Dados do Projeto de Pesquisa	
Título do Projeto de Pesquisa:	Consumer Engagement with the Brand Community
Grande área/área segundo o CNPq (https://goo.gl/JB3tAs):	Ciências Sociais Aplicadas / Administração de Empresas / Mercadologia 6.02.01.03-7
Grupo de Pesquisa vinculado ao projeto:	Núcleo de Estudos em Negócios Estratégias e Consumo (NEC)
Linha de pesquisa do grupo de pesquisa vinculado ao projeto:	Estudos sobre o consumo
Categoria do projeto:	( ) projeto em andamento, já cadastrado na PRPI ( ) projeto não iniciado, mas aprovado previamente (X) projeto novo, ainda não avaliado
Palavras-chave:	Media Management, Quantitative Research, Branding

1. INTRODUCTION

In the past decade, the number of people connected to the internet has consistently grown, from 2.87% in 2000 to 40.65% of the population in 2010 (World Bank, 2015). According to Deloitte's (2015) report, new technologies such as social media not only affect sales in digital channels, but also have a much broader impact on in-store sales and in-store consumer behavior.

Academic research has also suggested that creating brand community or page on social media improves the corporate reputation (Dijkmans, Kerkhof, & Beukeboom, 2015), increases sales, returns on investment, positive word-of-mouth (Kumar, Bhaskaran, Mirchandani, & Shah, 2013) and was associated with brand equity (Aaker, 1996), leading most of the Fortune Global 100's companies (87%) to be active on at least one social media (Burson-Marsteller, 2012).

As a result of the interest of companies and researchers, the term engagement (Mollen & Wilson, 2010) is frequently used to represent the relationships between brands/companies and consumers in social media, playing a central role in the process of relational exchange (Brodie, Ilić, Jurić, & Hollebeek, 2013).

Although other studies have also examined the nomological validity of community engagement with other relational concepts (e.g., Dessart, Veloutsou, & Thomas-Morgan, 2016; So, King, & Sparks, 2014), I did not find studies that examined jointly relational antecedents by using drivers related to brand and other members of the brand community. Literature review indicated that brand and followers of the brand community (Baldus, Voorhees, & Calantone, 2015) are vectors of interaction between brand and consumers in social media (Dessart et al., 2016).

2. OBJECTIVES

Considering the inter-relations of these concepts, this work aims to test the proposed theoretical framework to check the impact of perceived homophily and brand involvement on the community engagement, and its impact on corporate reputation. Considering the central role of engagement, I also propose that the relationship between perceived homophily and brand involvement with corporate reputation is mediated by community engagement.

3. METHODOLOGY

I will perform a survey with followers of different brand pages. As a filter, I will ask for the respondents if they are active in some social media, if they follow brands and on their recent frequency of use. As a final check, I will check the pages indicated by respondents and deleted those that indicate inactive or low interaction pages.

I will do two pretests by convenience. The purpose of the first pretest is specifically to verify whether the writing of the items was appropriate. The second pretest check if different types of brands (e.g., beverage, media, sports, electronics, retailers, industries, among others) do not hinder the understanding of respondents. I will send the final research through Vidi Shoppers database, a Brazilian online database.

I will analyze the data using covariance-based Structural Equation Modelling (CB-SEM) using Amos 22.0 software. I will follow Fornell and Larcker (1981) to test for the composite reliability, convergent and discriminant validity of the constructs. Lastly, I will analyze the structural model considering the chi-square per degree of freedom ($\chi 2/df$), GFI, TLI, CFI and RMSEA indices for the model fit, providing a good background for assessing the suitability of the estimated model.

4. MAIN CONTRIBUTIONS

As a theoretical contribution, I expect to test this theoretical model that considers different community engagement drivers. While other studies have found that communication channel, company and consumer aspects as drivers of engagement (Li, Berens, & Maertelaere, 2013), I would show that brand (brand involvement) and other community members (perceived homophily) aspects are also important predictors of community engagement.

While the literature suggests that consumer (specific subject) engagement is a construct that varies according to the object and context in which it is analyzed, I will advance methodologically by adapting the Vivek, Beatty, Dalela, and Morgan (2014) brand engagement scale to measure the community engagement. Originally developed for application in various contexts and to measure the engagement with brands (a specific object), this scale will be applied and validated in the social media (another

context) with brand community (another object). I suggest that in addition to multiple contexts, this scale could be adapted to measure engagement with other objects, such as the brand community.

I hope to find that community engagement has a doubly important role for companies, because besides a strong positive association with corporate reputation, I also hope that it is a full mediator of the relationship between perceived homophily and brand involvement with corporate reputation. Considering that reputation positively influences the profitability of companies (Fombrun, 2001), these results provide important managerial contributions.

5. PROJECT IMPLEMENTATION SCHEDULE

Activities / Periods	2018.2	2019.1	2019.2	2020.1	2020.2	2021.1
Literature review	X					
Revision of the proposed theoretical model	X	X				
Development of hypotheses		X				
Methodology		X	X			
Elaboration of the questionnaire			X			
Pre-test			X			
Review of the questionnaire				X		
Conducting the final research				X		
Reviews					X	
Results					X	
Writing the final paper						X

REFERENCES

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, *38*(3), 102-120.

Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research,* 68(5), 978-985.

Brodie, R. J., Ilić, A., Jurić, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research, 66*(1), 105-114.

Burson-Marsteller (2012). *Global social media check-up 2012*. New York: BursonMarsteller. Retrieved from http://www.burson-marsteller.com/social/PressRelease.aspx.

Deloitte (2015). *Os determinantes do crescimento paras as empresas emergentes*. Retrieved March 22, 2017, from http://www2.deloitte.com/content/dam/Deloitte/br/Documents/conteudos/pmes/ PME2015.pdf.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5-6), 399-426.

Dijkmans, C., Kerkhof, P., & Beukeboom, C. J. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management, 47*, 58-67.

Fombrun, C.J. (2001) 'Corporate reputations as economic assets', in M. A. Hitt, R. E. Freeman and J.S. Harrison (eds.) *The Blackwell Handbook of Strategic Management*, Blackwell Publishers, Oxford, UK.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(August), 39-50.

Kumar, V., Bhaskaran, V., Mirchandani, R., & Shah, M. (2013). Practice prize winner-creating a measurable social media marketing strategy: increasing the value and ROI of intangibles and tangibles for hokey pokey. *Marketing Science, 32*(2), 194-212.

Li, T., Berens, G., & de Maertelaere, M. (2013). Corporate Twitter channels: The impact of engagement and informedness on corporate reputation. *International Journal of Electronic Commerce, 18*(2), 97-126.

Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9), 919-925.

So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands scale development and validation. Journal of Hospitality & Tourism Research, 38(3), 304-329.

Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401-420.

World Bank (2015). *World Databank: World development indicators (WDI) & Global Development Finance (GDF)*. Retrieved December 15, 2015, from http://databank.worldbank.org/ddp/home.do.