Developing Brand Relationship Quality through Online Brand Communities

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Abstract

Managers are interested in how to develop relationship with customers due to importance of social media based brand communities and changing landscape of communication. Similarly with online brand community platform a new concept emerged i.e. customer brand engagement, focusing on expanded domain of relationship building. In this study we have provided insights about the role of social media based brand communites in customer perception and behavior with regards to identification and engagement with community. In this paper we have developed and estimated a model that whether value creation practices including social netwroking practices, brand use, impression management and commnuity engagegment within social media based brand communities and customer engagement have influence on customer relationship buidling. The paper describes the way brand community identification influences value creation practices in brand communities as well as on customer brand engagement (CBE) and relationship quality. Data was collected through E-questionnaire and 176 valid responses were used for analysis. The data was analyzed using structural equation modelig showing a positive relationship between brand community identification (BCI) and value creation practices including community enaagament, brand use and social networking practice. Moreover, insignifacnt effect of BCI on impression management practices was found. Study discovers signifcant relationship bewteen BCI and CBE. Value creation practices excluding social networking practices and CBE have significant and positive effect on brand relationship quality. This study will provide guideline to managers to enhance brand relationship in technologically advanced world.

Keywords: online brand communities, customer brand engagement, brand relationship quality.

1. Introduction

Since the last three decades, powerful research stream has highlighted the nature of customer brand relationship (Aaker, 1996) and dynamics included in it. Within this area, customer involvement towards brand, pertaining to customer's level of interest and personal relevance has gained significant importance. Involvement is considered as foremost important thing for relationship consideration. Involvement research regarding

relationship building has scholarly shifted to interactive customer/brand relationship with emergence of social media platform (Bowden, 2009, Hennig & Malthouse 2010). With the introduction of interactive social media, brand communities came into existence. So we can explain involvement of customer with brand within brand community context. Brand communities are based on non-geographic communities, developed to facilitate customer by considering consumer interest and brand (Bagozzi & Dholakia 2002). Similarly brand communities have the ability to influence members' choices, and can change their perceptions regarding new products (e.g., Dholakia & Bagozzi, 2006). Brand communities also give different opportunities to connect and enhance customer relationships on social media forums.

Frequent use of internet and social media sites helps user to get information and creates awareness among people. Communication increases as compared to other medium through the internet medium. Internet has a vast adaptation which creates different meaning of brand communities which are different from face to face or offline brand communities. Online brand communities have same characteristics as that of internet i.e. no time and geographical constraints, multi-party communication (Sicilia & Palazon, 2008). In case of online brand communities which are based on social media, members can easily share their experiences and exposure relevant to brand and exchange information with each other, thus can influence the brand preferences and enhancing brand information of other community members (Casalo, etl al., 2008; Laroche et al., 2012). Similarly interaction among social media sites also creates favorable marketing outcome for brands (Hudson et al., 2015).

According to Fournier & Avery (2011) social media plays a role in connecting people and not brand. Whereas on the other side, the popularity and the list of advantages like low cost and efficiency of high communication by the social media are inclining different companies to be part of these social media based brand communities (Kaplan & Haenlein, 2010). Similarly building brand relationship quality through networking, conversation and community building, becomes easy through social media (Habibi et al., 2016). Here we are able to link brand community participation with relationship theory. According to Grönroos (2000) relationship marketing is based on the notion that on top of the core value of the brand, a strong relationship between two parties creates additional value for the customer and also for the company. Community is questionably the fundamental social relationship, which is related to familiar relationship discussed above, as both customer and brand co-create value through online communities' platform and influence prospective customer. Similarly social media facilitate stronger relationship among customers and brand (Pentinaet al., 2013). Thus, online brand communities based on social media platform provides a guideline to superimpose the relationship between the company/ brand and consumer.

This research adopts the social identification theory perspective to explain the motivational behavior to participate in social media based brand communities (Bergami & Bagozzi 2000). In this view online brand communities are social groups in which members can voluntarily participate and also link those communities with their identities as well as associate success and failure of brand or brand community with them (Ashforth and Mael, 1989). So they engage within brand communities and co-create value to influence other members.

Similarly engaging customers through online brand communities has become an important (Kuo & Feng, 2013) strategy of brand management. Customer engagement in marketing is often defined as 'a psychological state that occurs by virtue of co-creative experience and interaction with focal agent/object (e.g brand) in service relationship (Brodie, et al., 2011, p. 260). Customer engagement promises to significantly enhance customer brand-relationship. Wirtz (2013) suggests that when engaged customer share their experiences, include them in value creation practices, basically advocates the brand on online platform interactions and inspire other members to engage themselves with brand as well as with community. Member's identification with brand is considered an important consideration for community effectiveness (Luo et al., 2016) and customer brand relationship (Bhattacharya & Sen 2003). Once customer become identified with brand community, it is likely they might engage with brand and community activities. Similarly within online brand communities' relationship quality is enhanced through communication based on similar identities among members and brand (Adjei et al., 2012). Therefore we develop a conceptual framework connecting BC identification with customer engagement and value creation practices with in brand community which results in enhancing brand relationship quality.

Recently, interest in understanding customer-community engagement behavior has increased. We are knitting the three concepts i.e. relationship building, online brand community and customer engagement in this study. However most researches of this kind are qualitative (Brodie et. al, 2013, Hollbeek et. al, 2011,Wirtz et. al, 2013, Dessart et.al, 2015) rather than empirical. Less information about what factors stimulate people to participate in online brand communities, considering co-creation perspective and customer engagement. Therefore to address this gap this study considers brand community value creation practices and customer engagement. Secondly this study includes the social identity perspective of brand communities as brand community identification and links it with relationship building model on social media platforms. Thirdly this study contributes to literature by highlighting role of value creation practices and customer engagement in relationship building. This paper gives a broader picture of relationship marketing on social media.

This research will enrich existing literature of online brand communities and engagement in social media. The results of this study will provide important guidelines to professional marketers, which help them to arrive at a broader theoretical considerate of the factors and consequences of engagement in this new social platform. The results will also guide them building brand relationship quality through social media based brand communities, as well as for developing social media strategies that motivate members to actively engage in online brand communities and co-create value by sharing, experience and networking. Ultimately, under this notion businesses manage their social media based networks to stay competitive and profitable in the global market.

2. Literature Review

2.1 Social Media

Social media (SM) and its marketing applications proliferate by developing different strategies to attract and engage users on each platform continuously. Safko and Brake (2009) define social media as activities, practices and conduct among community members who interact with each other to share experiences, information and knowledge

by means of informal medium". Social media is the medium used for communication that results in participatory, interactive, information sharing and user-empowerment. Due to less consumption of time and resources, social media marketing gives companies a platform to communicate with the consumers and help them in building brand loyalty rather than focusing on traditional practices (Jackson, 2011; Akhtar, 2011).

Additionally, social media enables consumers to share knowledge with other community members about the brands (Mangold and Foulds, 2009). The academic content which is tied to social media isn't enough for the marketing managers to enable them or direct them for the use of social media which can be part of their strategy related to communication. (Mangold et. el 2009). Some researchers suggest that the marketing managers based on user discussions can influence the social media (Kaplan and Haenlein, 2010; Mangold et. el, 2009), whereas few other researchers have outlined different strategies to gauge the success of marketing campaign which are related to social media (Hoffman and Fodor, 2010).

2.2 Brand Community

According to Muniz and O'Guinn (2001) brand community is defined as "one which has no geographical boundaries and which is based on the social relationships between the admirers or the followers of a brand". Authors also explained that a brand community comprises of three main components which include the awareness of kind plus the rituals and traditions and last but not the least the moral responsibility (Muniz & O'Guinn, 2001). Awareness of kind actually represents main connection between the members of brand community, the realization of difference from others, which doesn't make you part of the same community. Bagozzi and Dholakia (2006) explore this factor as social identity. Common traditions and rituals refer to the culture of brand, its history and the perception in the mind of people. Community members can change the culture of the community and increase the commonality in the perceptions by sharing with each other the brand stories. Whereas the moral responsibility demands that the members show commitment to the brand community in a nutshell and as well as at individual level which influence members to stand for each other and give advice wherever required or help in whatever way they can which make the bond between the brand community stronger.

Various studies have indicated that brand communities are in reality rational forms of community, which get formed based on a shared brand. According to this rationale brand community is further defined as the set of individuals having a mutual interest in a specific brand and form a social life with its own values, traditions, rituals, hierarchy and vocabulary (Cova and Pace, 2006).

A brand with the strong image and market positioning makes it easy to form a brand community. Traditionally, the brands that had their operations running in niche markets and also wanted consumers to invest their money and time (i.e. Harley Davidson, Mercedes, etc.) had formed an evident brand community. However, some research has shown that creating brand community around brands is not an integral and foremost part of branding strategy which mainly focus on convenience products like soap, toys, soft drink or tools, toys or soft drinks (Cova and Pace, 2006; McWilliam, 2000) . The way internet is shaping business world that might be the reason due to which people are now

avoiding the traditional rules which are followed for the formation and expansion of brand communities.

Moreover, brand community practices result in significant consequences including purchase intention, relationship building, loyalty and satisfaction that further depend on the degree how intensively member engaged with the brand community. Thompson and Sinha (2008) discuss two type of behaviors from community participation including positive aspect i.e. purchase attention or negative aspect i.e. bad word of mouth. Consumers would do community identification who appear in positive results (Lembke & Wilson, 1998), especially customer who have been in long-term membership with brand community. Similarly, long-term social identification with brand community members may lead to future preference for that brand (Thompson & Sinha, 2008). But those with negative experience within those communities may badly influence the brand (Thompson & Sinha, 2008).

2.3 Customer Engagement

The concept of the customer engagement lies in "expanded domain of relationship marketing." (Vivek, Dalela and Morgan, 2014). Similarly, Ashley, Noble and Lemon (2011) suggest that to examine customer engagement, broader concept of relationship marketing theory is appropriate. Within this broaden domain of relationship marketing, company's focus on developing relationship with both prospective and existing customers, as well as organizational value creation networks and consumer communities. As such, specific interactive consumer experiences describe the main centric concept of consumer engagement. On basis of above mentioned analysis Vivek et al. (2014) postulate that within marketing system consumer engagement is an important concept. Concept of engagement described by Brodie et al (2013) where he describes CE as psychological and behavioral state of interaction of consumers with firm, brand, other consumers and communities. Lusch and Vargo (2010) also suggest that act of "engaging" help customers to co-create value through their interactive experiences with firm and other customers.

By extending the conceptualization of CE, it is considered as more than action focus which describes its behavioral perspective and incorporating it with psychological perspective as well. (e.g. Patterson and Ruyter, 2006; Vivek, 2009; So et al., 2014; Hollebeek, 2009, 2011a, b; Brodie et al., 2011). Consumers engage with different foci in reality and simultaneously enter into relationships (Brodie et al., 2011; Hollebeek, 2014, Vivek et al., 2012, 2014; Dessart et al., 2015). According to social identification theory, consumers identify themselves with brands due to similar characteristics as well as with other customers (Marzocchi et al., 2013) and within this they also develop relationships with brand and a brand community and with other consumers. (Veloutsou & Moutinho, 2009). Similarly So et al. (2014) argue that true CE does not mean involvement only with brand but it truly includes participation in all brand related activities. For example, a customer may engage in a brand communities or brand discussion forum due to various reasons including assessing product information or perceived risks reduction (Brodie et al., 2013), creating WOM, discussion with other members, which depicts its behavioral perspective. Therefor CE is believed to require an enduring psychological connection and behavioral participation in brand related networks.

Dessart et al., (2015) customer engagement has investigated customer engagement within online brand communities and conclude that it a strong force which influence customer during brand development strategy but discusses brand loyalty specifically. Hollebeek (2014) study CE and linked it with self-activation behavior. Many studies explored CE in retailing and tourism industry specifically (So et al., 2016, Dwived, 2015) excluding role of brand community in it, we focus on CE more specifically in online brand community and in positive outcome we explored brand relationship broader construct as BRQ.

3. Theoretical Framework

3.1 Social Identification within Brand Communities

More recently, beyond the behavioral implications of community membership, the study of social identification has explained the bond with the community and the brand which is psychological. While most studies under this notion have focused on the social identification with the brand and brand community (Algesheimer et al., 2005), by working on two main aspects i.e. the role played by the company in the buildup of a relationship which more specifically is the effect of customer-to-company identification and secondly by existing members. It is known that people can be identified in various targets of social identification (Johnson et al., 2006), it is important to identify the main target of identification to gather community members and the factor which controls the desirable outcomes of relationship management. In this study customer-to brand identification and customer to customer identification is considered as whole in brand community identification concept.

3.2 Value Creation

A new study in marketing domain focused on creation of product's value, where customer do not act only as user of product or service but also as a co-creator of value. Brand communities based on social media play an important and vital role in this value creation process (Laroch et al., 2012), in which consumer share their experience which overall effect brands. This is the reason for creation of virtual communities and consumers join these communities for their own incentives. Schau, Muniz and Arnould (2009) in their study exposed four components of value creation practices, which include social networking practices, community engagement, brand use and impression management practices.

3.2.1 Social Networking Practices

Carlson et al. (2008) claimed that identity of brand community is an important consideration for development of psychological sense. As every community has its own values and norms, members have different behaviors toward different communities, so identification of particular community also enhances community members' self-esteem (Turner, 1987). Similarly social networking practices (SNP) are based on developing, continuing and enhance relationship with other members (Schau et al., 2009). Governing, welcoming and empathizing activities are the techniques which enhance homogeneity among brand communities and fulfill behavioral expectation from one another. This idea is consistant with Muniz and O'Guinn (2001) for supporting social networking practices. Habibi et al. (2014) demonstrate many cases in which customer shared their brand related experiences or stories on Facebook. Existing members welcomed a new member by "liking" and "commenting" their shared stories in online brand community and consumers can click on their each other's profiles and communicate with each other.

Social media provides a platform for these practices and helps in building a friendly relationship among the consumers.

Therefore, we assume that community identification attracts consumer participation. When customer linked their self-identification with brand community identification their social networking activities get enhanced i.e. communicating within the brand community. So we hypothesized that

➢ **H1-1:** Brand community identification has positive effect on social networking practices.

3.2.2 Community Engagement Practices

According to Schau et al. (2009) **c**ommunity engagement practices are those activities that reinforce members to increase their involvement with the brand community**.** These include sharing and documenting. These practices basically boost the view of heterogeneity, for example if we view sharing in which community member of specific brand just a participants of that community for few other brand mention within it and evolves personal brand identities. Similarly documenting includes description of their brand experience with other brand community members.

Although some researchers argued negative aspect of online communication saying that it discourage members to develop significant social relationship (Gackenbach, 1998; Davis, 2001), similarly positive aspect of social media based brand communities is evident from several studies which described that within online brand community, members share brand usage experience by sharing stories photos and videos. (Zaglia, 2013; Habibi et al., 2014a). In addition social media give the platform to brand communities to engage members explicitly in different communities centered on a brand. Member engage themselves with the community having strong feeling strong feeling such as obligation and identification toward the brand community, which is also requirement to engage in value creation practices (Habibi et al., 2012; Schau et al., 2009). So to involve within brand community activities identification with brand community is considered as prerequisite. We believe that member's identification with brand community has direct effects on engagement practices comprehended in a brand community which enhance their value creation and participation activities.

➢ **H1-2:** Brand community identification has a positive influence on community engagement

3.2.3 Impression Management

Impression management is basically motivation to participate actively in social networking (Barsness, Deikmann and Seidel 2005). Impression management is same like when you develop an impression of your family on strangers. In online brand community platform existing member developed impression of brand by sharing favorable and enthusiastic brand stories (Schau et al., 2009).These practices are adopted by community members to define themselves and brand by spreading positive word of mouth (WOM) as a result more consumers get more involve when they find something interesting and attractive for them (Habibi et. al, 2012, 2016). Brand communities based on social media connect members and provide them opportunity to practice impression management. Research showed that online brand communities in different ways intensively practices impression management (Habibi et al., 2014). It is important for the members that they

identify themselves with brand community in order to get involved in impression management activities for sharing good news and spreading positive WOM about the brand. Algesheimer et al., (2005) described the notion that brand community members define brand communicate in relevant to their self-identity, so member has to maintain a favorable image and reputation of the brand community among others members. Therefore, we believe that as a member gets identification with brand community, the more he/she would involve in impression management practices.

- ➢ **H₁₋₃:** Brand community identification has a positive and significant influence on impression management practices

3.2.4 Brand Use Practices

Brand use practices basically include tendency of member of community to communicate with other member to customize the product for better applicability of their need. Grooming, customizing, and commoditizing are the practices adopted in order to improve or enhance usage of the focal brand. (Schau et al., 2009). In the brand community research, several cases were found on brand communities based on social media (Habibi et al., 2014), in which existing members provided detailing of the brand and tips to each other so that they can enjoy unfold features of the brand. Usually experienced users known as hard core users, help the newbies to understand better use of the brand and enhance their experiences. According to brand community theory (Algeshmeir et. al, 2005), it is required that member should psychological connected with brand community on identification grounds, so that their experience result in increasing more brand use practices among community members.

- ➢ **H₁₋₄:** Brand community identification has a positive effect on brand use practices

3.3 Customer Brand Engagement

Social identification has been an important consideration in developing commitment with brand communities (Bagozzi & Dholakia, 2006). Considering the strength of consumer's and brand community relationship, we characterize it through "brand community identification," in which the member of community considers himself or herself as "belonging" to the brand community. A person likely to be identify by his brand community because he accept with the community's rituals, norms, objectives and traditions (Algesheimer et al., 2005). Therefore, this identification with virtual community enhances relationship with customer and brand. As this identification helps the community to develop those norms and rituals which are acceptable for consumers, so we consider it in value creation. Social media can foster engaging activities through fostering relationship among members and brand by facilitating their resource sharing and information. In a same way consideration of community identification enhances relationship with brand community based on social media. CBE is expanded domain of relationship building therefore we hypothesized it as

- ➢ **H₂:** Brand community identification has a positive effect on CBE

3.4 Value Creation Practices on BRQ

Brand community researchers agree that one of the main functions, if not the main one, of a brand community is to make relationship with customers (Schau et al., 2009; Vivek et. al 2012; Zhou et al., 2011,; McAlexander et al., 2002; Dessart et. al 2016). So we hypothesized that:

- ➢ **H₃₋₁:** Social networking practices has a positive effect on BRQ
- ➢ **H₃₋₂:** Impression management practices has a positive effect on BRQ
- ➢ **H₃₋₃:** Brand use practices has a positive effect on BRQ
- ➢ **H₃₋₄:** community engagement practices has a positive effect on BRQ

3.5 CBE and BRQ

Brand relationship quality is also considered to be conceptually related to CBE. Although scholars suggest that relationship quality can be potential source of CBE (Brodie et al., 2011), the literature appears to support that CBE enhances the relationship quality between a brand and a customer. For example, marketing researchers enhance the relationship between partners to maintain the constructive interactions in the relationship of extra-exchange (Lambe, Spekman and Hunt 2000; Ganesan, 1994). The interactivity characterized by CBE also facilitates the process of building enduring intimate relationships that engender commitment between the consumer and brand in result creates emotional bonds in relationship exchanges with customers (Sashi, 2012). In addition, Hollebeek (2009) in proposing a conceptual model of CBE, articulates that CBE acts as a direct antecedent of relationship quality. Other investigators also suggest that CBE ends up in positive attitudes towards a product, company, or brand (Vivek et al., 2012). More recently, scholars found that engaged customers of a virtual brand community tend to exhibit positive relationship quality indicators such as enhanced satisfaction, trust, and commitment (Brodie et al., 2013). On the basis of the preceding discussion, higher engagement is expected to lead to stronger brand relationship quality. Therefore, the following hypothesis is proposed

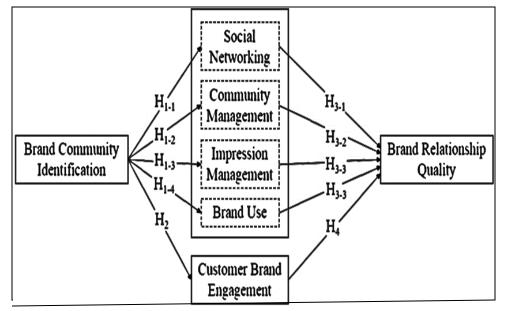- ➢ **H₄:** CBE has a positive effect on BRQ

Figure 1: Research Model

4. Methodology

4.1 Subject and Technique

As we test our model on virtual brand community members. The target population of our study is active members of brand communities Facebook brand pages. For brand specification we use Electronic Companies (i.e. Apple, Samsung and Sony). Respondents for this study are the target population of brand communities of the aforementioned companies which are on social networking websites. E-questionnaires were rolled out through social networking website, Facebook. We send questionnaire to 600 brand communities members out of which 212 started filling the questionnaire but didn't complete it. After screening the usable questionnaire we got 176 valid responses. The level of sample size recommended in the literature for structural equation models is supporting our sample size because of similar complexity (Hair et al., 2006; Fabrigar et al., 2010; Bagozzi and Yi, 2012) and was therefore considered acceptable.

4.2 Instrument

Instrument consists of two sections. First section is related to demographic characteristic of respondent followed by second section related to items of constructs. Some items were adapted from relevant literature content and were altered according to the needs of our study. The scales of each item ranges from (1) strongly disagree to (5) strongly agree.

Brand community identification consists of seven items, adapted from Von Loewenfeld, 2006. Six items of social networking practices adapted from study by Hsieh, Chiu, & Chiang 2005. Seven items of community engagement practices adapted from study by Algesheimer et al., (2005). Seven items measured brand used practices proposed by Schau et al. (2009). Impression management scale consists of six items given by Habibi et al. 2016. Scale for customer brand engagement adapted from study by Hollebeek (2014), consists of seven items. Brand relationship quality scale was derived from by Algesheimer et al., (2005) and So et al. (2016) consists of six items.

5. Results

AMOS was used to test the measurement model and proposed hypothesis. To determine model fitness comparative fit index (CFI) and root mean square (Marsh, Balla, & Hau, 1998) were assessed. Criteria for model fitness are that CFI values should be greater than 0.90 and RMSEA value less than 0.08.

5.1 Measurement Model

Before proceeding to the structural equation modeling assessments, the reliability, validity of measurement scales of model was evaluated. The reliability of scales was measured through Cronbach's alpha. Cronbach's alpha measures the reliability with cut point of 0.70, which shows the internal consistency. For all constructs its value ranges from 0.71 to 0.83 thus confirming reliability of individual construct scale. We then directed towards confirmatory factor analyses (CFAs) to measure the validity as well as to ensure individual model constructs adequately fit to the data (Iacobucci 2010; Steenkamp and 1991).

Factor loading more than 0.60 are acceptable (Hair et al., 2006) where as poor factors loading i.e. less than 0.60 were also found for some items of construct. The results for the 7-item brand community identification scale suggested poor factor loading for BCI5. Therefore BCI5 was purified while aiming to retain the construct's theoretical integrity.

Factor loading for 'social networking practices' scale, provided inadequate loading for one item thus the removal of item SNP-5. We hence applied the reduced, five-item social networking practices scale in further analyses. Similarly one item removed from community engagement (CE4) results in six-item scale of CE. For six item scale of impression management one item (IM3) was reduced due to loading less than 0.60 hence employed five item scale for further analysis. Similarly after removal of one item from brand use practices (BU6) we then used six items scale. We then assess the confirmatory factor analysis after dropping items now factor loading for all items for further analysis ranged from 0.72 to 0.97. CFA measurement model comprising all models' constructs. The proposed seven-factor model provided a reasonable fit to the data by yielding the following results: CMIN/df= 3.242, GFI= 0.963, AGFI= 0.934, CFI= 0.971, NFI= 0.921, RMSEA= 0.060.

Convergent validity was evident because the factor loadings for all items are above the threshold of 0.50 as suggested by Steenkamp and Van Trijp (1991).Furthermore, the square root of the average variance extracted for each factor was greater than its Pearson correlations with other factors, supporting discriminant validity for all pairs of constructs (Fornell and Larcker, 1981) as shown in table 2. AVEs of all constructs were well above the 0.50 threshold (Fornell and Larcker, 1981) as shown in table 1, thus demonstrating construct reliability as well.

Table 1: Construct Reliability

Construct	Factor Loading							Cronbach's alpha	AVE
	1	2	3	4	5	6	7		
BCI	.74	.80	.32	.72	.20	.86	.77	.82	.75
SNP	.76	.89	.79	.76	.14	.75	—	.72	.67
CE	.83	.92	.83	.21	.86	.89	.88	.71	.64
IM	.92	.87	.37	.91	.78	.83	—	.75	.65
BU	.87	.79	.82	.81	.86	.20	.97	.83	.71
CBE	.87	.88	.89	.80	.91	.87	.79	.80	.69
RQ	.79	.87	.82	.87	.82	—	—	.73	.61

5.2 Structure Equation Modeling

Results of SEM indicates that model have chi ^{2}/df = 1.65, p = 0.005, and the v2/df is less than suggested values i.e. less than 2, 3 and 5 (Hair et al., 2006). All other statistics are within the acceptable/suitable ranges including RMSEA = 0.068, CFI = .93, GFI = 0.91 and NFI = 0.95 (Bagozzi & Yi, 1988). Results of hypothesis testing are given in table 2.

We found partial support for H_1. H_{1-1} to H_{4-1} included the hypothesis predicting the relationship between brand community identification (BCI) and value creation practices. 3 hypothesis out of the 4 hypothesis are supported. As hypothesized BCI effect social networking practices, brand use and community engagement, the β values are 0.386, 0.897, 0.496 respectively significant at 0.001 level providing support for H_{1-1}, H_{1-2}, H_{1-4}. Effect of BCI on impression management is not supported with β= 0.83 (p-value 0.65), hence rejecting H_{1-3}.

Consistent with expectation BCI has positive effect on customer brand engagement (β= 0.900, p<0.001) supported H_2.

Relationship between value creation practices and BRQ was assumed in H_3 as H_{3-1} to H_{3-4}. Effect of social networking on BRQ is insignificant with β (p-value) as 0.38 (0.45), hence rejecting H_{3-1}. Remaining hypothesis predicted the effect of community engagement, brand use and impression management on BRQ are supported with β 0.951, 0.726 and 0.649 respectively, are significant at 0.001 level, thus supporting H_{3-2}, H_{3-3}, H_{3-4}.

As predicted strong support of effect of customer brand engagement on BRQ is evident, thus supporting H_4 with β= 1.23 at 0.01 significant level.

Table 2: Result of SEM

Hypothesis		Relationship		Path coefficient	p-value
H_1	H_{1-1}	BCI ⟶	SN	.386	.001
	H_{1-2}	BCI ⟶	CE	.897	.001
	H_{1-3}	BCI ⟶	IM	.831	.650
	H_{1-4}	BCI ⟶	BU	.496	.001
H_2		BCI ⟶	CBE	.900	.001
H_3	H_{3-1}	SN ⟶	BRQ	.383	.450
	H_{3-2}	CE ⟶	BRQ	.951	.001
	H_{3-3}	BU ⟶	BRQ	.726	.001
	H_{3-4}	IM ⟶	BRQ	.649	.001
H_4		CBE ⟶	BRQ	1.27	.001

5.3 Hypothesis Testing Results

The overview of hypothesis testing result is presented in table 2. First, we found brand community identification show a significant relationship with the three value creation practices including social networking practices, brand use and community engagement as expected (H_{1-1}, H_{1-2},H_{1-4}), whereas BCI and impression failed to provide significant relationship. Therefore, in order to form a stronger community and make an impression on members of community it is responsibility of managers of brand related groups that they have to promote the practices that help members in their identity building. Similarly, we found significant relationship between BCI and CBE, leading to concept that engagement is psychological as well as behavioral activity, through identification with brand community we can engage customers with online brand community so they influence other members with positive set of mind. This finding is parallel to many studies (Laroche et al, 2013, Wirtz, 2013 and Habibi et al. 2016), thus confirming the role of social identity perspective in engaging customer with brand as well as with community.

Contrary to expectations, three out of the four value creation practices (impression management, community engagement and brand use) positively affect brand relationship quality. There explanation for this results is that, as Schau et al. (2009) and Habibi et al. (2012) argue that value creation practices operate like evolution phenomena, where

activities are still in developing stages and managers must amend the changing phenomena in their strategies as well. Correspondingly Habibi et al. (2016) find positive relationship between social networking practices where they linked it with different relationship domain not only with brand, so further exploration relevant to brand customer relationship to validate the role of social networking practices is needed.

Role of CBE in BRQ is strongly evident in this study which is line with other finding (Dessart et al 2015, 2016, Adjei et al. (2012), So et al, 2016, Hudson et al. 2015). So our study also adds a significant relationship between CBE and BRQ in online community context. Therefore manager can enhance relationship with customer by engaging them in online brand communities based on social media.

6. Discussion

The analysis of virtual brand communities is especially relevant to marketing perspective. Therefore, deep study of the drivers and outcomes of consumer involvement in these communities should be a main concern for both academicians and marketers. The main objective of is this study to determine the factors which enhance customer brand relationship by incorporating it to brand communities based on social media. The results show that brand communities are social organizations which are centered on a brand and consist of brand itself and customers. The most challenging factor in these social media platform is that brand is unable to control activities happening in online brand community, so they have to rely on community members to create positive image of brand within community. This notion can be achieved through by develop relationship so they are satisfied and influence other customer in a positive way and results in value co creation practices as evident from our study.

Our study adds to the content that is available for brand community, in various ways and has theoretical implications as well. The concept of brand based in social media platform is explored. Recently, according to many studies social media has unique aspect and characteristics which make it researchable in current domain (e.g., Hu & Kettinger, 2008), and our study provides more visions of it into this area. Secondly, we established a model which indicates that how identification of the community affects the value creation practices of the community, brand engagement of the customer and the quality of brand relationship; which is then tested in social media platform. Although, previous researchers showed the existence of such effects related to identity in brand communities qualitatively (Muniz & O'Guinn, 2001; McAlexander et al., 2002), whereas we study these effects in online environments and tested the models in the quantitative way. In context of CBE, which is an extended domain of relationship marketing is still at conceptualization stage. We opted this concept according to definition by Brodie et al (2013) as psychological as well as behavioral bond with multiple foci i.e. brand community CBE and brand itself, and tested the model quantitatively. Our findings explicitly show how value creation practices and CBE could affect brand relationship quality. Our results show that brand communities identification affects value creation practices and CBE which then influence BRQ. However, in generalizing these results we should consider the evolutionary nature of social media internet platforms.

Further, we opted brand relationship theory in this study and found significant support to its contents. On other side Bolton (2011) promotes the embracing of a 'co-creation perspective' in brand communities and customer engagement (Grönroos and Voima

2013). This study also incorporates this concept while focusing on brand relationship quality. Research question include are value creation practices and customer brand engagement has positive influence on organization (Libai 2011)? This is achieved through this study. As relationship building is more important than transactional exchange in new era of brand development strategy.

In addition to theoretical contributions, this research also generates managerial implications. First, by providing a social identity perspective in online brand community to enforce customer to practice value generation activities and CBE role, this work provides managers with an enhanced understanding of role of identity in engaging customer (Fournier and Avery 2011), which may be a part of broader relationship marketing strategies and tactics.

6.1 Limitations

During interpreting the results several issues must be kept in mind. First, this study had a limited theoretical support relevant to "co creation perspective" as empirical evidence on it is scarce. Secondly we consider only customer-brand relationship domain in this study other relationship pattern including customer-company, customer-customer relationship can be focused in future study. Third is we identify relationship theory as theoretical support but due to brand community also has a characteristics of culture customer culture theory can also be incorporated into it to see more influential role of customers in online communities.

Despite the above mention contribution this study also has some methodological limitations. First, random sample is not enabled due to nature of online brand communities based on social media (Preece & Maloney-Krichmar, 2005), which is impacting the generalizability of the results. The authors did not have control over the questionnaire that who did or did not see it, once it was posted on Facebook. Studies in future may avoid these sampling issues by using larger samples. Secondly due to lack of consistency in the representation of brand categories we did not compare it with different brands.

Future recommendation regarding relationship building with other social media platform other than Facebook can be used to investigate more relationship foci. In context of customer perspective membership among community can be cater as being a user of brand or non-users connecting in brand community. Secondly other than active participant view relevant about passive participant in online community must also be considered for future study.

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