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Factors Affecting the Consumer Behavior from Virtual Community Based Marketing in Indonesia

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This master's thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

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I. Introduction

Nowadays, when people want to buy an unfamiliar product, they can just easily look up on the Internet for more information about it. Other than the information provided in the official website of the product, people are also looking for information from consumers who have experiences with the product itself. People can go to virtual forums and ask members about the product, read reviews on blogs or Amazon, and even go to the company's Facebook account to see the comments other users give. These peer reviews are the marketing phenomena called *online word-of-mouth*, or more popularly known as eWOM, and marketers are racing to take advantage of eWOM.

Word-of-mouth (WOM) is defined as the interpersonal communication about products or services between consumers. It has become an important marketing tool because consumers trust their peers more than the marketers (M. Lee & Youn, 2009). The term, eWOM is used for WOM activities that take place on the Internet. Consumers exchange eWOM through what are called "virtual communities", which refers to newsgroups, chat rooms, e-mail list servers, personal blogs, and other online formats that provide ways to share ideas, build communities, and contact fellow consumers (Kozinets, 2002).

Marketing in virtual communities is very different from marketing using conventional media. In virtual communities, consumers can generate, edit, and share online information about any products, services, or brands outside the control of the marketers and companies (Akar & Topçu, 2011). Understanding the consumer behavior in virtual communities is crucial in order to develop any marketing efforts through virtual communities. According to research, marketing through blogs, for example, has greater effectiveness than online-magazines to generate higher brand attitude and purchase intention (Colliander & Dahlén, 2011). Marketing through virtual communities is also viewed as less irritating than online advertisements, and thus creates positive brand attitude (Chi, 2011). Ultimately, consumer participation and promotion in virtual communities can lead to consumer loyalty towards the product or brand (Casaló, Flavián, & Guinalíu, 2010).

The literatures above, however, studied the consumer behavior in developed countries where the Internet is highly accessible to facilitate the establishment of virtual communities. Developing countries, such as Indonesia, rarely have such facilities. Therefore, consumers in developing countries do not actively respond to marketing activities in virtual communities like consumers in developed countries. A report from Nielsen in 2011 evidently showed that in Indonesia there are only 22% of its overall Internet users that discuss or post reviews about brands, product, or services in virtual

communities. This trend may suggest that marketing through virtual communities in developing countries may not be as effective as in developed countries.

This paper explores the factors that affect consumer behavior from virtual community based marketing in Indonesia. Results from this paper can guide marketers to create marketing programs through virtual communities in developing countries. In order to achieve this aim, a study needs to be done on specific virtual communities, namely the *virtual communities of consumption* – specific subgroups of virtual communities whose online interactions are based upon shared enthusiasm for, and knowledge of, a specific consumption activity or related group of activities (Kozinets, 1999). After much consideration, the football (soccer) supporters' virtual communities in Indonesia are chosen to be the subject of this study.

There are several reasons why the Indonesian football supporters' virtual communities are an interesting research subject. Firstly, football is a widely popular sport in Indonesia. Even though there are only 22 teams competing in the Indonesia Super League, each district usually have more than one football team competing in various leagues. Furthermore, the Indonesian society also enjoys international football matches such as those from the English Premier League or the Italian Serie A. Supporters of international footballs teams regularly join together to watch the broadcasted match of their favorite team (an activity known as "nonton bareng" in Indonesian, or more famously called *nobar*). Secondly, football supporters in Indonesia do not only enjoy watching football, they also enjoy connecting with other people who support the same football team. As a result, football supporters club are common in Indonesia. Members of these clubs interact – offline and online – with each other to discuss about their favorite football team, often arranging a gathering, or holding a *nobar*.

Lastly, football supporters in Indonesia are also keen collectors of various merchandises about their favorite football team. However, for supporters of foreign football teams, getting these prized merchandises can be quite difficult to collect since they are expensive and must be ordered online from outside Indonesia. Therefore, football supporters in Indonesia usually reach out to their virtual communities in order to acquire the extensive information needed for them to buy any sports merchandise of their favorite team. This particular activity can be categorized perfectly as one of the activities carried out by members of the virtual communities of consumption described by Kozinets (1999), making football (soccer) supporters' virtual communities as the perfect subject of this study.

For the purpose of this paper, a survey was conducted on members of the football supporters in Indonesia. The survey was to obtain information on their behavior in purchasing sport merchandise of their favorite football team. The focus was on how football consumers in Indonesia rely on their virtual communities to provide them with information needed to make a purchase. The results of this paper indicated the factors

that affect the Indonesian football supporters' purchase intention. These factors can serve as a guideline of the consumer behavior in Indonesia based on virtual community-based marketing.

        The outline of this paper is as follows. The literature review below will explore past studies surrounding the virtual community based marketing from round the world. It also looks at studies about similar issues that had been researched in Indonesia. Presenting the variables chosen to measure the consumer behavior in Indonesia, its relationships, and the research framework concludes the literature review. In the data collection section, the survey creation, the respondent selection, and the data collecting process are explained in detail. The data analysis presents the statistical results of the data collected, whereas the theoretical and managerial implications of those results along with the conclusions are presented in the last part of the research.

II. Literature Review and the Research Framework

2.1. The Development of Internet as a Marketing Channel

The Internet has only been accessible and commercially used by the general public since 1992. However, the visions of consumers shopping electronically has been voiced even as early as 30 years before (Doody & Davidson, 1967; Peterson, Balasubramanian, & Bronnenberg, 1997). By 1994, there were already hundreds of commercial uses of the Internet, which triggered the need to understand the consumer behavior in purchasing over the Internet (Peterson et al., 1997). Peterson et al. (1997) proposes a theoretical framework on how to use the Internet as a substitute for traditional marketing channels. In that framework, the Internet can be a substitute for the distribution function of marketing only when the products are digital products, and can substitute the sales function for only a certain kind of products. The Internet though, can fully substitute the communication function of creating information and distributing information to consumers.

From the mid-1990's to early 2000, there was a boom of so-called 'dot-coms' or companies who operate their business mainly through the Internet, such as Amazon.com (Browne, Durrett, & Wetherbe, 2004). The dot.-coms were aggressive to replace the traditional retail store, promising their consumers that they can find and purchase anything they need on the Internet. The stock value of the dot.-coms increased until it passed the stock value of traditional retail stores. However in 2000, the value of the dot.-com companies crashed, leading to skepticism on whether the Internet can still serve as a sustainable marketing channel.

The answer to such skepticism may come from a different, more sustainable use of the Internet. The growth of the Internet has fostered the growth of communities that interacts solely through the Internet, known as the virtual communities. The Internet enables people to communicate in ways that they never could before. As a result, people can connect virtually with other people through the Internet and engage themselves in a community that is not bounded by the usual formalities of real-life relationships. People can easily look up through the Internet and find a community that shares similar interests, read through what others might say about a certain topic, and also contribute their own thoughts and ideas. A unique characteristic of these virtual communities is that the members can remain anonymous, meaning that they can choose whether to expose their true identity or not in the communities. As a consequence, these members may also not

know in reality who the people they engage with through the Internet really are. Nevertheless, this anonymity does not stop them to build and engage in a social life virtually through the Internet. These kinds of engagements in the virtual communities have led to a shift in behavior in many aspects of life, and especially in the behavior of on-line consuming of commercial products (Kozinets, 2002).

There are at least five types of virtual communities according to Kozinets (2002). First there is the electronic bulletin board, or also often called newsgroups, usegroups, or usenet groups. Boards are organized to discuss about a particular product, service, or even lifestyles. It starts when a member has posted a message on a topic, to which the other members can contribute by posting their own thoughts in reply to the original message. Second is the independent web page, or consumer-owned web pages that are specially made to cover a particular product, service, or brands. Similar to the boards, other people can also contribute to these web pages by posting their own experience when using the product. Third, e-mail mailing list, is similar to boards but differs in the way it distributes the message. Members can access messages in boards when they log on to the boards, meanwhile the messages in an e-mail mailing list circulate through the e-mails of its members. Members of an e-mail mailing list are usually united by a common theme such as art, food, music, and/or hobbies. Fourth, the multi-user dungeons are virtual communities widely used by gamers around the world to engage in a virtual gaming world. Lastly, there are the chat rooms where people can join and engage in a virtual conversation with other people. Chat rooms cover various topics, but are considerably less market oriented.

Other than the five types of virtual communities above, there are also a greater known form of virtual communities: social media and brand communities (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). Social media is "a group of internet based applications that builds on the ideological and technological foundations of Web 2.0 and allows the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Web 2.0 is an enhancement of the World Wide Web, where the content is produced not by companies or individual person, but by different participants in a continuous and collaborative format. In other words, the Web 2.0 has provided another space for a virtual community to form. A brand community is defined by Muniz & O'Guinn (as cited in in Laroche et al., 2012) as a community created based on a structured set of social relations among admirers of some brand, which with the ease of technological advancement today can be also in the form of a virtual community. It can be inferred that a brand community is a diffusion of the electronic bulletin board and the independent web page: it has the format of an electronic bulletin board but focuses on the product of a particular brand just like the independent web pages. What is interesting about brand communities is that it can be created by consumers or by companies as a means to communicate and maintain a customer service record for and by its consumers.

The virtual communities above share three components that distinguish them as a community (Laroche et al., 2012). The first component is the shared consciousness of kindred interest or the shared intrinsic connection felt among community members. It is similar to the way of thinking among members of the same community that does not exist in individuals outside of the community. The second component is the shared rituals and traditions, or the symbolic form of communication that is being conducted over time through a particular distinct channel or media. The last component is the moral responsibility or obligations to society. Moral responsibility can determine what is right and wrong for the members of the community. It also can make members seek out help from each other in the community.

With the current trends in Corporate Social Responsibilities (CSR), this moral responsibility is the last particular component of the virtual communities that can make virtual communities especially appealing for marketers. Virtual communities can serve as a medium for marketing, taking advantage of the event where consumers inform and influence fellow consumers about certain products and brands in a forum (Kozinets, 2002). When members of a community seek out to find help concerning their consumption behavior, the community will generate information that can lead to a preference, or a dislike, for a certain product or brand that will affect the seekers' own preferences and behaviors.

2.2. Marketing and the Virtual Communities

Past literatures about marketing activities in virtual communities and its impact on the consumer behavior are explained in the following section. There is an abundance of literatures that discuss about how the virtual community can serve as a marketing channel. However, this section focuses on literatures that study how marketing activities in virtual communities can affect consumer behavior. The summary of the literatures' findings is presented in Table 2.1 below. The characteristics of the literatures, the consumer response to the marketing in virtual communities, and how the different researches discuss the important factors that can explain the consumer behavior in response to marketing in virtual communities are presented afterwards.

Table 2.1 Summary of Articles

NO	ARTICLES	TYPES OF VIRTUAL COMMUNITY	DEPENDENT VARIABLES	INDEPENDENT VARIABLES	SETTINGS	RESULTS
1	Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in the Social Media Settings (Naylor, Lamberton, & West, 2012)	Social Media	Brand evaluation	- Mere virtual presence (MVP). - Age. - Gender. - Commonality with the brand's user base. - Joint versus single evaluation contexts.	Undergraduate students.	MVP evokes equivalent levels of liking when it is composed of a homogenous group of similar individuals, when it is composed of a heterogeneous group of dissimilar and similar individuals, and when brand supporters are left demographically ambiguous. Consumers express greater liking for a brand and greater willingness to interact with that brand through social media when the brand displays ambiguous or similar MVP than when the brand displays dissimilar MVP. The brand liking effect is consistently mediated by inferred commonality with the brand's users. Consumers may respond to heterogeneous MVP in the same as they respond to similar or ambiguity MVP. In separate evaluation, ambiguous MVP leads to an almost identical response to that generated by similar MVP. In joint evaluation, ambiguous MVP leads to a significantly less positive response than does similar MVP.
2	An Examination of the Factors	Social Media	Attitude	- Gender - Family income	Undergraduate students in Turkey.	There is no difference in attitude in terms of gender.

	Influencing Consumers' Attitudes Toward Social Media Marketing (Akar & Topçu, 2011)			- Digital experience (online shopping and clicking on online advertisement) - Experience with social media tools - Information transfer on social media - Social media usage and social media knowledge - Internet and social media - Foresight about social media - Fear about marketing with social media		When the consumer's income level rises, attitude is more positive. There is no difference attitude for online buyers. Consumers who clicked at least one advertisement are more positive in attitude. The attitude is positively correlated with the frequency of internet usage There is a positive correlation between attitude and positive evaluation of social media. There is a positive correlation between attitude and the use of social media applications. There is a positive correlation between attitude and the social media knowledge, use of social media, and being affected to internet and social media. There is a negative correlation between attitude and the fear about marketing with social media.
3	The Role of Marketing in Social Media: How Online Consumer Reviews Evolve (Chen, Fay, & Wang, 2011)	Social Media	The volume and valence of online consumer reviews.	- Product price - Product quality - Product category	Observations made to visitors of 3 well-known automobile reviews websites.	Marketing variable affect consumer online-posting behavior: during the early stage of Internet usage, price has a negative relationship but premium-brand image has a positive relationship with the number of online consumer postings. Product quality has an U-shaped relationship with the number of online consumer postings. Each marketing variables has different relationships with the

						volume and valance of online postings. The relationships concerning the volume and valance of online consumer reviews varies across different stages of internet evolution.
4	Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework (Wang, Yu, & Wei, 2012)	Social Media	Purchase intentions	Product attitude, that is influenced by: - Peer communication, which is affected by tie strength with peers and identification with the peer group, and also need for uniqueness as a mediating variable. - Product involvement	Visitors of the largest internet portal in China	Peer communications through social media positively influences purchase intentions by a direct influence through conformity and an indirect influence by reinforcing product involvement. Peer communication in social media can be promoted by strengthening individual-level tie strength with peers and group-level identification with a peer group. There is a moderating effect of need for uniqueness on the direct impact of peer communication with product attitude.
5	Interactive Digital Advertising Vs. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan (Chi, 2011)	Social media and Brand - virtual communities.	Perception. Attitude (towards social media marketing and towards the brand). Participation intention.	The users' motivation for online social networking, which is affected by the need for online social capital and the users' psychological wellbeing in terms of their self-esteem and life satisfaction. The types of social media marketing: advertisement in	College students in Taiwan.	Users' response to advertising differs from their responses to virtual brand communities. Users are more accepting with virtual brand communities than with Facebook advertising, and considered it as less irritating. Users have better attitude towards virtual brand communities and the brand that builds the community. Need for online bonding is the sole predictor of Facebook advertising responses.

				social media and virtual brand community.		The social capital predicts the responses to virtual brand communities. Users with high self-images tend to consider virtual brand communities as unreliable.
6	To be or not to be in social media: How brand loyalty is affected by social media? (Laroche, Habibi, & Richard, 2013)	Social media.	Brand loyalty.	Brand trust, which is affected by: - customer/product relationship, - customer/brand relationship, - customer/company relationship, - customer/other customer relationship; all of above are also affected by the social media brand communities.	Members of a brand community in any kind of social media.	There is a positive significant effect of social media based brand community with the product, the brand, the company and other customers. There is a positive significant correlation between those four elements (customer/product relationship, customer/brand relationship, customers/company relationship, and customer/other customer relationship) with brand trust. There is a positive significant relationship between brand trust and brand loyalty. Brand communities operating on social media can enhance brand trust and loyalty by improving customer relationship with the brand, other consumers, the company and the products.
7	Attitude Toward the Viral Ad: Expanding Traditional Advertising Models to Interactive	Social media.	Sharing intention. Purchase intention.	Advertising cognition and Brand cognition, with Attitude toward the advertisement and Attitude toward brands as the mediating variables.	Undergraduate students in China.	Attitudes toward advertising videos have a direct significant effect on Attitudes toward brands, but have no significant effect on brand cognition and purchase intention. There is a positive significant correlation between attitude towards

	Advertising (J. Huang, Su, Zhou, & Liu, 2013)					advertising videos and Sharing intention. Attitudes towards brands significantly affect the purchase intention and the sharing intention.
8	Do social media marketing enhance customer equity? An empirical study of luxury fashion brand (A. J. Kim & Ko, 2012)	Social media.	Customer equity.	Perceived social media marketing activities. Customer equity drivers: - value equity - relationship equity - brand equity Purchase intentions.	Participants are restricted to those who had purchased any luxury fashion item within the previous two years and who had previous experience with Louis Vuitton's social media sites.	Social media marketing activities has a positive significant effect on value equity, relationship equity, and brand equity. Brand equity has a negative significant effect on customer equity. Value equity and brand equity has a positive significant effect on purchase intentions. There is a positive significant relation between purchase intention and customer equity.
9	Following the Fashionable Friend: The Power of Social Media (Weighing Publicity Effectiveness of Blogs versus Online Magazines) (Colliander & Dahlén, 2011)	Social media.	Para-social interaction. Brand attitudes. Purchase intentions.	The social media advertisement medium (blogs versus online magazines). Covariates of the gender and age.	General readers of blogs and online magazines.	There is a higher para-social interaction among the readers of blogs than of online magazines. Blogs create a higher publicity effectiveness that is measured in a higher brand attitudes and higher purchase intentions.
10	"Like it or not" Consumer response to word-of-mouth	Social media.	Knowledge seeking. Consumer liking.	Source closeness. Source credibility. Network closeness. Network credibility.	General Facebook and Twitter users.	Source credibility is a significant factor in determining the effectiveness of a persuasive communication.

	communication in on-line social networks (Coulter & Roggeveen, 2012)			DM content. Product type.		Source closeness may not always impact the consumers' decision to seek product knowledge. Perceived network credibility effects in terms of product page liking.
11	Social Media Gratification and Attitude toward Social Media Marketing Message: A Study of the Effect of Social Media Marketing Message on Online Shopping Value (Chung & Austria, 2010)	Social media.	Hedonic shopping value	Social marketing messages, which are affected by: - social media entertainment gratification - social media interaction gratification - social media information gratification	College students.	Social media marketing messages have positive significant influence on online shopping values. Interaction and Information gratifications have a positive significant affect towards social media marketing messages.
12	An examination of the celebrity endorsements and online customer reviews influence on female consumers' shopping behavior (Wei & Lu, 2013)	Online forums.	AIDMA (Attention, Interest, Desire, Memory, Action) + AISAS (Attention, Interest, Search, Action, Share) model => AIDMSAS (Attention, Interest, Desire Memory, Search, Action, Share)	Celebrity endorser. Online reviews (from "regular" people). On two types of product: search good (shoes) and experience goods (toner)	Users of Taiwan's largest online forum.	Search goods endorsed by celebrity evoked significantly more attention, desire, and action from customer. Consumer recommendation is higher in memory search and share of experience goods. Celebrity endorsed goods are not trusted because it is the celebrity's job to promote, even though they are considered as expert and attractive. Online reviews are not trusted when the reviews are short.
13	Electronic word of mouth	Various virtual communities.	Casual attributions.	eWOM platforms. Valence of eWOM (as	Survey to undergraduate	There were no effects of eWOM platforms on product attributions.

	(eWOM): How eWOM platforms influence consumer product judgement (M. Lee & Youn, 2009)		Consumer's product judgment. eWOM skepticism	moderating variable)	students in a major Midwestern university in the United States, who were asked to make an evaluation about a review for an apartment to rent.	There is a significant effect of the eWOM platform on circumstance attributions, especially when the platform is a personal blog (compared to a brand website). There were no differences of circumstance attributions for the brand's website with the independent product review website. There was no difference in the willingness to recommend the apartment to friends between different eWOM platforms. There was no interaction effect between eWOM platforms and the valence of eWOM on casual attributions. Negative review had no effect on the relation between eWOM platform and willingness to recommend.
14	Managing customer experiences in online product communities (Nambisan & Watt, 2011)	Product - virtual communities.	Attitude towards products. Attitude towards company. Service quality.	- Pragmatic experience. - Hedonic experience. - Sociability experience. - Usability experience.	Members of a firm-hosted online product community of IBM, Adobe, Intel, and Microsoft.	Pragmatic experience, hedonic experience, sociability experience, and usability experience all have a positive association with the attitude toward product. There was a positive association between pragmatic experience, hedonic experience, and sociability experience with the attitude towards company. There was a positive association between pragmatic experience, hedonic experience, and sociability

						experience with service quality.
15	Relationship quality, community promotion and brand loyalty in virtual communities: Evidence from free software communities (Casaló, Flavián, & Guinalíu, 2010)	Product - virtual communities.	Consumer loyalty to brand.	- Identification with a virtual community. - Satisfaction. - Promotion. - Participation.	Members of the Spanish-speaking free software communities.	Participation is positively influence by the consumer satisfaction with previous interactions in the community, but the direct effect of identification with the collective on participation is non-significant. Community promotion is influenced by the consumer identification with the community and his/her participation level. There is no effect on community promotion by the satisfaction. Identification with the community has a positive influence on consumer satisfaction. Consumer loyalty is directly influenced by consumer participation in the virtual community and by consumer promotion of the virtual community.
16	eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty (Gruen, Osmonbekov, & Czaplewski, 2006)	Product - virtual communities.	Loyalty intentions: - Repurchase - Word of Mouth (WOM)	- Overall value of the firm's offering. - Customer-to-customer (C2C) know-how exchange. - Motivation to engage in C2C exchanges. - Ability to engage in C2C exchanges. - Opportunity to engage in C2C exchanges.	Registered users of an independent video editing application software product forum.	There is a positive effect of C2C know-how exchange on the overall value. C2C know-how exchange has a significant effect on WOM but not on future purchase intentions. There is a strong correlation between the overall value of the firm's offering on loyalty intentions, and it has an almost equal effect to WOM and future purchase intentions. The motivation and ability to engage in C2C exchanges are

					significantly related to the C2C know-how exchange
17	The influence of C2C communications in online brand communities on customer purchase behavior (Adjei, Noble, & Noble, 2010)	Brand - virtual communities.	Customer purchase behavior: - Depth of purchase - Breadth of purchase	Valence of information exchanged. Uncertainty reduction. Product complexity. Communication setting: - Corporate-sponsored - Independently-owned Expertise: - Perceived personal expertise - Perceived respondent expertise Online C2C Communication Quality (Timeliness, Relevance, Frequency, Duration)	Members of two discussion forums, one is a corporate sponsored forum, and the other is an independent-owned forum.	The quality of the communication exchanged between customers in an online brand community reduces the level uncertainty about the firm and its product. It also relates to increased profits in terms of immediate purchase intentions, the number of products purchased (depth of purchase), and the number of product categories purchased (breadth of purchase). There is no moderation effect of C2C communication quality's influence on uncertainty reduction. There is no significant relation between negative information and depletion effect on purchase behaviors. There was a positive interaction between communication quality and perceived personal expertise. C2C communication is more powerful when the recipients believe the source of information to be experienced rather than a relative novice in relation to that particular product.
18	Beyond the Call of Duty: Why Customers Contribute to Firm-hosted Commercial	Firm-hosted virtual communities.	Knowledge contribution: - Quality - Quantity	Individual attributes: - Informational value - Sportsmanship - Online interaction propensity (OIP) Relational social	Members of an online community.	There is no significant effect of reciprocity with either quality or quantity of knowledge contribution. There is a positive and significant effect for commitment to the community on both quality and

				capital: - Reciprocity - Commitment to community - Commitment to host firm		quantity of knowledge contribution. There is negative and significant effect for the commitment to the host firm to the quality of knowledge contribution, and no impact on quantity. The relationship between relational social capital and knowledge contribution is not moderated by perceived informational value and sportsmanship, except for the negative relationship between commitment to the host firm and the quality of knowledge contribution. Perceived informational value has a direct effect on the quantity of knowledge contribution. OIP strengthens the relationship between commitment to the community and both quality and quantity of knowledge contribution.
	Online Communities (Wiertz & de Ruyter, 2007)					
19	Brand loyalty intention among members of a virtual brand community: The dual role of commitment (Raïes & Gavard-Perret, 2011)	Brand - virtual communities.	Brand loyalty intention.	- Participation intensity. - Community commitment. - Affective brand commitment. - Membership length (as a controlling factor)	Members of *Pixelistes*, the leading French speaking community of Nikon (the camera) users.	There is a mediation effect from Community commitment to the relationship between participation intensity with brand loyalty intention. There is a reciprocal influence on community commitment and brand commitment. Brand commitment has a positive impact on brand loyalty intention. Membership length affects all of the relationships above, where longer membership amplifies the effect of participation in the community and

						thus brand loyalty intentions, and new members holds a stronger relationship between brand commitment and community commitment.
20	Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences (Fan & Miao, 2012)	Online brand communities.	Purchase intentions.	- Gender. - Customer expertise. - Customer involvement. - Rapport (an affective bond that a person feels toward another person, which arises from shared preferences, tastes, and lifestyles). - Perceived eWOM credibility. - eWOM acceptance.	Customers that accessed three iPhone-related public forums (telnet://ptt.cc, http://www.mobile01.com and http://www.sogi.com.tw).	Expertise, involvement, and rapport all had significant effects on perceived eWOM credibility. Credibility had a significant effect on eWOM acceptance. eWOM acceptance had a significant effect on intention to purchase. For male customers, involvement has the greatest effect on perceived eWOM credibility. For female customers, involvement, expertise, and rapport all had significant effects on perceived eWOM credibility.
21	From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention (Lu, Zhao, & Wang, 2010)	Virtual communities.	Purchase intentions.	Intentions to get information. Trust in members: - Integrity/ benevolence - Ability Trust in website/vendor: - Ability - Integrity - Benevolence Knowledge-based: Familiarity. Characteristic-based: Perceived similarity. Institution-based:	Undergraduate students in China and members of a campus virtual community in China.	Familiarity is positively related to trust in members. Familiarity and structural assurances based on institutional trust have significant effects on trust in members' ability but not on trust in members' integrity or benevolence. Perceived similarity positively relates to trust in members. Trust propensity is positively related to trust in members and the ability and integrity dimensions of trust in the website or vendor. Trust in members has a positive relationship with trust in the website or vendor.

				Structural assurances. Personality-based: Trust propensity.		Regarding the three dimensions of trust in website/vendor, trust in members' ability has a significant influence on the three dimensions of trust in the website/vendor. Meanwhile, trust in members' integrity/benevolence has no effect on any dimensions of trust in the website/vendor. Trust in members does not positively affect the intention to get information. The intention to get information and the purchase intention are positively affected by trust in website/vendor, specifically by trust in website/vendor's ability.
22	The value of participations in virtual consumer communities on brand loyalty (Shang, Chen, & Liao, 2006)	Product - virtual communities.	Brand loyalty.	Involvement: - Cognitive - Affective Participation: - Lurking - Posting Trust. Perceived attitude.	Members of the Frostyplace (www.frostyplace.c om), a well-known virtual community for Apple computer users in Taiwan.	The degree of cognitive involvement in a brand has a positive effect on the lurking behavior in the virtual consumer community about the brand. Trust directly affect lurking and posting, but there is no significant effect on the moderating effect of Trust. The degree of lurking behavior in a virtual consumer community about a brand has a positive effect on the loyalty to that brand. The direct effect of the perceived attitude of messages on Brand loyalty is significant, but smaller than the impact of lurking. There is no impact of posting on

						loyalty. The consumers' cognitive and affective involvements in a brand have a positive effect on his/her loyalty to that brand. Participation in the virtual community has an additional explanatory power in predicting consumer loyalty that beyond consumer involvement alone.
23	How virtual community participation influences consumer loyalty intentions in online shopping contexts: An investigation of mediating factors (Pai & Tsai, 2011)	Virtual community.	Loyalty intentions.	Community participation. Trust. Community identification. Satisfaction.	Customers of three well-known Taiwanese online stores that offers product in similar categories (general commodities such as clothes, books, and furniture; electronic equipment; and fashion products).	Virtual community participation positively and significantly influences trust. Virtual community participation positively influences community identification and overall satisfaction. Trust positively influences loyalty intentions. There is a positive link between overall satisfaction and loyalty intentions. There is a positive direct relationship between overall satisfaction and community identification. There is a positive and significant relationship between community identification and loyalty intentions.
24	Modeling consumer purchasing behavior in social shopping communities with clickstream	Social shopping-virtual community.	The likelihood of a click-out (following a link to a participating online shop to make a purchase)	- Involvement (the view time and number of products in the purchasing process). - Visit occasion.	A within-site study by observation using clickstream data from a leading worldwide SSC that focuses on the categories of	The view time has a positive and significant impact on the likelihood of a click-out. The average view time per page has a negative and significant impact on the likelihood of a click-out. The more product detail sites a

	data (Olbrich & Holsing, 2012)			- Transaction cost. - Information overload.	fashion, living, and lifestyle. Clickstream data tracks transactions such as purchase and earlier consumer actions such as searching.	consumer accesses, the lower the likelihood of a click-out. There is a positive effect of the average view time per product-detail site on the likelihood of a click out. There is a negative of the frequency of home page visited to the likelihood of a click out. There is a negative impact of the frequent use of lists and styles to the likelihood of a click out. The more user-generated tags are used, the greater the likelihood of a click out. User-provided ratings for shops and products increase the likelihood of a click out. The more user profiles used within a session, the lower the likelihood of a click out.
25	Modeling relationship quality and consumer loyalty in virtual communities (W.-K. Lin, Chiu, & Tsai, 2008a)	Virtual community.	Consumer loyalty.	- Satisfaction. - Commitment. - Virtual power status. - Relational interacting behavior. - Incentive utility. - Feature enhancement. - Gender.	Undergraduate students in Taiwan.	Satisfaction and commitment has a positive and significant influence on consumer loyalty. Virtual power status has a positive and significant influence to satisfaction and commitment. Relational interacting behavior has a positive and significant influence on satisfaction and commitment. Incentive utility has a positive and significant influence on satisfaction and commitment. Feature enhancement has a positive and significant influence on

						satisfaction. The linkage between satisfaction and consumer loyalty is stronger for males than for females. The linkage between commitment and consumer loyalty is stronger for females than for males. The linkage between virtual power status and commitment is stronger for males than for females. The linkage between relational interacting behavior and commitment is stronger for females than for males. The linkage between incentive utility and satisfaction is stronger for males than for females. The linkage between feature enhancement and satisfaction is stronger for males than for females. The linkage between feature enhancement and commitment is stronger for males than for females.
26	The effects of electronic word of mouth on product judgment and choice: The moderating role of the sense of virtual community (J.-H. Huang, Hsiao, & Chen, 2012)	Virtual community.	Purchase intentions.	Perceived influence of eWOM. Online member attitude toward a reviewed product. Sense of virtual community.	University students in Taiwan and members of a well-known online game communities website in Taiwan.	The perceived influence of eWOM positively and negatively affects online member attitudes toward a reviewed product in the positive and negative eWOM scenarios, respectively. Attitude positively impact purchase intention in both the positive and negative scenarios. The sense of virtual community reinforces the relationship between the perceived influence of eWOM

						and consumer attitudes in both positive and negative eWOM scenarios. The overall moderating effect of the sense of virtual community is significant in both scenarios.
27	Social factors in user perceptions and responses to advertising in online social networking communities (Zeng, Huang, & Dou, 2009)	Virtual community.	Responses towards community ads.	- Perceived ad relevance. - Perceived ad value. - Group intention. - Social identity. - Group benefit norm.	Members of an online community.	Social identity had a positive effect on group intention. Group norms have a positive effect on group intention. Social identity leads to positive perceived ad relevancy. There is negative and significant relationship between group norms to perceived ad relevancy. Group intention is positively associated with perceived ad relevancy. There is a positive and significant relationship between group intentions with perceived ad value. There is relation between perceived ad relevancy and perceived ad value. There is a positive and significant relationship between perceived ad relevancy and perceived ad value with the response to community advertising.
28	How to make brand communities work: Antecedents and consequences of	Brand – virtual community.	Word of mouth. Brand image. Community loyalty.	- Consumer participation. - Community identification. - Community satisfaction.	Registered members of the virtual brand community in Germany.	Identification with virtual identity, perceived degree of influence, and satisfaction with virtual community have a significant effect on consumer participation. Participation had the strongest

	consumer participation (Woisetschläger, Hartleb, & Blut, 2008)			- Degree of influence. - Interaction preference.		effect on word-of-mouth behavior, followed by community loyalty, and brand image. There is a positive interaction preference of consumer participation on word-of-mouth and brand image, but not on community loyalty.
29	The impact of online brand community type on consumer's community engagement behaviors: Consumer-created vs. marketer-created online brand community in online social-networking web sites (D. Lee, Kim, & Kim, 2011)	Brand – virtual community.	Community engagement behavior.	- Online brand community type. - Intrinsic motives of altruism. - Social identification motivations.	College students in the United States.	There is a significant main effect of community type on altruistic motive in the hypothesized direction, with the consumer-created online brand community engendering higher intrinsic motives of altruism than the marketer-created online brand community. There is a significant main effect of community type on consumers' online brand community engagement intentions, with the consumer-created online brand community generating higher online brand community engagement intentions than the marketer-created online brand community. Intrinsic motives of altruism are significantly associated with the consumer's community engagement intentions. There was a significant main effect of community type on social identification motivations with the consumer-created online brand community generating higher social identification motivations than the

						marker-created online brand community. The intrinsic motives of altruism are found to affect consumers' online brand community engagement intentions directly, as well as indirectly through social identification motivations.
30	Understanding online group buying intention: The roles of sense of virtual community and technology acceptance factors (Tsai, Cheng, & Chen, 2011)	Virtual community.	Purchase intention (in an Online Group Buying context).	- Website quality. - Perceived ease of use. - Trust in the Virtual Community. - Sense of Virtual Community. - Perceived usefulness.	Online Group Buying (OGB) users in Taiwan.	Perceived usefulness significantly influence OGB intention. The perceived ease of use and website quality were positively related to the perceived usefulness. There is a significant effect of the sense of virtual community on the OGB intention. Trust in the virtual community significantly affects the OGB intention and the sense of virtual community.

2.2.1. Characteristics of Previous Literatures

The first characteristic of the literatures is the different types of virtual communities being studied. There are studies that focus on the social media such as Facebook (Chi, 2011; Chu, 2011; Naylor et al., 2012), Twitter (Coulter & Roggeveen, 2012), blogs (Colliander & Dahlén, 2011), or video-sharing websites such as You Tube (J. Huang et al., 2013). There are also studies about the general form of virtual communities (W.-K. Lin et al., 2008a; Lu et al., 2010; Pai & Tsai, 2011; Tsai et al., 2011; Zeng et al., 2009) and the more specific forms of the bulletin boards such as: forums (Adjei et al., 2010; Wei & Lu, 2013); virtual communities that specifically discuss about a certain product (Casaló et al., 2010; Fan & Miao, 2012; Gruen et al., 2006; Nambisan & Watt, 2011; Shang et al., 2006); and virtual communities that specifically discuss about a certain brand (D. Lee et al., 2011; Raïes & Gavard-Perret, 2011; Wiertz & de Ruyter, 2007; Woisetschläger et al., 2008). There is one literature that studies a virtual community that is rarely being studied for its implications on marketing: the online game community (J.-H. Huang et al., 2012). Lastly, there is the Social Shopping Community, which is a virtual community that connects consumers and lets them discover, share, recommend, rate, and products (Olbrich & Holsing, 2012). What makes the Social Shopping Community different from other virtual communities is that the customers can directly purchase the products being presented, either individually or in packages with other products suggested by the thread starter.

The second characteristic is the geographical coverage of the literatures. One of the wonderful things about the Internet is the unbounded geographic borders. This limitlessness means that a member of a virtual community can still have access to its community from every part of the world as long as he or she is connected through the Internet. This particular reason is also why the majority of our literature findings are studying the behaviors of virtual communities' members who are located all around the world (Adjei et al., 2010; Casaló et al., 2010; Chen et al., 2011; Coulter & Roggeveen, 2012; Fan & Miao, 2012; Gruen et al., 2006; Laroche et al., 2013; Nambisan & Watt, 2011; Olbrich & Holsing, 2012; Raïes & Gavard-Perret, 2011; Wiertz & de Ruyter, 2007). These articles observed one or several virtual communities and social networking sites, and then surveyed its members to explore their behavior in response to the marketing activities in the community.

Concerning the geographical coverage, there were many studies conducted in Taiwan. The studies in Taiwan are differentiated by those researches that observe: the behaviors of university students in Taiwan who are members of an online community (Chi, 2011; J.-H. Huang et al., 2012; W.-K. Lin, Chiu, & Tsai, 2008b); the behaviors of members of Taiwanese virtual communities (Shang et al., 2006; Tsai et al., 2011; Wei & Lu, 2013); and the behaviors of customers in Taiwanese-based online shops (Pai & Tsai, 2011). Another common geographic area that frequently occurred in the literature findings is the United States. For example, there were two articles that studied the behavior of undergraduate students in the U.S., who are members of a virtual community (D. Lee et al., 2011; M. Lee & Youn, 2009). There were also articles that did not clearly specify the geographic area in which their studies were conducted (Chung & Austria, 2010; Naylor et al., 2012). However, the participants of those studies were undergraduate students and the authors' affiliations were with American universities, thus it can be inferred that the participants of the studies were located in the U.S..

China was also a commonly studied geographic area in the literature findings. The researches vary from studies on university students in China (J. Huang et al., 2013; Lu et al., 2010) to members of Chinese virtual communities (Zeng et al., 2009) and visitors of the largest Internet portal in China (Wang et al., 2012). Beyond these areas, there were studies conducted in Turkey (Akar & Topçu, 2011), South Korea (A. J. Kim & Ko, 2012), Germany (Woisetschläger et al., 2008), and Sweden (Colliander & Dahlén, 2011).

The third characteristic is about the social status of the participants of the studies. The majority of the literatures are set to have undergraduates and college students as their respondents. According to the annual reports on the demographics of social media by the PewResearch, of the total Internet users that participated in the study, the percentage of social media users aged 18-29, the age group of undergraduate and college students, are much lower than the social media users aged 30-49. However, the users of the social media in the 18-29 age group accounts for 83%, compared to 77% of social media users among the 30-49 age group (Duggan & Brenner, 2013). This ratio suggests that undergraduates and college students are the forefront users of social media, and thus explains why most of the literatures about virtual communities use them as their respondents.

2.2.2. Consumer Behavior

Regarding the customers' response that was captured, the literatures reflected a wide variety of responses. Most of the literatures discussed how different virtual communities settings can influence the customers' purchase intentions towards a product or a brand (Colliander & Dahlén, 2011; Fan & Miao, 2012; J.-H. Huang et al., 2012; J. Huang et al., 2013; Lu et al., 2010; Tsai et al., 2011; Wang et al., 2012). Another popular topic was the customers' brand loyalty (Casaló et al., 2010; Laroche et al., 2013; W.-K. Lin et al., 2008b; Pai & Tsai, 2011; Raïes & Gavard-Perret, 2011; Shang et al., 2006), which is defined as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future despite situational influences and marketing efforts that may potentially cause switching behavior (Casaló et al., 2010). There are also studies about consumer attitudes, which Kotler and Keller described (as cited in Akar & Topçu, 2011) as a person's enduring favorable (or unfavorable) evaluation, emotional feelings, and action tendencies towards some object or idea that can move them towards (or away) from that object or idea.

The rise of the social media also contributed to the understanding of consumer behavior towards marketing in virtual communities. The concept of sharing by consumers in the social networking sites that they are a member of becomes a topic that occurs more than once in the literature findings (J. Huang et al., 2013; Wei & Lu, 2013). Sharing is an activity where the customers share their experience and assessments of buying or using a product, service or brand on the social media (Wei & Lu, 2013). The features of the social media that enables consumers to search what other customers has shared about a certain product, service or brands makes the sharing activity to have the power on influencing consumption behavior. This important fact, seen also in the political movement called the Twitter Revolution (Beaumont, 2011), is why the sharing is also a customer's response that is under the research of many studies.

The important factors that explain the outcome behaviors above are as follows. Firstly, according to the literatures, the purchase intentions are affected by: the peer communication among members of the virtual community (Wang et al., 2012); the attitude towards the brand (Colliander & Dahlén, 2011; J. Huang et al., 2013); the attitude towards the message being communicated through the virtual community (J.-H. Huang et al., 2012); the acceptance of the messages being communicated through the virtual community (Fan & Miao, 2012); and trust (Lu et al., 2010; Tsai et al., 2011). In the study by Kim and Ko (2012), purchase intentions were used as an independent variable to study customer equity – the total of the discounted lifetime values summed over all of the firm's current and potential customers (Rust, Lemon, & Zeithaml, 2004). Nevertheless, the study found that value equity and brand equity can affect the purchase intention in the social media context.

The second consumer behavior to be explained is the consumer loyalty to a brand. Laroche et al. (2013) stated that trust in a brand is one of the main antecedents of brand loyalty. Brand trust is defined by Chandhuri and Holbrook (as cited in Laroche et al., 2013) as the willingness of the average consumer to rely on the ability of the brand to perform its stated function, especially in regards to when asymmetric information exists. In the virtual community setting, the repeated interaction among the members of the virtual community can increase the trust between them. The shared information in those interactions can reduce the information asymmetry, increases the predictability of a brand, and thus the trust towards the brand. This mechanism to build brand trust is also useful to predict the purchase intention (Adjei et al., 2010)

Casaló et al. (2010) also found that brand loyalty occurs because of the trust in the brand. Furthermore, they found that participation in virtual communities is a significant factor that can affect brand trust, and therefore, brand loyalty. Participation in virtual communities was also a variable used to predict brand loyalty in the study by Raïes and Gavard-Perret (2011). They found that the community members' intensity to participate in virtual communities could influence the brand loyalty through the mediation effect of commitment to the community. As participation intensity increases, it increases the commitment to the community and the intention to be loyal to a brand. This relationship is found to be greater in members who have been in the community for a longer period of time. As a result, members who have been active longer in a virtual community tend to have stronger brand loyalty.

Shang et al. (2006) studied the types of participation in virtual communities that can affect brand loyalty. They differentiate posting – contributing a thought or comment to the discussion – with lurking – a term used to label those members who only read through the messages posted in the virtual communities without contributing to the discussion. The study found that even though lurking does not affect brand trust, it has a positive effect on brand loyalty. Posting, on the other hand, surprisingly had no implications on brand loyalty.

Another variable that affects brand loyalty in the virtual communities setting is satisfaction (W.-K. Lin et al., 2008b; Pai & Tsai, 2011). Pai and Tsai (2011) found that satisfaction to a brand could lead to loyalty. In the virtual communities setting, especially brand-dedicated virtual communities, Lin et al. (2008) explained that satisfaction is affected by: (1) virtual power status, or the form of power a member has gained because of respect, consideration, and admiration from other members of the virtual community; (2) relational interacting behavior, or the behavioral tendency of virtual community members to cultivate

and maintain online relationships via mutual communications; (3) incentive utility, or the online incentive offered to members of the virtual communities; and (4) feature enhancement, or adding up features to fulfill the entertainment aspect of the online communities. All of these factors have positive relationships with satisfaction, and loyalty towards the brand.

The last consumer behavior to be explained is the attitude variable. Attitudes occur both as an outcome and as an explanation factor of consumer behavior in virtual community based marketing. We first discuss the literatures that study attitude as an outcome behavior for the virtual communities based marketing. Akar and Topçu (2011) found that the attitude towards a product or brand through marketing in the social media is positively affected by: the frequency of Internet usage; the evaluation of the social media; the use of social media applications; and the social media knowledge. The attitude, however, is negatively correlated with the fear about marketing efforts through the social media. Chi (2011) found that attitudes towards social media marketing and towards the brand are affected by the virtual brand communities and the brand that builds the community itself. Brand attitudes are also found to be generally higher when the marketing message is communicated through a social media (a blog) rather than when it is communicated through online magazines (Colliander & Dahlén, 2011). Nambisan and Watt (2011) found these following values to positively affect the attitude towards products: pragmatic experience, or the utilitarian value the customers experiences from having interactions in the online product community; hedonic experience, or the intrinsic value the customers derive from the interactions in the online product community; the social experience the customers derive from the interactions in the online product community; and usability experience, or the customers' experience in navigation and using the online community environment. Furthermore, all the experiences above except the usability experience have positive effects on the attitudes toward the company that produces the products.

The literatures that use attitude as an exploratory variable to predict the consumer behaviors from marketing through virtual communities are the following. Wang et al. (2012) uses attitudes to predict purchase intentions, which was already explained before as the variable that predicts purchase intention. However, it was emphasized that the exchanged information in the peer communication can build up to a better learning of the product that leads to the attitude. The attitude then is the antecedent for the purchase intentions. Other study by Huang et al. (2013) uses attitude to predict sharing intention and purchase intention. The results of this study were also explained above within the discussion of purchase intention behavior.

2.3. The Virtual Community Based Marketing in Indonesia

After exploring the literatures above, the survey indicated that Indonesia has never been a subject of study. Further search also revealed that literature about behavioral outcomes from the marketing activities in Indonesian virtual communities are very scarce. To the author's knowledge, there exists only one published literature that studied the behavioral outcomes of virtual communities' members in Indonesia. However, that literature by Lim

(2013) does not specifically study the commercial marketing aspects. It studies the political benefits from the behavioral sharing activities of Indonesian virtual communities based on four particular successful and unsuccessful viral cases in Indonesia that require the members of the virtual communities to share and act towards a defined goal together. The conclusion of the study was that in order for a message to go viral in Indonesia and be used as a political campaign, it must mimic those messages that dominate the contemporary popular culture. In other words, the messages' format should be light in package, have an appealing headline, and have a trailer vision.

The lack of study about the commercial implication of virtual community based marketing in Indonesia is very unfortunate. Indonesia possesses a great opportunity for companies to aim its marketing efforts through virtual communities because virtual community members in Indonesia, while already numerous, are growing in numbers. Even though the Internet penetration rate in Indonesia is only 23%, the Indonesian population consists of more than 240 million people. Consequently, such low internet penetration rate still can make Indonesia today as the second largest market for Facebook and third largest market for Twitter globally (Sell, 2012). In addition to the social networking sites, the Indonesian population is also an avid virtual community member. Indonesia's largest virtual community, Kaskus (http://www.kaskus.co.id/), has more than 4.5 million members in the year 2012 ("Sejarah Kaskus," 2013), and currently ranks number eight in the top ten sites that have the highest traffic in Indonesia (Alexa, 2013), suggesting that Indonesian people spend much of their time online accessing the virtual community.

Nevertheless, there also persist some problems related to the development of e-commerce transactions in Indonesia. Veritrans (a leading online payment processor in Indonesia) and DailySocial (a technology media and research company in Indonesia) in 2012 published a joint report on e-commerce development in Indonesia where they report that the total e-commerce sales in Indonesia only accounts for 0.7% of its total retail sales of $US 134 billion (Veritrans & DailySocial, 2012). Furthermore, it reports the use of bank transfer from the customers' bank account to the sellers' bank account as the majority method of payment used by e-commerce customers in Indonesia. The problem, however, remains that bank transfer is not a simple method for making payments in Indonesia. Unlike bank transfer in developed countries where it can be done through the Internet, the Internet banking in Indonesia is still underdeveloped. This situation is forcing customers to go to the bank or Automated Teller Machines (ATMs) to actually conduct the transfer for payments, and consequently, making e-commerce less appealing.

2.4. The Research Framework

2.4.1. Dependent Variable: Purchase Intention

After reviewing the literatures about consumer behavior from virtual community based marketing above, the next section discusses the framework creation for this study. The first step in composing the research framework was to select the behavioral outcomes that were to be investigated. Among the existing literatures above, purchase intention was the most popular behavioral outcome to be studied. Furthermore, purchase intention is recognized

as a reflection of real purchase behavior (Nasermoadeli, Choon Ling, & Maghnati, 2013), which can help formulize the attempts to increase e-commerce transaction value in Indonesia. Therefore, the dependent variable used in the hypotheses is purchase intention, which for the purpose of this research was defined as the personal action tendencies relating to the brand (Spears & Singh, 2004).

The literatures that studied purchase intentions are further explored as follows. Wang et al. (2012) found that the peer communication variable in the virtual community can affect the purchase intention through two channels. In the direct channel, the communications among members of the virtual community acts as a channel for conformity when choosing a product. Meanwhile in the indirect channel, the peer communication reinforces the consumer product involvement, which motivates reactions to marketing and advertising stimuli so that the consumers are more interested in the product.

Huang et al. (2013) found that purchase intention is affected by consumer attitudes towards the brand. The subject of this study is advertising videos that are being posted in a video sharing website – a form of social media where members can upload videos and make comments on the uploaded videos. The study concluded that even though consumers have positive attitudes towards the advertising video of a brand, it will only affect their intention to share the video and not their purchase intention for the brand. The conclusion from this study is that the factor that matters the most for purchase intention is the attitude towards the brand, not the attitude towards the advertising video of that brand. Similarly, Colliander and Dahlén (2011) also found a correlation between attitude towards the brand and the purchase intention. This study concluded that product reviews posted in blogs increases the attitude towards that product and the purchase intention compared to the product reviews that were posted in an online magazine.

Huang et al. (2012) examined the electronic word-of-mouth (eWOM) – information being communicated through virtual communities – and how it can influence the purchase intentions. The focus of the study was on the attitude towards the product (i.e. product information or consumption experience) that is being reviewed by members of the virtual communities and shared through the virtual communities for other members to read. The study found that attitude towards the reviewed product positively affects the purchase intention, which implied that a positive eWOM about the product increases the likelihood for purchase and vice versa, a negative eWOM about the product decreases the likelihood for purchase.

Fan and Miao (2012) also looked at eWOM as a predictor to purchase intention. The study explored eWOM in detail to better understand the flow of how marketing in the virtual communities can affect purchase intention. Essentially, the flow has two starting points. The first starting point happens when a consumer posted in a virtual community about his or her experience and opinion of a product, or in other words is known posting the eWOM. For other consumers that read this post, the eWOM can reinforce involvement that makes other consumers interested and more sensitive to the advertising efforts of the posted product. The second starting point is the emotional bond among members of the virtual community that is developed because of continuous interactions among them in the community. These two paths merge into one path by also adding a variable of perceived credibility of the consumer who made the original product reviews in the community. Altogether, it can affect the perceived

credibility of the eWOM that can affect the eWOM acceptance, which then can affect the purchase intention.

Lu et al. (2010) explored the importance of trust as a predictor of purchase intentions. The study hypothesized that trust can affect the virtual community members' behavior since people would act more proactively when they trust their environment and the other people. Their study concluded that purchase intention behavior was affected by the trust in the members of the virtual community and trust in the website or vendor who provides the space for virtual communities to interact. Similarly, the last study by Tsai et al. (2011) on purchase intention considered trust that is involved in the context of online group buying. Online group buying is when an item must be bought online, in a minimum quantity or dollar amount, and several people agree to approach the vendor in order to obtain discounts. Since the purchase in online group buying involves communal needs, hence the dependency on virtual communities for making an online group buying is high. The study found that trust in the virtual community is the significant factor that can affect the purchase intention in the online group buying context.

2.4.2. Independent Variables

The second step in making the research framework was to generate the factors that can explain purchase intention. For this research, to generate the independent variables to study the purchase intention in Indonesia, the existing independent variables that were used to explain purchase intention from our literature findings above were combined. Those independent variables are: peer communication, attitude towards brand, acceptance towards eWOM, and trust towards the virtual community.

2.4.2.1. Peer Communication

Consumer behavior is not an innate behavior. Instead, it is a behavior learned with the influence from a consumer's social network. Accordingly, the consumer socialization theory holds that the communication among consumers in a social network setting can shape a consumer's skill, knowledge, and attitude towards consumption of a product or service (Ward 1974). With the development of the Internet and the virtual communities, consumers now have more options in the ways they can communicate with their social network in regards to their consumption experience. This pattern is why peer communication in the virtual community can have a major impact on the purchase intention behavior, especially in Indonesia, which is known to be a collectivist country (Hofstede, Hofstede, & Minkov, 2010). A collectivist country is categorized by the high degree of interdependency among members of the society. This fact means that the society and the interaction among its members have a great impact in shaping a person's preferences, and thus its consumer behavior.

According to De Gregorio and Sung (2010), peer communication can have an impact on both the mental outcomes (e.g. attitude towards brand) and the behavioral outcome (e.g. purchase intentions). De Gregorio and Sung (2010) also suggest that the relationship between peer communication and the behavioral outcome can be explained by two causes: a direct cause; and an indirect cause with the mental outcomes as a mediator variable. The consumer

socialization framework by Wang et al. (2010) is an example of the consumer socialization framework that uses the indirect relationship between peer communication and the behavioral outcomes. In this framework, the peer communication can affect the purchase intention behavior because there is a positive correlation between peer communications with attitude towards a product as a mediating variable.

For this research, we are interested to see whether there is a direct cause from peer communication to the purchase intention behavior like what is suggested by De Gregorio and Sung (2010). We can expect that when consumers are exchanging consumption-related information in the virtual community, it will affect their purchase intention behavior. We also expect that this relationship to be positive, where a positive review about a product or service in the virtual community can increase the probability for actual purchase of that product or service. Therefore, we formulate our first hypothesis as follows:

H1: Peer communication is positively correlated with the purchase intentions.

2.4.2.2. Attitude towards Brand

Attitude is a popular construct in predicting purchase intention in consumer behavior studies (Spears & Singh, 2004). Attitude itself is defined as the learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman & Kanuk, 2007). Attitude was also frequently mentioned in the literature findings above. The study by Colliander and Dahlén (2011) examined the direct effect of attitude towards brand and on the purchase intention when consumers are exposed to different kinds of advertising media. Meanwhile Huang et al. (2013) uses the attitude towards the ad framework to specifically look at how advertisements in the form of viral videos can affect the attitude towards the brand and the purchase intentions. Hang et al. (2012) examined the relationship between attitudes towards eWOM with the purchase intention. The study by Wang et al. (2012), who studied the effect of peer communication on the purchase intention behavior, uses the attitude towards the product as a mediating variable.

This research study uses the attitude as an independent variable to predict the purchase intention since attitude is considered as a relatively stable and enduring predisposition to behave in a specific, predictable way (Mitchell & Olson, 1981). Given that the virtual community based marketing is relatively new in Indonesia, revealing the attitude can generate a more stable predictor to the purchase intention involved in this study. There are many frameworks that can be used to measure attitude, and one of the most widely used is the *attitude towards the ad* framework. This framework explains how the purchase intention behavior of a consumer is affected by the evaluation of the brand (i.e. attitude towards brand) that is derived from the favorable or unfavorable evaluation of an advertisement (i.e. *attitude towards the ad*) he/she is exposed to (Schiffman & Kanuk, 2007). The framework explains that when consumers are exposed to an advertisement, they will develop a set of feelings that leads them to evaluate the advertisement. Later on, they will also evaluate the advertisement's brand, which will lead to a final action such as buying the brand.

In this research, we will also use the attitude towards the ad framework. However, we are not interested in observing the attitude towards the ad as the antecedent of attitude towards

the brand. Rather, we want to explore the direct connection between attitude towards the brands that were marketed in the Indonesia virtual communities and its impact on the Indonesia consumers' purchase intention behavior. As with the previous literatures about attitude towards the brand and purchase intention, we expect the relationship to be positive (J. Huang et al., 2013; Wang et al., 2012). Therefore, the hypothesis would be as follows:

H2: Attitude towards the brand is positively correlated with the purchase intentions.

2.4.2.3. Trust towards Virtual Community

Trust has been an important variable in consumer behavior because it shows the expectation of consumers for a successful transaction of goods or service (Tsai et al., 2011). The issue of trust is also a very important issue in the virtual community where members are usually anonymous and do not engage in a direct face-to-face communication. Among the literature findings above, there are two articles that identified the importance of trust to determine the purchase intention behavior. The first study by Lu et al. (2010) used the antecedents-trust-outcomes model to examine two types of trust: trust in members of the virtual community, and trust in website/vendor. There are four antecedents to trust: (1) knowledge-based trust, where trust is built through repeated interactions; (2) cognition-based trust, where trust is built based on the first impressions; (3) institution-based trust, where trust must be built by the help of third parties; and (4) personality-based trust that refers to the individuals' personality traits to build a trust.

The second study by Tsai et al. (2011) similarly uses trust in virtual community as an important factor that affects the purchase intention. Trust in virtual community in this study is defined as the website/vendor that becomes the platform for consumers to interact in the virtual community, similar to the trust in website/vendor defined by Lu et al. (2010). Therefore, we will use this variable, i.e. trust in the virtual community, as our next independent variable to study the purchase intention behavior. Likewise, we also hypothesized the relation between trust in the virtual community and purchase intention as follows:

H3: Trust in virtual community is positively correlated to the purchase intentions.

2.3.2.4. Acceptance towards eWOM

One of the frameworks that is widely used to analyze how advertising can affect the consumer behavior is the Elaboration Likelihood Model (ELM). The ELM is a framework that explains how consumers process the information received from their exposure to advertisements into a concrete action. Cho (1999) created a modified version of ELM that can suit the new trends of advertisement in the Internet like the advertisements through virtual communities. In the general version of the ELM, the way consumers respond to an advertisement starts with their own motivation to process the information within the advertisement itself. Then there exist two routes to process the information: the central route and the peripheral route. If the motivation to process information is high, the processing route used is the central route and thus making central cues such as existing beliefs, argument

quality, and initial attitude important. Oppositely, if the motivation to process is low, the peripheral route is used and peripheral persuasion cues such as music, humor or visuals are more significant to shift or retain the initial attitude. This information process ends with a new form of attitude towards the product being advertised. In the modified ELM by Cho (1999), the motivation to process information from an advertisement is different because of the Internet. The Internet has made it possible for consumers to voluntarily expose themselves to an advertisement, therefore making the information process go directly through the central route. In other words, if consumers are voluntarily exposing themselves to advertisements in the Internet, they will automatically use the central route to process the information of the advertisement and thus create a new attitude towards the product being advertised.

The study by Fan and Miao (2012) also uses this modified version of ELM. More specifically, they studied how the expertise, i.e. the ability to process information from advertisements, and the involvement, i.e. the motivation to process information from advertisements, can affect the purchase intention. The subject of the study is also not the advertisement in general, but particularly the eWOM in the form of product or service reviews that is being communicated through virtual communities. According to the study, expertise and involvement can affect the credibility of the eWOM. The credibility of the eWOM has a significant effect on the purchase intention through the mediating variable of eWOM acceptance.

In this study, we are interested to use only the eWOM acceptance as a predictor for purchase intentions behavior. The eWOM acceptance, according to Fan and Miao (2012), is the eWOM credibility that is being further evaluated using the social norms and opinion that the consumers are identified with. Credibility is similar with the attitude towards the product that is present in the modified ELM by Cho (1999) since both variables require consumers to make an evaluation of the message being communicated through advertisements. Therefore, the eWOM acceptance is considered to be a better representative variable of the whole information process in the ELM to predict the purchase intention behavior.

We followed the study by Fan and Miao (2012) to establish our hypothesized relationship between eWOM acceptance and purchase intention. When a consumer voluntarily exposed themselves to an advertisement in the virtual community, he/she would evaluate the advertisement message through the central route. If the consumer accepts the message as trustworthy, he/she would have greater confidence to purchase the goods being reviewed in the message. Therefore our hypothesis is as follows:

H4: eWOM acceptance is positively correlated to the purchase intention.

2.4.3. The Framework

After presenting the dependent and independent variables to be used in this research, the following section illustrates the framework of this research. As seen above in the description of relationship between the independent variables and the purchase intentions, all of the independent variables to be used have direct relations to the purchase intentions. There are no mediating variables, and no antecedent to the independent variables. The focus in this research is the individual contribution of each independent variable to the purchase intentions.

With that objective, we are also not looking at the correlations among these independent variables that can affect the purchase intentions. The framework is presented in Figure 2.1 below:

Figure 2.1 The Research Framework
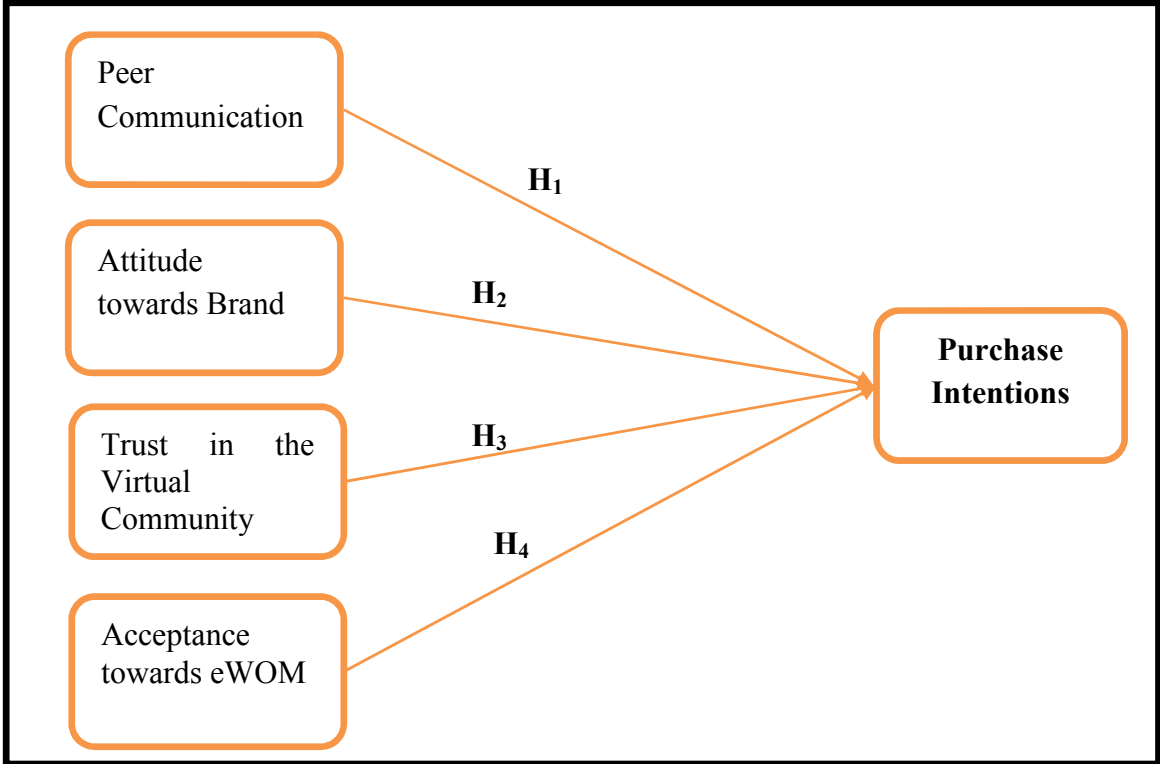
III. Data Collection Method

3.1. Reliability and Validity

In formulizing the survey questionnaire to test the hypotheses, this research uses items from past surveys. The main reason for this approach is to ensure the reliability and validity of the research model. Reliability is an indicator of the measures' internal consistency (Zikmund, Carr, & Griffin, 2012). The measurements in this research thus are reliable if the respondents' answers on the survey show consistency. The most common method applied to examine the consistency of measurements is computing the Cronbach's α. Using the SPSS software, the Cronbach's α coefficients for each variable measurement is easily obtained to confirm its consistency. A reliable measurement should have an α coefficient above 0.60 (Zikmund et al., 2012) .

Validity refers to whether the instrument used in this research accurately measures what it was designed to measure (Field, 2013). According to Zikmund et al. (2012), there are four basic areas of reference: face validity, content validity, criterion validity, and construct validity. Face validity is the subjective agreement among professionals that the items used in the research logically reflect the concepts being measured. Content validity refers to the degree a measure covers the domain of interest. The focus of content validity is how accurately the measures can represent the concept used in the research.

Criterion validity is the ability of a measure to correlate with other standard measurements of similar constructs. The focus of criterion validity is on how practical the measures to be used are applicable in real life. Criterion validity can be classified as either concurrent validity or predictive validity. The difference between these validities depends on the time sequence of the measurement scale and the criterion measure. According to Field (2013), when data are recorded simultaneously using a new instrument and existing criteria, then it has a concurrent validity. Meanwhile, when data from a new instrument are used to predict observations at a later point in time, it has a predictive validity.

Lastly, construct validity exists when a measure reliably measures and truthfully represents a unique concept. Construct validity consists of several components that include all of the validities approaches above plus what is called convergent validity and discriminant validity. Convergent validity requires the concepts that should be related are indeed related, meanwhile discriminant validity requires that a scale does not correlate too high with a measure of a different construct.

The effort to assure reliability and validity actually had begun early in the literature review of the research. By founding the research model on past proven theories, it increases the reliability of the research model itself. Increasing the reliability and validity, therefore, can be done by also using measurements that are proven to be reliable and valid in measuring the variables that are used as foundations in the research model. However, to better assure the reliability and validity of the measurements, the reliability and validity analysis will be conducted on the data results from the survey.

3.2. The Questionnaire Construct

The measurements for purchase intention are taken from the research of Spears and Singh (2004). The study used an exploration research to discover items that can measure attitude and purchase intention. For purchase intention, it started with a pool of 15 items generated from various marketing literatures. These 15 items were then evaluated, and after taking stock of items that were time bounded, there were four items that were then deleted. The remaining 11 items were then examined using a factor analysis and a confirmatory factor analysis to generate items that will result in the best model fit. The result left only five items, which are: never/definitely; definitely do not intend to buy/definitely intend; very low/high purchase interest; definitely not buy it/definitely buy it; and probably not/probably buy it. Like the original research of Spears and Singh (2004), the five purchase intention items were measured using seven-points Likert scales.

The measurements for peer communication are taken from the work of Wang et al. (2010) whose study results were used as the foundation to establish the relationship between peer communication and purchase intention. The measurement items used in that study were items that are also used in past researches and adjusted to accommodate the social media context that becomes the focus of this study. The items for measuring peer communication in that study are: (1) I talked with my peers about the product on social media; (2) I talked with my peers about buying the product on the internet; (3) I asked my peers for advice about the product; (4) I obtained the product information from my peers; and (4) My peers encouraged me to buy the product. All of these five items will be used, however, with little adjustment to the virtual community context used in this research. These five items of peer communication are measured using five-point Likert scales like the original study by Wang et al. (2010).

For measuring attitude, the items were also taken from the work of Spears and Singh (2004). In the original exploration research, there was a pool of 52 distinct items that were then evaluated for their suitability with the attitude concept itself and how it generalizes to a wide range of products and services. From there, 31 items were retained and analyzed using factor analysis and confirmatory factor analysis. As a result, there were only five attitude items that produced the best model fit, and therefore used in this research. Those items are: appealing/unappealing, good/bad; pleasant/unpleasant; favorable/unfavorable; and likeable/unlikable. Similar with the purchase intention variable, this study replicates the measurement by Spears and Singh (2004) that uses seven-point Likert scales to measure the attitude variable.

The measurements for trust were taken from the study by Tsai et al. (2011), who found that trust in the virtual community could affect the purchase intention in the OGB setting. The original items in Tsai et al. (2011) used to measure trust in the virtual community were: (1) "I trust OGB website information to be true"; (2) "I trust OGB communities' forum to be true"; (3) "The people who set up the community are trustworthy"; and (4) "I trust the OGB mechanism to be reliable". The items were then tailored to reflect trust in the football (soccer) supporters' virtual community. However, since the study by Tsai et al. (2011) was specifically made to measure the consumer behavior in the OGB context, the fourth item to measure trust in the virtual community cannot be used to measure purchase intention in other kinds of virtual community. Consequently, the fourth item was changed so that it can measure trust in

other kind of virtual communities. The fourth item was replaced with a measurement of trust in virtual community used by Lu et al. (2010): "I believe that the supporters' club has the skills and expertise to meet most members' needs". All the questions above are measured using a seven-point Likert scale, similar to the original studies by Tsai et al. (2011) and Lu et al. (2010).

The last variable, eWOM acceptance is measured using the items that were basically used in a study about knowledge transfer. The study about eWOM acceptance by Fan and Miao (2012) uses the measurements from the work of Sussman and Siegal (2003) that measured information adaptation as the result of the evaluation process that a consumer has gone through when he/she receives messages from his/her virtual community. Those measurements are: (1) "Have you acted on the content of this email (Y/N) If yes, How closely did you follow its suggestion?"; (2) "To what extent does the content of the e-mail motivate you to take action?"; and (3) "To what extent do you agree with the action suggested in the message?". These questions were then adjusted to this research by replacing "e-mails" with "messages from virtual communities". Replicating the study by Sussman and Siegal (2003), all three questions are measured using seven-point Likert scales.

3.3. The Data Collection Process

As mentioned in the Introduction section, the football (soccer) supporters' virtual communities are chosen to be the subject of this study because of their specific activities that categorized them as virtual communities of consumption. Virtual communities of consumption are appealing to both academicians and marketers because of how it can affect the consumer behavior of its members (Kozinets, 1999). Members of football (soccer) supporters' virtual communities exchange limitlessly about their beloved team and how they can purchase the official merchandises. This exchanged knowledge ultimately can affect the members' consumer behavior, which is the objective of this study. The data collection process specifically aims to capture this consumer behavior through the compiled survey.

Measurements compiled in section 3.2. above are all included in the survey. In addition, there are several questions added to the survey for classification purposes. Those questions are: gender; education level; income level; football club supported; and what type of football club related virtual communities the respondents are members of. Several pictures of football team merchandises (Figure 3.1) were also shown in the survey as an example of football merchandises for the respondents[1]. The picture also served as a clue for the respondents about the brand of these merchandises, which is the football team who issued it. The surveys were originally made using English, and then translated to Indonesian. Two

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[1] Pictures of merchandises were taken from: http://store.acmilan.com/en/gift-ideas/exclusive-gifts/books.html, http://store.nike.com/gb/en_gb/pw/arsenal/8rv, http://store.nike.com/gb/en_gb/pw/fcb-off-the-pitch/1z13suhZd8w, http://www.chelseamegastoreasia.com/stores/products/category.aspx?catid=395&cat=Watches, http://store.inter.it/en/accessories/match/bags-backpacks.html, http://planetsports.net/accessories_others, http://store.manutd.com/stores/manutd/products/product_browse.aspx?category%7ccategory_root%7c1546=fashion&category%7ccat_1546%7c10953=accessories&category%7ccat_10953%7c1547=caps%20%26%20hats, and http://www.realmadridshop.com/stores/realmadrid/products/product_browse.aspx?category%7ccategory_root%7c8538=souvenirs&category%7ccat_8538%7c42396=baby%20accessories.

independent Indonesian native speakers to assure that the questions have the same meaning and intention as the original English questions then examined the Indonesian version of the survey and confirmed the accuracy of the translation.

Figure 3.1 Football Merchandises

The survey was compiled using the Form in Google Drive, a special free data collection application from Google. The finished survey was then sent to five individual members of different football supporters club who provided feedbacks. The feedbacks were then incorporated in the survey, but their specific responses are not recorded. The improved survey was then officially sent to members of football supporters' club supporters using the virtual community, notably through mailing lists, Facebook pages, and Twitter accounts. The data collection process took place from July 6, 2013 to August 5, 2013. During that time, the survey form was open to receive responses and the link to the form was distributed through the virtual communities. After the data collection period ended, the form was closed and did not receive any more responses.

3.4. Initial Results

The data of the survey were recorded automatically in Google Drive in a worksheet format. This file was then converted to an Excel Document to make it easier to analyze. The survey received a total of 230 complete responses from 171 male respondents and 59 female respondents. Looking further at the data, however, it was found that there were some respondents who were not filling out the survey properly. There were respondents who gave the same score on each items of the survey (e.g. answering "1" on all items of peer communication, attitude, trust, eWOM acceptance, and purchase intention). These kinds of answers suggest that the respondents were not filling the survey seriously and thus those answers were considered to not be valid. These respondents were then deleted from the data.

After this process of cleaning the data, there were 223 valid responses left from 164 male and 59 female respondents that were then used in the data analysis. These valid responses were then inputted into the SPSS software in order to conduct the statistical analysis.

To add further description, the age of the respondents varied from 16 to 68 years old with the average age of the respondents being the age of 23 years old. The education level of the respondents varied from the lowest being middle school and the highest having a doctoral degree with the majority having a bachelor degree (147 respondents). The majority of the respondents also reported to have an income of below three million Rupiah. This level of income, along with the majority of education level and average age of the respondents, suggests that the majority of the respondents are fresh graduates that have just started to work. Considering the customs of Indonesia where parents often pay for their children's education until they graduate from their bachelor education, these majority of respondents are those who just started to earn their own money and thus were able to spend their income for their own hobbies like joining football supporters clubs.

The survey also grouped the respondents according to the football club they supported. The top four football clubs that had the most supporters from this survey was Manchester United with 48 valid survey responses, Inter Milan with 30 valid survey responses, A.C. Milan with 28 valid survey responses, and Arsenal with 26 valid survey responses. The other 93 valid survey responses supported various football teams, including Indonesian and foreign teams. In the survey, the respondents were also asked to identify the virtual communities they have joined to connect with fellow supporters of the football club they support. Twitter was shown to be the most popular virtual community for the respondents to interact. This pattern suggests that respondents interact with their fellow supporters by following the official account of the official supporters' club, whether it is an Indonesian or international based club.

IV. Data Analysis

4.1. Reliability and Validity Analysis

The first step in the reliability and validity analysis is screening the data to look for suspicious results. There is a possibility that there are individual respondents who do not read the survey thoroughly and thus do not answer the questions seriously. An easy way to detect these kinds of respondents is to look at their answers. If the answers have the same score on all items, then it is possible that those respondents did not consider the survey seriously. From the original 230 respondents, there were six respondents that answered the same score on the entire survey item. These 7 respondents were then deleted from the data, which provided a total of 223 respondents' data to analyze.

The second step in the reliability and validity analysis is to conduct a factor analysis. Factor analysis is conducted to verify that the items in the survey measure the right variable. The factor analysis starts by examining the correlation matrix among the items. The correlation matrix is useful to check the pattern of the relationship among items and to detect any potential multicollinearity problems in the data. Field (2013) stated that any items with correlations above 0.9 and below 0.3 are a source of concern and suggested removing them. However, this technique is not recommended since it does not solve the original problem involving the correlations among the items. Therefore, at this stage of the study, the results from the correlation matrix were considered but ignored.

The next step in the factor analysis is to look at the sampling adequacy and the sphericity. The Kaiser-Meyer-Olkin (KMO) and Bartlett's tests' results are presented in Table 4.1. The KMO score is a measure of sampling adequacy, where a score as close to 1 is desired since it indicates that patterns of correlation are relatively compact and the variables' items are distinct and reliable. The KMO score for the whole data set is 0.902, which means that the sample size is adequate for factor analysis. The KMO score is also obtained for every variable and is presented in Table 4.2. All of the variables' KMO score are above 0.5, meaning that all of the variables can be used in this study.

The sphericity test, like the Bartlett's test, is an objective approach to determine whether the correlations between items are sufficient enough for the measurement. The sphericity test will determine whether the correlation matrix is different from an identity matrix (i.e. a correlation matrix where the items do not correlate at all), and thus informs that the items do have good correlation with each other. The Bartlett's test's results for all of the items in Table 4.1 showed that there is a significant difference with the identity matrix. This pattern result means that the correlations between the items are sufficient enough to be used in our measurement.

Table 4.1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	4426.199
	df	231
	Sig.	.000

Table 4.2 KMO Score

Variables	**Score**
Purchase Intentions	0.900
Peer Communication	0.866
Attitude	0.871
Trust	0.839
eWOM Acceptance	0.627

The last piece of information from the factor analysis that can be used to establish the reliability and validity of the measurements is the rotated factor matrix shown in Table 4.3. This analysis is simply the matrix of the factor loadings for each variable on each factor. This matrix is important to show that there are no cross-loadings of items on different factors. As seen in Table 4.3, all of the variables' items are loaded into its own factors. The items for the purchase intention dependent variable (definitely intend to buy, high purchase interest, take actions, definitely buy, and probably buy) are loaded into the same factor. Similarly, the independent variable of peer communication (asked peers for advice about product, talk about the product with peers, obtain information of product from peers, and talk of buying the product with peers); attitude (appealing, good, pleasant, likeable, and favorable); trust (trust in website, trust in forum, trust in the founders, and trust in the club to meet demand); and eWOM acceptance (agreement with information, motivation to follow instruction, and following instruction) all load to its own factors. An exception can be seen for the following items: trust in website and trust in forum, which also loads to the same factor as the attitude variable. However, the loaded score is low and was considered but ignored according to generally accepted research methodology.

The information from the rotated factor matrix showed that the items of the survey were good measurements for the variables. Along with the result of the KMO and Bartlett's, the potential problems that arise from very high and low correlations among items presented in the correlation matrix can now be truly ignored. The factor analysis showed that the items can load perfectly to its variables.

Table 4.3 Rotated Factor Matrix[a]

	Factor				
	1	2	3	4	5
Appealing	.885				
Good	.882				
Pleasant	.879				
Likeable	.830				
Favorable	.635				
Definitely intend to buy		.841			
High purchase interest		.794			
Take actions		.789			
Definitely buy		.779			
Probably buy		.630			
Asked peers for advice about product			.835		
Talk about the product with peers			.808		
Obtain information of product from peers			.790		
Talk of buying the product with peers			.763		
Peers encourage to buy products			.678		
Trust in website	.309			.829	
Trust in forum	.320			.823	
Trust in the founders				.817	
Trust in club to meet the demands				.757	
Agreement with information					.778
Motivation to follow instruction					.753
Following instruction					.459

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

The last step in the reliability and validity analysis is to generate the Cronbach's α score on each variable to determine its reliability. The α score for all of the variables are presented in Table 4.4 below. All of the variables have an α score above 0.60, which meant that the measurements for all of the variables were reliable. Along with the results from the factor analysis, it can be concluded that all the variables in this study are reliable and valid. Therefore, all variables can be used for further analysis and to test the hypotheses.

Table 4.4 Cronbach's α score

Variable	Cronbach's α
Purchase Intentions	0.932
Peer Communication	0.894
Attitude	0.950
Trust	0.944
eWOM Acceptance	0.750

4.2. Regression Analysis

4.2.1. Assumptions in Regression

After establishing the reliability and the validity of the measurement, the regression analysis can be conducted. A regression computation is a linear model in which one outcome is predicted from two or more predictor variables (Field, 2013). A regression analysis is needed to predict whether purchase intentions can indeed be predicted by peer communication, attitude, trust, and eWOM acceptance. However, there are several assumptions used in regression analysis in order to obtain an unbiased result. Violating these assumptions can affect the significance test and the confidence interval, thus making the regression result unable to be generalized to the population. Those assumptions based on Field (2013) are as follows:

1. *Additivity and linearity*. Linearity means that the all outcome variables in the regression are linearly related to any predictors. Additivity refers to the combined effect of several predictors to the outcome variable that is obtained by adding the effects together.

2. *Independent errors*. This assumption requires the residual terms for any two observations to be uncorrelated. The Durbin-Watson test for serial correlations between errors is conducted to test this assumption. A value less than 1 or greater than 3 is a sign that this assumption is violated.

3. *Homoscedasticity*. This assumption means that the residuals at each level of the predictors should have the same variance. Violation of this assumption can invalidate the confidence intervals and the significance tests. To avoid problems of not having homoscedasticity, a weighted least square regression is used because it weights each case by a function of its variance.

4. *Normally distributed errors*. This measure assumes that the residuals in the model are random and have normally distributed variables with a mean of 0. This assumption leads to zero, or very close to zero, differences between the means of the model and the observed data.

5. *Predictors are uncorrelated with external variables*. This assumption implies there should be no variable that has not been included in the regression model to correlate with any variables included in the model. In other words, the regression model should include all the so-called, "right" variables to make it reliable.

6. *Variable types*. All of the variables must be quantitative or categorical with the outcome variable being quantitative, continuous and unbounded.

7. *No perfect multicollinearity*. There should be no perfect linear relationship between two or more predictors, meaning that there should not be too high of a correlation between the predictor variables.

8. *Non-zero variance*. The predictors must not have variances of zero.

4.2.2. Regression Result

The variable score for each respondent that was computed in the regression analysis was obtained using the average score for all of the items in the variable. This action could only be done because the result of the factor analysis showed that the items can load perfectly to its variable. The illustration for the average is as follows. For example, a respondent gave a score of 4 on the "Talk about the product with peers" item, 4 on the "Talk of buying the product with peers" item, 5 on the "Asked peers for advice about product" item, 4 on the "Obtain information of product from peers" item, and 5 on the "Peers encourage to buy product" item. The respondent's score on the "Peer Communication" variable therefore is 4.4, which is simply the average score of the items above. Average scores of the variables were then computed to the actual regression. The regression analysis was conducted in the SPSS software using the forced entry method in multiple regressions, which results are explained as follows.

4.2.2.1. Descriptive Statistics

The descriptive statistics and the correlations among variables are presented in Table 4.5 and Table 4.6. The descriptive statistics provide the summary of information about the variables while the correlations can lead to the discovery of multicollinearity. Similarly with the correlation matrix in the factor analysis, multicollinearity can be detected by scanning through the correlation among variables and looking for values above 0.9. As Table 4.6 shows, there are no correlation values above 0.9, hence multicollinearity problems do not exist in this research's model.

Table 4.5 Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention	4.6368	1.50072	223
Peer Communication	2.7794	1.07373	223
Attitude	4.9686	1.56881	223
Trust	5.1200	1.51007	223
eWOM Acceptance	4.7534	.98103	223

Table 4.6 Correlations

		Purchase Intention	Peer Communication	Attitude	Trust	eWOM Acceptance
Pearson Correlation	Purchase Intention	1.000	-.330	.544	.552	.373
	Peer Communication	-.330	1.000	-.109	-.057	-.338
	Attitude	.544	-.109	1.000	.572	.330
	Trust	.552	-.057	.572	1.000	.339
	eWOM Acceptance	.373	-.338	.330	.339	1.000
Sig. (1-tailed)	Purchase Intention	.	.000	.000	.000	.000
	Peer Communication	.000	.	.052	.200	.000
	Attitude	.000	.052	.	.000	.000
	Trust	.000	.200	.000	.	.000
	eWOM Acceptance	.000	.000	.000	.000	.
N	Purchase Intention	223	223	223	223	223
	Peer Communication	223	223	223	223	223
	Attitude	223	223	223	223	223
	Trust	223	223	223	223	223
	eWOM Acceptance	223	223	223	223	223

4.2.2.2. Summary of Model

The next section of output from the regression analysis is the summary of the model that is presented in Table 4.7 and the ANOVA that is presented in Table 4.8. The model summary describes the overall model and indicates whether it can successfully predict the purchase intention. The first statistic to examine in assessing the model summary is the R-square value. Here, the R-square value is 0.461, meaning that only 46.1% of the variance in purchase intention can be explained by peer communication, attitude, trust, and eWOM acceptance. The remaining 53.9% of the variance is explained by other variables that are not being observed in this research.

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.679[a]	.461	.451	1.11155	.461	46.666	4	218	.000	2.041

a. Predictors: (Constant), eWOM Acceptance, Attitude, Peer Communication, Trust

b. Dependent Variable: Purchase Intention

The second important statistic to look at is the adjusted R-square value, which is used to analyze how well the model can generalize to the population. The difference between the R-square and the adjusted R-square is 0.010 or 1.0%, meaning that there is approximately 1.0% less variance in the outcome if this model were derived from the population. Another way to look at how well the model can generalize is by doing a cross-validation. Cross-validation is the process of assessing the accuracy of a model across different samples and also uses an adjusted R-square value in the process. However, in cross-validation, the adjusted R-square is obtained by using the Stein's formula (Stevens, 2002 in Field, 2013). The adjusted R-square for cross-validation is as follow:

$$adjusted\ R^2 = 1 - \left[\left(\frac{n-1}{n-k-1}\right)\left(\frac{n-2}{n-k-2}\right)\left(\frac{n+1}{n}\right)\right](1-R^2)$$

Where n is the number of observation (223) and k is the number of predictors (4). The result for the adjusted R-square using the Stein's formula is 0.439, which is 0.022 different from the R-square. This relatively small difference indicates that the model has a good cross-validation.

The change statistics shows the value of the F-ratio that measures how much the model has improved the prediction of the outcome compared to the level of inaccuracy of the model. The F-ratio are also shown in the ANOVA, or analysis of variance, which test whether the model is significantly better at predicting the outcome variable rather than using the mean variable as the best guess. A good model will have a F-ratio value at least greater than 1, whereas this research's model has a F-ratio value of 46.666 666 with a significance level of $p < 0.001$ that meant the model has significantly improved the ability to predict the outcome variable compared to failing to fit the model.

The last thing to look for from the model summary is the Durbin-Watson statistics. A Durbin-Watson value less than 1 and greater than 3 is a cause of concern, and a value as close to 2 is desirable. The model has a Durbin-Watson value of 2.041, which indicates that the assumption of independent errors is met by the regression model. Therefore, the model in this research is considered as a good model to predict purchase intention.

Table 4.8 ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.631	4	57.658	46.666	.000[a]
	Residual	269.347	218	1.236		
	Total	499.978	222			

a. Predictors: (Constant), eWOM Acceptance, Attitude, Peer Communication, Trust

b. Dependent Variable: Purchase Intention

4.2.2.3. Model Parameters

Table 4.9 shows the coefficients of the regression model. The results from the coefficients can be integrated in the regression model. The original model is as follow:

$$purchase_i = b_0 + b_1 communication_i + b_2 attitude_i + b_3 trust_i + b_4 acceptance_i \quad {}_i$$

Table 4.9 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.933	.517		3.739	.000	.914	2.952					
Peer Communication	-.354	.074	-.253	-4.786	.000	-.500	-.208	-.330	-.308	-.238	.881	1.135
Attitude	.283	.059	.295	4.793	.000	.166	.399	.544	.309	.238	.651	1.537
Trust	.341	.062	.343	5.538	.000	.220	.462	.552	.351	.275	.644	1.553
eWOM Acceptance	.113	.087	.074	1.302	.194	-.058	.285	.373	.088	.065	.765	1.307

a. Dependent Variable: Purchase Intention

All of the *b*-values in the original model are then replaced by the coefficients from Table 4.9, making the regression model to be:

$$purchase_i = 1.933 - 0.354\, communication_i + 0.283\, attitude_i + 0.341\, trust_{ii} + 0.113\, acceptance_i$$

From the model above, the actual relationship among the variables are known and thus can be used to test the hypotheses that were composed in Part II of this research. The first variable to look at is the peer communication. The hypothesis was that peer communication is positively correlated with purchase intentions. However, as can be seen above, peer communication has a negative *b*-value that indicates that there is a negative correlation with purchase intention. Looking at the significance level, that relationship is significant.

The second variable is attitude towards the brand, and the hypothesis was that attitude is positively correlated with purchase intentions. From Table 4.9 above, it can be seen that attitude has a positive *b*-value and the *t*-statistic is significant. The third independent variable in the model is trust in the virtual community. It was hypothesized that trust is also positively related to the purchase intention, and according to the coefficient table the hypothesis is significantly supported.

The last variable is the eWOM acceptance that was hypothesized to have a positive correlation with purchase intention. Table 4.9 shows that eWOM acceptance does have a positive relationship with purchase intention. However, the *t*-statistics shows that relationship is not significant. This pattern means that eWOM acceptance does not have any explanatory power to explain the purchase intention behavior. It also indicates that there might be other

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variables that can explain purchase intention better than eWOM acceptance. This fact explains why the R-square value of the model only accounts for 46.1% of the variance in purchase intention.

4.2.2.3. Assessing Multicollinearity

Assessing multicollinearity is important to investigate whether such problems exist and to avoid any bias in the regression result. There are several ways to objectively assess multicollinearity. The first method is by using the VIF (variance inflation factor) value found in Table 4.9. As a general rule, if the VIF value is well above 10 and lower than 0.2, then there is a concern that multicollinearity exists among the variables (Field, 2013). Table 4.9 shows that the independent variables all have VIF values within the range of 0.2 to 10. Therefore, it is safe to conclude that there is no multicollinearity among the variables. Furthermore, the average VIF is calculated below and yields the average VIF score of 1.383. This score is close to 1, thus collinearity is not a problem for the regression model.

$$\overline{VIF} = \frac{\sum_{i=1}^{k} VIF_i}{k} = \frac{1.135 + 1.537 + 1.553 + 1.307}{4} = 1.383$$

Another way to assess multicollinearity is by using the collinearity diagnostics calculated by the SPSS shown in Table 4.10. A very low eigenvalue (close to 0.000) and a very high condition index is an indicator that collinearity exists. As can be seen in the table below, there are no dimensions that are very close to zero (collinearity exists in eigenvalue value of, for example, 0.0014). There are also no condition index values that are too high (collinearity exists in condition index value of, for example, 64.000). Therefore, it can be assured that there are no multicollinearity problems in this research's regression model.

Table 4.10 Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Peer Communication	Attitude	Trust	eWOM Acceptance
1	1	4.745	1.000	.00	.00	.00	.00	.00
	2	.151	5.608	.00	.56	.05	.03	.01
	3	.054	9.337	.06	.07	.30	.12	.23
	4	.036	11.509	.00	.00	.65	.86	.00
	5	.014	18.554	.93	.37	.00	.00	.75

a. Dependent Variable: Purchase Intention

4.2.2.4. Bias in the Model

The last part in the regression analysis is to investigate bias in the model as a result of any violations of the regression assumptions. Assessing bias can be done by first examining the scatterplots in Figure 4.1 and Figure 4.2 below. Figure 4.1 is the scatterplot of the values of the residuals against the values of the outcome predicted by the regression model. This scatterplot can be used to assess whether the linearity and the homoscedasticity assumptions

are violated or not. If the assumptions are met, the scatterplots should not funnel out and have no sort of curve on the graph like what is shown in Figure 4.1. Therefore, it can be safely inferred that the regression model has met the linearity and the homoscedasticity assumptions.

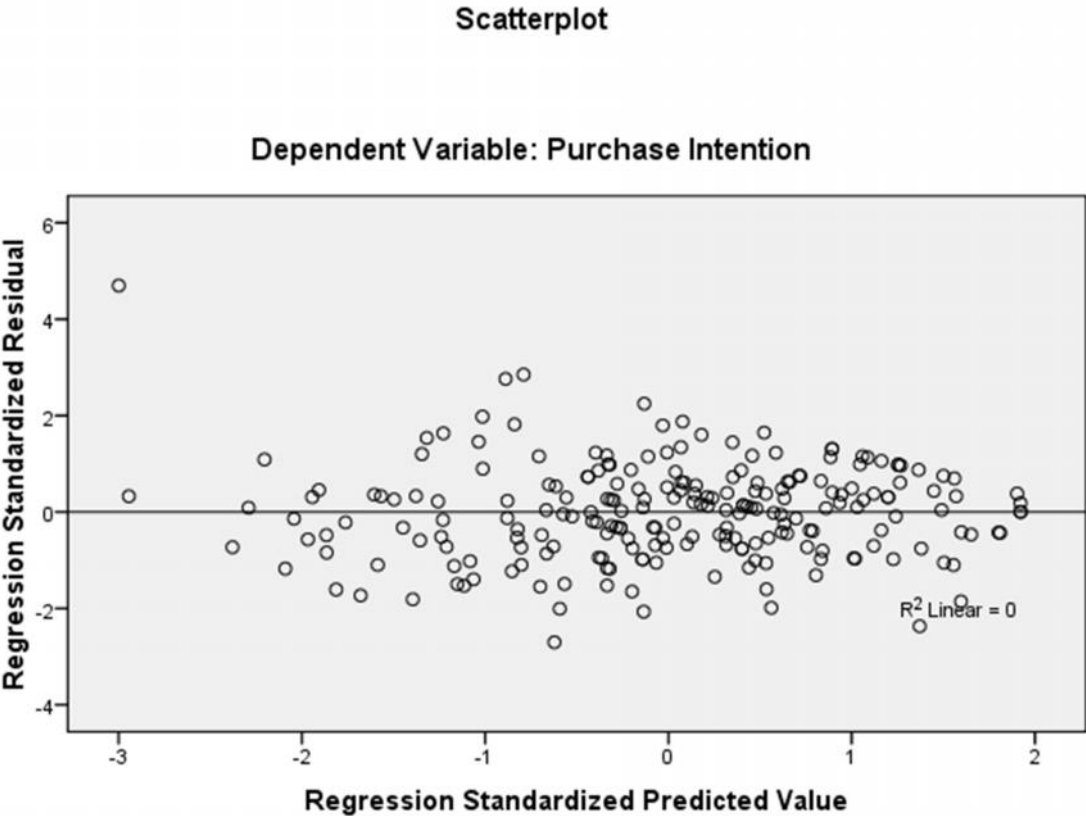Figure 4.1 ZResid vs. ZPred

Scatterplot

Dependent Variable: Purchase Intention

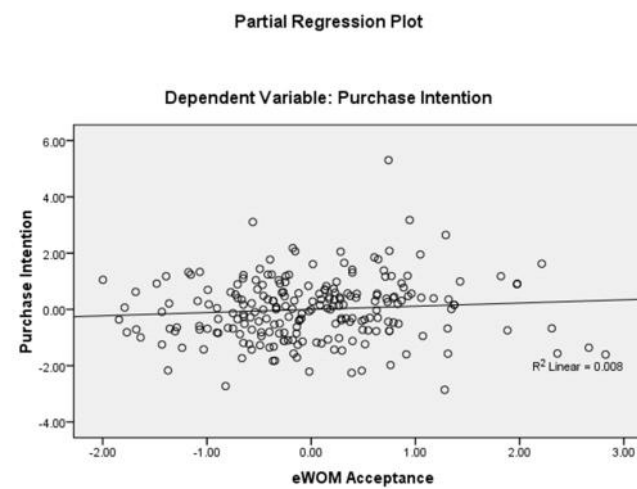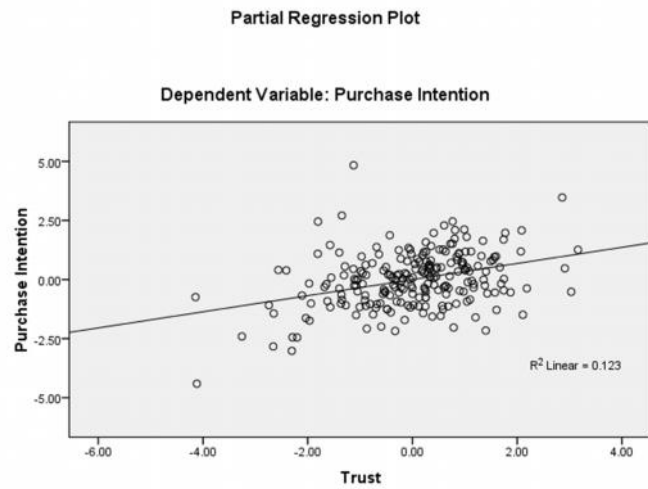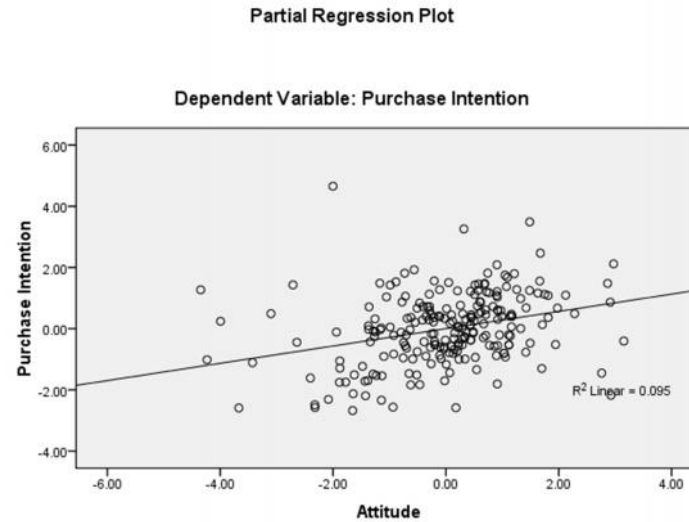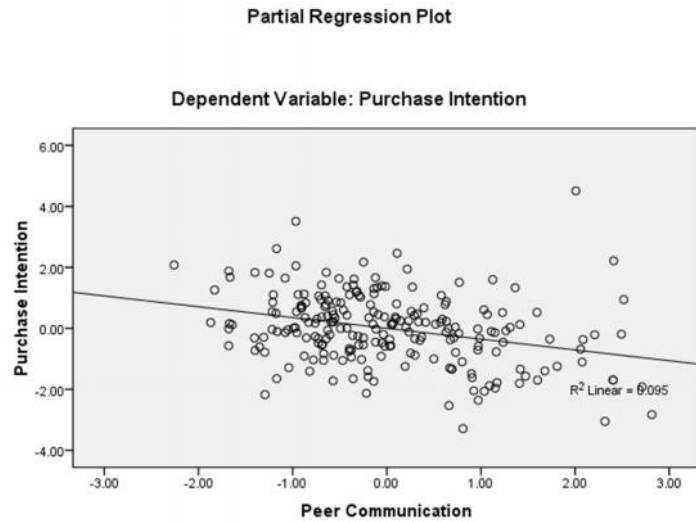Figure 4.2 Partial Regression Plots on Independent Variables

Figure 4.2 shows the partial plots, which are the scatterplots of regression residuals between each predictor with the dependent variable. As seen in the upper left of Figure 4.2, the scatterplot forms a diagonal line from the upper left to the bottom right, once again emphasizing the negative relationship between peer communication and purchase intention. The positive relationship between attitude and trust with purchase intention is also shown in the upper right and bottom left scatterplots in Figure 4.2. Both scatterplots have the tendency to form a linear diagonal line from the bottom left to the upper right.

All three scatterplots explained above also have the tendency to be densely scattered with several outliers present. This pattern is a common form that shows the relationship significance between the independent variable with the dependent variable. An insignificant relationship, on the other hand, would have a more sparsely scatterplot with many outliers. This kind of scatterplot is like the bottom right scatterplot of eWOM acceptance and purchase intention. This scatterplot has a linear and positive plot. However, given the sparsely distributed plots and the many outliers, it can also be seen that the relationship between eWOM acceptance and purchase intention is not significant.

The second step in assessing the bias is by testing the normality of the residuals. The histogram and the normal probability plot (P-P plot) in Figure 4.3 are used to test this normality. The distribution of the purchase intention shown in the left part of Figure 4.3 is approximately bell-shaped, therefore it can be concluded that it is a normal distribution. The right part of Figure 4.3 shows the P-P plot where there are few deviations from the diagonal line, which indicates a normal distribution. Based on the Figure 4.3, it can be concluded that the residuals on the regression model are normally distributed.

Furthermore, the normality of the residual can also be tested using the Kolmogorov-Smirnov (K-S) test that compares the scores in the sample to a normally distributed set of scores with the same mean and standard deviation. Drawing normality conclusions from the K-S test is done by looking at the significance of the test. If the test is non-significant ($p > 0.05$), the distribution of the sample is not significantly different from the normal distribution. In other words, when the test is not significant, then the model's residual are normally distributed.

The K-S test result for this research's regression model is presented in Table 4.11. The significance of the test is 0.695, which meant that the distribution sample of this research's model is not significantly different from the normal distribution. This result further confirms the findings from the histogram and P-P plot about the normality of the residuals. To summarize with this last assessment, it can be concluded that the regression analysis of the model does not violate any assumptions that can lead to any bias in the regression's result.

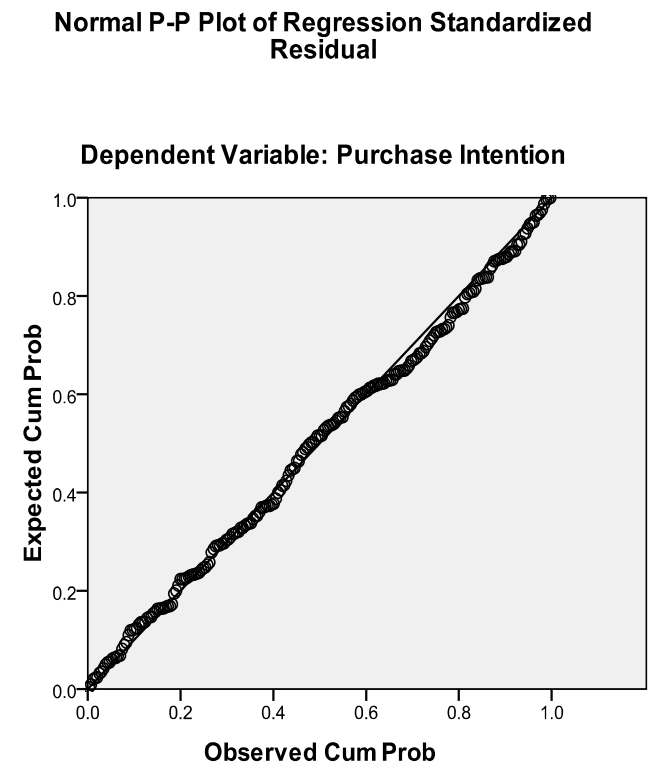Figure 4.3 Standardized Residual: Histogram & the Normal Probability Plot

Histogram

Dependent Variable: Purchase Intention

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Purchase Intention
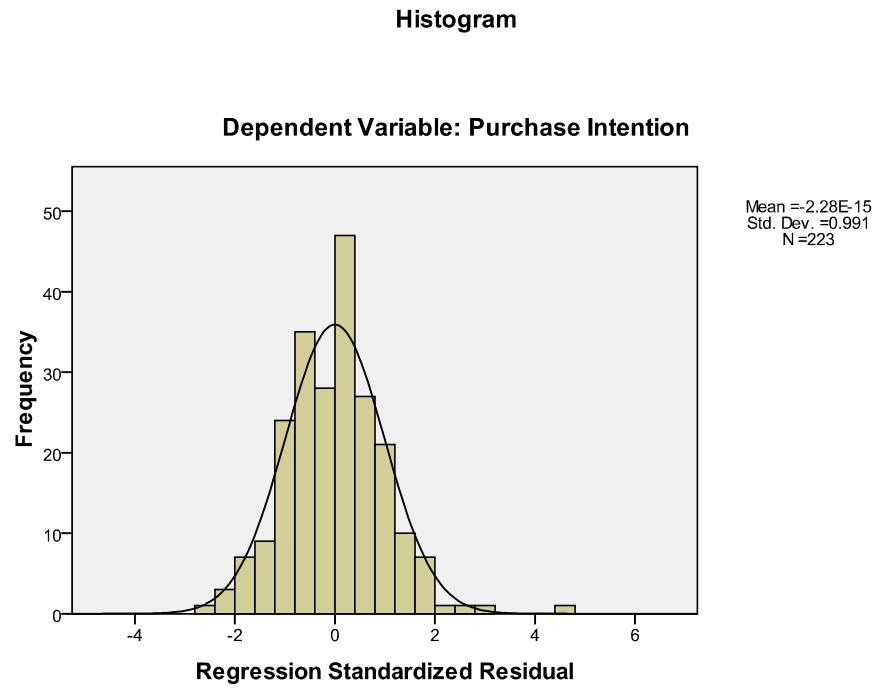
Table 4.11 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		229
Normal Parameters[a],[b]	Mean	.0000000
	Std. Deviation	1.09047097
Most Extreme Differences	Absolute	.047
	Positive	.047
	Negative	-.034
Kolmogorov-Smirnov Z		.710
Asymp. Sig. (2-tailed)		.695

a. Test distribution is Normal.
b. Calculated from data.

V. Discussion, Limitations, and Contributions

5.1. Discussion

5.1.1. Peer Communication and Purchase Intention

In the socialization theory explained by Wang et al. (2012), peer communication is a socializing agent that has positive effect on attitude towards a product or a brand. While attitude itself is widely known to have a positive effect on purchase intention (Colliander & Dahlén, 2011; J. Huang et al., 2013; Wang et al., 2012), there were no literatures that investigate the direct effect of peer communication towards purchase intention. Therefore, when establishing the hypothesis about the relationship between peer communication and purchase intention, it was done by using assumptions from the socialization theory.

The socialization theory suggests that interactions among consumers can change their own consumer behavior (Wang et al., 2012). Consumers can be persuaded to buy a product because peers in their social community encourage them to buy or, sometimes, force them to buy. This behavior exists because there are certain people (called agents) in the group whose consuming behavior is considered meaningful or desirable to other consumers (called learners). For that reason, any communication between the agent and the learner regarding a product can lead to change of attitude, and thus, alter the purchase intention of the learner. This premise is the basic logic in establishing the relationship hypothesis between peer communication and purchase intention.

Wang et al. (2012) and Gregorio and Sung (2010) found that the relationship between peer communication and purchase intention is positive. When learners are going to buy a product or brand that requires them to gather a great deal of information and/or possess great social importance, they will rely on their virtual community to provide the information they need. When agents or other consumers in the virtual community post positive reviews as a response, chances are good that the learner will be interested in that product or brand and, thus, be lead to a purchase intention. Conversely, when agents or other consumers post negative reviews, learners then would have little to no purchase intention towards that product or brand.

The regression test results above, however, showed that the relationship between peer communication and purchase intention is negative. This pattern meant that when agents post positive reviews about a product or brand as a response to the learners' request, learners would not have any purchase intention towards it. This finding is quite surprising for two reasons. First, it contradicts the theory (and logic) that good reviews can lead to purchase intention. Secondly, it goes against the social norms in Indonesia where the people are very sociable and place serious consideration on other people's opinion. Therefore, it remains questionable why other consumer's good reviews of a product or brand would not result in a purchase intention.

One explanation for this phenomenon could come from an article published in Kompas.com about how buzzers, or a Twitter account with more than 2,000 followers, in Indonesia are being paid to promote a certain kind of product or brands through a series of tweets (Yusuf, 2013). The article reported that many people become skeptical with the products or brands being promoted by buzzers because of the money incentives behind it. Buzzers are the equivalent of agents since both their behaviors are considered desirable to other people (consumers). Therefore, their Tweets should have contributed to some change in the consuming behavior of the other people. However, it is possible that when consumers go to their virtual community for information but are answered by buzzers, consumers will instead turn skeptical because they think that these buzzers' answer them not because of their genuine intention to help but because of the money incentive promised. As a result, the communication between agents and learners does not lead to purchase intention but consumption skepticism.

A second explanation to the negative relationship between peer communication and purchase intention would be because of the wrong interpretation in the survey. The items for peer communication are composed with an assumption that a positive message was delivered among the peers. It is possible that respondents of the survey may have assumed that the messages delivered in the peer communication were actually negative messages. For example, in the item "Obtain information of product from peers", we assumed that the information given would be about the quality of the product. However, respondents may assume that the information given would only be complaints and dissatisfaction about the product and, consequently, cause people to decrease their purchase intention.

5.1.2. Attitude and Purchase Intention

The regression analysis results supported the hypothesized positive relationship between attitude and purchase intention. The result was not surprising for several reasons. First, previous literatures have supported this positive relationship. Attitude has been a popular variable to predict purchase intention, whether that would be in the offline or online marketing context. Mitchell and Olson (1981) found that when consumers are exposed to visual advertisement, it can affect their brand attitude and thus purchase intention. Therefore, if the attitude towards the advertisement is positive, it leads to a positive brand attitude and intention to buy. Similarly in the virtual community marketing context, Colliander and Dahlén (2011) found the exposure to advertisement in virtual communities could increase the positive brand attitude and purchase intention.

Second, the subject of the survey was already a product that is desired by the respondents. Football teams' official merchandises were products that many of football supporters are keen to have. It can give football supporters a sense of belonging with the team they support. It also gives supporters another satisfaction because purchasing official merchandises also helps to improve their favorite team's financial performance. Consequently, there was already a positive attitude towards official merchandises that leads to purchase intentions for football supporters.

5.1.3. Trust and Purchase Intention

The regression result showed a positive relationship between trust in the virtual community and purchase intention. Trust has been an important variable used to study the consumer behavior, especially when it involves any Internet marketing activity. Consumers tend to associate more risk when they participate in the Internet because of the anonymous nature. Hypothesis 3 - about the relationship of trust and purchase intention - is based on the study by Tsai et al. (2011), who found the same positive and significant relationship between trust in the virtual community and purchase intention.

The study of trust and purchase intention by Tsai et al. (2011) used the Technology Acceptance Model (TAM), which is a model on how users can accept and use a technology. The TAM is often used when investigating the effect of trust in online consumer behavior because how consumers can accept technology is a leading factor to build trust (J. B. Kim, 2012). Similarly with Tsai et al (2011), Kim (2012) also investigated the effect of trust towards purchase intention, specifically for first-time purchase behavior. The study also found that trust positively affects the purchase intention, although through an attitude mediating variable.

Lu et al. (2010) also studied the relationship between trust in the virtual community and purchase intention. However, they divide trust in virtual communities into two different kinds of trust: trust in the vendor/website, and trust in the members of the virtual community. The result of the study found that only trust in the vendor/website positively influenced the purchase intention. Trust in the virtual community members did not positively affect purchase intention. However, it does affect the trust in the vendor/website that then leads to purchase intentions.

5.1.4. eWOM Acceptance and Purchase Intention

The ELM is an important framework when explaining how eWOM can affect consumer behavior. The ELM explains how people act using two different routes (i.e. the central route and the peripheral route) when exposed to a persuasive message (Sussman & Siegal, 2003). Which route that the consumer will take to evaluate a message greatly depends on the interest consumers have about the message itself. A high interest in the message will lead to the use of the central route; meanwhile a low interest will lead to the use of the peripheral route. After going through a differentiation process, the message (or eWOM) is accepted by consumer and ready to be acted upon.

The only literature that uses the term "eWOM acceptance" for the end variable of the ELM process is Fan and Miao (2012). Other terms used were "information adoption" (Sussman & Siegal, 2003), or simply "the online-messages" (C.-L. Lin, Lee, & Horng, 2011; Park, Lee, & Han, 2007). Fan and Miao found that eWOM acceptance is positively correlated with purchase intentions. Similarly, Lin et al. (2011) and Park et al. (2007) also found that online-messages (or eWOM acceptance) have a positive relationship with purchase intention. Both studies also found that the quantity of messages that exists in virtual communities magnifies the relationship between eWOM acceptance and purchase intention.

The result in this study also showed a positive relationship between eWOM acceptance and purchase intention. However this relationship is found to be insignificant. Looking back at the reliability and validity analysis, the eWOM acceptance variable was already showing troubling signs. The first signal came from the relatively low Cronbach's alpha ($\alpha = 0.750$). Even though it is still above the necessary 0.60 Cronbach's alpha score, it was not as relatively high as other variables' score. A low score was also obtained on the KMO sampling adequacy test where eWOM acceptance had a score of 0.627, the lowest for all variables. The most troubling signs, however, came from the low correlation among items of the eWOM acceptance variable in the correlation matrix and the low loading of eWOM acceptance's items in the rotated factor matrix (especially the 'following instruction' item that has a loading of 0.459).

These troubling signs may suggest that the items used to measure eWOM acceptance were actually not the appropriate measurements. The study by Fan and Miao (2012) defines the eWOM acceptance as a state of mental acceptance that the consumers needed to have in order to decide their behavior. However, the items used to measure eWOM acceptance (i.e. "How closely did you follow its suggestion?"; "To what extent does the eWOM motivate you to action?"; and "To what extent do you agree with the action suggested in the message?"), seem to relate more to behavior rather than the mental acceptance.

The second and third item ("To what extent does the eWOM motivate you to action?" and "To what extent do you agree with the action suggested in the message?") can be categorized as mental acceptances towards a message. However, the first item – "How closely did you follow its suggestion?" – clearly asked for the behavior that was acted subsequently after a consumer receives an eWOM. This item also has the lowest loading in the factor analysis, adding evidence that this question may not be an appropriate item to measure eWOM acceptance. The inappropriate measures may have contributed to the insignificant relationship between eWOM acceptance and purchase intention.

5.2. Limitations

This study has several limitations as follows. Firstly, we need to consider that the study was conducted using football supporters as the survey respondents. Football supporters generally develop special connections with the football team they support. Therefore when it comes to buying the team's official merchandise, they tend to already have a positive view about it. In other words, buying football team's official merchandises was only a question of when and how and not an if or if not for these football supporters. The marketing messages from their communities were merely an added aid in helping them to make the actual purchasing process. For this reason, the study cannot be generalized to reflect the whole consumer behavior in Indonesia. To make such generalization, there needs to be further study that involves larger consumer groups who use products that do not have special connections or affiliated meaning with the future consumers.

The second limitation of this study considers the measurements of the variables that were used. The regression analysis revealed that the relationships between eWOM acceptance and purchase intention were not significant. The low factor loading score on the items

measuring eWOM acceptance indicates that those items were not a good measurement for the variable. Consequently, this study has the limitation of having an unreliable variable measurement that will need to be changed in future studies in order to establish the real connection between eWOM acceptance and purchase intention.

Lastly, there would be other factors that may better explain the purchase intention behavior from virtual community marketing in Indonesia rather than the four variables used in this study. The R-square value of 46.1% for the regression model in this study indicates that there still exist for a number of other variables to explain the variance of purchase intention from virtual community marketing in Indonesia. Factors such as attitude towards the advertisements in virtual community – similar to the study by Huang et al. (2013) – can be used together with attitude towards the brand to better explain the kinds of attitude that might affect purchase intentions. Other factors that can explain purchase intention from marketing activity in virtual communities include the different types of virtual community used by consumers to obtain information about products or brands. Studies such as Colliander and Dahlén (2011) and Lee and Youn (2009) found that there were different behaviors towards advertisements in different virtual community platforms. It would be interesting to see whether the different behaviors also included variance in purchase intention behavior.

5.3. Contributions

The purpose of this study is to explore the factors that affect the consumer behavior from virtual community based marketing in Indonesia. The study was made because there were no prior studies in this area before, which is unfortunate because the Indonesian market is a rapidly growing market and has many consumer virtual communities. Discovering the factors that explain the consumer behavior is important so that any marketing efforts through virtual communities in Indonesia can be successful despite the lack of Internet infrastructure and the presence of immature consumers typical of consumers in developing countries.

The absence of prior studies gave room for this study to create a new model to represent the consumer behavior in Indonesia. The variables for the model were taken from past literatures that studied consumer behaviors in virtual community based marketing around the world. Among the numerous variables that reflect consumer behavior, the following variables were selected to be incorporated into the research model because of their popularity among consumer behavior literatures. The variables are: purchase intention as the dependent variable; peer communication, attitude, trust, and eWOM acceptance as the independent variables.

A factor analysis was needed to ensure the reliability and validity of the measurements of these variables. The factor analysis revealed high factor loading for the items measuring peer communication, which strengthen the reliability and validity of the measurements made by Wang et al. (2010). The items measuring trust was found to be in the same factor with high factor loading, which justifies the decision to incorporate measurements from two separate studies on trust and purchase intention by Tsai et al. (2011) and Lu et al. (2010). The factor analysis also revealed a potential problem concerning the items measuring eWOM acceptance. Although in the work by Sussman and Siegal (2003) – which is then adopted by

Fan and Miao (2012) – the eWOM acceptance measurements were reliable and valid, it was found to have low factor loading in this study. As explained before, this outcome may be the result of an inaccurate measurement to actually measure the eWOM acceptance.

Lastly, the factor analysis revealed an underlying problem of translating measurements to another language. The measurement for the variable attitude and purchase intention were both taken from the work of Spears and Singh (2004), where the factor loadings for the measurements of both variables were high and distinct to other factors. In this study, the measurements were distinct in the factors they measure. However, the loading scores were not as high as Spears and Singh (2004). Items involving terms such as appealing, pleasant, and likeable, which almost have the same meaning in the Indonesian language (Bahasa Indonesia), are therefore confusing to respondents during the survey and thus may have caused the factor loading score to be lower. The Indonesian language also does not recognize the difference between purchase intention and the actual purchase, which causes the items in measuring purchase intention to have lower factor loading score as well. This challenge implies that there is a need for future studies to develop more reliable and valid measurements using Bahasa Indonesia so that it can accurately measure the attitude and purchase intention of the Indonesian on-line consumers.

The regression analysis revealed the real relationship among the variables, and it is presented in Figure 5.1. The model only had an R^2 score of 46.1%. However, it is a good model considering that among the numerous variables that were used to predict purchase intention in past literatures, the four independent variables chosen in the model were able to explain almost half of the variance in purchase intention. Furthermore, the variables in this model were all found to reliable and valid. Therefore, this model is a good model to be used as a general guide when marketing through virtual communities in Indonesia.

Figure 5.1 Expanded Model
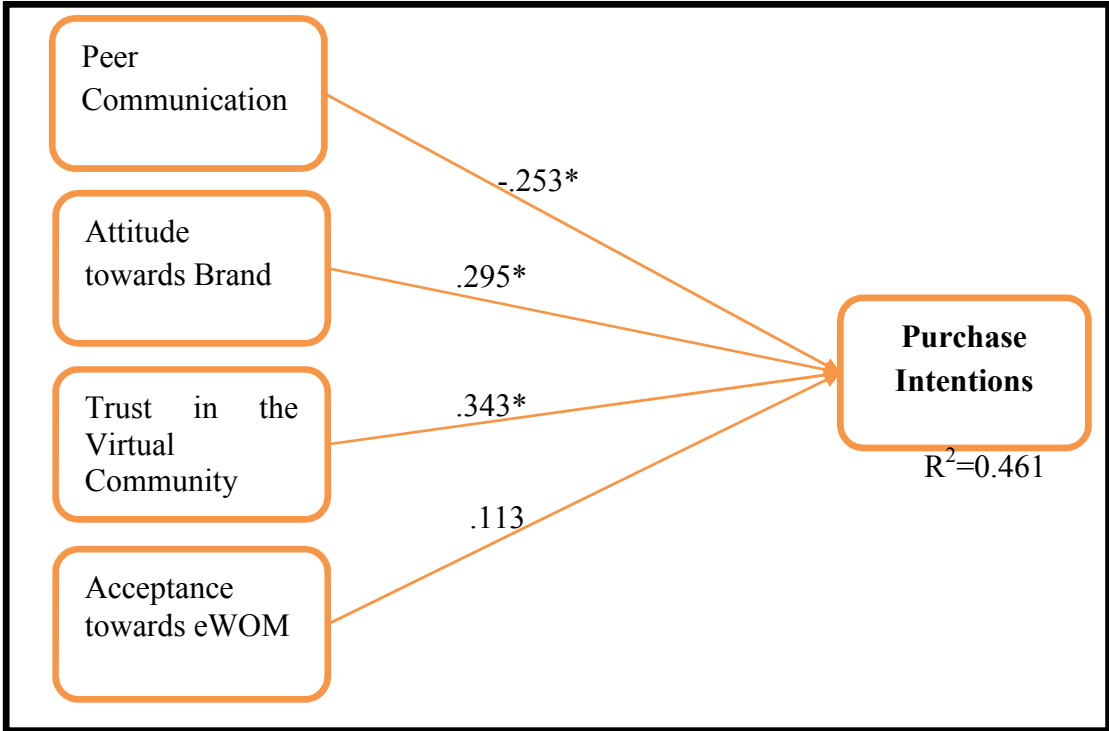
*p < .001

VI. Conclusions

6.1. Summary

This study explores the factors that affect the purchase intention behavior among consumers that are exposed to virtual community based marketing in Indonesia. It attempts to answer how the consumers in developing countries react to virtual community based marketing when access to Internet is limited. A research model was compiled using variables found in past literatures about consumer behavior. The model was then tested on members of virtual communities in Indonesia, specifically members of the football (soccer) supporters' club in Indonesia. Data recorded from the survey was then tested to ensure the reliability and validity before it was then used in the regression analysis to reveal the relationships among variables.

The main findings of the study are as follows. Peer communication is found to have a negative relationship with purchase intention. Intense communication among members of virtual communities about a product or brand may lead consumers to become skeptical towards the product and decide to not make a purchase. Attitude and trust towards virtual community is found to have a positive and significant relationship with purchase intention, supporting H2 and H3. Purchase intention also had a positive relationship with eWOM acceptance, although this relationship is found to be insignificant.

The study revealed that the Indonesian virtual community consumer behavior is an understudied consumer group using the Indonesian football supporters as subjects. This particular consumer group is both important and interesting for the study because they like to connect and interact with others in the supporters' community. Football supporters are also willing to spend money on products and brands associated with the football team they support. However, purchasing football merchandises is quite difficult in Indonesia, thus making football supporters rely on their virtual community to purchase these products and making it suitable as the subject of the study.

The study also provides cross-cultural validity of the measurements, which is mainly taken from studies conducted in developed countries such as the U.S. and Taiwan. One important issue that arises from the cross-cultural validity of the measurements was about the translation of these measurements to Bahasa Indonesia. The Indonesian language apparently does not have yet include words that can perfectly translate the English measurements for variables such as attitude and purchase intention. As a result, several measurements had the similar meanings in Bahasa Indonesia, which may have confused respondents and resulted in a low score in the factor loadings.

6.2. Implications

6.2.1. Implications for Research

From the discussion chapter, it is found that this study has several limitations as follows. The first limitation relates to the generalization of the study's results to a wider consumer group other than football supporters and to another range of products or services. The second relates to the measurements used in this study. The factor loadings of this study's items were generally lower than the original study where the measurements were taken from. It was found that the items for eWOM acceptance were just not accurate enough to measure eWOM acceptance in this study's context. Furthermore, it was also found that translation issues were a potential problem behind the low factor loading of the items measuring attitude and purchase intentions. Lastly, the study possesses the limitation of overlooking other variables that may be more suitable to be included to this model.

As explained above, football supporters belong to a unique consumer group who are willing to spend money on products that are associated with the favorite football team they support. This pattern implies that football supporters already have a positive attitude and the intention to buy the team's merchandises even before they are exposed to any marketing effort about those products. Future researches should investigate the compatibility of this study's model on a more general consumer group to acquire the real effect of marketing effects through virtual communities. Future research should also use more common products, especially products that require consumers to seek out more information from the producer and its peers. These kinds of products are more familiar to the general consumers and able to provoke eWOM conversation among consumers.

The ELM is one of the frameworks that explain how messages that are being distributed through the Internet and virtual communities can affect consumers' behavior. This study found an insignificant relationship between eWOM acceptance and purchase intention. It has been explained before that the cause for this insignificant relationship is that the items measuring eWOM acceptance were possibly not accurate, and thus also made the eWOM acceptance have low factor loading scores. Therefore, in future research, there should be new measurements that can better and more accurately measure mental acceptance of consumers towards a message (or the content of a message) being circulated through the Internet and virtual communities. Measurements such as "relevance", "objectiveness", "understandability", and "sufficiency" from the work of Park et al. (2007) can be used as alternatives to measure eWOM acceptance.

To overcome the translation problems in future research, it would be better to involve linguists in composing the measurements in Bahasa Indonesia. The Indonesian language is still relatively a new language that is still evolving and adding new words from other languages. Agreements from Indonesian linguists about the meanings of the translated items in attitude and purchase intention are crucial to help consumers distinguish the multiple dimensions of attitude and purchase intention. A replication of the research by Spears and Singh (2004) is recommended. This replication needs the collaboration with linguists and marketing experts to generate a pool of items used to measure attitude and purchase intention, to translate them into Bahasa Indonesia, to eliminate the ones that are deemed unsuitable to

the Indonesian context, and to test them on Indonesian consumers to reveal the most reliable and valid measurements of attitude and purchase intention for the Indonesian consumers.

There are many other variables that can also be used to measure the purchase intention behavior from the virtual community based marketing in Indonesia. Future research could explore deeply into how attitude can really affect purchase intention by differentiating attitude from attitude towards the product, attitude towards the brand, or attitude towards the virtual community advertisement. Future research can also focus on the impact of different virtual community platforms on the purchase intention. It would be interesting to study whether advertisements on Facebook can result in different purchase intentions compared to the eWOM spread by buzzers in Twitter. Alternatively, age and gender variables can be included in future research to discover any differences in purchase intention behavior between men and women at different ages. Lastly, other behavioral variables such as satisfaction, brand loyalty, and experience can be included into this study's model to see whether it has a greater contribution to explaining the purchase intention behavior in a virtual consumer community.

6.2.2. Implications for Practitioners

Findings in this study provide implications for practitioners, especially for marketers who aim to utilize the virtual communities in their marketing program. The negative relationship between peer communication and purchase intention found in this study is possibly caused by the immense activity of buzzers in the Indonesian virtual communities. Consumers are becoming skeptical about the messages they receive from other members in the virtual communities, fearing that it comes from buzzers who are paid to only give positive reviews of the products. This pattern implies that marketers need to limit their use of buzzers and limit the messages being published through buzzers. Marketers need to create enough room to make consumers curious, willing to reach out to their peers, and support the peer communication among consumers. The goal for better marketing is to eliminate the skepticism among consumers that positive reviews in virtual communities are not only being given by buzzers while also rebuilding any lack of trust among fellow consumers. Only through this effort can the consumers trust the reviews in virtual communities and act positively upon them.

Attitude and purchase intention were always important factors to consider for marketers because they can be used to compare the competitiveness of a company's product or brand compared to others (Spears & Singh, 2004). In the virtual community based marketing context, the positive relationship between attitude and purchase intention should encourage marketers to foster the positive attitudes in their consumers' mind through targeting the right consumers in their virtual communities. Marketers can accentuate their products' (brands') attributes through promotion of a CSR image and – with the advancement of technology – contact the targeted consumer groups through their social media. It is recommended to use advertising features on virtual communities such as Facebook Advertising and Twitter's sponsored tweets.

The positive relationship between trust in the virtual communities and purchase intention found in this study is further proof that marketers need to build trust and have a

feedback mechanism through virtual communities in order to make their marketing programs succeed. Even though marketers do not yet have their own virtual communities to accommodate its consumers, they can cooperate with existing virtual communities to create an official account or a dedicated page for its products, which is solely dedicated to provide information about the products and could assists consumers who encounter problems with their products. It is important for marketers to be engaged in discussions that take place in virtual communities, and offer solutions that ease consumers' negative perceptions.

Finally, this study found that WOM in virtual communities does play an important role in shaping the consumer behavior in Indonesia. Although the eWOM acceptance is found to have an insignificant relationship with purchase intentions, the basic premise in all of the variables in this study is still that the eWOM widely circulates in virtual communities. Members of the virtual communities in Indonesia do rely on its virtual communities when making a purchase decision, especially when the product is unfamiliar to them. Consumers do notice the messages that are being circulated in their virtual communities about the products they are interested in. Consumers are also aware who participates in the discussion in virtual communities. While marketers cannot fully control the whole eWOM that circulates in these virtual communities, they can actively engage in virtual communities to show their consumers that they do care not only about quality and profit but also the environment and the online community membership. Only through this active commitment will marketers fully capitalize on the eWOM in virtual communities. Q. E. D.

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Appendix: Survey Questionnaire

1. Are you a supporter of one of these football clubs below?
    a. Arsenal
    b. Barcelona
    c. Inter Milan
    d. Manchester United
    e. Others (please mention)

2. Can you indicate how big is your enthusiasm regarding to the football club you support?

Not-enthusiast						Extremely enthusiast
1	2	3	4	5	6	7

3. Can you mention what kind of online communities in association to the football club that you are a member of? (Tick "Yes" if you are a member or do the stated action, and "No" if you are not a member or do not do the stated action)

No	Online Communities	Yes	No
G1	I am a member of the Indonesian-based supporter's club		
G2	I "Like" the Indonesian-based supporter's fan page in Facebook		
G3	I "Follow" the Indonesia-based fan club on Twitter		
G4	I am a member of the clubs international fan club online community		
G5	I "Like" the international supporter's fan page in Facebook		
G6	I "Follow" the international fan club on Twitter		
G7	I do not join any online community whatsoever		

The following questions relate to club branded merchandise. Club branded merchandise include all official branded products carrying logos and images of your favorite team, including (but not limited to): shirts, caps, jackets, scarfs, flags, posters, pins, signed goods by players, etc.

4. The questions below refer to the online communication exchange between you and other members of the supporters club in regards to purchasing the official club branded merchandise of the football club you support. Please rate from 1 if you very often conduct the activities stated until 5 if you never conduct such activities:

No	Items	Very Often				Never
		1	2	3	4	5
PC1	I talked with my peers about the official club branded merchandise on any online communities I am a member of.					
PC2	I talked with my peers about buying the official club branded merchandise on the internet.					
PC3	I asked my peers for advice about the official club branded merchandise.					
PC4	I obtained the official club branded merchandise's product information from my peers.					
PC5	My peers encouraged me to buy the official club branded merchandise.					

5. According to you, the official club branded merchandise of your favorite football clubs are:

No	Attitude	1	2	3	4	5	6	7	Attitude
AB1	Appealing								Unappealing
AB2	Good								Bad
AB3	Pleasant								Unpleasant
AB4	Favorable								Unfavorable
AB5	Likeable								Unlikable

6. The statements below are related to your local supporters club's online communities (e.g. http://www.id-arsenal.com/, http://www.fcbarcelona.web.id/, http://www.interclubindo.com/, http://www.unitedindonesia.org/web/). Please rate how you feel about the statements below, with 1 to indicate that you strongly disagree with the statement and 7 to indicate that you strongly agree with the statement.

No	Items	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
TV1	I trust the supporters club's website information to be true.							
TV2	I trust the supporters club's forum to be true.							
TV3	The people who set up the supporters club are trustworthy.							
TV4	I believe that the supporters club has the skills and expertise to meet most members							

needs.							

7.A. (AI1) When you read reviews or any comments about purchasing official club branded merchandise in the online supporters' community that you are a member of, how closely did you follow the instructions in the reviews or comments?

With major modifications						To the reviews or comments
1	2	3	4	5	6	7

7.B. (AI2) When you read reviews or any comments about purchasing official club branded merchandise in the online supporters' community that you are a member of, to what extent does the content of the reviews or comments motivate you to take action (such as purchase)?

Not motivated						Highly motivated
1	2	3	4	5	6	7

7.C. (AI3) When you read reviews or any comments about purchasing official club branded merchandise in the online supporters' community that you are a member of, to what extent do you agree with the action suggested in the message?

Completely disagree						Completely agree
1	2	3	4	5	6	7

8. Please rate how you feel about the statements below, with 1 to indicate that you strongly disagree with the statement and 7 to indicate that you strongly agree with the statement.

No	Items	Strongly Disagree						Strongly Agree
		1	2	3	4	5	6	7
PI1	I would definitely take actions towards the official club branded merchandise of the football club I support.							
PI2	I would definitely intend to buy the official club branded merchandise of							

	the football club I support.							
PI3	I have a high purchase interest on the official club branded merchandise of the football club I support.							
PI4	I would definitely buy the official club branded merchandise of the football club I support.							
PI5	I would probably buy the official club branded merchandise of the football club I support.							

9. Age?

   .

10. Gender?
    a. Female
    b. Male

11. Education level?
    a. Elementary School
    b. Middle School
    c. High School
    d. Diploma (D-3)
    e. Bachelor
    f. Master
    g. Doctorate

12. Household income level (per-month)
    a. < Rp 3.000.000,00
    b. Rp 3.000.001,00 – Rp 6.000.000,00
    c. Rp 6.000.001,00 – Rp 9.000.000,00
    d. Rp 9.000.001,00 – Rp 12.000.000,00
    e. > Rp 12.000.001,00