

## Accepted Manuscript

Bridging the gap between social media and behavioral brand loyalty

Masayuki Yoshida, Brian S. Gordon, Makoto Nakazawa, Shigeki Shibuya,  
Naoyuki Fujiwara

PII: S1567-4223(18)30023-1  
DOI: <https://doi.org/10.1016/j.elerap.2018.02.005>  
Reference: ELERAP 774

To appear in: *Electronic Commerce Research and Applications*

Received Date: 21 September 2017  
Revised Date: 17 February 2018  
Accepted Date: 17 February 2018

Please cite this article as: M. Yoshida, B.S. Gordon, M. Nakazawa, S. Shibuya, N. Fujiwara, Bridging the gap between social media and behavioral brand loyalty, *Electronic Commerce Research and Applications* (2018), doi: <https://doi.org/10.1016/j.elerap.2018.02.005>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



**BRIDGING THE GAP BETWEEN SOCIAL MEDIA AND BEHAVIORAL BRAND LOYALTY****Masayuki Yoshida<sup>(a,\*)</sup>, Brian S. Gordon<sup>(b)</sup>, Makoto Nakazawa<sup>(c)</sup>, Shigeki Shibuya<sup>(d)</sup>, Naoyuki Fujiwara<sup>(d)</sup>**

<sup>(a)</sup>Hosei University, <sup>(b)</sup>University of Kansas, <sup>(c)</sup>University of Tsukuba, <sup>(d)</sup>Sasakawa Sports Foundation  
masayoshida@hosei.ac.jp; bsgordon@ku.edu; nakazawa@taiiku.tsukuba.ac.jp; shibuya@ssf.or.jp; fujiwara@ssf.or.jp  
\*Corresponding author

Last revised: February 18, 2018

**ABSTRACT**

Integrating several streams of theoretical reasoning such as social identity theory and customer engagement theory, this study examines the relationship between consumer responses in social media networks and behavioral brand loyalty in the context of Japanese professional sports: football and baseball. Data were collected from 309 panel registrants of an online research panel service. Based on the analysis, user characteristics as an opinion seeker and the entertainment value of social media pages were found to positively influence online brand community identification which in turn had a positive effect on brand-related social media engagement. Further, brand-related social media engagement and team identification, a type of consumer-brand identification, simultaneously affected behavioral brand loyalty. The theoretical model and results reinforced the importance of brand-related social media engagement toward behavioral brand loyalty, and added new insights into the antecedents of consumer engagement in the brand-related use of social media.

**Keywords:** Brand loyalty; customer engagement; online brand community identification; professional sports; social media engagement; sports fan; sports marketing

**Acknowledgment.** This research was funded by Sasakawa Sports Foundation, Japan.

Download English Version:

<https://daneshyari.com/en/article/6854063>

Download Persian Version:

<https://daneshyari.com/article/6854063>

[Daneshyari.com](https://daneshyari.com)