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Examining the Impact of Social Capital Scales on Brand Commitment In An Online Brand Community

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ABSTRACT

The Purpose of this study is to examine the relationship between interaction, trust, reciprocity, identification, language, vision, bonding and bridging on brand commitment in an online brand community. The sample size of our research is 250; the data was collected from the teachers and Students of the business university. In this research, data is analyzed using (PLS-SEM) model. The findings of our study will benefit retailers and marketers of Nestle, in the context of community engagement and brand knowledge by offering information on how they may enhance social connection. Our findings reveal that shared vision has a positive impact on brand commitment. Hence, company's top management should share the vision with customers and colleagues so that they become more involved and committed to their growth as a brand. The results identified that there is a significant and direct effect of trust, shared value, shared language, shared vision, reciprocity and bridging on Brand commitment. Whereas, there is an insignificant and direct effect of bonding and identification on brand commitment in an online brand

community. Furthermore, we found out that factors like trust, shared value, language and vision, bridging acts as a strong determinant of brand commitment and our findings add value to the area of literature where researchers seek to investigate the role of these variables in online brand communities.

Keywords: *Social capital, brand commitment, bonding, bridging, online brand community*

1. Introduction

1.1 BACKGROUND OF THE STUDY:

Web-based media now assumes a vital part for brand cooperation with the buyers. Dynamically, online media is turning into a significant scene for brands' associations and correspondence with shoppers subsequently creating economical connections (Lin and Lu, 2011). Person to person communication destinations (Facebook, Instagram, twitter, YouTube and so on) are exceptionally dynamic and advertisers utilized these applications to associate brands with buyer to gives them data through promotions.

For consistent development of online networks we can utilize the word Social capital used to clarify social association and systems administration with online brand networks (Chiu, Hsu, and Wang, 2006; Williams, 2006; Ali et al., 2018). Whereas, To characterize Social capital Lin and Lu (2011) depicted in three diverse arrangement of build as trust, shared worth and social communication ties on account of SNS-based fan page. More analysts portray social capital in two unique measurements as connecting and holding (Williams, 2006, Ellison et al., 2007; Putnam, 2000). In any case Chang and Chuang (2011) and Chiu et al. (2006) extended Lin and Lu (2011) meaning of social capital and break them into six develops as, social association ties, standards of correspondence, shared language, trust, recognizable proof and shared vision. A few examinations have set up the

affiliations that information sharing has with Chiu et al. (2006) social capital measurements: trust (McKnight, Choudhury, and Kacmar, 2002; Ridings, Gefen, and Arinze, 2002; Tsai and Ghoshal, 1998; Ali & Raza, 2017), recognizable proof (Bagozzi and Dholakia, 2002; Grootaert, Narayan, Jones, and Woolcock, 2004; Nahapiet and Ghoshal, 1998), social cooperation ties (Tsai and Ghoshal, 1998), shared vision, and language (Nahapiet and Ghoshal, 1998), standards of correspondence (Wasko and Faraj, 2005), entailing that the exhibition of these six measurements can differ across various settings (e.g., Chiu et al., 2006)

Between friendly capital results, brand responsibility is quite possibly the frequently utilized result factors used to investigate the hierarchical result. Brand responsibility and local area responsibility are of explicit concern to experts and organizations because of their demonstrated effect on brand devotion (Evanschitzky, Iyer, Plassmann, Niessing, and Meffert, 2006). In a social construction, Social capital created has been recognized as a working with aspect to build obligation to a local area or association (Steinfeld, Ellison, and Lampe, 2008; Raza et al., 2018). Brand Commitment is a vital factor to relate customers with brands in online Brand Community. Brand Commitment implies the relationship, connection and fascination with the brand. It's mirrors the holding and Loyalty with the brand. While the specialist characterized brand responsibility as

"The swearing or restricting of a person to his/her image decision inside an item class", (Lastovicka and Gardner, 1977).

Other than that, Due to social capital individuals are effortlessly associated and communicated and joined with the brands inside a Social systems administration sides-based local area, such friendly capital can contribute the responsibility or standards of correspondence inside the local area (Chang and Zhu, 2012; Williams, 2006.) The standard of correspondence includes the activities dependent upon remunerating responses from others, explicitly for shared information trade perceived as reasonable inside the local area (Blau, 1964; Chiu et al., 2006)

Also, Social capital is in like manner portrayed as a single estimation (Valenzuela, Park, and Kee, 2009; Ali et al., 2021) as social space or (i.e., social trust). Regardless, Trust is essential factor to relate brand with buyers. Sponsors are doing various activities to make and keep up trust with their brands. Case, Tsai and Ghoshal (1998) recognized the basic pieces of three estimations as friendly (trust and unwavering quality), hidden (Social association ties) and mental social capital (shared vision) to analyze the effect of every estimation on thing development. However, Social capital build up when individuals unreservedly interface and in a split second, foster binds with others inside a SNS-based local area; this social capital can add to responsibility or standards of correspondence inside the local area (Chang and Zhu, 2012; Williams, 2006, Raza et al., 2015). The standard of

correspondence includes the activities dependent upon remunerating responses from others, explicitly for common information trade perceived as reasonable inside the local area (Blau, 1964; Chiu et al., 2006)

Furthermore, Marketers are trying to make a brand identity with consumers through social media sites, run ads and provides information of their brand to buildup brand identity. Shows that how successfully they are connected and interlink with the brand. Identification is “an individual's sense of belonging and positive feeling toward a virtual community” (Chiu et al., 2006, p. 1877).

Shared language and vision. has been identified as the cognitive dimension of social capital with two composes, first one is shared vision and the other one is shared language. Shared Language involves the codes, language and fundamental suppositions mutual among the community members, smoothing the mutual understanding (Chiu et al., 2006)

Marketers target consumer with the language (both local and English) through ads and provides information in these languages that are understandable to the online community, to maintain bond with their consumers. On the other hands, the second construct of social capital's cognitive dimension, Shared vision is a bonding technique that “embodies the collective goals and aspirations of the members of an organization” (Tsai & Ghoshal, 1998, p. 467).

Aside from that, Ellison et al., (2007), Williams, (2006) recognized that holding and spanning are two elements of social capital. Holding concerns internal organization connections, prompting solid ties and elite organizations while Bridging concerns outward organization connections, creating open organizations and frail ties. Interestingly, "holding" social capital is restrictive; it alludes to firmly weaved connections or solid ties, comprising of "internal looking (networks that will in general build up selective characters and homogeneous gatherings" (Putnam, 2000, p. 22). Holding social capital gives awards passionate help to in-bunch individuals while creating out-bunch enmity (Williams, 2006). Williams (2006) additionally expanded and created spanning and holding social capital scales for both on the web and disconnected settings. 10-thing subscales for each sort of friendly capital has been created and approved by this examination. Connecting social capital scales were estimated dependent on the accompanying models: a perspective on oneself as a component of a more extensive gathering, contact with a more extensive scope of individuals, outward looking, and diffuse correspondence with a more extensive local area. Holding social capital scales were estimated by measures that incorporates passionate help, capacity to activate fortitude, admittance to scant or restricted assets, and out-bunch enmity. The two-dimensional model was approved in numerous web-based media settings like Twitter (Hofter and Aubert, 2013), Facebook, and Myspace (Ann, 2012; Raza et al., 2020).

1.2. PROBLEM STATEMENT:

The impact of social capital on brand commitment in an online brand community is widely studied in the context of developed countries (Habibi, Laroche, & Richard, 2014; Luo, Zhang, & Liu, 2015) and developing countries. In context of developed countries, Current studies have investigated motivations (i.e., social status, knowledge exploring) amid the people who engage in online brand communities (Sung, Kim Kwon, & Moon, 2010; Sukoco & Wu, 2010). Despite that the research has been restricted because it only understands how motivation guides to community commitment instead of how this commitment impacts brand loyalty behaviors. Kim, Choi, Qualls, and Han (2008) studied the relationship between online brand community commitment and brand commitment imitated in word-of-mouth activity, purchase intention, and co-production; Nonetheless, the social impact that is consumer-to-consumer communication of community commitment remain unaddressed. Online brand community characteristics are studied internationally in developing countries as well. Asif Hussain Samo, Rumessa Rani and Preet Fatima (2020) investigated the impact of quality of information, rewards for activities, and role of interaction in an online brand community on brand loyalty. Companies in Pakistan are also creating brand communities from the last few years to create customer connections with the brand. Therefore, in understanding the casual connections between consumer need to participate in an online brand community, the cognitive dimensions of shared language, shared vision, reciprocity

and trust within the community, some captious questions still remain in understanding. There is a necessity to understand and study these relationships to explain how the use of online brand communities can fulfil the consumer's need.

In FMCG sector, Nestle is one of the biggest companies and specifically when considering the revenues in sector's market, nestle is the market leader. Companies in food, beverages and snacks industry has dominated the FMCG sector (Consultancy.uk, 2015). Nestle is one of those companies. Nestle is a star in FMCG sector, dairy products, cooked foods, confectionary and cookies, chocolate, powdered beverages and in liquid beverages, Nestle enjoys a big market share and substantial opportunity for growth.

Despite the fact that online brand communities are becoming increasingly popular, major gaps are still left in the research of online brand communities. By conducting this research, we will fulfil these gaps & explain how the brand commitment actually influence the online brand community along with consumer's brand consumption and marketing. Theory-based research is currently lacking on the key techniques that describes how using online brand communities can fulfil consumer's requirements and how sharing resources with fellow consumers can help achieve the satisfactions.

1.3. RESEARCH OBJECTIVE:

The purpose of this study is to examine the impact of interaction, trust, reciprocity, identification, language, vision, bonding and bridging on brand commitment in an online brand community.

1.4. RESEARCH QUESTION:

What is the impact of social interaction ties, trust, reciprocity, identification, language, vision, bonding and bridging on brand commitment in an online brand community.

1.5. SIGNIFICANCE OF THE STUDY:

The findings of our study will benefit retailers and marketers of Nestle by providing information about how could they promote social interaction for generating community commitment and brand knowledge. Also, how could they increase consumer's loyalty towards their brand by effectively using an online brand community. Our study will also help the consumers divide familiar issues related to the brand, and make them experience healthy emotions and feelings towards members of the community. In general, the results of this study would be useful for both professionals and academics because it will give them insight related to flourishing brand loyalty in an online brand community. Marketers will be able to understand what are the particular needs that consumers possess in view of their online brand community involvement and how reciprocity, trust, interaction,

identification, language, vision, bridging and bonding in an online brand community strengthens and satisfies consumer's brand loyalty.

1.6. LIMITATIONS

The first limitation in this study is that the sample size for this study is small i.e. around 250 respondents, which reduces the power of the study. Secondly, the results might not relevant to the other product category consumers of an online brand community. The current study concentrates on fast-moving consumer goods related brand i.e. Nestle consumers. Our study is limited to one city only. Only consumers located in Karachi are tends to be included into the sample. Generalization of these findings to consumers outside of Karachi cannot be made and interaction among consumers can differ across the nation contingent on cultural and social characteristics. Lastly, this research studied the impact of limited number of variables i.e. interaction, trust, reciprocity, identification, language, vision, bridging and bonding on brand commitment. There could be more variable which can possibly have significant impact on brand commitment.

1.7. ORGANIZATION OF THE STUDY:

In this study we have covered the following 5 sections. First, we have discussed the background of the study in section 1. Secondly, the review of the literature and hypothesis development is described in section 2. The research methodology will be discussed in section 3. Whereas, the statistical analysis of data and results will

be provided in section 4. In the end, the study will be concluded in the last 5th section of this report.

2. Literature Review

2.1 THEORETICAL BACKGROUND:

The theory related to social capital was proposed by Ellison et al., (2007), Williams, (2006) identified that the two dimensions of social capital are bridging and bonding. Bonding covers inbound and internal relationships guiding to powerful relations and exclusive networks while Bridging covers external relationships, advancing open and enterable networks and weak relations. Contrarily, “bonding” social capital is exclusive because it is referring to strong ties or the relationships that are rigid and hardly united, and consists of “inward looking (networks that) tend to reinforce exclusive identities and homogenous groups” (Putnam, 2012). The bonding dimension of social capital brings overwhelming emotional support for in-circle members whilst making out-circle animosity (Williams, 2006; Qazi et al., 2020). Williams (2006) also indicated that small theoretical work have especially investigated the impact that Internet has on bonding dimension of social capital, despite few researches have interrogated either Internet boosts or undermine the strong relationships. It is obvious that internet gives people an alternative way to connect with other people and accelerates new relationships to those having common associative goals and interests (Floyd & Parks, 1996; Horrigan, 2012;

Ellison, Gibbs, & Heino, 2006). Bonding and bridging social capital scales have been farther expanded for both offline as well as online conditions by (Williams, 2006; Qazi et al., 2020).

2.2 HYPOTHESIS DEVELOPMENT:

2.2.1 Interaction and Brand Commitment

Interaction is defined as two things that are interlinking, interacting with each other. Ramirez & Veloutsou (2017) study stated that interaction plays a vital role in brand commitment. Al (2018) said that interaction between brand and customer is important for brand commitment. According to Fu, Elliott, Mano, Galloway (2017) the three ways of attraction can make effective brand commitment. Jhang, Olfman, Ko, & Kho (2015) stated that higher interaction leads to higher brand community commitment.

H1: There is a significant relationship between interaction and brand commitment.

2.2.2 Trust and Brand Commitment

Trust is firm belief on something. Cuong (2020) stated that there is a substantial positive influence that brand trust had on brand commitment. According to Kang, Tang & Fiore (2014) as a mediating variable, trust is elucidated for relationship among brand commitment and lively participation. Khan, Rahman & Pérez (2020) identifies there is an essential role played by trust in brand commitment. Morgan &

Hunt (1994) says trust will lead to the brand commitment since it develops extremely valuable exchange connections. Chaudry & Hallbook (2001) brand trust is the vital predictor of brand commitment. Delgado-Ballester & Aleman (2001) Explained that trust is affecting on brand commitment.

H2: There is a significant relationship between trust and brand commitment.

2.2.3 Reciprocity and Brand Commitment

Reciprocity is giving a positive reaction to every positive action. Amani (2018) stated that constructive reciprocity results in stronger brand commitment. Malthouse (2014) stated that reciprocity is the degree through which an effective brand commitment grows. Griffin a & Hepburn b (2005) indicated that reciprocity had a greater effect than side bets on affective brand commitment. Chan & Li (2010) states that reciprocity has a critical effect on social system maintenance by enhancing brand commitment. norms of reciprocity can contribute to brand commitment inside the community

H3: There is a significant relationship between reciprocity and brand commitment.

2.2.4 Identification and Brand Commitment

Identification is to recognize something or someone. Pringe (2010) stated that effective brand commitment is based on identification. According to Tuškej, Golob & Podnar (2011) identification completely intercedes the effect of value

consistency on brand commitment. Casalo et al (2008) have endowed that the identification is the prime factor of brand commitment. Schau & Muniz (2002) which states that identification results in commitment of the brand. Christopher & Sabina (2005) concluded that brand needs to have a consistent and continuous identity in order to make brand commitment. Decha, Cornelius, Nelarine & Garavan N (2018) stated in their study that identification is positively related to brand commitment.

H4: There is a significant relationship between identification and brand commitment.

2.2.5 Language and Brand Commitment

Language is a system of communication either written or spoken. Sundar & Cao (2020) stated that language of the brand makes the customer to trust them and their commitment. Ateka, Nwulu, & Stella (2019) said that language is one of the factors of social skill which is an important factor of brand commitment. According to Chiu et al. (2006) Shared Language involves the codes, language and fundamental suppositions mutual among the community members, smoothing the mutual understanding that plays a vital role in brand commitment.

H5: There is a significant relationship between language and brand commitment.

2.2.6 Vision and Brand Commitment

Vision is to think creative ideas for your future plan. Anne Marie Fiedler (1993) states that vision congruence is significantly related to brand commitment. Kofi Darbi (2012) stated that vision statement cultivates high levels of brand commitment. Turri, Smith & Kemp (2013) states that vision would be an outcome of effective brand commitment. Vallaster & Chernatony (2005) stated that a clear vision has a considerable impact on brand commitment. Callaghan (2009) stated that a clear vision is highly co-related with brand commitment.

H6: There is a significant relationship between vision and brand commitment.

2.2.7 Bonding and Brand Commitment

Bonding is developing a strong relation between two things i.e. consumers and brand. Rather (2018) said that we need to focus on social bonding tactics to maintain and brand commitment. Choi, Qualls & Han (2010) states that it is important to develop and provide Effective communal bonding which will lead to higher brand commitment. Rather & Sharma (2016) stated that organizations should focus on bonding techniques to improve commitment. Callagan & Moray (2017) stated that bonding has a positive impact in developing brand commitment.

H7: There is a significant relationship between bonding and brand commitment.

2.2.8 Bridging and Brand Commitment

Bridging social capital is defined as the connections between persons who are different with respect to socioeconomic and other characteristics. Weiner (1982) stated that or considers brand commitment as a process of bridging with certain other variables. Dick & Basu (1994) stated in their research that bridging positively impact brand commitment. Al (1994) stated based on the assumption that bridging is one of the factors which plays a role in brand commitment.

H8: There is a significant relationship between bridging and brand commitment.

2.3 EMPIRICAL STUDIES:

Ellison, Steinfield & Lampe (2007) studied the relationship between the Facebook usage and the maintenance and formation of social capital. Facebook usage is used as a dependent variable & bridging and bonding social capitals, were utilized as independent variable. The data was gathered from 286 undergraduate students of Michigan State University (MSU) through online survey. Regression analysis have been used to examine the relationship. Result showed a strong relationship among the use of Facebook and the three types of social capital, with the most powerful relationship with the bridging social capital. Moreover, Facebook usage was

emerged to interconnect psychological well-being measures, hinting that it may provide exceptional advantages for the users who are experiencing low life satisfaction and low self-esteem.

Wu1 & J Chen (2015) studied the Influence of Brand Relevant Aspects. The dependent variable was Brand commitment while brand trust is taken as the independent variable. 507 respondents from the customers of McDonalds in Taiwan were part of the data collection. The techniques that were used in this research are (EFA). The findings demonstrated that there is a positive relation between the trust and the brand commitment because once the brand gains trust of the consumer the consumer beliefs in brand commitment. It is recommended that this research should be perform for different industries as well.

Danes, Hess, Story & Vorst (2011) studied the efficacy of assessing brand images by free associations and rating concepts. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. Collection of data was done from 600 respondents who had experience of different brands. The techniques that were used in this research to analyze the data is SEM model. The result clearly shows that there is a positive relation between trust and brand commitment because people first trust the brand then they prefer them. It is suggested to the future researchers to measure brand images' validity by a method other than rating concept.

Khairy & Lee (2010) studied a multidimensional perspective of brand citizen behavior of Egyptian hotel. The dependent variable was Brand commitment and independent variable was trust. Data was collected through the responses of 240 people which includes customers and employees of 16 different hotels in the Greater Cairo, Egypt. The techniques that is used in this research is SPSS. The result shows a positive relation between the trust and brand commitment because the more trust staff and customers have in hotel the more commitment they will have with their respective hotel. It is suggested that the future researchers use hotels from multiple different cities of Egypt other than Cairo to get more clear understanding.

Tampi & Heggde (2018) studied the role of brand commitment and brand loyalty between brand identification and brand behavior. Brand commitment is taken as the dependent variable and brand identification is taken as the independent variable. The data was collected from 400 respondents who were employees of top ten IT companies of the world. The techniques that were used is Likert scales. The result shows positive relation between identification and brand commitment because when brand identification will not be there so there can't be brands commitment. It is suggested to the future researchers to use longitudinal data in order to get more understanding.

Astuti, Kusumawati & Abdillah (2020) studied different effects of brand trust and brand commitment on mobile wallet. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 420 respondents who were the users of mobile wallet in Indonesia. The techniques that were used in this research are the sampling technique and Warp PLS software. The result shows that there is a positive relation between trust and brand commitment because trust plays a vital role in brand commitment. It is suggested that the future researchers should consider other brand communities and they must look on other outcomes as well.

Gurviez & Korchia (2003) studied a multinational brand trust scale proposal. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 937 respondents in France from the brand Coca Cola. The techniques that were used are Confirmatory Factorial Analysis (CFA) and Exploratory Factor Analysis (EFA). The result shows that there is a positive relation between the trust and brand commitment because trust plays a vital role in brand commitment. It is suggested to the future researchers that the finding should not be generalized.

Koo & Curtis (2019) studied observing the role of internal brand management in which brand commitment is taken as the dependent variable and trust and identification is taken as the independent variable. The data was collected from 342

respondents which were employees at the US hotel. The techniques that have been used are SAM and M Truck. The result shows positive relation of trust and identification on brand commitment because when trust is created then only both the parties can be interested in each other. It is suggested that future studies should be in different service segments.

Butt, Khong & Alam (2020) studied managing corporate brand behavioral integrity in which brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 342 respondents in Pakistan which were Muslims. The techniques that were used in this research were e IBM SPSS Statistics and SPSS AMOS. The result shows that there is a positive relation between trust and brand commitment because when a customer trust a brand then he goes for the brand. It is advised to research on different brands for the future researchers.

Priya (2020) studied building brand commitment through Brand Loyalty in which brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected 381 respondents from two famous bikes brand which were in India. The techniques that were used are SPSS 20.0 and Confirmatory factor analysis (CFA). The result shows that there is a positive relation with trust and brand commitment because commitment comes when there

is a trust between both parties. It is suggested to research on more different domain for future.

Yasri, Yahya and Engriani (2019) studied the Impact of Perceived Quality and Customer Value on Brand Commitment. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 77 respondents from Borkat manian group. The techniques that is used in this research is SPSS. The result shows that there is a positive relation of trust with brand commitment because the more trusted products brand produced the more committed the brand would be. Future researchers are suggested to consider more factors and use different group of people to collect the data.

Raza, Qazi & Umer (2017) studied the impact of Facebook usage on forming social capital among the students of university. The dependent variables were Bonding social capital and Bridging social capital. Independent variables were Intention to continue use and social self-efficacy. The data collection was done from 560 university students in Karachi. Modified framework of technology acceptance model (TAM) has been used. Moreover, PLS-SEM (Partial Least Square-Structural Equation Modeling), reliability analysis and Confirmatory Factor Analysis were used as part of the study to inspect the effect of the variables on developing social capital. Results demonstrated that there is a significant and positive effect of intention to continue use on bridging as well as bonding social capital, showing that

Facebook and similar social networking sites are useful in maintaining and building social capital by developing intention to continue using these sites. This research will provide helpful observations about how the young ones are experiencing the Facebook and spreading knowledge.

Ha (2004) studied the factors that are affecting the perception of consumer about brand trust online. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 198 respondents from South Korea. The techniques that were used in this research are AMOS 4.0 and SPSS. The result shows positive relation of trust with brand commitment because trust is the most essential part of brand commitment. It is suggested that the research can be done on different industries in order to get a deep insight of the study.

Li, Robson and Coates (2013) in which he studied Chinese consumers with respect to luxury brand commitment. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 501 respondents from four different shopping malls of Beign. The techniques that were used confirmatory factor analysis and structural equations modelling. The result shoes positive relationship of trust and brand commitment because brand commitment cannot be performed if the consumer don't trust the brand. It is suggested that the research can be done in urban areas of china as well.

Nober, Kalejahi & Rostamzadeh (2020) studied the impact of social media marketing activities on brand commitment and brand community in the leather industry. Brand commitment has been used as the dependent variable and on the other hand interaction is taken as the independent variable. The data was collected from 483 respondents who were customers of Novin Charm. The techniques that has been used are structural equation model, Smart PLS & T-coefficients test to analyze the data. The results showed positive relation between the dependent and independent variables, because social interaction is very much essential for building brand commitment. It has been suggested that future researchers should perform their research on different industry, for example; FMCG.

Abid, Dupont & Moulins (2019) studied the two pathways from social responsibility to brand commitment. Brand commitment has been used as dependent variable while trust and identification are taken as the independent variable. The data was collected from 299 respondents, the consumers of the Mieux Vivre avec Auchan community. Techniques that have been used to analyze the data are SEM and Kenny Approach. The results show positive relationship between trust and identification with brand commitment because both trust and identification are important for brand commitment. It is suggested that the study can also be done on different domains.

Hanaysha & Hilman (2015) studied the influence of Product revolution on Relationship quality in Automotive industry. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data is collected from 287 respondents from several malls. The techniques that were used to analyze the relationship between variables are Confirmatory Factor Analysis and AVE. The results showed a positive impact of trust on brand commitment because brand commitment cannot be achieved without trust. It is suggested that future researchers should use bigger sample sizes in order to get more and more responses of different type of people so that it would help the scope to be widen and increase the validity and reliability of the study.

Franco (2009) studied the constraining effects of Relationships involvement Between Trust, Commitment and Satisfaction in e-Banking. Brand commitment has been used as the dependent variable and trust is taken as the independent variable. The data was collected from 486 respondents who were customers of e-banking service. The techniques that have been used for data analysis are EQS and Principal Components Analysis. The results show that there is a positive relationship between trust and brand commitment. It is advised to the future researchers to collect data from the same set of people who are identical users.

App and Buttgen (2016) studied Employer brand's lasting footprints and how can sustainable HRM will lead to brand commitment. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 3116 respondents who were employees at 14 different organizations. Techniques that were used to analyze the data are Mplus 7 and MLR estimator. The results show that trust and brand commitment are positively related. Hence trust is very important for brand commitment and brand commitment cannot come without trust. It is advised to the future researchers to diversify their sample and samples should be from different countries to make the research more beneficial.

Sahin, Kitapci & Zehir (2013) studied the role of switching costs in the relationship between commitment, satisfaction, and trust for a brand. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 457 respondents who were enrolled in different institutes in Turkey. Techniques that have been used for the research are exploratory factor analysis and hypothesis testing. The result shows positive relation of trust on brand commitment because trust plays a significant role on brand commitment. It is suggested to the future researchers to increase the sample size of the research and the participants should be of different demographics.

Zhou, Zhang & Nan Zhou (2011) studied the average mechanism which transcribes brand communities into brand relationships. Brand commitment is taken as the dependent variable and identification is taken as the independent variable. The data was collected from 437 respondents from a Chinese car club. The techniques that were used are A partial least square (PLS) and multiple regression method (MRM). The result shows positive relation among brand commitment and brand identification because without brand identification there cannot be brand commitment. It is suggested that future researchers should examine more steady samples and brand communities belonging from various industries.

Haa and Janda (2013) studied Brand personality and its consequences in the Chinese automobile industry. Brand commitment is taken as the dependent variable and brand trust is taken as the independent variable. The data was collected from 627 respondents who were working in the firm. Techniques that were used are Exploratory Factor Analysis (EFA) and Harman's One Factor Test. The result shows positive relation between brand commitment and brand trust since trust is the first step that a brand takes to bring customer then customer trust brands commitment. Chinese customers who are looking for an automobile purchase are recommended that positive beliefs of brand personality increase the positive viewpoint of brand quality, which will result in enhancing brand commitment.

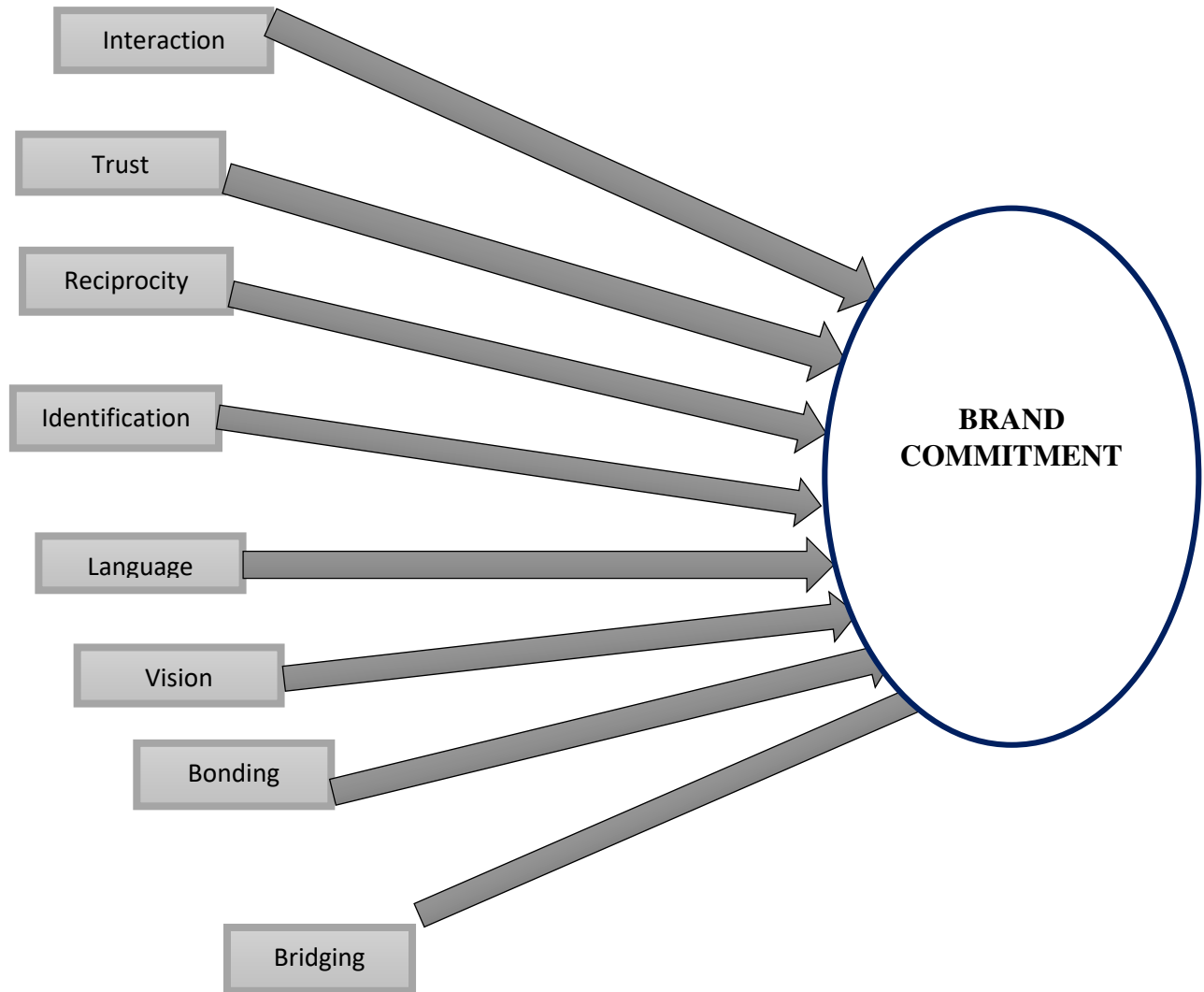
Hess, Interactive & Caza (2005) studied multidimensional consumer-brand relationships or Trust-based commitment. Brand commitment is taken as the dependent variable and brand trust is taken as the independent variable. The data was collected from 4000 respondents which were customers of 20 different restaurants. The technique that was used is factor analysis. The result of the research shows that there is a positive relation between trust and brand commitment because trust has a significant impact on brand commitment. It is suggested that a more detailed research can be done on this topic in order to get a clearer.

Wu1 & J Chen (2015) studied the Influence of CSR on Brand Relevant Aspects. Brand commitment is taken as the dependent variable and brand trust is taken as the independent variable. The data was collected from 507 respondents from the customers of McDonalds in Taiwan. The techniques that were used in this research are (EFA). The result shows that there is a positive relation between the trust and the brand commitment because once the brand gains trust of the consumer the consumer believes in brand commitment. It is recommended that this research should be performed for different industries as well.

Danes, Hess, Story & Vorst (2011) studied the potency of measuring brand images by free associations and rating concepts. Brand commitment is taken as the dependent variable and trust is taken as the independent variable. The data was collected from 600 respondents who had experience of different brands. The

techniques that were used in this research is SEM. The result clearly shows that there is a positive relation between trust and brand commitment because people first trust the brand then they prefer them. It is suggested the future researchers that the research can be done in different domain

2.4 CONCEPTUAL MODEL:



3. Research methods

3.1 RESEARCH PURPOSE:

There are 3 types of research purpose i.e. Exploratory, Descriptive and Explanatory. In this study, explanatory research purpose is used as the base of our research. Explanatory research is used to investigate the phenomenon that had not been well explained previously (Qureshi et al., 2021; Ahmed et al., 2020). We are using explanatory research purpose because this research has been explored previously but not explained.

3.2 RESEARCH APPROACH:

There are three main research approaches; Qualitative research, Quantitative research and Pragmatic approach (mixed methods). In this study Quantitative research explains the phenomena by collecting numerical data that are analyzed using mathematically based methods (Ahmed et al., 2021; Khaskheli et al., 2020). We are using quantitative research approach because we have to quantify our variables by generating numerical data.

3.3 RESEARCH DESIGN:

A correlation research design is a design in which the researcher understands the relationship of a variable with other variables (Raza et al., 2020). We are using the

correlation research design to find the relationship between dependent variable with different independent variables.

3.4 SAMPLING TECHNIQUE:

In this research convenience sampling technique is utilized. Convenience sampling technique is a technique in which the researcher approach only those respondents which are easily available for the researchers (Raza et al., 2020; Raza & Khan, 2021).

3.5 TARGET AUDIENCE/POPULATION:

The target audience consists of students and teachers of Business University because majority of them consume nestle product in the market.

3.6 SAMPLE SIZE:

The sample size of our research would be based on 250 respondents.

3.7 STATISTICAL TECHNIQUES:

This study uses the PLS-SEM technique.

3.8 QUESTIONNAIRE AND MESUREMENT INSTRUMENT:

The collection of data is done through the questionnaire which was based on 5 points Likert scale from (1) strongly agree (5) to strongly disagree. The

questionnaire is valid by the professionals and it is adapted from past studies done by So Won Jeong, Sejin Ha & Kyu-Hye Lee (2020).

3.9 ETHICAL CONSIDERATION:

The information that we have collected from the people through questionnaire is for the research purpose. It is surely for the fulfillment of the research purpose and this information will not be used to harm any person. The information that is gained by the people will always be confidential and it will be circulated.

3.10 DEMOGRAPHIC PROFILE:

TABLE: RESPONDENT'S PROFILE

Variables	Categories	Frequencies
Monthly income	15000-20000	193
	20001-25000	35
	25001-35000	22
	Above 50000	0
Age	19-29	216
	30-39	28
	40-49	6
	50-59	0
Education	High school or less	41

	Some college	164
	College Graduate	38
	Graduate degree	7
Daily internet use	Less than 1 hour	94
	1-2 hour	18
	2-4 hour	86
	4-6 hour	23
	6-8 hour	17
	8-10 hour	11
	Over 10 hours	1
Gender	Female	97
	Male	153

According to the above table, first with respect to Gender, majority of the respondents were Male that are 153, while 97 respondents were in the Gender bracket of Female. Secondly, corresponding to the age, majority i.e. 216 were grouped in 19-29, while 28 belongs to the age bracket of 30-39 years and very few i.e. only 6 belongs to the age bracket of 40-49. Thirdly, with respect to Education category most of them belongs to college students and their count is 164, while some (about 41) belong to a category of high school or less, about 38 of them

belongs to a category of college Graduates and only 7 of respondents belongs to the ones with graduate degree. With respect to the monthly income, high number of respondents i.e. 193 were falling in the bracket of 15000 to 20000. There were about 35 respondents who have their income between 20001 to 30000. Lastly, 22 of total respondents were falling into the monthly income bracket of 250001 to 35000. Lastly with respect to the Daily internet use, respondents were divided into seven categories. Among 250 respondents, highest number of respondents i.e. 94 were falling into the category of those having less than 1hour use of internet daily. 86 of the respondents were using internet 2-4 hours daily. 23 of the respondents were belonging from the category of 4-6 hours of daily internet use. 18 were using internet daily for 1-2 hours. 17 of the respondents were using internet daily for 6-8 hours, 11 of the respondents have their daily internet use between 8-10 hours and only 1 respondent is using internet for more than 10 hours daily.

4. Data analysis

In this research, data is analyzed using Partial Least Square Method Structural Equation Modeling (PLS-SEM). This technique is favored over other because it executes pretty well on the studies having complex models and those models who have numerous variables (Raza et al., 2020). PLS-SEM's statistical strength is another reason for selecting it, its statistical power is higher than Covariance-Based Structural Equation Modeling (CB-SEM) (Reinartz et al., 2009). The performance of PLS took place in two steps; the first step includes evaluation of the measurement

model while the second step involves the evaluation of the structural model (Henselar et al., 2009; Raza et al., 2021).

4.1 MEASUREMENT MODEL:

To evaluate the capability of the model, discriminant validity and convergent validity are used. Factors that come in convergent validity are Cronbach's alpha, (AVE) and composite reliability. Discriminant validity consist of summary statistics, loading and cross loading and last is heterotrait-monotrait ratio.

Convergent validity

Convergent validity is very important for all the data validation test results. As the table 2 shown below we can see that all the values of Cronbach's alpha are larger than 0.7 and all the values of composite reliability is greater than 0.7. The table shows that the individual item reliability is also greater than 0.7. The Average Variance extracted (AVE) is also greater than 0.5. By all these facts, we can conclude that Convergent validity is achieved.

Table 2
Measurement
model results.

Constructs	Items	Loadings	Cronbach's α	Composite reliability	Average Variance extracted
BC	BC1	0.810	0.778	0.861	0.675
	BC2	0.798			
	BC3	0.855			
BOND	BOND1	0.748	0.859	0.896	0.633
	BOND2	0.807			
	BOND3	0.806			
	BOND4	0.799			
	BOND5	0.817			
BRID	BRID1	0.744	0.823	0.874	0.582
	BRID2	0.714			
	BRID3	0.797			
	BRID4	0.763			
	BRID5	0.795			
IDEN	IDEN1	0.843	0.846	0.891	0.672
	IDEN2	0.762			
	IDEN3	0.831			

	IDEN4	0.840			
INT	INT1	0.807	0.782	0.862	0.677
	INT2	0.789			
	INT3	0.869			
REC	REC1	0.818	0.841	0.895	0.741
	REC2	0.899			
	REC3	0.863			
SL	SL1	0.814	0.789	0.875	0.701
	SL2	0.854			
	SL3	0.843			
SV	SV1	0.823	0.812	0.885	0.719
	SV2	0.837			
	SV3	0.883			
TRU	TRU1	0.853	0.811	0.856	0.544
	TRU2	0.809			
	TRU3	0.743			
	TRU4	0.706			
	TRU5	0.772			

Here BC stands for brand commitment, BOND for bonding, BRID for bridging, IDEN for identification, INT for interaction, REC for reciprocity, SL for shared language, SV for shared vision whereas TRU stands for trust.

Discriminant validity

According to Fornell and Larckers model the cross diagonals values should be greater than the off diagonal values. According to table 3 all the cross diagonals values are greater than the off diagonals values.

Table 3 Summary statistics.

	BC	BOND	BRID	IDEN	INT	REC	SL	SV	TRU
BC	0.821								
BOND	0.552	0.796							
BRID	0.632	0.471	0.763						
IDEN	0.516	0.550	0.578	0.820					
INT	0.527	0.631	0.591	0.505	0.823				
REC	0.416	0.505	0.542	0.666	0.471	0.861			
SL	0.549	0.549	0.530	0.574	0.490	0.671	0.837		
SV	0.570	0.655	0.595	0.574	0.649	0.597	0.640	0.848	
TRU	0.530	0.519	0.565	0.648	0.486	0.683	0.629	0.547	0.738

Here BC stands for brand commitment, BOND for bonding, BRID for bridging, IDEN for identification, INT for interaction, REC for reciprocity, SL for shared language, SV for shared vision whereas TRU stands for trust

Table shown below in the matrix is of loading and cross loading. It has shown that all the eight variables shown in the table has values greater than 0.7.

Table 4 Loadings and cross loadings.

	BC	BOND	BRID	IDEN	INT	REC	SL	SV	TRU
BC1	0.810	0.379	0.456	0.441	0.327	0.279	0.438	0.372	0.413
BC2	0.798	0.474	0.439	0.400	0.461	0.318	0.356	0.507	0.352
BC3	0.855	0.500	0.634	0.432	0.497	0.411	0.537	0.518	0.519
BOND1	0.510	0.748	0.563	0.404	0.431	0.369	0.434	0.476	0.461
BOND2	0.370	0.807	0.552	0.472	0.521	0.451	0.468	0.574	0.420
BOND3	0.424	0.806	0.542	0.364	0.546	0.399	0.392	0.480	0.349
BOND4	0.406	0.799	0.540	0.441	0.507	0.362	0.422	0.470	0.397
BOND5	0.454	0.817	0.606	0.506	0.516	0.429	0.463	0.608	0.423
BRID1	0.521	0.514	0.744	0.431	0.389	0.398	0.416	0.398	0.411
BRID2	0.465	0.599	0.714	0.460	0.523	0.380	0.356	0.545	0.425
BRID3	0.454	0.551	0.797	0.471	0.485	0.412	0.429	0.533	0.482
BRID4	0.433	0.532	0.763	0.429	0.354	0.408	0.394	0.417	0.427
BRID5	0.524	0.511	0.795	0.418	0.497	0.464	0.423	0.391	0.415
IDEN1	0.486	0.472	0.477	0.843	0.413	0.579	0.484	0.477	0.526
IDEN2	0.371	0.464	0.419	0.762	0.477	0.492	0.407	0.483	0.495
IDEN3	0.425	0.419	0.465	0.831	0.359	0.518	0.465	0.451	0.539
IDEN4	0.395	0.450	0.535	0.840	0.420	0.593	0.525	0.476	0.567
INT1	0.414	0.568	0.501	0.442	0.807	0.413	0.467	0.585	0.468
INT2	0.367	0.447	0.405	0.380	0.789	0.344	0.321	0.472	0.299
INT3	0.502	0.538	0.538	0.425	0.869	0.402	0.415	0.542	0.421
REC1	0.315	0.355	0.437	0.536	0.317	0.818	0.596	0.474	0.565
REC2	0.405	0.448	0.482	0.602	0.452	0.899	0.584	0.516	0.619
REC3	0.344	0.495	0.480	0.580	0.434	0.863	0.560	0.554	0.579
SL1	0.434	0.467	0.421	0.464	0.401	0.532	0.814	0.556	0.512

SL2	0.474	0.447	0.420	0.455	0.397	0.496	0.854	0.498	0.482
SL3	0.469	0.464	0.489	0.524	0.433	0.656	0.843	0.556	0.587
SV1	0.517	0.572	0.536	0.485	0.503	0.463	0.576	0.823	0.490
SV2	0.414	0.498	0.433	0.473	0.549	0.489	0.483	0.837	0.413
SV3	0.506	0.586	0.532	0.500	0.599	0.566	0.558	0.883	0.479
TRU1	0.276	0.321	0.302	0.445	0.324	0.417	0.359	0.358	0.853
TRU2	0.428	0.388	0.469	0.528	0.365	0.482	0.458	0.412	0.809
TRU3	0.405	0.363	0.391	0.461	0.405	0.453	0.513	0.359	0.743
TRU4	0.313	0.406	0.398	0.432	0.365	0.507	0.453	0.476	0.706
TRU5	0.479	0.431	0.487	0.515	0.343	0.636	0.517	0.429	0.772

Here BC stands for brand commitment, BOND for bonding, BRID for bridging, IDEN for identification, INT for interaction, REC for reciprocity, SL for shared language, SV for shared vision whereas TRU stands for trust.

In order to find out that our result is valid or not. This will be based on the Heterotrait-Monotrait Ratio (HTMT). It will be valid if it fulfils the condition which is HTMT value should not be greater or higher than 0.85. By looking at the table we came to a point that the result is discriminant validate (Raza et al., 2021).

Table 5 Heterotrait-monotrait ratio

	BC	BOND	BRID	IDEN	INT	REC	SL	SV	TRU
BC									
BOND	0.669								
BRID	0.779	0.842							

IDEN	0.640	0.650	0.699					
INT	0.675	0.781	0.738	0.636				
REC	0.511	0.599	0.656	0.799	0.586			
SL	0.697	0.668	0.658	0.707	0.629	0.836		
SV	0.717	0.784	0.730	0.700	0.826	0.732	0.800	
TRU	0.651	0.623	0.689	0.793	0.622	0.835	0.789	0.685

Here BC stands for brand commitment, BOND for bonding, BRID for bridging, IDEN for identification, INT for interaction, REC for reciprocity, SL for shared language, SV for shared vision whereas TRU stands for trust.

4.2 STRUCTURAL MODEL:

Table 6 is showing the standardized regression weights for the research model in which there is SRW which is standard regression weight and there is a par value as well. The condition is if the P value is greater than 0.1 the remarks would be unsupported and if the P value is less than 0.1 the remarks would show supported. Bonding, Identification and Interaction have a P value which is greater than 0.1 so these three variables don not have a direct effect on brand commitment and therefor the remarks are not supported. Similarly, when we talk about the variables that are Bridging, Reciprocity, Shared language, Shared vision and trust these variables have the P value that is less than 0.1 so they have a direct relation with brand commitment and therefor the remarks are supported.

4.3 TABLE 6: Standardized regression weights for the research model.

Hypothesis	Regression		SRW	Pvalue	Remarks
	Path	Effect type			
H1	BOND ->	Direct	0.011	0.890	Not Supported
	BC	effect			
H2	BRID ->	Direct	0.339	0.000	Supported
	BC	effect			
H3	IDEN ->	Direct	0.109	0.264	Not Supported
	BC	effect			
H4	INT ->	Direct	0.092	0.275	Not Supported
		BC			
H5	REC ->	Direct	-0.233	0.032	Supported
		BC			
H6	SL ->	Direct	0.214	0.024	Supported
		BC			
H7	SV ->	Direct	0.156	0.055	Supported
		BC			
H8	TRU ->	Direct	0.157	0.070	Supported

Here BC stands for brand commitment, BOND for bonding, BRID for bridging, IDEN for identification, INT for interaction, REC for reciprocity, SL for shared language, SV for shared vision whereas TRU stands for trust.

4.4 DISCUSSION:

The result shows that the first hypothesis (H1) is not supported because there is an insignificant relation between bonding and brand commitment and there is a positive relation between brand commitment and bonding ($P > 0.1$, $\beta = 0.011$). The studies that support the relation are Choi, Qualls & Han (2010) and in contrast to the study Rather & Sharma (2016). The result shows that Bonding can help develop a relationship and sense of community between customer and online brands. But sometimes consumer does not feel like it is Ok to ask for advice regarding products of the brand in a particular brand community.

The result shows that the second hypothesis (H2) is supported because there is a significant relation between bridging and brand commitment and there is a positive relation between brand commitment and bridging ($P < 0.1$, $\beta = 0.339$). The two studies that support the relations are Weiner (1982) and the other one is Dick & Basu (1994). The result shows that bridging has an impact on brand commitment because in an online brand community, individuals came interact with strangers most of the time hence they feel connected and committed to the brand.

The result shows that the third hypothesis (H3) is not supported because there is an insignificant relation between identification and brand commitment and there is a positive relation between brand commitment and identification ($P > 0.1$, $\beta = 0.109$). Pringe (2010) and the other study is Tuškej, Golob & Podnar (2011) which supports the relation. According to the results, brand commitment and identification are positively related because customers who are identified with a a brand tend to commit stronger to a brand and spread positive word of mouth.

The result shows that the fourth hypothesis (H4) is not supported because there is an insignificant relation between interaction and brand commitment and there is a positive relation between brand commitment and interaction ($P > 0.1$, $\beta = 0.092$). The studies that support the relation are Jhang, Olfman, Ko, & Kho (2015) and in contrast to this Fu, Elliott, Mano, Galloway (2017). The result shows that when members of an online brand community spend time interacting with one another then this frequent interaction will lead to the brand commitment.

The result shows that the fifth hypothesis (H5) is supported because there is a significant relation between reciprocity and brand commitment and there is a positive relation between brand commitment and ($P > 0.1$, $\beta = -2.33$). The studies that supports the relation are Malthouse (2014) and Amani (2018). The result shows that reciprocity is important in creating brand commitment because it causes the exchange of resources for the mutual benefit of consumer and brand. They will feel

that it's equitable to reach out and help one another in their respective brand community.

The result shows that the sixth hypothesis (H6) is supported because there is a significant relation between shared language and brand commitment and there is a positive relation between brand commitment and shared language ($P < 0.1$, $\beta = 0.214$). The studies that support the relation are Sundar & Cao (2020) and in contrast to them are Ateka, Nwulu, & Stella (2019). The result shows that language plays a vital role in creating brand commitment because there will be no proper communication if there is no shared language between the customer and the brand.

The result shows that the seventh hypothesis (H7) is supported because there is a significant relation between shared vision and brand commitment and there is a positive relation between brand commitment and shared vision ($P < 0.1$, $\beta = 0.156$). The studies that support the result are Turri, Smith & Kemp (2013) and with contrast to this is Kofi Darbi (2012). In light of the results, shared vision can make the consumers of an online brand community to become more involved and committed to the brand growth.

The result shows that the eighth hypothesis (H8) is supported because there is a significant relation between trust and brand commitment and there is a positive relation between brand commitment and trust ($P < 0.1$, $\beta = 0.157$). The studies that

supports the result are Cuong (2020) and in contrast to this study there is Rahman & Pérez (2020). The result demonstrates that brand commitment comes from a consumer's high level of trust, which leads to product repurchasing by consumer.

5. Conclusion

5.1 CONCLUSION:

In this paper, we aim to examine the impact of the factors like identification, social interaction ties, trust, reciprocity, identification, language, vision, bonding and bridging on brand commitment in an online brand community. We've worked on the theory proposed by Ellison et al., (2007), Williams, (2006) who identified that bridging and bonding are two aspects of social capital. The data was collected from 250 university students; The Partial Least Square Structured Equation Modeling (PLS-SEM) technique was utilized for the purpose of analyzing the data. The results identified that there is a significant and direct effect of trust, shared value, shared language, shared vision, reciprocity and bridging on Brand commitment. While there insignificant and direct effect of bridging and identification on brand commitment in an online brand community. In our results we found out that factors like trust, shared value, language and vision, bridging acts as a strong determinant of brand commitment and our findings add value to the area of literature where researchers seek to investigate the role of these variables in online brand communities.

5.2 MANAGERIAL IMPLICATIONS / RECOMMENDATIONS:

It is evident from the results that trust, identification, interaction, reciprocity, vision, language, bonding, and bridging has strong impact on Brand commitment in an online brand community. The results of the study have showed that there is lesser impact of bonding, interaction and identification on brand commitment as compare to the other variables. The results of our study recommend the managers of FMCG industries that trust is very essential and have great impact on brand commitment. Therefore, online brand communities should strive towards gaining the trust of their targeted audience. Since the reciprocity has significant impact on brand commitment, it is important to have reciprocal relationships within online brand community because this principle fosters long lasting and strong interpersonal relationships with customers. As mentioned, language has significant impact on brand commitment therefore it is recommended that FMCG companies should develop shared language because it simply enhances the communication across the brand community and customers. Our findings reveal that shared vision has a positive impact on brand commitment. Hence, company's top management should share the vision with customers and colleagues so that they become more involved and committed to their growth as a brand. Creating a shared vision will inspire commitment, alignment and ownership.

5.3 FUTURE RECOMMENDATIONS:

Firstly, future researchers are recommended to generalize our findings to developed countries as well, since our research was limited to the developing countries. Secondly, future researchers are advised to take a larger sample size so that the impact could be studied on a wider picture. Thirdly, Future researchers can also study the moderator effects of one or more of these variables on our model. Lastly, future should consider the perspective of other users such as parents, employees of different FMCG companies, and teachers since this study is limited to the perspective of university students only. Despite some of these limitations, this study makes prime contribution to the existent frame of research.

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