The Impact of Brand Social Values and Brand Cognitive Values to Brand Recommended Intention with Brand Characteristic as Mediating Variable

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ABSTRACT

Purpose: This study examines the kind of community value companies should provide when strengthening the relationship between customers and brands through the establishment of an online brand community, and how this kind of community value promotes customers’ sense of community engagement and willingness to spread brand reputation. The paper also discusses how an enterprise’s brand symbolism affects the relationship between community value and customers’ engagement in online brand community. This study explored the important role of brand symbolism in the establishment of an online brand community.

Design/methodology/approach: This study uses data collection from questionnaire surveys to design a quantitative research method. An online questionnaire survey of mobile phone users in East Java was conducted to collect data on social value, cognitive value, brand symbolism, customer community engagement, and brand recommendation. The brands of mobile phone include Apple, Huawei, Samsung, OPPO, VIVO, and MI Randomly selected 240 subjects from their sample database and then sent the questionnaire link to research participants’ mobile phones. For the model analysis and hypotheses test-ing, the researcher used statistical software IBM SPSS Statistics and AMOS 21.

Findings: First, online brand community value (both cognitive and social value) has a positive impact on customer community engagement. Second, customer communi-ty engagement has a positive impact on customers’ brand recommend intention. Third, the customer community engagement is a mediator between the online brand community value and the customer brand recommend intention. Most importantly, fourth, the symbolic value of the brand controls the relationship between community value and customer community engagement. For brands with high symbolic value, the community value should emphasize cognitive val-ue rather than social value. For brands with a low symbolic value, the communi-ty provides cognitive or social value, which is not affected by the symbolism of the brand.

Research limitations/implications: Among the 240 research participants, the researcher ex-cluded participants who lacked online brand community experience or had in-valid data to qualify for data collection. After the researcher excluded participants who did not qualify for data collection, only 203 qualified questionnaire surveys advanced to the data collection and analysis phase, which was the ques-tionnaire recovery rate of 84.58%.

Originality/value: This paper is original

Paper type: Research paper

Keywords : Brand Symbolism, Customer Engagement, Online Brand Community.

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I. INTRODUCTION

Word of mouth is a crucial company marketing strategy. Within the age of social media, companies hope to strengthen their communication with customers by building brand communities that encourage active participation and also the sharing of valuable information. Jr, Albert M. Muniz and O’Guinn, (2001) define a brand community as “a brand community may be a specialized community that’s not geographically bound, supported a structured set of social relationships among brand admirers”. Companies are attempting to require advantage of the social and communicative nature of online brand communities to extend word of mouth communication. However, the spread of word of mouth marketing through the formation of brand name social values is needed. Then how the company's community marketing strategy can increase the intention of word of mouth of customers? What reasonably community values are effective in encouraging customer participation? additionally, consumer interaction and sharing (such as information, usage methods, and experiences) is a crucial issue that has got to be considered by companies. The authors of this study argue that companies should increase the customer's sense of engagement with the brand's social values; a robust sense of involvement will increase their sharing behavior and word of mouth communication within the brand's social values (Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, 2011); (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, 2010).

Previous studies have shown that customer community engagement can't only bring loyal buyers to a corporation but may also turn customers into advocates, creators, and trial developers of recent products, making them “supernumery” employees of the corporate (Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, 2011).: (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, 2010); (Verhoef, P. C., Reimartz, W. J., & Krafft, 2010). Such engaged customers end in stronger brand promise, brand trust, self-brand connections, emotional brand engagement, and loyalty. By implication, engaged customers play a vital role in word of mouth marketing like providing references or recommendations to other customers for a product, service, or brand (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, 2010).

For this reason, many companies are commencing to build brand communities to strengthen their brand relationships. Brand communities can provide cognitive and social value to users (Dholakia, U. M., Bagozzi, R. P., Klein, L., & Pearo, 2004); (Nambsan, S., & Baron, 2009). Customer involvement within the brand's social values is supported the requirement for cognitive and social values provided by the brand's social values (Dholakia, U. M., Bagozzi, R. P., Klein, L., & Pears, 2004). The cognitive value of the brand community is that the direct value supported information that supports the use of the merchandise in question; community members seek advice before buying or information about potential problems, solutions, etc. (Dholakia, U. M., Bagozzi, R. P., Klein, L., & Pears, 2004). The social value of the brand community refers to the social and emotional value that customers obtain through community participation and socialization of relationships with other members (Jr, Albert M. Muniz and O’Guinn, 2001). The important question to ask is, What quite brand social values should the corporate provide? What reasonably brand social values are more conducive to customer community engagement? is that the impact of those brand social values on word of mouth influenced by the brand's symbolic value?

Online community values influence the long run of product support, helping others, and continuing community involvement, that is, they promote customer engagement (Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, 2011); (Dholakia, U. M., Bagozzi, R. P., Klein, L., & Pears, 2004); (Nambsan, S., & Baron, 2009); (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, 2010). The symbolic value and experiential value embodied within the brand match the customer’s own values and outlook on life (Kang & Shin, 2016; Rosenbaum, M. S., & Massiah, 2007). additionally to considering the brand as a commitment to product quality, customers often value the brand’s symbolism (Rosenbaum, M. S., & Massiah, 2007). In fact, during this era of high product homogeneity, the symbolism of the brand is even more prominent. The brand symbol includes both social symbolic and personal symbolic values. The social symbolic value reflects the customer’s social identity needs. the private symbolic value reflects the customer’s self-realization, difference, and uniqueness needs (Keller, 1993). The brand symbol embodies social attributes, and thus the brand social values reflects social attributes.

Visible of these professional curiosity questions from this study’s researcher, supported combing customer community engagement, community values (social and cognitive values), brand symbolism, and word-of-mouth study, this paper puts forward its research hypotheses. In summary, previous research has focused on the impact of community values on customer loyalty (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013); P. Nambsan & Watt, 2011; Zhou, 2011). To the foremost effective of the researcher’s knowledge during this study, the link between community values and customer community engagement and its impact on customer loyalty behaviors (such as brand recommend intention) haven't been studied from the attitude of name name symbolic value. Therefore, this study explores two research questions: 
1. Can the social and cognitive value of the brand social values promote the patrons community engagement and thus increase their willingness to word-of-mouth communication (brand recommend intention)?
2. Is that the link between brand social values values and customer community engagement laid low with the brand symbolic value?

II. LITERATURE REVIEW

A. Dimensions Of Customer Community Engagement

Definition. (Algesheimer, R., Dholakia, U. M., & Herrmann, 2005) description of customer community engagement involves mainly customer attitudes (interests). Later, some scholars have suggested that the concept of customer community engagement should also include behavior (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013); (Hollebeek, L. D., Glynn, M. S., & Brodie, 2014); (Kumar, V., 2016); (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoeft, 2010); (Lovelock, Christopher H Chew & And Wirtz, 2013),(van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoeft, 2010) proposed that customer engagement includes attributes like trust, satisfaction, and commitment and will be a behavioral expression of consumers’ motivations about the company or brand. The customer behavior includes word-of-mouth communication referrals, helping others, publishing blogs, and writing reviews, substantially in line with the brand social values (Lovelock, Christopher H Chew & And Wirtz, 2013). (Kumar, V., 2016) define customer engagement as a customer’s attitudes, behaviors, and levels of linkage among customers and between customers and businesses. The long-term, sustainable competitive advantage of a business is expounded to its ability to retain, maintain, and cultivate customers (Anderson, E. W., Fornell, C., & Mazvancheryl, 2004); (Frank, M.M., Lynch, L.J., & Rego, 2009). Maintaining and nurturing customers requires that companies not only pursue repeated purchases by customers, but also include retention of customers and cross-purchase, sales and transaction indicators, word-of-mouth communication, customer recommendations and suggestions, attribution, and online reviews (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoeft, 2010). (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013) believe that customer engagement includes three dimensions, cognition, emotion, and behavior, and emphasize cognitive absorption, emotional dedication, vigor, and interaction.

This study adopts the (Baldus, B. J., Voorhees, C., & Calantone, 2015) definition: “Customer community engagement is of interest and also the intrinsic motivation of customers’ interaction with the brand social values.” This study focuses on the extent of linkage between the customer and thus the brand community, driven by the price of the brand social values. the upper the extent of linkage (engagement degree) is, the stronger the intrinsic motivation will drive the customer to participate in community interaction and other word-of-mouth communication behaviors.

Dimensions. Researchers have identified three key dimensions to characterize customer engagement behaviors (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, 2011); (Hollebeek, L. D., Glynn, M. S., & Brodie, 2014), which are cognitive processing, affection, and activation (Yang, M., Ren, Y., & Adomavicius, 2019). The three-dimensional model (cognitive processing, affection, and activation) of customer engagement proposed by (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013) is currently the foremost widely adopted by researchers. Cognitive processing is defined as “a consumer’s level of brand-related thought processing and elaboration in an exceedingly very particular consumer/brand interaction” Affection refers to “a consumer’s degree of positive brand-related affect during a selected consumer/brand interaction”; Activation is defined as “a consumer’s level of energy, effort and time spent on a brand during a selected consumer/brand interaction” (Hollebeek, L. D., Glynn, M. S., & Brodie, 2014).

B. The Formation Process Of Customer Community Engagement

The primary step within the customer engagement process relies largely on the customer’s demand for information, the method is extremely interactive and experiential and includes a series of sub-processes like learning, sharing, advocating, socializing, and co-developing (Lovelock, Christopher H Chew & And Wirtz, 2013). In online communities, customers are keen on non-tradable behaviors like social interests, strengthening knowledge and reputation, and pursuing cost-saving economic benefits. Enterprises can promote customer engagement by providing effective information exchange and interactive platforms (Baron, S., & Warnaby, 2011); (Daldiyono, 2009) and rewarding customers for his or her (Kumar et al., 2010). (Lovelock, Christopher H Chew & And Wirtz, 2013)determined that the factors driving customer community engagement include brand-based factors (brand identity, brand symbol value), social drivers (social value, social identity), and functional drivers (functional benefits, avoidance, uncertainty, quality of knowledge, economy, and external incen-tives). Hennig-Thurau, T. et al., (2004) means that customers’ willingness to contribute to an brand social
values is especially supported venting negative emotions, altruism (concern for others), self-enhancement, advice-seeking, social benefits, economic benefits, platform support, and helping those companies within which social benefits have the best impact on customers. From the attitude of analytic thinking, argue that an individual’s engagement with an brand social values relies on a perceived value of cognition and interests that exceeds perceived risk levels. When customers perceive that interactive experience values and expectations outweigh the hassle they're expending, the engagement will form quickly (Mollen, A., Wilson, H., 2010). Moreover, the cost-benefit balance they perceive may influence the strength of engagement. That is, the upper a customer perceived value, the more the customer will promote the formation of engagement.

C. Customer Community Value Needs

Enterprises can obtain various values by establishing communities (Algesheimer, R., Dholakia, U. M., & Herrmann, 2005); (Füller, J., Faullant, R., & Matzler, 2010); (Jeppesen, L. B., & Molin, 2003); (Verona, G., & Ravasi, 2003). Of course, in turn, customers also can gain value through community participation. This value, expected or actual, could be a key think about customer community participation. (Nambisan, S., & Baron, 2009) analyze the four value drivers of customer participation in an brand social values: cognitive value, social value, personal value, and entertainment value. The degree of those four values provided by the brand social values and per-ceived by the customer will influence the customer’s actual community interaction behavior. (Nambisan, S., & Baron, 2009) argued that the interaction of consumers within the brand social values is basically supported the interaction of three objects: products, community (society), and technology media. Product interaction is predicated on product knowledge; community interaction is customer-customer interaction within the brand social values; and technology media interaction is supported or con-strained by computers and other media. supported the idea of social exchange, (Chang, 2015) studied the connection between social support and customer citizenship within the online brand com-munity, dividing the social support into information support and emotional support. Wang, (2013)suggest that the key factors that drive customer interaction within the brand social values are their hedonic and practical needs. Customers’ hedonic demands are mainly for community exchanges, pleasure, and relaxation; practicality is concentrated mainly on obtaining information and sharing knowledge.

This study proposes that information values sit down with information support about products supported the web community interaction. Emotional support or hedonic demands are mainly about the social value of interpersonal communication centered on community interaction. Therefore, this paper analyzes mainly the worth of customer interaction supported product interaction and community (so-cial) interaction because the most reason for users to participate in an brand social values is to hunt product-related knowledge. the opposite important factors that compose the web brand com-munity are social interaction and identity display (Brodie et al., 2011); (James H. McAlexander, John W. Schouten & Koenig, 2002).

These two interactions correspond to the customer’s cognitive and social value needs. However, technical media interaction (for example, website design is friendly, easy to use, and fully functional) isn’t so important because customers are very acquainted with Internet technology and computer use knowledge, and therefore the obstacles or restrictions imposed on customers don’t seem to be so great. additionally, supported past research within the field of service marketing, Dholakia et al. (2009) suggest that the values that customers obtain within the brand social values also are divided into functional and social val-ues. supported this notion, this study refers to those authors’ research to work out whether the worth needs of consumers participating in brand social values interactions are cognitive value needs and social value needs.

D. Cognitive Value Needs

Through an brand social values, companies provide customers with channels for interaction with others. The interaction not only benefits the company, but also promotes customer perception. Cognitive value is customers’ perceived increase in their own knowledge of product use and is an important factor for customer involvement in the brand social values (Dholakia, U. M., Bagozzi, R. P., Klein, L., & Pears, 2004). Customers in the brand social values obtain useful knowledge through continuous interaction (Charles E. McLure, 2015); (Rothaermel, 2013) including product-related technologies and usage techniques. The author of this study believes that the reason that a customer first participates in an brand social values is usually for a specific purpose, which may be only known to the customer. Upon ob-taining a satisfactory result, the customer’s knowledge of the product is increased, and the reason for continued participation in the brand social values is to maintain identity as a community mem-ber. In other words, customers perceive the value of information during community interactions (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013). The cognitive process not only enhances knowledge about product use, but also increases customer-business transaction awareness and reduces transaction costs (Burnham, T. A., Frels, J. K., & Mahajan, 2003); (Chebat, Jean-Charles, and Kollias, 2000). Cognitive value is a direct, information-based value that supports the use of the product in question. Community members seek advice before buying, information about potential problems, solutions, etc. (Daldiyono, 2009). In
a firm-hosted brand social values, customer interactions are dedicated to solving other consumers’ problems. With the development of cognitive value, customers gradually accumulate their own knowledge about products, making them more efficient in using products. point out that when individuals’ knowledge is rich, their cognitive framework will be correct, making them more efficient in the future when they manipulate and apply their own knowledge.

The cognitive value of customer perception has a positive influence on engagement behaviors such as product support activities in the brand social values in the future (Nambisan, S., & Baron, 2009). Point out that individuals’ engagement with online brand communities is based on perceived perceptions and interests that exceed perceived risk levels. (Lovelock, Christopher H Chew & And Wirtz, 2013) suggest that the factors driving customer engagement include functional benefits, avoidance of un-certainty, information quality, and other external incentive stimuli. These factors are based on the customer’s knowledge of product-related information. Customers’ acquisition of information en- hances their knowledge of the product. According to the principle of reciprocity, customers who meet the needs of cognitive values will in turn have an increased desire to help others (Dholakia, U. M., Bagoozzi, R. P., Klein, L., & Pearo, 2004) and work more actively with others (Rosenbaum, M. S., & Massiah, 2007). Therefore, this study proposes the following hypothesis:

H1: The cognitive value of the brand social values positively influences the customer community engagement.

E. Social Value Needs

Additionally to providing product/service support, customer community interaction can even establish and maintain social relationships (Dholakia, U. M., Bagoozzi, R. P., Klein, L., & Pearo, 2004). The brand social values provides customers with social opportunities with others like sharing personal experiences, providing sug- gestions and opinions, and generating new ideas. Customers engage in social relationships with other members through community involvement and gain broader social and emotional value (Jr, Albert M. Muniz and O’Guinn, 2001) that this study refers to as social value. Social value is that the social relationship that customers establish over time with other customers within the brand social values (Nambisan, S., & Baron, 2009). This relationship brings a spread of values to customers, including enhanced awareness of belonging and social identity (Nambisan, S., & Baron, 2009). Previous studies on online brand communities have got wind that social interaction is a very important factor for community members joining an brand social values (Algesheimer, R., Dholakia, U. M., & Herrmann, 2005) in addition as a fundamental condition for the community becom- ing a grouping (Jr, Albert M. Muniz and O’Guinn, 2001). Thus, the social identity and relationship bring meaningful social value to customers (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, 2011); (James H. McAlexander, John W. Schouten & Koenig, 2002).

Like cognitive value, customer-perceived social value also includes a positive impact on future engagement behaviors like product support activities within the brand social values (Nambisan, S., & Baron, 2009). Customers who receive social support are more willing to collaborate with other customers (Rosenbaum, M. S., & Massiah, 2007). Social value ends up in the behavior of helping others like by providing information (Dholakia, U. M., Bagoozzi, R. P., Klein, L., & Pearo, 2004) and actively participating in community activities (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, 2011); (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoeft, 2010). (Hennig-Thurau, T. et al., 2004) note that customers’ willingness to contribute to an brand social values relies mainly on venting negative emotions, altruism (concern for others), self-enhancement, seeking advice, social benefits, economic benefits, platform support, and helping companies, where social benefits have the strongest influence on customers. Online information presented with high interactivity results in more online engagement. Of every kind of posts, social posts have the foremost commen- t activity. Additionally, engagement is quickly formed when customer interactive experiences (social) values and expec- tations exceed the trouble the customer puts in (Mollen, A., Wilson, H., 2010). The common experiences make the community member feel a typical identity, that is, community identification. Community identification includes a positive impact on the brand’s social values engagement. Community members often seek support through social dialogue (Dholakia, U. M., Bagoozzi, R. P., Klein, L., & Pearo, 2004), which promotes connections between members and enhances members’ social value perception that successively enhances their engagement with online brand communities (Lovelock, Christopher H Chew & And Wirtz, 2013). Gvili, Y., & Levy, (2018) explore eWOM (electronic word of mouth) from the attitude of social capital. as an example, (Alexander, 2015) indicate that customers’ desire to determine relationships with compa- nies and other customers promotes customer engagement. additionally, a social factor like reputation (i.e., labels or badges) helps to extend consumer’s engagement. Therefore, this study proposes the subsequent hypothesis:

H2: The social value of the brand social values positively influences the customer community engagement.
F. Brand Symbolism

Symbolic value concerns people’s have to maintain their identity, strengthen their self-image, or express themselves (J. L. Aaker, 1997).

More often than not, a brand’s symbolic value reflects a product’s external characteristics and typically involves non-product related attributes. Rather, it involves the customer’s potential social recognition, personal expression, and self-esteem needs (Rosenbaum, M. S., & Massiah, 2007). Customers achieve external utility like congregation, uniqueness, and prestige through brand consumption. Brand symbolic value plays a vital role within the formation of customer brand preferences because it provides the customer with the brand’s self-expression and symbolic value, thus facilitating the customer’s impression management (J. L. Aaker, 1999); (P.W., 1999) suggest that symbolic value within the variety of a brand’s functional value, symbolic value, and aesthetic value has the strongest influence on customers’ purchase intentions and word-of-mouth communication.

Consistent with (Vigneron, F., & Johnson, 2004), brand symbolic value will be divided into two types: interpersonal influence and self-influence. At the kind of interpersonal influence, the symbolic value of consumer perception is attributed to prestige value and social self-expression value; at the kind of self-influence, the symbolic value of consumer perception is attributed to intrinsic self-value, unique value, and hedonic value. (Bauer, Hans H., 2005) also suggest that brand symbolism has both external and internal value with an external value reflecting the brand user’s status and group membership. Brand value also can help the customer to make a singular personal image and express the unique personality needs value. This view is largely just like that of (Vigneron, F., & Johnson, 2004) that highlights the external position of symbolic value and also the individual’s intrinsic personality and unique value needs. When people promote their tastes through specific patterns of consumption, they’re promoting a symbolic boundary to substantiate differences from the collective. Therefore, there’s a very important status demarcation between the social core and therefore the periphery. From this attitude, the brand symbol has both a price of “seeking com- monality” with group ownership, and a “different” value that promotes uniqueness.

Customers generally think that high symbolic brands (such as high-grade goods and luxury goods) provide better product and service quality and higher grades (J. L. Aaker, 1999). These brands are symbols of social prestige and prominent status. Customers use high symbolic brands to demonstrate superiority of social identity and to distinguish themselves from others (D. A. Aaker, 1996). If more people use the high symbolic brand, the customer will perceive the brand as a popular product and no longer a symbolic, but a social attribute brand. As their perception of superiority and uniqueness is threatened, customers become less likely to advertise brands that make them unique, thus avoiding others’ becoming consistent with themselves (Tian B, Yang J, 2007). The assumption of this study’s researcher leading to hypothesis three is that in order to maintain their uniqueness, customers are generally reluctant to engage in word-of-mouth activities. Therefore, in the brand social values, customers may not need more social interaction if they perceive the symbolic value of the brand to be relatively high. Too much social interaction may cause customers to feel that many people are using the brand, and thus there are many similarities with others, and their reason for participation in the brand social values is more likely to be obtaining relevant information about the product. Therefore, this study proposes the following hypothesis:

H3: Brand symbolic value (a) positively moderates the relationship between cognitive value needs and customer community engagement and (b) negatively moderates the relationship between social value needs and customer community engagement.

G. Customer Community Engagement And Brand Recommendation

The researcher of this study explored the impact of customer community engagement on brand recommendation intention in two ways. First, the researcher examined the direct effect of customer community engagement on brand recommendation intention. Second, the researcher considered customer community engagement as a mediator between community value (cognitive value and social value) and brand recommendation intention.

The direct effect of customer community engagement on brand recommendation (Godes, 2004) reported that the effectiveness of traditional media advertising is declining (especially for younger groups). Corporate managers are paying more attention to the role of word-of-mouth communication among consumers in promoting brand building and sales (Kozinets, Robert V., 2010). In brand communities, the cost of word-of-mouth communication referrals is very low and can be quickly disseminated both inside and outside of communities. Moreover, word-of-mouth recommendations have a positive effect (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013). Consumers gather in an brand social values because of their common interests. They share and exchange experiences about the brand. Consumers also put more trust in brand information provided by their peers as a basis for decision-making (Wasko, M. M. & Faraj, 2005). Customer community engagement has a positive impact on consumers’ continued use intention, word of mouth recommendation intention, and community ac- tivity participation intention (Algesheimer, R., Dholokia, U. M., & Herrmann, 2005); (Dholokia,
U. M., Bagozzi, R. P., Klein, L., & Pearo, 2004) (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013); (Nambsian, S., & Baron, 2009). In an brand social values, consumers gain both the cognitive value of a product or brand and the social value of community interaction (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, 2011); (James H. McAlexander, John W. Schouten & Koenig, 2002). Engaged consumers have a positive effect on awareness and reputation of the brand and may disseminate information about the company or brand (Doorn et al., 2010). Consumers perceive support from the brand social values. The higher the consumer is engaged with the brand social values, the more the consumer is willing to spread information by word of mouth. Therefore, this study proposes the following hypothesis:

H4: Customer community engagement has a positive influence on brand word-of-mouth communication referral intention.

II. RESEARCH METHODS

This study examines relationships between brand social values, brand, and customer. The community dimension includes the cognitive value and social value provided by the brand social values. The brand dimension considers primarily the symbolism of the brand. The customer dimension examines the perceive response of the customer to the brand social values. Taking the scale together, the paper extracts the link between community value, customer community engagement, and brand symbolism. This study uses data collection from questionnaire surveys to style a quantitative research method.

This study used online survey questionnaires to gather data from mobile users in East Java. Some basic information of those movable users is shown in Table 1. The rationale for selecting this group of consumers is that mobile phones became important in people’s lives and work, and not simply because of their communication value. As a result, people’s discussions about mobile phones also are increasingly frequent. Many portable companies have strengthened their interaction with customers through establishing mobile phone brands. Therefore, the mobile brand social values appear suitable as a venue for user community experience.

A web questionnaire survey of mobile users was conducted to gather data on social value, cognitive value, brand symbolism, customer community engagement, and brand recommendation. All measurement items are shown within the Appendix. The brands of itinerant include Apple, Huawei, Samsung, OPPO, VIVO, and MI. As a preliminary step, before answering the questionnaire, research participants were asked to report on their current mobile phone brand, and whether or not that they had any brand social values experience. Among the 240 research participants, the researcher excluded participants who lacked brand social values experience or had invalid data to qualify for data collection. After the researcher excluded participants who didn’t qualify for data
collection, only 203 qualified questionnaire surveys advanced to the info collection and analysis phase, which was the questionnaire recovery rate of 84.58%. Papers with but 200 research participants is also rejected by some editors (Barrett, 2007), and one should endeavor to realize a sample size above 100, preferably above 200 (Bagozzi, R. P., & Yi, 2012).

A. Control Variables
Factors like gender, age, and academic level of brand name social values members may have influenced behavior described in previous research (Huang, C. C., Yen, S. W., Liu, C. Y., & Chang, 2014)(Nambisan, S., & Baron, 2009); this study takes gender, age, and education as control variables. additionally, so as to eliminate the influence of the region, the 250 participation includes residents of assorted regions of East Java the maximum amount as possible.

B. Measures
Variable measurement. This study deals primarily with five constructs: social value, cognitive value, brand symbolism, customer community engagement, and brand recommendation. The questionnaire items accustomed measure each construct come mainly from scales commonly utilized by other researchers. during this research, each scale has three items. they're taken from the subsequent sources: social value, (Daldiyono, 2009); cognitive value, (Nambisan, S., & Baron, 2009); brand symbolism, (P.W., 1999) customer community engagement, (Vivek, 2009); and brand recommendation intention, (Maxham III, J.G. and Netemeyer, 2002). The measures all comprises a 5-point Likert scale. a price of 1 indicates disagree, 3 indicates hard to mention, and 5 indicates agree.

C. Results
Table 4 shows results of model testing of the study’s hypotheses. Model 1 is the impact of the con- trol variables on customer community engagement. Model 2 is the influence of the independent vari- able (cognitive value and social value) on customer community engagement. According to the collected data, cognitive value (β=0.199, p <0.01) and social value (β=0.361, p <0.01) had a positive ef- fect on customer community engagement; thus, H1 and H2 are supported. Customer community engagement (β = 0.137, p <0.01) had a positive effect on brand recommendation; thus, H4 was supported.

Table 1 Model test result

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<th>Model5</th>
<th>Model6</th>
<th>Model7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>0.049</td>
<td>0.049</td>
<td>0.055</td>
<td>0.042</td>
<td>-0.080</td>
<td>-0.019</td>
<td>-0.029</td>
</tr>
<tr>
<td>Age</td>
<td>0.173***</td>
<td>0.083**</td>
<td>0.082**</td>
<td>0.055</td>
<td>0.095**</td>
<td>0.0090</td>
<td>-0.008</td>
</tr>
<tr>
<td>Education</td>
<td>0.103</td>
<td>-0.043</td>
<td>-0.058</td>
<td>-0.053</td>
<td>0.078</td>
<td>-0.0260</td>
<td>-0.017</td>
</tr>
</tbody>
</table>

Main effect

<table>
<thead>
<tr>
<th></th>
<th>Model1</th>
<th>Model2</th>
<th>Model3</th>
<th>Model4</th>
<th>Model5</th>
<th>Model6</th>
<th>Model7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive Value</td>
<td>0.199***</td>
<td>0.190***</td>
<td>0.233***</td>
<td>0.271***</td>
<td>0.230***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Value</td>
<td>0.361***</td>
<td>0.292***</td>
<td>0.200***</td>
<td>0.126***</td>
<td>0.051</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Symbolism</td>
<td>0.135***</td>
<td>0.128***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Interaction effect

<table>
<thead>
<tr>
<th>Cognitive Value × Brand Symbolism</th>
<th>0.024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Value × Brand Symbolism</td>
<td>-0.102***</td>
</tr>
</tbody>
</table>

R Square | 0.054 | 0.584 | 0.612 | 0.645 | 0.031 | 0.438 | 0.466 |
Adjusted R Square | 0.040 | 0.573 | 0.600 | 0.630 | 0.016 | 0.424 | 0.450 |
F | 3.777 | 55.22 | 51.55 | 44.04 | 2.097 | 30.75 | 28.49 |
N | 203 | 203 | 203 | 203 | 203 | 203 | 203 |

Note: *The coefficient is the normalized value; ** statistically significant with p<0.05; *** statistically significant with p<0.01

This study also examines the mediating effects of customer community engagement as found in previous studies using the method promoted by R. Baron and Kenny (1986). First, the independent variable and the dependent variable are regressed, and the regression coefficient is the premise of the intermediary test. Second, when the regression coefficient is significant in the first step, the independent variables are regressed to the intermediary variables. A significant regression coefficient indicates that the independent variables have influence on the intermediary variables. Finally, the independent variable and the mediating variable are returned to the dependent variable at the same time. A mediating effect appears to exist if (a) the mediator variable is significant for the dependent variable, and (b) the regression coefficient of the independent variable is not significant for the dependent variable, and (c) the factor is significantly smaller than the coefficient for the dependent variable to directly return to the dependent variable. The results of the mediation tests in this paper shows that the regression coefficients of cognitive value, social value, and brand recommendation were significant, and there is a basis for further mediation testing. This also shows that after joining customer community engagement, the regression coefficient of cognitive value to brand recommendation remained significant, but its regression coefficient value was reduced by 0.041. The Sobel test resulted in a Sobel Test value of 4.851 (p<0.00). The results show that customer community engagement played a part in the intermediary role. Therefore, H5a is verified. Finally, after joining customer community engagement, the regression coefficient of the social value to the brand recommendation was not significant, indicating that customer community engagement played a full intermediary role. H5b is also verified.

D. Conclusion

Customer community engagement goes beyond purchasing (van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoeef, 2010) and is an interactive experience for customers (Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, 2013). Businesses establish brand social values via the Internet and social media to facilitate interaction between customers and brands, and customers and customers; it also promotes an emotional relationship between customers and brands. The interactive nature of the brand social values stimulates behaviors that are beneficial to businesses and other customers beyond the purchase behavior, such as word-of-mouth communication, reviews, helping others, product improvement suggestions, and new product development ideas. This study explored the factors that affect customer community engagement as well as the circumstances under which these factors are conducive to or inhibit customer’s community engagement.

First, influenced by previous research studies; this study divided customers’ interaction objectives in the brand social values into product-based activities and community-based (social) interactions (Dulidjono, 2009); (Nambisan, S., & Baron, 2009). For the customer, the two forms of interaction produce different interactive value needs. Product-based activities are based on the customer’s cognitive needs, and community (social) interactions are based on the customer’s social needs. Customers’ participation reflects these two needs (Nambisan, S., & Baron, 2009). According to this study’s empirical analysis, customer demands for cognitive value and social value have a positive effect on customer community engagement. The higher the level of
connection between customers and brand social values, the greater the interaction of the customer in the brand social values and the more the user-generated word-of-mouth communication information. Regarding their cognitive value such as product features and usage methods. Therefore, the symbolic level of the brand does not have a significant difference in the moderating effect of the relationship between cognitive value and customer community engagement. However, if a brand with high symbolic value represents higher social status and prestige value, customers may use this brand symbolism to confirm their uniqueness and superiority and those of other users. If, however, customers perceive that more people using the brand or the brand experience, they may feel that their similarity with others is high or that the brand has become a popular brand. Therefore, many customer interactions in the brand social values may reduce the customer’s perception of brand prestige value and uniqueness. At this point, the value appeal of customers participating in the brand social values may become more about the cognitive value of product knowledge rather than the seeking of social value. Therefore, brand social values and brand symbolism that embody social value is increased, and the relationship between customer community behavior/attitude is inhibited rather than matched.

Second, this study introduces brand symbol factors to analyze under what circumstances customers’ two community value needs will be affected by the customer community relationship. According to the results, brand symbolism has a significant moderating effect on the relationship between cognitive value and customer community engagement, but it has a negative effect on the relationship between social value and customer community engagement. For a product with a relatively high technological content such as a mobile phone, no matter how symbolic the brand, little difference occurs between brands in the consumer’s pursuit of cognitive value such as product features and usage methods. Therefore, this study’s researcher concludes that the symbolic level of the brand does not have a significant difference in the moderating effect of the relationship between cognitive value and customer community engagement. However, if a brand with high symbolic value represents higher social status and prestige value, customers may use this brand symbolism to confirm their uniqueness and superiority and those of other users. If, however, customers perceive that more people using the brand or the brand experience, they may feel that their similarity with others is high or that the brand has become a popular brand. Therefore, many customer interactions in the brand social values may reduce the customer’s perception of brand prestige value and uniqueness. At this point, the value appeal of customers participating in the brand social values may become more about the cognitive value of product knowledge rather than the seeking of social value. Therefore, brand social values and brand symbolism that embody social value is increased, and the relationship between customer community behavior/attitude is inhibited rather than matched.

REFERENCES


