

Contents

1	Introduction	1
2	Evolution of the Web	5
2.1	Evolution of Information and Communication Technologies . . .	5
2.2	Evolution of the Web	8
2.2.1	Web 1.0	9
2.2.2	Web 2.0: The Start of the Social Web	10
2.2.3	Semantic Web	12
2.2.4	Web 3.0	14
2.2.5	Web 4.0 and the Future of the Internet	15
3	Foundations and Structure of the Social Web	17
3.1	Rationing of the Social Web	17
3.2	Why Is the Social Web Used?	20
3.3	Tools and Applications of the Social Web	23
3.3.1	Virtual Communities	24
3.3.2	Virtual Social Networks	26
3.3.3	Blogs	30
3.3.4	Microblogs or Nanoblogging	32
3.3.5	Wikis	33
3.3.6	Other Social Applications	34
3.4	Visual Map of the Social Web's Tools and Applications	37
3.5	Social Commerce	39
3.5.1	What Is Social Commerce? A Conceptualization	39
3.5.2	Social Commerce vs. e-Commerce	41
4	Utility of the Social Web for Business	45
4.1	Introduction	45
4.2	Interest of the Social Web to Companies	47

4.3	How to Measure a Company's Actions on the Social Web	50
4.3.1	Overview	50
4.3.2	How to Calculate the Return on Investment in the Social Media	55
4.4	Risks of the Social Web for Companies	58
4.5	Managerial Changes Motivated by the Social Web	60
4.6	Some Data on the Companies' Use of the Social Web	61
5	Evolution of the Marketing Mind-Set and the Value-Creation Process	65
5.1	Background	65
5.1.1	Evolution of Business-to-Consumer Communication . . .	65
5.1.2	A New Consumer Profile	67
5.2	Marketing Mindset Evolution: From Marketing 1.0 to Marketing 3.0	69
5.2.1	Marketing 1.0	69
5.2.2	Marketing 2.0	69
5.2.3	Marketing 3.0	72
5.3	Keys to Understanding the Value-Creation Process in the Context of the Social Web	73
5.3.1	Value-Creation: An Overview	73
5.3.2	Value-Creation on the Social Web	74
5.4	New Ways of Connecting with Consumers on the Social Web	77
5.4.1	Crowdsourcing Marketing	77
5.4.2	Electronic Word of Mouth (eWOM)	78
5.4.3	Gamification	81
5.4.4	Inbound Marketing	83
5.4.5	Social CRM (Customer Relationship Management) . . .	84
6	Brand and Social Web	87
6.1	Branding	87
6.1.1	Traditional Branding	87
6.1.2	Brand Equity	89
6.2	Evolution of Branding Towards Integrating the Social Web . . .	92
6.2.1	Product Paradigm	93
6.2.2	Projective Paradigm	94
6.2.3	Adaptive Paradigm	95
6.2.4	Relational Paradigm	95
6.2.5	Community Brand Management Paradigm	97
7	Conceptual Approach to Community, Virtual Community and Online Brand Community	107
7.1	Community	107
7.2	Online Community	110
7.3	Brand Communities and Online Brand Communities	114

7.3.1	Introduction	114
7.3.2	Conceptualization of (Virtual) Brand Communities . . .	115
7.3.3	A synthetic Overview of the Research in Brand Communities	118
7.4	Offline Vs. Online Communities: A Brief Comparison	122
8	Types of Virtual Communities and Virtual Brand Communities . . .	125
8.1	Classification of Virtual Communities	125
8.1.1	First Approaches to Classifying Virtual Communities	126
8.1.2	Classification Based on Who Sponsors the Community: Users Vs. Companies	128
8.1.3	Other Classifications	130
8.2	Classifications of Virtual Brand Communities	133
8.3	Anti-brand Communities	138
8.4	An Integrative Classification of Virtual Brand Communities . . .	139
9	Consumers' Motivations to Participate in Virtual Brand Communities	141
9.1	Introduction	141
9.2	Theories Related to the Community Members' Motivations . . .	143
9.2.1	Consumer Culture Theory	143
9.2.2	Social Identity Theory	144
9.2.3	Theory of Planned Behavior (TPB)	146
9.2.4	Sense of Virtual Community Theory	147
9.2.5	Uses and Gratification Theory (UGT)	148
9.2.6	Social Exchange Theory	149
9.2.7	Technology Acceptance Model	149
9.2.8	Actor-Network Theory	150
9.2.9	Network Theory	151
9.2.10	Self-Determination Theory (SDT)	152
9.2.11	Lead-User Theory	153
9.3	Motivations to Join and Participate in Virtual Communities . . .	153
9.4	Motivations to Enter and Participate in Virtual Brand Communities	158
10	Factors Influencing Members' Engagement with Virtual Brand Communities	163
10.1	Backdrop	163
10.2	Engagement with the Online Brand Community	165
10.2.1	Introduction	165
10.2.2	Engagement Foundations	165
10.2.3	Conceptualizing Engagement	166
10.2.4	A Contextualization of Engagement Within the Social Web and Virtual Brand Communities	168

10.2.5	Consumers' Identification with Brands and Virtual Brand Communities	173
10.3	Engagement-Related Outcomes	175
10.3.1	Participation in the Community	176
10.3.2	Satisfaction with the Community	177
10.3.3	Trust in the Community	179
10.3.4	Loyalty to the Community	182
10.3.5	Commitment with the Community	182
10.4	Other Factors That Influence Members' Engagement with a Virtual Brand Community	184
10.4.1	Social Norms	184
10.4.2	Usability and Aesthetics	184
10.4.3	Entertainment	186
10.4.4	Quality	186
10.4.5	Recommendations	187
11	Value Creation in Virtual Brand Communities	189
11.1	Introduction	190
11.2	Implications of Value Creation in Virtual Brand Communities for Companies	193
11.2.1	Benefits of Virtual Brand Communities for Companies	193
11.2.2	Potential Problems and Threats of Virtual Brand Communities for Companies	198
11.3	Consumers' Role in Virtual Brand Communities: Prosumer and Value Co-creation	200
11.3.1	Introduction	200
11.3.2	Value Co-creation in Virtual Brand Communities	201
12	Creating and Developing Virtual Brand Communities: Some Practical Guidelines	207
12.1	Success Factors for Creating and Developing Virtual Brand Communities	207
12.2	General Considerations for the Creation and Development of Virtual Brand Communities	210
12.3	Overview of the Process of Creating a Virtual Brand Community: Key Stages	213
	References	217

Online Brand Communities

Using the Social Web for Branding and Marketing

Martinez-Lopez, F.J.; Anaya-Sánchez, R.; Aguilar-Illescas, R.; Molinillo, S.

2016, VIII, 253 p. 5 illus. in color., Hardcover

ISBN: 978-3-319-24824-0