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THE RELATIONSHIP OF COMMUNITY IDENTIFICATION TO BRAND COMMUNITY ENGAGEMENT AND ITS INFLUENCE ON CO-CREATION OF COMMUNITY FUNCTIONAL SUPPORT AND COMMUNITY COMMITMENT

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Abstract

The development of a company requires various processes and cooperation in various sectors in the company. Including in the development of product marketing in marketing the brand community. Therefore, this study will test whether there is a Relationship between Community Identification and Brand Community Involvement and its influence on Co-Creation of Community Functional Support and Community Commitment. Data collection using explanatory methods and secondary data analysis. The results of the study indicate that Community Identification has a significant positive effect on Community Involvement. Likewise, Community Involvement has a significant positive effect on Co-Creation of Community Functional Support. Furthermore, Community Involvement also has a significant positive effect on Community Commitment. Likewise, Co-Creation of Community Functional Support has a significant positive effect on Community Commitment. So it is concluded that each variable has a relationship in the company.

Keywords: Community Identification, Brand Community Involvement, Co-Creation of Community Functional Support, Community Commitment.

INTRODUCTION

In recent decades, the modern marketing world has undergone many transformations. Saputri (2009) said that marketing now divides the market into communities rather than using segmentation marketing strategies anymore. With this phenomenon, community-based marketing strategies have emerged. Brand communities are interesting communities for marketers because they can help them build relationships with customers, get feedback, and strengthen their brands.

Research on brand communities has become an interesting subject for marketing and academic research (Carlson et al., 2008; Muniz Jr. & O'Guinn, 2001). According to Muniz and O'Guinn (2001), a brand community is a specialized and geographically unbounded community consisting of several structured social relationships among people who like a particular brand's products or services. Consumer participation in a brand community is the subject of this study. In addition, seeing how the behavior of consumers who are members of a brand community differs from consumers who are not members of a brand community. The closer consumers are to the brand community, the more loyal they are to the brand. The experiences gained by consumers who are members of a brand community also strengthen their relationship with the brand, product, brand owner company, and fellow brand users (McAlexander et al., 2002).

Today, social media platforms have become the most popular digital communication platforms. Digital communication channels are used by customers to learn, share, and interact with brands of goods and services. Whether in terms of buying, evaluating, or considering (Chappuis et al., 2011). Social media users are the most due to the growth of digital worldwide. Businesses may consider this when setting their main social media marketing targets. One example is the existence of online brand communities on social media.

Online brand communities are built by social media (Habibi et al., 2014; Zaglia, 2013). Online brand communities consist of brand communities and social media communities. Consumers and businesses today are much more aware and empowered than ever before thanks to the existence of online brand community platforms and the growth of internet groups and interactive social technologies (Lee et al., 2012; Luo et al., 2015). Social networks such as Facebook, for example, allow people to speak and share information in any language. By subscribing to these websites, users can share images, videos, and written content with each other, find new friends, share experiences, and fulfill their emotional, spiritual, and psychological needs through relationships. They are also entertained, while at the same time developing their social relationships (Lenhart and Madden, 2007).

If customers want to identify themselves with a particular brand and brand community, they can identify themselves and others as members or not of a particular group. This is known as brand community identity. Social identity theory underlies the concept of brand community identification (Tajfel and Turner, 1979); Purba et al., 2019). This theory argues that consumers are motivated to enhance their self-identity by identifying with certain social groups, including virtual brand communities (Kaur et al., 2020; Siahaan et al., 2022). Consumer engagement with the brand community is considered to be influenced by brand community identification. Because the emergence of a feeling of being part of a brand community ultimately makes consumers decide to get involved or participate in the brand community. Therefore, this study will examine the Relationship between Community Identification and Community Involvement and its Effect on Co-Creation of Community Functional Support and Community Commitment.

RESEARCH METHOD

Data were collected through explanatory research and secondary data analysis. Explanatory research is a type of research conducted with the aim of testing hypotheses, conducting analysis, and providing explanations of how research variables are causally related. The influence of community identification, community involvement, community commitment, and brand value co-creation experience is discussed in this study. Brand consumers who also participate in social media communities are the population of this study. The Lemeshow formula is used for the sample of this study. Based on the calculation, the number of samples for this study was determined to be 385 respondents. Primary data in this study were obtained through questionnaire results, questionnaire distribution was carried out to obtain respondent personal data. And secondary data comes from literature related to research problems. Then the researcher will test the level of validity and reliability of the questionnaire.

1.1 Testing the Validity of the Questionnaire

1.1.1 Validity Test

Validity test is used to evaluate the validity of the research questionnaire. Sugiyono (2017) stated that research results are valid only when field data and collected data are

comparable. Researchers conducted a correlation analysis between the calculated r value and the r table/significance level. The significance test can be known if the calculated r value is $>$ from the r table, then the instrument is said to be valid. Conversely, if the calculated r value is $<$ from the r table, then the instrument is said to be invalid.

1.1.2 Reliability Test

In this study, the Cronbach's Alpha and Composite Reliability methods were used to test reliability. The Composite or Alpha Reliability value must be greater than 0.7, although a value of 0.6 is still acceptable. Cronbach's Alpha measures the lower limit of the construct reliability value, while Composite Reliability measures the actual value of the construct. This study was conducted on Social Media Networks, where respondents participated in brand communities. The Likert scale was used to generate alternative answers. This study uses Structural Equation Modeling (SEM) data analysis, which is used through the use of Smart PLS.

1.1.3 Hypothesis Testing

The researcher used a hypothesis test with a 95% confidence level and a 5% error rate to test the significance of the parameter estimates of the structural model. The focus of this parameter test is the critical ratio (CR) value and the p value. With a significance level of 0.05, if the CR value is more than 1.96, H_0 is rejected and H_a is accepted; conversely, if the p value is lower than the significance level of 0.05, H_0 is rejected and H_a is accepted.

RESULT AND DISCUSSION

2.1 Result

2.1.1 Respondent Characteristics

Members of the social media-based car brand community were the respondents of this study. The questionnaire was sent via the internet using Google forms. A total of 390 respondents have filled in all the questionnaire statement items. This includes information such as gender, age, place of residence, last education, profession or job, and the car brand they own. However, only 385 respondents or three hundred and eighty-five were used, according to the calculation of the research sample. For further analysis of the results of the tests conducted, the demographic data of respondents can be used for segmentation strategies, especially groupings that depend on demographic segmentation.

2.1.2 Relationship of Community Identification to Brand Community Engagement

When customers want to remain members of a community, they categorize themselves as members of their brand community. This process emphasizes how similar they are to others in the community. Brand community identification can trigger participation because it influences community behavioral intentions (Bagozzi and Dholakia, 2006). Studies show that the more clearly customers identify with the group, the more motivated they are to join (Chou et al., 2016; Muniz and Schau, 2005).

Users who identify with the community will consider their participation to be in line with their personal values (Bhattacharya and Sen, 2003) and will receive recognition from people with similar values (Davis et al., 2014), which leads to engagement with the community (Algesheimer et al., 2005; Luo et al., 2016). Members of online brand communities tend to get involved, help others, and help achieve certain goals (Tonteri et

al., 2011). Identification with a virtual community leads to continued engagement in the behavior (Liu et al., 2019; Dessart et al, 2019).

When customers connect with a brand community, they will believe that the community is aligned with their personal values. So, whatever the community faces, whether positive or negative, comments or attitudes, will have an impact on themselves. In other words, if someone evaluates the community well, they also evaluate themselves; conversely, if someone evaluates the community badly, they also evaluate themselves. This can have an impact on the desire of community members to continue to engage in community activities, even in decision making. because they feel part of the community.

2.1.3 Community Engagement towards Co-Creation of Community Functional Support

Consumer participation is considered very important to build sustainable relationships and ensure the sustainability of online brand communities (Malinen, 2015; Wirtz et al., 2013). One of the most important motivations for interactive participation in a community is engagement, which can occur at different levels of intensity over time (Brodie et al., 2015). Further research shows that engagement is more than an attitude and requires the participation of online brand community users (Wirtz et al., 2013). In fact, participation is a key outcome of engagement. Therefore, the level of engagement with an online brand community influences how actively members participate (Van Doorn et al., 2010; Ingyas et al., 2021), namely that high levels of engagement result in greater participation (Relling et al., 2015; Martinez-Lopez et al., 2017).

Furthermore, according to their research, online brand community members only participate when they feel that their participation will bring results. Customers tend to contribute to a brand's long-term reputation and recognition by participating in online brand communities and other activities that support the brand (Relling et al., 2015). Consumers are motivated to interact and collaborate with community members because of community involvement (Algesheimer et al., 2005; Liu et al., 2018). Interactive experiences between customers and brands can enhance collaboration and consumption (Celho et al., 2018; Habibi et al., 2014; Brodie et al., 2013; Baldus et al., 2015). Companies must use their knowledge, skills, and core competencies to create value propositions that activate consumers' operant resources. To achieve this process, companies must concentrate on their consumers' various activities and see how their consumers interact with their social connections to create shared value. Consumer loyalty to a brand can be enhanced through successful brand communities.

2.1.4 Community Engagement versus Community Commitment

Brand community commitment can be described as "the degree of strong and positive feelings toward a community among members" (Jang et al., 2008). According to Hur et al. (2011), "commitment should be treated as an attitudinal factor that is emphasized when members recognize the value of an ongoing relationship between their community and themselves." Customers who are engaged in a community tend to build interpersonal relationships with people around them, which in turn increases their level of social engagement in their brand community (Alon et al., 2002, 2005; Kim et al., 2008). Furthermore, it has been shown that people who are members of a community purchase the

same brands, have similar attitudes and norms, share similar experiences and values (Hung, 2014; Amin et al., 2021). They become more involved in the community through their involvement in various online brand community activities, such as initiating posts, replying to posts, actively participating in discussion forums, etc. Therefore, customers learn to be part of the community (Dholakia et al., 2004; Zheng et al., 2015).

The involvement of community members in activities and policies will foster a sense of belonging and emotional connection. This will affect the attitude of community members to maintain the situation to build a stable relationship with partners, accept short-term sacrifices to maintain the relationship, and ensure the stability of the relationship. So that the brand community can survive.

2.1.5 Co-Creation of Community Functional Support for Community Commitment

Brands benefit from brand communities in several ways. Brand communities can build relationships with customers, provide advice and suggestions, discover problems faced by customers, and provide a means to gather new ideas and marketing for products. Brand communities build relationships with loyal customers and can play a significant role in the generation of innovative ideas, according to Anderson (1992). For example, Lego creates new products with the help of its fan base. Members of social media-based brand communities often share information and experiences, which strengthens their relationships with brands, products, companies, and other customers (Wu et al., 2015; Purba et al., 2018).

If brand communities help each other functionally, especially in creating community value, the environment will be good. This will affect the attitudes of community members to maintain the situation to build stable relationships with partners, accept short-term sacrifices to maintain relationships, and ensure that relationships remain stable, so that brand communities can survive.

In addition, several important issues need to be addressed through current research on consumer behavior in online brand communities. In this regard, this study points out some actual issues and research gaps in the context of online brand communities that require attention. First and foremost, building more integrated models is needed to determine the impact of interactions within communities (Coelho et al., 2019; Kaur et al., 2020; Lin et al., 2019). Furthermore, no agreement has been reached on the order of the relationships that emerge between online brand community-related variables and brand-related variables (Dewi & Sukresna, 2021). Second, the environment that fosters customers' co-creative attitudes and impacts their post-purchase behaviors is still not sufficiently explained (Ho and Wang, 2015; Leo et al., 2019; Wang et al., 2016). Third, the role of online brand community engagement and participation in explaining strategic aspects for brands that support communities remains to be discussed and analyzed (Martinez-Lopez et al., 2017; Dessart, 2017).

2.2 Discussion

2.2.1 Brand Community

Arnould et al. (2006) suggested operant resources and consumers to support the ideas of Vargo and Lusch (2004). To understand how companies use consumer cultural

schemas to create value as a co-creation process between consumers and companies, it connects ideas from Consumer Culture Theory and its emphasis on value co-creation with Service Dominant Logic. Consumer Culture Theory views value co-creation within a cultural framework that focuses on how consumers perceive, interpret, understand, and interact with market offerings (Holt, 2002). As with their own resources, companies should concentrate on consumers' operant resources, namely the various physical, social, and cultural life projects that empower consumers to allocate their operant resources, including economic value, to carry out behavioral performance (Arnould et al., 2006). Therefore, companies should not prioritize purchasing power as the main priority, because customer needs and wants are at the center of the marketing concept (Kotler 2003). Instead, companies should understand how customers value their various life projects or life narratives (Arnould and Price, 2000). It will be easier for businesses to "anticipate the value customers want and help them create value in use" as a result (Arnould et al., 2006).

Although Vargo and Lusch (2004) and Arnould et al. (2006) argue that relevant insights into the marketing process aimed at improving our understanding of the value creation process are essential, they also state that social operant resources, one type of consumer operant resources, are used in their value creation and behavior as a group consuming various goods. Much evidence suggests that in the value creation process of company and consumer resources, integration occurs, considering how consumers form communities. Through increasing consumer empowerment, these shared consumer groups can create opportunities and threats for companies (Denegri-Knott et al, 2006; Kozinets and Handelman 2004; Wright et al, 2006). Consumers in communities act as consumer agencies, creating value for the process as a whole and for each other (Arnould et al. 2006). Therefore, customer experience plays an important role in the consistent formation of shared value.

In the value creation process, companies must use their core competencies, skills, and knowledge to create value propositions to activate consumers' operant resources into various activities. Once consumers' operant resources are activated, consumers use their operant resources, namely money or economic value, to achieve their social life projects. To achieve this process, companies must concentrate on value dissemination.

This perspective adds the group that consumes together as a value co-creator to the entire value creation process. More experienced consumers have better experiences together than less experienced ones, and the former and the latter can help each other by helping them make the value creation process easier.

2.2.2 Co-creation Community Functional Support

In brand communities, collaborative work between companies and communities to create shared value is known as "value co-creation." Customers and suppliers work together to ideate, design, and develop new products (Prahalad and Ramaswamy, 2004). According to Schwau et al. (2009), healthy brand communities can be found in every field of practice. The most successful brand communities continue to grow and encourage brand collaboration. Sluggish practices are changed or replaced by active and dynamic practices.

There is a possibility to integrate and produce something new, namely “Community functional support co-creation,” based on comprehensive and comprehensive research on value co-creation and social support. Functional support value is co-created within the community. This activity is carried out in the context of community activities, which include designing and initiating changes in the environment, services, and policies. In other words, the value of mutual support is an important value that must be instilled in the community. The concept of social functional support consists of three components: experiential information support, appraisal support in personal interactions, and emotional support in Social Relationships (Hsieh & Wei (2017; Hernandez et al., 2021) .

2.2.3 Consumer-Community Brand Relationship

Consumers who engage in a particular consumption activity form a consumption community (Schouten and McAlexander, 1995). “A sense of community” indicates that members of the community have a sense of commonality; they feel different from “outsiders” and are hostile toward intruders (Latour, 2005). “Shared rituals and traditions” mean that members share common practices, routines, and jargon that are repeated when communicating with each other (Schau et al., 2009; Thomas et al., 2013). “Moral responsibility” indicates that members are inclined to help each other (Zaglia, 2013).

In addition to these three common traits, consumers demonstrate unique ways of creating a desire to join a consumption community. They are often motivated by economic benefits and psychological well-being; they may join a consumption community to learn about brands and products before making a final purchase decision (McAlexander et al., 2002). Otherwise, they may want to join a consumption community in order to identify themselves with the principles and symbols held by the community (Muniz and O'Guinn, 2001). This is in line with social identity theory (Tajfel, 2010), which states that in order to achieve social identification, people tend to join groups that they naturally value. Community identification, community involvement, and community commitment are some of the dimensions used to measure customers' relationships with brand communities.

2.2.4 Community Identification

The feeling or awareness that you are part of a community is called community identity. According to Carlson et al. (2008), identifying with a community is an important part of forming a sense of community. The stronger the brand community identification, the more often people act on it. Customer loyalty, unwillingness to pay higher prices, and a sense of solidarity among brand community members can increase as a result of these actions, which benefits the company (Heere et al., 2011).

2.2.5 Community Engagement and Community Commitment

Brand community engagement is when a brand or business works with a community or group of people who share similar interests and passions. These interactions typically occur in online venues, such as social media groups, online message boards, or targeted blog sites (Moore et al., 2016). Strong commitment to a brand can increase customer loyalty and keep them coming back for more; this is known as brand community commitment (Wang et al., 2019; Amal et al., 2022).

CONCLUSION

Based on the discussion in the previous chapter. The following conclusions can be drawn:

1. Community Identification has a significant positive effect on Community Involvement.
2. Community Involvement has a significant positive effect on Community Functional Support Co-Creation.
3. Community Involvement has a significant positive effect on Community Commitment.
4. Community Functional Support Co-Creation has a significant positive effect on Community Commitment.

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