

Can perceptions of brand authenticity induce an urge to participate in online brand communities?

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Abstract

Motivating consumers to participate in brand-related events, platforms and programs has become one of the topmost priorities for the brands. In this direction, recently, the role of online brand communities (OBCs) for providing such avenues has emerged significantly. This study, therefore, conceptualizes and validates a model of participation intentions in OBCs context by including perceived brand authenticity (PBA) and consumer-brand relationship (CBR) as its critical antecedents. The study's findings establish that the continuity, credibility, and integrity dimensions of PBA significantly strengthen the CBR, ultimately influencing consumers' participation intentions in OBCs. The results also partially support the moderating effect of self-congruence on the relationships between PBA and CBR. Finally, some important implications to practitioners as well as researchers are suggested.

Keywords: *Perceived brand authenticity; consumer-brand relationship; online brand communities*

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