

BRAND COMMUNITIES AND THEIR RELATIONSHIPS WITH ENGAGEMENT, REACTANCE AND INTENTIONS: A STUDY WITH OLD CAR CLUBS

AS COMUNIDADES DE MARCA E SUAS RELAÇÕES COM ENGAJAMENTO, REATÂNCIA E INTENÇÕES: UM ESTUDO COM CLUBES DE CARROS ANTIGOS

LAS COMUNIDADES DE MARCA Y SUS RELACIONES CON ENGAJAMIENTO, REATÂNCIA E INTENCIONES: UN ESTUDIO CON CLUBES DE COCHES ANTIGUOS

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ABSTRACT

This paper reports results of a research whose objective was to verify to what extent different aspects of the relationship with the consumers with the communities of mark are related to the intentions and the behaviors. Data collection was performed with members of old car clubs. The data were analyzed through the Structural Equation Modeling technique. It has been found that community normative pressures and community identification end up positively influencing engagement and reactance. In addition, these last two constructs are also shown as predictors of loyalty intentions, to recommend, continue and participate in the community.

Key-words: Brand Community; Engagement; Reactance; Intention; Old car clubs.

RESUMO

Este trabalho relata resultados de uma pesquisa cujo objetivo foi verificar em que medida diferentes aspectos do relacionamento com os consumidores com as comunidades de marca estão relacionados às intenções e aos comportamentos. A coleta de dados foi realizada com membros de clubes de carros antigos. Os dados foram analisados por meio da técnica de Modelagem de Equações Estruturais. Verificou-se que as pressões normativas da comunidade e a identificação da comunidade acabam influenciando positivamente o engajamento e a reatância. Ademais, esses dois últimos construtos também são mostrados como preditores de intenções de lealdade, para recomendar, continuar e participar da comunidade.

Palavras-chave: Comunidade de Marca; Engajamento; Reatância; Intenção; Clubes de Carros antigos.

RESUMEN

Este trabajo relata resultados de una investigación cuyo objetivo fue verificar en qué medida diferentes aspectos de la relación con los consumidores con las comunidades de marca están relacionados con las intenciones y los comportamientos. La recolección de datos se realizó con miembros de clubes de coches antiguos. Los datos fueron analizados por medio de la técnica de modelado de ecuaciones estructurales. Se verificó que las presiones normativas de la comunidad y la identificación de la comunidad acaban influenciando positivamente el compromiso y la reactancia. Además, estos dos últimos constructos también se muestran como predictores de intenciones de lealtad, para recomendar, continuar y participar de la comunidad.

Palabras-clave: Comunidad de Marca; Compromiso; Reactancia; Intención; Clubes de Coches antiguos.

1 INTRODUCTION

The publication of papers related to both discussions and the dissemination of results of empirical studies involving the theme of brands, is something that goes through the history of marketing (KELLER, 1993; KAPFERER; BASTIEN, 2009). Much of this interest in the subject stems from the notion that issues related to brand building or branding, brand value and others have become a managerial priority since the brand has come to be understood as one of the valuable intangible assets of an organization in the last decades (KELLER; LENMANN, 2006). At the same time, the brand constantly transmits the image of luxury, exclusivity and prestige (BOURDIEU, 1983), as well as impresses the value of differentiation, status and glamor to the products (MELLO; LEÃO; SOUZA NETO, 2003; STREHLAU, 2007), becoming a representation of satisfaction and agglutination of all identified attributes.

In addition to what brands represent and means, the biggest challenge for marketers has been to use brands to establish a long-term relationship with their consumers. In this sense, research efforts have been directed at demonstrating the effectiveness of the application of brand communities to achieve this goal (CARLSON; SUTER; BROWN, 2008), since Albert Muniz and Thomas O'Guinn introduced this concept in a paper presented in a congress in 1995 (LANE, 2018). These two authors, who published the extension of the initial study in 2001 in the *Journal of Consumer Research*, eventually made a major contribution to the field by establishing that brand communities can be understood as an organized group that meets around a structured set of relationships among the admirers of a brand (MUNIZ; O'GUINN, 2001).

From the emergence of the term, the theme gained importance in the field of marketing which led to Muniz and O'Guinn's article entitled "Brand Community" to become, in 2007, one of the most cited papers in the area of Economy and Business according to Thomson Scientific (LANE, 2018). This interest stems from the ability of the brand community to influence both consumer perceptions and actions, to promote the dissemination of information, to direct consumers to new brand offerings, and to maximize opportunities for the brand to engage and collaborate with more loyal consumers (ALGESHEIMER; DHOLAKIA; HERRMANN, 2005).

Almost twenty years after the publication of the seminal article and with the execution of several research on the subject, it is curious to note that there are still some questions regarding the social influences present in the brand communities. To what extent does consumer engagement with brand communities contribute to increasing loyalty, as well as recommending, continuing and participating in the community? In the same way, in what way reactance behavior (a construct not yet explored in marketing studies) influences intentions? To what extent are constructs such as normative pressure and consumer identification related to engagement and reactance?

It was these questions that motivated the execution of a research aimed at measuring the extent to which different aspects of the relationship between consumers and brand communities are related to “classic” marketing constructs such as intentions and behaviors. That is, to develop and estimate a model in which the antecedent and subsequent relations of the reactance and engagement constructs could be tested in a context of old car clubs located in Brazil. In this sense, this article was elaborated aiming at presenting and discussing the main results of this research, in view of what to learn about the brand community and the social network of brand users (CARLSON; SUTER; BROWN, 2008).

To do so, the text was organized as follows. In addition to this introduction, a space was devoted to elaborate a literature review about the central theme of the work that is brand communities to subsidize the presentation of the proposed theoretical model. A section was added to discuss the methodological path of empirical research. The results are then presented and discussed. Finally, the last section prioritizes the general conclusions of the study, notes the limitations of the research and points out suggestions for future research.

2 LITERATURE REVISION

2.1 BRAND COMMUNITIES

It is not new to say that it is stated in marketing literature that the use of brands by companies for their products and services is extremely important. That is, it is almost a consensus among authors that building positive brand recognition for the company as well as for individual products and services contributes significantly to marketing efforts, as does improving the financial return (DEVASAGAYAM; BUFF, 2008).

In this context, some organizations have been directing efforts to build communities around their brands resulting in an expressive growth of researches that seek to understand the main aspects, the perceived benefits, as well as the antecedents and consequents of the construct brand communities (ALGESHEIMER; DHOLAKIA; HERRMANN, 2005). It's possible to cite many examples in the contemporary business world of strong brand communities: Harley Davidson, Apple, Starbucks, Star Wars, Facebook Game of Thrones and others (GUIMARÃES; STRIDE; O'REILLY, 2016).

It is worth mentioning that it was the researchers Albert Muniz and Thomas O'Guinn who introduced the term brand community through an article presented at a 1995 congress in the area. In 2001, they published an extended version of the discussion in the Journal of Consumer Research. But it was also in 1995 that Schouten and McAlexander (1995) published the report of a research with the owners of Harley-Davidson that would become a "classic" on the subject. In any case, the concept of Muniz and O'Guinn (2001) advocated some functions of brand communities. First, they seek to develop a shared awareness of identity, becoming a cohesive unified set of consumers as opposed to brand followers or followers loyal to competing brands. Second, consumers belonging to the community begin to become socialized in the unique culture and brand history through rituals and traditions. Finally, consumers tend to exercise moral responsibility for their brand by taking on the responsibility of educating others in the proper sense and uses of branded products, in addition to attracting and retaining members of the brand community.

In the same sense, communities of brands offer a way to entangle the customer in a network of relationships with the brand and with other customers as opposed to traditional brand loyalty - a one-to-one relationship between a brand and its customers. It is assumed that such an approach would strengthen client relationships in a superior way (DEVASAGAYAM; BUFF, 2008).

It should also be mentioned that the experience of belonging within brand communities tends to generate a sense of accomplishment and satisfaction in their members, taking into account frequent social interactions enhanced by the promotion of meetings and reunions. Membership in these communities also favors the development of a sense of group cohesion (CASALO; FLAVIAN; GUINALIU, 2007), which enhances the identification of members

with the community. It should be mentioned that the higher levels of participation promote mutual support among members, which will lead to an improvement in the dissemination of ideas and knowledge sharing (JANG et al., 2008).

Despite all this discussion about brand communities, an issue which is still on the agenda of marketing researchers, has to do with ways of measuring and evaluating the success of programs related to the constitution and maintenance of brand communities by companies when compared to other marketing actions. That is, it seems imperative to understand how brand communities influence consumers and the conditions to which those influences increase (ALGESHEIMER; DHOLAKIA; HERRMANN, 2005).

One of the main constructs that seems to have great adherence to the context of brand communities is the engagement, that can be understood as the positive influence of identification with the brand community that is derived from the intrinsic motivation of consumers to interact and cooperate with community members (ALGESHEIMER; DHOLAKIA; HERRMANN, 2005).

Thus, engagement plays a central role to the study of brand communities as a consequence of important constructs such as normative pressure and identification, which leads to the indication of some hypotheses such as:

H1: *The normative pressure of community members significantly influences consumer engagement with the brand community*

H2: *The identification with the community significantly influences consumer engagement with the brand community*

Complementarily, it is imperative to investigate the extent to which engagement influences various dimensions of intentions. Thus, other hypotheses can be tested:

H5: *Consumer engagement with the brand community significantly influences the intention of loyalty to the brand community*

H7: *Consumer engagement with the brand community significantly influences the intention to participate in the community*

H9: *Consumer engagement with the brand community significantly influences the intention to recommend the community*

H11: *Consumer engagement with the brand community significantly influences the intention to continue as a member of the community*

Literature pertaining to the brand community also contemplates some discussions about the concept of reactance (ALGESHEIMER; DHOLAKIA; HERRMANN, 2005). When belonging to the brand community and participating in it is perceived it implies conformity and an obligation to think and act in certain ways, the consumer can experience reactance. This is consistent with BREHM (1966) theory that reactance increases as perceptions of constraints increase. Thus, the following hypotheses may be proposed for testing in empirical research:

H3: *Normative pressure from community members significantly influences the perception of reactance in the context of brand communities*

H4: *Community identification significantly influences the perception of reactance in the context of brand communities*

H6: *The perception of reactance significantly influences the intention of loyalty to the brand community*

H8: *Reactance perception significantly influences intention to participate in the community*

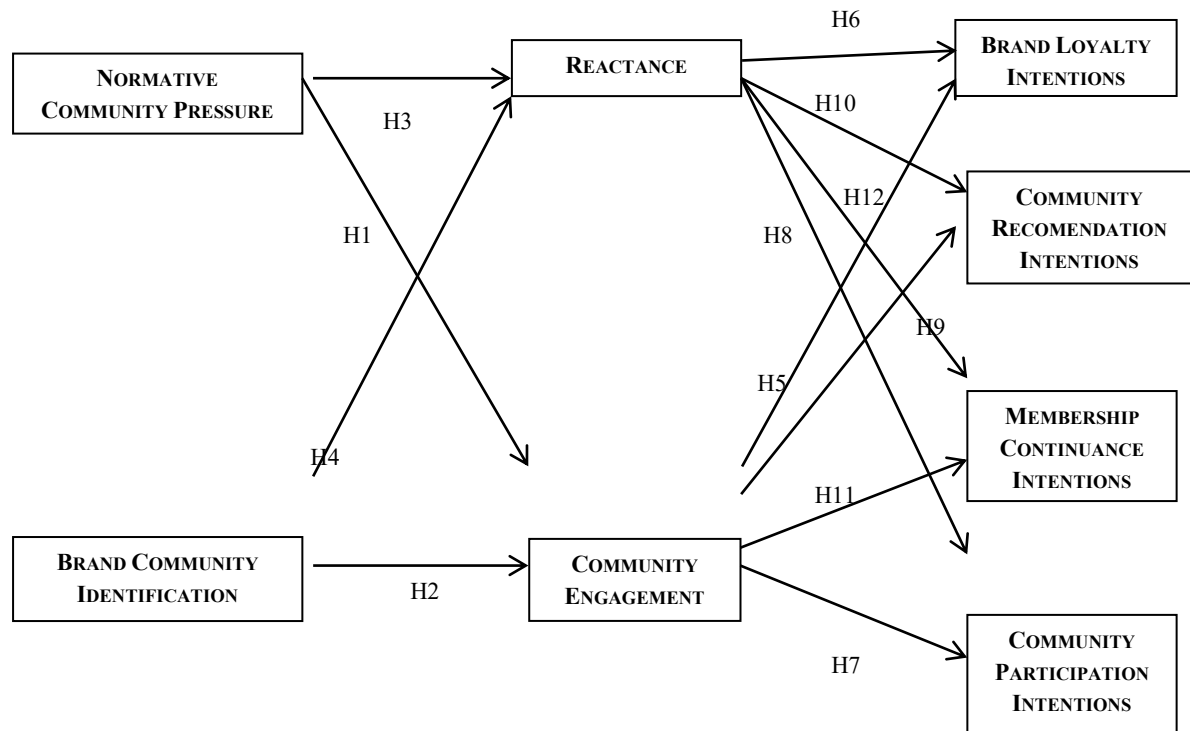
H10: *The perception of reactance significantly influences the intention to recommend the community to the community*

H12: *The perception of reactance significantly influences the intention to continue as a member of the community*

2.2 THE PROPOSED MODEL

From the discussions conducted previously and in light of the hypotheses proposed, we arrive at the conceptual model of the research presented in Figure 1.

Figure 1 - Proposal of research model



Source: Elaborated by the authors (2018).

3 METHOD

Considering the proposed objectives, a quantitative research was carried out, with descriptive purposes and a transversal approach, through the Survey technique. Regarding data collection, a non-probabilistic approach was used, by convenience (MALHOTRA; BIRKS, 2007). The study was carried out within the universe of the members of old car clubs, with national coverage. Aiming at assessing the relationship between elements related to club membership and loyalty to a particular brand of motoring, the study was limited to clubs that organize around a specific brand of automobile. Thus, clubs owned by former car owners that are not restricted to a specific brand or model were not part of the universe investigated.

The data collection was done through the application of questionnaires carried out during the club meetings, as well as through the electronic questionnaire of research by email, which in this case involved the previous contact of the researchers with the presidents of such clubs, to present the objectives and the research project as a whole. The face-to-face interviews were collected in the Metropolitan Region of Belo Horizonte and in Salvador. The sending of emails covered clubs from all over Brazil. Data collection took place between November 2016 and July 2017. Altogether 331 members of former car clubs responded to the Revista Eletrônica de Estratégia & Negócios, Florianópolis, v.13, n. 3, set./dez. 2020.

survey. However, disregarding the incomplete questionnaires, the final sample of the study is of 226 elements. It is worth mentioning that this sample comprised members of 48 clubs, distributed among at least 09 (nine) Brazilian states and approximately 27 (twenty seven) cities. In addition to the quantitative interviews, the researchers' visits to the meetings of the old car clubs served to show how the dynamics of such encounters were given, as well as to conduct unstructured interviews and observations in the field.

To measure the constructs that compose the research model, the scales used by Algesheimer, Dholakia and Herrmann (2005) were chosen. The translation process of this scale involved a committee formed by a professional translator and three marketing researchers, one doctor and two masters in the PhD process. Each member of the committee performed the translation of the items that make up such scales separately. This committee then met to discuss the translations and to define a final version for the Portuguese language scales. It is worth mentioning that besides the direct translation of such items, it was necessary to adapt some sentences to make them more coherent with the language, culture and dynamics of the Brazilian clubs of old cars lovers. A version of the questionnaire used in the survey can be viewed in the Appendix A.

Also, with regard to the data collection instrument, in order to increase the reliability and validity of the measures, we chose to complement the latent construct scales, which in the version presented by Algesheimer, Dholakia and Herrmann (2005), had less than three items. In this sense, the researchers initially sought other research references that used such constructs, so that one could find items already tested and validated for their measurement. Thus, to measure the construct "Normative Community Pressure" a new item was added, taken from Nysveen, Pedersen and Thorbjørnsen (2005). In addition, the "Reaction to the Community" construct was added with two new items, drawn from the study by Dowd, Milne and Wise (1991), the same study consulted by Algesheimer, Dholakia and Herrmann (2005). For the construct "Intention to Participate in the Community" it was necessary to include two new items, adapted from the study of Almeida et al. (2010), which was already properly tested and validated in the current language. All constructs were measured from an interval of agreement of 11 points, which varies from 0 to 10.

As for the procedures of analysis, because it is a proposition of a nomological model and not only the verification of the existence of significant relations between certain theoretical constructs, we opted for the Structural Equation Modeling technique. According to Hair Jr. et al. (2014) because it is a multivariate technique, the structural equations have the capacity to expand the explanatory ability and the statistical efficiency of a study, when compared to the univariate techniques. Moreover, the choice of Structural Equation Modeling was due to the interest in analyzing the relations between these variables in an integrated way, without the need to decompose the model to perform the analysis of each separate relation (HAIR Jr. et al., 2014).

4 RESULTS

4.1 EXPLORATORY EXPLORATORY ANALYSIS

The initial sample consisted of 331 elements. Following the guidelines of Malhotra and Birks (2007) the first step of data analysis involved the verification of missing data. In this respect, 107 questionnaires were incomplete. Considering that the data collection system required that all questions be answered in order to complete the questionnaire, it was considered that the absent cases occurred due to the withdrawal of the respondents, which led to the exclusion of such cases.

Considering the 226 questionnaires answered in full, we set out to analyze atypical cases using a univariate technique. For this, the data was standardized and the criterion of four standard deviations was used, as suggested by Hair Jr. et al. (2014). In the analysis of the results of such procedure it was identified that 10 of the 27 variables used to measure the theoretical constructs presented at least one atypical case. In all, 54 responses were identified as outliers, representing less than 1% of the survey data. As no respondent presented more than one response that was considered atypical and the variables that presented the greatest number of outliers had 04 cases identified, there was no evidence that such cases occurred in a systematic way. In agreement with Hair Jr. et al. (2014), the identified outliers were kept in the sample due to the understanding that they are valid cases of the population and that their elimination could limit the generality of the multivariate analysis, although possibly improving their results. Thus, the final sample of this study was composed of 224 cases.

Following the guidelines of Hair Jr. et al. (2014) the verification of the type of data distribution was done through the analysis of Kurtosis and Asymmetry. Therefore, it was verified that the distribution of collected data is non-normal, since only 3 variables presented asymmetry and kurtosis values between 1 and -1. This result was based on the modeling of structural equations using the Partial Least Squares Approach (PLS), since according to Hair Jr. et al. (2014), this approach does not require a normal distribution of data. For this, SmartPLS software was chosen (RINGLE; WENDE; BERBER, 2015).

In order to verify if the number of valid interviews is enough to support the statistical analyzes from the structural equations modeling by the PLS approach, it was analyzed if such sample meets the requirements presented by Hair Jr. et al. (2014), with regard to the “Ten Time Rule” and the Power of Analysis Test (COHEN, 1992). Thus, it is verified that such sample was adequate for the purpose and the statistical procedures to be adopted, since the rule of the Ten Times would require a sample of only 20 elements and that the tests of the Power of Analysis resulted in higher indices to the limit of 0.80 established by COHEN (1992), for all the endogenous variables of the model.

The last preliminary analysis procedure involved verifying the incidence of common method biases (PODSAKOFF; MACKENZIE; LEE, 2003). For this, the Harman test of a single factor was carried out using the SPSS software (v.21). Considering that the result of this test resulted in 6 factors with an eigenvalue greater than 1 and that the first factor accounts for only 29.8% of the total variance of the data, we have that evidence of the occurrence of a common method bias was not found through the Harman test of a single factor.

4.2 SAMPLE CHARACTERIZATION

As in the study by Algesheimer, Dholakia and Herrmann (2005), the vast majority (96.4%) investigated is male. Approximately half of this public (47.8%) is between 30 and 45 years of age. Regarding schooling and family income, the results point to an elitist public when compared to the Brazilian population. Thus, 54.0% have completed or incomplete higher education and 65.2% have a family income higher than 04 minimum wages. Regarding marital status, the results show that most of the interviewees (61.2%) are married or have a relationship. Table 1 Presents the sociodemographic characteristics of the interviewees.

Table 1 - Sample Characterization

		F	%
Sex	Male	216	96.4%
	Female	08	3.6%
Age	18 to 29 years	56	25.0%
	30 to 45 years	107	47.8%
	46 to 59 years	49	21.9%
	60 years or more	12	5.4%
Family Income	Up to 02 minimum wages	21	9.4%
	Between 03 and 04 minimum wages	56	25.0%
	Between 05 and 07 minimum wages	60	26.8%
	Between 08 and 12 minimum wages	45	20.1%
	Between 13 and 21 minimum wages	30	13.4%
	More than 21 minimum wages	11	4.9%
	Uninformed	1	0.4%
Education	Fundamental 1 (Up to 4th grade)	2	0.9%
	Fundamental 2 (5th to 9th grade)	11	4.9%
	High School (Completed or incomplete)	90	40.2%
	Graduate incomplete	37	16.5%
	Graduate or Postgraduate	84	37.5%
Marital Status	Married / Stable Relationship	137	61.2%
	Single / Widowed / Divorced	87	38.8%

Source: Research data (2018).

4.3 MEASUREMENT MODEL EVALUATION

Before analyzing the relationships between the constructs and thus testing the hypotheses and the proposed nomological model, the measurements were carried out. The parameters for calculation of the algorithm were established in accordance with the standards presented by Hair Jr. et al. (2014): Maximum of Interactions (300); Stopping Criterion (10^{-7}); Weighting Scheme (Path). As only 8 interactions were required for the algorithm conversion, it was concluded that a stable solution was found, which allows us to continue the quality analysis of the measurement model.

According to the specialized literature on modeling structural equations using the PLS approach (HAIR Jr. et al., 2014; RINGLE; SILVA; BIDO, 2014), the analysis of the measurement model should cover: a) Verification of Average Variance Extracted (AVE), which must be greater than 0.50 to guarantee Convergent Validity; b) Evaluation of Reliability (or Internal Consistency) through Composite Reliability (must be greater than 0.6 for exploratory studies and 0.7 for conclusive studies); c) Finding the Discriminant Validity, which can be performed

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by the criterion of Fornell and Lacker (1981), in which the square roots of the AVE of each construct must be higher than the correlation coefficients (Pearson) with the other constructs that compose the model. Table 2 presents the elements related to the analyzes of convergent validity and internal consistency of the measurements performed, considering the final solution after the procedure of exclusion of items with low factor loads, as suggested by the authors (HAIR Jr. et al., 2014; RINGLE; SILVA; BIDO, 2014).

Table 2 - Measurement Model Metrics

Construct	Compound Reliability	Average Extracted Variance	Minor Outher Load	Nº of items	Deleted items
Engagement	0.844	0.644	0.757	3	EC4
Identification	0.823	0.542	0.580	4	IC1
Intention Loyalty	0.887	0.725	0.760	3	
Intention to Participate	0.822	0.607	0.709	3	
Intention Recommend	0.857	0.667	0.760	3	
Intention to Continue	0.856	0.667	0.707	3	
Regulatory Pressure	0.796	0.566	0.710	3	
Reactance	0.677	0.537	0.469	2	RE2

Source: Research Data (2018).

Analyzing Table 2, it is verified that all the constructs had their convergent validity confirmed, since the AVE's index exceeded the minimum criterion of 0.5 required (HAIR Jr. et al., 2014; RINGLE; SILVA; BIDO, 2014). The reliability of the scales was also confirmed for all constructs, since the composite reliability values exceeded the criterion of 0.7 for conclusive studies, except in the case of the reactance construct, which proved to be slightly lower than this criterion, it still shows within the limits of tolerance, when considering studies for exploratory purposes. Once the convergent validity and the internal consistency of the measurements have been confirmed, following the guidelines of Hair Jr. et al. (2014), we set out to analyze the Discriminant Validity (Table 3).

Table 3 - Discriminant Validity Analysis

	1	2	3	4	5	6	7	8
1. Engagement	0.803							
2. Identification	0.641	0.736						
3. Intention to Loyalty	0.263	0.170	0.852					
4. Intention to Participate	0.638	0.674	0.309	0.779				
5. Intention to Recommend	0.569	0.641	0.209	0.518	0.817			
6. Intention to Continue	0.629	0.657	0.172	0.591	0.549	0.817		
7. Regulatory Pressure	0.436	0.285	0.122	0.465	0.269	0.383	0.752	

8. Reactance	0.334	0.338	0.090	0.324	0.340	0.352	0.275	0.733
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Source: Research Data (2018).

When analyzing the results presented in Table 3, it is verified that the discriminant validity was established between the constructs that compose the model proposed from the criterion of Fornell and Lacker (1981), since square roots of the AVE of all the constructs in bold are higher than their correlation coefficients with the other constructs analyzed. According to Hair Jr. et al. (2014) once the quality standards of the measurements are guaranteed, the researcher can consider the analysis of the structural model, taking into account the analyses of the hypotheses and the proposed model.

4.4 STRUCTURAL MODEL ANALYSIS

Aiming to analyze the relationships between the constructs that form the theoretical model and thus test the established hypotheses, following the teachings of Hair Jr. et al. (2014), the Bootstrapping procedure was carried out. The parameters used for this procedure meet the requirements established by the authors, and were determined as follows: Number of sub samples (5,000); Maximum Interactions (500); Stopping Criterion (10^{-7}); Weighting Scheme (Path); Significance (5%). Table 4 presents the metrics related to the structural model.

Table 4 - Structural Model Metrics

Hypothesis	Relationship	Expected Ratio	Coefficient of Way	Value p	f ²	R ²	Result
H1	Normative Pressure -> Engagement	+	0.276	0.000	0.135	48.0%	Supported
H2	Identification -> Engagement	+	0.562	0.000	0.558		Supported
H3	Regulatory Pressure -> Reactance	+	0.194	0.006	0.041	14.9%	Supported
H4	Identification -> Reactance	+	0.283	0.000	0.086		Supported
H5	Engagement -> Intention Loyalty	+	0.262	0.001	0.065	6.9%	Supported
H6	Reactance -> Intention Loyalty	+	0.003	0.486	0.000		Denied
H7	Engagement -> Intention to Participate	+	0.597	0.000	0.547	42.1%	Supported
H8	Reactance -> Intention to Participate	+	0.125	0.028	0.024		Supported
H9	Engagement -> Intention Recommend	+	0.513	0.000	0.359	34.9%	Supported
H10	Reactance -> Intention Recommend	+	0.168	0.001	0.039		Supported
H11	Engagement -> Intention to Continue	+	0.576	0.000	0.507	41.9%	Supported
H12	Reactance -> Intention to Continue	+	0.159	0.002	0.039		Supported

Source: Research Data (2018).

In analysis to Table 4, it is verified that of the 12 hypotheses established, only one (H6) was not supported by the results of the empirical study. With regard to Engagement with the Community, the results show that both the Subjective Norms and the Identification with the Community have a significant influence on this construct. Both the analysis of the path

coefficients and the Cohen Indicator (f^2) reveal that Identification with the Community influences Engagement with an intensity greater than the Normative Pressure. In the analysis of Pearson's Coefficient of Determination (R^2), it can be seen that the effect of explanatory constructs in relation to Engagement can be considered great, since it surpasses Cohen's (1988) reference for social and behavioral sciences.

The Reactance construct is significantly influenced by Normative Pressure and Identification with the Community. Again, the Identification with the Community presents a greater capacity for explanation than the Normative Pressure, however, in this case, both with f^2 indices that should be considered "small", since they do not exceed the reference of 0.15 (HAIR Jr. et al. 2014). As far as the model's ability to explain this construct is concerned, the R^2 value of 14.9% should be interpreted as an "average effect" (COHEN, 1988).

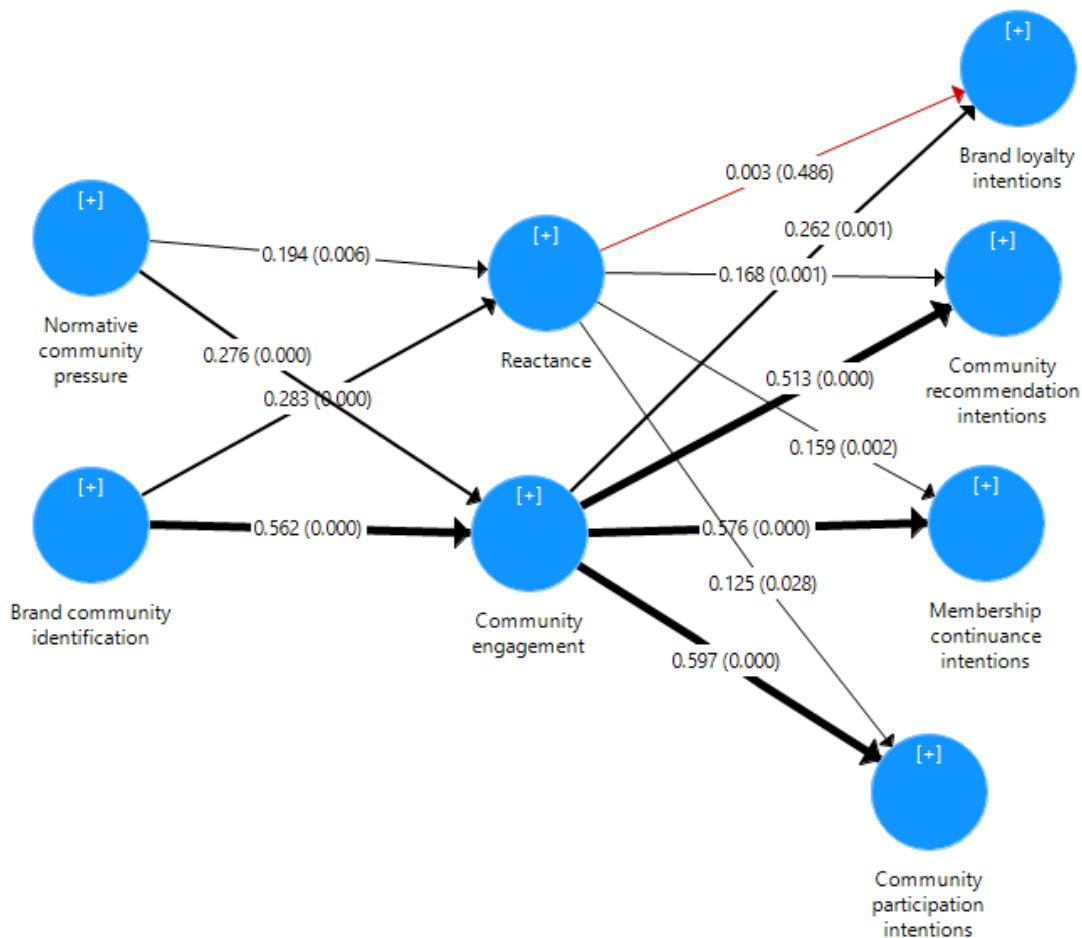
Loyalty Intent is the construct that presents the lowest level of explanation from the proposed model. The 6.9% R^2 should not be disregarded, but it turns out to be "small" even when one considers the social nature of the study on screen (COHEN, 1988). Considering the explanatory variables established for the Intent to Loyalty, the results point to the existence of a significant influence on Engagement with the Club, but with an effect ($f^2 = 0.065$) that should be interpreted as "small" (COHEN, 1988). The reactance does not significantly influence the Loyalty Intent. It is worth mentioning that the Loyalty Intention is the only construct of the model that is for consumption behavior directed to automobile brands. Considering that all constructs of the model deal with elements related to the dynamics of the brand community, it is understandable that the passage to consumer behaviors presents a lower level of adherence with the other constructs of the model.

The results indicate that the intention to participate in the activities of the club is influenced significantly by the two explanatory variables established in the model. Again, it can be seen that Engagement with the Community has a greater influence on this intention than Reactance. The R^2 of 42.1% found reveals that the model has a good explanatory capacity in relation to the intentions of participating in community activities, and its effect is considered to be "great" (COHEN, 1988).

Intention to Recommend the club to friends, family, and acquaintances has also been significantly influenced by Reactance and Commitment to the Community. Like the other endogenous constructs that have these two explanatory variables, it is possible that the Engagement has an effect superior to the Reactance, with respect to the influence in relation to the Intention to Recommend. The Pearson Coefficient of Determination (R^2) of 34.9% can be considered as “large”, since the reference for such an interpretation suggested by Cohen (1988) is 35%.

The intention to continue as a member of the community (club) was significantly influenced by both explanatory variables established in the model. Similar to what is observed among the other endogenous variables that are explained by Reactance and Community Engagement, Engagement has a “great” effect ($f^2 = 0.507$) on Intentions of Continuing in the Community, while Reactance has an effect that should be interpreted as “small” (HAIR Jr. et al., 2014). Figure 2 shows the nomological model tested, as well as the path coefficients and level of significance for each relation.

Figure 2 - General Model



Source: Research Data (2018).

In a broader analysis, the results indicate that the Engagement construct presents itself as the main element for explaining the phenomena involved in the participation of consumers in branded communities. Considering the exogenous variables of the model, it is also verified that the Identification with the Community presents itself as an important predictor of the way consumers relate to the brand communities. It is striking that all the relationships identified are positive. These findings are consistent with the hypotheses established for the present study, although they contradict the results found by Algesheimer, Dholakia and Herrmann (2005), specifically in the understanding that these authors present in relation to the Pressure and Reactance constructs, which were understood as elements that inhibit brand loyalty intentions, to participate in community activities, to continue in the community, and to recommend it.

5 CONCLUSIONS

Finally, it should be emphasized that the research results make an interesting contribution to the field of studies involving brands because it throws light on important constructs that are directly related to the concept of brand communities - normative pressure, identification with the community, reactance, engagement, not to mention the intentions of loyalty to the community, intention to recommend, intention to continue and, finally, intention to participate. The results obtained using the structural equations modeling approach (PLS) suggest that all proposed relationships between these constructs were positive, with only one exception (the relationship between reactance and loyalty intent). This allows us to infer that, while community normative pressures and community identification end up positively influencing engagement and reactance, the latter two constructs also prove to be predictors of loyalty intentions, to recommend, to continue, and to participate in the community.

Resuming the established objective for the research, it can be affirmed that, from the description of the results presented in the previous section, we were able to develop and to estimate a model in which the relations as antecedent and consequent of the constructs reactance and engagement could be tested in a context of old car clubs. In the same sense, returning to the questions presented in the introductory section of this paper, it is necessary to consider that all of them were properly answered.

It is clear, therefore, that the topics dealt with in this article are not limited to the theme of the brand community but they bring to the discussion issues that are important to other areas of marketing such as the purchase intentions studies and also the fields of studies on consumer engagement and identification of the consumer. In addition, it should be mentioned that the option of including the reactance construct as one of the elements to be investigated ends up also offering a relevant contribution to the marketing studies.

It can be pointed out that one of the differentials of the work regarding the data collection of empirical research refers to the constitution of a base of respondents whose origin is from several old car clubs in Brazil. Although part of the collection was conducted in

person in two major Brazilian capitals, an electronic version of the questionnaire was filled by members of several car clubs across the country.

It is at this point that it is possible to indicate some limitations of the research. Initially, the proposal would be to conduct research with a larger number of clubs. However, the lack of information about the clubs, together with the difficulty of getting the members' contact proved to be relevant. In addition, because the instrument was extensive, it generated a large number of incomplete questionnaires.

It is worth commenting that the proposed theoretical model can serve as an inspiration for other studies that may, in this case, add other relationships. Investigations involving the relationship between constructs like quality of the relationship with the brand, brand loyalty and others like brand love can be promising.

In this article, the option was to focus on communities of old car brands. However, the range of possibilities of studies involving other publics is quite extensive. In recent years, there has been a steady growth in interest in online brand communities that have characteristics that merit more careful scrutiny by marketers. Communities of service marks can be cited as promising to delve into other brand phenomena.

As practical implications, it can be said that the results confirm the idea that it is marketers who need to invest in consumer engagement with communities without losing sight of the fact that the notion that the community should be a participatory and collaborative space for all members. This is necessary in view of the power of reactivity in this process, as the results of the research show.

Finally, it should be pointed out that the theme of brand communities is inviting to constitute lines of research since it offers research that touches on other concepts and possibilities, such as the relationship of brand communities with consumer rituals of their members, in addition to verifying the influence of the self-esteem of consumers who constitute communities. Other constructs or concepts can serve as a basis for promising studies such as the role of peers in communities, the importance of human values in the creation and maintenance of communities, the values of consumption present in communities, the degree of materialism perceived among consumers among several others.

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APPENDIX A - SCALE USED

Identification with the community	IC1	I'm very attached to my club.
	IC2	I and the other members of the club share shared goals.
	IC3	The friendships I have with the other club members mean a lot to me.
	IC4	When I think about the actions taken by the club, I think of something that "we did" and not that "they did".
	IC5	I see myself as part of the club.
Engagement with the community	EC1	I benefit by following the club rules.
	EC2	I feel motivated to participate in club activities because later on I feel better.
	EC3	I participate the club to help other members.
	EC4	I participate in the club to meet my personal goals.
Community Normative Pressure	PNC1	To be accepted, I feel like I have to behave like the other club members expect me to behave.
	PNC2	My actions are often influenced by the expectations of other club members.
	PNC3	I feel that club members expect me to behave to their expectations.
Reactance	RE1	Since joining the club, I have felt the desire to preserve my own choices and opinions.
	RE2	If the club members tell me what I have to do, I always do the opposite.
	RE3	In conversations with the club's colleagues, I prefer to say what I believe rather than keep quiet when I disagree.
Intention to Continue in the Community	ICM1	For me, it would be very difficult to leave the club.
	ICM2	I can not see myself outside the club.
	ICM3	I want to remain as a member of the club.
Intention to Recommend the Community	IR1	I never miss an opportunity to invite others to join the club.
	IR2	If friends or relatives want to join an old car club, I would definitely recommend my club.
	IR3	Whenever I can, I recommend my club to other antique car owners like mine.
Community Involvement Intention	IPC1	I intend to actively participate in the activities of the club.
	IPC2	I want to help other club members by answering their questions and concerns.
	IPC3	I am willing to spend much of my time communicating with other club members.
Intent of Brand Loyalty	ILM1	On my next car purchase, I would like to buy a (assembler).
	ILM2	I would be willing to try hard to buy a (assembler).
	ILM3	Other cars from (assembler) arouse my interest of purchase.