

RESEARCH ARTICLE

The effect of brand community on Electronic Word of Mouth (eWOM) and brand loyalty mediated by brand love: A pilot study

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ABSTRACT

Previous literature suggests that strong brand communities and brand love can influence electronic word of mouth (eWOM) and brand loyalty. Although consumer bonding within communities is known to generate positive outcomes for brands, the mediating role of brand love in this relationship remains unclear. This pilot study examines the mediating role of brand love in the relationship between brand community, eWOM, and brand loyalty. Data were collected through a self-administered survey using a non-probability convenience sampling method. The study involved 100 online gamers as participants. Data analysis was conducted using SPSS version 23.0, with mediation testing performed through Hayes' PROCESS macro. The results show that brand love partially mediates the relationship between brand community and both eWOM and brand loyalty. This study offers theoretical insights into the emotional mechanisms that link brand community participation with consumer behavioral outcomes, contributing to the growing literature on brand community dynamics.

Keywords: Brand community; brand love, brand loyalty; online gaming; eWOM; pilot study

1. Introduction

In today's hyper-connected digital landscape, understanding how brand communities influence consumer behavior has become increasingly urgent, particularly in rapidly evolving sectors such as esports and online gaming^[1]. Brand communities are more than just groups of loyal customers; they represent interactive, socially meaningful environments where consumers co-create value, share experiences, and strengthen emotional ties with a brand^[2]. These communities thrive particularly in online spaces where digital interactions allow brand lovers to gather, communicate, and bond over shared interest^[3]. For example, gaming communities on platforms like Discord or Steam serve as active hubs where players not only discuss gameplay but also exchange content and express loyalty to game publishers and in-game brands^[1]. The strength of these interactions reinforces a collective identity that often leads to sustained engagement and advocacy behaviors such as electronic word of mouth (eWOM).

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A brand community refers to a group of individuals who share an emotional connection with a particular brand^[4,5]. These communities allow businesses to gain valuable insights into their target audiences, including consumer habits, preferences, needs, and future purchasing intentions^[6]. Within such communities, members interact not only with one another but also directly with the brand, fostering a sense of shared identity. As a result, the community often becomes an extension of the brand itself. Brand communities play a critical role in strengthening the relationship between brands and their customers^[7]. Furthermore, they contribute to positive behavioral outcomes such as enhanced brand loyalty and the generation of eWOM^[8]. By promoting member commitment and emotional engagement, brand communities' function as a strategic mechanism for cultivating long-term brand loyalty^[9], particularly as brand enthusiasts actively gather and engage within these digital or physical spaces.

Building on this, brand loyalty is commonly defined as a deep commitment to repeatedly purchase or engage with a preferred brand, even in the presence of situational influences or competitive marketing efforts^[10-12]. This form of loyalty is not solely behavioral but also emotional, shaped by the quality of interaction between consumers and brands^[13]. For instance, meaningful engagement through social media or public relations enhances consumers' identification with the brand, thereby reinforcing loyalty^[14]. One of the most influential emotional drivers of loyalty is brand love, which refers to a strong emotional attachment to a brand^[15]. Brands that succeed in evoking positive emotions (such as joy, pride, or excitement) are more likely to foster lasting relationships and encourage repeated engagement from consumers.

These emotional and relational dynamics are particularly evident in the Indonesian digital environment, where the rapid integration of social media and online platforms has significantly reshaped consumer-brand interactions. Among various digital arenas, the online gaming industry stands out due to its vast user base and intensity of engagement. With over 52 million active players in Indonesia alone^[16], online gaming platforms have become powerful venues for users to share experiences, express brand preferences, and form emotional connections, not only with fellow gamers but also with the brands embedded in those gaming environments. This trend reflects a broader movement in which digital ecosystems nurture emotional bonds between consumers and brands, laying the groundwork for brand loyalty.

In particular, online gaming communities have evolved into complex environments where users actively exchange knowledge, co-create content, and participate in meaningful brand engagement. These communities not only facilitate social interaction and collaboration but also influence product development and brand perception^[17]. Although previous studies have emphasized technological or behavioral aspects, there is a growing need to investigate relationship-specific dimensions such as trust, emotional attachment, and structural commitment.

Globally, the online gaming industry has become both an economic powerhouse and a cultural trendsetter. Strategic collaborations (such as luxury fashion brands integrating their products into popular games) have elevated the gaming space into a lifestyle ecosystem^[1,18]. These developments position online gaming communities as crucial platforms for studying how emotional engagement fosters long-term loyalty and consumer advocacy in digital brand ecosystems.

This study contributes to the empirical discussion about the significant role of brand community and seeks to investigate the mediating role of brand love in the relationship between brand community, eWOM, and brand loyalty within the context of online game communities. The next section of this study is organized as follows. It begins with a review of the background literature and hypothesis development, followed by a detailed explanation of the methodology and presentation of results. Thereafter, the study discusses the

empirical and managerial implications of the findings. Finally, the main limitations of the study are addressed, along with recommendations for future research.

2. Literature review and hypothesis development

Social Identity Theory (SIT), introduced by Tajfel and Turner^[19], posits that individuals define themselves based on their membership in social groups. This identification is not merely cognitive but also emotional and evaluative, meaning people not only recognize themselves as part of a group but also feel attached to it and assess its value positively^[20]. The stronger the identification with a group, the more likely individuals are to engage in supportive behaviors such as loyalty, defense against external threats, and advocacy for the group's values^[21]. In the context of consumer behavior, SIT explains how individuals form strong connections with brands and brand communities when these communities are internalized as part of their social identity^[15].

Brand communities represent a form of social group that becomes embedded within consumers' self-concepts^[22]. A brand community is defined as a structured group formed by individuals who share admiration and emotional connection with a brand^[2]. These communities are not geographically bounded but are built upon shared values, interests, and experiences, thus creating a sense of belonging and social affiliation^[23]. Within these communities, consumers engage not only with fellow members but also with the brand itself, which is sometimes perceived as a fellow group member^[24]. This mutual identification often leads to collective psychological ownership, where consumers feel that the brand and the community belong to "us" rather than "me" ^[25].

Electronic word of mouth (eWOM) is a critical behavioral outcome of social identification within brand communities. eWOM refers to the digital transmission of opinions, experiences, and recommendations among consumers^[26]. In brand communities, eWOM becomes a central medium through which members share their evaluations and reinforce community norms^[8]. A high level of brand community identification (BCI) has been shown to foster positive eWOM, driven by shared consciousness, traditions, and a sense of moral responsibility^[27]. These dynamics promote internal loyalty and external influence through consumer advocacy, thereby amplifying the community's value as both a marketing and social platform.

Brand loyalty refers to a consumer's deep commitment to consistently purchase or engage with a preferred brand, even in the presence of situational influences or competitive alternatives^[10,12]. Loyalty is not only behavioral but also emotional, and it is shaped by meaningful interactions between consumers and the brand^[13]. Within brand communities, loyalty is reinforced through continuous participation, shared values, and social interaction. Consumers who perceive themselves as part of a community are more likely to demonstrate repeat purchases, advocacy, and engagement in brand-related activities^[28]. This behavioral loyalty is strongly supported by the psychological effects of social identification and collective ownership.

Brand love represents a strong emotional attachment to a brand, characterized by feelings of happiness, pride, and self-congruity^[15]. In brand communities, intense engagement (through co-creation, discussion, and emotional bonding) nurtures the development of brand love^[22]. According to SIT, when consumers perceive a brand as reflecting their social identity, they are more likely to develop affection toward it^[20]. Brand love has also been found to serve as a mediator between brand community and outcomes such as loyalty and eWOM. Consumers with high levels of brand love tend to show greater forgiveness during brand failures, sustained engagement, and higher resilience in their brand relationships^[29].

The theoretical and empirical relationships among brand community, eWOM, brand loyalty, and brand love reveal an important mediating pathway. Brand community influences both eWOM and loyalty directly, but also indirectly through the emotional bridge of brand love (as reflected in Hypotheses 3 and 4). This

suggests that emotional attachment enhances the effect of social identity on consumer behavior. The findings underscore the importance of building identity-based and affective engagement within brand communities. Digital platforms should therefore be designed not only for commercial exchange but also to foster a sense of belonging and emotional resonance. This study contributes to understanding how social and emotional mechanisms embedded in brand communities drive sustainable loyalty and consumer advocacy. **Figure 1** show the conceptual framework for this study. To summarize, we developed four hypotheses:

Hypothesis 1 (H1): Brand community would positively predict eWOM

Hypothesis 2 (H2): Brand community would positively predict loyalty

Hypothesis 3 (H3): The association between brand community and eWOM would be mediated by brand love

Hypothesis 4 (H4): The association between brand community and loyalty would be mediated by brand love

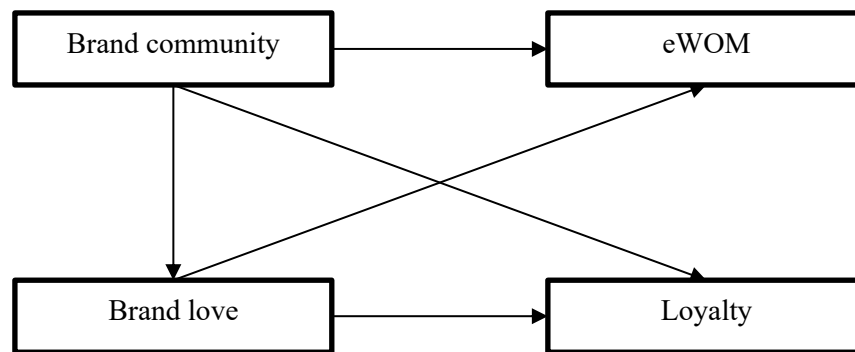


Figure 1. Brand love as mediated variable

3. Materials and method

3.1. Research design

This pilot study design is based on the six layers of the research onion introduced by Saunders and Tosey^[30]. It starts with this study using a philosophical stance on positivism, where researchers seek to explain and predict what happens in the social world by finding patterns and relationships. Therefore, hypotheses are built and tested. The approach used is deductive, where explanations start from the general to the specific. The strategy used is survey and the choice of method used was mono-method, using only quantitative techniques. In terms of time horizon, this study used a cross-sectional approach. Techniques and data collection are in accordance with the research design, which is hypothesis testing.

3.2. Participant and procedures

The participants in this study were online game players who had been active members of an online gaming community for at least one month. This membership criterion was essential for aligning with the concept of brand community, as it ensured that respondents had a minimum level of interaction and engagement within the community context. To identify participants, we used non-probability sampling, specifically convenience and judgmental sampling techniques, based on predefined criteria. The sample size of 100 respondents was determined by referring to guidelines for multivariate analysis where the number of constructs is fewer than five^[31], thus ensuring statistical adequacy for pilot testing.

Data were collected through an online self-administered questionnaire distributed via social media platforms and online gaming community forums from July to September 2023. To ensure the validity of the sampling process, enumerators were involved to help verify that respondents met the inclusion criteria. At the beginning of the questionnaire, a screening question was included to confirm that each participant had been a member of an online gaming community for at least one month. Participants were informed about the study's purpose and provided informed consent before proceeding. All responses were anonymous and treated with full confidentiality. The data collection was conducted entirely online using Google Forms.

3.3. Research instrument

The research instrument used in this study was a structured self-administered questionnaire designed to measure four key constructs: brand community, brand love, eWOM, and brand loyalty. All measurement items were adapted from previously validated scales in the literature to ensure content validity. Each construct was measured using multiple items, rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Importantly, in this study, the term brand refers specifically to the game title that the respondent most frequently plays (e.g., Mobile Legends, PUBG, Free Fire). Thus, the constructs of brand community, brand love, and brand loyalty are all contextualized around the respondent's emotional and behavioral relationship with the specific online game they engage with. This study received ethical approval from the Institutional Review Board (IRB) at Universitas Sriwijaya (Approval No.: 1452/UN9.FE/TU.SK/2022).

3.4. Variable, definition and measures

Table 1. Brief description of study constructs

Construct	Brief description	Measures	Relevant studies
Brand community	A specialized community that is not geographically bound, based on a structured set of social relationships among brand users ^[2]	<ol style="list-style-type: none"> 1. When talking about community, I usually say "we" rather than "they" 2. I see myself as part of community 3. The success of brand community is my success 4. When someone praises Brand Community, it feels like a personal compliment. 5. When someone criticizes Brand Community (which I am a part of), it hurts a lot. 6. I am very interested in what other people think about Brand Community. 	Cooper et al. ^[32] , Vivek et al. ^[33]
Brand love	The degree of emotional arousal that satisfied customers have for a particular brand ^[34]	<ol style="list-style-type: none"> 1. This brand is amazing 2. This brand makes me feel better 3. This brand makes me happy 4. I really like this brand 5. This brand is really fun for me. 	Baena ^[35] , Kumar et al. ^[36] , Martin et al. ^[37]
Electronic word of mouth (eWOM)	All positive or negative statements made by potential, actual or former customers about a product or company, which are available to many people via the Internet ^[38]	<ol style="list-style-type: none"> 1. I have recommended this brand to many people 2. I often talk about this brand to my friends. 3. I try to spread good stories about this brand to many people. 4. I give this brand a lot of positive talk. 	Leong et al. ^[39] , Herhausen et al. ^[40] , Standing et al. ^[41]
Brand loyalty	A person's level of involvement and attachment to a brand ^[34]	<ol style="list-style-type: none"> 1. This brand is the only one I want to buy 2. When I shop for product, I don't consider other brands 3. When the brand I am looking for is not available, I postpone the purchase 	Fetscherin et al. ^[42] , So et al. ^[43] , Leckie et al. ^[44]

Construct	Brief description	Measures	Relevant studies
		4. I would rather not buy, than buy another brand.	

Table 2. (Continued)

Note. All indicators are measured with a 5-point Likert scale, consisting of: 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree.

3.5. Statistical analysis

This study using SPSS ver. 23.0 for Windows to analyze the data. Mediation testing was carried out using Hayes' PROCESS macro for SPSS^[45]. Sociodemographic variables (i.e. age, gender and occupation) were used to explain the characteristics of the participants. The bootstrapping method (which constructs confidence intervals [CIs] with no distributional assumptions) was used to calculate estimators. This study consists of four main stages. First, carry out descriptive analysis to explain the characteristics of the participants. Next, we use Pearson correlation to test the bivariate association between brand community, brand love, eWOM and loyalty. Next, the linear regression equation was used to test hypotheses 1 and 2. Finally, we used Hayes' PROCESS macro for SPSS to test hypotheses 3 and 4.

4. Results

4.1. Descriptive statistics and bivariate correlation

A total of 100 respondents (47 men, 53 women) were involved in this pilot study. Based on Table 2, most respondents were aged 17-25 years (54 percent), then 36-45 years (21 percent), then 26-35 years (11 percent) and 1 person more (1 percent). from 55 years. Occupations are dominated by students (47 percent), then civil servants or State-Owned Enterprise (SOE) employees (20 percent), then entrepreneurs (19 percent) and others at 14 percent. More complete information regarding respondent demographics is shown in **Table 2**. Pearson correlation analysis is shown in Table 3. The research results show that all variables (brand community, brand love, eWOM and loyalty) show a positive correlation with each other.

Table 2. Sample individual characteristics (n=100)

Individual characteristics	n (%)
Gender	
Male	47
Female	53
Age	
17-25 y.o.	54
26-35 y.o.	11
36-45 y.o.	21
46-55 y.o.	13
more than 55 y.o.	1
Occupation	
Student	47
Public servant or state-owned employee	20
Entrepreneur	19
Others	14

Note. n=100

Table 3. Results of the descriptive statistics (Raw scores) and the Pearson correlations analysis

Variables	Mean \pm SD	1	2	3	4
1. Brand community	18.15 (6.30)	—	.940**	.837**	.858**
2. Brand love	15.80 (4.79)		—	.748**	.787**
3. eWOM	12.31 (3.85)			—	.843**
4. Loyalty	13.47 (5.56)				—

Note. SD= standard deviation, ** $p < .01$

4.2. The association between brand community and eWOM mediated by brand love

The mediating effect of brand love on the relationship between brand community and eWOM was tested using the Hayes' PROCESS macro. The results indicated that brand community was positively significant related to brand love ($\beta = 0.714$, $p < 0.001$), but brand love was negatively significant related to the eWOM ($\beta = -0.266$, $p < 0.040$). According to Table 5, the direct effect of brand community on eWOM was statistically significant ($\beta = 0.702$, $p < 0.001$, CI=0.508 – 0.895). Meanwhile, brand love partially mediated the association between brand community and eWOM (indirect effect=-0.190, 95% CI=-0.376 – -0.043). The mediation model accounted for 71.32 percent of variance in eWOM ($r=0.8445$). H3 was supported. See also Table 4, 5 and 6, and **Figure 2** for details.

Table 4. Direct effect of brand community on brand love and eWOM

Direct effect of brand community on brand love						
B_love	effect	SE	T	P	LLCI	ULCI
Constant	2,831	0.502	5.631	.000	1.833	3.829
b_com	0.714	0.026	27.289	.000	0.662	0.766
Direct effect of brand community and brand love on eWOM						
eWOM	effect	SE	T	P	LLCI	ULCI
Constant	3.772	0.734	5.134	.000	2.314	5.230
b_com	0.702	0.097	7.200	.000	0.5087	0.895
b_love	-0.266	0.128	-2.075	.040	-0.521	-0.011

Note. SE=standard error. $r=0.8445$, $r^2 = 0.7184$

Table 5. Direct effect brand community on eWOM

Effect	SE	T	P	LLCI	ULCI
0.702	0.097	7.200	0.000	0.508	0.895

Note. SE=standard error

Table 6. Indirect effect of brand community on eWOM

	Effect	BootSE	BootLLCI	BootULCI
b_love	-0.190	0.083	-0.376	-0.043

Note. SE=standard error

Table 7. Direct effect of brand community on brand love and loyalty

Direct effect of brand community on brand love						
b_love	Effect	SE	T	p	LLCI	ULCI
Constant	2.831	0.502	5.631	.000	1.833	3.829
b_com	0.714	0.026	27.289	.000	0.662	0.766
Direct effect of brand community and brand love on loyalty						
Loyalty	Effect	SE	T	p	LLCI	ULCI
Constant	0.275	1.009	0.272	0.785	-1.728	2.279
b_com	0.900	0.134	6.715	0.000	0.634	1.166
b_love	-0.198	0.176	-1.127	0.262	-0.548	0.151

Note. SE=standard error. $r=0.8603$, $r=0.7401$

4.3. The association between brand community and loyalty mediated by brand love

The mediating effect of brand love on the relationship between brand community and loyalty was tested using the Model 4 of the PROCESS macro. The results indicated that brand community was positively significant related to brand love ($\beta = 0.714$, $p < 0.001$), but brand love was negatively significant related to the loyalty ($\beta = -0.198$, $p < 0.262$). The direct effect of brand community on loyalty was statistically significant ($\beta = 0.702$, $p < 0.001$). Brand love partially mediated the association between brand community and loyalty (indirect effect = -0.142, 95% CI=-0.466-0.094). The mediation model accounted for 74.01 percent of variance in loyalty ($r=0.8603$). H4 was supported. For details, see Table 7, 8 and 9, and also **Figure 3**.

Table 8. Direct effect brand community on loyalty

Effect	SE	8603T	P	LLCI	ULCI
0.900	0.134	6.715	0.000	0.634	1.166

Note. SE=standard error

Table 9. Indirect effect of brand community on loyalty

	Effect	BootSE	BootLLCI	BootULCI
b_love	-0.142	0.139	-0.466	0.094

Note. SE=standard error

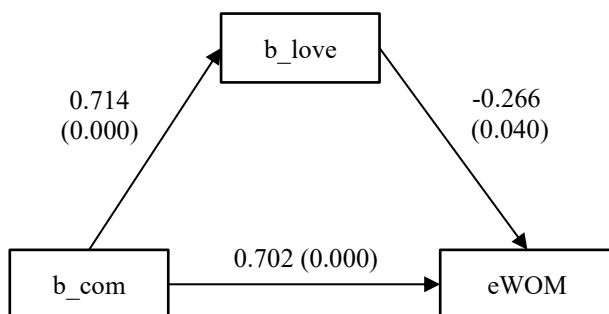


Figure 2. Brand love as mediator between brand community and eWOM

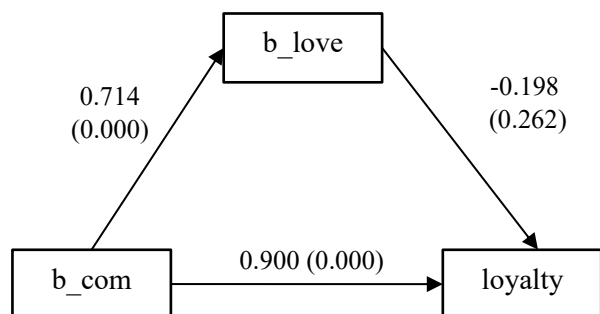


Figure 3. Brand love as mediator between brand community and loyalty

5. Discussion

The concept of brand love has gained significant prominence in recent years, becoming a central theme in marketing strategies and consumer behavior studies. Brand love can act as a powerful mediator in the relationship between a customer and a brand^[46]. The mediation role of brand love is increasingly recognized as pivotal in understanding consumer behavior and enhancing marketing effectiveness. Brand love acts as an intermediary between various marketing efforts and consumer responses, influencing outcomes such as loyalty, word-of-mouth promotion, and brand advocacy^[42]. When consumers develop a strong emotional connection with a brand, this affection can mediate the impact of marketing activities, transforming positive brand experiences into deep, lasting attachments. Drawing on social identity theory^[19], the present study examined the relation between brand community, brand love, eWOM and loyalty.

The findings of this study reaffirm the significant role of brand community in shaping consumer behavior within the digital ecosystem, especially in the context of online gaming. Consistent with Social Identity Theory^[19], the data suggest that individuals who identify strongly with a brand community demonstrate higher levels of both emotional attachment (brand love) and behavioral outcomes such as eWOM and loyalty. This aligns with prior research by He and Harris^[47], who found that consumer–brand identification significantly enhances loyalty intentions and prosocial behaviors toward the brand.

Hypothesis 1 has shown that brand community positively affect eWOM. According to social identity theory^[48], the need for a positive social identity drives people to maintain a distinct and favourable image of their in-group, which can influence their social interactions, group cohesion, and even conflict between groups. The interaction between member of the group creates active participation in community^[49]. This active participation naturally leads to the generation of eWOM, where members communicate their positive or negative brand experiences across digital platforms. Social integration as antecedents to describe the various motives of customers' participation in brand communities^[50,51]. This finding in line with previous study by Herhausen et. al. ^[40] and Chang and Hsu^[5].

According to Hypotheses 2, brand community positively predict loyalty. Brand communities consist of groups of consumers who share a strong attachment and commitment to a particular brand, often engaging with one another through various platforms and channels^[3]. These communities foster a sense of belonging and mutual support among members, which can significantly enhance their emotional connection to the brand^[52]. This sense of community strengthens brand loyalty, as members are more likely to continue supporting and advocating for the brand due to their shared experiences and interactions^[53]. Gummerus et. al. ^[54] found that utilize Facebook communities can enhance satisfaction and loyalty by offering the right kinds of relationship benefits.

Brand love serves as a powerful driver of eWOM^[34]. Numerous study has confirm their relationship^[42], ^[55], ^[56]. Our third hypothesis supports previous findings. We found the mediating role of brand love on brand community and eWOM. Previous study also found that, customer who loves the brand may help in spreading positive WOM due to their numerous friends (i.e. using social media)^[57]. This leads to the generation of eWOM, where consumers express their brand love through reviews, social media posts, and online discussions. The emotional intensity of brand love makes these messages particularly impactful, as they are perceived as genuine and heartfelt by other consumers^[58].

Importantly, the mediating role of brand love in the relationship between brand community and both eWOM and brand loyalty is supported by several previous studies^[28,46,59]. Carroll and Ahuvia^[34] conceptualized brand love as a mediator between antecedents such as brand identification and outcomes like loyalty. Batra et al.^[60] further developed this construct by identifying its multidimensional components, including passion, attachment, and positive evaluation, which contribute to long-term consumer–brand relationships. These

studies provide a conceptual foundation for understanding how emotional connection within brand communities relates to behavioral outcomes such as eWOM and loyalty.

This finding is in line with previous study by Albert and Merunka^[61] that demonstrate strong relationships between the antecedents (i.e. trust) and its consequences (i.e. positive word of mouth). When consumers develop strong emotional ties to a brand, they are more likely to remain loyal, resisting competitive offers and consistently choosing the brand^[62]. This loyalty is not just transactional; it encompasses a willingness to engage in positive word-of-mouth, defend the brand in the face of criticism, and even forgive occasional mistakes^[63].

6. Conclusion

This study aims to investigate the mediating role of brand love between brand community, eWOM and brand loyalty in the context of online game communities. The analysis and research findings show that brand love acts as a mediating variable between brand community and brand loyalty. However, the mechanisms underlying how brand love influences eWOM and loyalty are not yet fully understood. This study explored the role of brand love as a mediating variable in the relationship between brand community, eWOM, and brand loyalty within the context of online gaming communities. Grounded in Social Identity Theory, the results confirm that brand community positively influences both eWOM and brand loyalty. The findings also demonstrate that brand love partially mediates these relationships, indicating that emotional attachment plays a significant role in linking consumers' sense of community with their communicative and loyalty-related behaviors.

The results contribute to a growing body of literature that examines the emotional and social dynamics within brand communities. By highlighting the role of brand love as an emotional mechanism, this study deepens the understanding of how consumer–brand relationships are shaped in digital environments. These findings reinforce previous empirical work suggesting that brand communities operate not only as spaces of interaction, but also as platforms for identity formation and emotional bonding that support enduring consumer behavior. Moreover, the study emphasizes the emotional depth embedded in digital consumer engagement, illustrating how shared sentiments strengthen communal ties. Such insights offer valuable implications for marketers seeking to cultivate long-term relationships through emotionally resonant brand strategies.

7. Limitation and future research

This pilot study has several limitations that should be acknowledged. First, the research employed a cross-sectional design, which limits the ability to establish causal relationships among the variables studied. While the tested model is theoretically grounded, future studies using longitudinal or experimental approaches are needed to explore the directionality and temporal sequence of the observed effects. Second, the sample size is relatively small and restricted to members of online gaming communities in Indonesia. While this context provides valuable insight into digital consumer behavior, it limits the generalizability of the findings. Expanding the participant base to include members of other types of brand communities (such as those related to fashion, technology, or services) may enhance the external validity of the results.

Third, the study relied on self-reported data collected through online questionnaires, primarily due to national quarantine restrictions. While online data collection was necessary under these circumstances, it introduces potential biases, including social desirability bias and reduced attention from participants. Future research should consider combining self-report instruments with behavioral data or triangulating responses using multiple sources. Additionally, exploring moderating factors such as consumer personality traits, the intensity of community participation, or peer effect^[64] may offer a more nuanced understanding of how brand community dynamics influence emotional and behavioral outcomes across various digital settings.

Author contribution

Conceptualization, WN, MEF; methodology, WN, SUL, ISN, MSS; formal analysis, WN, SUL, ISN; investigation, WN, SUL and MEF; writing—original draft preparation, WN, SUL, ISN, MSS and MEF; writing—review and editing, WN, SUL and ISN; project administration, WN and MEF; funding acquisition, WN. All authors have read and agreed to the published version of the manuscript.

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Conflict of interest

The authors declare no conflict of interest

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