Violetta Wilk  -  PhD Student, UWA Business School

In light of the rising power of online consumer-to-consumer (C2C) communications, the brand advocacy landscape is changing and there has been a shift to co-creating brands, often through brand advocacy in online settings. However, online brand advocacy (OBA) is not well defined in the literature or in practice; creating confusion among researchers and practitioners, and highlighting the need for research in this area. The aim is to take an exploratory view of OBA and to conceptualise it by identifying its key constituents, brand related antecedents and consumer behaviour consequences. The challenge and the key to defining OBA is developing a scale and validating it with its senders and receivers. This study will assess the extent to which OBA occurs in online brand- and open- communities. A netnography approach will be employed to explore OBA parameters and to identify suitable discussion threads to further survey online community members. The findings from this study will enable academic researchers to better investigate the relationships between the variables examined. Further, practitioners will be able to develop strategies to nurture relationships with their online brand advocates and to more effectively co-create brands online. Overall, the study’s findings should have clear implications for consumer behaviour and brand management strategies and research.

Marketing Seminar Series
Online Brand Advocacy: An Exploratory Study of its Constituents, Drivers and Consequences.

Violetta Wilk  -  PhD Student, UWA Business School

In light of the rising power of online consumer-to-consumer (C2C) communications, the brand advocacy landscape is changing and there has been a shift to co-creating brands, often through brand advocacy in online settings. However, online brand advocacy (OBA) is not well defined in the literature or in practice; creating confusion among researchers and practitioners, and highlighting the need for research in this area. The aim is to take an exploratory view of OBA and to conceptualise it by identifying its key constituents, brand related antecedents and consumer behaviour consequences. The challenge and the key to defining OBA is developing a scale and validating it with its senders and receivers. This study will assess the extent to which OBA occurs in online brand- and open- communities. A netnography approach will be employed to explore OBA parameters and to identify suitable discussion threads to further survey online community members. The findings from this study will enable academic researchers to better investigate the relationships between the variables examined. Further, practitioners will be able to develop strategies to nurture relationships with their online brand advocates and to more effectively co-create brands online. Overall, the study’s findings should have clear implications for consumer behaviour and brand management strategies and research.

Date:  Wednesday, 30th July 2014
Time:  11:00am—12:00pm
Venue:  BUSN201 (Case Study Room)
RSVP:  Anne-Maree Wood-Gush: anne-maree.wood-gush@uwa.edu.au
Enquiries: Geoff Soutar: geoff.soutar@uwa.edu.au