Relatively little is known regarding the nature and dynamics pertaining to consumers’ specific practices within virtual brand communities. Employing netnographic methodology, we analyze 20 Louis Vuitton community members’ entries posted within the broader Purse Forum. Building on Schau et al. (2009), we develop a refined typology of nine virtual consumer brand community engagement practices including welcoming, governing, creating/informing, assisting, milestoneing, appreciating, empathizing, socializing and staking. These practices, collectively, contribute to and maintain the community’s vision and scope, establish the community’s identity, strengthen the level of shared consciousness within the community, and facilitate the development of members’ community engagement; thus consequently, promoting community development and growth. Further, extending existing literature, we distinguish between specific cognitively- and emotionally-based community engagement practices. We conclude by providing an overview of key limitations and implications arising from this research.

Presenter:

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