

Fostering Consumer–Brand Relationships through social media brand communities

Zélia Raposo Santos, Pedro Simões Coelho & Paulo Rita

Nova Information Management School (Novaims), Universidade Nova De Lisboa Campus De Campolide, Lisboa, Portugal

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Abstract

Consumer-brand identification and consumer engagement in social media brand communities (SMBC) are two of the concepts most highlighted in recent studies, as brand benefit facilitators. This study addresses the importance of these two concepts and their interaction effect on brand loyalty in the fast-moving consumer goods (FMCG) category. The results of the quantitative study show that in FMCG, consumer engagement in SMBC is driven by information searching, brand passion, feelings of community connection, and self-expression in the community. Consumer engagement and consumer-brand identification have positive impacts on brand trust and loyalty. The moderating effect of consumer-brand identification on the relationship between consumer engagement in SMBC and brand loyalty is negative, revealing that consumer engagement in social media brand communities have a stronger impact on brand loyalty when consumer-brand identification is low. This study showed the role of SMBC as a powerful communication medium, where brands and consumers can meet and reach a mutual understanding of common needs and aspirations.

Keywords: consumer engagement; consumer-brand identification; brand loyalty; brand trust; brand identity; social media.

Introduction

Fast-moving consumer good (FMCG) brands face an extremely competitive market, crowded with similar products and trying to call the attention to a more informed audience (Coelho, Rita, & Santos, 2018; Kaur et al. 2020). Consumers are sceptic about product differentiation as well as traditional advertising (Tuškej, Golob, and Podnar 2013; Hollebeek and Macky 2019) and want to re-shape the communication process with brands. Supported in social media technological capabilities, current consumers interact actively and permanently with brands, designing the conversation to their convenience (Martínez-López et al. 2017; Rasool, Shah, and Islam 2020). One of the focus of this study is to understand what motivates consumers to maintain a conversation on social media with brands of low involvement products, such as food, beverage, personal, home and pet care. According to professionals, traditionally in these categories, the price is the crucial factor in consumer purchase decisions (Coelho et al., 2018), so why they keep engaging in related social media brand communities? Which benefits are consumers looking for when engaging with this type of brands on social media? Supported on users and gratifications theory (UGT) (Ruggiero 2018; Blumler 1979; Tajfel and Turner 1986), consumers use the media to achieve the satisfaction of their needs and desires (Ozanne et al. 2017). With this in mind, this study explores the dynamic experienced in the brand community according to consumers own interests and needs to understand why they continue interacting with those brands. Based on the relationship marketing paradigm (Berry 2002; Fournier 1998), brands will benefit from continuous and permanent interaction with consumers. The first reason brands establish social media communities is to sustain the proximity and develop stronger relationships with consumers (Brodie et al. 2013). So, what can brands expect in return, knowing that their major goal is to translate those interactions in social media into real-life

relationships (Kumar and Nayak 2018)? Brands stress on transforming virtual interactions into effective consumer-brand relationships and virtual visitors into effective customers of their products (Kannan and Li 2017). Envisaging brand outcomes, this study explores the impact of consumer engagement in social media brand communities of FMCG on brand trust and loyalty. Previous studies approaching the relationship between consumer engagement in social media brand communities did not focus specifically on FMCG categories, reporting mostly fashion, electronic goods, or retail categories (Dwivedi 2015; Habibi, Laroche, and Richard 2016; Kaur et al. 2020; Laroche, Habibi, and Richard 2013; Laroche et al. 2012; Liu et al. 2019).

Another critical aspect explored in this study is the importance of the brand itself in consumer-brand relationships. Although the FMCG market includes product categories of low involvement, the corresponding brands have a variety of signifiers in the consumer mind, such as brands that appeal to consumer affective experiences, or brands that work as social symbols, or also brands with an utilitarian appeal. It is expected that different brands will induce different dynamics within the community and influence consumers in different ways (Johnson et al. 2019).

The studies mentioned above, relating consumer engagement in brand communities and brand outcomes do not consider the brand as an entity that can create a relationship with consumers, with the driver being the dynamics created within the community. Despite the brand being one of the elements involved in the generation of this dynamism, the brand has not been studied yet as an individual element. In those previous studies, the engagement in the community is sufficient in itself to positively impact brand trust and loyalty, independently of what the brand represents to consumers. Considering the FMCG market, this impact could be affected since consumers are dealing with low involvement products. Through social identity

perspective (Tajfel and Turner 1986), this paper explores this research gap, considering brand identity and consumer-brand identification in the context of social media. The goal is to understand how these concepts contribute to foster brand loyalty in FMCG (He, Li, and Harris 2012; Tuškej, Golob, and Podnar 2013; Stokburger-Sauer, Ratneshwar, and Sen 2012) and how they interfere in the consumer engagement-brand outcomes relationship.

In summary, this research gives significant contributions to social media and marketing literature by exploring the joint effect of two crucial relationship drivers between consumers and brands in social media for brands of FMCG. Namely, this study:

- explores the **components** of consumer engagement, based on motives to continue interacting with the brand community in FMCG;

- addresses the impact of two drivers of brand trust and loyalty, consumer engagement in brand community and consumer-brand identification, individually and jointly, through their interaction effect.

Theoretically, this research explores the combined effect of two of the main paradigms supporting conceptual models in the marketing literature: relationship marketing (Berry 2002; Fournier 1998) and social identity perspective (Tajfel and Turner 1986). It also contributes to social media literature by showing how social media brand communities support this combined effect and act as consumer-brand relationship facilitators. It is expected that these results will bring new insights into the role of social media for brands of FMCG. Also, it will allow understanding consumer interests in these communities, based on interaction motives, and how important drivers of firms' outcomes can interact to help the brand achieve its goals.

The next section describes the study framework, where research hypotheses are presented, followed by the research method and measurement scales used. Then the results of the empirical test of the research model are analysed, and a discussion of the results is presented envisaging both, theoretical contribution and managerial implications. The study limitations and future research directions are also included in the discussion section.

Conceptual Framework and Research Hypotheses

With social media for the first time brands of FMCG have the opportunity to be aware of who are the consumers of their product category, whether they be customers of the brand or not (Coelho et al., 2018). Brands can deliver their message everywhere, anytime, and almost to everyone (Marbach et al. 2019; Kite et al. 2018), hoping their exposure in social media can attract consumers with whom they can build long-term relationships (Fournier and Avery 2011).

Consumer Engagement in Social Media Brand Communities

The marketing and social media literature are filled with articles exploring the concept of engagement, reflecting the attention that both academics and practitioners are giving to the concept (Hollebeek, Srivastava, and Chen 2019). Academics are committed to adapt the concept to different subjects, such as community, brand, communication messages, and the communication medium (Hollebeek, Glynn, and Brodie 2014; Calder, Malthouse, and Schaedel 2009), and new contexts, such as social media (Baldus, Voorhees, and Calantone 2015; Dessart, Veloutsou, and Morgan-Thomas 2015; Paruthi and Kaur 2017; Pansari and Kumar 2017). Practitioners focus their efforts on designing strategies to engage consumers with brands or communities to achieve

company goals (Hollebeek et al. 2019; Bowden et al. 2017). Since the seminal definition of Brodie et al. (2011), based on a psychological state, different perspectives of engagement have been advanced, such as attitudinal (Hollebeek, Glynn, and Davvetas 2014; Vivek, Beatty, and Morgan 2012) and behavioural (Van Doorn et al. 2010) approaches. Behavioural perspectives are based on visible consumer behaviours (likes, shares, comments) (Wu, Fan, and Zhao 2018; Schultz 2017) or digital practices (Eigeraam et al. 2018; Schivinski, Christodoulides, and Dabrowski 2016; Dhaoui and Webster 2021). Nevertheless, consumer engagement as a multidimensional construct, composed by cognitive, emotional, and behavioural aspects (Hollebeek, Glynn, and Brodie 2014; Vivek, Beatty, and Morgan 2012; Solem 2016), is the one that has been most used in the social media context (Baldus, Voorhees, and Calantone 2015; Dessart, Veloutsou, and Morgan-Thomas 2016; Paruthi and Kaur 2017; Pansari and Kumar 2017; Kaur et al. 2020). Consumer engagement as a psychological process has been adapted to more interactive and social environments to better reflect the environment of today, where brands from all product categories interact with an increasing number of different consumer profiles (Baldus, Voorhees, and Calantone 2015; Liu et al. 2018; Martínez-López et al. 2017). The operationalisation of the concept could reflect the new forms of interaction mediated by social media, as a two-way channel between brands and consumers (Islam et al. 2019). Brand communities on social media allow consumers to interact with the brand and the other participants (Dessart 2017; Dessart, Veloutsou, and Morgan-Thomas 2015, 2016), creating a more involving experience, based on cognitive, affective and behavioural dimensions (Brodie et al. 2013). To support a broader vision of consumer engagement in social media brand communities, Baldus et al. (2015) defined the concept as follow: 'online brand community engagement is the compelling, intrinsic motivations to continue interacting with an

online brand community' (2015, 979). This definition was applied in this study since it reflects the idea mentioned above of a continuous conversation between consumers and brands and among consumers, supported on a vast range of motives. The operationalisation of the construct is based on eleven dimensions: brand influence, brand passion, community connection, helping others, like-minded discussion, seeking assistance, self-expression, validation, hedonic rewards, utilitarian rewards, and up-to-date information. Given the diversity of consumer profiles related to interests, needs and personality and the category of chosen products (FMCG) Baldus (2015) definition and operationalisation of consumer engagement in a social media brand community were the appropriate choices for this study. It reflects the importance of the two-foci mentioned above, the brand (brand passion and influence) and the community. UGT (Katz, Blumler, and Gurevitch 1973) explains consumers interaction in social media brand communities to achieve the satisfaction of their needs and desires (Ruggiero 2018; Blumler 1979; Tajfel and Turner 1986; Ozanne et al. 2017). Brand communities could be a source of information (up-to-date information), entertainment (hedonic rewards), and remuneration (utilitarian rewards), and a channel of personal identity development (self-expression and like-minded discussion), social integration (connecting, helping, and seeking assistance) and empowerment (validation) (Tsai and Men 2014; Tsai and Men 2013; Park, Kee, and Valenzuela 2009; Muntinga, Moorman, and Smit 2011; Muntinga, Moorman, and Smit 2010). Remuneration and empowerment are specifically associated with social media use whereas the other four motives were identified as triggers to use traditional media (Tsai and Men 2013; Muntinga, Moorman, and Smit 2010).

Relationship Marketing and Brand Outcomes: Trust and Loyalty

Relationship marketing is based on creating, maintaining and enhancing relationships

between consumers and brands (Berry 2002). Consumers connect with brands as they connect with other people, and they see brands as relationship partners, with whom they can entail a conversation about their daily life (Coelho et al., 2018; Fournier, 1998; Fournier & Alvarez, 2012). Social media brand communities provide consumers with the proximity and capability to make that conversation dynamic and in real-time (Habibi, Laroche, and Richard 2014a; Rasool, Shah, and Islam 2020). In that sense, social media brand communities can be considered consumer-brand relationship facilitators, as they allow both partners to know each other and create the bonds that will enhance the relationship (Islam and Rahman 2016; de Valck, van Bruggen, and Wierenga 2009; Zaglia 2013; Langaro et al. 2019).

Brand trust is a crucial element to support consumer-brand relationships (Islam and Rahman 2016; Hollebeek and Macky 2019), especially in a highly competitive market such as FMCG, where there is an increasing quantity of products designed to fulfil the same instrumental needs, and increasingly more undifferentiated from a consumer point of view. Consumers trust in the brand is achieved when consumers rely on its ability to deliver what is stated (Chaudhuri and Holbrook 2001). The interaction process within a brand community increases consumers understanding of the brand and brand-related products since it reduces information asymmetry between both parties (Habibi, Laroche, and Richard 2014b). Consequently, consumer expectations will match most likely actual brand performance, increasing consumers trust in the brand (Shang, Chen, and Liao 2006). Consumer sharing of brand-related experiences within the community also contributes to consumers reliability of the brand, since consumers rely more on other consumers than on brand messages (Liu et al. 2018). The next hypothesis states the discussion above:

H1: Consumer engagement in the community positively influences brand trust

The ultimate goal of companies is to achieve brand loyalty. Two main perspectives of loyalty are discussed in the literature, attitudinal and behavioural (Oliver 1999). This study explores the influence of community engagement in attitudinal loyalty since it reflects a broader vision of the concept than the one supported on repeated purchase behaviour (Kressmann et al. 2006). Based on the assumption that different consumer profiles will lead to different engagement experiences, consequently different dimensions of loyalty could be achieved by consumers. Engaged consumers perceive interaction in the community as fulfilling (Gambetti and Graffigna 2010; Dwivedi 2015) and tend to develop a favourable attitude toward the brand, combined with the repeated purchase of brand products (Helme-Guizon and Magnoni 2019; Habibi, Laroche, and Richard 2016; Islam, Rahman, and Hollebeek 2018). Consumers feel comfortable with the relationship and tend to develop emotional ties with the brand and to maintain the relationship (Leckie, Nyadzayo, and Johnson 2016; Algesheimer, Dholakia, and Herrmann 2005). Accordingly, the following hypothesis was stated:

H2: Consumer engagement in the community positively influences brand loyalty

According to research in the brand loyalty field, brand trust has been accepted as one of its main antecedents (Chaudhuri & Holbrook, 2001; Harris & Goode, 2004; Zhou et al., 2012). Trust results from cumulative positive past experiences (Luo, Zhang, and Liu 2015) and induces brand loyalty by creating exchange relationships that are highly valued by consumers (Morgan and Hunt 1994; Sirdeshmukh, Singh, and Sabol 2002). Especially in the context of strong competition, such as in FMCG, it is extremely important to conquer consumer trust, since it induces behavioural and attitudinal loyalty (Chaudhuri and Holbrook 2001). Reichheld & Scheffer (2000, 107) noticed that: 'to gain the loyalty of customers, you must first gain their trust'. Some studies have elaborated

on the impact of consumer engagement in brand communities on brand trust and consequently on brand loyalty (Laroche et al. 2012; Laroche, Habibi, and Richard 2013), since engagement enhances consumer-brand relationships, through brand trust (Yoshida et al. 2018). Based on these considerations, the next research hypothesis was stated:

H3: Brand trust positively influences brand loyalty

Social Identity Perspective on Consumer-Brand Relationships

The social identity perspective (Tajfel and Turner 1986) advocates the study of social identity antecedents of brand loyalty, more specifically brand identity and consumer-brand identification (He, Li, and Harris 2012). Consumers construct their social identity based on the social entities to which they belong or desire to belong (Shokri and Alavi 2019). On the one hand, consumers use brands as vehicles of self-expression, as brands are social entities charged of symbolic value and meaningful identities (Kumar and Kaushik 2020; Veloutsou and Delgado-Ballester 2018). On the other hand, consumers return this benefit, driving their behaviour by their social identity, reflected in brand trust and loyalty (Stokburger-Sauer 2010; Ahearne, Bhattacharya, and Gruen 2005; Bhattacharya and Sen 2003; Elbedweihy et al. 2016; Kim, Han, and Park 2001; He, Li, and Harris 2012).

Brand identity is defined by the unique set of characteristics that managers want to create and maintain (Aaker 1996). Although being an internal perspective, brand identity allows consumers to distinguish a brand from its competitors, based on visual aspects, symbols or personality (Simões, Dibb, and Fisk 2005; Coleman, de Chernatony, and Christodoulides 2011; Black and Veloutsou 2017). Most distinctive and prestigious brands are considered more attractive (Kim, Han, and Park 2001; He

and Li 2011; He, Li, and Harris 2012), as they help consumers to express their self-concept (Belk 1988). Individuals express their desired identity through brands (Alvarez and Fournier 2016) and have a greater tendency to identify themselves with strong identity brands (He, Li, and Harris 2012; Harris and Goode 2004). Accordingly, this hypothesis was proposed:

H4: Brand identity positively influences consumer-brand identification

Prestigious brands are perceived as brands that have more capability of fulfilling consumer expectations (He, Li, and Harris 2012). Besides, consumers perceive those brands as low-risk connections since occurring in negative situations could affect their reputation (Akrouf and Nagy 2018). Consequently, brands with prestigious and distinctive identity are considered more trustworthy (Bhattacharya and Sen 2003). Hence, the following hypothesis was stated:

H5: Brand identity positively influences brand trust

Consumer perceived state of brand-self similarity (based on personality and values), and brand's distinctive characteristics and prestige induce consumer-brand identification (Stokburger-Sauer, Ratneshwar, and Sen 2012; Fournier 1998; Fournier and Alvarez 2012). Socially, consumers use brands as a reflex of their aspirations and self-status (Tuškej, Golob, and Podnar 2013; Hollenbeck and Kaikati 2012), since brands provide them with symbolic meanings. This symbiosis enables consumers to construct their social identity and to achieve self-representation goals (Alvarez and Fournier 2016; Popp and Woratschek 2017). Consumers' perceived matching between their own and brand personality and values creates a favourable attitude toward the brand, influencing consumers perception (Kumar and Kaushik 2020) and developing brand trust (He, Li,

and Harris 2012). Thus, based on the literature, the following hypothesis was proposed:

H6: Consumer-brand identification positively influences brand trust

Consumers highly identified with a brand are more prone to nurture the relationship, engaging in behaviours that strengthen the bond, such as recommendation (Stokburger-Sauer 2010), resilience to negative opinions (Elbedweihy et al. 2016), repurchase intentions (Bhattacharya and Sen 2003) and loyalty (Kim, Han, and Park 2001; Stokburger-Sauer, Ratneshwar, and Sen 2012; Elbedweihy et al. 2016; He and Li 2011; He, Li, and Harris 2012). However, in scientific literature, results about the influence of consumer-brand identification on brand loyalty have been inconsistent, from a direct impact (Kim, Han, and Park 2001; Stokburger-Sauer, Ratneshwar, and Sen 2012; Elbedweihy et al. 2016), or an indirect impact through brand trust (He and Li 2011; He, Li, and Harris 2012) to no impact (Bagozzi and Dholakia 2002). The rationale to include this relationship in this study is based on the assumption that in competitive markets as FMCG brands that could achieve consumer identification are more able to create strong ties with them, which could lead to some form of loyalty (Kumar and Kaushik 2020). Accordingly, the next hypothesis was presented:

H7: Consumer-brand identification positively influences brand loyalty

Consumer Engagement versus Social Identity Perspective

The studies above mentioned reflected the role of brand identity and consumer-brand identification in a traditional context. Social media forced brands to approach more interactive and participatory communication practices (Munnukka, Karjaluoto, and Tikkanen 2015) since consumers are more inclined to experiences that go beyond purchase situations (Popp and Woratschek 2017), expecting that brands could be their

life partners. On the one hand, social media helps to establish brand loyalty (Casaló, Flavián, and Guinalíu 2010) through the interactions among community members as well as between members and brands, influencing consumers' attitude towards the brand (McAlexander, Schouten, and Koenig 2002). On the other hand, brands that achieve greater consumer identification are better able to cope with potential unfavourable situations (Davvetas and Diamantopoulos 2017) and consequently are chosen more often (Elbedweihy et al. 2016; Ahearne, Bhattacharya, and Gruen 2005). So, this study stresses the interaction effect of consumer-brand identification and consumer engagement in social media brand communities and the corresponding impact on brand loyalty.

Consumers who feel strongly identified with the brand are consequently brand-loyal customers (He, Li, and Harris 2012; Stokburger-Sauer, Ratneshwar, and Sen 2012), so the interaction with the brand in social media communities is merely an additional form of closeness with the brand. Since the feelings of connection with the brand are already present, the engagement with the brand in social media will likely not represent a significant added value to strengthen the relationship, and its impact on brand loyalty will probably be weak. Although in most of FMCG categories, consumers feel less involved with the products, they can develop high involvement with brands (Coelho et al., 2018; Vivek et al., 2012), when those brands have the power to play a role in consumers lives, distinguishing and overlapping from competitors (Popp and Woratschek 2017; Davvetas and Diamantopoulos 2017). Notwithstanding, for most brands acting in this market, it is a challenge to offer consumers captivating social identities (Bhattacharya and Sen 2003), allowing them to satisfy their self-defined needs and feel identified with brands (He and Li 2011). For consumers that do not feel identified, or with low identification levels with the brand, the engagement in the brand

social media community, supported by relationships with other consumers, the brand, and the company, will create some added value for them (Schau, Muñiz, and Arnould 2009). In addition, the benefits they receive will induce brand loyalty (Park and Kim 2014). For several brands in FMCG categories, consumers usually demonstrate repeated purchase behaviours, buying a product from a brand because of reasonable price or in-store availability. They do not necessarily, express feelings of connection, feel identified nor loyal customers of the brand. To reverse this situation, brands can use the social media community to understand consumers' needs and to establish and nurture a connection with them (Habibi, Laroche, and Richard 2014b; Laroche, Habibi, and Richard 2013). So, consumer engagement in the brand community will have a greater impact on brand loyalty in consumers with low identification, than for consumers highly identified with the brand. Therefore, it is expected that consumer engagement in brand communities has a more important role when the identification with the brand is lower.

According to the debated ideas, the following hypothesis was proposed:

H8: Consumer-brand identification has a negative moderator effect on the relationship between consumer engagement in a brand community and brand loyalty

The research model reflects the proposed research hypotheses (Figure 1):

[Figure 1 here]

Research Method

A sample of 652 valid responses of Facebook users was analysed through Partial Least Squares (PLS), applying SmartPLS 3.0. This study was carried out on Facebook because it is the most used social media platform for brand interaction (Socialbakers 2020).

Data Collection and Sample

The data were collected by an online questionnaire. A non-probabilistic convenience sample was built via the online dissemination of the questionnaire, through social media authors contacts. Facebook users were asked to choose only one brand with which they usually interact and to report their interaction experience on the respective Facebook brand page. The chosen brand must belong to FMCG categories. Brands identified by respondents covered subcategories such as food (dairy, groceries, baby food), beverages (sodas, beers, coffee, tea), personal care (body and hair wash, care products), household supplies (home cleaning, laundry products) or pet supplies (food and care products).

The items of each latent variable were randomly ordered in each questionnaire to avoid the positioning effect. The data was validated, assuring that each indicator had no more than 5% of missing values, and each subject had no more than 15% of missing values. The missing values problem was handled using the mean values replacement procedure (Hair et al. 2017).

The profile of the 652 respondents considered elected for the study is shown in table 1. The sample demographics are very asymmetric in respect of gender and age, due to the elimination of respondents that do not fit two criteria: referring a brand corresponding to an FMCG category and have less than or equal to 15% of missing responses. The combination of these two criteria led to the elimination of mainly male and older respondents, resulting in a sample with a significant predominance of female and young adult respondents. For 38% of respondents, Facebook was its first social media platform for brand interaction, and for 24% it was Instagram.

[Table 1 here]

Measurement

To ensure accuracy, all the items were translated from English to Portuguese by two independent translators, and then back-translated to English by two other translators. The measures were reviewed by two marketing experts and two market research practitioners to guarantee the fit to the Portuguese context, and consequently some items were adjusted. The measurement scale of consumer engagement in brand communities was adapted from consumer motives to continue interacting in brand communities (Baldus, Voorhees, and Calantone 2015). The brand identity construct was measured through a scale developed by Bhattacharya and Sen (2003), and consumer-brand identification was measured using a scale from Stokburger-Saur et al. (2012). The items of brand trust scale were adopted from Delgado-Ballester et al. (2003) and Delgado-Ballester (2004). The loyalty measures were adopted by Brakus et al. (2009) and Sahin et al. (2011). All construct scales were measured on a 7-point Likert-type scale, from strongly disagree (1) to strongly agree (7) (Appendix A).

All the latent variables were measured as first-order reflective constructs, except consumer engagement in brand communities, which was designed as a formative second-order construct. On that basis, the research model is a reflective-formative model type. Consumer engagement in brand communities was considered as a formative construct based on its conceptual definition, as a composite of motives to continue interacting in a brand community (Baldus, Voorhees, and Calantone 2015). Conceptually, the variable was implemented as a second-order construct, as it is the result of a process associated to consumer intentions and participation (Wirtz et al. 2013; Martínez-López et al. 2017; Algesheimer, Dholakia, and Herrmann 2005), and because their dimensions may act independently (Becker, Klein, and Wetzels 2012; Hair et al. 2017). Regarding operationalisation, it allows the reduction of the number of

relationships in the structural model, making it more parsimonious and easier to understand (Matthews, Hair, and Matthews 2018; Hair et al. 2018). Besides that, the focus of this study was on the role of consumer engagement in social media brand communities on the relationship with the other variables.

Results

The model was estimated using PLS as it is a relatively complex model, with a second-order and formative construct, supported by interval data, and includes a moderating effect (Matthews, Hair, and Matthews 2018). As the data resulted from human responses, it is challenging to meet rigorous assumptions that are typically required with more traditional multivariate statistics (Vinzi et al. 2010). The second-order construct was estimated through a repeated indicator approach and measured by mode B, as suggested by Becker et al. (2012). The path weighting scheme algorithm was applied to estimate the model, and the moderating effect was estimated by a two-stage approach (Hair et al. 2017; Matthews, Hair, and Matthews 2018; Hair et al. 2018).

Measurement Model

The assessment of the measurement model was carried out over the saturated model. Indicator loadings are all above or equal to 0.7, except one (0.62) belonging to the brand passion construct. Nevertheless, all of them are statistically significant ($p < 0.01$) by bootstrap analysis (no sign changes) performed with 5,000 samples of the same size as the original sample (Appendix A). Considering the wording of the indicator with the loading smaller than 0.7 ('I would not belong to a brand community if I did not have a passion for the brand'), this was removed from the model, since it expresses a need for brand passion to belong to the community, which is not compatible with some of the motives expressed by other indicators. The indicators of internal consistency, reliability

and convergent validity (AVE) (table 2) showed high values, as Cronbach's Alpha and composite reliability were all above 0.7, and AVE were all above 0.5. Comparing constructs correlation with the AVE square root, results show that all the constructs fulfilled the discriminant validity by Fornell-Larcker' criterion (Hair et al. 2017) (Appendix B).

[Table 2 here]

Full collinearity tests (table 3) presented results of variance inflation factors (VIF) below 3.3 for all latent variables, indicating a model free of common method bias (Kock 2015). These tests were performed by creating a dummy variable with random values and pointing all the latent variables in the model to it. Harman's single-test showed the same conclusion, as the application of exploratory factor analysis with unrotated solution, revealed that the first factor explained 40.72% of the variance, which is under the cutoff value of 50% (Podsakoff et al. 2003).

[table 3 here]

Collinearity between the components, significance and relevance of the relationships between the components and the construct were assessed to evaluate the measurement of the second-order construct, consumer engagement in brand communities (Hair et al. 2018) (Table 4). Only brand passion, connecting, self-expression and up-to-date information components had a significant impact on consumer engagement in brand communities. The same constructs had a high effect size on consumer engagement. As expected in a formative second-order construct, collinearity was not a critical issue, as variance inflation factors (VIF) values were considerably below 5 (Hair et al. 2017).

[Table 4 here]

Structural Model

All path coefficients were statistically significant ($p < 0.01$) by bootstrap analysis (no sign changes) performed with 5,000 samples of the same size as the original sample (Hair et al. 2017). All the relationships proposed in the model were supported, and path coefficients represented positive impacts among the latent variables, except for the case of the moderating effect, which was negative (table 5).

[table 5 here]

The model explained more than 65% of brand trust and brand loyalty and 29% of consumer-brand identification. Predictive relevance (Q^2) had also high values, except for consumer-brand identification (table 6).

[table 6 here]

The results of total effects showed significant impacts, supporting all the hypotheses in the model. Total indirect effects showed partial and complementary mediation effect of consumer-brand identification in the relationship between brand identity and brand loyalty. The same happened with brand trust in the relationships between brand identity, consumer-brand identification, and consumer engagement, as the exogenous variable, and brand loyalty, as the endogenous variable. The results of effect size (f^2) showed a large effect of brand identity on consumer-brand identification, medium effects of brand identity and consumer engagement on brand trust, and of brand trust on brand loyalty. All other impacts had small effects, especially the moderating effect of consumer-brand

identification on brand loyalty (table 7). In the presence of these two constructs, consumer engagement in social media was less important in predicting brand trust and loyalty.

[table 7 here]

As observable in figure 2, the impact of consumer engagement in social media brand communities was larger when consumer-brand identification was lower.

[Figure 2 here]

Discussion

The objective of this study was to test a model in FMCG categories, explaining the influence of consumer engagement in social media brand communities, brand identity, and consumer-brand identification on brand trust and loyalty, and stressing the interaction effect of consumer engagement in social media brand communities and consumer-brand identification. Theoretically, the model was anchored in relationship marketing and social identity perspectives. The model was tested through a sample of 652 participants in Facebook brand communities of product categories, such as food, beverage, household supplies, personal care, and pet supplies.

Considering the construct of consumer engagement in social media brand communities as a composite of motives to continue interacting with the community (Baldus, Voorhees, and Calantone 2015), the results of this study revealed that only four motives showed significant impacts on the formation of the construct in FMCG, namely brand passion, feelings of community connection, self-expression in the community, and up-

to-date information. Consumer-brand identification revealed a negative moderation of the relationship between consumer engagement in the community and brand loyalty.

The results are discussed in detail envisaging both, theoretical contribution and practical implications of this study.

Theoretical Contribution

The results obtained in this study differ from the one developed by Baldus et al. (2015), that showed that consumer engagement in the brand community was driven by brand influence, connecting, helping, like-minded discussion, hedonic reward, seeking assistance, self-expression and up-to-date information. One possible reason that could support the difference in the result is that their work did not consider product category differentiation. Those differences demonstrated the importance of exploring the construct in different contexts, as this study did, by exploring the FMCG.

However, these results obtained for FMCG categories are consistent with extant literature in the field of social media marketing. Namely, consumers interact with brands for hedonic and social motives (Park and Kim 2014), expressed in this study by brand passion, feelings of community connection, and self-expression in the community; and utilitarian motives (Davis, Piven, and Breazeale 2014), reflected in up-to-date information, in this case. Also, this study confirmed social media literature, arguing that the focus of engagement envisaged two elements: the brand (brand passion and up-to-date information motives) and the other participants in the community (feelings of community connection, and self-expressing in the community motives) (Baldus, Voorhees, and Calantone 2015; Dessart, Veloutsou, and Morgan-Thomas 2016, 2015). Consumer engagement in social media brand communities had a

significant direct impact on brand loyalty, as well as through brand trust. This result was consistent with the results of previous studies, revealing that the dynamic generated within the community creates a predisposition to establish long and lasting consumer-brand relationships (Kaur et al. 2020; Hudson et al. 2016). Also, it stated the power of brand communities as consumer-brand relationship facilitators (Islam and Rahman 2016; de Valck, van Bruggen, and Wierenga 2009), even for brands of low involvement products. *It reveals the crucial role of the community in the brand's life, independently of which product category is it associated with.*

This study confirmed that brand identity exerts a positive impact on brand trust and consumer-brand identification, and an indirect one on brand loyalty. Also, consumer-brand identification showed a positive influence on brand trust, and brand loyalty, directly and via brand trust. *Although these results are not new for brands in general, this study shows that despite products of FMCG being essentially considered mere instruments to fulfil consumers functional needs, the brands behind these products represent social entities with whom consumers desire to be associated with (Ozanne et al. 2017; Hollenbeck and Kaikati 2012). Consumers tend to identify with brands whose values match with their self-concept (Bhattacharya and Sen 2003; Tuškej, Golob, and Podnar 2013) and identification generates favourable responses from consumers towards brands, such as trust and loyalty (Stokburger-Sauer, Ratneshwar, and Sen 2012; Tuškej, Golob, and Podnar 2013). Aligned with the literature, this study confirmed that the social identity perspective is an important driver of brand outcomes, such as trust and loyalty (Kim, Han, and Park 2001; He and Li 2011; He, Li, and Harris 2012), even for brands of FMCG. *Independently of the products represented by the brand, it can conquer a consumer's mind and heart and be a consumer's life partner since consumers**

feel identified with the brand values. Even in FMCG, consumers search for positive experiences which could be transformed into lasting relationships.

The other important contribution of this study relates to the combination of two important theoretical perspectives supporting conceptual models in the marketing literature. Elaborating on relationship marketing and social identity perspectives, this study stresses the interaction effect of consumer engagement in social media brand communities and consumer-brand identification. As the interaction effect coefficient was negative, it means that for consumers with high identification levels, the impact of consumer engagement in the community was lower than for consumers with low identification levels. For consumers with high identification levels with the brand, the interaction through social media could only be an additional way of contact or closeness with the brand (Kite et al. 2018; Kumar and Kaushik 2020). For brands with lower identification levels with consumers the engagement in the community had a higher impact on brand loyalty, meaning that the dynamism created within the community was a more important driver of brands benefits when identification was lower. The results revealed that for FMCG products, such as food, beverage, personal, home and pet care, brand identification was a more powerful trigger of consumer-brand relationships than consumer engagement in brand communities.

Managerial Implications

The empirical evidence presented in the marketing literature shows the importance of social media brand communities for branding (Kaur et al. 2020) since consumers with high levels of community engagement are more receptive to develop strong relationships with the brand (Veloutsou and Mafe 2020). The positive impact of consumer engagement in the community in brand trust and loyalty found in this study

confirmed that perspective also for FMCG products. It demonstrated that these beneficial relationships could occur even in markets where traditionally consumers have lower involvement with the products, the products of different brands are very similar, and where most of the times, price is vital in purchase decisions. The challenge for brand managers is to support their strategy on insights that consumer value (Carlson et al. 2019), according to this result, the benefits consumers search for in the brand community, and their availability to identify with the brand.

In this study, the motives expressed by consumers for Facebook brand page engagement revealed their interests, more utilitarian (up-to-date information) or experiential (brand passion, feelings of community connection, and self-expression in the community), and their elements of foci, the brand (brand passion and up-to-date information) or the community (feelings of community connection and self-expression). Managers should focus their efforts on meeting consumers expectations related to searched benefits to provide the right environment for the brand target (Kite et al. 2018; Ozanne et al. 2017). If consumers are only looking for information about the brand or its products, the availability and the quality of the information, for example, are crucial factors that could enhance potential conversations between them and the community, comprising the brand and other participants. Consumers desire for community connection, or even self-expression may not involve talking with the brand, but to the other members of the community. In this case, brands should adopt a low profile in the community and let the conversation flow among members (Kannan and Li 2017). On the contrary, some others need the brand to help their self-expression and to feel that they belong to something important. For them, the brand must adopt a supportive behaviour (Loureiro and Kaufmann 2018). Brands that can induce consumer passion are in a privileged position and should develop a brand-centric community (Veloutsou and

Mafe 2020). Highlighting the factors that make consumers passionate for the brand, the relationship can be nurtured and brand loyalty is enhanced (Coelho, Bairrada, & Peres, 2019).

The second aspect revealed by this study intends to call practitioners attention to the importance of consumer-brand identification in FMCG categories, stressing the potential differences between brands in the same category of products. In this study, brand identity revealed great importance on predicting brand trust and consequently on predicting brand loyalty, as brand trust is its main predecessor. Additionally, the study revealed that in FMCG consumer brand identification had a stronger impact on brand trust and loyalty than consumer engagement in the brand community. So, to achieve a strong and lasting relationship with consumers, brand managers must distinguish their brands from competitors, providing brands with prestigious and distinctive identities to attract consumers (Black and Veloutsou 2017; Melewar et al. 2017). Brands with high levels of consumer identification can use the social media community to nurture the relationship and maintain consumer feelings of brand association. For brands with lower profiles, with difficulties in developing consumer-brand identification, social media brand communities gain a different role. Their strategy must be placed in conquering consumers, being present in everyday life, for them to remember the brand when they think about the product category (Coelho et al., 2018). The connection must be based on insights with relevance for consumers, more utilitarian, or affective, in order to trigger consumers' larger heart and mind shares (Davvetas and Diamantopoulos 2017). Social media brand communities grant brands to emphasise their differentiation and consequently, their competitive position.

Limitations and Further Research

The limitations of the study concern two main contextual aspects, the population attitude towards the social media platform and the brand awareness effect. The information gathered represents the vision of consumers in their relationship with Facebook and with brands through this medium. Although Facebook maintains the first position as a social media platform for brand interaction, Instagram is increasing its acceptance between new generations (Socialbakers 2020). Indeed, Instagram has different features from Facebook, allowing a different type of interaction, and consequently satisfying different utilitarian and experiential consumer needs. The same model, applied in a different context, as a different social media platform, could show different results, especially what concerns consumer engagement components. Another relevant limitation of this study is concerning the brands expressed by participants, the brand awareness effect. When responding to the questionnaire, consumers were asked to think about one brand belonging to the mentioned categories, and with high probability, they thought about their high thinking or most frequently visited brands. This fact could influence the results of the model, concerning the influence of brand identity and consumer-brand identification on brand outcomes, by not considering less distinct or prestigious brands. Another limitation of this study is the sample used, since it is composed of a significant proportion of young respondents, 47% are in the age group of 16-24, and 50% are students.

Regarding future developments, it would be interesting to carry out this analysis using different aspects of brand loyalty, such as attitudinal versus behavioural loyalty, or word-of-mouth, allowing to understand which and how the participation motives relate to different brands benefits. Also exploring different industries, for example, food and beverage, personal care, and retailing would probably help practitioners to have a deeper knowledge of the type of brand loyalty they can expect in their product category.

Furthermore, combining factors, such as motives to participate in the community, consumers intensity of participation, and consumers personality characteristics, would allow creating consumer profiles related to their propensity to socialise with brands on social networks. Testing the model accounting for the different functionalities consumers attribute to brand communities would bring essential insights for brand managers. On the one hand, identifying different consumer profiles, with different needs and desires about brand interaction on social media, would allow designing branding strategies more aligned with different consumer targets. On the other hand, it would help to create a distinctive brand image, that could attract consumers and develop consumer identification.

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Appendix A

Descriptive statistics and factor loadings of the items

Construct	Dimensions and items	%missing values	Mean	Std Deviation	Loading	t-value
Consumer engagement is smbc (Baldus, Voorhees, and Calantone 2015)	Brand influence:					
	I am motivated to participate in this brand community because I can help improve the brand and its products	2%	3.288	1.943	0.934	50,37
	I like to know that my comments and suggestions can influence the brand and its products	2%	3.683	2.006	0.899	37,93
	Increasing the influence I have on the brand and its products makes me want to participate more in this brand community	1%	3.047	1.887	0.911	39,41
	I hope to improve the brand or product through participation and expression in this brand community	1%	3.375	1.978	0.942	57,77
	Brand passion:					
	I am motivated to participate in this brand community because I am passionate about the brand	1%	3.493	1.964	0.938	33,54
	I participate in this brand community because I care about the brand	1%	3.274	1.848	0.898	42,61
	I would not belong to a brand community if I did not have passion for the brand	3%	4.471	2.169	0.617	excluded

My passion for this brand's products makes me want to participate in this brand community	0%	3.643	1.958	0.911	31,61
Connecting:					
Increasing the strength of the connection I have with this brand community makes me want to participate more in the community	2%	2.998	1.891	0.939	51,78
Being part of this brand community makes me feel more connected to the brand	2%	3.617	1.984	0.929	42,71
Being part of this brand community makes me feel more connected to other consumers of the brand	2%	3.199	1.884	0.944	43,69
Helping:					
I like to participate in the brand community because I can use my experience to help other people	2%	2.939	1.814	0.934	55,46
I like to share my experience and knowledge with others in this brand community to help them be more educated about the brand	2%	2.908	1.819	0.932	47,25
I really like helping other community members with their questions	2%	2.828	1.798	0.943	54,60
I feel good when I can help answer other community member's questions	3%	3.113	1.875	0.922	54,81
Like-minded discussion:					
I look forward to discuss my opinions about the brand with others who share the same interest as me	1%	2.884	1.916	0.889	26,79
I enjoy conversing with people similar to myself in this brand community	1%	2.532	1.82	0.926	28,92
I look to this brand community when I want to discuss a topic with people who have similar interests	1%	2.507	1.746	0.899	27,37
Having conversations with people in this brand community who share the same views about this brand is important to me	0%	2.468	1.725	0.932	34,54
Rewards (utilitarian):					
I am motivated to participate in this brand community because I can earn money	2%	3.125	2.109	0.941	excluded
If it weren't for the money, I wouldn't participate in this brand community	2%	2.369	1.795	0.694	excluded
Receiving more money makes me want to participate more in this brand community	2%	3.522	2.239	0.922	excluded
Seeking assistance:					
I am motivated to participate in this brand community because I can receive help from other members	1%	3.029	1.844	0.934	32,28
I am motivated to participate in this brand community because community members can use their knowledge to help me	0%	3.157	1.86	0.939	40,34
I like participating in this brand community because it gives me an opportunity to receive help from other community members	1%	3.03	1.825	0.939	37,09
It is important to me to be able to use this community to find answers to my questions about the brand	0%	4.1	1.993	0.780	32,28
Self-expression:					
I feel that I can freely share my interests in the brand community	3%	3.738	1.955	0.920	excluded
I would express any opinion or idea I had about this brand in this brand community	3%	3.995	1.995	0.909	excluded
I can always be myself when interacting with others in this community	5%	3.776	1.976	0.920	excluded
This community makes it easy for me to express my true beliefs about the brand	5%	3.696	1.952	0.899	excluded
Up-to-date information:					
This brand community is my critical connection for new and important information about the brand and its products	1%	4.505	1.958	0.901	excluded
When I want up-to-date information about this brand, I look at this brand community	1%	4.991	1.93	0.912	excluded
This community keeps me on the leading edge of information about the brand	1%	4.899	1.855	0.923	excluded

	This community is the best way to stay informed about new developments with this brand	1%	4.893	1.87	0.913	excluded
	Validation:					
	Receiving more affirmation of the value of my comments, makes me want to participate more in the brand community	4%	3.355	1.986	0.933	34,04
	I feel good about myself when other community members share my ideas	5%	3.301	1.962	0.949	36,59
	I appreciate when others agree with the ideas I express in this brand community	5%	3.467	1.996	0.937	35,47
	When others support my ideas and opinions in this brand community, I feel better about myself	5%	3.156	1.951	0.942	31,65
	Rewards (hedonic):					
	I like to participate in this brand community because it is entertaining	3%	3.386	1.979	0.898	excluded
	Having fun is my main reason to participate in this brand community	3%	2.914	1.83	0.932	excluded
	I participate in this brand community because I think it is fun	3%	3.167	1.898	0.946	excluded
<hr/>						
Brand identity (Bhattacharya and Sen 2003)						
	Brand has a distinctive identity	1%	5.39	1.641	0.917	67,20
	Brand stands out from its competitors	2%	5.376	1.627	0.912	71,91
	Brand is a first-class, high quality brand	2%	5.589	1.551	0.920	85,90
	Brand has a high reputation	2%	5.472	1.547	0.919	93,38
<hr/>						
Consumer-brand identification (Stokburger-Sauer, Ratneshwar, and Sen 2012)						
	I feel a strong sense of belonging to brand	2%	3.768	1.977	0.949	119,33
	I identify strongly with brand	2%	4.028	1.98	0.936	97,59
	Brand embodies what I believe in	2%	3.541	1.982	0.924	83,26
	Brand is like a part of me	1%	2.879	1.959	0.922	74,09
	Brand has a great deal of personal meaning for me	1%	3.37	2.003	0.937	88,50
<hr/>						
Brand trust (Delgado_Ballester, Munuera-Alemá, and Yague-Guillén 2003; Delgado-ballester 2004)						
	This brand cares about my needs	4%	3.703	1.911	0.816	45,27
	This brand is an honest brand	5%	4.51	1.719	0.905	84,68
	This brand guarantees satisfaction	2%	4.941	1.704	0.861	64,03
	This brand never disappoints me	4%	4.234	1.816	0.883	69,00
	This brand would compensate me in some way for any problem	5%	4.365	1.786	0.896	91,11
	This brand is sincere with me	5%	4.228	1.798	0.893	91,02
	I can rely on this brand	3%	4.804	1.703	0.907	92,87
<hr/>						
Brand loyalty (Brakus, Schmitt, and Zarantonello 2009; Şahin, Zehir, and Kitapçı 2011)						
	I intend to buy this brand in a near future	1%	5.261	1.747	0.835	70,53
	I intend to buy other products of this brand	2%	4.575	1.986	0.822	43,86
	I will recommend this brand to others	2%	4.627	1.88	0.890	72,37
	I am willing to pay a price premium over competing products to be able to purchase this brand again	1%	3.975	1.998	0.838	59,21

I always say positive things about this brand on social media page brand	5%	3.226	1.966	0.719	excluded
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Note: all indicators are statistically significant ($p \leq 0.01$)

Appendix B

Correlation matrix between the first-order construct and square root of the average variance extracted (in bold)

	Brand identity	Consumer-brand identification	Brand trust	Brand loyalty	Brand influence	Brand passion	Connecting	Hedonic rewards	Helping	Like-minded discussion	Seeking assistance	Self-expression	Up-to-date information	Utilitarian rewards	Validation
Brand identity	0.934														
Consumer-brand identification	0.543	0.897													
Brand trust	0.678	0.660	0.861												
Brand loyalty	0.665	0.701	0.741	0.821											
Brand influence	0.268	0.441	0.392	0.426	0.910										
Brand passion	0.296	0.551	0.423	0.472	0.633	0.916									
Connecting	0.284	0.512	0.435	0.459	0.675	0.644	0.924								
Hedonic rewards	0.210	0.342	0.290	0.322	0.460	0.483	0.499	0.925							
Helping	0.216	0.468	0.367	0.425	0.681	0.590	0.649	0.445	0.925						
Like-minded discussion	0.148	0.433	0.287	0.338	0.592	0.511	0.627	0.418	0.698	0.899					
Seeking assistance	0.223	0.389	0.355	0.386	0.626	0.591	0.608	0.413	0.680	0.603	0.891				
Self-expression	0.298	0.375	0.400	0.406	0.509	0.510	0.550	0.406	0.527	0.517	0.515	0.891			
Up-to-date information	0.440	0.303	0.391	0.415	0.402	0.438	0.409	0.291	0.330	0.296	0.488	0.460	0.907		
Utilitarian rewards	0.192	0.158	0.213	0.186	0.330	0.227	0.303	0.242	0.268	0.231	0.278	0.274	0.236	0.863	
Validation	0.234	0.376	0.369	0.396	0.640	0.496	0.599	0.426	0.658	0.578	0.553	0.491	0.350	0.314	0.931

Table 1 - Respondent profile

Gender	Female	61%
	Male	39%
Age	16-24	47%
	25-34	14%
	35-44	17%
	45-54	18%
	55+	4%
Education	Primary school	4%
	High school	40%
	Bachelor's degree	42%
	Master's degree or higher	14%
Laboral situation	Employee	35%
	Employer	7%
	Students	50%
	Other	8%
First social media network for brand interaction	Facebook	38%
	Instagram	24%
	Other situation (no first social media network or other than Facebook or Instagram in the first place)	38%
Product category identified by consumers choice of brand pages	Food	27%
	Beverage	23%
	Personal care	26%
	Home care	12%
	Pet care	12%

Table 2 – First-order constructs and assessment indicators of the measurement model

First-order constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand identity	0.937	0.955	0.841
Consumer-brand identification	0.963	0.971	0.871
Brand trust	0.952	0.960	0.775
Brand loyalty	0.878	0.912	0.675
Brand influence	0.941	0.958	0.849
Brand passion	0.923	0.951	0.866
Connecting	0.931	0.956	0.878
Hedonic rewards	0.916	0.947	0.857
Helping	0.950	0.964	0.870
Like-minded discussion	0.932	0.952	0.831
Seeking assistance	0.920	0.945	0.811
Self-expression	0.932	0.952	0.832
Up-to-date information	0.933	0.952	0.833
Utilitarian rewards	0.835	0.893	0.740
Validation	0.956	0.968	0.884

Table 3 – Assessment of common method bias

Latent variables	VIF
Consumer engagement in smbc	1.546
Brand identity	1.180
Consumer-brand identification	1.386
Brand trust	1.308
Brand Loyalty	1.569

Table 4 – Assessment of second-order construct measure

Lower-order constructs	Path Coefficients	Effect Size	VIF
Brand influence	-0.031	0.015	3.035
Brand passion	0.356**	2.185	2.689
Connecting	0.186*	0.485	3.293
Hedonic rewards	0.078	0.176	1.591
Helping	0.085	0.089	3.215
Like-minded discussion	-0.064	0.072	2.636
Seeking assistance	-0.055	0.052	2.719
Self-expression	0.305**	2.417	1.783
Up-to-date information	0.294**	2.543	1.576
Utilitarian rewards	0.058	0.127	1.219
Validation	0.069	0.092	2.409

Note: * significant $p < 0.05$; **significant $p < 0.01$

Table 5 – Path coefficients

Constructs	Consumer-brand identification	Brand trust	Brand loyalty
Brand Identity	0.538**	0.349**	
Consumer-brand identification		0.254**	0.250**
Consumer engagement in smbc		0.342**	0.169**
Brand trust			0.474**
Moderating Effect			-0.072*

Note: * significant $p < 0.05$; **significant $p < 0.01$

Table 6 – Structural model assessment

	Consumer-brand identification	Brand trust	Brand loyalty
R²	0.289	0.656	0.654
Q²	0.234	0.471	0.452

Table 7 – Effects and mediation

	Total Effect	Total Indirect effect	Effect Size
H ₁ : Consumer engagement in smbc -> Brand trust	0.342**		0.162
H ₂ : Consumer engagement in smbc -> Brand loyalty	0.331**	0.162**	0.035
H ₃ : Brand trust -> Brand loyalty	0.474**		0.266
H ₄ : Brand identity -> Consumer-brand identification	0.538**		0.406
H ₅ : Brand identity -> Brand trust	0.486**	0.156**	0.222
Brand identity -> Brand loyalty	0.365**	0.365**	
H ₆ : Consumer-brand identification -> Brand loyalty	0.371**	0.121**	0.083
H ₇ : Consumer-brand identification -> Brand trust	0.268**		0.094
H ₈ : Moderating effect -> Brand loyalty	-0.072*		0.012

Note: * significant $p < 0.05$; **significant $p < 0.01$

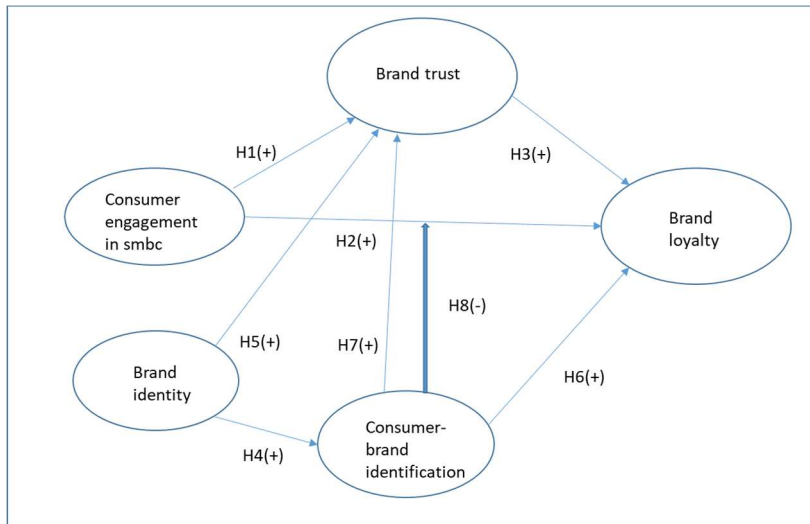


Figure 1 – Research Model

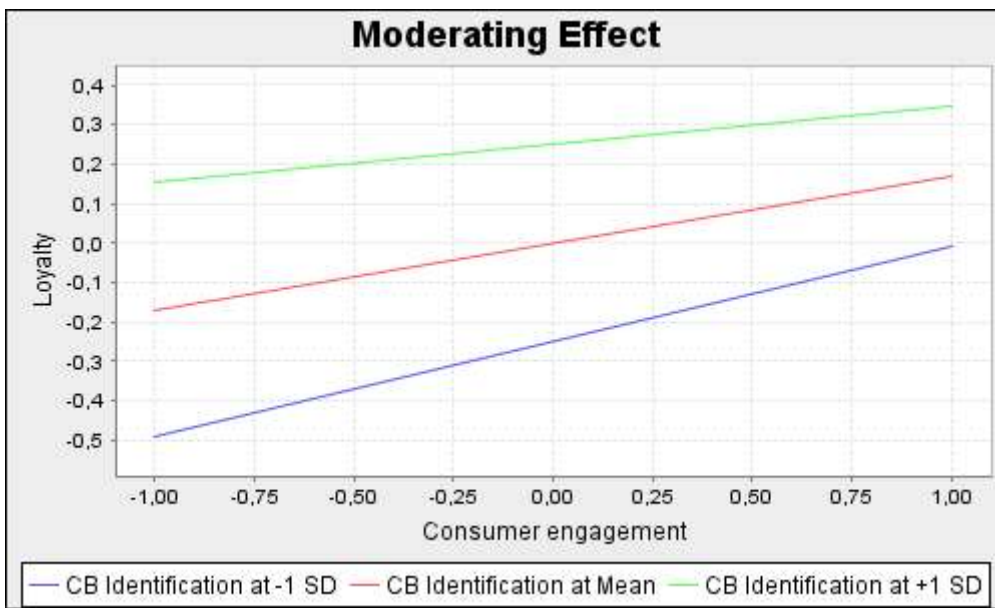


Figure 2 – Simple slope analysis