

DAFTAR PUSTAKA

- Ahn, Tony, Seewon Ryu, and Ingoo Han. (2007). The impact of web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44 (3): 263–75. <https://doi.org/10.1016/j.im.2006.12.008>.
- Akkinen, M. (2005). Conceptual foundations of online communities (Working Papers, W-387). Helsinki School of Economics.
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34.
- Anderson, Rolph E., and Srini S. Srinivasan. (2003). E-Satisfaction and e-Loyalty: A contingency framework. *Psychology and Marketing*, 20 (2): 123–38. <https://doi.org/10.1002/mar.10063>
- Baldus, Brian J., Clay Voorhees, and Roger Calantone. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68 (5): 978–85. <https://doi.org/10.1016/j.jbusres.2014.09.035>.
- Barreda, Albert A., Anil Bilgihan, Khaldoon Nusair, and Fevzi Okumus. (2015). “Generating brand awareness in online social networks.” *Computers in Human Behavior*, 50 (1): 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>.
- Dharmmesta, Basu Swastha. (1999). Loyalitas pelanggan: Sebuah kajian konseptual sebagai panduan bagi peneliti. *Jurnal Ekonomi dan Bisnis Indonesia*, Vol.14, No.3:73-88.
- Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment, and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology*, 39(4), 55–577.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers’ relationships with companies. *Journal of Marketing*, 67(2), 76–88.
- Braun, Corina, Verena Batt, Manfred Bruhn, and Karsten Hadwich. (2016). Differentiating customer engaging behavior by targeted benefits – an

- empirical study. *Journal of Consumer Marketing*, 33 (7): 528–38.
<https://doi.org/10.1108/jcm-02-2016-1711>.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Brown, S., Kozinets, R. V., & Sherry, J. F., Jr. (2003). Teaching old brands new tricks: Retro branding and the revival of brand meaning. *Journal of Marketing*, 67(3), 19–33.
- Browne, Michael W., and Robert Cudeck. (1992). Alternative ways of assessing model fit. *Sociological Methods & Research* 21 (2): 230–58.
<https://doi.org/10.1177/0049124192021002005>.
- Budiastuti, Dyah and Agustinus Bandur. (2018), *Validitas dan reliabilitas penelitian dengan analisis dengan NVIVO, SPSS dan AMOS*. Jakarta: Mitra Wacana Media.
- Butler, B. S. (2001). Membership size, communication activity, and sustainability: A resource based model of online structures. *Information Systems Research*, 12(4), 346–362.
- Camilleri, M.A. & Kozak, M. (2022). Interactive engagement through travel and tourism social media groups: A social facilitation theory perspective. *Technology in Society*, <https://doi.org/10.1016/j.techsoc.2022.102098>
- Cao, M., Zhang, Q., & Seydel, J. (2005). B2C e-commerce web site quality: an empirical examination. *Industrial Management & Data Systems*, 105(5), 645–661. <https://doi.org/10.1108/02635570510600000>
- Carlson, B. D., Suter, T. A., & Brown, T. J. (2008). Social versus psychological brand community the role of psychological sense of brand community. *Journal of Business Research*, 61(4), 284–291.
- Casalo, L. V., Flavian, C., & Guinalíu, M. (2010). Relationship quality, community promotion and brand loyalty in virtual communities: Evidence from free software communities. *International Journal of Information Management*, 30(4), 357–367.
- Chesney, T. (2004). Other people benefit, I benefit from their work. Sharing guitar tabs online. *Journal of Computer Mediated Communication*, 10(1).

- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling. Modern Methods for Business Research*, 295, 336.
- Coon, D. A. (1998) An Investigation of #friends Internet Relay Chat as a Community, Unpublished Master Dissertation, Kansas State University, Available at: <http://www.davidcoon.com/thesis.wpd>, Accessed May 29, 2003.
- Cooper dan Schindler. (2014). *Business Research Method*. New York: McGrawHill
- Cova, B. (1997). Community and consumption: Towards a definition of the "linking value" of product or services", *European Journal of Marketing*, 31 (3), 297-316. <https://doi.org/10.1108/03090569710162380>
- Dag Sörbom, and Jöreskog Karl G. (1995). *LISREL 8 user's reference guide*. Chicago, Ill.: Scientific Software International.
- De Vries, Natalie Jane, and Jamie Carlson. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, 21 (6), 495–515. <https://doi.org/10.1057/bm.2014.18>.
- Dessart, Laurence, Cleopatra Veloutsou, and Anna Morgan-Thomas. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management* 24 (1), 28–42.
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in consumer relationships: A cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33–50.
- Dholakia, Utpal M., Richard P. Bagozzi, and Lisa Klein Pearo. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing* 21 (3), 241–63. <https://doi.org/10.1016/j.ijresmar.2003.12.004>.
- Dholakia, U. M., Blazevic, V., & Wiertz, C. (2009). Communal service delivery: How customers benefit from participation in firm-hosted virtual P3 communities. *Journal of Service Research*, 12(2), 208–226.
- Dick, A. S. and K. Basu (1994), Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22 (2), 99–113.

- Duncan, Tom, and Sandra E. Moriarty. (1998). A communication-based marketing model for managing relationships. *Journal of Marketing* 62 (2), 1–13. <https://doi.org/10.1177/002224299806200201>.
- Durkheim, E. (1964) *The Division of Labor in Society*. New York, NY: Free Press.
- Etzioni, A., & Etzioni, O. (1999). Face-to-face and computer-mediated communities: A comparative analysis. *The Information Society*, 15(4), 241–248.
- Floh A, Madlberger M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6):425–439
- Fox, N., & Roberts, C. (1999). GPs in cyberspace: the sociology of a 'virtual community'. *The Sociological Review*, 47(4), 643-671.
- Francisco J. Martínez-López & Rafael Anaya & Rocio Aguilar & Sebastián Molinillo. (2016). *Online brand communities*. Progress in IS, Springer, number 978-3-319-24826-4, April.
- Füller, Johann. (2010). Refining virtual co-creation from a consumer perspective. *California Management Review* 52 (2), 98–122. <https://doi.org/10.1525/cmr.2010.52.2.98>.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23 (VIII)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gorla, Narasimhaiah, Toni M. Somers, and Betty Wong. (2010). Organizational impact of system quality, information quality, and service quality.” *The Journal of Strategic Information Systems* 19 (3), 207–28. <https://doi.org/10.1016/j.jsis.2010.05.001>.
- Gu, B., & Jarvenpaa, S. (2003). Online discussion boards for technical support: The effect of token recognition on customer contributions. Proceeding on 24th Internaciotal Conference on Information System. retrieved June 16, 2013, from <http://aisel.aisnet.org/icis2003/10>

- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857–877.
- Gusfield, J. (1975). *The community: A critical response*. New York: Harper Colophon.
- Hagel, J., III, & Armstrong, A. G. (1997). *Net gain: Expanding markets through virtual communities*. Boston: Harvard Business School Press.
- Hair, Joseph F, William C Black, and Barry J Babin. 2009. *Multivariate Data Analysis*. Andover, Hampshire, United Kingdom: Cengage Learning Emea..
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis*. 7th Edition, Pearson, New York.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2013) *Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance*.
- Hair Jr., J.F., et al. (2014) Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26, 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2022), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks, CA.
- Harrigan, Paul, Uwana Evers, Morgan P. Miles, and Tim Daly. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388–96. <https://doi.org/10.1016/j.jbusres.2017.11.046>.
- Haslam, S. A., Ryan, M. K., Postmes, T., Spears, R., Jetten, J., & Webley, P. (2006). Sticking to our guns: Social identity as a basis for the maintenance of commitment to faltering organizational projects. *Journal of Organizational Behavior*, 27(5), 607–628.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>

- Hillery, G. (1955). Definitions of community: Areas of agreement. *Rural Sociology*, 20, 111-123.
- Ho, Chaang-Iuan, and Pie-Chun Lee. (2015). Are blogs still effective to maintain customer relationships??. *Journal of Hospitality and Tourism Technology* 6 (1), 5–25. <https://doi.org/10.1108/jhtt-01-2015-0005>.
- Hogg, M. A., & Abrams, D. (1988). *Social identifications: A social psychology of intergroup relations and group processes*. London: Routledge.
- Hollebeek, Linda D., Mark S. Glynn, and Roderick J. Brodie. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28 (2), 149–65.
- Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19 (7), 555–573.
- Hu, Li-tze, and Peter M. Bentler. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling. A Multidisciplinary Journal* 6 (1), 1–55. <https://doi.org/10.1080/10705519909540118>.
- Hung, Hsiu-Yu, and Ting-Ling Lin. (2015). A moderated mediation model of consumers' role behaviors in brand communities. *Asia Pacific Management Review* 20 (3), 191–200. <https://doi.org/10.1016/j.apmr.2014.12.014>.
- Islam, Jamid Ul, and Zillur Rahman. (2016). Linking customer engagement to trust and word-of-mouth on Facebook brand communities: An empirical study. *Journal of Internet Commerce* 15 (1), 40–58. <https://doi.org/10.1080/15332861.2015.1124008>.
- James, Garreth, Daniela Witten, Trevor Hastie, Robert Tibshirani. (2013). *An introduction to statistical learning with applications in R*. New York: Springer.
- Jacoby, J. and D. E. Kryner. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing Research*, 10 (2), pp. 1-9.
- Jacoby, J. and R. W. Chestnut. (1978). *Brand Loyalty: measurement and management*. New York: John Wiley and Sons.

- Jacoby, J. (2002). Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1):51–57
- Jang, Heehyoung, Lorne Olfman, Ilsang Ko, Joon Koh, and Kyungtae Kim. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce* 12 (3), 57–80. <https://doi.org/10.2753/jec1086-4415120304>.
- Jang, Heehyoung, Lorne Olfman, Ilsang Ko, Joon Koh, and Kyungtae Kim. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce* 12 (3), 57–80. <https://doi.org/10.2753/jec1086-4415120304>.
- Jones, R., & Kim, Y.-K. (2011). Single-brand retailers: Building brand loyalty in the off-line environment. *Journal of Retailing and Consumer Services*, 18(4), 333–340.
- Jones, Steve. 1995. *CyberSociety: Computer-mediated communication and community*. Thousand Oaks, Calif: Sage Publications.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Kim, H. W., Zheng, J. R., & Gupta, S. (2011). Examining knowledge contribution from the perspective of an online identity in blogging communities. *Computers in Human Behavior*, 27 (5), 1760–1770.
- Langner, Tobias, Jennifer Schmidt, and Alexander Fischer. (2015). Is it really love? A comparative investigation of the emotional nature of brand and interpersonal love. *Psychology & Marketing* 32 (6), 624–34. <https://doi.org/10.1002/mar.20805>.
- Laroche, M., Habibi, M. R., Richard, M.-O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767.
- Loureiro, Sandra Maria Correia, Tatjana Gorgus, and Hans Ruediger Kaufmann. (2017). Antecedents and outcomes of online brand engagement. *Online Information Review*, 41 (7), 985–1005. <https://doi.org/10.1108/oir-08-2016-0236>.
- Ludlow, Peter. 1996. *High Noon on the Electronic Frontier*. MIT Press.

- Madhavaram, Sreedhar, Vishag Badrinarayanan, and Robert E. McDonald. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions. *Journal of Advertising*, 34 (4), 69–80. <https://doi.org/10.1080/00913367.2005.10639213>.
- Marzocchi, G., Morandin, G., & Bergami, M. (2013). Brand communities: Loyal to the community or to the brand? *European Journal of Marketing*, 47(1–2), 93–114.
- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38–54.
- McKinney, Vicki, Kanghyun Yoon, and Fatemeh “Mariam” Zahedi. (2002). The measurement of web-customer satisfaction: An expectation and disconfirmation approach. *Information Systems Research* 13(3), 296–315. <https://doi.org/10.1287/isre.13.3.296.76>.
- McKnight, Kacmar, and Choudhury. (2004). Dispositional trust and distrust distinctions in predicting high and low-risk internet expert advice site perceptions. *E-Service Journal*, 3(2), 35. <https://doi.org/10.2979/esj.2004.3.2.35>.
- McMillan, D. W., & Chavis, D. M. (1986). Sense of community: A definition and theory. *Journal of Community Psychology*, 14(1), 6–23.
- McWilliam, G. (2000). Building stronger brands through online communities. *Sloan Management Review*, 41(3), 43–54.
- Mehrabian, A., & Russel, J.A. (1974). *An Approach to Environmental Psychology*. Cambridge, Mass: MIT Press.
- Merrilees, Bill, and Marie-Louise Fry. (2003). E-trust: The influence of perceived interactivity on e-retailing users. *Marketing Intelligence & Planning* 21 (2), 123–28. <https://doi.org/10.1108/02634500310465461>.
- Mollen, Anne, and Hugh Wilson. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research* 63 (9-10), 919–25. <https://doi.org/10.1016/j.jbusres.2009.05.014>.
- Mowen, J. C. and M. Minor. (1998). *Consumer behavior (5th edition)*. Upper Saddle River, NJ: Prentice-Hall, Inc.

- Muniz, Albert M., and Thomas C. O'Guinn. (2001). Brand community. *Journal of Consumer Research*, 27 (4), 412–32. <https://doi.org/10.1086/319618>.
- Muniz, A., & Schau, H. J. (2005). Religiosity in the abandoned Apple Newton brand community. *Journal of Consumer Research*, 31(4), 737–747.
- Nadeem, Waqar, Daniela Andreini, Jari Salo, and Tommi Laukkanen. (2015). Engaging consumers online through websites and social media: A gender study of Italian generation Y clothing consumers. *International Journal of Information Management* 35(4), 432–42. <https://doi.org/10.1016/j.ijinfomgt.2015.04.008>.
- Newman, Alexander, and Abdullah Z. Sheikh. (2012). Organizational rewards and employee commitment: A Chinese study. *Journal of Managerial Psychology*, 27(1), 71–89. <https://doi.org/10.1108/02683941211193866>.
- Nuryadi. (2017). *Dasar-Dasar Statistik Penelitian*. Yogyakarta: Sibuku Media.
- Oliver, Richard L. (1999). Whence Consumer Loyalty? *Journal of Marketing* 63(4), 33–44.
- Ou, Carol Xiaojuan, and Choon Ling Sia. (2010). Consumer trust and distrust: An issue of website design. *International Journal of Human-Computer Studies*, 68(12): 913–34. <https://doi.org/10.1016/j.ijhcs.2010.08.003>.
- Parasuraman, A., Valarie A. Zeithaml, and Arvind Malhotra. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–33. <https://doi.org/10.1177/1094670504271156>.
- Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas B. Eisingerich, and Dawn Iacobucci. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing* 74(6), 1–17. <https://doi.org/10.1509/jmkg.74.6.1>.
- Pihl, Christofer. (2013). When customers create the ad and sell it – a value network approach. *Journal of Global Scholars of Marketing Science*, 23(2), 127–43. <https://doi.org/10.1080/21639159.2013.763487>.
- Popović, Aleš, Ray Hackney, Pedro Simões Coelho, and Jurij Jaklič. (2012). Towards business intelligence systems success: Effects of maturity and culture on analytical decision making. *Decision Support Systems* 54(1), 729–39.

- Rheingold, H. (1993). *The virtual community*. Reading, MA: Addison Wesley.
- Rheingold, Howard. (2000). *The virtual community: Homesteading on the electronic frontier*. Cambridge: The MIT Press.
- Rohm, Andrew, Velitchka D. Kaltcheva, and George R. Milne. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing* 7(4), 295–311. <https://doi.org/10.1108/jrim-01-2013-0009>.
- Sarason, S. B. (1974). *The psychological sense of community*. San Francisco: Jossey-Bass.
- Saunders, M., Lewis, P. and Thornhill, A. (2016) *Research Methods for Business Students. 7th Edition*, Pearson, Harlow.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272.
- Schau, Hope Jensen, Albert M. Muñiz, and Eric J. Arnould. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30–51. <https://doi.org/10.1509/jmkg.73.5.30>.
- Schindler, Pamela S. (2021). *Business Research Methods*. New York: McGraw-Hill.
- Schouten, J. W., McAlexander, J. H., & Koenig, H. F. (2007). Transcendent customer experience and brand community. *Journal of the Academy of Marketing Science*, 35(3), 357–368.
- Shin, Jae Ik, Ki Han Chung, Jae Sin Oh, and Chang Won Lee. (2013). The effect of site quality on repurchase intention in internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453–63. <https://doi.org/10.1016/j.ijinfomgt.2013.02.003>.
- Spaulding, T. J. (2010). How can virtual communities create value for business? *Electronic Commerce Research and Applications*, 9, pp.38-49.
- Steuer, Jonathan. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication* 42(4), 73–93. <https://doi.org/10.1111/j.1460-2466.1992.tb00812.x>.

- Sultan P, Wong HY, Azam MS. (2021). How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulus-organism-response (SOR) model. *J Clean Prod*, 312:127807
- Sun J, Chen P-J, Ren L, Shih EH-W, Ma C, Wang H, Ha N-H. (2021). Place attachment to pseudo establishments: An application of the stimulus-organism-response paradigm to themed hotels. *J Business Res*, 129:484–494
- Sung, Y., Kim, Y., Kwon, O., & Moon, J. (2010). An explorative study of Korean consumer participation in virtual brand communities in social network sites. *Journal of Global Marketing*, 23(5), 430–445.
- Tandon A, Jabeen F, Talwar S, Sakashita M, Dhir A. (2021). Facilitators and inhibitors of organic food buying behavior. *Food Quality Preference* 88:104077
- Tajfel, H., & Turner, J. C. (1986). *The social identity theory of intergroup behavior*. In S. Worchel & W. G. Austin (Eds.), *Psychology of intergroup relations* (2nd ed., pp. 7–24). Chicago: Nelson-Hall.
- Thomson, Matthew, Deborah J. MacInnis, and C. Whan Park. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10.
- Ul Islam, Jamid, and Zillur Rahman. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>.
- Van Doorn, Jenny, Katherine N. Lemon, Vikas Mittal, Stephan Nass, Doreén Pick, Peter Pirner, and Peter C. Verhoef. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–66.
- Verma, Pranay. (2020). The effect of brand engagement and brand love upon overall brand equity and purchase intention: A moderated-mediated model. *Journal of Promotion Management*, 27(1), 1–30. <https://doi.org/10.1080/10496491.2020.1809591>.
- Wang, Tien, Ralph Keng-Jung Yeh, Charlie Chen, and Zorikto Tsydypov. (2016). What drives electronic word-of-mouth on social networking sites?

- Perspectives of social capital and self-determination. *Telematics and Informatics*, 33(4), 1034–47. <https://doi.org/10.1016/j.tele.2016.03.005>.
- Wang R.Y., and Strong D.M. (1996). Beyond accuracy: What data quality means to data consumers. *Journal of Management Information Systems*, 12(4), 5–34.
- Wasko, M., & Faraj, S. (2000). It is what one does: Why people participate and help others in electronic communities of practice. *Strategic Information Systems*, 9(2–3), 155–173.
- Watts, Stephanie, and Wei Zhang. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the Association for Information Systems*, 9(2), 73–94. <https://doi.org/10.17705/1jais.00149>.
- Weber, L. (2007). *Marketing to the Social Web. How digital customer communities build your business*. Hoboken, NJ: Wiley.
- Wellman, B., Salaff, J., Dimitrova, D., Garton, L., Gulia, M., & Haythornthwaite, C. (1996). Computer networks as social networks: Collaborative work, telework, and virtual community. *Annual Review of Sociology*, 22(1), 213–238.
- Winters, Erica, and Sejin Ha. (2012). Consumer evaluation of customer loyalty programs: The role of customization in customer loyalty program involvement. *Journal of Global Scholars of Marketing Science*, 22 (4), 370–85. <https://doi.org/10.1080/21639159.2012.720752>.
- Wirtz, Jochen, Anouk den Ambtman, Josée Bloemer, Csilla Horváth, B. Ramaseshan, Joris van de Klundert, Zeynep Gurhan Canli, and Jay Kandampully. (2013). Managing brands and customer engagement in online brand communities. Edited by Lerzan Aksoy. *Journal of Service Management*, 24(3), 223–44. <https://doi.org/10.1108/09564231311326978>.
- Woisetschlager, D. M., Hartleb, V., & Blut, M. (2008). How to make brand communities work: Antecedents and consequences of consumer participation. *Journal of Relationship Marketing*, 7(3), 237–256.
- Yin, Robert K. (2016). *Qualitative research from start to finish*. New York; London: The Guilford Press.
- Zaglia, Melanie E. (2013). Brand communities embedded in social networks. *Journal of Business Research*, 66(2), 216–23. <https://doi.org/10.1016/j.jbusres.2012.07.015>.

- Zheng, Xiabing, Christy M. K. Cheung, Matthew K.O. Lee, and Liang Liang. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology & People*, 28(1), 90–106. <https://doi.org/10.1108/itp-08-2013-0144>.
- Zheng, YiMing, Kexin Zhao, and Antonis Stylianou. (2013). The impacts of information quality and system quality on users' continuance intention in information-exchange virtual communities: An empirical investigation. *Decision Support Systems*, 56(12), 513–24. <https://doi.org/10.1016/j.dss.2012.11.008>.