Social influence of the "rational flow" communication model of brand community participation in four-wheeled vehicle companies as a supporting correlation for knowledge exhibitions

Hefri Yodiansyah[1*], Debby Kurniadi[2], Hari Jummaulana[3]

Department of Communication Sciences. STISIP Persada Bunda, Indonesia | hefriyodiansyahth@gmail.com[1]
Department of Communication Sciences. STISIP Persada Bunda, Indonesia | kurniadidebby@gmail.com[2]
Department of Communication Sciences. STISIP Persada Bunda, Indonesia | jummaulanahari@gmail.com[3]
Correspondence Author*

Abstract

This study aims to brand community research by proposing and testing a model of user participation in brand communities. The authors conceptualise three antecedents of brand community participation (e.g., individual, relationship, and group) based on qualitative results and an extensive literature review. The empirical analysis comes from data related to the official car brand community and supports most of the hypotheses. However, several differences emerge between users of official car brands and unofficial dealers regarding the correlation factor in the level of knowledge exhibition. Additionally, critical mass perceptions explain some of the social mechanisms underlying members' decisions to participate in brand communities. Finally, quantile regression analysis extends previous literature by showing that different exchange rules motivate brand users, depending on their level of participation. This paper discusses the managerial implications of these findings as well as some important issues and lines of research.

Keywords: Communication model, rational flow, participation, community brand, support knowledge exhibition

Introduction

In an unresponsive marketing environment, Muñiz and O'Guinn (2001, p. 412) define brand communities in EM, Griffin's book. 2012. A first look at communication theory, eighth edition, McGraw-Hill Companies, pages, 1 – 473, as "specialised, geographically independent communities, based on a structured set of social relationships among brand users" that offer new experiences and environments social. Effective social engineering is essential for establishing a deep, lasting, and effective bond of reason flow between consumers and brands.

This consumer-centric, co-creative and relational approach is increasingly heralded as a pillar of brand differentiation and sustainable competitive advantage. Marketing experts dedicate great efforts to understanding the process of brand community development (e.g., communication theory influences the study of positive issues (Griffin, 2008) with a growing awareness that brand communities create value in the exchange process (Ruth Towse, and; Ruth Wodak, 2008). A key feature of these process stimuli is brand community participation, defined as the extent to which a member actively engages in community activities and interacts with other brand community members. Community participation motivates its members to integrate into the community by encouraging them to participate in shared rituals and traditions, thereby preserving the history, culture, and sense of community (Cardoso, 2011; Cornelissen, 2011). Participation ensures long-term community growth by attracting new members and strengthening the foundation of existing members. Brand managers can also benefit from community participation which offers valuable insight into potential product design improvements and new product development opportunities. Previous research on brand communities shows various outcomes from developing brand communities. For example, (Maria João Gomes, António José osório, Altina Ramos Bento Duarte da Silva, 2013; Self, 2010) argue that community participation fosters multifaceted relationships (i.e., between owners and the community, as well as between customers and the brand) that have an immediate, positive, and long-term influence on brand loyalty. According to (Ruth Wodak, 2008; Settle, 2018) also found that higher levels of participation increase consumers' likelihood of adopting new products from preferred brands while reducing their likelihood of adopting new products offered by competing brands. However, natural communication by (McQuail, 2016; Smith & Zook, 1993) warned managers that brand communities could "pose a major problem in rumour control," and (Jankowski, 2016; Sadikin et al., 2023) found that normative pressure produces reactance, which can negatively impact consumers' behavioural intentions. Such studies tend to focus on the outcome variables of community participation and instead, this paper seeks to understand the factors that influence users to engage in brand communities.

Community participation involves complex interpersonal exchange processes, so this research focuses on determinants at the individual and relationship levels, as well as traditional factors at the group level. Based on (Dewi & Yodiansyah, 2021) investigated individual, relational, and group-level factors that influence voluntary knowledge. Contributions could not confirm whether empirical findings of computer-mediated knowledge exchange networks, extend to offline brand communities in a study of contribution behaviour in electronic practice networks. Therefore, this study aims to improve understanding of the antecedents of brand community participation extending previous research by simultaneously investigating three levels of participation factors. Additionally, no previous research has examined member brand community participation outside of Western societies, although effective group participation factors in one national culture may produce different or even inappropriate results in another culture. For example, much evidence suggests that Asian cultures are more group-oriented than those of the United States. Some relationship management studies approach marketing methods themselves, for example, model human management research by (Manafe et al., 2023) shows that, compared to traditional Western societies, Chinese society exhibits a lack of trust from people outside the family (Yodiansyah & Nanik, 2021). Convey (Yodiansyah & Yuzalmi,

2021) also emphasizes the need to validate models developed in one country (see also, often the United States) in other countries.

Figure 1. Potential for collaboration

Figure 2. Environmental Development
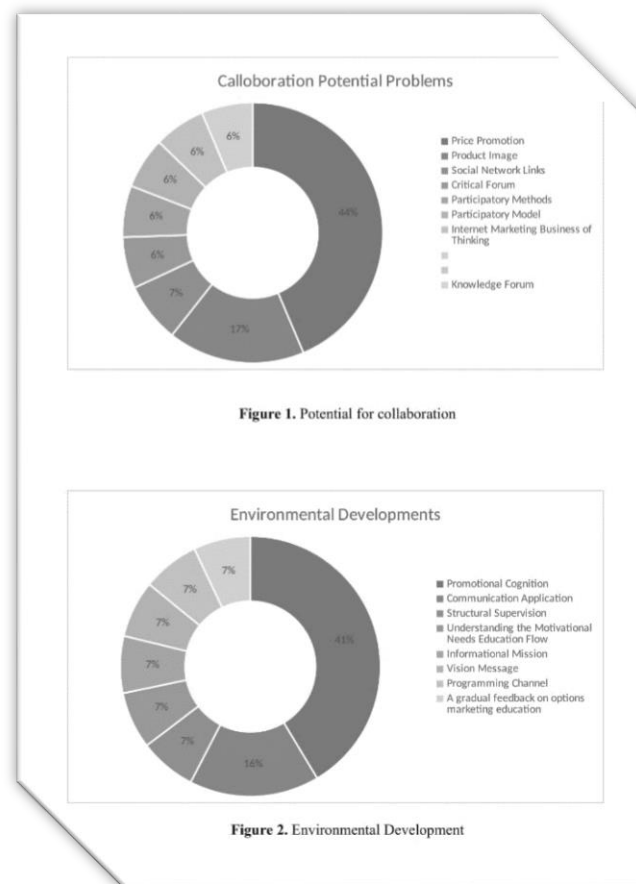
As observed by (Yuzalmi & Yodiansyah, 2021), many Western businesses fail in Chinese society because their managers do not understand individual behaviour and assume everyone responds the same to marketing programs. Therefore, this study offers cross-validation of the relationships between multidimensional drivers by (Hatta et al., 2023) and brand community participation by (Hefri Yodiansyah, 2022; Yodiansyah et al., 2017) in the national culture of Asia-Pacific, Taiwan and Southeast Asia.

Literature Review
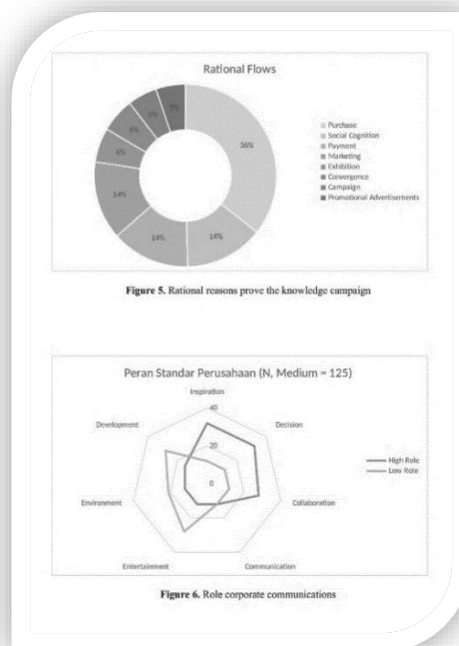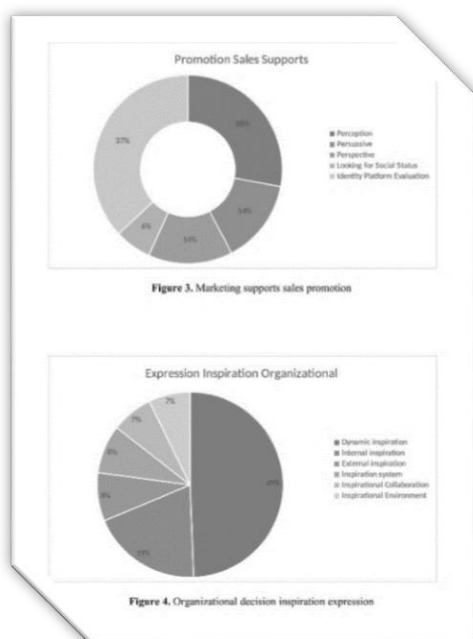
Conceptual framework and hypothesis development

The proposed conceptual framework (*Figure 1*) addresses several research gaps. Part by characteristic (Yodiansyah, 2017) it offers a brief review of the literature related to community participation, as well as the theoretical basis nature of the communication of the causal relationships in the proposed model.

Brand community participation

In this research, the definition of brand community participation, and its components, was obtained from a literature review and in-depth interviews with community members. The motivation to develop qualitative research methods stems from the urgent need for a better understanding of brand community participation and specific *Figure 1* measurement ideas. Therefore, the construct of community participation includes two components membership interaction and member-activity involvement. *First*, the interaction of members, which is very important for the development of society, for example, (Flyverbom et al., 2016; Mukrimaa et al., 2016; Robert & Brown, 2004), refers to the extent to which members of a society interact socially with one another through frequent interpersonal contact, two-way communication, and mutual aid. Such interactions are an integral part of brand community participation because interpersonal communication provides opportunities for community development through the creation of cultural capital and the spread of communications marketing rituals and traditions (Indulska et al., 2012). Consumers become more comfortable and secure knowing that many like-minded people are "out there" through interactions (Eberechukwu, 2021; Knowledge & Course, nd). *Second*, member-activity engagement refers to the extent to which members actively participate in brand community activities, which should influence the evolution of the social system "an interacting collectively that has an ongoing pattern of scripts, rules, norms, values, and models." Preliminary qualitative research suggests that by participating in a challenging off-road adventure a ritual, annual community activity both off-road cars driving community members and novice drivers will gain greater car driving professional closeness to each other, as well as a collective sense of difference from other people who are not members of the community. State that (Rambe, 2012; Riddle & Souter, 2012) found that members reconsidered the brand, the community, and their role within the community as a result of their collective memories (i.e., members' accumulated activity engagement). Concentrated activities can encourage integration and provide further growth opportunities for communities even participating extemporal.

Figure 3. Marketing supports sales promotion

Figure 4. Organizational decision inspiration expression

Figure 5. Rational reasons prove the knowledge campaign

Figure 6. Role corporate communications

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Antecedents of community participation at the individual level

Level individual on **Table 1** is (e.g., extraversion) previous research has consistently linked extraversion to experienced emotions and cognitive performance. Extroverts are gregarious, assertive, emotionally positive, active, and sociable, while introverts tend to be withdrawn, timid, and socially withdrawn according to the five-factor personality model. Argues that extraversion entails a longing for intimacy (Abdurakhmonov et al., 2021; Szekely, 2017) and close interpersonal relationships, excitement seeking, and a tendency to share information or ideas freely with others.

Table 1. Corporate communications business

The Component Business	Product Items	Finding Levels
Intra-interpersonal – Individual Level Factors	*Extra-cooperation* [a]Identify problems	69%
	[b]Characteristics of gap communities	44%
	[c]Evaluation explanation prediction	39%
	[d](Dis)Functional progress	50%
	Need Cognitive [1]Membership human world highlights	80%
	[2]Partnership human management research	38%
	[3]Relationship human communication research	55%
	[4]Support human psychology research	60%
Relationship Group–Level Factors	*Augmentative:* [a]Website Appearance	70%
	[b]Various network viewing tools	54%
	[c]Networks of internal and external human relations	64%
	[d]social media network links	34%
	[e]Media partnerships	28%
	[f]Media relations network connecting link	40%
	[g]Negotiation-ship assessment	46%
	Social Influence: [1]ControlBusiness	56%
	[2]Managerial Control	32%
	[3]Control Marketing Relationships	27%
	[4]Control Products	77%
	[5]Control Price	67%
	[6]Control Promotion	25%
	[7]Control Place	36%
Group Cross Cultural Platforms – Level Factors	*Cultural Relational Trust* [a]Self-Experience	20%
	[b]Collaboration	32%
	[c]Discussion Making	57%
	[d]Communications	48%
	[e]Entertainment	37%
	[f]Environmental	55%
	[g]Developmental	37%
	Belief Satisfaction [1]Traditional	26%
	[2]Interpretative	35%
	[3]Knowledge	41%
	[4]Modernism	52%
	[5]Critical	65%
	[6]Methodology	30%
	a) Perception	
	b) Persuasive	32%
	c) Perspective	45%
	d) Predictions	55%
	e) Participatory	65%
	f) Achievements	74%
	g) Mind Set a Memory Human Information Technology and Communication Science	47%
	h) Appraisal Business	78%
	[7]**Prestige Brands**	**83%**

In the opinion public (Riddle & Souter, 2012; Smits et al., 2002) extroverted people tend to develop community solidarity friendships more easily thereby creating larger social networks and getting more social support than shy and retired people. Highly extroverted consumers typically experience positive emotions and display these emotions. During community activities, they derive greater satisfaction due to their cross-member relationships (Alt & Smits, 2007; Rae et al., 2006).

See *Table 1.* Corporate communications business Opinionated to (Reitbauer et al., 2008) the need for affiliation *Table 1* is a personality attribute that corresponds to people's desire for social contact and their tendency to receive social rewards from harmonious relationships. Putting it forward by (Black, 2002; Petrescu, 2010) four-wheel driving in social rewards that are particularly relevant to the desire for social contact: (1) positive stimulation, as affiliation provides pleasant affective and cognitive stimulants; (2) attention, or the potential to increase feelings of self-worth and importance through greater praise and attention to oneself; (3) social comparison, which involves the ability to reduce ambiguity by obtaining relevant information; and (4) emotional support or sympathy. In turn in expanding the rationale for business decisions, this research argues that the need for affiliation relates corporate communications to community promotional participation; Members with high affiliation motives want to be a part of, and community participation provides business opportunities to be part of it to express and satisfy rational decision desires as well.

Antecedents of brand community participation at the group level

Natural communication (e.g., identification) refers to a person's self-conception, according to defining features of an inclusive social category (e.g., Table 1, community brand) that makes the self stereotypically "interchangeable" with members of other groups and distinct from outsiders of the organization. Identify goals by (Möller & Svahn, 2004; Morelli, 2006). This allows an individual member to actively participate in the brand community maintaining positive and self-defining relationships with other community members. Furthermore, self-esteem increases to the extent that a person's ego-ideal overlaps with the ego-ideal of others in the community, and acting in a way that is similar to how others act or would like that person to act strengthens that person's self-esteem. Opinionated by (van Ruler, 2018) social managerial see also *table 1,* that when social identification increases, people will feel more connected and interdependent with novice members, feel comfortable in the group, and experience strong attachment. This old driver connection becomes a more nuanced affective cognitive reaction to the new "no" rather than "yes" in membership recognition. When members incorporate a group into their social identity, "along with the value and emotional significance attached to that membership." By (Kaplan & Norton, 2000; Kumar et al., 2022) that when consumers strongly identify with a community brand, they support it in various ways, such as undertaking tasks that benefit the entire community rather than pursuing purely self-serving goals within the specific context of the brand community by (Gede Yudiyana et al., 2019; Kohlmann & Alt, 2009).

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Cross-rational mass cultural

A level of rational discussion (e.g., perceived critical mass) is the degree to which consumers perceive that the number of participants in a community is greater than some threshold community. A consumer may have great difficulty in measuring the objective critical mass of a particular community, but he or she can determine the attainment of a threshold level through indirect observation of the brand community or direct interactions with brand users. This perception in *Table 1*, usually termed perceived critical mass, may or may not reflect the actual number of participants in a community. The theoretical rationale in *Figure 3* for the causal relationship between perceived critical mass and brand community participation comes from social network externality theory. Proposing increases the utility a customer obtains from his participation in a community depending on how many other consumers are members. As the number of participants increases, so do consumers' perceptions of participatory benefits. When mass consumption exceeds a threshold, public participation becomes increasingly valuable and should lead to a greater willingness to participate as well.

Relationship-level antecedents of brand community participation

A conceptual level (e.g., relational trust) argues that relational trust exists "when one party has confidence in the exchange partner's reliability and integrity." Social exchange theorists, for example, (Brown & Long, 2009; Zhou et al., 2016) state that economic transactions alone cannot explain the behavior of parties in an exchange relationship; Social exchange relationships require reciprocity, and unspecified obligations, with unclear standards for measuring contribution performance. *Figure 4*, Members involved in a general exchange system, compared with dyadic ones, have more incentives to "free ride," because reciprocity is voluntary as in *Table 1* Relational trust encourages exchange and mitigates or even eliminates (Beck et al., 2017; Lemmetyinen & Go, 2009) what opportunistic risks are seen *Figure 4* to marketing emotion situation, behaviour because trust *Table 1* among community membership increases the likelihood of stable and long-lasting engagement in the brand community in this theoretical framework. To support this argument, find out the details regarding the decision of the old method and obtain the new method. So, trust has a positive influence on the possibility of future interactions, strengthening the hope for a sustainable relationship. Also, marketing communication by (Alt et al., 2018) found that trust improves the quality of exchange interactions and strengthens the parties' commitment to the relationship. Trust compliance (Peng et al., 2022; Toppen et al., 1999) also shows that trust leads to cooperative behaviour and reduces uncertainty as well. Brand relationship (e.g., brand relationship satisfaction) is a consumer's affective state, resulting from an overall assessment of his or her relationship with the brand. Relationship satisfaction reflects customers' cumulative impressions of brand performance in the so-called partnership role in contrast to transactional-specific satisfaction. The underlying logic states that consumers often view brands as worthy relationship partners and assign animated characteristics to them. As a satisfying relationship with a brand can "lead consumers to seek out and interact with like-minded consumers.

In *Figure 5*, decisions can be made with the role of business traditions that share their opinions and enthusiasm." Study brand communities (Chang-Tik & Goh, 2023) use ethnographic data in *Fig. 5*, which shows that a consumer's relationship with a brand precedes and contributes to their relationship with the brand community. Social exchange theory also addresses this issue. Positive exchange experiences over time can result in relational exchange norms that govern exchange partner interactions. Customers who are satisfied with their relationship with a brand tend to feel a strong psychological bond with that brand's community and perceive that bond as unique or non-substitutable in the market opportunity. This positive affective state should encourage further brand community participation in *Table 2*.

Table 2. Corporate Communications courses which integrate participatory content (*) to increase brand loyalty

No (1)	All Chapters (2)	Theme Topics (3)	Purchase Flow (4)	Description
1	Division One Overview	Launching Year Study of Communication Theory	1) Promo Price	✓ Perception
		Talk About Theory	2) Product Image	
			3) Social Networking Sites	
			Inspirational experience	
			Artificial Intelligence "AI"	
		Weighing the Words	Collaboration	
		Mapping the Territory (Seven Traditions in the Field of Communication Theory)	Discussion making self-community	
			Communications	
2	Division Two Interpersonal Communication	*Interpersonal Messages*	4) Critical Forum	✓ Persuasive
		Symbolic Interactions of George Herbert Mead	Entertainment questionnaire Tools	
		Coordinated Management of Meaning (CMM) of W. Barnett Pearce & Vernon Cronen		
		Expectancy Violations Theory of Judee Burgoon		
		Communication of Jesse Delia		
		Relationship Development	Environmental surveys	
		Social Penetration Theory of Irwin Altman & Dalmas Taylor		
		Uncertainty Reduction Theory of Charles Berger		
		Social Information Processing Theory of Joseph Walther		
		Relationship Maintenance	Developmental self-communicating tool	
		Relational Dialectics of Leslie Baxter & Barbara Montgomery		
		Communication Privacy Management Theory of Sandra Petronio		
		The Interactional View of Paul Watzlawick		
		Influence	Soft cognitive skills	
		Social Judgment Theory of Muzafer Sherif		
		Elaboration of Likelihood Model of Richard Petty & John Cacioppo		
		Cognitive Dissonance Theory of Leon Festinger		
3	Division Three Group and Public Communication	*Group Communication*	5) Participatory Method	✓ Perspective
		Functional Perspective on Group Decision-Making of Randy Hirokawa & Dennis Gouran	6) Participatory Model	
		Symbolic Convergence Theory of Ernest Bormann	Functional convergence	
		Organizational Communication	Functional cultural organizational critical	
		Cultural Approach to Organizations of Clifford Geertz & Michael Pacanowsky		
		Critical Theory of Communication in Organizations of Stanley Deetz		
		Public Rhetoric	Rhetoric periodic narrative paradigm	
		The Rhetoric of Aristotle		
		Dramatism of Kenneth Burke		
		Narrative Paradigm of Walter Fisher		
4	Division Four Mass Communication	*Media and Culture*	7) Marketing Business Internet of Thinking "IoT"	✓ Prediction Analysis
		Media Ecology of Marshall McLuhan	Logical networking site forum	
		Semiotics of Roland Barthes		
		Cultural Studies of Stuart Hall		
		Media Effects	Media Relationships	
		Uses and Gratification of Elihu Katz		
		Cultivation Theory of George Gerbner		
		Agenda-Setting Theory of Maxwell McCombs & Donald Shaw		
5	Division Five Cultural Context	*Intercultural Communication*	8) Knowledge Forum	✓ Advertisement
		Communication Accommodation Theory of Howard Giles	New fake speech arts	✓ Achievements
		Face-Negotiation Theory of Stella Ting-Toomey		
		Speech Codes Theory of Gerry Philipsen		
		Gender and Communication		
		Genderlect Styles of Deborah Tannen		
		Standpoint Theory of Sandra Harding & Julia Wood		
		Muted Group Theory of Cheris Kramarae		

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Research Method

Qualitative research methods

The Consistency as long as individuals study their dreams in determining trip forums is like someone's dreams regarding dysfunctional decisions. With the aim of the community 'pre' deciding the group's needs beforehand, we want to examine the brand needs study of the car community constructed through a knowledge campaign on whether, how and why we choose brand needs decisions critically. Collected from car clubs, because cars evoke a level of emotional and rational involvement, a closeness to the decision level of brand needs they recognize with really high trust. Among the individual owners who encourage participation are looking for buyers in the 10 brand communities in the research car brands. So, it has dedicated an online forum stage that attracts lots of post steps. Membership using their media to form dominance in the club ranges from 40 to 350 people, and the length of the club ranges from 2 to 11 years. The community understands car brands (Balakrishnan et al., 1999; Martnez-Harms & Balvanera, 2012; Schägner et al., 2013). It revolves around three car brands (such as the car brands; Ford, Mazda, and Mitsubishi) and receives different levels of rational support from the decisions of each company or car showroom they rationally choose.

In-depth interviews with 23 members of 10 car brand communities provide a better understanding of brand community participation and the dominant group of antecedent brand choices. The duration of the interviewees' participation in their communities ranged from six months to five years. The members meet (Halinen & Tornroos, 2005) in face-to-face methods regularly 'flow methods,' usually bi-weekly or monthly; communicate widely via email or blog; and involve participation in various social activity decisions, for example, hobby patterns of climbing mountains, attending basketball games, travelling and so on throughout the year and other literature studies that support the researcher's writing (Langset et al., 2018; Mai, 2013; Nauhaus et al., 2021).

The interviewer asked participants to provide examples of activities to the community, explain the sector factors that were rational for their participation, and their feelings or rational decision findings regarding community participation using a standard decision perception format. Interviewees detailed who they regularly contacted, the frequency of contact, and how they communicated. Interviews lasted 40–90 minutes. This preliminary qualitative research revealed that most members joined the car club after purchasing a car they had owned for a long time. The participants' satisfactory relationships with their cars as exemplified by comments such as the dominant themes raised were "I love 'my darling' and I will continue to love 'my darling'," "this car plays an important role in my lifestyle," and "more than meets my expectations" lead consumers to seek out and interact socially with the rational decisions of others who think the same way.

In the flow model of *Table 1*, the consumer's relationship with his car brand is the flow method and perhaps the basis for participating in that car club. Interviews with provider-recipient couples revealed the rationale so on *Table 2* for the decision that their intensive social participation in society was because many owners of the same car brand and their families

frequently participated in community activities. A showroom provider might state, "The more people participate in the community, the happier I am." Interviewed members further stated that they expected a response from their participation, and several other participants increased their confidence that the brand community would provide the same or not in response.

Finally, social identification is an important antecedent characteristic of community participation in our background. For example, a 45-year-old owner of his second Mitsubishi Saverin car mentioned that "the club is like a second family because I found friends there who trusted and supported me and had a lot in common with me." He also believes the truth that "other community members and I have the same goals." Identification-based relationships like this require active and responsible involvement in community self-governance. Identification of membership goals with a brand community is not a problem but simply studying the dominance of the same thing should have a positive influence on community participation based any way in the table on qualitative findings and the researcher's review of the literature.

Sample and data collection

The sample comes from car club membership releases provided by participants or organizers of 10 car clubs, with samples selected randomly in proportion to the size of each club's membership, resulting in a total sample of 2105 members until data saturation. This study obtained 544 completed questionnaires, with a usable response rate of 25.8%. To test for non-response bias, this flow methods study compared early and late respondents' decision rationale based on their demographic variables (e.g., age, length of participation, and education) and found no statistically significant differences. In follow-up analyses, the evaluation of non-response bias included social construct means for early respondents' questionnaires returned in the first week and late respondents questionnaires returned in the last week. The lack of significant differences between groups on key measures confirms that non-response bias is not a non-issue. Regarding participant characteristics, 78% were younger than 36 years old; the majority were male (85%) and had less than university-level education (60%). Judging from the duration of their membership, 89 respondents (14.1%) had been members of a car club for less than one year.

Measurement as a *Fig. 6*, the authors provide a detailed summary of the scales for several items

The construct size comes from existing social scales, adapted to the context of the research method. However, the flow method, for brand community participation, does not have a previous flow scale, so the research method for developing a new scale uses the researcher's standard psychometric scale development procedures only. Review literature studies and program flow methods in *Fig. 6* as an illustration, qualitative research suggests an initial set of items to measure social constructs. To increase the face-to-face validity of the construct, the six role steps in *Fig,* to fulfil and check the initial 'itemset'; they recommended several revisions to several items with inappropriate wording and eliminating several items that did not fit the definition of a social construct with a scale of high and low levels of a social role.

Subsequently, 55 club members participated in a quantitative pretest of the modified items and provided feedback, especially regarding ambiguity or difficulty in responding to the items in *Table 1* as well as determining individual rational decisions, as well as different

suggestions of social change to ensure clarity and appropriateness of the flow method as well. The author then decided to make some minor changes to the flow structure such as word samples and finalize the items to use the event flow method in research sharing his main perspective. In addition to previous perceptions by fulfilling a persuasive approach to the community traditions that social platforms have identified before participation, brand prestige can influence the characteristics of participation behaviour and cultural membership behaviour. This social construction emerged as a source of discussion in the conceptual framework in *Fig. 6* by dividing groups that still participate or like, while those who don't like it will experience prejudice in the value of the system. The three-item prestige scale (e.g., individual, relationship, and group) of three brands derived from the rational level of decision and communication includes, for example, the states "e.g., people generally consider this brand to be prestigious," "e.g., people consider this brand to be well-known," and "e.g., people generally find the brand respected." The composite reliability is divided between old and new methods in different percentages even though the actualization data decisions are scaled. A rational marketing aspect with a Bachelor's degree translated the original English questionnaire into Indonesian, e.g., *table 1* in Indonesian and e.g., *table 2* in English. Communication doctoral student researchers independently translated the questionnaire back into English to verify its accuracy. Comparison of the original and back-translated versions revealed conceptual equivalence, with some minor improvements, as determined by two marketing experts fluent in English and Indonesian. Two methods were used to investigate common method variance (i.e., Harmon's one-factor test and the classical rational procedure of requirements and its results. The rational decision level indicates that common method bias is not a serious threat to the interpretation of the functional objective's results. Details of the statistical data examination of these requirements are available based on the decision request. The authors thank the anonymous rational reviewers who suggested the rationale for this investigation. This research is used to test the theoretical model in *Table 2*. Following the steady flow method, this study adopts *Table 2* a two-step testing approach: *First*, confirmatory factor analysis provides an assessment of the measurement properties of the latent construct of active reflective communication perception. *Second*, the research analyses structural equations in the flow of stimuli to test the research hypothesis. Additional data analysis using quantitative regression provides a more complete picture of the development of community participation.

Results

This flow method research uses composite reliability and average variance extracted to assess the internal consistency of the latent construct of interest. Observed means ranged from 0.80 to 0.93, and mean values ranged from 0.58 to 0.81, above the recommended cutoff limits of 0.60 and 0.50, respectively. The latent construct achieved good internal consistency. Strong evidence regarding discriminant validity comes from the chi-square difference test; this study first freely estimates the correlations between all possible pairs of constructs and then constrains them to be equal to *Table 2*. This research method is to consider whether these limitations cause a significant decrease in fit to determine whether the two constructs are

significantly different. How do the factor pairs differ and provide evidence of good discriminant validity? Details are available on request. In addition, *Table 2* shows that the diagonal elements (e.g., the square root of the AVE of each construct) are larger than the off-diagonal elements. So why does each construct have more measurement variations than measurements of other constructs? The results of these rational decisions strongly suggest that these rational measures also have good psychometric properties for testing data hypotheses.

Structural model results

The overall goodness-of-fit measures indicate that the hypothesized communication model is a good human representation of the individual's underlying structure observed data freedom of goodness-of-fit indices, goodness-of-fit of unstated confirmatory fit indices rational impact of decisions named, root mean square error of approximation of R2 values for each endogenous construct relatively high level of this communication model. Explaining large amounts of variance in hypothesized outcome variables generally finds support from empirical findings. To support the claim that extraversion is positively and directly related to member interactions and activity involvement, the positive and significant parameter estimates for it appear that, as expected, the need for affiliation has a positive and significant influence on membership interactions, to support the rationality that develops in the social environment. However, the need for affiliation does not have an impact on activity involvement, this does not support this research also finding support for marketing communications, because identification has a positive impact on both components of community participation. The marketing tradition, the marketing decision goal of which stated a positive relationship between critical mass perception and membership interaction, received support. Likewise, the relationship between critical mass perception and activity need engagement is positive, supporting individuals, cooperation, and groups. As expected, relational trust is positively and significantly related to member interactions and activity involvement. So, the flow method with its respective standard coefficient is large but the data does not support predicting a positive impact on satisfaction. With the brand's relationship to the two components of community participation, the rational impact of different decisions, and the differences between the same terms, give rise to the impact of inspiration for collaboration to meet one's own needs.

Quantitative regression analysis

Quantile regression analysis can investigate issues overlooked by structural equation analysis by measuring the influence of explanatory variables at different points in the conditional distribution of the dependent variable. The regression model estimated with ordinary least squares least absolute derivative approximates the conditional mean (seen, to median) functional; This flow method can only describe the average or central behaviour of the response variable. Quantile regression provides more information when the behaviour differs from the tail behaviour. Figure *5* contains a regression plot of estimated quantiles of community participation for the conditional distribution point items of *Table 1*. In *Fig. 6*, the influence of extraversion on member interactions and activity involvement decreases slightly from the bottom to the top quantiles. In contrast, the impact of the need for affiliation increases from quantitative, remains relatively stable from then decreases. Regarding social influence

variables, the influence of identification on member interactions and activity characteristic involvement decreases from the lower quantitative 'quantile' to the upper qualitative 'quantile'.

Additionally, the effect of perceived critical mass remained relatively stable from the 0.07 to 0.09 quantile with the medium (N=83%). However, the perception of critical mass has a much greater impact on activity engagement than the interactions of members in the bottom quantile. Relative to the level of relationships that precede brand community participation, trust has a greater impact on activity engagement at the bottom quantile but the effect is smaller at the middle and top quantiles. Finally, the influence of brand relationship satisfaction increases from the 0.07 quantile to the 0.83 quantile on activity involvement, as in the flow method as well.

This study also compares the relative importance of these six factors to different levels of community participation (*figure 6*). For bottom quantile member interactions, extraversion, need for affiliation, and identification play relatively important roles in triggering member interactions. For the middle and upper groups, extraversion, trustworthiness, and need for affiliation had the greatest impact. Concerning the second component of civic participation (i.e., activity engagement), trust, extraversion, and identification had the greatest impact on activity engagement at lower quantiles. At the middle quantile, extraversion and perception of critical mass play an important role in triggering activity engagement. Lastly, extraversion has the greatest impact on members' rational decisions as well.

Discussion

The long-term survival of a brand community relies heavily on member participation. Although existing marketing literature notes the importance of brand community participation for growing brand communities, the antecedents of community participation have received little attention. The results of this study indicate that, except for brand relationship satisfaction, three levels of antecedents (i.e., individual, relationship, and group level factors) significantly influence brand community participation. The differences that emerge between users of car brands influence the rationale of decisions regarding the influence of brand relationships on the participation of different brand communities regarding discovering other brand flow method options. Mentioning other brand choices is a variety of rational decisions to meet the fragmentation of social status by (Baynes, and, 2000) brand relationship satisfaction as a key determinant of community participation, in line with recent brand community research e.g. (Kouvélakis, 2005; Marcal, 2005) which shows that the consumer's relationship with the car brand is a more a factor that influences the bond. psychology with brand communities that encourage further community participation. However, findings from the Chinese context contrast with this viewpoint and suggest that the relationship may be culturally specific. These findings provide useful insights into current practices, particularly in Indonesia. When recruiting brand community members, many companies target existing customers who already have a positive and satisfying relationship with the brand. For example, both Ford and its dealers invest heavily in supporting the activities of the Ford car enthusiast community,

intending to engage consumers and become active community members. However, this approach may not work if the primary goal is to spark community engagement and create a dynamic, self-sustaining brand community. The insignificant relationship between brand relationship satisfaction and community participation suggests that community marketing programs with customers should target a broader group of customers for example, those who have tried something new and just bought it rather than by (Sandell, nd-b; Tronconi, Filippo (University of Bologna, 2019) simply enthusiasts or satisfied car owners. In addition, trust has a positive effect on participation in this research sample method. Organizational experts, for example, (Mosca, 2020; Sandell, nd-a) argue that compared to the Society of two different communities, the society shows a low level of rationality with trust, even though trust is very important in the process of group participation. The findings from this study help confirm the qualitative results, which consider trust to be an important factor in community participation and generalize these findings to cultures in *Table 1* beyond the communities in *Table 2* and a cross-section of all other figures. The current replication represents an international context in which the prevailing social norms differ from the norms that social platform colleagues investigated. The current findings provide empirical support to state that human rationality is divided because dominant decisions show social status "social image," (Deseriis, 2017; Deseriis & Vittori, 2019) that relational trust between individuals and group traditions leads to greater social contributions to the group. The satisfaction results of the quantile regression analysis show that the level of trust is the most influential antecedent of active member participation with a low level of passive involvement.

In addition to clarifying the cultural features of the relationship level factors with active or passive terms. Relationships with various component elements that are characterized by the characteristics of trust create significant value so that the parties are willing to commit to a relationship of mutual trust. This kind of relationship investment behaviour makes sense for members who demonstrate lower levels of participation because involvement in activities implies a commitment that involves vulnerability. So, members-only look for partners who can be trusted. Trust reduces the perception of risk associated with the opportunistic behaviour of other members and helps foster strong and lasting bonds with the community in question. This research also increases understanding of social influence variables in the context of brand communities. In addition to conventional identification-based mechanisms, there is a critical mass perception of several social mechanisms underlying members' decisions to participate. Several studies examine the impact of network externalities on technology adoption and note that the value of technology to users increases with the number of adopters. The study of this issue also found that community members placed greater importance on community participation when they felt the number of participants in the community exceeded a certain threshold. Based on qualitative findings, members consider critical mass to be an important indicator of the benefits of participation, for example, information, enjoyment, and indirect experiences that simplify the participation decision-making process. This significant and immediate impact of perceived critical mass may reflect the cultural belief that people "get face to face" by participating in a group that is the business tradition of popularity. The concept of face-to-face is not unique to cultural aids, but culture makes caring for face-to-face the main focus. In addition, many people believe that they gain good luck by participating in groups that

use, as expressed by the sign of the objective sign "double people, double luck." Thus, the perception of the critical mass greatly determines how consumers make community participation decisions. The results of the quantile regression analysis also show the strong role of community identification on community member participation at various quantiles, supporting the argument. A member who is very close to his community expressed interest in the community's success in preliminary qualitative research. His continued participation in the brand community offers a simple way to achieve that success. From a practical standpoint, these findings place brand community marketing programs on par with other existing marketing approaches that, for example, seek to strengthen consumer identification with a community to encourage participation. Lastly, individual-level factors such as extraversion, and the need for affiliation influence Community participation (Deseriis, 2020; Musso & Maccaferri, 2018). Only a few studies have examined personality attributes along with relationship- or social-focused influence variables in brand community settings. The results of this study reveal that extroverted consumers proactively participate in brand communities, indicating a relationship between extraversion and excitement-seeking behaviour, as well as a willingness to share information (tukasz Jan Berezowski, 2020). Additionally, the need for affiliation is positively related to member interactions, such that users of brands with a high need for affiliation proactively seek interpersonal contact and cultivate possible relationships. However, the relationship between the need for affiliation and activity involvement was not significant. The quantile regression results (*table 1*) show that the need for affiliation influences activity involvement at quantiles 0.07-0.83. However, the effect is slightly significant. These findings provide new insight into existing research showing that people with a high need for affiliation participate more often in group activities, spend more time with the community, communicate more with other group members **Table 2**, and are more receptive to other members. for example, certain communication communities by (Guerra, 2019; Vercesi, 2023). Current research shows that the need for affiliation only predicts member interactions, not activity engagement (*table 1*). Certain brand community events, such as off-road driving, can allow consumers to experience car demonstrations, even if those members place less emphasis on direct interaction with other members. One car owner, after attending an off-road event, said, "I've had a lot of communication from the Ford Escape, and I'm very impressed." The next question that arises is: Which components of brand community participation produce different results? Involvement in community activities strengthens the relationship with the brand, not the community, for car owners. Efforts made by companies or car dealers related to supporting community activities, as opposed to social events (e.g., boat trips, parties, concerts), may provide the most effective way to foster brand loyalty see **Table 2**. This important issue marks a research challenge that requires Further investigation of political communication studies and discourse studies of political systems (Blokker & Anselmi, 2019; Quantitative, 2018).

Conclusion

This flow method research contains several limitations of rational solidarity, individual attitudes, relationships, and groups that provide fragmentation of the user's social status. *First*, this study uses 'cross-sectional' data to obtain causal relationships between situations. The results are consistent with the developmentally theoretically determined causal sequence of social conditions outlined by the underlying inspiration in the hypothesis even though the cross-sectional data do not permit the exclusion of various alternative models. Further research using archival data and self-reports could investigate specific sets of circumstances and actions. *Second*, the investigation of community participation factors includes several constructs that may be important in consumers' participation decisions. Future research should investigate whether and how other factors influence community participation. Community leader support for example can motivate membership to create and foster a social climate of active participation in the brand community. *Third*, the product is rich in expressive, experiential and hedonic qualities for the car community. Some researchers, for example, (Curini & Martelli, 2009; Giannetti et al., 2018) argue that ownership of more ordinary category brands can also provide valuable bridges for family, friends, or neighbours and, perhaps more importantly, greater business opportunities for brand communities to avoid overlapping each other. More empirical survey data experimental research should seek insights into the similarities and differences in brand community membership for different product categories (Di Virgilio et al., 2015).

Declaration of conflicting interest

The authors' team declare that there is no conflict of interest in this work(s).

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