



Research Article

The dual concept of consumer value in social media brand community: A trust transfer perspective

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ABSTRACT

Companies are increasingly relying on social media brand communities to interact with consumers and achieve business values. Thus, it is essential to understand how companies can extract value from consumers in social media brand communities. We develop a model clarifying the dual concept of consumer value and illustrating how consumer-perceived value can be transformed into consumer-generated value from a trust transfer perspective. Specifically, we identify three types of consumer-perceived value: utilitarian, hedonic, and social. We capture consumer-generated value in terms of purchase intention and social media word of mouth. Using a two-wave survey, our results strongly support the research model. Specifically, the three types of consumer-perceived values positively affect consumer trust in social media brand communities, which in turn leads to trust in brand and in social media and, thereafter, consumers' subsequent social media word of mouth and purchase intentions. Our study makes several contributions to the strategic information systems literature concerning leveraging social media brand communities into business strategies. Theoretically, our study expands the understanding of the dual concept of consumer value in social media brand communities through the trust transfer theory. Practically, our study delivers insights for companies into how social media brand communities can be used as a strategic tool for achieving business values.

1. Introduction

Social media has created a new business communication channel (Bazi, Hajli, Hajli, Shanmugam, & Lin, 2019; Buhalis & Volchek, 2020; Dwivedi et al., 2020; Harrigan et al., 2020; Kamboj, Sarmah, Gupta, & Dwivedi, 2018) for marketers to promote their brands, sell their products, and provide consumer services, all of which comprise "social commerce" (Lin, Li, & Wang, 2017). Social media brand communities (e.g., Facebook brand pages) can be viewed as a type of social commerce whereby companies can achieve competitive advantages (e.g., brand awareness) and increase sales through interacting with consumers (e.g., Zhang, Benyoucef, & Zhao, 2016; Zheng, Cheung, Lee, & Liang, 2015). Social media brand community refers to a specialized brand community on social media, where admirers of a brand can easily join the community and engage in a set of social relationships (Habibi, Laroche, & Richard, 2014; Hook, Baxter, & Kulczynski, 2018; Muniz & O'guinn,

2001). Social media brand community is different from brand tribes, where consumers' social relationships are less structured, and consumers focus more on consumption practices than brand per se (Caninaford, 2011). It is also distinct from brand publics, where focus on their own interests to engage in brand publics, and they do not develop shared meaning toward the brand (Arvidsson & Caliendo, 2016). On Social media brand community, companies can share their commercial posts with consumers on their Facebook brand pages (Kizgin et al., 2020). Meanwhile, consumers can interact with companies and/or other consumers to get what they need for making purchase decisions (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Dwivedi, Kapoor, & Chen, 2015; Kannan, 2017; Kapoor et al., 2018). As such, social media brand communities represent unique opportunities for companies to connect with consumers, enhance brand awareness, and boost sales (Goh, Heng, & Lin, 2013; Shiao, Dwivedi, & Lai, 2018; Zheng et al., 2015). Social media brand communities can serve as important avenues for companies to

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create values for their consumers (i.e., consumer-perceived value) while also extracting values from them (i.e., consumer-generated value), which reflects the dual concept of consumer value in social media brand communities (Kumar & Reinartz, 2016).

The existing studies have attempted to investigate consumer-perceived value (e.g., Sweeney & Soutar, 2001; Woodall, 2003; Yang & Peterson, 2004) and consumer-generated value (Liang & Turban, 2011; Lu, Fan, & Zhou, 2016; Ng, 2013; Prentice, Wang, & Lin, 2020). However, few studies have attempted to clarify the mechanism through which consumer-perceived value generates consumer-generated value. In particular, in the information systems (IS) discipline, the mechanism clarifying the dual concept of consumer value is underexplored. On exception is from De Vries and Carlson (2014), who examine customer engagement and usage as the mechanism. Therefore, to fill this research gap, our study aims to explore the dual concept of consumer value by clarifying the mechanism through which consumer-generated value can be generated from consumer-perceived value in social media brand community. Based on the literature, we identified three consumer-perceived values: *utilitarian*, *hedonic*, and *social*. We use both direct (i.e., purchase intention) and indirect (i.e., WOM) values to capture consumer-generated value. Further, to understand how companies can extract the value from their consumers, our study elaborates the mechanism through which companies can extract consumer-generated value from consumer-perceived value.

Previous studies have shown that trust plays an important role in social commerce (Liang, Ho, Li, & Turban, 2011; Lin et al., 2017). Trust can help create a comfortable environment that supports consumer-generated value, such as WOM. For example, Kim and Park (2013) found that trust in a firm is positively related to WOM intention. Similarly, Agag and El-Masry (2016) found that trust has a positive effect on WOM in the online travel community. Despite recent progress, the trust literature in social commerce still has two main limitations. First, few studies have examined how the contextual conditions of social commerce affect consumers' trust development. Mayer, Davis, and Schoorman (1995) argued that contextual conditions can affect how trust operates. Through interacting with a brand, consumers can derive various types of value, which may, in turn, influence their trust development. Although previous studies have examined the value derived from participating in a social media brand community (Gan & Wang, 2017), there lack studies examining its role in supporting consumers' trust in brand communities. As trust can result in consumer-generated value, such examination is important to understand the mechanism through which consumer-perceived value leads to consumer-generated value. Therefore, our first research question is: *what are the effects of various types of consumer-perceived value on consumer trust in social media brand community?*

Second, social commerce deals with social interactions in which consumers obtain product-related information from companies and/or other consumers. Consumers' trust in different objects (e.g., social media brand community, social media, and brand) is relevant in supporting their social interactions and can collectively create a comfortable environment for exchanging product information (Shi & Chow, 2015). In such a scenario, consumers' trust in one object can be transferred to their trust in another object (e.g., Aladwani & Dwivedi, 2018; Stewart, 2003). Although the literature has examined trust transfer in different scenarios (see Xiao, Zhang, and Fu (2019) for a summary), social commerce has received less attention, and those studies examining trust transfer in social commerce also have limitations. For example, previous studies examined the effect of trust in social commerce websites on trust in companies (e.g., Shi & Chow, 2015; Zhao, Huang, & Su, 2019). However, they did not assess the role of trust in social media. Because social media brand communities can be operated on a variety of social media platforms, it is essential to understand how consumer trust in both social media and social media brand communities can help companies gain consumer trust in brand. Therefore, our second research question is: *how do consumers develop their trust in brand,*

and thus generating value for companies by spreading WOM and purchasing from the brand?

We selected the trust transfer theory (Stewart, 2003) as the mechanism for elaborating the trust transfer process and explaining how trust transfer occurs in the three identified objects: trust in social media brand community, trust in social media, and trust in brand. According to the trust transfer theory, trust transfer can occur when individuals (the trustors) develop their trust in certain targets (the trustees) based on their trust in other related objects (Stewart, 2003). The trust transfer theory can thus be helpful for understanding how consumers' trust in brand community transfers to their trust in brand and social media, thus triggering them to contribute the value to the brand.

To summarize, the overall purpose of this study is to explain the process through which trust in social media brand community, developed from consumer-perceived value, results in consumer-generated value through trust in the brand and trust in social media following the trust transfer mechanism. The model was tested with a two-wave survey focusing American consumers. Our main contribution is to clarify the dual concept of consumer value by explaining how consumer-perceived value can be transformed into consumer-generated value in social media brand community through the trust transfer theory. We elaborate the dual concept of consumer value through identifying consumer-perceived value and consumer-generated value in social media brand community. The dual concept of consumer value suggests that consumers can switch between the "give" and "get" roles, thus creating value for companies. It makes us rethink the whole business strategy involving consumers in spreading brand awareness and boosting sales. Our model further clarifies that trust transfer can occur among different objects and consumers' trust in brand community can transfer to their trust in brand and social media. The trust transfer theory enriches our understanding about consumer trust development in today's social media era. As such, our study advances the literature on both consumer value and trust transfer theory to the social media brand community context. In the marketing literature, Dessart, Veloutsou, and Morgan-Thomas (2015) propose that consumer-perceived value can be transformed into customer-generated value by engaging with different objects. Consistent with Dessart, Veloutsou, and Morgan-Thomas (2016) and Dessart et al. (2015), we also emphasize that different objects (i.e., social media brand community and social media) need to be considered during the value transformation process. Further, our study provides another value transformation pathway in addition to customer engagement (De Vries & Carlson, 2014) by applying trust transfer theory.¹ The results can help us understand how social commerce can serve as a business strategy for companies, and thus offer practitioners important operational strategies regarding how to extract consumer-generated value in a social media brand community.

2. Literature review

Consumer value is considered a dual concept: companies create value for and generate value from consumers (Kumar & Reinartz, 2016). To be successful, companies need to create value for consumers and then extract value from consumers. In this section, we identify consumer-perceived value and consumer-generated value in the context of social media brand community.

2.1. Consumer-perceived value

According to Parasuraman and Grewal (2000), perceived value can

¹ Our study conducted a two-wave survey to test our model. Please note that by "the transformation process" and "the transformation pathway", we do not mean that the levels of purchase intention and WOM shift between two rounds of survey. Instead, we mean that the trust transfer mechanism through which consumer-perceived value can be converted into consumer-generated value.

generally be viewed as consumers' personal evaluation of the trade-off between the "give" (i.e., the benefits derived from a product or service) and "get" (i.e., the costs of acquiring a product or service) components (Anderson, Kumar, & Narus, 2007; Kumar & Reinartz, 2016; Zeithaml, Berry, & Parasuraman, 1988). As such, consumers may have overall perceptions of positive value that a product or service offers when the get component outweighs the give component. In such a scenario, consumer-perceived value can be viewed as consumers' net valuation of the perceived benefits they get from a product or service outweigh the costs they are willing to give to satisfy their wants and needs. More recently, consumer-perceived value refers to consumers' perceptions of the potential benefits (e.g., economic, functional, and psychological) that a product or service can create to satisfy their needs (Rihova, Buhalis, Moital, & Gouthro, 2015; Sweeney & Soutar, 2001; Woodall, 2003). For the purpose of this study, following this definition, we identify three dimensions that define consumer-perceived value and then examine how these three types of consumer-perceived value can form consumer trust in the context of social media brand community based on the existing literature.

According to Ross and LaCroix (1996), trust can be caused by predictability. In other words, when individuals can predicate certain objects' future (good) activities and perceive that these objects perform reliably, they probably form trust in these objects. In our study, consumers use social media brand communities to fulfill their certain needs and expectations. For example, consumers may try to gain intrinsic and emotional rewards such as enjoyment (e.g., hedonic value), external rewards such as useful product information (e.g., utilitarian value), and/or internal rewards such as social relationships (e.g., social value) (Ryan & Deci, 2000). Therefore, when consumers predict that they can gain these values from social media brand communities, they would probably form their trust in brand community. A review (Appendix A in Supplementary materials) reveals that the existing literature has failed to examine the effect of consumer-perceived value on consumer trust. As shown in the mechanism column of Appendix A in Supplementary materials, the existing studies either did not examine the mechanism between consumer-perceived value and consumer-generated value (e.g., Carlson, Wyllie, Rahman, & Voola, 2019), or they focus on other mechanisms such as usage and customer engagement (De Vries & Carlson, 2014). Since trust is an important construct in social commerce (Liang et al., 2011; Lin et al., 2017), our study is vital to understand the process through which consumer-perceived value forms consumer trust, which in turn generates value for firms. Thus, our study complements the literature by examining an additional mechanism (i.e., the trust transfer theory) converting consumer-perceived value to consumer-generated value. Below we describe each type of consumer-perceived value in more detail.

2.1.1. Utilitarian value of social media brand community

In social media brand community, consumers can acquire rich consumer-generated content to evaluate a product or service and help them make decisions. Consumer-generated content covers a variety of information, such as descriptions of product features and offerings and assessments of products (Huang & Benyoucef, 2013), which can fulfill consumer product information needs for making more informed purchase decisions (Wang, Lin, & Spencer, 2019). Social media brand community can thus serve as a channel for users to exchange their experiences about using a product or service (Shin, 2013). In addition, social commerce enables consumers to browse between shops, thus providing them with many alternatives for discovering more shops in the large online marketplace (Stephen & Toubia, 2010). Therefore, social commerce offers consumers opportunities to purchase products at a lower price and to receive product promotions. On the other side, consumers can also acquire product and service information from sellers' posts and interact with sellers, thus making social media brand community a convenient platform for online shopping. Therefore, consumers can derive utilitarian value in social media brand community

through a variety of components, including product information, product offers, monetary savings, and convenience (e.g., Chiu, Wang, Fang, & Huang, 2014). In other words, companies create perceived value for consumers through social media brand community. In this study, utilitarian value refers to the value that consumers receive from social media brand community based on gathering product-related information (Zollo, Filieri, Rialti, & Yoon, 2020) that helps make more-informed purchase decisions.

2.1.2. Hedonic value of social media brand community

Social media brand community not only improves consumers' purchase decisions but also makes online shopping more enjoyable. Prior studies have indicated that consumers can derive hedonic value in online shopping (Chiu et al., 2014; Overby & Lee, 2006). The hedonic value of shopping reflects the values that consumers receive from the multisensory, fantastic, and emotive aspects of their shopping experiences, such as entertainment and pleasure (Hirschman & Holbrook, 1982; Jones, Reynolds, & Arnold, 2006). In IS, hedonic value emphasizes the fun or pleasure derived from using a technology and has gained much attention from researchers (Brown & Venkatesh, 2005; Van der Heijden, 2004). In the context of social media brand community, consumers can derive hedonic value in various ways. For example, consumers may obtain enjoyment by commenting on products to help others and sharing their good experiences with others in social media brand community. Consumers may also experience pleasure due to more informed and more accurate purchase decisions and appreciate the consumer reviews in social media brand community. Consumers thus experience fun and pleasure when they engage in brand communities, which makes online shopping interesting and exciting. As such, social media brand community provides a significant step toward fostering the hedonic value of online shopping. Thus, hedonic value is another key dimension of consumer-perceived value that companies create in the context of social media brand community. In this study, hedonic value refers to the enjoyment consumers receive from pleasurable and memorable experiences (Zollo et al., 2020) by using social media brand community.

2.1.3. Social value of social media brand community

Interactivity and social presence, two primary design features of social media, have facilitated users' online collective action and social interaction (Tang, Wang, & Norman, 2013), thus promoting social connectedness among social media users (e.g., Aral, Dellarocas, & Godes, 2013; Kaplan & Haenlein, 2010). In social media brand community, there is a strong sense of social interaction that allows consumers to connect with each other more effectively by improving their connectedness and developing social relationship (Kaplan & Haenlein, 2010). For example, consumers can interact with others by responding to others' posts, comments, and ideas in social media brand community, thus developing social ties to support each other's purchase decisions. As such, social media brand community has become an important platform for consumers to develop social relationship, thus facilitating consumer perceived social value (e.g., Ng, 2013; Zhang, Zhao, Cheung, & Lee, 2014). In other words, social media brand community provides the capabilities for consumers to engage in social interactions and to develop relationships with both the company and other consumers (e.g., Liang et al., 2011). For example, a Facebook brand page allows consumers to interact with both the company and peer consumers in a direct way, thus mapping social connections to assist with and support their purchase decisions. In this study, social value refers to the value that consumers receive based on social interaction and social relationship by connecting others following the same brand (Zollo et al., 2020) in social media brand community.

In summary, companies that engage consumers in social media brand community create three perceived values for consumers: perceived utilitarian value, perceived hedonic value, and perceived social value. These three values together create the overall value consumers can

derive from social media brand community.

2.2. Consumer-generated value

Companies can extract value from consumers directly through consumer purchases and indirectly through other activities, such as referral and WOM, which can influence others in social media (e.g., Kumar & Reinartz, 2016). Consistently, in the context of social media brand community, we identify two main types of consumer-generated values: purchase intention from the brand and social media WOM. More specifically, consumers contribute to companies' profit through both direct and indirect commercial transactions. (e.g., Curty & Zhang, 2011). Direct transactions refer to purchase behaviors during the buying phase of a consumer's decision process. Indirect transactions include referral and WOM activities during the goal-definition, information-seeking, and selection and after-sales phases of the consumer decision process and are characterized by requesting and sharing commercial information on social media (Liang et al., 2011; Lin et al., 2017). Therefore, these two constructs can best represent the value that companies can extract from consumers in social media brand community. Further, the literature has shown that trust can result in consumers' WOM and purchase intention in the context of online travel community (Agag & El-Masry, 2016; Lin, Wang, & Hajli, 2019). Therefore, examining purchase intention and WOM can help understand the value generated from trust in the context of social media brand community.

2.2.1. Purchase intentions

Previous literature has examined consumers' purchase intention in social commerce. For example, Ng (2013) found that trust in social network community led to consumers' intention to purchase in social commerce. Similarly, Lu et al. (2016) reported that trust in sellers can enhance social commerce purchase intention. Hajli (2015) also showed that social commerce constructs result in consumers' intention to buy. To further examine consumers' purchase intention from a brand, our study conducted two rounds of surveys and assessed consumers' subsequent purchase intentions (please refer to the method section for more details). Thus, our study is distinct from the existing literature and makes important contributions by showing how consumers' purchase intentions can be developed in social media brand community.

2.2.2. Social media WOM

WOM can be viewed as "verbal, informal communication occurring in person, by telephone, email, mailing list, or any other communication method" (Goyette, Ricard, Bergeron, & Marticotte, 2010, p. 9). WOM theory posits that WOM information is an indispensable experienced source that is created by consumers or marketers and then diffused to other consumers (Engel, Kegerreis, & Blackwell, 1969). Social media (e.g., social media brand community) can create an environment in which consumers are active players in WOM communication. WOM generated by consumers' interaction in brand communities has been identified as an important source of value for the firms as well as for other participants in such communities (Schau, Muñiz, & Arnould, 2009). Positive WOM adjusts the expectations of others (Bansal & Voyer, 2000), makes a product or service a more appealing option for other peers who were willing to purchase (Jaakkola & Alexander, 2014), and inspires outsiders to join the brand community (Schau et al., 2009). In a systematic literature review of theories applied in social commerce studies, Zhang and Benyoucef (2016) pointed out that many theories have been used in social commerce research to explain the role of WOM and its effect on consumers' perception. Little is known about how consumers are more likely to disseminate their WOM on social media. Therefore, this study focuses on consumers' social media WOM as the indirect value that companies can extract from consumers and explores how it can be supported by social media brand community.

3. Research model and hypotheses development

Our theoretical model aims to examine how different types of consumer-perceived value can form consumer trust, which in turn leads to consumer-generated value— social media WOM and purchase intention. Fig. 1 shows our research model, which draws upon both the dual concept of consumer value and the trust transfer theory. Specifically, although the literature has examined the effect of consumer-perceived value on consumer-generated value (see Appendix A in Supplementary materials), the mechanism through which consumer-generated value can be achieved from customer-perceived value deserves more attention in a social media context. Among few studies examining such mechanisms, De Vries and Carlson (2014) show that functional, hedonic, and social value influence usage intensity, which in turn influences brand loyalty. Our study can thus complement the literature by clarifying the trust transfer mechanism of turning consumer-perceived value into consumer-generated value, and thus can provide a deeper understanding of the dual concept of consumer value.

In addition, our research model elaborates how trust in social media brand community can lead to trust in brand and in social media. It is possible that consumers may trust certain brands before they engage in social media brand communities, and thus consumers' trust in brand may transfer to their trust in social media brand community. It is also possible that consumers' trust in social media can lead to consumer trust in social media brand community. With that being said, the relationships on the contrary (i.e., trust in brand → trust in social media brand community and trust in social media → trust in social media brand community) may also hold. For example, Logan (2014) argued that consumers might already have relationships with the brand before they followed it on Facebook. Our study focuses on consumers' interactions with social media brand community and subsequent impacts, and thus the current hypotheses (trust in social media brand community → trust in brand/trust in social media) are more appropriate than the contrary in our study. In particular, we explore consumer-perceived value in social media brand community and empirically examine how various kinds of consumer-perceived value can enhance trust in social media brand community, which ultimately leads to trust in brand and trust in social media. Below, we describe our model and hypotheses in more detail.

3.1. The influence of consumer-perceived value on trust in social media brand community

Trust in social media brand community represents consumers' psychological trusting beliefs regarding whether the community is honest and benevolent (Liang et al., 2011; Morgan & Hunt, 1994). Consumers are likely to develop such trusting beliefs when they perceive a higher level of perceived value in social media brand community. For example, Wang (2008) reported that consumer-perceived value is positively related to consumer satisfaction with the e-commerce system. Like trust, satisfaction also captures consumers' psychological perception of using an information system. As such, we can expect a positive relationship between consumer-perceived value and consumer trust in social media brand community.

In the foregoing discussion, we identified three types of consumer-perceived value: utilitarian, hedonic, and social value. Prior studies (e.g., Jones et al., 2006; Overby & Lee, 2006) have demonstrated that utilitarian value can positively influence consumers' psychological perceptions in a variety of contexts. For example, Jones et al. (2006) showed that utilitarian value is positively related to consumer satisfaction with the retailer. Similarly, Xu, Peak, and Prybutok (2015) posited that utilitarian value could deal with consumers' perception of functional benefits (e.g., convenience and time-saving) provided in social media brand community. As such, in the context of social media brand community, consumers can usually find it convenient to obtain useful product information for purchase decisions, and thus form their positive attitude towards this object. Therefore, when consumers perceive a high

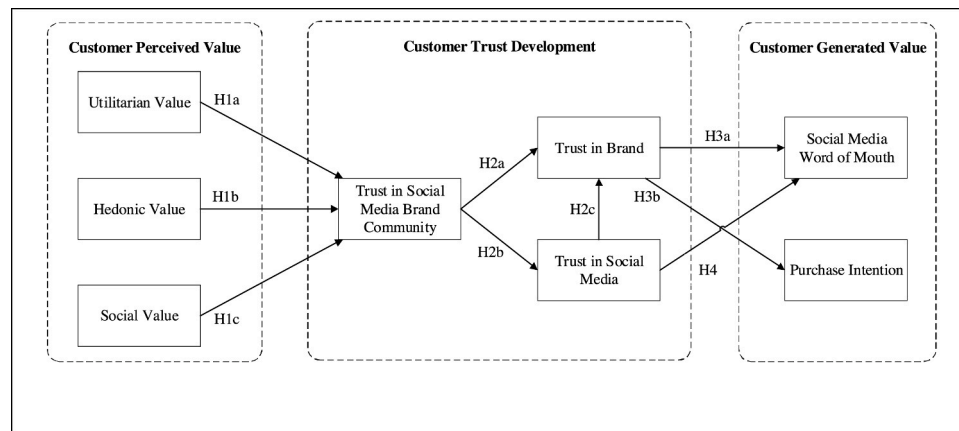


Fig. 1. Research Model.

level of such utilitarian value in social media brand community, they are likely to feel that the community is benevolent and acts in their interests. All these can support their trust in social media brand community. Thus, we hypothesize that:

H1a. *Utilitarian value is positively related to consumers' trust in social media brand community.*

The literature indicates that hedonic value deals with emotional benefits such as enjoyment (e.g., Van der Heijden, 2004). When consumers perceive hedonic value from using social media brand communities, they are likely to keep using the community to derive more hedonic value in the future. In such a process, they probably perceive that social media brand community is reliably to meet their needs and expectations. Thus, their trust in social media brand community can be enhanced. Further, prior studies (e.g., Jones et al., 2006; Overby & Lee, 2006) have showed that hedonic value can positively influence consumers' psychological perceptions in a variety of contexts. For example, Xu et al. (2015) found that hedonic value enhanced individuals' satisfaction toward using mobile applications. These research findings suggest that perceived hedonic value can generate consumers' affective response about using an information system. In the context of social media brand community, trust can capture consumers' affective reactions of its usage. Accordingly, consumers have a more trusting attitude toward social media brand community when they perceive that a higher level of hedonic value exists. Therefore, we have:

H1b. *Hedonic value is positively related to consumers' trust in social media brand community.*

By using social media brand community, consumers may also obtain social value such as enhanced self-esteem and social relationships (Rintamäki, Kanto, Kuusela, & Spence, 2006). Consumers have needs for relatedness, and social value can satisfy consumers' psychological needs for relatedness and support their social communications in social media brand community (Wang & Li, 2017). Through friendly social communication, consumers perceive that social media brand community can meet their needs reliably, and are likely to develop their trust in their peers, which can then be transferred to their trust in brand communities through the communication process. Therefore, with a higher perception of the social value, consumers are more likely to trust in social commerce brand community. The literature has also found that social value could support individuals' satisfaction toward social media (Hu, Kettinger, & Poston, 2015). Consequently, we propose the following hypothesis:

H1c. *Social value is positively related to consumers' trust in social media brand community.*

3.2. Trust transfer: consumer trust development

Trust refers to “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party” (Mayer et al., 1995, p. 712). In the context of social media brand community, consumers interact with companies in a virtual environment. Therefore, consumers are trustors, and their trust initially builds upon their experience using these virtual communities and later transfers to other objects (e.g., brands). As such, our study applies trust transfer theory (Stewart, 2003) to understand how consumers develop their trust in brands on social media brand community. This theory has been supported through research as being well established in elaborating the consumer trust development process. For example, Ng (2013) found that trust in peers can transfer to trust in social media. Shi and Chow (2015) found that trust in social commerce websites can transfer to trust in companies.

According to trust transfer theory, trust transfer occurs when “the unknown target [is] being perceived as related to the source of the transferred trust” (Stewart, 2003, p. 6). Trust transfer may occur through two processes: the communication process and the cognitive process (Stewart, 2003). The communication process occurs when trustors are directly influenced by the experiences of related others during social communication (Kuan & Bock, 2007). For example, on social media brand community, consumers intensively interact with others. When they perceive that their peers trust these brand communities, they are more disposed to establish their trust in brand communities as well.

The cognitive process occurs when trust in a known entity is transferred to an unknown entity based on the knowledge of the relationship between the trusted entity and the unknown entity (Belanche, Casaló, Flavián, & Schepers, 2014). Such a perception of the relationship between two entities can be based on their similarity, closeness, and common fate (Campbell, 1958). In a recent study, Liu, Lee, Liu, and Chen (2018) further argued that the cognitive process may occur when trustors perceive interaction between two entities or when these two entities are contextually related. When trustors trust the environment in which the unknown entity is encountered (Stewart, 2003), they are particularly disposed to trust the unknown entity as well.

Trust in social media brand community represents the degree to which consumers perceive that online brand communities are trustworthy. As consumers interact with social media brand communities, trust in social media brand community indicates that consumers perceive that these communities are honest and sincere. Social media brand community and brand are contextually related because social media brand communities are platforms through which consumers interact with brands. Based on the trust transfer theory (Stewart, 2003),

Table 1
Sample Demographic Information.

Category	Sample (N = 409)
Ethnicity	
White	82.4 %
Black or African American	9.3 %
American Indian or Alaska Native	.7%
Asian	3.7 %
Hispanic	3.4 %
Other	.5%
Education	
Less than high school	1.2 %
High school graduate	20.1 %
Some college	27.4 %
2-year degree	13.0 %
4-year degree	30.1 %
Professional degree	7.8 %
Doctorate	.5%
Age	
18 - 29	10.5%
30 - 39	15.4%
40 - 49	18.8%
50 - 59	24.9%
60 or older	30.3 %
Gender (% of Female)	63.6 %
Years visiting Facebook	5.87
Years visiting Facebook brand page ^a	2.81

^a It refers to years visiting Facebook brand page, which may or may not be consistent with years visiting participants' favorite Facebook brand page.

as consumers develop their trust in social media brand community, this trust may then be transferred to brand. In other words, consumers may perceive that brands are contextually related to corresponding social media brand communities, which leads to trust transfer (Liu et al., 2018). Previous literature has also shown that trust in online brand communities is positively associated with trust in brands (Grabner-Kräuter, 2009; Shi & Chow, 2015). Especially, consumers can use the trustworthiness of brand communities as the information source to decide whether to trust the corresponding brand (Grabner-Kräuter, 2009). Therefore, we argue that consumers' trust in social media brand communities is likely to contribute to their trust in brands. Thus, we hypothesize:

H2a. *Trust in social media brand community is positively related to trust in brand.*

Further, social media brand communities are hosted on social media (e.g., a Facebook brand page is hosted on Facebook). As consumers increasingly interact with social media brand communities, they also visit corresponding social media platforms more often. Because of the closeness between social media brand communities and their hosted social media, consumers may perceive that they are highly related. Based on the trust transfer theory, as consumers develop trust in social media brand communities, this trust may be expected to transfer to social media (Stewart, 2003). Therefore, we hypothesize:

H2b. *Trust in social media brand community is positively related to trust in social media.*

Following the trust transfer theory (Stewart, 2003), we propose that consumers' trust in social media can help develop their trust in the companies (i.e., brands) because consumers may perceive a high level of association between the social media platforms and the brands. Indeed, when companies use social media to promote their products and/or services, social media providers also establish certain rules and policies to protect consumers' privacy and facilitate their social interactions. By collaborating with trusted social media, the companies can show their own trustworthiness to consumers (Pavlou & Gefen, 2004). Therefore, when consumers develop strong trust in social media, their favorable perception can also be transferred to brands operating on social media. For example, Chen, Huang, Davison, and Hua (2015) found that

Table 2
Item Descriptive Statistics.

Construct	Item	Mean	SD	Loading	Alpha	CR	AVE
Utilitarian Value	SCB1	5.00	1.47	.96	.94	.96	.89
	SCB2	5.05	1.44	.96			
	SCB3	5.00	1.48	.92			
Hedonic Value	PENJ1	5.78	1.02	.90	.97	.96	.85
	PENJ2	5.72	1.12	.89			
	PENJ3	5.79	1.10	.96			
	PENJ4	5.75	1.09	.93			
	PENJ5	5.66	1.20	.92			
Social Value	SOC1	4.73	1.49	.92	.94	.96	.85
	SOC2	4.41	1.65	.95			
	SOC3	4.84	1.57	.91			
	SOC4	4.13	1.74	.91			
Trust in Social Media Brand Community	TISCF1	5.29	1.19	.93	.93	.96	.88
	TISCF2	5.39	1.16	.94			
	TISCF3	5.42	1.14	.94			
Trust in Social Media	TISM1	5.04	1.35	.92	.93	.95	.87
	TISM2	5.17	1.26	.94			
	TISM3	5.02	1.29	.94			
Trust in Brand	TIB1	5.40	1.31	.93	.91	.94	.85
	TIB3	5.11	1.37	.94			
	TIB5	4.88	1.35	.89			
Social Media Word of Mouth	WOM1	5.01	1.54	.93	.97	.97	.88
	WOM2	4.85	1.58	.96			
	WOM3	4.95	1.52	.95			
	WOM4	4.74	1.63	.94			
	WOM5	4.87	1.57	.93			
Purchase Intention	PI1	5.04	1.49	.97	.96	.98	.93
	PI2	5.04	1.47	.97			
	PI3	5.10	1.50	.96			

Table 3
Correlation between Constructs and Square root of AVEs (on-diagonal).

	1	2	3	4	5	6	7	8
1 Utilitarian value	.94							
2 Hedonic value	.47	.92						
3 Social value	.52	.64	.92					
4 Trust in brand	.60	.59	.48	.92				
5 Trust in social media brand community	.54	.70	.59	.63	.94			
6 Trust in social media	.49	.55	.56	.52	.70	.93		
7 Social media word of mouth	.40	.45	.45	.46	.44	.34	.94	
8 Purchase intention	.41	.40	.34	.47	.40	.28	.75	.96

consumers' trust in platform has a positive effect on their trust in the company. Consistently, we hypothesize:

H2c. *Trust in social media is positively related to trust in brand.*

3.3. The influence of trust on social media WOM and purchase intention

Social media WOM reflects consumers' willingness to provide positive reviews and recommend the brand to others on social media (Reichheld, 2003). Previous literature has shown that there is a positive relationship between consumers' trust in a company (i.e., brand) and their WOM intention. For example, Chu and Kim (2011) showed that trust determines users' WOM intention on social media. In the context of social commerce, Shi and Chow (2015) found that consumers' trust in company is positively related to WOM intention. Specifically, in the context of our study, consumers develop their trust in brand through interactions with the brand on social media brand community. It is expected that such trust can lead to consumers' positive attitude toward the brand. In such a scenario, they are more likely to recommend the brand and its products to others and to provide positive reviews on social media. Therefore, we hypothesize:

H3a. *Trust in brand is positively related to social media word of mouth.*

Further, consumers' trust in brand can enhance their subsequent purchase intentions because consumers perceive that the brand is trustworthy and serves consumers reliably. Previous literature has also shown that trust can facilitate consumers' purchase intentions (Agag & El-Masry, 2016; Bock, Lee, Kuan, & Kim, 2012; Chen et al., 2015). For example, Bock et al. (2012) reported that consumers are more likely to purchase from a retailer when they have a higher level of trust in that retailer. Chen and Shen (2015) also demonstrated the positive impacts of consumer trust on purchase intention in social commerce. Those studies indicate consumers' trust in a certain object (e.g., a brand and a website) can positively increase their purchase intention. In the context of our study, when consumers have a higher level of trust in a brand, they are more likely to purchase from that brand. Therefore, we hypothesize:

H3b. *Trust in brand is positively related to purchase intention.*

Social media brand communities are operated on certain social media platforms. As consumers develop their trust in social media, they become more comfortable interacting with others and exchanging brand-related information. For example, Chai, Das, and Rao (2011) reported that users' trust in blog (including bloggers and information) is positively associated with their knowledge sharing behavior in blogs. It suggests that consumers are more likely to share their knowledge about the brand with others when they trust social media. Similarly, Liang et al. (2011) indicate that users' trust in social media (i.e., social networking sites) can encourage users to share shopping-related information with peer consumers. As a result, they are likely to spread WOM to social media friends with a high level of trust in social media (e.g., Liang et al., 2011). Therefore, we hypothesize that:

H4. *Trust in social media is positively related to word of mouth.*

4. Research methodology

We collected data from a two-wave survey taken by consumers in the United States. Below we describe our data collection procedures, measurements, data analysis, and results.

4.1. Data collection and sample

We selected Facebook brand pages, a popular social media brand community, for the context of this study. A survey company was employed to recruit participants. The survey company maintains national panels to recruit participants from a variety of backgrounds. The invitations for the first-round survey were sent to potential participants from national panels using systematic sampling. Participants qualified for the survey only if they had 1) followed brand pages on Facebook and visited certain brand pages regularly and 2) used Facebook many times a week. Participants were asked to complete the survey based on their experiences of their favorite brand page. Specifically, constructs of

consumer-perceived values and trust were collected in the first-round survey. In total, we received 918 valid responses. Then, about a month later after the first survey was completed, the invitations for the second-round survey were sent to those who had taken the first-round survey. The second-round survey collected participants' WOM and purchase intentions. Collecting all variables in one survey can result in the "percept-percept" issue and artificially inflate or deflate correlations between variables (Campbell, 1982). Therefore, our study conducted the two-wave survey to help alleviate such as an issue.

We received a total of 409 valid responses in our second-round survey, and they are used for the following analysis. In other words, those who answered both the first-round survey and the second-round survey are the subjects of this study. Mann-Whitney tests showed that education, age, and gender presented no significant differences between respondents and non-respondents for the second-round survey. Our data shows that participants followed a variety of brands, including Amazon, Coca-Cola, Giorgio Armani, Macy's, Nike, and Pepsi. Participants' demographic information is shown in Table 1.

4.2. Measures

Our measures were adapted from previous literature (see Appendix B in Supplementary materials for all measurements). These items were rated on a 7-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree."

4.3. Data analysis and results

Our model was tested with partial least squares (PLS). SmartPLS was used with the bootstrap resampling method (using 1,000 samples) to determine the significance of the paths (Ringle, Wende, & Will, 2005). We used PLS because our measurements were not normally distributed and Shapiro-Wilk tests were significant. According to Hair and Hult (2016), PLS is more appropriate with nonnormally distributed data.

First, we evaluated the measurement model. As shown in Table 2, each item loaded significantly on its respective construct, with none of the loadings below .50 (Hulland, 1999). The composite reliabilities (CRs) were over .70, and the average variance extracted (AVE) was over .50. Therefore, convergent validity was supported (Gefen & Straub, 2005). Discriminant validity was also confirmed by ensuring that the correlations between constructs were below .85 (Brown, 2014). For each construct, the square root of its AVE exceeded all correlations between that factor and any other construct (Table 3). Therefore, our measures demonstrated good psychometric properties.

In the second stage, we assessed the structural model (Hulland, 1999), path coefficient, and R^2 measures. As shown in Fig. 2, H1a suggests that utilitarian value is positively associated with trust in social media brand community. This hypothesis was supported ($\beta = .23, p < .001$). H1b posits that hedonic value is positively related to trust in social

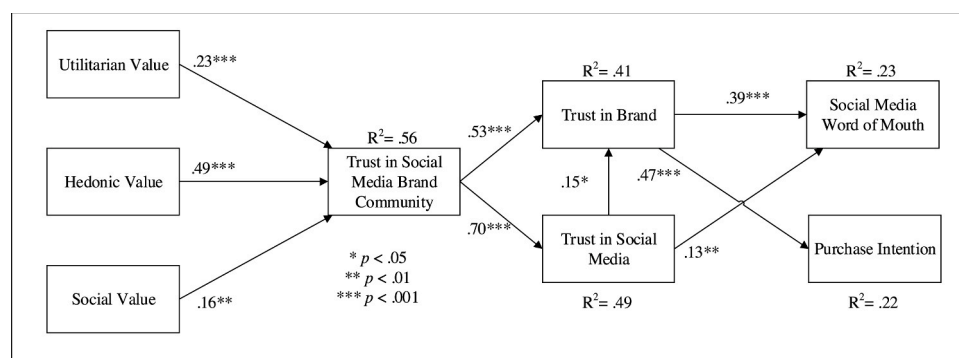


Fig. 2. Model Results.

Table 4
Mediating effects of trust in social media brand community.

IV	M	DV	IV→DV	IV→M	IV + M→DV		Bootstrap analysis		
					IV	M	Indirect Effect	Bias-corrected	
								Lower	Upper
UV	TSMBC	TB	.60***	.54***	.36***	.44***	.24	.18	.32
HV			.59***	.70***	.29***	.43***	.30	.21	.39
SV			.48***	.59***	.17***	.53***	.32	.25	.39
UV	TSMBC	TSM	.49***	.54***	.15***	.62***	.34	.26	.42
HV			.55***	.70***	.12*	.62***	.43	.35	.52
SV			.56***	.59***	.23***	.57***	.34	.27	.41

Note: UV = utilitarian value; HV = hedonic value; SV = social value; TSMBC = trust in social media brand community; TB = trust in brand; TSM = trust in social media; *** $p < .001$.

media brand community. This hypothesis was supported ($\beta = .49, p < .001$). H1c suggests that social value is positively related to trust in social media brand community. This hypothesis was supported ($\beta = .16, p < .01$). The three types of value collectively explain 56% of the variance from trust in social media brand community. H2a argues that trust in social media brand community is positively associated with trust in brand. This hypothesis was supported ($\beta = .53, p < .001$). H2b states that trust in social media brand community is positively associated with trust in social media. This hypothesis was supported ($\beta = .70, p < .001$). H2c states that trust in social media is positively related to trust in brand. This hypothesis was supported ($\beta = .15, p < .05$). H3a posits that trust in brand is positively related to social media WOM. This hypothesis was supported ($\beta = .39, p < .001$). H3b states that trust in brand enhances purchase intention. This hypothesis was supported ($\beta = .47, p < .001$). H4 argues that trust in social media is positively associated with WOM. This hypothesis was supported ($\beta = .13, p < .01$). These results provide strong support for our model.

Finally, we examined the mediating effect of our model with two tests in SPSS and SmartPLS. First, the mediating test following Baron and Kenny (1986) was conducted. The results in Table 4 (from the fourth column to the seventh column) showed that trust in social media brand community partially mediated the relationship between consumers' perceived values (i.e., utilitarian, hedonic, and social value) and trust in brand/social media.

To further test the mediating effects of trust in social media brand community, we also conducted Bootstrapping in SPSS (Preacher and Hayes (2008)). We first tested the mediating effects of trust in social media brand community. As shown in Table 4 (from the eighth column to the tenth column), zero was not present in the bias-corrected 95 % confidence intervals. Therefore, trust in social media brand community mediates the relationship between consumers' perceived values (i.e., utilitarian, hedonic, and social value) and trust in brand/social media. As such, the mediating effects of trust in social media brand community is confirmed.

We then tested the mediating effects of trust in brand/social media (Table 5) and trust in brand (Table 6) following the same two approaches above, and most of mediating effects are also supported. Overall, these results provide further support for our model. Specifically, trust in brand partially mediates the relationship between trust in social media brand community and social media WOM/purchase intention. Trust in brand partially mediates the relationship between trust in social media and social media WOM and fully mediates the relationship between trust in social media and purchase intention. However, trust in social media does not mediate the relationship between trust in social media brand community and social media WOM.

5. Discussion

This study aims to examine how consumer-perceived value is converted into consumer-generated value through the trust transfer mechanism. Our analysis shows that three types of value (i.e., utilitarian,

hedonic, and social value) can enhance consumers' trust in brand community, which leads to their trust in brand and social media. Consumers' trust in brand and social media ultimately results in positive WOM.

Regarding the effect of consumer-perceived value, our study shows that all three types of value enhance consumers' trust in social media brand community. These results are consistent with the existing literature that demonstrates the influences of customer-perceived value on consumers' psychological perceptions such as satisfaction (Gan & Wang, 2017; Jones et al., 2006). In addition, the existing literature has revealed mixed results regarding the impacts of various types of consumer-perceived value. Some studies have reported that hedonic value has a stronger influence on outcomes (e.g., consumer satisfaction) than utilitarian value (Gan & Wang, 2017; Jones et al., 2006), which is consistent with our study in that hedonic value has a stronger influence on consumer trust than utilitarian value. Other studies have shown the opposite results. For example, Chiu et al. (2014) reported that utilitarian value has a stronger influence on repeat purchase intention than hedonic value in B2C e-commerce. Ozturk, Nusair, Okumus, and Hua (2016) reported that utilitarian value has a stronger influence on the continued usage intention of mobile hotel booking technology than hedonic value in B2C e-commerce. Those studies indicate that the effects of utilitarian and hedonic value can vary based on dependent variables and research contexts.

In addition, our study finds that consumers' trust in social media brand community can lead to their trust in brand. This result is consistent with Chen et al. (2015), who showed that trust in platform could generate trust in seller. Further, our study highlights the important role of trust in social media during the process of trust transfer in social commerce, which is ignored in the existing literature. Our R^2 values of purchase intention and WOM are also similar to the literature when additional variables such as attitude are not included (e.g., Bao, Li, Shen, & Hou, 2016). Further, the relatively low level of our R^2 values indicates that although the trust transfer mechanism is significant in explaining these two outcomes, other mechanisms (e.g., the ones in Appendix A in Supplementary materials) can also play an important role. Our study can thus enrich the literature by investigating the impacts of customer-perceived value on the additional variable (i.e., consumer trust) and bringing up a dual concept of customer value from a trust transfer perspective in the social commerce context. Below we discuss some important implications for theory and practice.

5.1. Implications for theory

Overall, our main contribution is to show that the trust transfer can serve as the mechanism explaining consumer value is a process - transforming the "get" to "give" roles. Our study thus further explores consumer value as a dual concept by identifying both consumer-perceived value and consumer-generated value (i.e., purchase and social media WOM). Our study also complements customer engagement research (Dessart et al., 2015) by providing another transformation

Table 5
Mediating effects of trust in brand/social media.

IV	M	DV	IV→DV	IV→M	IV + M→DV		Bootstrap analysis		
					IV	M	Indirect Effect	Bias-corrected	
								Lower	Upper
TSMBC	TB	Social media WOM	.44***	.64***	.23***	.31***	.20	.11	.29
	TSM						.02	-.07	.10
TSMBC	TB	Total	.40***	.63***	.17**	.36***	.21	.09	.34
		PI					.23	.15	.32

Note: TSMBC = trust in social media brand community; TB = trust in brand; TSM = trust in social media; PI = purchase intention; ** $p < .01$; *** $p < .001$.

Table 6
Mediating effects of trust in brand.

IV	M	DV	IV→DV	IV→M	IV + M→DV		Bootstrap analysis		
					IV	M	Indirect Effect	Bias-corrected	
								Lower	Upper
TSM	TB	Social media WOM	.34***	.15*	.13*	.39***	.20	.15	.28
		PI	.28***	.15*	.05	.44***	.23	.17	.31

Note: TB = trust in brand; TSM = trust in social media; PI = purchase intention; * $p < .05$; *** $p < .001$.

pathway from the perspective of trust transfer.

Our study shows how various types of value can help develop consumer trust in social media brand community. Based on the previous literature, we argue that there are three types of value that consumers can receive while visiting social media brand communities: utilitarian, hedonic, and social value. Our results show that all three types of value are positively related to trust in social media brand community and explain over half of the variance from trust in social media brand community. Further, different types of value have various weights in forming consumer trust. Specifically, hedonic value has the highest weight, indicating that the major benefit of visiting social media brand communities, such as Facebook brand pages, is to have fun. Utilitarian value has the second-largest impact, showing that consumers try to obtain relevant brand information during their visits. Social value has the smallest effect, though it is still significant. This result shows that consumers actively interact with other consumers in social media brand communities, and such interactions can build consumer trust. Overall, these results highlight that intrinsic rewards are the most important during trust formation in social media brand community. Consumers probably develop their trust in social media brand community when they can predict that intrinsic rewards can be obtained reliably in the future. Therefore, this study shows that advanced IT (i.e., social media brand community) can be used by companies to develop consumer trust. As such, it provides good practices into how an existing concept (here, consumer value) or theory (here, trust) can be generalized into new research contexts (Hong, Chan, Thong, Chasalow, & Dhillon, 2013) and provide new insights (here, the dual nature of consumer value).

In addition, our results show that consumer trust results in consumer-generated value that was captured by consumers' subsequent social media WOM and purchase intention. As such, our study provides an enhanced understanding about how consumer-perceived value can be transformed to consumer-generated value the trust transfer mechanism. It extends the existing literature by elaborating the dual nature of consumer value (Kumar & Reinartz, 2016) as well as enriching our understanding of consumers as a dual role (i.e., value obtainer and value provider) (Overby & Lee, 2006) in a social media brand community context. The results not only emphasize the importance of trust in brand, but also highlight the importance of trust in social media. Although trust in social media does not mediate the relationship between trust in social media brand community and social media WOM, it should not be interpreted such that trust in social media is unnecessary to enhance customer-generated value. Specifically, our results show that trust in brand mediates the relationship between trust in social media and social

media WOM/purchase intention. Therefore, while trust in social media does not directly transfer trust in social media brand community into customer-generated value, it does so indirectly through trust in brand. Therefore, social media that hosts social media brand community cannot be ignored when we theoretically explain how consumer-generated value can be obtained. Such findings are valuable and useful for researchers to understand the dual nature of consumer value as a process. As such further research may use this as a foundational model to study dual roles of consumer behaviors and explore their impacts on consumers' decision-making and purchase behaviors.

Lastly, our study clarifies the process of trust development. Our study shows that, as consumers develop their trust in social media brand community, this trust can be transferred, leading to trust in brand and social media as a result of contextual relatedness. Further, consumers' trust in social media can also enhance their trust in brand due to perceived association. These results depict that consumers' trust in brand can be transferred from other types of trust through the cognitive process based on the trust transfer theory (Stewart, 2003). Our study provides insights regarding how consumers' trust in one object transfer to their trust in another object in social media brand communities. In particular, one interesting finding is that consumer trust in online objects (i.e., social media and social media brand community) is positively related to consumer trust in offline objects (i.e., brand). This indicates that the boundary of consumer trust offline and online has become blurred in today's social media era. It provides some initial insights about how consumer trust can be developed and enhanced in both online and offline environments, and thus shedding lights on how advanced technology can change consumer behavior (Petter, DeLone, & McLean, 2012). Our study also highlights that consumers' trust in brand community can be spilled over to social media hosting brand community. Therefore, the role of social media during the process of trust transfer should not be ignored. This study thus extends the trust transfer theory to the new context of social commerce and advances the literature by depicting the mechanism through which consumers' trust can be developed and transferred as they visit social media brand communities.

5.2. Implications for practice

Our study also has important implications for practitioners. First, our research model demonstrates how social media brand community can be leveraged in business strategy to build consumer trust and to extract competitive and profitable business values from consumers. Based on the understanding of the dual concept of consumer value, before

practitioners can achieve the business values, they must create the values necessary to fulfill consumers' needs and build consumer trust in social media brand community. Specifically, our results show that utilitarian, hedonic, and social value can form consumer trust in social media brand community. As such, companies need to maximize these three types of value to facilitate the process of consumer trust development. For utilitarian value, organizations need to update brand communities regularly (e.g., share news about new products and post discount information) to help consumers find useful information about products and brands. Firms can also let consumers rate the usefulness of their peers' posts, and then recognize these posts (e.g., the top ten useful posts last week) periodically. The sites of social media brand community could also be better designed (e.g., add features such as filter and search) to facilitate consumers' searching for relevant product information. For hedonic value, companies need to design posts better to make them more interesting. For example, posts can include short animations or interesting pictures to describe products. Face expressions and figures² could also be added to make posts more interesting). Companies can also encourage consumers to post interesting pictures themselves. For social value, companies need to collaborate with social media providers and facilitate consumers' interactions with each other. For example, after consumers share their thoughts on social media brand community, they can be informed regularly regarding how others like their posts and respond to their thoughts. The sites of social media brand community could also be better designed to make content sharing and replying more convenient. For example, when consumers browse certain posts or information, the sites may inform consumers whether other consumers, especially their friends, like the post. Moderators of social media brand communities also need to monitor the process to ensure that interactions among consumers are friendly and supportive. They might use their knowledge of different types of consumer-perceived value to better cater to the specific needs of consumers. For example, our study shows that hedonic value has the largest effect. When resources are limited and organizations cannot deal with all three types of value simultaneously, they may want to focus on hedonic value as a starting point.

Second, our results have confirmed both direct and indirect values that consumers can generate for companies. In particular, positive social media WOM can enhance companies' image and reputation. Our study shows that consumer trust in brand and social media can lead to positive social media WOM. Therefore, companies need to collaborate with social media providers to establish a reliable and comfortable environment for consumers to interact with brands. Because consumers' trust in brand community can result in their trust in brand and social media, companies need to establish brand communities and maintain these communities carefully. For example, moderators may be hired to interact with consumers and answer their questions regarding brands. Trust in social media also plays an important role in the process of trust transfer. Therefore, companies need to establish their brand communities in mature and reliable sites of social media. Since negative news of social media can also hurt consumers' perception toward brands, companies need to negotiate with social media providers regarding how the sites will be operated and how to deal with negative incidents (e.g., information hacked).

5.3. Limitations and opportunities for future studies

Our study has several limitations. First, we selected Facebook brand pages as the context. Although many companies establish their brand pages on Facebook and Facebook brand pages have been used in the literature to examine brand communities, there are other types of brand communities (e.g., online communities maintained by other organizations). Therefore, our results may not generalize to other contexts and

should be interpreted cautiously. Second, our sample was recruited by a survey company. Thus, although our sample has a variety of backgrounds, it may still be biased. Third, we collected our data from U.S. consumers, and our results may not be applicable in other cultural contexts. Fourth, our study focuses on trust in social media brand community → trust in brand/trust in social media because these two relationships are more suitable in the context of our study. We admit that relationships such as trust in brand → trust in social media brand community may also hold in other contexts. This is another limitation, and we encourage future studies to assess these relationships in suitable contexts.

Further studies can extend our study in several ways. First, studies can be conducted to test and extend our model in other types of online brand communities. Second, because only three types of values explain more than half of the variance from trust in social media brand community, further research may explore additional antecedents and provide further insights into consumer trust development. Third, future studies can collect objective data and examine whether trust can indeed increase consumers' purchase behaviors. Fourth, future studies can explore whether relationships tested in this study are moderated by certain variables. Fifth, future studies can also focus on different trust transfer processes. For example, when consumers have a certain level of trust in brand and decide to follow social media brand community, it can be interesting to examine how their trust in brand is transferred to their trust in brand community.

6. Conclusion

Companies have increasingly relied on social media brand communities, such as Facebook brand pages, to interact with consumers. Therefore, it is important to understand how consumers develop their trust and engage in positive WOM in social media brand communities. Based on the perspective of consumer value and the trust transfer theory, we developed a theoretical model to explain how different types of value can lead to consumer trust, which results in positive social media WOM and purchase intention. The model was tested with survey data collected from U.S. consumers, and our hypotheses were supported. Based on our research results, we suggest that practitioners provide more useful posts and make these posts more interesting to facilitate utilitarian and hedonic value, respectively. We also suggest that practitioners create a friendly social commerce environment to facilitate social relationships among consumers, and thus enhancing social value. All those can help businesses build consumer trust, which is key to success. Future studies are warranted to examine other types of online brand communities as well as other positive outcomes resulting from consumer trust.

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CRediT authorship contribution statement

Xuequn Wang: Conceptualization, Methodology, Investigation, Formal analysis, Writing - original draft, Funding acquisition. **Yichuan Wang:** Writing - original draft, Writing - review & editing. **Xiaolin Lin:** Conceptualization, Methodology, Investigation, Formal analysis, Writing - original draft, Writing - review & editing. **Amjad Abdullat:** Writing - original draft, Writing - review & editing.

Declaration of Competing Interest

Xuequn Wang has received research grants from Murdoch University. The other authors declare that they have no conflict of interest.

² <https://www.telegraph.co.uk/technology/0/77-smiley-face-facebook-emoticons-use/>.

Appendix A. Supplementary data

Supplementary material related to this article can be found, in the online version, at doi:<https://doi.org/10.1016/j.ijinfomgt.2021.102319>.

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