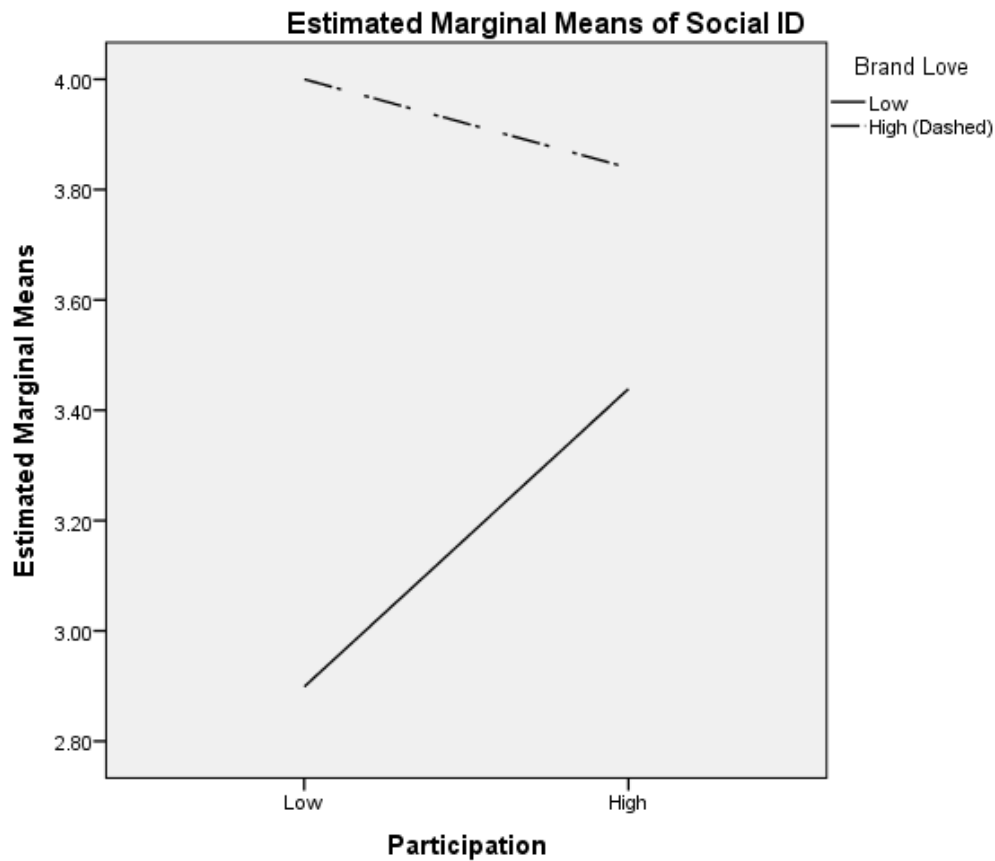
ANOVA Results: SOC	df	F	Sig.	Partial Eta Squared	Observed Power
Corrected Model	3	90.038	.000	.351	1.000
Intercept	1	30378.072	.000	.984	1.000
Brand Love	1	206.603	.000	.292	1.000
Participation	1	19.778	.000	.038	.993
Brand Love X Participation	1	0.00	.986	.000	.050

R Squared = .351 (Adjusted R Squared = .347)

Levene's Test of Equality of Error
Variances: SOC

F	df1	df2	Sig.
1.874	3	500	.133

Estimated Marginal Means of SOC

Estimated Marginal Means of SOC
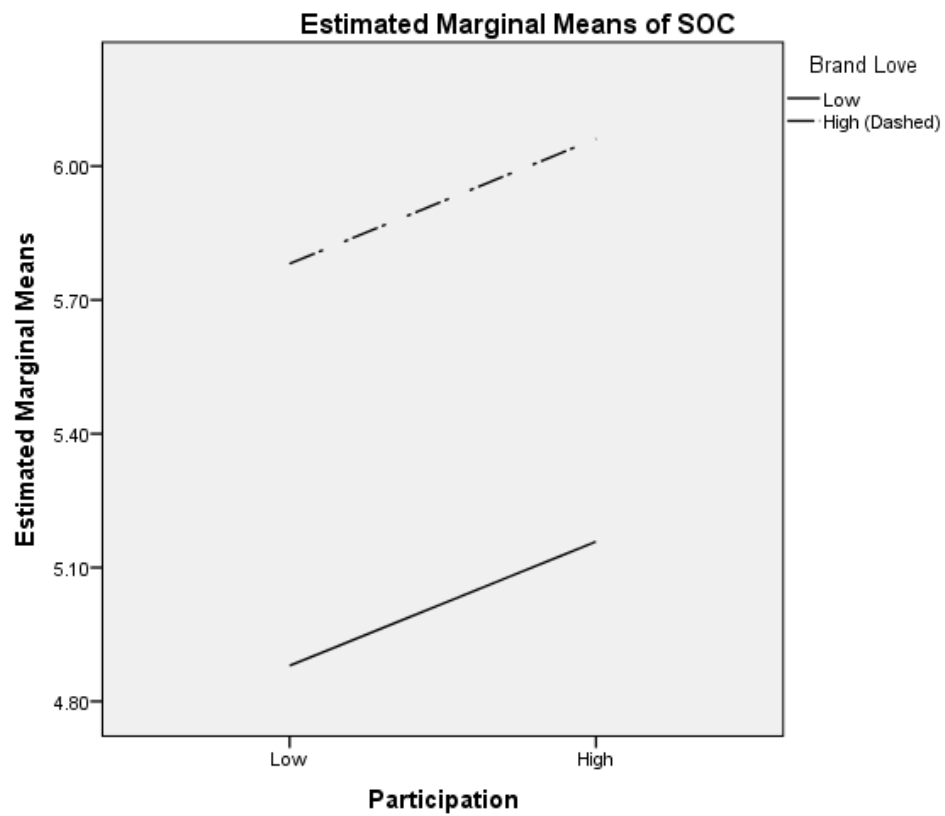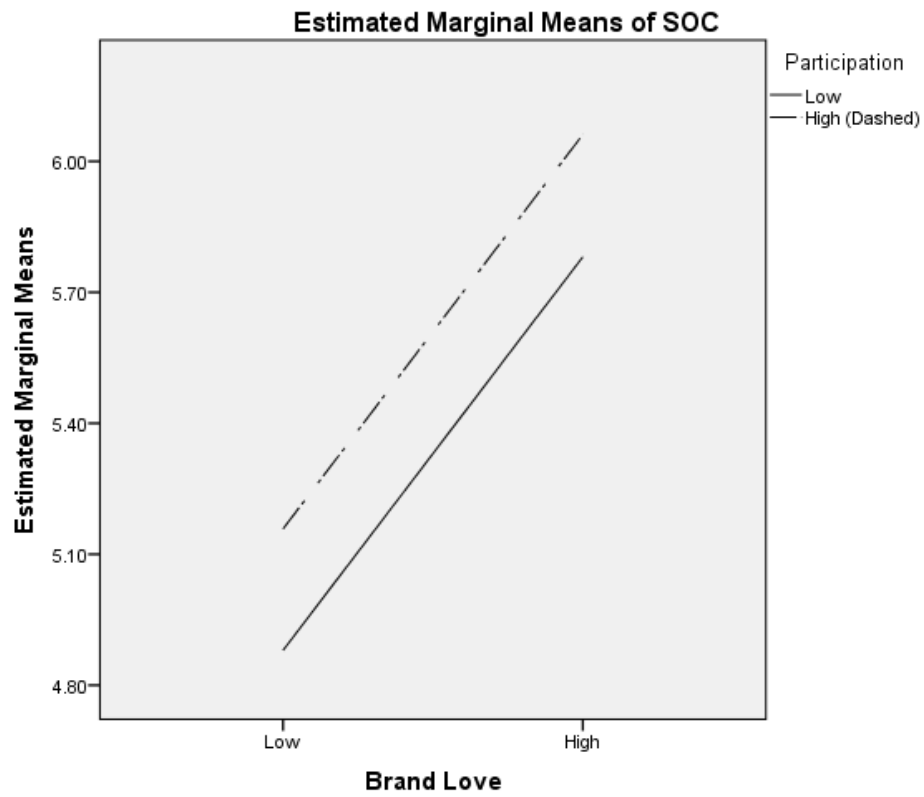
APPENDIX II

Social ID: Group 1

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B Lower	Upper	Collinearity Statistics Tolerance	VIF
1 (Constant)	2.234		.000	1.919	2.548		
Social Enhancement Motives	.249	.357	.000	.143	.356	1.000	1.000
2 (Constant)	2.475		.000	2.102	2.848		
Social Enhancement Motives	.303	.433	.000	.188	.418	.840	1.190
Self-Discovery Motives	-.112	-.192	.022	-.208	-.016	.840	1.190

Model	R Group = 1.00	R Square	Adjusted R Square	Change Statistics R Square Change	F Change	Significance of Change (p-value)
1	.357	.127	.121	.127	21.304	.000
2	.398	.158	.147	.031	5.321	.022

1. Predictors: (Constant), Social Enhancement Motives

2. Predictors: (Constant), Social Enhancement Motives, Self-Discovery Motives

Social ID: Group 2

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B Lower	Upper	Collinearity Statistics Tolerance	VIF
1 (Constant)	2.953		.000	2.489	3.416		
Social Enhancement Motives	.184	.225	.026	.023	.344	1.000	1.000

Model	R Group = 2.00	R Square	Adjusted R Square	Change Statistics R Square Change	F Change	Significance of Change (p-value)
1	.225	.051	.041	.051	5.124	.026

1. Predictors: (Constant), Social Enhancement Motives

Social ID: Group 3

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
				Lower	Upper	Tolerance	VIF
1 (Constant)	3.314		.000	2.912	3.715		
Social Enhancement Motives	.190	.363	.000	.090	.290	1.000	1.000

Model	R	R Square	Adjusted R Square	Change Statistics		
	Group = 3.00			R Square Change	F Change	Significance of Change (p-value)
1	.363	.132	.122	.132	14.234	.000

1. Predictors: (Constant), Social Enhancement Motives

Social ID: Group 4

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
				Lower	Upper	Tolerance	VIF
1 (Constant)	4.669		.000	4.112	5.226		
Entertainment Motives	-.156	-.234	.003	-.258	-.055	1.000	1.000

Model	R	R Square	Adjusted R Square	Change Statistics		
	Group = 4.00			R Square Change	F Change	Significance of Change (p-value)
1	.234	.055	.049	.055	9.269	.003

1. Predictors: (Constant), Entertainment Motives

APPENDIX JJ

SOC: Group 1

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
				Lower	Upper	Tolerance	VIF
1 (Constant)	3.675		.000	3.176	4.174		
Functional Motives	.253	.375	.000	.151	.356	1.000	1.000

Model	R Group = 1.00	R Square	Adjusted R Square	Change Statistics		
				R Square Change	F Change	Significance of Change (p-value)
1	.375	.141	.135	.141	23.877	.000

1. Predictors: (Constant), Functional Motives

SOC: Group 2

Model	B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
				Lower	Upper	Tolerance	VIF
1 (Constant)	4.284		.000	3.801	4.767		
Functional Motives	.182	.357	.000	.085	.278	1.000	1.000
2 (Constant)	3.069		.000	2.142	3.995		
Functional Motives	.225	.443	.000	.128	.322	.912	1.097
Entertainment Motives	.192	.289	.003	.065	.319	.912	1.097

Model	R Group = 2.00	R Square	Adjusted R Square	Change Statistics		
				R Square Change	F Change	Significance of Change (p-value)
1	.357	.127	.118	.127	14.008	.000
2	.451	.203	.187	.076	9.055	.003

1. Predictors: (Constant), Functional Motives

2. Predictors: (Constant), Functional Motives, Entertainment Motives

SOC: Group 3

Model		B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
					Lower	Upper	Tolerance	VIF
1 (Constant)		5.039		.000	4.388	5.691		
Functional Motives		.137	.233	.022	.020	.254	1.000	1.000

Model	R	R Square	Adjusted R Square	Change Statistics		
	Group = 3.00			R Square Change	F Change	Significance of Change (p-value)
1	.233	.054	.044	.054	5.390	.022

1. Predictors: (Constant), Functional Motives

SOC: Group 4

Model		B	Stand. Beta	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
					Lower	Upper	Tolerance	VIF
1 (Constant)		4.546		.000	4.002	5.091		
Interconnectivity Motives		.261	.403	.000	.168	.353	1.000	1.000
2 (Constant)		3.554		.000	2.924	4.184		
Interconnectivity Motives		.265	.410	.000	.180	.351	1.000	1.000
Functional Motives		.175	.349	.000	.109	.242	1.000	1.000
3 (Constant)		3.213		.000	2.581	3.846		
Interconnectivity Motives		.202	.313	.000	.113	.291	.857	1.167
Functional Motives		.197	.392	.000	.132	.262	.968	1.033
Entertainment Motives		.111	.262	.000	.052	.170	.832	1.202

Model	R	R Square	Adjusted R Square	Change Statistics		
	Group = 4.00			R Square Change	F Change	Significance of Change (p-value)
1	.403	.162	.157	.162	30.977	.000
2	.533	.284	.275	.122	27.055	.000
3	.584	.341	.329	.057	13.750	.000

1. Predictors: (Constant), Interconnectivity Motives
2. Predictors: (Constant), Interconnectivity Motives, Functional Motives
3. Predictors: (Constant), Interconnectivity Motives, Functional Motives, Entertainment Motives

APPENDIX KK

Application for Exemption from Institutional Oversight

LSU

Institutional Review Board
Dr. Robert Mathews, Chair
131 David Boyd Hall
Baton Rouge, LA 70803
P: 225.578.8692
F: 225.578.6792
irb@lsu.edu
lsu.edu/irb

Unless qualified as meeting the specific criteria for exemption from Institutional Review Board (IRB) oversight, ALL LSU research/ projects using living humans as subjects, or samples, or data obtained from humans, directly or indirectly, with or without their consent, must be approved or exempted in advance by the LSU IRB. This Form helps the PI determine if a project may be exempted, and is used to request an exemption.

-- Applicant, Please fill out the application in its entirety and include the completed application as well as parts A-E, listed below, when submitting to the IRB. Once the application is completed, please submit two copies of the completed application to the IRB Office or to a member of the Human Subjects Screening Committee. Members of this committee can be found at http://www.lsu.edu/screeningmembers.shtml

-- A Complete Application Includes All of the Following:
(A) Two copies of this completed form and two copies of part B thru E.
(B) A brief project description (adequate to evaluate risks to subjects and to explain your responses to Parts 1&2)
(C) Copies of all instruments to be used.
   *If this proposal is part of a grant proposal, include a copy of the proposal and all recruitment material.
(D) The consent form that you will use in the study (see part 3 for more information.)
(E) Certificate of Completion of Human Subjects Protection Training for all personnel involved in the project, including students who are involved with testing or handling data, unless already on file with the IRB. Training link: (http://phrp.nihtaining.com/users/login.php.)
(F) IRB Security of Data Agreement: (http://www.lsu.edu/irb/IRB%20Security%20of%20Data.pdf)

1) Principal Investigator: Phillip Hartley   **Rank:** PhD Student

Dept: Marketing   **Ph:** 578-2434   **E-mail:** phartl1@lsu.edu

2) Co Investigator(s): please include department, rank, phone and e-mail for each

IRB# LSU21   LSU Proposal #
(X) Complete Application
(X) Human Subjects Training

3) Project Title: Brand Community Membership

Study Exempted By:
Dr. Robert C. Mathews, Chairman
Institutional Review Board
Louisiana State University
203 B-1 David Boyd Hall
225-578-8692 | www.lsu.edu/irb
Exemption Expires: 3-29-2014

4) Proposal? (yes or no) no   **If Yes, LSU Proposal Number**

Also, if YES, either
○ This application completely matches the scope of work in the grant
OR
○ More IRB Applications will be filed later

5) Subject pool (e.g. Psychology students) Online Brand Community Members
*Circle any "vulnerable populations" to be used: (children <18; the mentally impaired, pregnant women, the aged, other). Projects with incarcerated persons cannot be exempted.

6) PI Signature _(signature)_   **Date** 3/15/11   (no per signatures)

** I certify my responses are accurate and complete. If the project scope or design is later changes, I will resubmit for review. I will obtain written approval from the Authorized Representative of all non-LSU institutions in which the study is conducted. I also understand that it is my responsibility to maintain copies of all consent forms at LSU for three years after completion of the study. If I leave LSU before that time the consent forms should be preserved in the Departmental Office.

Screening Committee Action: Exempted ✓   Not Exempted ___   Category/Paragraph 2

Reviewer Mathews   **Signature** Robt C Maws   **Date** 3/30/11

THE VITA

Phillip M. Hartley is a PhD candidate from the E. J. Ourso College of Business at Louisiana State University. His prior education includes International Masters' and Bachelor of Science degrees in business administration from the Moore School of Business at the University of South Carolina. Upon beginning studies at LSU, Phillip was recognized as the Marketing Department's most promising new doctoral student with the Burns Fellowship. Phillip's research interests fall in the areas of Social Media, Internal Marketing, and Social Marketing. During his time at LSU, Phillip has taught Principles of Marketing, Consumer Behavior, and Marketing Research. He has also served as Graduate Teaching Assistant for multiple classes including Marketing Management. His efforts in the classroom have garnered him the EJ Ourso Excellence in Teaching Award. In addition to his experience at LSU, Phillip currently works as a Visiting Assistant Professor at Loyola University New Orleans. As a reviewer, Phillip has served numerous organizations such as the Society for Marketing Advances and the Academy of Marketing Science, as well as the *Journal of Consumer Research*. Other organizations to which he belongs are the American Marketing Association, the Society for Marketing Advances, and the Southeast Marketing Symposium. Beyond academia, Phillip has industry experience in sales, sales management, consulting, and entrepreneurship.