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Why People use Online Social Media Brand Communities: A Consumption Value Theory Perspective

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Abstract

Purpose

The success and survival of any form of online community relies on the presence and active participation of its users. Hence, ensuring active user participation and retaining existing users is a key concern of the moderators of online communities. To address these challenges, the present study investigates the epistemic, emotional, and social values that influence users' intention to continue using an online social media brand community. Moreover, the study also investigates the differences in the influence of the investigated constructs and users' various activity levels.

Design/methodology/approach

The study utilized the consumption value theory framework for testing the relationship between different measures. An empirical analysis of the consumption values of 577 users in an online social media brand community was accomplished using structural equation modelling.

Findings

The study findings revealed that emotional and social values exert partial influence in predicting users' intention to continue using online social media brand communities. In particular, social enhancement and playfulness predict users' continuation intentions. Moreover, the results show that the influence of the investigated constructs (except playfulness) is consistent across users with various activity levels in online social media brand communities.

Research limitations/implications

These findings pave the way for further theoretical and practical considerations of the role of consumption values in resolving challenges of user participation and retention. However, there are still some open gaps concerning the generalizability of the findings as well as other factors that could

potentially influence the user intentions. Future studies should validate our findings by recruiting diverse users in terms of their age and cultural background.

Practical implications

The study findings are of special relevance for the service operators interested in practicing user-centric innovation. Moreover, the findings can help online social media brand community managers to kick start user-centric innovation activities in their community.

Originality/value

The study provides a novel perspective on the challenges of assessing users' consumption behavior. The perceived values have been conceptualized using the constructs of social influence, problem solving, playfulness, social enhancement, and social interaction.

Keywords: *Customer value, Social networks, Continued use, Communities, Consumption value theory*

1 Introduction

Emerging and ever-evolving technology continues to exert an influence on different spheres of life. Online social media platforms are a prominent example, showing the impacts of technology on different facets of human life, including sharing, communication, information-seeking, leisure, and work (Dhir, 2016a; Dhir, Chen, & Chen, 2015; Dhir & Torsheim, 2016; Dhir, Pallesen, Torsheim, & Andreassen, 2016). The use of online social media is also affecting the functioning of organizations (Cvijikj & Michahelles, 2013; Muk & Chung, 2014). One major positive impact of online social media on organizations is that they enable those organizations to establish easy access to their customer base across geographic boundaries (Jung, Kim, & Kim, 2014; Kaur, 2016a; Kaur, 2016b). Hence, an increasingly productive way of interacting with customers is the establishment of online social media brand communities (e.g., Facebook pages). Muniz and O'Guinn (2001) define a brand community in the online environment as a specialized and geographically unbound

community, which is *"based on a structured set of social relations among admirers of a brand*". Similarly, the aggregation of brand admirers on online social media can be referred to as a social media brand community. Individuals can become social media members by associating with established members on the respective social media platforms. For example, Facebook users can become members of Facebook-based brand communities by hitting the '*Like'* button on the right-hand side of the brand page. Online social media brand communities have gained popularity in the organizational domain because organizations prefer different social media platforms for business-to-consumer operations (Hubspot, 2011). Additionally, about 80% of organizations have a presence on Facebook (Infographics, 2012).

The online social media brand communities are potential platforms for practicing user-centric service innovation (Kaur, 2016a; Kaur, 2016b), which is defined as the process of involving users or consumers in innovating new services (Von Hippel, 2005). For example, consumers can employ online social media brand communities to offer feedback on existing products and services and to provide ideas for and evaluations of possible new products and services (Kaur, 2016b). Such information can be generated voluntarily by consumers or in collaboration with other community members and managers. Thus, organizations are trying to establish close bonds with their consumers because of the importance of user involvement in organizations' innovation processes (Füller, Matzler, & Hoppe, 2008; Von Hippel, 2005). However, despite the rising popularity and use of online social media brand communities, they have received little attention from the research community (see Habibi, Laroche, & Richard, 2014a, 2014b). It is currently not known what the different consumption values associated with the use of online social media brand communities are, or how different consumption values of online social media brand communities influence consumers' or users' intention to continue using those communities. These open research gaps are addressed by the present study, which focuses on the second phase of the user-centric innovation process in online social media brand communities (Kaur, 2016a). It aims at better understanding the

consumption values among online social media brand community consumers and their influence on users' intention to continue using them. We have utilized consumption value theory (CVT), a well-known theoretical framework for understanding user behavior in the context of hedonic technologies (Aladwani, 2014; Turel, Serenko, & Bontis, 2010). To the best of our knowledge, no previous attempts have been made to understand users' continuation from the viewpoint of the value derived through consumption of online social media brand communities. In addition to this, it was also observed that the limited prior literature examining user behavior in the context of online social media brand communities mainly focuses on social media users in the Western world (see Habibi et al., 2014a; Jung et al., 2014). By contrast, almost no prior study has attempted to understand the underpinnings of continuation intention regarding the use of online social media brand communities among social media users in the developing world. This is important because prior computer-mediated communication literature has found significant cultural differences in the use of Internet and computer-mediated platforms such as online social media (Dhir, Kaur, Lonka, & Nieminen, 2016a; Dhir & Tsai, 2017; Dhir, Kaur, Lonka, & Tsai, 2017; Dhir, Khalil, Lonka, & Tsai, 2017). Due to these differences, it has become important to study the continuation intentions of social media users in the developing world. To address this urgent need, the present study recruited social media users from India in an attempt to understand the underpinnings of the continuation intention of Indian users regarding online social media brand communities. Currently, India hosts the world's second largest group of Internet and social media users (Dhir & Tsai, 2017; Dhir, Kaur, Lonka, & Tsai, 2017). Therefore, it is important to study the online social media behavior of such a large demographic and cultural group. For the present study, "Facebook" was chosen as the research context and "Facebook pages" as the online social media brand communities because India presently has 185 million Facebook users, which is the second largest number of Facebook users after the US (*Economic Times*, 2015; Gray, 2017). Consequently, it is worthwhile to

investigate the continuation behavior of Indian users in online social media brand communities (e.g., Facebook-based brand communities).

2 Research background

2.1 Online social media brand communities

The domain of online social media brand communities has undergone both qualitative and quantitative investigations involving different theoretical frameworks. Prior literature has utilized different theoretical frameworks, including social exchange theory, uses and gratifications theory, social capital theory, the customer-centric model, community markers and value creation practices, the technology acceptance model, theory of reasoned action, self-perception theory, and the five-factor model of personality traits. These theoretical frameworks have been mainly used for quantitative investigation of different aspects of user behavior related to online social media brand communities. For example, studies have been conducted on brand loyalty (e.g., Laroche, Habibi, Richard, & Sankaranarayanan, 2012; Kang, Tang, & Fiore, 2014), brand trust (Habibi et al., 2014a), loyalty to online social media brand communities (e.g., Lin & Lu, 2011; Ho, 2014), satisfaction (Gummerus, Liljander, Weman, & Philström, 2012), brand experience (Chen, Papazafeiropoulou, Chen, Duan, & Liu, 2014), word-of-mouth (Chen et al., 2014), intention to join (Muk & Chung, 2014), consumer engagement (e.g., Zheng, Cheung, Lee, & Liang, 2015), and purchase behavior (Ho, 2014). Prior research has concluded that online social media brand communities have a positive influence on user behavior. Laroche, Habibi, and Richard (2013) and Laroche et al. (2012) reported that online social media brand communities help in generating brand loyalty and brand trust among their consumers. Similarly, Ho (2014) found that user participation in an online social media brand community can influence consumers' purchase and word-of-mouth behavior.

A review of the prior literature indicated that research on online social media brand communities has primarily been conducted in the United States (e.g., Habibi et al., 2014a; Jung et al., 2014), Taiwan (e.g., Lin & Lu, 2011; Ho, 2014), Hong Kong (Zheng et al., 2015), Spain (Ruiz-

Mafe, Marti-Parreno, & Sanz-Blas, 2014), and Ireland (Wallace, Buil, & Chernatony, 2014). Additionally, some studies have overlooked information regarding the geographic contexts of the studies (e.g., Laroche et al., 2012; Gummerus et al., 2012; Laroche et al., 2013; Kabadayi & Price, 2014). It is noteworthy that existing studies have not addressed the use of online social media brand communities in the developing world, e.g. Indian social media users, who have become a major group of social media users due to both the size of the population and the enhanced activity level of individual users. Scholars have emphasized that there exist significant cultural differences among online social media users from different countries, even within one sub-continent (McSweeney, 2002; Kim, Sohn, & Choi, 2011). Therefore, the cultural differences in the use of online social media brand communities must be investigated. It is reasonable to assume that Indian users' behavior in online social media brand communities differs from that of users in Taiwan and Hong Kong. Thus, the existing research from Taiwan and Hong Kong is not representative of all user behavior in online social media brand communities. This calls for investigation into the behavior of Indian users of online social media brand communities. Furthermore, to the best of our knowledge, no other research has attempted to understand users' continuation intention of online social media brand communities from the perspective of consumption value.

2.2 Consumption Value Theory (CVT)

Consumption value theory (CVT) was proposed by Sheth, Newman, and Gross in 1991 to improve the understanding of the different value-oriented elements addressing consumer choice behavior in the context of products, services, or brands. CVT comprises five different consumption values that explain consumer choice behavior: (i) functional, (ii) emotional, (iii) social, (iv) epistemic, and (v) conditional (Sheth et al., 1991, pp. 160-163). Functional value is defined as "*the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance.*" Emotional value is defined as "*the perceived utility acquired from an alternative's*

capacity to arouse feelings or affective states." Social value is defined as "*the perceived utility acquired from an alternative's association with one or more specific social groups.*" Epistemic value is defined as "*the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge,*" and conditional value is defined as "*the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker*" (Sheth et al., 1991, pp. 160-163).

CVT has been used in a variety of domains to investigate consumer choice behavior, including college courses (Stafford, 1994), social networking communities (Kim, Gupta, & Koh, 2011), mobile phone ringtones (Turel et al., 2010), virtual items (Shang, Chen, & Huang, 2012), smartphones (Bodker, Gimpel, & Hedman, 2009), and social virtual worlds (Mäntymäki & Salo, 2015). In the context of online social media, CVT has been employed to investigate the usage construct with regard to Facebook (Aladwani, 2014), intention to purchase digital items in online social media communities (Kim et al., 2011), and intention to play (Lu & Hsiao, 2010). To the best of our knowledge, the domain of online social media brand communities has not been examined from the perspective of CVT.

In the present research, the theoretical framework of CVT was chosen to explain users' continuation intention with respect to the use of online social media brand communities for the following reasons. First, the existing research has indicated the need for new theoretical frameworks for understanding user behavior in the context of emerging technologies (Venkatesh, Davis, & Morris, 2007). Second, existing information system theories mainly address the use and adoption of "*productivity-oriented*" information technologies rather than "*pleasure-oriented*" technologies (Aladwani, 2014); for example, Facebook has been labelled a hedonic social interaction technology (Rosen & Sherman, 2006). Therefore, understanding the continued use of brand communities on social hedonic platforms also requires a theoretical framework suitable for investigating hedonic technologies (Turel et al., 2010). CVT is a well-known framework for hedonic technologies and has

been successfully applied in the online social media domain (Aladwani, 2014; Kim et al., 2011). Second, CVT provides a balanced approach because it comprises both intrinsic and extrinsic elements for investigating users' consumption-related behavior (Turel et al., 2010; Aladwani, 2014). Third, the application of CVT has been investigated mainly in non-Facebook settings (Aladwani, 2014). As prior research has suggested its applicability in the online social media domain, it is worthwhile to examine its applicability in specific online social media as well. Finally, online social media brand communities are perceived as a service provided by the organization that enables its consumers to receive different forms of information related to the range of products and services it provides. In this regard, continuation intention represents a form of user consumption choice-oriented behavior. Thus, CVT is appropriate for investigating users' intention to continue using online social media brand communities.

Prior research has found that users are motivated to participate in online social media brand communities for different reasons: information seeking, social enhancement, entertainment, self-expression, skill improvement and formation, and relationship maintenance (Zaglia, 2013; Jung et al., 2014; Wallace et al., 2014). This argument explains our consideration of (i) epistemic values, (ii) emotional values, and (iii) social values to explain users' continuation intention in online social media brand communities. The conditional value is not considered, as it addresses user decision-making in a marketing context as compared to decisions related to information technology adoption (Kim et al., 2011; Turel et al., 2010; Adalwani, 2014). Additionally, epistemic value is more appropriate than functional value in the current research context. This is because users' functional needs (e.g., sending messages, viewing photos and videos, updating statuses) are already satisfied with general Facebook usage. Only information seeking relates to both epistemic and functional value. However, based on their definitions, epistemic rather than functional value addresses the desire to gain information; therefore epistemic value is a better fit than functional value for this research.

3 Research Model

This section presents the initial research model, which comprises the values shown in Figure 1.

3.1 Epistemic Value

In the present study, epistemic value addresses the value generated by gaining information from a brand community. Pempek, Yermolayeva, and Calvert (2009) found that users spend about 30 minutes on online social media looking for information rather than generating content. Additionally, information retention is one means of value generation (Shang, Li, Wu, & Hou, 2011). Facebook is used for seeking information, generating ideas, and obtaining information on ways to do things (Park, Kee, & Valenzula, 2009; Cheung, Chiu, & Lee, 2011). In the context of online social media brand communities, Zaglia (2013) reported that seeking tailored information motivates users to participate. Furthermore, information retrieval positively influences users' intention to continue using online social media brand communities. For example, satisfaction of information needs (Jung et al., 2014) and perceived usefulness (Ruiz-Mafe et al., 2014) influence users' intentions to continue using online social media brand communities. The constructs of social influence and problem solving represent users' information needs with respect to online social media brand communities. These constructs address users' desire to obtain information on the latest trends and ways of solving problems together with assistance with decision-making. The above arguments lead to the following hypotheses:

H1: Social influence positively influences users' intention to continue using online social media brand communities.

H2: Problem solving positively influences users' intention to continue using online social media brand communities.

3.2 Emotional value

Emotional value addresses the arousal of feelings as a result of brand community use. Based on a review of the existing research, Aladwani (2014) states that emotional value makes the maximum contribution to the value accrued by users of social networks. The existing research has considered Facebook to be a hedonic technology that satisfies the intrinsic needs of its users (Rosen & Sherman, 2006; Lampe, Ellison, & Steinfield, 2009). Furthermore, Facebook users consider it to be a platform for entertainment and enjoyment (Boyd, 2008; Special & Li-Barber, 2012). By contrast, Facebook can also lead to the generation of negative emotions (e.g., anxiety) due to information overload (Koroleva, Krasnova, & Günther, 2010). The existing research on online social media has found that playfulness has a direct influence on users' intention to use online social media as well as their actual usage (Sledgianowski & Kulviwat, 2009). In the context of online social media brand communities, hedonic needs (Kang et al., 2014) and enjoyment together with entertainment (Zaglia, 2013) influence users' intention to participate and continue participating. The construct for playfulness considered in the research is constituted of user enjoyment-oriented emotions. Hence, the above argument leads to the following hypothesis:

H3: Playfulness positively influences users' intention to continue using online social media brand communities.

3.3 Social value

Social value addresses the utility derived from association with a brand-based community. The attainment of social value can play an important role in formulating users' intention to continue using social media (Hsiao & Chiou, 2012). Social connection, communication, and social networking are significant predictors of users' intention to use Facebook (Joinson, 2008; Ellison, Steinfield, & Lampe, 2007). Facebook is also used as a tool for impression management or enhancing one's image within a peer group (Dhir, 2016a; Dhir, 2016b; Dhir et al., 2015). In the context of online brand communities, Kuo and Feng (2013) found social interaction to influence

users' commitment to the community. Social value also plays a significant role in shaping user behavior in the context of online social media brand communities (Zaglia, 2013; Jung et al., 2014; Lin & Lu, 2011). Zaglia (2013) reported that social enhancement, together with relationship formulation and maintenance, plays an influential role in motivating users to participate in online social media brand communities. Similarly, satisfaction of social needs (Jung et al., 2014) and social interaction (Lin & Lu, 2011) predict users' intention to continue using online social media brand communities. The constructs of social interaction and social enhancement represent users' social need to make contact with new acquaintances that have shared interests, and to enhance their reputation as a result of using online social media brand communities. The construct of social interaction addresses users' tendency to establish relationships with new acquaintances with which they have shared interests in online social media brand communities. On the other hand, social enhancement value deals with users' intention to gain reputation among peers through the use of online social media brand communities. This argument leads to the following hypotheses:

H4: Social enhancement positively influences users' intention to continue using online social media brand communities.

H5: Social interaction positively influences users' intention to continue using online social media brand communities.

Insert Figure 1 here

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4 Methodology

4.1 Instrument Development

The instrument for the empirical inquiry was developed based on a review of the existing literature, consisting of the various constructs used in the previous research (see Table 1). Different researchers have validated these scales in various contexts, but the scales for the present investigation were adapted to the research context through minor changes in the wording of the

items. Before conducting the study, pilot testing was carried out with 12 online social media brand community users. The pilot test aimed at finding difficulties and complexities in the length, structure, or comprehensiveness of the survey. The instrument was updated based on the findings from the pilot test. For example, some of the questions were rephrased to eliminate difficult words or to make the sentences easier to understand for the target users. All the items measured users' responses on a 5-point scale (ranging from 1, strongly disagree, to 5, strongly agree).

Insert Table 1 here

4.2 Data collection and study participants

A total of 577 undergraduate students (aged 18 to 22 years) from two colleges in North and South India were invited to participate in the study. Considering the context of the research, only respondents who had experience in Facebook-based brand communities were recruited. The respondents were reached through their respective college management, which was contacted via e-mail and telephone. The college management was clearly informed about the study objectives, requirements, and expected outcomes. After obtaining approval from the participating institute, the study was advertised to students via information notice boards and teachers during their lectures. The study advertisement provided the study details (e.g., objectives, expected outcomes, time and study requirements, information about the researcher, study venue, time and date of the study).

The study was conducted in two stages. During the first stage, the respondents were given a brief presentation explaining the concept of Facebook-based brand communities. During the presentation, examples of Facebook-based brand communities were shown. Additionally, participants were informed about different modes of user participation in Facebook-based brand communities (e.g., commenting, sharing, liking, posting). The first stage aimed at ensuring that the researchers and participants held a similar understanding of Facebook-based brand communities. Following this, participants who had experience with Facebook-based brand communities were requested to

continue to the second part of the study. To begin this stage, the participants were again reminded of the study's aims and expected outcomes. Additionally, to ensure anonymity, they were clearly instructed not to reveal any identifying information (e.g., name, student number, email address, mobile phone number). Following this, the participants were given a paper-and-pencil survey and were asked to complete it. Moreover, participation in the study was completely voluntary, confidential, and anonymous. The study respondents were free to quit the study at any point. The descriptive statistics of the demographics of the study are presented in Table 2.

Insert Table 2 here

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5. Results

The analysis was performed using AMOS 22.0 and SPSS 22, following a two-step approach as suggested by Anderson and Gerbing (1988). First, the measurement model was run to examine the validity and reliability of the study constructs. Second, the structural model was analysed to test the proposed study hypotheses. The following section presents the details of both data analysis stages.

5.1 Measurement model

The measurement model aims to validate the survey instrument considered for investigating the study research questions. The measurement model also returned a good model fit ($X^2/df = 2.23$; $CFI = .95$; $TLI = .94$; $RMSEA = .05$) (Browne & Cudeck, 1993; Hu & Bentler, 1999; Kline, 2010).

Validity and reliability were examined using different methods. First, content validity was ensured through the selection of survey items for underlying study constructs from the extant literature. The chosen scales had previously been validated by different researchers across several domains and international contexts. This instrument development technique ensured content validity. Second, the face validity of the survey instrument was assured by running a pilot study, with 12 respondents representing the target population. As mentioned previously, minor

modifications were introduced in the final study instrument based on the findings of the pilot study. Therefore, the pilot study enabled us to examine the face validity.

Third, convergent validity aimed at assessing the degree of relatedness among the theoretically similar constructs was examined based on the following statistical recommendations: (i) The composite reliability (CR) value of the study constructs should be greater than or equal to .70 (Nunnally, 1978; Fornell & Larcker, 1981), (ii) Cronbach's alpha values (α) should be greater than .70 (Nunnally, 1978), (iii) item loadings for the different study constructs should be greater than .50 (Anderson & Gerbing, 1988), and (iv) the average variance extracted (AVE) value of the constructs should be greater than .50 and always less than their corresponding CR value (Fornell & Larcker, 1981). All study constructs satisfied the aforementioned tests, establishing the convergent validity of the survey instrument (see Table 3). The AVE value for social influence was .50, which is considered acceptable for exploratory research since it has a value of at least .50.

Finally, discriminant validity is intended to ascertain whether the undertaken study constructs are theoretically different from each other or not. This was established using the following statistical tests: (i) AVE of the study construct should be greater than the corresponding average shared variance (ASV) and maximum shared variance (MSV) value (Barclay, Higgins, & Thompson 1995), (ii) the correlation between the different pairs of study constructs should be smaller than .80 (ranging between .22 and .48) (Campbell & Fiske, 1959), and (iii) the value of the correlation of a particular construct with other study constructs should be smaller than the square root of the AVE value of that particular construct (Chin, 1998; Fornell & Larcker, 1981). The present study constructs satisfied all of these requirements; thus, the survey instrument possessed discriminant validity (see Table 3).

Insert Table 3 here

5.2 Hypothesis Testing

Hypothesis testing was performed using three different structural models. Model A comprises all the participants and all user activity levels (i.e., 1 to 5, ranging from *very active* to *don't use much*). User activity refers to the users' self-rating of their activity levels on the social media brand communities. It was measured using a five-point response scale where 1 = "*very active*" and 5 = "*don't use much*". Model B includes only those participants who have a high end-user activity level (i.e., *very active* and *active*). Model C is composed of those participants who reported their user activity to be *less active* or *don't use much*. All these models returned a good model fit (see Table 4). The analysis revealed similarities but also minor differences between the online social media brand community users with high- and low-end activity levels. Hypotheses H1, H2, and H5 are not supported. Hypothesis H4 is supported by the users with all activity levels, but Hypothesis H3 is supported with the complete data set and users with low-end activity levels (see Table 4).

Insert Table 4 here

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6. Discussion and Conclusions

The present study focuses on improving our understanding of the driving factors of users' intention to participate and continue using online social media brand communities from the perspective of CVT. The present research investigates the continuation intention of the users regarding online social media brand communities by understanding the value generated by these communities. As Turel et al. (2010) pointed out, CVT is the most appropriate theoretical framework for investigating hedonic technologies. As far as we are aware, no attempt to investigate continuation intention from the perspective of CVT has previously been made. Furthermore, this study also addresses concerns raised by existing researchers about using new theoretical frameworks to understand user behavior instead of the existing frameworks, which are more heavily

dedicated to "productivity-oriented" information technologies (Venkatesh et al., 2007; Aladwani, 2014).

The present study results highlight differences in terms of continuation intentions among users with high and low activity levels in online social media brand communities. The study findings reveal that social influence, problem solving, and social interaction have no influence on users' continuation intentions regarding online social media brand communities. This is consistent across users with different activity levels. Social enhancement influences the continuation intention of users with high, neutral, and low activity levels in online social media brand communities. Finally, playfulness is influential for users with low activity levels rather than highly active users.

The study findings reveal that epistemic value does not exert significant influence on users' intention to continue using online social media brand communities, which contradicts the prior literature. Epistemic value addresses the utility derived by users from gaining knowledge from online social media brand communities. For example, information seeking is a significant motivation for using online communities (Dholaki, Bagozzi, & Pearo, 2004), social media (Park et al., 2009; Cheung et al., 2011), and one of the driving factors of users' intention to continue using online social media brand communities (Zaglia, 2013; Jung et al., 2014). Information seeking is one objective behind the establishment of the online communities. Online communities provide information to users about organizations' products and services, and let users share information with each other (Rheingold, 1993). A possible reason behind this contradiction is that young adults are interested in continued use of online social media brand communities for impression management rather than for information seeking (see Dhir, 2016a; Dhir, 2016b). The prior literature suggests that impression management and online self-identity are the most preferred activities among young social media users (Dhir, 2016a; Dhir, 2016b; Dhir et al., 2015). Furthermore, the present study reveals that social enhancement value plays a significant role in predicting users' intention to continue using online social media brand communities.

The present study finds that emotional value can influence users' intention to continue using online social media brand communities. The construct of playfulness (e.g., hopefulness, happiness, excitement) has been employed to investigate the impact of emotional values. This finding is consistent with the prior social media literature. For example, playfulness affects continuation intention and user behavior (Sledgianowski et al., 2009). Furthermore, the existing research on online social media brand communities has also reported the influential role of enjoyment and entertainment in driving users' behavior related to brand communities (Kang et al., 2014; Zaglia, 2013). Kang et al. (2014) found that satisfaction of users' hedonic needs can motivate them to continue using online social media brand communities. However, the playfulness value has not found consistent support among users at all activity levels. One possible reason could be that users with high activity have emotional needs apart from enjoyment that might influence their continuation intentions. For example, other factors that may influence users' emotional value and ultimately their intention to continue their use of online social media brand communities include intimacy with the brand and community identification. Community identification and brand experience have been empirically found to influence users' continuation intentions in prior research on online social media brand communities (Chen et al., 2014; Ho, 2014).

Social values find partial support in predicting users' intention to continue using online social media brand communities. In this study, social values are formulated using social interaction value and social enhancement value. The findings suggest that social interaction value is not a significant predictor of users' continuation intention regarding online social media brand communities. This finding contradicts prior literature on the use of online communities (de Valck, Bruggen, & Wierenga, 2009; Preece, 2000) and social media (Joinson, 2008; Ellison et al., 2007). Furthermore, social interaction has an influential role in determining users' intention to continue using online social media brand communities (Lin & Lu, 2011; Jung et al., 2014; Zaglia, 2013). One reason behind this contradiction may be the minor differences in the conceptualization of the social

interaction value construct. In the present study, the construct of social interaction value addresses the establishment of relationships with new acquaintances having similar interests via online social media brand communities. Jung et al. (2014) also touched upon a similar theme of social interaction through their broadly formulated construct of social needs. On the other hand, the construct of social interaction used by Lin and Lu (2011) comprises interaction with members of online social media brand communities who are usually unknown to the users. Another reason may be the lack of interest among young social media users in connecting with new acquaintances on brand communities. This is consistent with the prior social media literature suggesting that users do not prefer to establish new contacts, and it is especially valid in the case of young social media users (Ellison et al., 2007; Lenhart & Madden, 2007).

Social enhancement value is reported as the predictor of users' intention to continue using online social media brand communities. This result is consistent with the prior social media literature. For example, social enhancement is part of the impression management practiced by social media users (Dhir, 2016a; Dhir, 2016b; Dhir et al., 2015). In the context of online social media brand communities, Zaglia (2013) found that social enhancement is one motivator that drives individuals to participate in brand communities. However, to the best of our knowledge, no study has empirically investigated the role of social enhancement value on users' continuation intentions with respect to online social media brand communities; the present study thus makes the first attempt to understand this influence on users' continuation intentions. The results find support among users with different activity levels on brand communities, showing that users at all activity levels are influenced by the possibility of enhancing their image with others by using online social media brand communities. The results also reveal the possibility that users with low activity levels on online social media brand communities have mainly joined these communities and are continuing their use because of the potential for social enhancement.

5.3 Implications for theory and practice

The present study results add new knowledge on CVT by expanding it to the domain of online social media brand communities, as well as revealing the values that are important for users in such a context. Additionally, the results indicate that social and emotional values are more significant for online social media brand community users than epistemic values. Hence, in this way, the study also expands existing knowledge in the domain of online social media brand communities with a focus on consumption values.

The current research adds to existing knowledge on the consumption values of young Indian social media users by investigating their behavior in the domain of online social media brand communities. As the prior literature suggests, Indian users have not been studied previously in the context of online social media brand communities on Facebook. Moreover, 83.1% of Facebook users are outside the United States and Canada (Facebook Newsroom, 2015); however, most studies have been conducted in the United States. The results suggest that young users of online social media brand communities derive value by enhancing their image and through playfulness. This study is an initial attempt to establish empirically the positive influence of social enhancement value on users' continuation intention in the context of online social media brand communities. Furthermore, the present study also states that playfulness does not exert a significant influence on the continuation intentions of users who are highly active in online social media brand communities. This study is the first attempt to highlight the differences among users with different activity levels in online social media brand communities in the context of their continuation intentions. Furthermore, the findings also state that users with different activity levels in online social media brand communities do not differ in terms of the influence of social influence, problem solving, social interaction, or social enhancement with respect to their continuation intentions. Finally, researchers who are interested in understanding the behavior of young adult social media users can benefit from the study results.

The current study explains 37% of the variance in users' intention to continue using online social media brand communities. The variance explained by the current study is less than the variance reported in the prior literature. Lin and Lu (2011) used social capital theory to explain 57% of the variance, while Jung et al. (2014) used the theory of reasoned action to explain 68% of the variance. Similarly, Ho (2014) used the social exchange theory to explain 62.5% of the variance in users' extra-role behavior, which comprises additional variables (word-of-mouth and recommendation behavior) together with continuation intention. The reduction in the value of the variance explained can be accounted for as follows. First, the theory of reasoned action, the social exchange theory, and the social capital theory are better theoretical frameworks for explaining users' continuation intention regarding online social media brand communities than CVT. This may therefore nullify to some extent the existing assumption of a need for different theoretical frameworks for investigating user behavior with respect to hedonic technologies (Turel et al., 2010). Second, the possibility exists of adding additional variables for the considered values to enhance the percentage of the variance explained in users' continuation intention regarding online social media brand communities.

According to McWilliam (2000), the efficient management of online communities is achieved by gaining information regarding users' expectations. The present study provides ideas to companies interested in using social media to practice user-centric innovation. The findings suggest ideas for online social media brand community managers to motivate their users to participate in user-centric innovation activities by creating a meaningful experience. The current study provides a number of suggestions to online social media brand community managers to ensure their continued use by users. First, brand community managers should work on innovating strategies to increase the existing level of playfulness in online social media brand communities. Second, the online social media brand community can work on strategies to help its young users enhance their status.

5.4 Limitations and avenues for future work

The present study suffers from limitations that open avenues for future research. First, there are issues regarding the generalizability of the findings, as the study was conducted on undergraduate students in India. This offers contextual benefits, but also limits the universality of the findings. Future studies should aim to validate the findings of this study with users of Facebook-based brand communities belonging to different age groups and cultural backgrounds. Second, future research should also investigate other factors comprising the considered epistemic, emotional, and social value to increase the existing level of variance explained in predicting users' continuation intention regarding online social media brand communities.

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Figure 1 Research Model

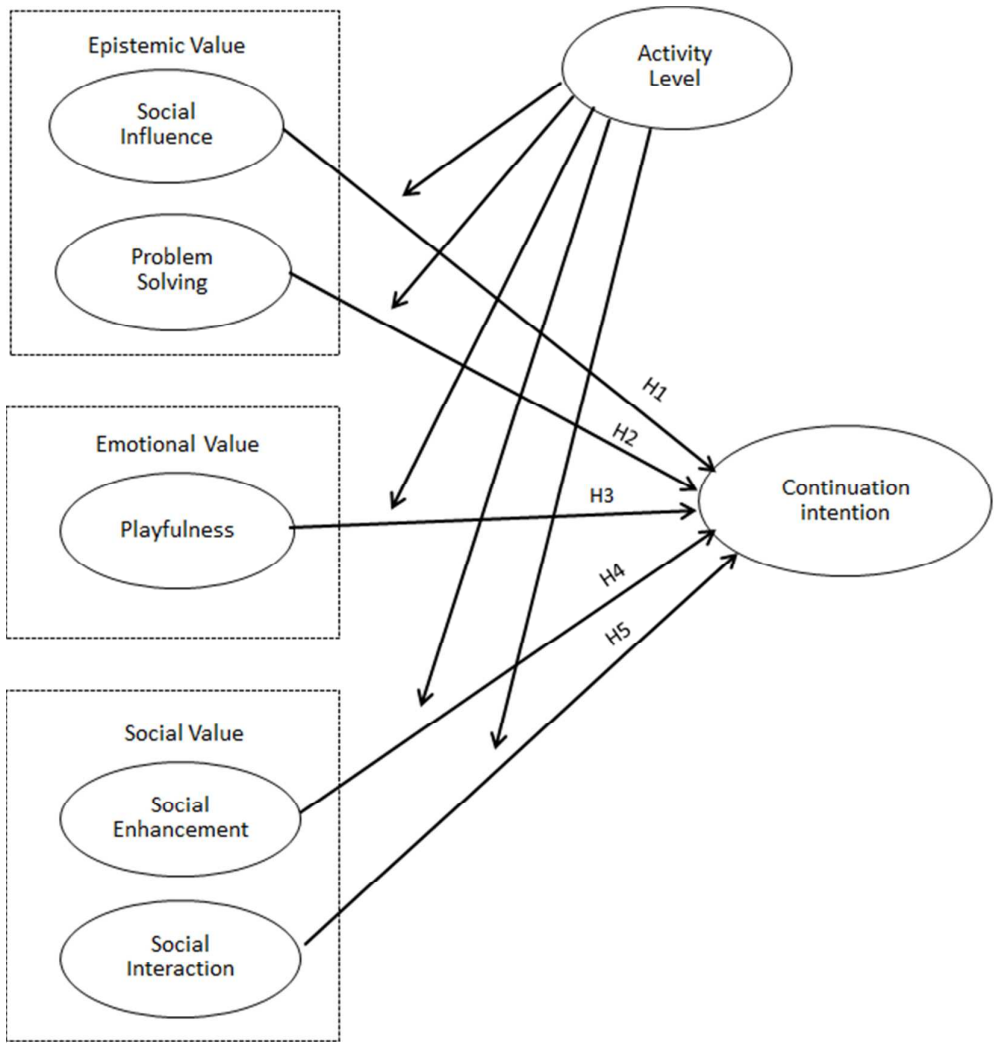

Table 1 Study measures

Factor Name	Survey Items	Standard Loadings	α
Social Influence (O'Brien,	I use FBC to keep up with trends.	.70	.75

2010; Dholakia, Bagozzi, & Pearo, 2004)	I use FBC to keep up with new fashions.	.76	
	I use FBC to see what new products are available.	.67	
Problem Solving (O'Brien, 2010; Dholakia, Bagozzi, & Pearo, 2004)	I use FBC to solve problems.	.72	.73
	I use FBC to make decisions.	.79	
Playfulness (Chou & Ting, 2003; Agarwal & Karahanna, 2000; Novak, Hoffman, & Yung, 2000)	I experience highest happiness when using FBC.	.69	.80
	I experience highest excitement when using FBC.	.72	
	I experience highest satisfaction when using FBC.	.76	
	I experience highest hopefulness when using FBC.	.68	
Social Enhancement (Dholakia, Bagozzi, & Pearo, 2004)	Using FBC can help me improve my image among friends.	.74	.81
	Using FBC enhances my reputation among friends.	.73	
	Using FBC can help me impress others.	.73	
	Using FBC can help me feel important.	.68	
Social Interaction (Wu & Wang, 2011)	Using FBC enables me to develop relationships with others.	.65	.75
	Using FBC enables me to know new friends.	.84	
	FBC enables me to know new friends without embarrassment.	.64	
Continuation Intention (Bhattacherjee, 2001; Dholakia, Bagozzi, & Pearo, 2004; Zhou, 2011)	I will always try to use FBC in my daily life.	.81	.76
	I plan to continue to use FBC frequently.	.76	
	I want to continue participating in FBC rather than discontinuing its use	.57	

Note: FBC = Facebook based brand community

Table 2 Descriptive statistics of the participant demographic information

Category	Item	Percentage (Frequency)
Gender	Female	26(150)
	Male	73.8 (426)

Age	18	17 (98)
	19	40 (231)
	20	30.5 (176)
	21	9.2 (53)
	22	3.1 (18)
Facebook-based brand community experience	Less than 1 year	40.6 (234)
	Between 1 and 3 years	31.7 (183)
	Greater than 3 years	26.5 (153)
Facebook-based brand community activity	Very active	5.9 (34)
	Active	23.4 (135)
	Neutral	28.4 (164)
	Less active	21.5 (124)
	Don't use much	20.5 (118)

Table 3 Convergent and discriminant validity analysis

	Mean	SD	CR	AVE	MSV	ASV	SI	PS	SIF	PY	SE	CI
SI	3.37	.95	.76	.51	.16	.11	.72					
PS	2.95	.99	.73	.57	.27	.18	.28	.76				
SIF	3.58	.87	.75	.50	.37	.21	.33	.48	.71			
PY	3.08	.85	.81	.51	.25	.18	.32	.43	.37	.71		
SE	3.26	.89	.81	.52	.37	.26	.40	.52	.61	.47	.72	
CI	3.18	.89	.77	.52	.27	.18	.30	.34	.43	.50	.52	.72

Note: SI (social interaction), PS (problem solving), SIF (social influence), PY (playfulness), SE (social enhancement), CI (continuation intention), CR (Composite reliability), AVE (Average Variance Explained), MSV (maximum shared variance), ASV (average shared variance)

Table 4 Results of structural equation modelling

	Model A (N = 577)			Model B (N = 169)			Model C (N = 242)		
Hypothesis	Beta	T-value	Support	Beta	T-value	Support	Beta	T-value	Support
SIF→CI	.13	1.936	No	.00	-.023	No	.10	.989	No
PS→CI	-.02	-.254	No	.00	-.012	No	-.11	-1.195	No
PY→CI	.31	5.169	Yes	.17	1.435	No	.41	4.341	Yes
SE→CI	.28	3.802	Yes	.46	2.553	Yes	.31	2.677	Yes
SI→CI	.05	1.025	No	.01	.096	No	-.02	-.286	No
R^2 Value		37%			33%			39%	
Model fit	X^2/df = 2.23; *CFI* = .95; *TLI* = .94; *AGFI* = .93; *GFI* = .95; *RMSEA* = .05			X^2/df = 1.67; *CFI* = .91; *TLI* = .89; *AGFI* = .83; *GFI* = .88; *RMSEA* = .06			X^2/df = 1.72; *CFI* = .94; *TLI* = .92; *AGFI* = .88; *GFI* = .91; *RMSEA* = .06		