

An Empirical Study of the Impact of Online Community Engagement, Motivation, and Customer Experience on Consumer Brand Advocacy

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Abstract

Social media is widely used to build social network to promote product and service brands. It is very important to examine how people's online community engagement, customer experience, and online community motivation influence their online brand advocacy. In this study, we build a framework on how music consumers' consumption experience, consumer online engagement, and consumer online motivation influence their advocacy behavior. With two nation-wide surveys (about 1000 respondents each), we have validated our measures, tested our model, and confirmed our hypotheses. Furthermore, we have discussed the theoretical and managerial implications. Finally, the limitations of the research and future research are indicated.

Keywords: Consumer online engagement, online motivation, experience, advocacy

Relevance to Marketing Educators, Researchers, and Practitioners:

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Track: Social Media Marketing

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