

Title: Brand Communities: A Literature Review and Future Research Agendas Using
TCCM Approach

Short running title: A Review of Brand Communities Research

Keywords: *Brand community, TCCM framework, Literature review, Bibliometric analysis, Scopus*

Authors

Debashree Roy Bhattacharjee

Department of Marketing,

XLRI Jamshedpur

Postal address: Xavier School of Business, XLRI, Circuit House Area [East], Jamshedpur
831001, India

Contact number: +(91) 7488138626

Email ID: fb18003@astra.xlri.ac.in

Debasis Pradhan (Corresponding Author)

Professor of Marketing, XLRI Jamshedpur

Postal address: Xavier School of Business, XLRI, Circuit House Area [East], Jamshedpur
831001, India.

Telephone number: +(91) 657 665 3193

Email ID: debasis@xlri.ac.in

Kunal Swani

Associate Professor of Marketing

Raj Soin College of Business, Wright State University

Postal address: 3640 Colonel Glenn Hwy, Dayton, OH 45435, United States of America

Email ID: kunal.swani@wright.edu

Acknowledgement

This is the author manuscript accepted for publication and has undergone full peer review but has not been through the copyediting, typesetting, pagination and proofreading process, which may lead to differences between this version and the [Version of Record](#). Please cite this article as [doi: 10.1111/IJCS.12758](https://doi.org/10.1111/IJCS.12758)

This article is protected by copyright. All rights reserved

We gratefully acknowledge the constructive comments offered by Dr. Pankaj Vishwakarma on an earlier version of the manuscript

Funding information

The authors have not received any funding for this research project.

Data availability statement

Data is available on reasonable request

Conflict of interest statement

We have no conflict of interest to report

Author Biographies

Debashree Roy Bhattacharjee

Debashree Roy Bhattacharjee is a doctoral research scholar from XLRI Jamshedpur. Her research interests include branding, consumer behaviour, and marketing communications. She can be reached at fb18003@astra.xlri.ac.in.

Debasis Pradhan

Debasis Pradhan is currently a Professor of Marketing at XLRI Jamshedpur, India. His academic interests include branding and sports sponsorship, implementation intention research in impulse buying, consumer well-being, anti-consumption/subversion, base-of-pyramid marketing. His research has been published in *Psychology & Marketing*, *Journal of Business Research*, *Journal of Brand Management*, *Journal of Consumer Behaviour*, *Marketing Intelligence & Planning*, *Journal of Marketing Communications*, *Asia Pacific Journal of Marketing and Logistics*, *International Journal of Retail & Distribution Management*, among others. He is currently a Co-Editor of a Special Issue of *Journal of Consumer Affairs* on “Pandemics and Well-being”. He can be reached at debasis@xlri.ac.in.

Kunal Swani

Kunal Swani is a Professor of Marketing at Wright State University. His research interest includes B2B advertising, humor in advertising, and social media marketing communications. He has published his work in journals such as *Journal of Interactive Marketing*, *Journal of Advertising*, *Industrial Marketing Management*, *Journal of Business Research*, and *Psychology & Marketing*. He serves as Associate Editor of *Journal of Business Research*. Dr. Swani earned his Ph.D. in Marketing (Business Administration) from the University of Massachusetts - Amherst in 2014. He can be reached at kunal.swani@wright.edu.

PROF. DEBASIS PRADHAN (Orcid ID : 0000-0002-2982-7971)

Article type : Review Paper

Brand Communities: A Literature Review and Future Research Agendas using TCCM Approach

Abstract

Academic interest in brand community research has burgeoned in the past two decades. Despite its importance, there has been a paucity of effort in reviewing the growing research. Drawing on the Theory-Context-Characteristics-Methods (TCCM) review framework, this research provides a comprehensive understanding of the dominant theories, contexts (i.e. industries and countries), characteristics (i.e. key variables and their relationships), and methods (i.e. research approaches and analysis techniques) employed in brand community research over last two decades (2001-2020). A systematic analysis of 285 articles reveals a focus on consumer-specific theories and a scant application of multi-disciplinary theories. Though the literature covers an array of industries to understand brand communities, there is a need for more research in the B2B context and the service industries. Furthermore, we detect a need for more research on the influence of brand/ marketer-related variables on brand communities, underlying mechanisms and boundary conditions for the key relationships in this area. This research presents four different stages of the evolution of brand community research over the years. Finally, we apply the TCCM framework to suggest fertile areas for future research.

Keywords: Brand community, TCCM Framework, Literature review, Bibliometric analysis, Scopus

1. Introduction

The past two decades saw a rising academic interest in brand communities research that reflects its evolution and relevance. Muniz and O'Guinn (2001) pioneered the concept of brand communities, who define a brand community (BC) as "a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand" (Muniz & O'Guinn, 2001 p. 412). Past studies indicate that BCs aid in new product adoption (Gruner et al., 2014), provide innovative solutions (Füller et al., 2008), disseminate positive word-of-mouth (WOM) (Mousavi et al., 2017), and increase the customer base for the brand (Popp & Woratschek, 2017). Amidst the constantly engulfing marketing clutter, scholars continue to turn their attention to real-life BCs with the objective of more effective brand and customer relationship management (Carlson et al., 2019). The examples include Nike (Kornum et al., 2017), Starbucks (Lee et al., 2014), Yamaha (Felix, 2012), Ducati (Marchi et al., 2011), Liverpool FC (Kerr & Emery, 2011), LEGO (Hatch & Schultz, 2010), Nutella (Cova & Pace, 2006), Macintosh (Belk & Tumbat, 2005); Apple (Muñiz & Schau, 2005), and Harley Davidson (Muniz & O'Guinn, 2001) to name a few.

BCs span across offline, online, and social media-based platforms. Offline BCs involve face-to-face interactions of community members centered around the brand (Muniz & O'Guinn, 2001; McAlexander et al., 2002; Celsi, Rose & Leigh, 1993). Online BCs are not geographically bound and are instead found in the online environment (e.g., discussion forums), allowing brand-related information sharing (Adjei et al., 2010; Gruner et al., 2014). Furthermore, social media-based BCs are formed in social media platforms, such as Facebook (Carlson et al., 2019). Firms develop BCs to establish long-term relationships with their customers or by a group of brand enthusiasts for information sharing or entertainment (Wirtz et al., 2013). Therefore, BCs are classified as marketer-created and consumer-created based on the source of formation (Jung et al., 2014).

BCs in the online context have been a significant research focus on the domain of consumer behavior. A bibliometric study (Donthu et al., 2020) of the articles published in the Journal of Business Research (JBR) found that the most cited article of the JBR focused on consumer engagement in virtual BCs. Despite the burgeoning academic interest, there is a paucity of studies to systematically review the field, except for one such attempt (Hook et al., 2018). However, that prior review by Hook et al. (2018) was confined only to understanding the precursors and consequences of consumer participation in BCs. Also, there has been no systematic consolidation of the research in BCs to capture the major theories, contexts,

characteristics, and methods, thus providing a detailed understanding of how BC research has shaped up over the years. Such a holistic approach is essential since it provides a comprehensive systematic review and provides future directions instrumental to evolving BC research (Kumar et al., 2019; Hao et al., 2019).

Fetscherin and Heinrich (2015) highlighted the importance of BCs in contemporary consumer-brand relationship research and called for an in-depth study of this flourishing area. We address this gap by examining the evolution of BC research in the last twenty years based on a structured review and bibliometric study (Mishra et al., 2020; Ruggeri et al., 2019). In doing so, we seek to address the following overarching research questions-

RQ 1: How has the literature on BCs progressed in terms of theories, research context, characteristics, and methods?

RQ 2: What further investigations can be undertaken in this area by future scholars?

Our review draws on the Theory-Context-Characteristics-Methods (TCCM) framework (Paul & Feliciano-Cestero, 2021; Paul & Rosado-Serrano, 2019; Rosado-Serrano, Paul, & Dikova, 2018) to examine the evolution of the field over the last two decades and offer future research directions. Specifically, based on our overarching research questions, we pursue the following research objectives (RO).

RO1a: To identify and understand the Theories employed in BC research.

RO1b: To identify and examine the Contexts (i.e. industries and countries) in which BC research has been employed.

RO1c: To understand the Characteristics (i.e. independent variables, dependent variables, mediating, and moderating variables) in BC research.

RO1d: To identify the Methods employed in BC research.

RO2: To trace the evolutionary path of the two-decade-long BC research in terms of key concepts, theories, contexts, characteristics, and methods.

RO3: To offer future research directions in terms of theories, context, characteristics, and methods.

In the following section, we first discuss the research methodology. Then, we provide a general overview of BC research and discuss the findings of the bibliometric analysis, followed by a detailed discussion of the theories, contexts, characteristics, and methods in BC research. Next, we discuss the progression of BC research, highlight some of the research

gaps, and provide future research directions. Lastly, in the conclusion section, we discuss the theoretical and managerial implications of our study.

2. Research Methodology

Following the systematic research methods undertaken in field mapping (Randhawa, Wilden, & Hohberger, 2016; Paul et al., 2021, Halder et al., 2021), we gathered the data for this research from Scopus, which is the largest citation database of peer-reviewed literature in the social sciences domain (Pattnaik, Hassan, Kumar & Paul, 2020; Ferreira, 2018). Scopus is a comprehensive database of multidisciplinary journals and has also been a reliable source that has been extensively used in prior bibliometric and review studies (e.g., Bhukya, Paul, Kastanakis, & Robinson, 2021; Ferreira, 2018; Shen, Puig, & Paul, 2017). It includes over 20,000 peer-reviewed journals published by Elsevier, Springer, Emerald, Taylor and Francis, Wiley, Informa, and Inderscience (Gupta et al., 2021). Scopus was selected over other databases, such as Web of Science (WOS) and Google Scholar, for two main reasons; (1) Scopus ensures better representativeness because it covers more diversified subject areas and categories, compared to WOS, which indexes fewer journals due to its stringent criteria (Paul et al., 2021) and (2) While Scopus matches Google Scholar in terms of completeness, it fares better than Google Scholar in excluding articles from predatory journals (Paul et al., 2021).

Figure 1 indicates the filtration process adopted in retrieving the final sample of journal articles, including the two stages of data assembling and data filtration. In the first stage of data assembling, we conducted an exhaustive keyword search using "brand community", "brand communities", "brand tribe", "brand tribes", "online brand community", "online brand communities", "social media-based brand communities", "virtual brand communities", and "social media-based brand community". We included the terms "brand tribe" and "brand community" because certain studies have used them interchangeably (e.g., Cova et al., 2007). The keywords were searched in the title, abstract, and keywords field under the category of 'business, management and accounting' (Juliani & de Oliveira, 2016). We adopted inclusion criteria followed in prior research (Paul et al., 2021; Paul & Feliciano-Cestero, 2021; Paul & Rosado-Serrano, 2019; Rosado-Serrano, Paul, & Dikova, 2018; Canabal & White, 2008). Our inclusion criteria involved English peer-reviewed academic journals from the year 2001 till 2020. We confined the sample to journal articles and thus excluded book chapters, conference proceedings, editorials, handbooks, trade publications, and dissertations for

ensuring homogeneity (Vallaster et al., 2019). This initial search yielded 517 peer-reviewed journal articles.

In the next stage of data filtration, we adopted specific exclusion criteria to fine-tune our search further. First, we removed articles with less than five citations that allowed us to deeply examine and draw meaningful inferences (Gurzki & Woisetschl ager, 2017; Fetscherin & Heinrich, 2015) from the articles. However, we retained the articles of the year 2020 irrespective of their citation record, considering their recency, due to which they might not have received sufficient citations. It resulted in 364 journal articles. Of those, we excluded 19 journal articles not listed in either of the two widely accepted journal classification systems – the Chartered Association of Business Schools Academic Journal Guide (CABS AJG) and the Australian Business Deans Council Journal Quality List (ABDC JQL), and this helped us focus on quality journal articles (Goyal & Kumar, 2020). The CABS AJG and the ABDC JQL journal ranking guide were chosen as they are the most popular and reliable sources of journal assessment in the business discipline (Paul et al., 2021). In the final step of data filtration, we read the abstracts of the remaining articles and removed those that did not fall within the scope of our study. This complete search process resulted in a final sample of 285 articles. This was an adequate sample for conducting a systematic review. Recent bibliometric studies (e.g., Vallaster et al., 2019) have reviewed a similar number of articles on an average.

---- Insert Figure 1 Approximately Here ----

There are different forms of systematic reviews, such as theme-based reviews (Paul et al., 2017; Rana & Paul, 2017), theory-based reviews (Gilal et al., 2019), framework-based reviews (Paul & Benito, 2018), theory development reviews (Paul, 2019; Paul & Mas, 2019), meta-analysis (Rana & Paul, 2019), and hybrid reviews (Dabi c et al., 2020). We employed the combination of a structured review (RO1, RO2, RO3) and a bibliometric analysis (RO2) to achieve our study objectives. We organized the structured review based on the TCCM framework (Chen et al., 2020; Paul & Feliciano-Cestero, 2021; Paul & Rosado-Serrano, 2019, Rosado-Serrano, Paul, & Dikova, 2018), which presents the widely used theories (T), contexts (C), characteristics (C) and methods (M) in a research domain. The TCCM framework elucidates the theoretical and empirical facets of a research domain, thereby addressing the shortcomings of traditional systematic reviews (Chen et al., 2020). As such, it

is an effective tool (Shahab et al., 2021) that ensures a comprehensive understanding of a given area of research (Paul & Shrivatava, 2016; Paul & Singh, 2017).

3. General overview

This section presents descriptive information on the 285 research articles, and then we address our ROs. We report publication trends for the two decades under consideration, types of articles published (Swani, Brown, & Mudambi, 2019; MacInnis, 2004), and bibliographic analysis (Ferreira, 2018) to identify the most influential journals and articles in BC research.

3.1. Publication trends

The year-wise distribution of articles presented in figure 2 indicates a sharp increase in the number of articles on BCs in the last year (i.e. 2020). Therefore, it implies that BC research is growing in terms of the number of articles published in this area and is currently in the growth phase. The foundational article (Muniz & O' Guinn, 2001) on BCs was published in 2001. However, the field gained momentum towards the end of that decade, when the number of articles increased. For the last five years – between 2015 and 2020 – the number of articles increased substantially. About 60% of the total studies were published in the last five years.

---- Insert Figure 2 Approximately Here ----

3.2. Article Classification

In order to gauge the progress of BC research over time, we classify the articles as conceptual or empirical (Swani, Brown, & Mudambi, 2019; Yadav, 2010; MacInnis, 2004). Out of the total 285 reviewed studies, we find that only 24 studies are conceptual, and the remaining 261 are empirical articles. Refer to Table 1 for the article classification. Furthermore, we classify the empirical articles into three categories; (i) qualitative (where the primary data collection is in non-numeric forms, such as words, text, figures or symbols), (ii) quantitative (where the primary data collection is in numeric form). Qualitative research adopts an inductive approach for conducting research and helps to position further quantitative research, and (iii) mixed (where the primary data collection combines qualitative and quantitative methods (Calder, 1977). A total of 83 studies adopted a qualitative approach, 159 employed quantitative approach, and 19 utilized a mixed methods approach for data collection.

---- Insert Table 1 Approximately Here ----

3.3. Bibliometric Analysis: Most impactful journals

A bibliometric analysis utilizes statistical methods to examine, describe, and organize information in an area of academic interest (Randhawa et al., 2016; Goyal & Kumar, 2020;

Bhukya, Paul, Kastanakis, & Robinson, 2021). Bibliometric studies employ citation analysis to identify the most influential journals in an area (Ferreira, 2018). We utilized the visualization of similarities (VOS)viewer software (Van Eck & Waltman, 2010) to explore the patterns in the data (Paul & Criado, 2020). VOSviewer provides detailed information about the similarities between literary works represented as visual maps (Donthu et al., 2020; Paul & Criado, 2020). It detects co-occurrence of the author keywords that delineates the knowledge structure of the literature (Donthu et al., 2021). The VOSviewer has been extensively used in prior bibliometric studies (e.g., Bhukya, Paul, Kastanakis, & Robinson, 2021; Donthu et al., 2020; Goyal & Kumar, 2020).

The journals which shaped the research in the field of brand communities are from leading marketing journals, such as Journal of Consumer Research, Journal of Marketing, European Journal of Marketing, International Journal of Research in Marketing, among others (refer to Table 2). Our review revealed a strong representation of domain-specific journals, like branding, retailing, and services in the field of BC. It implies that BCs have intrigued researchers from various spheres of research, such as core marketing, consumer psychology, marketing applications, and general business and management.

---- Insert Table 2 Approximately Here ----

4. The Theory-Context-Characteristics-Methods (TCCM) framework

4.1. Theories (RO1a)

BC research has applied theoretical frameworks from various disciplines to explain specific mechanisms and effects (refer to table 3). We identify a total of 143 studies that have employed at least one theory. Further, we discuss the most tested theories in BC research (following the suggestions of Rosado-Serrano, Paul, & Dikova, 2018; Canabal & White, 2008).

---- Insert Table 3 Approximately Here ----

4.1.1. Social Identity Theory

Social identity theory (SIT) (Tajfel et al., 1979) is the most prominent theoretical framework applied in BC research (36 studies, 25.17%). SIT posits that individuals define themselves based on their membership in a social aggregate (Tajfel et al., 1979). An individual's sense of identification is characterized by his/her shared collective identity with other group members (Tajfel et al., 1979). BCs comprise people who possess a social identification with other community members and share their interest in a particular brand (Algesheimer et al., 2005; McAlexander et al., 2002). Research on social identity in BCs essentially involves two streams. The first line of inquiry indicates how an individual's cognition and affect influences

their identification with the social group (Tajfel et al., 1979). It explains how consumers recognize themselves as a part of the BC and develop a strong emotional bond (Bagozzi & Dholakia, 2006). Studies have specifically used this theory to explain why consumers participate in BCs (Zhou et al., 2012). Social identity involves feelings of belongingness to a social group (Tajfel et al., 1979), which characterizes one of the crucial elements of BCs, i.e. the consciousness of kind. Studies have found that BCs feel a collective sense of unity and diverge from the “out-group members” (Thompson & Sinha, 2008).

The second line of research deals with the behavioral consequences resulting from consumer’s identification with the BC. Past studies have found that identification with a BC positively influences community engagement (Algesheimer et al., 2005), fosters brand commitment (Bagozzi & Dholakia, 2006), engenders brand love (Coelho et al., 2018; Popp & Woratschek, 2017), and repeat brand purchase (Mandl & Hogueve, 2020). Based on this theory, studies have found that BCs support the group and brand per se and develop oppositional brand loyalty (Thompson & Sinha, 2008). They engage in negative WOM and trash-talking about the rival brands (Hickman & Ward, 2013). Furthermore, due to a strong identity with the BC, consumers exhibit resilience to negative brand information and tolerate service failures (Mandl & Hogueve, 2020). Building on SIT is the self-categorization theory (Turner et al., 1987) that explains that individuals articulate their sense of self according to social context and categorize themselves correspondingly. This theory has been employed in BC research to explain the rivalry and inter BC conflict (e.g. Ewing et al., 2013).

4.1.2. Uses and gratifications theory

Uses and gratifications theory (Katz et al., 1973) was fundamentally used to understand mass communication in traditional media. Subsequently, with the onset of social networks, the theory has been used to understand consumers’ choice and use of the Internet and social networks. According to this theory (Katz et al., 1973), individuals select media in a goal-directed manner to satisfy specific needs. This theory has been widely used in BC research (15 studies, 10.49%). It explains the benefits consumers gain from their participation in virtual BCs (Relling et al., 2016; Nambisan & Baron, 2009). These include (1) cognitive benefits that are related to information acquisition, (2) social benefits that are attained through social interactions, (3) personal benefits, such as the attainment of self-enhancement, and (4) hedonic benefits that are related to the pleasurable experiences derived from

interactions. Online BCs are platforms for members to attain personal goals, such as gaining and sharing brand information, collaborative learning and experiences, self-esteem, and social affiliations (Akroun & Nagy, 2018). The gratification emanates from the consumer experience and the benefits derived from the brand-related content in social-media BCs (Akroun & Nagy, 2018). It could also stem from brand-related interaction with other like-minded members of the BC and shared identities (Lim & Kumar, 2019; Dessart et al., 2019).

Based on this theory, Relling et al. (2016) distinguish two major types of social media BCs according to the predominant goals of their members- (1) social-goal communities that essentially provide social benefits to consumers and (2) functional-goal communities, which primarily provide functional benefits to consumers. Furthermore, Bruhn et al. (2014) explained that brand users in B2B BCs exchange information regarding technical solutions, new product developments, and innovations, thereby gratify their functional needs through such interactions.

4.1.3. Relationship Marketing and Customer Engagement Theory

This section combines the two inter-related theories of relationship marketing and customer engagement, which account for 8.39% of the total studies (12 studies). Morgan and Hunt (1994) developed the commitment trust theory, which laid the foundation for relationship marketing. According to this theory, the primary purpose of businesses is to establish positive relationships with customers through fostering commitment and trust. However, as years progressed, the firms' objectives evolved from relationship marketing to customer engagement. As a consequence, the term "engagement" has become prominent in the marketing domain (Pradhan et al., 2020). Customer engagement is one of the crucial elements of contemporary marketing that has progressed from relationship marketing (Pansari & Kumar, 2017). Pansari and Kumar (2017) proposed the customer engagement theory based on the two principles of satisfaction and emotion. According to these scholars, engagement develops only from a trusted and committed relationship. They note that "the process of engaging a customer follows relationship formation and that the tenets of relationship marketing are subsumed in engagement theory" (Pansari & Kumar, 2017, p. 300).

BC literature has employed these two theories to elucidate that BC members engage with the brand when they sense that their relationship is based on trust and commitment. Relationship marketing theory (Morgan & Hunt, 1994) explains that trust is the foundation on which BC

members build their relationship with the brand and engage with the community (Matzler et al., 2011). Fuller et al. (2008) employ relationship marketing theory to demonstrate that consumers share their knowledge when they trust a brand and value its relationship. Furthermore, according to Hajli et al. (2017), marketers can use social media and online BCs to build their branding strategies based on the principles of relationship marketing.

Drawing from customer engagement theory, past studies have shown that BCs serve as a constructive platform that fosters customer brand engagement (Dessart et al., 2019; Akroun & Nagy, 2018). Further, recent studies employed this theory to explain online BC's engagement practices, including sharing online reviews and ratings, acknowledging, and advocating with likes, shares, and tweets (Wu et al., 2018). Kumar and Nayak (2018) employed this theory to explain the role of marketers and BCs in fostering customer engagement. Recently, Yuan et al. (2020) employed this theory to establish that engaged customers are concerned about the brand's well-being due to their sense of satisfaction and positive emotions with the brand, are concerned about the brand's well-being and thus can save the brand in times of crisis. These customer engagement practices further entail value creation for the brand (Sorensen et al., 2017).

4.1.4. Social Exchange Theory

Social exchange theory (Blau, 1964) that lies at the intersection of psychology, sociology, and economics has been applied in BC research (11 studies, 7.69%). It posits that the relationship between two parties can be regarded as a social exchange wherein one party gives back to the other for the positive gains received from the interaction (Blau, 1964). Studies have applied this theory to explain the underlying mechanisms for consumers' motivations to join and engage in a BC (Wu et al., 2018; Akroun & Nagy, 2018). Consumers tend to reciprocate by engaging in a BC in exchange for the perceived benefits and satisfaction derived from the community (Kumar & Kumar, 2020). When customers are satisfied with the brand, they are more likely to develop a strong psychological bond with the BC (McAlexander et al., 2002). Furthermore, Tsai et al. (2012) employed this theory to explain that inter-personal trust among community members increases the likelihood of an enduring and long-lasting engagement in the BC. In the B2B context, Bruhn et al. (2014) assert that BC members would be functionally and emotionally more attached to the community and maintain the relationship if they perceive the C2C interactions as beneficial.

Kumar and Kumar (2020) demonstrate that when online BCs experience benefits and fulfil their self-esteem needs, they are more likely to engage with the BC. Dessart et al. (2019) found that some consumers are a part of online BCs, mainly for the discounts or rewards they can reap. Therefore, when consumers perceive resources invested by the community on the higher side, they tend to reciprocate by engaging in the community (Kumar & Kumar, 2020). The members pay back the favour by providing their continuous support in the community and spreading positive WOM for the brand (Akrouf & Nagy, 2018; Wu et al., 2018). In line with this theory, Weiger et al. (2017) suggest that marketers formulate utilitarian content to engage the BCs.

4.1.5. Other Theories

Besides the previously mentioned “leading theories”, BC research has relied on certain theories to explain a specific phenomenon or behavior of BCs. We categorize those as “other theories” that account for 48.25% of the total studies (69 studies). For example, Fuller, Matzler and Hoppe (2008) utilize creativity theory (Sternberg & Lubart, 1999) to explain how creative members of a BC provide novel ideas for their favorite brand. Like organizational teams, a BC comprises a group of consumers, and hence, BC research has employed theories to explain the group-level behavioral mechanisms of a BC. For example, drawing on leader-member exchange theory (Dansereau et al., 1975), Katz and Heere (2015) highlight the symbiotic relationship and continuous interaction between a leader and its members in a BC. Veloutsou and Black (2020) use role theory (Katz & Kahn, 1978) to highlight how certain BC members undertake roles and perform specific duties.

Furthermore, employing organizational socialization theory (Louis, 1980), Liao et al. (2017) demonstrate that socialization strategies adopted in a BC enable members to identify with the BC, which leads to membership continuance intentions. In one of the formative BC studies, Bagozzi and Dholakia (2006) employed the theory of planned behavior (Ajzen, 1991) to explain how members' attitudes influence BC behavior, emotions, subjective norms, and perceived control in a BC. Furthermore, Islam et al. (2017) apply the social influence theory (Festinger, 1954) to highlight that BCs are opinion leaders who can influence other consumers' purchase decisions.

A set of theories have been employed to explain consumers' motivation to participate and engage in BCs. For example, self-determination theory (Deci & Ryan, 1985) was employed to explain how participating in BCs allows individuals to satisfy specific needs of relatedness, competence, and autonomy, helping them express themselves and feel empowered

(O'Donnell & Brown, 2012). Furthermore, drawing on observational learning theory (Bandura, 1977), Zhou et al. (2012) explain that consumers gain information value from simply viewing online brand posts can motivate them to join an online BC. Furthermore, value creation theory (Vargo & Lusch, 2004) explained how BCs engage in social media platforms via tweets, posts, or clicks and, in doing so, create value for the brand (Sorensen et al., 2017; Skålén et al., 2015).

4.2. Context (RO1b)

Regarding the context, we analyze and discuss the industries and the countries that have been studied in BC research. Tables 4a and 4b indicate the context (i.e. the industries and the counties, respectively) examined in BC research. Certain studies are set in multiple industries and countries (e.g., Schau et al., 2009; Wirtz et al., 2013; Goh et al., 2013). Hence, the frequency of industries and countries exceed the number of studies.

---- Insert Tables 4a and 4b Approximately Here ----

4.2.1. Industries

Due to their relevance for marketers, BCs have been studied in various industries, such as automobiles, sports, retail, and tourism. Our findings reveal that BC research is predominantly set in retail (73 studies, 29.12% of the total empirical studies) and automobile industries (31 studies, 11.88% of the total empirical studies). It is because BCs were examined first in the automobile industry. Harley Davidson's Harley Owner's Group is a classic example of a BC (Schouten & McAlexander, 1995). Studies have focused on the retail industry, possibly due to the easy accessibility of consumer data in this industry. Several studies have researched BCs in social media, especially on Facebook (27 studies, 10.34% of the total empirical studies).

Consumer electronics is another leading industry that BC studies have explored (20 studies, 7.66 % of the total empirical studies) (e.g., Apple BC explored in Gruner et al., 2014; Muniz & Schau, 2005). Sports constitutes 6.9% of empirical studies (18 studies). 16 out of the 18 studies were conducted after 2011, reflecting sports as an emerging academic discipline and the contributions of BCs to the discipline. Sports consumers who participate in BCs are loyal followers of a sports team or club (Katz et al., 2015). Such qualities typically mean that the BC members have a shared consciousness, common rituals and traditions, and a sense of moral accountability (Muniz & O' Guinn, 2001). Next, the tourism industry accounts for

5.36% of the total empirical studies (14 studies) that have mainly gained prominence in recent years (e.g., Wheeler et al., 2011; Shim et al., 2017; Kamboj & Rahman, 2017)

5.75% of the studies (15 studies) were conducted in multiple industries to understand the application of BCs to a plethora of brands. Gaming (14 studies, 5.36%), Information Technology (IT) (7 studies, 2.68 %), Fashion and Luxury (15 studies, 5.75%) have been included in BC research. The studies dealing with the IT industry demonstrate BCs as powerful innovation sources (e.g., Nambisan & Baron, 2009). Studies focusing on the gaming industry have dealt with real BCs, such as the Lego BC (e.g., Norskov et al., 2016) and the Sony PlayStation BC (e.g., Marticotte et al., 2016). Interestingly, BC research has explored these industries in the last decade, indicating that research on BCs has expanded to emerging industries.

4.2.2. Countries

In this section, we discuss the country of origin of the analyzed sample. Our findings demonstrate that the U.S. is the biggest contributor to this research (64 studies, 24.52 % of the total empirical studies). The US dominance reflects the fact that BCs originated in the US. Surprisingly, Asia is the next significant contributor to BC research (65 studies, 24.9 % of the total empirical studies), including contributions from India, East Asia, South East Asia, and the Middle East. It is interesting to note that this focus, unlike Management Science, is predominantly set in mature US and European markets. One plausible explanation for this may be the widespread economic and technological advancements in Asian markets over the past decade. Closely following Asia, the European continent accounts for 21.07% of the total empirical studies (55 studies). Furthermore, 16 studies (6.13 % of the total empirical studies) were conducted in Australasia and only 1 in Africa. Future scholars should explore the functioning and applicability of BCs within the emerging South African context, which has well-established tourism and sports market.

It is worth noting that many studies (16.86 % of total empirical studies, 44 studies) have been set in multiple countries and have used multinational respondents. Muniz and O' Guinn (2001) define a BC as “non-geographically bound” (p. 412), and therefore, it is not surprising that researchers have studied BCs in multi-country settings. For example, studies have been set in various European countries, such as Spain, the UK, and Belgium (Dessart et al., 2019), the US and China (Jiao et al., 2018), the US and Canada (Hollebeek et al., 2017), and the US

and France (Cova et al., 2007). These multi-country studies sought to understand the different cross-cultural essences in BCs. For example, Jiao et al. (2018) compared the US and Chinese BCs for their preferences on brand content on social media and discovered that the US consumers favored marketer-generated content, but the Chinese consumers preferred consumer-generated content. Research contributions from certain emerging markets, such as Brazil, Russia, the Middle-east, Southeast Asia, Africa, and developed nations, such as Japan, are scarce. Future research must focus on these markets as they have a massive potential in technology and manufacturing and therefore can benefit from BCs. We further suggest that academics focus on the cross-country and cross-cultural subtleties in BCs, which would create a clearer picture for marketers.

4.3. Characteristics (RO1c)

This section discusses the key independent, mediating, moderating, and dependent variables studied in the BC research and the relationships that were tested to explain a certain phenomenon concerning these variables. Table 5 groups the different variables according to the nature of the analysis.

---- Insert Table 5 Approximately Here ----

4.3.1. Independent Variables

Our investigation of the independent variables reveals the key focus of BC research on consumer-related factors (109 studies, 68.55%). Those include consumers' cognitive and affective states (64 studies, 58.72%), their relationship with brands and the BC (28 studies, 25.69%), their general characteristics and socio demographics (10 studies, 9.17%), and their participation in a BC (7 studies, 6.42%). Consumer participation in a BC involves their socialization in BCs, which influences their brand engagement (Carlson et al., 2019; Thompson et al., 2008). Consumer's cognitive and affective related independent variables include consumers' perceptions of the benefits and values derived from the BC (Kumar & Kumar, 2020; Lim & Kumar, 2019; Akrouf & Nagy, 2018; Kamboj & Rahman, 2016). Based on the uses and gratification theory (Katz et al., 1973), these studies have discovered that consumers attain various benefits while engaging in BCs. Other consumer-related variables include meeting psychological and affective needs, such as enjoyment and enthusiasm (Dessert et al., 2016). Consumers join a community to help fellow members of the BC (Marbach et al., 2016), engage in like-minded discussions with other members, and fulfil their need for self-expression, autonomy, and belongingness (Baldus et al., 2015).

Brand trust is another consumer cognitive and affect-related variable (Bruhn et al., 2014). Akrouf and Nagy (2018) find that trust is the foundation on which BC members determine a positive relationship with the brand. Trust has become even more crucial in the contemporary digital era, so quality interactions in BCs help to enhance trust (Bruhn et al., 2014). Studies have also assessed independent variables on consumer characteristics, such as personality (Islam et al., 2017; Matzler et al., 2011; Fuller et al., 2008), culture (Jiao et al., 2018), and self-construal (Wang et al., 2015). For example, Wang et al. (2015) employed self-construal theory to explain how acclimatization with one's self influences his/her participation in a virtual BC.

BCs are considered epitomes of consumer-brand relationships (Muniz & O' Guinn, 2001), and therefore studies have specifically focused on how consumers' relationship with brands influence their BC engagement. Consumer's identification with a BC (Mandl & Hongreave, 2020; Kumar & Nayak, 2018; Popp & Woratschek 2017; Dos-Santos et al., 2016; Marzocchi et al., 2013; Zhou et al., 2012; Scarpi, 2010; Algesheimer et al., 2005) is one of the most widely studied consumer-related variables. These studies predominantly explain the relationships between BC engagement and its antecedents, based on social identity theory (Tajfel et al., 1979).

A set of studies have explored BC related independent variables (10.06%, 16 studies). They deal with group-level factors in a BC, such as community cohesiveness (Lin et al., 2019), the strength of ties (Lee et al., 2011), informational and emotional support (Zhu et al., 2016) and consumer socialization (Liao et al., 2019). Furthermore, only 7.55% of the empirical studies (12) focus on brand/marketer-related factors. Marketer-related studies explore the impact of marketer-generated appeals (Weiger et al., 2017; Sorensen et al., 2017), social media marketing activities (Xie & Lee, 2015) or gamification marketing activities (Xi & Hamari, 2020) on consumers' engagement in BCs. For example, Xie and Lee (2015) probed the impact of consumers' exposure to a brand's earned and owned social media activities on consumers' offline purchases. Steinmann et al. (2015) found that the brand's avatar communication style fostered BC's brand purchases, recommendations and satisfaction with the community. Similarly, Duong et al. (2020) discovered that on exposure to humorous marketer-generated content, BCs engage more with the brand. A few studies have explored a combination of marketer-related and consumer-related independent variables in their study (Demiray & Burnaz, 2019; Baldus et al., 2015). For example, Demiray and Burnnaz (2019) discovered the impact of marketer generated content and consumers' cognition to assess the meaningfulness of the content on brand engagement.

4.3.2. Dependent Variables

Our investigation of the dependent variables reveals that most of the studies focus on consumer-related outcomes (148 studies, 93.08 %). Such studies have primarily focused on (1) intention or behavioral engagement (103 studies, 69.59%) and (2) relationship-based outcomes (45 studies, 30.41%). The intention and behavioral engagement outcomes reflect customer's brand purchase intentions (Kumar & Nayak, 2018), their actual brand purchases (Wu et al., 2015; Steinmann et al., 2015; Adjei et al., 2010), WOM activities (Demiray & Burnaz, 2019; Akroun & Nagy, 2018; Mousavi et al., 2017; Wu et al., 2018), feedback sharing for brand improvisation (Zhu et al., 2016), and knowledge sharing (Norskov et al., 2016; Fuller et al., 2008). WOM is a widely studied outcome because BCs are regarded as relatively credible and unbiased sources of WOM since they do not have any financial motive (Akroun & Nagy, 2018). Recent studies focusing on online BCs have discussed e-WOM by the community in the form of brand reviews, likes, or comments (Wu et al., 2018; Mousavi et al., 2017; Hollebeek et al., 2017; Relling et al., 2016).

Next, relationship-based outcomes include customer's brand commitment (Liao et al., 2019; Akroun & Nagy, 2018; Mousavi et al., 2017; Zhou et al., 2012), brand trust (Akroun & Nagy, 2018; Matzler et al., 2011), brand attachment (Lim & Kumar, 2019; Kumar & Nayak, 2018), and brand loyalty (Kumar & Kumar, 2020; Dessart et al., 2019; Marzocchi et al., 2013; Stokburger-Sauer, 2010; Scarpi, 2010; Algesheimer et al., 2005). Several studies have examined the impact of BCs on brand loyalty, specifically after McAlexander, Schouten, & Koenig (2002) referred to these communities as the "holy grail of brand loyalty" (p. 38). The focus on consumer's relationship-based outcomes can be explained by the fact that BCs are considered perfect embodiments of consumer-brand relationships (McAlexander et al., 2002; Muniz & O' Guinn, 2001). Only four studies (2.53 % of the studies) focus purely on brand-related outcomes such as brand equity (e.g., Jiao et al., 2018; Weiger et al., 2017), new product success (e.g., Gruner et al., 2014), merchandise sales, and media consumption (Heere et al., 2011). Brand-related outcomes capture both financial aspects (merchandising sales, media consumption) and strategic and intangible aspects (e.g., brand equity).

4.3.3. Mediating Variables

Our analysis reveals that 44.03 % of the total quantitative studies (70 studies) have explored the effects of mediating variables. We divide the mediating variables as consumer-related,

brand/marketer-related and BC-related. The consumer-related mediating variables are based on the consumer-brand relationship, consumer's psychological mechanisms (i.e. cognitive and affective dispositions), and behavioral mechanisms (60 studies, 85.71%). Studies have significantly explained the mediating mechanisms by focusing on consumers' relationship with brands, such as brand love, brand trust, brand commitment, and brand affect (e.g., Kamboj & Rahman, 2016; Marzocchi et al., 2013; Zhou et al., 2012; Scarpi, 2010).

The next category of consumer-related mediating mechanisms includes consumers' cognitive and affective dispositions (e.g., Ball & Barnes, 2017; Adjei et al., 2010; Nambisan & Baron, 2009). In terms of cognitive mechanisms, studies have found that interactions in BCs lead to co-creation activities due to the different benefits that consumers derive from those interactions in the BC (Nambisan & Baron, 2009). In another study, Adjei et al. (2010) explore how online communication in BCs influences consumer purchases due to the mechanism of uncertainty reduction. In terms of affective mechanisms, Ball and Barnes (2017) explain how consumers' perceived sense of BC positively impacts consumer delight when they experience joy, surprise and gratitude due to participating in a BC. Other consumer-related mediating mechanisms include consumer behavioral mechanisms, such as customer citizenship behaviors (Mandl & Hogueve, 2020) and customer brand engagement (Kumar & Nayak, 2018; Weiger et al., 2017; Algesheimer et al., 2005). Further mediating variables (10 studies, 14.26%) focus on BC-related mechanisms, such as BC engagement (Kumar & Kumar, 2020), feelings of connectedness in a BC (Hanson et al., 2019) and marketer-related mediating mechanisms, such as brand responsibility (Gong, 2018).

4.3.4. Moderating Variables

Our analysis of the moderating variables indicates that only 38.36% of the total quantitative studies (61 studies) assessed the moderating effects. The majority of the moderating variables (49.18%, 30 studies) are consumer-related and deal with consumer demographics such as age, gender, consumer psychographics which reflect consumer characteristics, perceptions, values, and opinions. The consumer characteristics that were explored include consumer personality traits, such as extraversion, novelty seeking (Fuller et al., 2008), regulatory focus (Wu et al., 2015), innovativeness and self-efficacy (Yap & Lee, 2014). According to Yap and Lee (2014), customers' innovativeness strengthens the relationships between consumers' attitude and community loyalty, who recommend marketers target consumers with higher innovativeness who could act as opinion leaders. Consumer perceptions, such as perceived

community-brand similarity (Zhou et al., 2012), were also explored. The third dimension of consumer-related variables involves consumer's behavioral manifestations, such as tenure in the BC (e.g., Xi & Hamari, 2020; Hanson et al., 2019; Wu et al., 2018; Thompson et al., 2008) and type of participation in the BC (e.g., Mousavi et al., 2017). For example, Weiger et al. (2017) found that membership tenure in a BC has a positive moderating impact on the relationship between the marketer-generated appeals and BC engagement.

A set of studies (22.95%, 14 studies) have explicitly focused on BC-related factors, such as the type of BC (Relling et al., 2016), size of BC (Scarpi, 2010; Algesheimer et al., 2005), the cultural value orientation of a BC (Gong, 2018), and community rewards (Wang et al., 2015). Algesheimer et al. (2005) assessed the moderating role of BC size on the relationship between consumers' BC identification and BC engagement. Furthermore, Wu et al. (2018) explore how consumers' tenure in the BC impacts the effects of BC engagement on generating e-WOM. They find that this relationship is more robust for longer-tenured consumers than for shorter-tenured consumers because the former has a stronger commitment to the brand. Only a few studies (16.39%, 10 studies) have assessed brand/ marketer-related variables such as the type of brand (Lim & Kumar, 2019), the brand's communication style (Steinmann et al., 2015), and the brand's offline vs online marketing activities (Stokburger-Sauer, 2010). Stokburger-Sauer (2010) discovered that offline marketing communications are far superior to online marketing communications when creating relationships with customers.

4.4. Methods (RO1d)

In this section, we assess the reviewed articles based on the research approaches and the analytical techniques the research applies to assess key relationships in BC research. Tables 6a and 6b demonstrate the data collection and analysis techniques adopted in BC research, respectively. Surveys are the most common quantitative method, accounting for 85.53% of the total quantitative methods (136 studies), followed by experiments, accounting for a meagre 8.81% of the total empirical studies (14 studies). Other quantitative methods include secondary data analysis and text mining (10 studies). In terms of data analysis techniques, structural equation modelling (SEM) is the most popular tool applied in this research area, accounting for 69.18% of the total quantitative studies. Other commonly applied techniques include a (multivariate) analysis of (co-) variance, correlation, regression, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Furthermore, most of the studies in BC research have used a combination of qualitative methods, such as in-depth interviews,

group discussions, observations, and case studies (Coelho et al., 2018; Muniz & Schau, 2005; Muniz & O'Guinn, 2001). Since most of the studies were conducted within social media, Netnography was employed as a methodological tool. It accounts for 18.07% of the total qualitative studies. It is a new qualitative research methodology with scientific rigor that has been adapted from ethnographic research to suit online or social media communities (Kozinets, 2002). In addition to these conventional methods, studies have also applied the Hazard modelling approach (Thompson & Sinha, 2008), econometrics (Wu et al., 2018; Goh et al., 2013), and text analysis (Herhausen et al., 2019), among other approaches.

Our analysis reveals that surveys are conducted on online and social media platforms (Dessart et al., 2019; Akrouf & Nagy, 2018) and are predominantly cross-sectional. Therefore, BC research would benefit from more longitudinal studies for exploring the proposed relationships' stability over time. Surprisingly, scant attention has been paid to experimental methods, which can gauge the actual behavior of BCs in their naturalistic settings and establish causality. Furthermore, we observed a good representation of qualitative studies that advance an understanding of the behavioral nuances in BCs. Our study predicts a greater scope of employment of mixed-methods approaches, which can enhance our understanding of the pressing issues in this research area.

---- Insert Tables 6a and 6b Approximately Here ----

5. Progression of research in the field of BCs (RO2)

This section presents the progression of research over time. We have undertaken the co-occurrence of author keywords analysis nested within the TCCM framework as a novel approach to understanding the progression of research. In doing so, this has advanced the application of the TCCM framework. The co-occurrence of author keywords analysis reveals dominant research areas in the form of keywords, and it denotes explicitly the frequency and strength of relationships of those keywords that appear together (Bhukya, Paul, Kastanakis, & Robinson, 2021). The co-occurrence of author keywords was classified into different time periods (applying the VOSviewer), which signifies the dominant research areas in a particular time period (Donthu et al., 2021) (see Figure 3). It allowed us to identify the dominant research themes indicated by the author keywords in a specific time period. After a thorough analysis of the research themes in the reviewed articles, we integrated the findings utilizing the TCCM framework. It captured how the research in BCs progressed over the years

regarding the dominant theories, contexts, characteristics (as extracted from author keywords), and methods. We set a threshold of 5 occurrences of a keyword, through which we found 42 commonly occurring keywords out of a total of 675 keywords. Table 7 demonstrates the progression of research in the field of BCs over four different periods, identifying the dominant theories, contexts, characteristics, and methods, and influential authors and their publications. The four time periods were generated from the VOSviewer software based on the common and dominant research themes during each period. We then build the section as stages of progression.

---- Insert Figure 3 Approximately Here ----

---- Insert Table 7 Approximately Here ----

Stage I: Conceptualization and Theoretical notion of Brand communities

The first stage (years 2001-2004) marks the conceptualization and theoretical foundation of BCs. Although the number of studies was scarce at this stage (n=3), it had the highest impact. The primary foci of this stage were relationship marketing and loyalty. The foundational study by Muniz and O' Guinn (2001) defined the theoretical notion of BCs. This seminal study identified three characteristics that are typical of a BC, namely-(1) shared consciousness, (2) shared rituals and traditions, and (3) a sense of moral responsibility (Muniz & O'Guinn, 2001). Shared consciousness refers to a natural bonding that members feel for other community members and a mutual sense of disagreement from the non-members (Muniz & O'Guinn, 2001). Shared rituals and traditions indicate the collective consumption experiences surrounded by the community's culture, history and stories (Muniz & O'Guinn, 2001). Finally, a sense of moral responsibility refers to members' obligation or allegiance towards the whole BC (Muniz & O'Guinn, 2001). The study argues that BCs are "active loyalists" who are "committed, conscientious—almost passionate" about the brand" and who perform essential functions in support of the brand (Muniz & O'Guinn, 2001). They note that "developing a strong brand community could be a critical step in truly actualizing the concept of relationship marketing" (p. 427). Members in a BC share brand-related stories and narratives, which preserves the brand's history and culture and enriches their social fabric

(Muniz & O'Guinn). Furthermore, McAlexander, Schouten, and Koenig (2002) revealed loyalty as an integral part of BCs. They revealed the dynamic nature of BCs due to the interactive experiences between the customer and the firm, brand, its product, and other customers in a brand community. The USA stands out to be the flag bearers of research on BCs. At this stage, scholars adopted ethnographic research to study BCs in their environment via face-to-face interviews, participant observation, and other methods.

Stage II: Behavioral mechanism and exploration of brand communities' usefulness

In the next stage (years 2005-2010), research contributions gained momentum (n=42). The primary focus at this stage was to understand the behavioral mechanisms and usefulness of BCs (refer to table 7). Belk and Tumbat (2005) explained that BCs are involved in brand-related devotion, such that they consider the brand to be their cult or religion. Studies conducted during this period that were based on social identity theory (Tajfel et al., 1979) highlight how consumers' identification with a brand and the BC influences their engagement in BCs (Algesheimer et al., 2005) and pro-brand behaviors (Bagozzi & Dholakia, 2006). According to Veloutsou (2009), consumers in BCs engage with brands to define and express their identities and establish relationships with other brand customers. Stokburger-Sauer (2010) demonstrated that customers' identification with the BC positively affects brand satisfaction, loyalty, and advocacy and therefore recommended marketers undertake community marketing initiatives to facilitate brand community relationships. Scarpi (2010) also found that small BCs' members engage more with the community than with the brand.

Based on the theory of planned behavior (Ajzen, 1991), Bagozzi and Dholakia (2006) explored the subjective norms, perceived behavioral control, attitudes, and anticipated emotions in a BC and its influence on brand behavior. Algesheimer et al. (2005) deployed reactance theory (Brehm, 1966) to establish that brand loyalty intentions of BCs are undermined when they experience normative pressure to comply with certain group obligations. Furthermore, to explain the usefulness of BCs, the dominant theories applied at this stage were creativity theory (Sternberg & Lubart, 1999) and customer empowerment theory (Cova & Pace, 2006). Studies notably focus on the usefulness of BCs in brand management (Cova & Pace, 2006), value creation (Schau et al., 2009), source of innovation (Nambisan & Baron, 2009), WOM (Stokburger-Sauer, 2010), and new product adoption (Thompson & Sinha, 2008). BCs, according to Cova and Pace (2006), are new kinds of customer empowerment that play a critical role in brand management. Similarly, Adjei et al.

(2010) highlighted that in BCs, online communication influences consumer purchases by reducing uncertainty. According to Schau et al. (2009), BCs contribute significantly to a brand's co-creation as a setting and a source of experiences.

Regarding the context, research at this stage saw contributions from various countries and industries (refer to Table 7). Madupu et al. (2010) investigated BCs in a cross-cultural context and discovered that BCs in collectivist cultures have a stronger consciousness of kind, are more morally responsible, and are more familiar with the BC's shared rituals than their Western counterparts. Netnography as a research methodology was introduced at this stage to capture real-time consumer interactions in online settings (e.g., Adjei et al., 2010; Cova & Pace, 2006; Cova & White, 2010; Muniz & Schau, 2005, 2007; Schau et al., 2009).

Stage III: Development and Expansion

The following stage (years 2011-2015) marked the development and expansion of BCs. The number of studies more than doubled (n=100) compared to the previous period (n=42). The primary focus was on customer engagement in online and social media-based BCs. During this stage, brands made considerable investments in online BCs to nurture strong relationships with their customers (Baldus et al., 2015). Therefore, more studies focused predominantly on online BCs (Brodie et al., 2013; Gruner et al., 2014) and social media (Goh et al., 2013). Brodie et al. (2013) asserted that engaged consumers are more loyal, trusting, and committed to the brand and the community. As a significant mark of progress, researchers (e.g., Baldus et al., 2015) developed scales to operationalize customer engagement in online BCs. Kamaboj and Rahman (2017) developed a scale to quantify customers' social participation in travel-based BCs.

Some studies explored consumer-brand relationship-based outcomes, such as brand trust (Bruhn et al., 2014), brand passion (Baldus et al., 2015), and brand commitment (Brodie et al., 2013). Other studies focused on consumer behavior research themes; specifically, they examined how consumer differences can influence purchases and other brand support behaviors (e.g., Wu et al., 2015; Wang et al., 2015; Goh et al., 2013; Wirtz et al., 2013). In sum, we found the application of consumer-specific theories at this stage, such as regulatory focus theory (Higgins, 1997), self-construal theory (Markus & Kitayama, 1991), and self-determination theory (Deci & Ryan, 1985). These theories were applied to explore how consumer differences can influence purchases and other brand-supportive behaviors (e.g.,

Wang et al., 2015; Goh et al., 2013). For example, Wu et al. (2015) indicate that customers' buying decisions are influenced not only by their membership in a BC but also by consumer disparities in regulatory focus (Higgins, 1997).

Stage III also witnessed the expansion of BCs to new contexts, i.e., industries and countries (refer to table 7). More research was conducted in the sports, tourism, and electronics domain due to a parallel rise of these industries at this stage. For example, during this time period, due to a rapid increase in technological adoption, scholars (e.g., Harwood & Garry, 2015) focused on the gamification industry and advised marketers to create robust customer strategies. Furthermore, this stage witnessed research collaborations from multiple countries (e.g., Wirtz et al., 2013; Goh et al., 2013). Our review demonstrates that most articles applied mixed methods (e.g., Baldus et al., 2015; Gruner et al., 2014) and contemporary methods, such as Netnography, to acquire insights (Brodie et al., 2013; Bardhi et al., 2012). Since the studies were primarily conducted in online settings, they applied text mining techniques to capture consumer sentiments (e.g., Wu et al., 2015; Goh et al., 2013).

Stage IV: Brand communities in the new age technology

The final stage (years 2016-2020) was the most productive (n=140), and it marked the rising importance of BCs in new-age technology-driven marketing. As an extension of stage III, researchers focused on e-WOM and social media marketing (e.g., Wu et al., 2018; Relling et al., 2016). Recent studies on online BCs have discussed e-WOM by the community in the form of brand reviews, likes, and comments (Wu et al., 2018; Mousavi et al., 2017; Relling et al., 2016). Based on social exchange theory (Blau, 1964), studies have pointed out that consumers reciprocate favorably towards the brand in the form of WOM when they benefit from engaging in BCs (Akroun & Nagy, 2018; Wu et al., 2018). Furthermore, Lin et al. (2019) employ flow theory (Csikszentmihalyi, 1997) to show that positive experiences gained by participating in a BC induce a state of flow that promotes brand identification and loyalty. Apart from individual consumer-specific theories, such as psychological ownership theory (Pierce et al., 2001), this stage witnessed the application of group/ brand community-level theories, such as organizational socialization theory (Louis, 1980) and social exchange theory (Blau, 1964). Such theories were applied to understand the behaviors of individual consumers and the behavioral nuances of the entire BC.

Moreover, some studies focused on Facebook as an effective strategy to build and maintain consumer-brand relationships. That is, they helped marketers foster dynamic interactions with consumers in the form of Facebook live, polls, and regular content sharing (e.g. photos and videos) (Akrouf & Nagy, 2018). Based on the tenets of customer engagement theory (Pansari and Kumar, 2017), researchers focused on behavioral engagement by specifically examining online WOM, reviews, ratings (Wu et al., 2018), likes, or retweets (Sorensen et al., 2017). Additionally, some articles demonstrated that consumer-created BCs foster greater participation and commitment than marketer-created BCs did (Pedeliento et al., 2020) while assessing the difference between the two.

As a novel contribution to the BC literature, Hook et al. (2020) recently explored the under-researched child-oriented BCs and explained how homophily and deviant behaviors in BCs influence children's attitudes toward BCs and their desire to participate in BCs. Furthermore, in an endeavor different from conventional BC research, Dessart et al. (2020) explored why consumers engage in anti-BCs, resulting from negative consumer-brand relationships and emotions. On similar lines of research, Rodrigues et al. (2020) found that due to negative brand experiences and the inauthentic nature of brands, consumers form anti-BCs and negatively engage with the brand in the form of brand avoidance and spreading negative WOM. Some even investigated the aftereffects and mitigation of negative e-WOM in the online BCs (Herhausen et al., 2019; Relling et al., 2016).

This review reveals the addition of new industries to the BC research, such as luxury brands, electronics, e-commerce, events, and festivals. For example, focusing on luxury brands, Holmqvist et al. (2020) suggested that encouraging digital interactions in exclusive online BCs can boost customer engagement. Also, dealing in events and festivals, studies (e.g., Garay Tamajon & Morales Perez, 2020; Klara 2020) explain to marketers why they need to consider festival brands and their virtual BCs to design effective festival engagement strategies. We found that more multinational collaborations took place at this stage, which was a positive sign for the growth of collaborative research in BCs. This stage also witnessed a broad application of sophisticated methods, such as blog post analysis and sentiment analysis, to capture the emotions of the online BCs. The following section provides some directions for future research that will provide an impetus to the BC research.

6. Future Research Directions (RO3)

Following the TCCM framework (Paul & Rosado-Serrano, 2019, Rosado-Serrano, Paul, & Dikova, 2018), we suggest some directions for future research. Table 8 provides a summary of these directions.

---- Insert Table 8 Approximately Here ----

6.1. Theory

The recent BC literature appears to be stagnant concerning theory development. We find that only 8.42 % of the reviewed articles are conceptual. A shortage of conceptual studies weakens the theoretical foundations of the discipline (Yadav, 2010). Therefore, future scholars must focus more on conceptual papers to advance the theoretical tenets of the discipline. As suggested by Zeithaml et al. (2020), scholars can adopt the theories-in-use approach to address contemporary issues in the discipline by listening to the real stories and experiences of BCs. We also find that the majority of the studies have applied consumer-specific theories. However, researchers must also focus on other important actors in BC research, such as the marketers. Accordingly, theories must be tested that help assess the influence of marketers or brand-related factors on consumer behavior in BCs.

Furthermore, the application of cultural theories in BC research has remained scant though the behavior of BCs could be contingent on culture (Alden et al., 2016) in reality. Therefore, we suggest that future studies adopt prominent cultural theories, including the Hofstede (2001) model of national culture, Schwartz (1992) theory of values or the Trompenaars (1993) model of national culture, to investigate the role of culture in BC research. For example, Schwartz's benevolence dimension (i.e., supportive or cordial social relations) or the tradition dimension (i.e., respect, solidarity, and adherence to group's norms) can be employed to explain the structure of BCs. Likewise, the stimulation dimension (i.e., excitement or novelty-seeking) or the hedonism dimension (i.e., pleasure and gratification seeking) can explain the values garnered by engaging in social media-based BCs. Similarly, the achievement (i.e., achieving personal success through social standards) and power (i.e., prestige and social status) dimensions, similar to Trompenaars (1993) achievement vs ascription dimension, can explicate the customer's motivation to participate in BCs.

6.2. Contexts

Our review indicates that an array of industries has been studied in BC research. However, a majority of the studies were conducted in a B2C context. There is plenty of room for exploring B2B BCs as they are managerially relevant, and specifically, foster customer

loyalty (Bruhn, 2014). Therefore, we call future scholars to explore BCs in the B2B context. Andersen (2005), who set the foundation for examining B2B BCs, notes that BC research in B2B settings is an underexplored field of B2B marketing despite its importance for sustainable buyer-seller relationships. B2B BCs serve as platforms for business people (i.e., buyers-suppliers) who voluntarily interact based on shared brand-related economic interests (Bruhn et al., 2014). Examples of certain B2B BCs include technology-based firms, such as IBM, Oracle, Microsoft, and SAP, fostering complex technical interactions and solutions (Bruhn et al., 2014; Nambisan & Baron, 2009) where interactions occur among B2B buyers.

BCs can be considered important actors in a service ecosystem that can aid in co-creating value for the firm (Brodie et al., 2013). Therefore, we suggest that future scholars assess the usefulness of BCs in service improvisation. It can offer insights on service experiences and thereby suggest ways to create value for the firm. Our review on contribution from different geographies revealed most work from developed markets of North America and Europe.

Thus, most of the studies were mainly conducted in the Western context and countries with individualistic cultures. However, BCs are social entities, and therefore, more research is needed to understand the behavioral mechanisms of BCs in collectivist cultures. More evidence from cross-cultural and comparative studies will highlight the nuances of culture, nationality, and ethnicity and facilitate more effective brand management (Muniz & O'Guinn, 2001). BCs are culturally heterogeneous (Cova et al., 2007), and thus the global brands often face challenges while establishing BCs in local markets (Gao et al., 2018). Hence, future scholars must focus on understanding the cultural subtleties of BCs.

While there is a steadily growing contribution from Asian countries like India, China, and South Korea, more research is needed in the developing countries of Latin America, Russia, Africa, and the Middle East. According to Statista reports (January 2021), India heads the list of countries with the highest Instagram users after the US, followed by Brazil and Indonesia. India tops the list of countries based on Facebook audiences, followed by the US, Indonesia, Brazil, and Mexico (Statista, 2021). This implies that a massive consumer base of the social media-based BCs from these countries opens new avenues for research.

6.3. Characteristics

Our diagnosis of the key independent variables shows that BC literature has predominantly focused on consumer-related variables that impact consumers' behavior in BCs. There exists

a striking gap regarding the marketer/brand-related independent variables that could influence brand outcomes. Therefore, this area has potential for further exploration. In today's marketplace, consumers see myriads of brands and receive information that could be real or even fake. Therefore, consumers have been increasingly seeking authenticity in brands they consume (Morhart et al., 2015). Consumers turn to BCs more often than traditional sources to receive brand-related information since they consider the former unbiased sources of information (Södergren, 2021). Therefore, future researchers should explore BCs as an authentic brand positioning strategy since BCs are involved in honest, heartfelt brand-related interactions in real-time. Furthermore, the impact of fake news or rumors about the brand (Borges-Tiago et al., 2020) on BC behavior would also be an exciting avenue to explore, given the uncertainties in today's marketplace. Negative consumer emotions have led to anti-brand communities and negative brand relationships, such as brand avoidance or brand hate (Dessart et al., 2020). This calls for more research on the nature of anti-BCs and their influence on brands. Another exciting area of inquiry would be to assess the role of BCs in changing consumer behavior. For example, in light of recent lifestyle changes such as minimalism and anti-consumption (Kuanr et al., 2019), how can these BCs act as opinion leaders for consumers (Demiray & Burnaz, 2019) to impact consumer choices?

Furthermore, with technological advancements, branding has broadened to include stakeholders like online BCs (Swaminathan et al., 2020). Therefore, future studies can explore opportunities to expand online BCs and discover the mechanisms to create value for the firm. Furthermore, the advent of digital technology has changed the course of the customer journey (Hamilton et al., 2021). The brands' value offering can be enhanced when its consumers receive ideas from their social circle (Swaminathan et al., 2020). Therefore, we suggest that future scholars examine how online BCs act as "travel companions" in consumers' purchasing paths (Hamilton et al., 2021). Next, given the emergence of sharing economy options (Eckhardt et al., 2019), it would be interesting to explore the effectiveness of BCs for sharing economy brands, such as Uber, Airbnb, or ZipCar. A sharing economy does not involve actual ownership (Bardhi & Eckhardt, 2012), and consumers are unlikely to form communities around brands they do not own. However, recent studies by Harmeling et al. (2017) note that marketers can foster engagement by developing psychological ownership in consumers. Therefore, new research is necessitated to uncover the role of psychological ownership in the formation of BCs and brand engagements in the emerging sharing economy. Furthermore, in light of the covid-19 pandemic, consumption patterns have significantly

changed. Global brands are losing market share to local brands (Liu et al., 2021). Therefore, it becomes crucial to understand how consumers in BCs support the brands concerning their perceptions of brand globalness/ localness.

Past literature on BCs has paid scant attention to the brand-related mediating mechanisms that can explain the key relationships in BCs. Therefore, we suggest that future studies must explore the brand-related mediating mechanisms that stimulate engagement in BCs. Furthermore, very few articles have assessed the moderating impact of variables. This warrants a need to explore different factors that have a moderating effect on consumer behavior in BCs. Extant literature shows that BCs are valuable sources of e-WOM generation (Rosario et al., 2020). However, it is unknown which type of BC, whether marketer-created or consumer-created, is more valuable in an e-WOM generation. We suggest researchers examine this understudied topic in future. The consequences of BC behavior are still at the embryonic stage, and thus future scholars should measure the actual behavioral outcomes of BCs, such as purchase volume or cross-buying behavior. Scholars can introduce and apply metrics to ascertain BC members' customer profitability and lifetime value (Kumar & Reinartz, 2016). Such measures would be of interest to marketing practitioners who invest resources in BCs.

6.4. Methods

There lie tremendous research opportunities for capturing the developments of consumer sentiments and conversations in online BCs. With the help of newer and sophisticated methods, such as online laboratory experiments, future researchers can capture facial recognition and eye-tracking to gain deeper insights into the consumer dynamics in BCs (Zhang & Chang, 2021). Consumers are dynamic in making brand choices and their consumption patterns (Zhang & Chang, 2021). Therefore, Hidden Markov Model or the Dynamic Linear model can be employed to capture the consumption patterns of the BCs. Furthermore, to measure and forecast the customer lifetime value and future purchasing behaviors of BCs (Kumar & Reinartz, 2016), analytical methods such as Pareto/ binomial models can be used.

Newer, sophisticated, and technology-oriented methods such as videography (Belk et al., 2018) can be utilized. Such methods would effectively determine the consumer behavior of

BCs, which are difficult to assess using quantitative techniques. Future researchers can also adopt mixed methods approaches, as it will allow the researchers to triangulate the findings.

7. Conclusion

A rapidly increasing application of BCs by practitioners as a useful brand management tool stands as a testimony to the growing stature of BC research amongst the scientific research community. The current study synthesizes the literature on BCs and comprehensively explains the reviewed articles, research themes, dominant theories, research contexts, key variables, and methodologies.

7.1. Theoretical Contributions

This study provides an in-depth understanding of the burgeoning field of BCs by amalgamating a structured review and a bibliometric analysis. We contribute to the literature on BCs in the following ways. First, the findings from the bibliometric analysis reveal the most influential journals in the field of BCs. Second, we employed the TCCM framework to identify the theories, research context (i.e., the industries and countries), characteristics (i.e. the variables) and methods applied in the BC research. We found that BC research has borrowed from Psychology and Sociology to explain consumer behavior in BCs. The field must therefore broaden its theoretical foundations to include multi-disciplinary theories. Furthermore, we found that BCs have been researched in a broad range of industries, such as retail, automobile, sports, tourism, fashion and luxury, IT, gaming, to name a few. This speaks volumes of the expansive nature and usefulness of BCs for marketers across industries. The research contributions by geographies indicate that Asia has emerged as one of the leading contributors to BC research ahead of Europe. There is a need to conduct more studies outside North America and Europe.

We found that BC research mainly focuses on the consumer-related independent variables that influence brand outcomes. There is a need to understand how marketers can foster customer interactions in BCs. Furthermore, most of the studies have tested the direct relationships between the variables. We note that there is a lack of brand-related mediating variables that explain the mechanism behind the relationships. Finally, BC research heavily depends on surveys of BC members as critical informants to collect data, which are typically analyzed using SEM. However, we found a good representation of qualitative studies that

offers flexibility in understanding the attitudes, behaviors, and functioning of BCs in their natural settings.

Third, we have explained how the BC research has progressed over the last 20 years by employing the co-occurrence of author keywords analysis. By combining the research evolution with the TCCM framework, we examine the dominant theories, contexts, characteristics, and methods in each time period to provide a detailed understanding of how research in BCs has shaped over the years. In doing so, we advance and expand the usage of the TCCM framework. We have provided a rigorous understanding of BC research in each of the four stages in the 20 years. The theoretical lenses and constructs have been applied from the fields ranging from consumer psychology to marketing applications. Further, BCs have been studied in a multitude of industries, especially in the recent past. We also find that the field has shifted focus from offline to online- and social media-based BCs in the last five years. The field saw a good application of qualitative and quantitative methods throughout the two decades in terms of methodology. Neoteric methods have been applied to understand actual behaviors in BCs in the online context. The neoteric methods facilitate capturing the heartfelt and real-time consumer discussions in social media by text mining techniques (Herhausen et al., 2019) and sentiment analysis to capture the consumer emotions behind the usage of certain words in social media (Situmeang et al., 2019). Finally, to expand the body of knowledge on BC research, we have offered new directions for future research. Under the ambit of the TCCM framework, we have segmented our future research directions into new theories, research contexts, characteristics, and methods.

Managerial Implications

Our study will help brand managers acquaint themselves with the field of BCs. We find that online BCs can be a source of the critical informants of prospective customers (Zhang & Chang, 2021). Therefore, we suggest marketers make good use of BCs to gain key consumer insights. In addition, they must develop and maintain BCs for brand-related problem solving and co-creation activities. Not every individual customer can influence the choice of other customers. Therefore, fostering and nurturing BCs are essential to maximizing firm value. These social media-based BCs create a wave of interaction amongst a broad group of customers that promote “influence value” for the firm (Pansari & Kumar, 2017). Therefore, each marketing firm must build a cohesive BC and foster customer interaction (Lim &

1 Kumar, 2019). Marketers must facilitate brand-related discussions in the online BCs,
2 especially in times of service lockdown (Hollebeek et al., 2020). For example, the hospitality
3 industry faces business shutdowns due to the global pandemic; therefore, BCs can serve as
4 effective tools for marketers in managing customer experience. Likewise, marketers must
5 engage online BCs due to the absence or a limited number of spectators in stadiums amidst
6 the ongoing pandemic.

7
8 Furthermore, negative consumer-brand relationships are a matter of significant concern for
9 marketers, and thus they need to be mindful of consumers' negative emotions toward brands
10 leading to brand avoidance or brand hate (Dessart et al., 2020). A recent study by Yuan et al.
11 (2020) found that fostering engagement in online BCs can positively affect consumer
12 forgiveness, offsetting the negative consequence of brand transgression or brand scandals.
13 Therefore, we suggest that BCs play a crucial role in supporting and lifting the brand image
14 in times of crisis.

References

- Adjei, M. T., Noble, S. M., & Noble, C. H. (2010). The influence of C2C communications in online brand communities on customer purchase behavior. *Journal of the Academy of Marketing Science*, 38(5), 634-653. <https://doi.org/10.1007/s11747-009-0178-5>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akrou, H., & Nagy, G. (2018). Trust and commitment within a virtual brand community: The mediating role of brand relationship quality. *Information & Management*, 55(8), 939-955. <https://doi.org/10.1016/j.im.2018.04.009>
- Alden, D. L., Kelley, J. B., Youn, J. B., & Chen, Q. (2016). Understanding consumer motivations to interact on brand websites in the international marketplace: Evidence from the US, China, and South Korea. *Journal of Business Research*, 69(12), 5909-5916. <https://doi.org/10.1016/j.jbusres.2016.04.108>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19-34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Alonso Dos Santos, M., Calabuig Moreno, F., Rejón Guardia, F., & Pérez Campos, C. (2016). Influence of the virtual brand community in sports sponsorship. *Psychology & Marketing*, 33(12), 1091-1097. <https://doi.org/10.1016/j.jbusres.2017.12.053>
- Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45-61. <https://doi.org/10.1016/j.ijresmar.2006.01.005>
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online Brand Community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978-985. <https://doi.org/10.1016/j.jbusres.2014.09.035>

- Ball, J., & Barnes, D. C. (2017). Delight and the grateful customer: Beyond joy and surprise. *Journal of Service Theory and Practice*. <https://doi.org/10.1108/JSTP-01-2016-0013>
- Bandura, A. (1977). Self-efficacy: toward a unifying theory of behavioral change. *Psychological review*, 84(2), 191.
- Bardhi, F., & Eckhardt, G. M. (2012). Access-based consumption: The case of car sharing. *Journal of Consumer Research*, 39(4), 881-898. <https://doi.org/10.1086/666376>
- Belk, R., & Tumbat, G. (2005). The cult of Macintosh. *Consumption markets & culture*, 8(3), 205-217. <https://doi.org/10.1080/10253860500160403>
- Belk, R. W., Caldwell, M., Devinney, T. M., Eckhardt, G. M., Henry, P., Kozinets, R., & Plakoyiannaki, E. (2018). Envisioning consumers: how videography can contribute to marketing knowledge. *Journal of Marketing Management*, 34(5-6), 432-458. <https://doi.org/10.1080/0267257X.2017.1377754>
- Bhukya R., Paul J., Kastanakis M. & Robinson S., Forty Years of European Management Journal: A Bibliometric Overview, *European Management Journal*, <https://doi.org/10.1016/j.emj.2021.04.001>
- Blau, P. (1964), *Power and exchange in social life*. New York: John Wiley & Sons
- Borges-Tiago, T., Tiago, F., Silva, O., Guaita Martínez, J. M., & Botella-Carrubi, D. Online users' attitudes toward fake news: Implications for brand management. *Psychology & Marketing*. <https://doi.org/10.1002/mar.21349>
- Brehm, J. W. (1966). *A theory of psychological reactance*.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114. <https://doi.org/10.1016/j.jbusres.2011.07.029>

- Bruhn, M., Schnebelen, S., & Schäfer, D. (2014). Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities. *Industrial Marketing Management*, 43(1), 164-176. <https://doi.org/10.1016/j.indmarman.2013.08.008>
- Calder, B. J. (1977). Focus groups and the nature of qualitative marketing research. *Journal of Marketing research*, 14(3), 353-364. <https://doi.org/10.1177/002224377701400311>
- Canabal, A., & White, G. O. (2008). Entry mode research: Past and future. *International Business Review*, 17(3), 267–284. <http://doi:10.1016/j.ibusrev.2008.01.003>
- Carlson, J., Wyllie, J., Rahman, M. M., & Voola, R. (2019). Enhancing brand relationship performance through customer participation and value creation in social media brand communities. *Journal of Retailing and Consumer Services*, 50, 333-341. <https://doi.org/10.1016/j.jretconser.2018.07.008>
- Celsi, R. L., Rose, R. L., & Leigh, T. W. (1993). An exploration of high-risk leisure consumption through skydiving. *Journal of consumer research*, 20(1), 1-23. <https://doi.org/10.1086/209330>
- Chen, Y., Mandler, T., & Meyer-Waarden, L. (2020). Three decades of research on loyalty programs: A literature review and future research agenda. *Journal of Business Research*, 124, 179-197. <https://doi.org/10.1016/j.jbusres.2020.11.057>
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101-110. <https://doi.org/10.1016/j.jretconser.2018.03.011>
- Cova, B., & White, T. (2010). Counter-brand and alter-brand communities: the impact of Web 2.0 on tribal marketing approaches. *Journal of Marketing Management*, 26(3-4), 256-270. <https://doi.org/10.1080/02672570903566276>
- Cova, B., Pace, S., & Park, D. J. (2007). Global brand communities across borders: The Warhammer case. *International Marketing Review*. <https://doi.org/10.1108/02651330710755311>

- Cova, B., & Pace, S. (2006). Brand community of convenience products: new forms of customer empowerment—the case “my Nutella The Community”. *European journal of Marketing*.
<https://doi.org/10.1108/03090560610681023>
- Csikszentmihalyi, M. (1997). Flow and education. *NAMTA journal*, 22(2), 2-35.
- Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25-38.
<https://doi.org/10.1016/j.jbusres.2020.03.013>
- Dansereau Jr, F., Graen, G., & Haga, W. J. (1975). A vertical dyad linkage approach to leadership within formal organizations: A longitudinal investigation of the role making process. *Organizational behavior and human performance*, 13(1), 46-78.
[https://doi.org/10.1016/0030-5073\(75\)90005-7](https://doi.org/10.1016/0030-5073(75)90005-7)
- Deci, E. L., & Ryan, R. M. (1985). The general causality orientations scale: Self-determination in personality. *Journal of research in personality*, 19(2), 109-134. [https://doi.org/10.1016/0092-6566\(85\)90023-6](https://doi.org/10.1016/0092-6566(85)90023-6)
- Demiray, M., & Burnaz, S. (2019). Exploring the impact of brand community identification on Facebook: Firm-directed and self-directed drivers. *Journal of Business Research*, 96, 115-124. <https://doi.org/10.1016/j.jbusres.2018.11.016>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2020). Brand negativity: a relational perspective on anti-brand community participation. *European Journal of Marketing*.
<https://doi.org/10.1108/EJM-06-2018-0423>
- Dessart, L., Aldás-Manzano, J., & Veloutsou, C. (2019). Unveiling heterogeneous engagement-based loyalty in brand communities. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-11-2017-0818>

- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5-6), 399-426. <https://doi.org/10.1080/0267257X.2015.1130738>
- Donthu, N., Kumar, S., & Pattnaik, D. (2020). Forty-five years of journal of business research: a bibliometric analysis. *Journal of Business Research*, 109, 1-14. <https://doi.org/10.1016/j.jbusres.2019.10.039>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285-296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Duong, G. H., Wu, W. Y., & Le, L. H. (2020). The effects of brand page characteristics on customer brand engagement: moderating roles of community involvement and comedy production contents. *Journal of Brand Management*, 27(5), 531-545. <https://doi.org/10.1057/s41262-020-00196-5>
- Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G. (2019). Marketing in the sharing economy. *Journal of Marketing*, 83(5), 5-27. <https://doi.org/10.1177/0022242919861929>
- Ewing, M. T., Wagstaff, P. E., & Powell, I. H. (2013). Brand rivalry and community conflict. *Journal of Business Research*, 66(1), 4-12. <https://doi.org/10.1016/j.jbusres.2011.07.017>
- Felix, R. (2012). BCs for mainstream brands: the example of the Yamaha R1 brand community. *Journal of Consumer Marketing*. <https://doi.org/10.1108/07363761211221756>
- Fetscherin, M., & Heinrich, D. (2015). Consumer brand relationships research: A bibliometric citation meta-analysis. *Journal of Business Research*, 68(2), 380-390. <https://doi.org/10.1016/j.jbusres.2014.06.010>

- Ferreira, F. A. (2018). Mapping the field of arts-based management: Bibliographic coupling and co-citation analyses. *Journal of Business Research*, 85, 348-357.
<https://doi.org/10.1016/j.jbusres.2017.03.026>
- Festinger, L. (1954). A theory of social comparison processes. *Human relations*, 7(2), 117-140.
<https://doi.org/10.1177/001872675400700202>
- Füller, J., Matzler, K., & Hoppe, M. (2008). Brand community members as a source of innovation. *Journal of Product Innovation Management*, 25(6), 608-619. <https://doi.org/10.1111/j.1540-5885.2008.00325.x>
- Gao, H., Tate, M., Zhang, H., Chen, S., & Liang, B. (2018). Social media ties strategy in international branding: An application of resource-based theory. *Journal of International Marketing*, 26(3), 45-69. <https://doi.org/10.1509/jim.17.0014>
- Garay Tamajon, L., & Morales Perez, S. (2020). User engagement in festival virtual brand communities: The cases of Sónar and Primavera Sound (Barcelona). *Journal of Hospitality & Tourism Research*, 44(2), 300-327. <https://doi.org/10.1177/1096348019897990>
- Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44. <https://doi.org/10.1016/j.emj.2018.10.004>
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research*, 24(1), 88-107. <https://doi.org/10.1287/isre.1120.0469>
- Gong, T. (2018). Customer brand engagement behavior in online brand communities. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-08-2016-0293>
- Goyal, K., & Kumar, S. (2020). Financial Literacy: A Systematic Review and Bibliometric Analysis. *International Journal of Consumer Studies*, 1–26. <https://doi.org/10.1111/ijcs.12605>
<https://doi.org/10.1111/ijcs.12605>

- Gruner, R. L., Homburg, C., & Lukas, B. A. (2014). Firm-hosted online brand communities and new product success. *Journal of the Academy of Marketing Science*, 42(1), 29-48.
<https://doi.org/10.1007/s11747-013-0334-9>
- Gupta, R., Pandey, R., & Sebastian, V. J. (2021). International Entrepreneurial Orientation (IEO): A bibliometric overview of scholarly research. *Journal of Business Research*, 125, 74-88.
<https://doi.org/10.1016/j.jbusres.2020.12.005>
- Gurзки, H., & Woisetschläger, D. M. (2017). Mapping the luxury research landscape: A bibliometric citation analysis. *Journal of Business Research*, 77, 147-166.
<https://doi.org/10.1016/j.jbusres.2016.11.009>
- Halder, D., Pradhan, D., & Chaudhuri, H. R. (2021). Forty-five years of celebrity credibility and endorsement literature: Review and learnings. *Journal of Business Research*, 125, 397-415.
- Hamilton, R., Ferraro, R., Haws, K. L., & Mukhopadhyay, A. (2021). Traveling with companions: The social customer journey. *Journal of Marketing*, 85(1), 68-92.
<https://doi.org/10.1177/0022242920908227>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of marketing science*, 45(3), 312-335. <http://doi.org/10.1007/s11747-016-0509-2>
- Holmqvist, J., Wirtz, J., & Fritze, M. P. (2020). Luxury in the digital age: A multi-actor service encounter perspective. *Journal of Business Research*, 121, 747-756.
<https://doi.org/10.1016/j.jbusres.2020.05.038>
- Hook, M., Baxter, S., & Kulczynski, A. (2020). 'I'm like you, you're like me, we make a great brand community!' Similarity and children's brand community participation. *Journal of Retailing and Consumer Services*, 52, 101895. <https://doi.org/10.1016/j.jretconser.2019.101895>
- Hanson, S., Jiang, L., & Dahl, D. (2019). Enhancing consumer engagement in an online brand community via user reputation signals: a multi-method analysis. *Journal of the Academy of Marketing Science*, 47(2), 349-367. <https://doi.org/10.1007/s11747-018-0617-2>

- Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H.-H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review*.
<https://doi.org/10.1108/IMR-01-2019-0028>
- Harwood, T., & Garry, T. (2015). An investigation into gamification as a customer engagement experience environment. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-01-2015-0045>
- Hatch, M. J., & Schultz, M. (2010). Toward a theory of brand co-creation with implications for brand governance. *Journal of Brand Management*, 17(8), 590-604.
<https://doi.org/10.1057/bm.2010.14>
- Heere, B., Walker, M., Yoshida, M., Ko, Y. J., Jordan, J. S., & James, J. D. (2011). Brand community development through associated communities: Grounding community measurement within social identity theory. *Journal of Marketing Theory and Practice*, 19(4), 407-422. <https://doi.org/10.2753/MTP1069-6679190404>
- Herhausen, D., Ludwig, S., Grewal, D., Wulf, J., & Schoegel, M. (2019). Detecting, preventing, and mitigating online firestorms in brand communities. *Journal of Marketing*, 83(3), 1-21.
<https://doi.org/10.1177/0022242918822300>
- Hickman, T. M., & Ward, J. C. (2013). Implications of brand communities for rival brands: Negative brand ratings, negative stereotyping of their consumers and negative word-of-mouth. *Journal of Brand Management*, 20(6), 501-517. <https://doi.org/10.1057/bm.2012.57>
- Higgins, E. T. (1997). Beyond Pleasure and Pain. *American Psychologist*, 52(12), 1280–1300. <https://doi.org/10.1037/0003-066X.52.12.1280>
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage publications.

- Hollebeek, L. D., Juric, B., & Tang, W. (2017). Virtual brand community engagement practices: a refined typology and model. *Journal of Services Marketing*, 31(3), 204-217.
<https://doi.org/10.1108/JSM-01-2016-0006>
- Hollebeek, L. D., Smith, D. L., Kasabov, E., Hammedi, W., Warlow, A., & Clark, M. K. (2020). Customer brand engagement during service lockdown. *Journal of Services Marketing*.
<https://doi.org/10.1108/JSM-05-2020-0199>
- Hook, M., Baxter, S., & Kulczynski, A. (2018). Antecedents and consequences of participation in brand communities: a literature review. *Journal of Brand Management*, 25(4), 277-292.
<https://doi.org/10.1057/s41262-017-0079-8>
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Personality factors as predictors of online consumer engagement: an empirical investigation. *Marketing Intelligence & Planning*.
<https://doi.org/10.1108/MIP-10-2016-0193>
- Jiao, Y., Ertz, M., Jo, M. S., & Sarigollu, E. (2018). Social value, content value, and brand equity in social media brand communities: A comparison of Chinese and US consumers. *International Marketing Review*. <https://doi.org/10.1108/IMR-07-2016-0132>
- Juliani, F., & de Oliveira, O. J. (2016). State of research on public service management: Identifying scientific gaps from a bibliometric study. *International Journal of Information Management*, 36(6), 1033-1041. <https://doi.org/10.1016/j.ijinfomgt.2016.07.003>
- Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581-589. <https://doi.org/10.1016/j.jretconser.2014.04.002>
- Kamboj, S., & Rahman, Z. (2017). Measuring customer social participation in online travel communities: Scale development and validation. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-08-2016-0041>

- Kamboj, S., & Rahman, Z. (2016). The influence of user participation in social media-based brand communities on brand loyalty: age and gender as moderators. *Journal of Brand Management*, 23(6), 679-700. <https://doi.org/10.1057/s41262-016-0002-8>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509-523. <https://www.jstor.org/stable/2747854>
- Katz, D., & Kahn, R. L. (1978). *The social psychology of organizations* (Vol. 2, p. 528). New York: Wiley.
- Katz, M., & Heere, B. (2015). Empowerment within brand communities: Overcoming the Achilles' Heel of scale-free networks. *Sport Management Review*, 18(3), 370-383. <https://doi.org/10.1016/j.smr.2014.10.001>
- Kerr, A. K., & Emery, P. R. (2011). The allure of an 'overseas sweetheart': a Liverpool FC brand community. *International Journal of Sport Management and Marketing*, 9(3-4), 201-219. <https://doi.org/10.1504/IJSMM.2011.041572>
- Klára, K. (2020). Brand communities and self-concept congruency in the case of a music festival. *Tourism and Hospitality Research*, 20(2), 157-169. <https://doi.org/10.1177/1467358419833735>
- Korum, N., Gyrd-Jones, R., Al Zagir, N., & Brandis, K. A. (2017). Interplay between intended brand identity and identities in a Nike related brand community: Co-existing synergies and tensions in a nested system. *Journal of Business Research*, 70, 432-440. <https://doi.org/10.1016/j.jbusres.2016.06.019>
- Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39(1), 61-72. <https://doi.org/10.1509/jmkr.39.1.61.18935>
- Kuanr, A., Pradhan, D., & Chaudhuri, H. R. (2020). I (do not) consume; therefore, I am: Investigating materialism and voluntary simplicity through a moderated mediation model. *Psychology & Marketing*, 37(2), 260-277.

- Kumar, A., Paul, J., & Unnithan, A. (2019). Masstige marketing: A review, synthesis and research agenda. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2019.09.030>
- Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36-68. <https://doi.org/10.1509/jm.15.0414>
- Kumar, J., & Nayak, J. K. (2018). Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms. *Journal of Retailing and Consumer Services*, 45, 64-73. <https://doi.org/10.1016/j.jretconser.2018.08.007>
- Kumar, J., & Kumar, V. (2020). Drivers of brand community engagement. *Journal of Retailing and Consumer Services*, 54, 101949. <https://doi.org/10.1016/j.jretconser.2019.101949>
- Lee, H. J., Lee, D. H., Taylor, C. R., & Lee, J. H. (2011). Do online brand communities help build and maintain relationships with consumers? A network theory approach. *Journal of Brand Management*, 19(3), 213-227. <https://doi.org/10.1057/bm.2011.33>
- Lee, H., Han, J., & Suh, Y. (2014). Gift or threat? An examination of voice of the customer: The case of MyStarbucksIdea. com. *Electronic Commerce Research and Applications*, 13(3), 205-219. <https://doi.org/10.1016/j.eierap.2014.02.001>
- Liao, J., Huang, M., & Xiao, B. (2017). Promoting continual member participation in firm-hosted online brand communities: An organizational socialization approach. *Journal of Business Research*, 71, 92-101. <https://doi.org/10.1016/j.jbusres.2016.10.013>
- Liao, J., Yang, D., Wei, H., & Guo, Y. (2019). The bright side and dark side of group heterogeneity within online brand communities. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-08-2018-1972>
- Lim, H., & Kumar, A. (2019). Variations in consumers' use of brand online social networking: A uses and gratifications approach. *Journal of Retailing and Consumer Services*, 51, 450-457. <https://doi.org/10.1016/j.jretconser.2017.10.015>

- Lin, C. W., Wang, K. Y., Chang, S. H., & Lin, J. A. (2019). Investigating the development of brand loyalty in brand communities from a positive psychology perspective. *Journal of Business Research*, 99, 446-455. <https://doi.org/10.1016/j.jbusres.2017.08.033>
- Louis, M. R. (1980). Surprise and sense making: What newcomers experience in entering unfamiliar organizational settings. *Administrative science quarterly*, 226-251. <https://doi.org/10.2307/2392453>
- Liu, H., Schoefer, K., Fastoso, F., & Tzemou, E. (2021). Perceived brand globalness/localness: a systematic review of the literature and directions for further research. *Journal of International Marketing*, 29(1), 77-94. <https://doi.org/10.1177/1069031X20973184>
- MacInnis, D. (2004). Where have all the papers gone. *Association for Consumer Research Newsletter*, 21(2), 1-3.
- Madupu, V., & Cooley, D. O. (2010). Cross-cultural differences in online brand communities: An exploratory study of Indian and American online brand communities. *Journal of International Consumer Marketing*, 22(4), 363-375. <https://doi.org/10.1080/08961530.2010.505886>
- Mandl, L., & Hogueve, J. (2020). Buffering effects of brand community identification in service failures: The role of customer citizenship behaviors. *Journal of Business Research*, 107, 130-137. <https://doi.org/10.1016/j.jbusres.2018.09.008>
- Marbach, J., Lages, C. R., & Nunan, D. (2016). Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement. *Journal of Marketing Management*, 32(5-6), 502-525. <https://doi.org/10.1080/0267257X.2015.1128472>
- Marchi, G., Giachetti, C., & De Gennaro, P. (2011). Extending lead-user theory to online brand communities: The case of the community Ducati. *Technovation*, 31(8), 350-361. <https://doi.org/10.1016/j.technovation.2011.04.005>

- Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological review*, 98(2), 224. <https://doi.org/10.1037/0033-295X.98.2.224>
- Marticotte, F., Arcand, M., & Baudry, D. (2016). The impact of brand evangelism on oppositional referrals towards a rival brand. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-06-2015-0920>
- Marzocchi, G., Morandin, G., & Bergami, M. (2013). Brand communities: loyal to the community or the brand?. *European Journal of Marketing*. <https://doi.org/10.1108/03090561311285475>
- Matzler, K., Pichler, E., Füller, J., & Mooradian, T. A. (2011). Personality, person–brand fit, and brand community: An investigation of individuals, brands, and brand communities. *Journal of Marketing Management*, 27(9-10), 874-890. <https://doi.org/10.1080/0267257X.2010.543634>
- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54. <https://doi.org/10.1509/jmkg.66.1.38.18451>
- Mishra, R., Singh, R. K., & Koles, B. (2020). Consumer decision-making in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12617>
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200-218. <https://doi.org/10.1016/j.jcps.2014.11.006>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38. <https://doi.org/10.1177/002224299405800302>
- Mousavi, S., Roper, S., & Keeling, K. A. (2017). Interpreting social identity in online brand communities: Considering posters and lurkers. *Psychology & Marketing*, 34(4), 376-393. <https://doi.org/10.1002/mar.20995>

- Muñiz, Jr, A. M., & Schau, H. J. (2007). Vigilante marketing and consumer-created communications. *Journal of Advertising*, 36(3), 35-50. <https://doi.org/10.2753/JOA0091-3367360303>
- Muniz Jr, A. M., & Schau, H. J. (2005). Religiosity in the abandoned Apple Newton brand community. *Journal of consumer research*, 31(4), 737-747. <https://doi.org/10.1086/426607>
- Muniz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of consumer research*, 27(4), 412-432. <https://doi.org/10.1086/319618>
- Nambisan, S., & Baron, R.A. (2009). Virtual customer environments: testing a model of voluntary participation in value co-creation activities. *Journal of product innovation management*, 26(4), 388-406. <https://doi.org/10.1111/j.1540-5885.2009.00667.x>
- Nørskov, S., Antorini, Y. M., & Jensen, M. B. (2016). Innovative brand community members and their willingness to share ideas with companies. *International Journal of Innovation Management*, 20(06), 1650046. <https://doi.org/10.1142/S1363919616500468>
- O'Donnell, E., & Brown, S. (2012). BC Loyalty: A Self Determination Theory Perspective. *Academy of Marketing Studies Journal*, 16(2), 107.
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pattnaik, D., Hassan, M. K., Kumar, S., & Paul, J. (2020). Trade credit research before and after the global financial crisis of 2008—A bibliometric overview. *Research in International Business and Finance*, 101287. <https://doi.org/10.1016/j.ribaf.2020.101287>
- Paul J, Lim WM, O'Cass A, Hao AW, Bresciani S. Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*. 2021; 00:1–16. <https://doi.org/10.1111/ijcs.12695>

- Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-04-2017-0130>
- Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90-115.
<https://doi.org/10.1080/13602381.2017.1357316>
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 101717.
<https://doi.org/10.1016/j.ibusrev.2020.101717>
- Paul, J., & Feliciano-Cestero, M. M. (2021). Five decades of research on foreign direct investment by MNEs: An overview and research agenda. *Journal of business research*, 124, 800-812.
<https://doi.org/10.1016/j.jbusres.2020.04.017>
- Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2019.1569111>
- Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342.
<https://doi.org/10.1016/j.jwb.2017.01.003>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global/international new venture models. *International Marketing Review*. 36(6), 830-858 <https://doi.org/10.1108/IMR-10-2018-0280>
- Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *The World Economy*, 40(11), 2512-2527.
<https://doi.org/10.1111/twec.12502>
- Paul, J., & Shrivatava, A. (2016). Do young managers in a developing country have stronger entrepreneurial intentions? Theory and debate. *International Business Review*, 25(6), 1197-1210. <https://doi.org/10.1016/j.ibusrev.2016.03.003>

Pedeliento, G., Andreini, D., & Veloutsou, C. (2020). Brand community integration, participation and commitment: A comparison between consumer-run and company-managed communities. *Journal of Business Research*, 119, 481-494.

<https://doi.org/10.1016/j.jbusres.2019.10.069>

Pierce, J. L., Kostova, T., & Dirks, K. T. (2001). Toward a theory of psychological ownership in organizations. *Academy of Management Review*, 26(2), 298-310.

<https://doi.org/10.5465/amr.2001.4378028>

Popp, B., & Woratschek, H. (2017). Consumers' relationships with brands and brand communities – The multifaceted roles of identification and satisfaction. *Journal of Retailing and Consumer Services*, 35, 46-56. <https://doi.org/10.1016/j.jretconser.2016.11.006>

Pradhan, D., Malhotra, R., & Moharana, T. R. (2020). When fan engagement with sports club brands matters in sponsorship: influence of fan–brand personality congruence. *Journal of Brand Management*, 27(1), 77-92. <https://doi.org/10.1057/s41262-019-00169-3>

Published by Statista Research Department. Instagram: Users by country.

<https://www.statista.com/statistics/578364/countries-with-most-instagram-users/>.

Published by Statista Research Department. Facebook users by country 2021.

<https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.

<https://doi.org/10.1016/j.jretconser.2017.06.004>

Rana, J., & Paul, J. (2019). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*. 44(2), 161-172.

<https://doi.org/10.1111/ijcs.12556>

- Randhawa, K., Wilden, R., & Hohberger, J. (2016). A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772. <https://doi.org/10.1111/jpim.12312>
- Relling, M., Schnittka, O., Sattler, H., & Johnen, M. (2016). Each can help or hurt: Negative and positive word of mouth in social network brand communities. *International Journal of Research in Marketing*, 33(1), 42-58. <https://doi.org/10.1016/j.ijresmar.2015.11.001>
- Rodrigues, C., Brandão, A., & Rodrigues, P. (2020). I can't stop hating you: an anti-brand-community perspective on apple brand hate. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-10-2019-2621>
- Rosado-Serrano, A., Paul, J., & Dikova, D. (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257. <https://doi.org/10.1016/j.jbusres.2017.12.049>
- Rosario, A. B., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422-448. <https://doi.org/10.1007/s11747-019-00706-1>
- Ruggeri, G., Orsi, L., & Corsi, S. (2019). A bibliometric analysis of the scientific literature on Fairtrade labelling. *International Journal of Consumer Studies*, 43(2), 134-152. <https://doi.org/10.1111/ijcs.12492>
- Scarpi, D. (2010). Does size matter? An examination of small and large web-based brand communities. *Journal of Interactive Marketing*, 24(1), 14-21. <https://doi.org/10.1016/j.intmar.2009.10.002>
- Schau, H. J., Muñiz Jr, A. M., & Arnould, E. J. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30-51. <https://doi.org/10.1509/jmkg.73.5.30>
- Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of consumption: An ethnography of the new bikers. *Journal of consumer research*, 22(1), 43-61. <https://doi.org/10.1086/209434>

- Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. In *Advances in experimental social psychology* (Vol. 25, pp. 1-65). Academic Press. [https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)
- Shahab, M. H., Ghazali, E., & Mohtar, M. (2021). The role of elaboration likelihood model in consumer behavior research and its extension to new technologies: A review and future research agenda. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12658>
- Shen, Z., Puig, F., & Paul, J. (2017). Foreign market entry mode research: A review and research agenda. *The International Trade Journal*, 31(5), 429-456. <https://doi.org/10.1080/08853908.2017.1361368>
- Shim, C., Kang, S., Kim, I., & Hyun, S. S. (2017). Luxury-cruise travellers' brand community perception and its consequences. *Current Issues in Tourism*, 20(14), 1489-1509. <https://doi.org/10.1080/13683500.2015.1033386>
- Situmeang, F., de Boer, N., & Zhang, A. (2019). Looking beyond the stars: A description of text mining technique to extract latent dimensions from online product reviews. *International Journal of Market Research*, 147078531986361. <http://doi:10.1177/1470785319863619>
- Skålén, P., Pace, S., & Cova, B. (2015). Firm- brand community value co-creation as alignment of practices. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-08-2013-0409>
- Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12651>

- Sorensen, A., Andrews, L., & Drennan, J. (2017). Using social media posts as resources for engaging in value co-creation. *Journal of Service Theory and Practice*. <https://doi.org/10.1108/JSTP-04-2016-0080>
- Steinmann, S., Mau, G., & Schramm-Klein, H. (2015). Brand communication success in online consumption communities: An experimental analysis of the effects of communication style and brand pictorial representation. *Psychology & Marketing*, 32(3), 356-371. <https://doi.org/10.1002/mar.20784>
- Sternberg, R. J., & Lubart, T. I. (1999). The concept of creativity: Prospects and paradigms. *Handbook of creativity*, 1, 3-15.
- Stokburger-Sauer, N. (2010). Brand community: Drivers and outcomes. *Psychology & Marketing*, 27(4), 347-368. <https://doi.org/10.1002/mar.20335>
- Swaminathan, V., Sorescu, A., Steenkamp, J. B. E., O'Guinn, T. C. G., & Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. *Journal of Marketing*, 84(2), 24-46. <https://doi.org/10.1177/0022242919899905>
- Swani, K., Brown, B. P., & Mudambi, S. M. (2019). The untapped potential of B2B advertising: a literature review and future agenda. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2019.05.010>
- Tajfel, H., Turner, J. C., Austin, W. G., & Worchel, S. (1979). An integrative theory of intergroup conflict. *Organizational identity: A reader*, 56-65.
- Thompson, S. A., & Sinha, R. K. (2008). Brand communities and new product adoption: The influence and limits of oppositional loyalty. *Journal of Marketing*, 72(6), 65-80. <https://doi.org/10.1509/jmkg.72.6.065>
- Trompenaars, F. (1993). *Riding the Waves of Culture. Understanding Cultural Diversity in Business..* Nicholas Brealey, London.

- Tsai, H. T., Huang, H. C., & Chiu, Y. L. (2012). Brand community participation in Taiwan: Examining the roles of individual-, group-, and relationship-level antecedents. *Journal of Business Research*, 65(5), 676-684. <https://doi.org/10.1016/j.jbusres.2011.03.011>
- Turner, J. C., Hogg, M. A., Oakes, P. J., Reicher, S. D., & Wetherell, M. S. (1987). *Rediscovering the social group: A self-categorization theory*. Basil Blackwell.
- Vallaster, C., Kraus, S., Lindahl, J. M. M., & Nielsen, A. (2019). Ethics and entrepreneurship: A bibliometric study and literature review. *Journal of Business Research*, 99, 226-237. <https://doi.org/10.1016/j.jbusres.2019.02.050>
- Van Eck, Nees Jan, and Ludo Waltman. "Software survey: VOSviewer, a computer program for bibliometric mapping." *scientometrics* 84.2 (2010): 523-538. <https://doi.org/10.1007/s11192-009-0146-3>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Veloutsou, C., & Black, I. (2020). Creating and managing participative brand communities: The roles members perform. *Journal of Business Research*, 117, 873-885. <https://doi.org/10.1016/j.jbusres.2019.06.032>
- Veloutsou, C. (2009). Brands as relationship facilitators in consumer markets. *Marketing Theory*, 9(1), 127-130. <https://doi.org/10.1177/1470593108100068>
- Wang, Y., Ma, S. S., & Li, D. (2015). Customer participation in virtual brand communities: The self-construal perspective. *Information & Management*, 52(5), 577-587. <https://doi.org/10.1016/j.im.2015.04.003>
- Weiger, W. H., Wetzel, H. A., & Hammerschmidt, M. (2017). Leveraging marketer-generated appeals in online brand communities. *Journal of Service Management*. <https://doi.org/10.1108/JOSM-11-2015-0378>

- Wheeler, F., Frost, W., & Weiler, B. (2011). Destination brand identity, values, and community: A case study from rural Victoria, Australia. *Journal of Travel & Tourism Marketing*, 28(1), 13-26. <https://doi.org/10.1080/10548408.2011.535441>
- Wirtz, J., Den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van De Klundert, J., ... & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of service Management*. <https://doi.org/10.1108/09564231311326978>
- Wu, J., Huang, L., Zhao, J. L., & Hua, Z. (2015). The deeper, the better? Effect of online brand community activity on customer purchase frequency. *Information & Management*, 52(7), 813-823. <https://doi.org/10.1016/j.im.2015.06.001>
- Wu, J., Fan, S., & Zhao, J. L. (2018). Community engagement and online word of mouth: An empirical investigation. *Information & Management*, 55(2), 258-270. <https://doi.org/10.1016/j.im.2017.07.002>
- Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, 109, 449-460. <https://doi.org/10.1016/j.jbusres.2019.11.058>
- Xie, K., & Lee, Y. J. (2015). Social media and brand purchase: Quantifying the effects of exposures to earned and owned social media activities in a two-stage decision making model. *Journal of Management Information Systems*, 32(2), 204-238. <https://doi.org/10.1080/07421222.2015.1063297>
- Yadav, M. S. (2010). The decline of conceptual articles and implications for knowledge development. *Journal of Marketing*, 74(1), 1-19. <https://doi.org/10.1509/jmkg.74.1.1>
- Yap, S. F. C., & Lee, C. K. C. (2014). Leveraging the power of online social networks: a contingency approach. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/MIP-03-2013-0048>

- Yuan, D., Lin, Z., Filieri, R., Liu, R., & Zheng, M. (2020). Managing the product-harm crisis in the digital era: The role of consumer online brand community engagement. *Journal of Business Research*, 115, 38-47. <https://doi.org/10.1016/j.jbusres.2020.04.044>
- Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). A theories-in-use approach to building marketing theory. *Journal of Marketing*, 84(1), 32-51. <https://doi.org/10.1177/0022242919888477>
- Zhang, J. Z., & Chang, C. W. (2021). Consumer dynamics: Theories, methods, and emerging directions. *Journal of the Academy of Marketing Science*, 49(1), 166-196. <https://doi.org/10.1007/s11747-020-00720-8>
- Zhou, Z., Zhang, Q., Su, C., & Zhou, N. (2012). How do brand communities generate brand relationships? Intermediate mechanisms. *Journal of Business research*, 65(7), 890-895. <https://doi.org/10.1016/j.jbusres.2011.06.034>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287-293. <https://doi.org/10.1016/j.jretconser.2016.04.013>

8. Tables and Figures

Table 1: Article Classification

Type of Article	Number of studies
Conceptual	24
Empirical	261
Total	285

Table 2: Most Influential Journals *

Rank	Top Journals	No. of Articles ^a	Total Citations ^b
1	Journal of Consumer Research	4	3670
2	Journal of Marketing	5	3715
3	Journal of Business Research	23	2347
4	European Journal of Marketing	8	731
5	International Journal of Research in Marketing	3	672
6	Journal of Marketing Theory and Practice	3	648
7	Journal of Product and Brand Management	17	657
8	Marketing Theory	8	419

9	Journal of Marketing Management	9	428
10	Journal of Brand Management	10	391

*SOURCE: VOSViewer **Note:** a: Total number of influential articles published in the specified journal concerning BC research b: Total number of citations received for the influential articles published in the specified journal concerning BC research

Table 3: Theories Applied in BC Research

Theory	Number of articles	% of articles	Examples
Social identity theory	36	25.17	Demiray & Burnaz, 2019; Coelho et al., 2018; Dos-Santos et al., 2016; Wirtz et al., 2013; Stokburger-Sauer, 2010; Thompson & Sinha, 2008
Uses and gratification theory	15	10.49	Dessart et al., 2019; Relling et al. 2016; Bruhn et al. 2014; Nambisan & Baron, 2009
Relationship marketing and customer engagement	12	8.39	Yuan et al., 2020; Kumar & Nayak, 2018; Füller et al. 2008
Social exchange theory	11	7.69	Akrout & Nagy, 2018; Wu et al. 2017; Bruhn et al. 2014
Other theories	69	48.25	Lin et al., 2019; Sorensen et al., 2017; Algesheimer et al. 2005

Table 4a: Industries Investigated in BC Research*

Industry	No. of studies	%	Examples
Retail	73	29.12	Dessart et al., 2019; Wu et al., 2018; Cova & Pace, 2006
Automobile	31	11.88	Bardhi & Eckhardt, 2012; Füller et al., 2009; Bagozzi & Dholakia, 2006;

			Algesheimer et al., 2005
Social media	27	10.34	Herhausen et al., 2019; Jiao et al., 2018
Consumer electronics	20	7.66	Gruner et al., 2014; Muniz & Schau, 2005
Sports	18	6.90	Dos-Santos et al., 2016; Katz & Heere, 2015
Fashion and Luxury	15	5.75	Hollebeek et al., 2017
Tourism	14	5.36	Wheeler et al., 2011; Shim et al., 2017; Kamboj & Rahman, 2017
Gaming	14	5.36	Norskov et al., 2016; Marticotte et al., 2016
IT	7	2.68	Scarpi, 2010; Nambisan & Baron, 2009
Others	24	9.20	Adjei et al., 2010
Multiple industries	15	5.75	Islam et al., 2017; Schau et al., 2009

*Note: The reported frequencies are based on the 261 empirical articles (We excluded conceptual articles)

Table 4b: Countries Investigated in BC Research*

Country	Frequency Total	%
America	68	26.05
USA	64	24.52
South America (Brazil, Chile)	4	1.53
Asia	65	24.90

East Asia (China, Taiwan, South Korea, Japan)	40	15.33
India and Pakistan	15	5.75
Middle East (Saudi Arabia, Jordan, Cyprus, Iran, Iraq Turkey)	6	2.30
South East Asia (Malaysia, Thailand, Indonesia)	4	1.53
Europe	55	21.07
Southern Europe (Portugal, Spain, Italy, Greece)	21	8.05
Central Europe (Germany, Switzerland, Austria, Hungary)	15	5.75
UK	12	4.60
Scandinavia (Finland, Norway, Denmark)	5	1.92
Western Europe (France)	2	0.77
Australia	15	5.75
New Zealand	1	0.38
Africa (Zimbabwe)	1	0.38
multi country	44	16.86
Country not reported	12	4.60

*Note: The reported frequencies are based on the 261 empirical articles (We excluded conceptual articles)

Table 5: Variables Investigated in BC Research*

Variables	No. of studies	%	Examples	Contributing theory
Independent Variables				
Consumer-related variables	109	68.55	-	-
Cognitive and affective states	64	58.72	Perceived benefits	Uses and gratification theory
Relationship with brands and BC	28	25.69	Identification with BC	Social identity theory
General characteristics and socio demographics	10	9.17	Personality, Self-construal	Self-construal theory
Participation in BC	7	6.42	Participation	NA
BC-related variables	16	10.06	Strength of ties in a BC	Organization socialization theory, network theory
Brand/ Marketer-related variables	12	7.55	Marketer generated posts/appeals	NA
Others and combination variables	19	11.95	WOM messages in BC	Social identity theory
Dependent Variables				
Consumer-related variables	148	93.08		
Intention/ Behavioral engagement	103	69.59	WOM, Purchase, referrals, feedback	Customer engagement theory, Creativity theory
Relationship based	45	30.41	Brand trust, Brand commitment, Brand	Commitment-trust theory

			loyalty	
Brand-related Variables	4	2.53	Brand equity, Sales	NA
Combination of Variables	6	3.8	Brand loyalty, Brand community commitment	NA
Mediating Variables	70	44.03		
Consumer-related variables (consumer-brand relationships, cognitive and affective states, behavioral mechanisms)	60	85.71	Brand affect, Brand commitment, consumer experience, customer brand engagement	Commitment –trust theory
Brand/Marketer and Brand community related	10	14.26	Brand responsibility, Brand community engagement	NA
Moderating Variables	61	38.36		
Consumer-related variables (e.g., Consumer characteristics, perceptions, behaviors)	30	49.18	Personality, regulatory focus, self-efficacy, perceived community-brand similarity, Membership duration, Type of participation	Regulatory focus theory
BC-related variables	14	22.95	Community rewards, Size of the BC	NA
Brand/ Marketer-related variables	10	16.39	Brand popularity, Type of brand	NA
Combination of Variables	7	11.48	Consumers' Brand Knowledge and BC size	NA

*Note: The reported frequencies are based on the 159 articles (We excluded conceptual articles and those that did not perform any quantitative examination of bi/multi-variate relationship)

Table 6a: Types of Quantitative Data Collection Methods

Methods	Number of studies	%	Examples
Surveys	136	85.53	Dessart et al., 2019; Akroun & Nagy, 2018; Bruhn et al., 2014; Marzocchi et al., 2013; Fuller, Matzler & Hoppe, 2009; Nambisan & Baron, 2009; Algesheimer et al., 2005
Experiments	14	8.81	Weiger et al., 2017; Relling et al., 2016
Others (Secondary data, text mining)	10	6.29	Wu et al., (2015); Thompson & Sinha, 2008

Table 6b: Data Analysis Techniques Adopted in BC Research

Data analysis technique	No. of articles	%	Examples
Structural Equational Modelling	110	69.18	Kumar & Kumar, 2020; Akroun & Nagy, 2018; Bruhn et al., 2014; Marzocchi et al., 2013; Zhou et al., 2012; Scarpi, 2010; Fuller, Matzler & Hoppe, 2008; Nambisan & Baron, 2009; Algesheimer et al., 2005
(Multivariate) Analysis of (co-)variance	19	11.95	Relling et al., 2016; Steinmann et al., 2015
Regression	19	11.95	Norskov et al., 2016; Xie & Lee, 2015
Correlation	7	4.40	Lee et al., 2011; McAlexander et al., 2005
Factor Analysis	21	13.21	Dessart et al., 2016); McAlexander et al., 2002
Others (econometrics)	10	6.29	Wirtz et al., 2013; Goh et al., 2013
Qualitative studies (content analysis, text analysis, case study analysis, interview transcripts)	83	—	Demiray & Burnaz, 2019; Coelho et al., 2018; Hajli et al., 2017; Black & Veloutsou, 2017; Bardhi & Eckhardt, 2012; Cova et al., 2007; Cova & Pace, 2006; Muniz & O'Guinn 2001
Netnography	15	18.07	Herhausen et al., 2019; Hollebeek et al. 2017;

			Skålén et al., 2015; Brodie et al., 2013
Mixed* (interviews and surveys; focus groups, interviews, and surveys; content analysis and survey; ethnography and survey)	17	10.69	Dessart et al., 2016; Baldus et al., 2015; Gruner et al., 2014; Adjei et al., 2010; McAlexander et al., 2002

*Note: Mixed data analysis techniques include both, quantitative and qualitative, techniques.

Table 7: Progression of Research on BCs

Development Stage	Key Concepts	Major Theories	Research Context	Characteristics	Methods	Key Authors & publications
Stage – I Conceptualization and Theoretical notion of Brand communities	Customer Loyalty Shared consumer experiences	Commitment-Trust theory	Industry-Retail Country-USA	Relationship Marketing Loyalty	Ethnography, interviews, observation	Muniz & O’Guinn, 2001; McAlexander et al., (2002)
Stage - II Behavioral mechanism and exploration of brand communities' usefulness Years: 2005-2010	Brand community identification Brand community engagement Social intentions Value creation	Social identity theory Creativity theory Uses and gratification theory	Industries-Retail, Automobile, IT, Electronics, Tourism, Sports, Fashion Countries-USA, France, Italy, Germany, Spain,	Behavioral Mechanisms in BCs (e.g., Social identification, engagement, involvement in BCs)	Case study, interviews, observation, Surveys, experiments Qualitative interpretation,	Algesheimer et al. (2005); Bagozzi & Dholakia, 2006; Cova & Pace 2006; Thompson & Sinha 2008; Nambisan & Baron, 2009; Schau et al. (2009); Stokburger-Sauer,

	Source of innovation WOM New product adoption		India, South Korea, Taiwan	Usefulness of BCs (WOM, Brand loyalty, Idea generation, Willingness to contribute in innovation projects)	Netnography, SEM, ANOVA, Regression	2010
Development Stage	Key Concepts	Major Theories	Research Context	Characteristics	Methods	Key Authors & publications
Stage- III Development and Expansion Years: 2011-2015	Consumer-Brand relationships Brand Trust Brand Commitment Customer purchases	Service-dominant logic Regulatory focus theory Self-construal theory	Industries- retail, Sports, Tourism, Electronics, Automobile, Gaming Countries- USA, China, South	Consumer-Brand relationships (Brand Trust, Brand Commitment, Brand passion) Customer engagement	Interviews, Observation, Surveys, experiments, Scale developments, Text mining, Themes analysis, Netnography, SEM	Brodie et al. (2013); Baldus et al. (2015); Goh et al. (2013)

Stage- IV	Online customer engagement	Customer engagement theory	Industries- Sports, Tourism, Electronics, Automobile, Gaming, Luxury brands	Online customer engagement	Netnography, Case study, Focus groups, interviews, Text analysis, blog posts analysis, Surveys, Experiments.	Wu et al. (2018); Hollebeek et al. (2017); Akroun & Nagy, 2018; Herhausen et al. (2019); Yuan et al. (2020); Dessart et al. (2020)
Brand communities in the new age technology	social media marketing	Uses and gratification theory		e-WOM	Themes analysis, Content analysis,	
Years: 2016-2020	e-WOM	Network theory	Countries- USA, China, India, Brazil,			
		Psychological				

Table 8: Future Research Directions in BC Research Based on the TCCM Framework

TCCM Dimension	Research questions	Future research directions
Theory (T)	<ul style="list-style-type: none"> What is the role of marketers or brand-related factors on consumer behavior in BCs? To what extent does culture influence the functioning of online BCs? 	<ul style="list-style-type: none"> Explore marketing specific theories that can explain the role of marketers or marketing generating factors on consumer behavior in BCs Adopt the theories-in-use approach to address contemporary issues in the discipline by listening to the real stories and experiences of BCs Employ cultural theories, such as Hofstede (2001) model of national culture, Schwartz (1992) theory of values or the

		Trompenaars (1993) model of national culture
Context (C)	<ul style="list-style-type: none"> • What is the role of BCs in the B2B domain? • How can B2B foster successful BCs? • What is the role of BCs in service industries? • How does the consumer-to-consumer interactions in BCs vary across cultures? • How does the social media-based BCs function in developing countries like India, Brazil among others? 	<ul style="list-style-type: none"> • Assess the importance and benefits of BCs in buyer decision making process. In addition, explore the role of B2B BCs in building buyer-supplier relationships, brand loyalty, and brand equity. • Assess the usefulness of BCs in service improvisation that can offer insights to enhance service experiences and thereby create value for the firm • Investigate the cultural subtleties of BCs, especially in collectivist cultures and countries beyond North America and Europe • Countries like India, Brazil, and Indonesia are dominating the social media platforms (Statista, 2021), therefore future scholars must explore the possibilities of fresh research on social media-based BCs in these countries

<p>Characteristics (C)</p>	<ul style="list-style-type: none"> • How do firms benefit financially from BCs? • What is the role of BCs in engendering brand authenticity? • How do marketers manage the anti-brand communities that proliferate and spread negative emotion about the brand? • In light of recent lifestyle changes such as minimalism and anti-consumption, how can BCs impact consumer choices? • How does the mechanism of psychological ownership work for BCs due to the recent developments of sharing economy? • How can the online BCs create value for the firm in this hyper-connected world? • How can the online BCs influence the customer's purchase journeys who act as "travel companions" in consumers' paths to purchase? • How do online BCs engage with the brands concerning their perceptions of brand globalness/ localness? 	<ul style="list-style-type: none"> • Investigate brand/ marketer specific independent variables that can impact brand outcomes • Identify key variables that impact actual behaviors, (financial outcomes) sales and stock price • Investigate actual behavior of BCs such as purchase volume and cross-buying behavior • Explore BCs as an authentic brand positioning strategy • Contemporary branding landscape calls for more research on understanding the nature of anti-brand communities and their impact on brands • Explore the possibilities of BCs in changing consumer behavior • Explore the brand-related mediating mechanisms that stimulate engagement in BCs • Explore opportunities to expand online BCs and discover the mechanisms to create value for the firm • The advent of digital technology has changed the course of consumer's purchasing journeys, therefore, in such a scenario, future scholars can explore the usefulness of BCs • Future research can explore the usefulness of BCs in sharing economy brands • Explore the role of online BCs in global customer engagement
--------------------------------	--	--

	<ul style="list-style-type: none"> • Which type of BC, whether marketer-created or consumer-created, is more valuable in an e-WOM generation? 	<ul style="list-style-type: none"> • Investigate the relative impact of marketer-created and consumer-created BCs in disseminating e-WOM.
Methods (M)	<ul style="list-style-type: none"> • What is the customer lifetime value of BCs? • How to capture the consumer sentiments of BCs? • How do the consumption patterns change in BCs, given the dynamic nature of consumers? 	<ul style="list-style-type: none"> • Future studies can employ analytical methods such as Pareto/binomial models to forecast future purchasing behaviors of BCs • Employ online laboratory experiments of capture facial recognition and eye-tracking movements • Employ Hidden Markov Model or the Dynamic Linear model to investigate consumption patterns in BCs

Figure 1: Article Selection Process for the Structured Review and Bibliometric Study

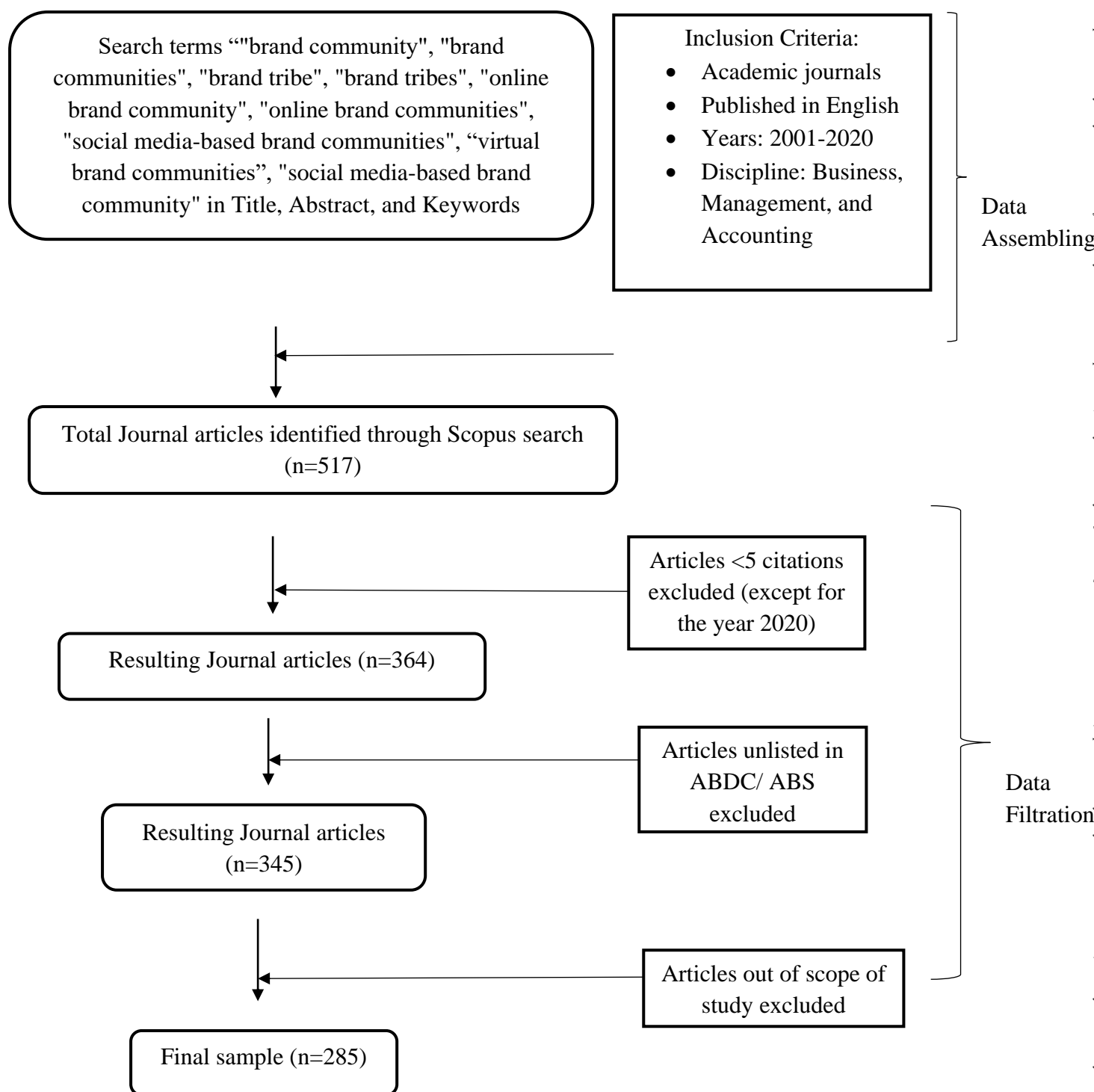


Figure 2: Year-wise Distribution of the Number of Articles

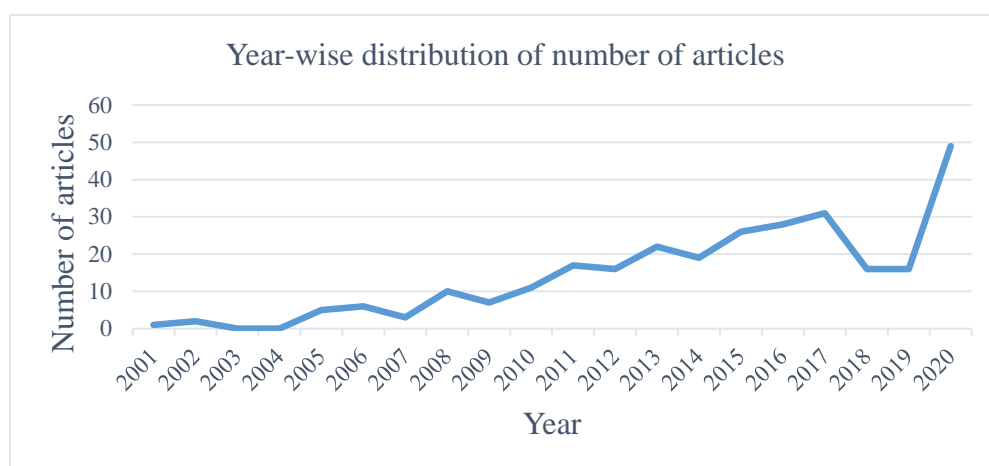
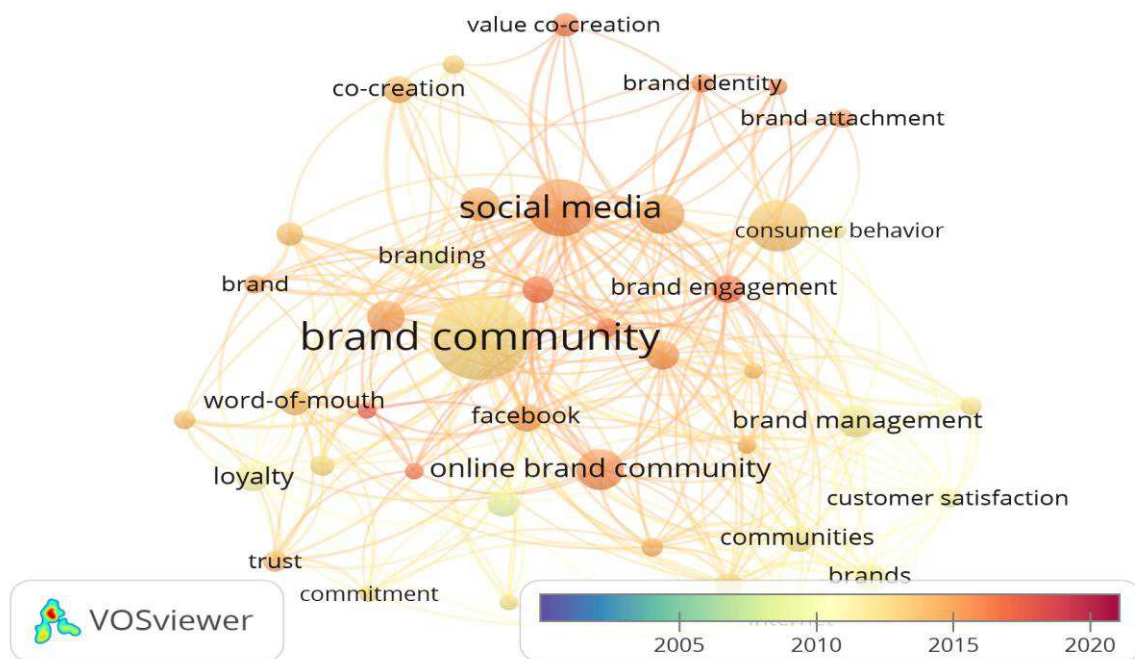


Figure 3: Co-occurrences of Author Keywords Distribution by Timeline



Note(s): The nodes (circles) in the diagram illustrates the keywords (research themes). The size of the node represents the occurrence of the keyword (i.e., the number of times the keyword occurs). The link between the nodes indicates the co-occurrence between keywords (i.e., keywords that occur together). The thickness of the lines denotes the strength of association between the keywords, such that the thicker the lines, the stronger the association between the two keywords. Bigger the node, the more widely researched keyword it is. The 20-year timeline is divided into four stages representing the progression of keywords (i.e. the research themes) over time. Each color represents a stage of research, which can explain the research themes investigated in that time period.