## Philipp Wiegandt Value Creation of Firm-Established Brand Communities

With a Preface by Prof. Dietmar Harhoff, Ph.D.



RESEARCH

.

## **Table of Contents**

Т	able of	AppendicesXI			
Т	able of	FiguresXIII			
Т	able of	TablesXV			
Т	able of	AbbreviatiónsXVII			
1	1 Introduction 1				
-	1.1	Scope and Problem Description			
	1.2	Objectives and Structure of the Paper			
	1.3	Delimitation of Basic Terms			
2	Lite	erature Review			
	2.1	Communities			
	2.1.	l Definition and Development of Communities			
	2.1.2	-			
	2.2	Brand Community – a Detailed View			
	2.2.1	Definition			
	2.2.2	2 Brand Community Studies and Empirical Research			
	2.2.3	3 Implications of Brand Communities for Consumers			
	2.3	Intermediate Results			
	2.4	Implications of Brand Communities for Firms			
	2.4.	Theoretical Framework			
	2.4.2	2 Brand Loyalty			
2.4.3		Customer Integration			
	2.5	Conclusion			
	2.6	Research Questions			
3	Dei	ivation of Hypotheses			
	3.1	Brand Loyalty			
	3.1.	l Membership Influence70			
	3.1.2	2 Different Types of Community Members			
	3.1.	3 Product Quality Perception76			
	3.1.4	4 Effects of Private versus Firm-Established Brand Communities			
	3.1.	5 Lead User Characteristics and Its Influences on Brand Loyalty			
	3.1.	5 Summary			
	3.2	Customer Integration			
	3.2.	l Suitability of Virtual Toolkits 80			
	3.2.2	2 Idea Generation			
	3.2.	3 Participation Intentions			

	3.2.4	Influences of Participation on Brand Loyalty	81
	3.2.5	Summary	82
4	Concept	and Methodology of Empirical Analysis	83
	4.1 Suit	ability of the Automobile Industry	83
	4.1.1	Background BMW Group	84
	4.1.2	Background M Power World	85
	4.2 Met	hod and Concept of Empirical Research on Brand Loyalty	
		pirical Analysis on Brand Loyalty	
	4.3.1	Population and Sample	
	4.3.2	Data Description	
	4.3.3	Descriptive Statistics	
	4.3.4	Multivariate Analysis and Findings	
	4.3.5	Conclusion	
	4.4 Met	hod and Concept of Empirical Research on Customer Integration	138
	4.4.1	Method	
	4.4.2	Conception	138
	4.4.3	Course of Empirical Research	141
	4.5 Em	pirical Analysis on Customer Integration	142
	4.5.1	Population and Sample	
	4.5.2	Empirical Analysis and Findings	
	4.5.3	Conclusion	
5	Summa	ry and Outlook	151
A	ppendix		157
R	eferences		191

.