The Mediating Effect of Brand Community Commitment on the Relationship between Brand Trust, Brand Love and Customer Citizenship Behavior: Evidence from Malaysia

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ABSTRACT

This study examines the relationship between brand trust, brand love and brand community commitment on customer citizenship behaviour (CCB) as well as the mediating effect of brand community commitment in the relationship between brand trust and brand love on CCB. The data collection process is accomplished using online surveys. Partial Least Squares Structural Equation Modelling (PLS-SEM) 3.0 is used for the data analysis. Survey from 240 members of online automobile brand communities reveals that brand trust and brand love play a vital role in influencing brand community commitment and CCB. Brand community commitment also mediates the relationship between brand trust and brand love on CCB. Implication and research suggestions are further highlighted for future studies.

Keywords: Social media, customer citizenship behavior, brand trust, brand love, brand community commitment

INTRODUCTION

Social media has changed the way companies interact with customers. In the year 2024 alone, there were 33 million users in Malaysia, with Facebook gaining the highest popularity (Amanda, 2024). Companies utilize social media platforms such as Instagram, Facebook, and Twitter to construct brand pages, and foster positive customer relationships with the customers. The development of social media indirectly changes the way of customer interact on social media. Customer more likely to engage with the brand, and give brand recommendation to other customers (Ho 2014; Paruthi, Kaur, Islam, Rasool, & Thomas, 2023; Phan Tan, 2024; Gómez-Suárez, Veloso, & Yagüe, 2025). This platform indirectly give freedom to the customer, since they may readily seek information on a brand or product prior to making a purchasing decision (Chaudhuri, 2014). In fact, customers that join the Facebook brand community to acquire knowledge about a brand eventually forge a robust connection with other customers. This group is known as an online brand community (OBC). Muniz and O'Guinn (2001) defined brand community as "*a specialised, nongeographical-bound community, based on a structured set of social relationships among admirers of the brand*" (p. 412). In simple terms, OBC is a collective of individuals united by a shared enthusiasm and goal for affiliation with a particular brand. They share one mutual benefit, such as moral responsibility (Muniz & O'Guinn, 2001). Members are voluntary respond to issues raise by other members and share daily activities by sharing their experiences, advice, and mutual assistance.

Social media is also a device that connects people who share common interests or goals (Hsu, 2012). Interaction with brands fosters voluntary behaviors such as sharing opinions and facts, constructively addressing grievances, promoting positive word-of-mouth, and exchanging ideas (Hur, Ahn & Kim, 2011; Paramita, Nhu, Ngo, Tran, & Gregory, 2021; Wong, & Hung, 2023). OBC also help other members, give companies important feedback on product usage, and recommend the brand to others (Johnson & Lowe, 2015; Yang, Tang, Cai, & Guo, 2023; Song, Qu, & Li, 2024; Shazadi, Chaudhry, Usmani, & Mahmood, 2024). This voluntary action known as

Customer Citizenship Behaviour (CCB). Customers also often provide feedback on social media to help other members. (Ho, 2014; Valmohammadi, Taraz, & Mehdikhani, 2023; Hsu, 2024). This clearly shows that OBC plays an important part in determining brand success. In fact, international auto companies, such as BMW, have effectively upgraded their products based on client feedback via social media. Consumer interactions on social media have given BMW the possibility to develop something special in the market (Gilliland, 2018). It is not surprising since OBC plays a crucial role in product innovation and enhancement (Verona, Prandelli & Sawhney, 2006). The OBC group also voluntarily engages in CCB to influence other customers' perceptions and purchasing decisions of car brands available in the market. In recent trend, most customers look for a trustworthy brand and seller by reviewing products, comparing brands, or reading customer comments and suggestions on online platforms or social media. The voluntary behavior from OBC that provide product recommendations indirectly helps customers to choose the right brand or product. Therefore, its clearly indicate that CCB has a significant impact on brand reputation, promoting products or services and developing new products (Li & Wei, 2021; Kim & Jang, 2023; Cintamür, 2023; Aryee, Alfa, Acquah, Addey, & Akoto, 2024). Therefore, companies need to retain a good relationship with OBC to maintain brand success and compete with other competitors.

LITERATURE REVIEW

Customer Citizenship Behaviour (CCB): CCB is voluntary customer behaviour from customer to helps other customers or companies (Groth, 2005, p. 11) defines CCB as *"voluntary and discretionary behaviours that are not required for the successful production or delivery of the service, but that, in the aggregate, helps the service organisation overall"*. In real situation, customer who receives benefits from a brand, willing to give back to the company. They reciprocating with positive actions by provide recommendations about a product, help other customers to solve the problem or provide relevant feedback to the company (Zhu, Sun & Chang, 2016; Le, Kim, & Park, 2024; Pham Thi, & Ho, 2024). The current research attempt is to understand how CCB is shaped among OBC. A few themes have emerged in previous studies regarding the predictors of CCB, which are: functional benefit (information), psychological benefit (identification), social benefit (emotional support) and satisfaction (Anaza, 2014; Zhu et al., 2016; Sharif, & Sidi Lemine, 2024). However, factors that influence CCB in online communities have received limited attention (Mpinganjira, 2016). Identifying how CCB is formed in online communities is crucial and requires further exploration.

Brand Trust: Brand trust is an important factor that can affect brand success. Brand trust relies on customer confidence which the brand maintains as well as the brand guarantee and reliability (Füller, Matzler & Hoppe, 2008). The elements of brand trust include brand reliability and brand intentions (Delgado-Ballester, 2004). The first element, brand reliability, is related to the degree of consumer confidence on whether the brand can fulfil a promise. On the other hand, brand intention refers to the degree of customer trust in a company that it can fix the concerns or issues relevant to the brand. This can be in the form of compensations for a faulty product or product warranty. Generally, customers will reciprocate in positive way when they obtain positive values from companies (Blau, 1964). In online context, OBC who highly trust a brand usually join the automobile OBC to create a strong bond among each other's (Celuch, & Hartman,2018). The customer also will commitment to choose the same brand and engage in positive recommendations (Hur, Ahn, & Kim, 2011; Akrout, & Nagy, 2018; Nadeem, Khani, Schultz, Adam, Attar, & Hajli, 2020; Singh, & Kunja, 2023). Recent studies also revealed that OBC who committed with the brand will help customers who have technical issues with an automobile and engage in CCB. (Ho, 2014; Handayani, & Herwany, 2020; Ali, & Song, 2023; Soomro, Eyupoglu, & Ali, 2024; Ru, & Jantan, 2023). It clearly shows that trust is an important predictor that can influence customer behavior and brand success. Therefore, hypotheses 1 and 2 are proposed:

H1: Brand trust has a significant relationship on customer citizenship behaviour.

H2: Brand trust has a significant relationship on brand community commitment.

Brand Love: Brand love is the feeling of strong attachment towards a brand (Albert, Merunka & Florence, 2009). Previous research revealed that feeling of love indirectly influence customer to react in positive way by engage in positive word-of-mouth to support the brand (Albert & Merunka, 2013; Pangestu, & Kuswati, 2024; Sharif et al., 2024; Valmohammadi, Asayesh, Mehdikhani, & Taraz, 2024). In online context, feeling of love

also motivate OBC to support each other by liking posts or comments, express their feelings and opinions concerning a brand. In fact, customers that love their brand will spread positive personal experiences, defend the brand from negative comment and accept brand weakness (Heinrich, Albrecht & Bauer, 2012; Batra, Ahuvia & Bagozzi, 2012; Albert & Merunka, 2013; Wallace, Buil & Chernatony, 2014; Paruthi et al., 2023; Ahmadi, & Ataei, 2024; Safitri, 2024). Brand love also has strong association with commitment. Previous research revealed that customers who love their brand are more intend to build affective commitment with handphone brand, hotel, and travel agencies (Ranjbarian, Kazemi & Borandegi, 2013; Garg, Mukherjee, Biswas, & Kataria, 2015; Wang, & Omar, 2023; Jain, & Malhotra, 2024). However, less attention has been given to examine the impact of brand love in influencing customer commitment and CCB. Based on this issue, hypotheses 3 and 4 are proposed:

H3: Brand love has a significant relationship on customer citizenship behaviour.

H4: Brand love has a significant relationship on brand community commitment.

Brand Community Commitment: Commitment is the customer's willingness to stay and continue their relationship with OBC (Zhou, Zhang, Su, & Zhou, 2012). The notion of commitment is particularly vital in the online context. Commitment plays a crucial role since customers are more internet-dependent for information before making a purchasing decision (Kim, Choi, Qualls, & Han, 2008). Previous study revealed that a member who feels committed to the online community will positively react to a brand by posting information about the brand, engage in WOM, give constructive complaints, and engage in brand loyalty (Hur, Ahn & Kim, 2011; Luo, Zhang & Liu, 2015; Shukla, Misra, & Gupta, 2023; Jiang, He, & Xu, 2024). This is in line with the social exchange theory, whereby customers reciprocate with positive attitudes when they receive benefit from the company (Blau, 1964). In fact, brand community commitment also indirectly influences brand trust, brand love and OBC intentions to purchase same product (Shaari & Ahmad, 2017; Suhan, Nayak, Nayak, Spulbar, Vidya Bai, Birau, & Stanciu 2022; Lee, & Hsieh, 2022). Based on this issue, it clearly shows that brand community commitment plays crucial role to influence other customer perception toward a brand and can affect brand success. However, there is still limited research that link the relationship between brand community commitment and CCB. Hence, hypotheses 5 are proposed:

H5: Brand community commitment has a significant relationship on customer citizenship behaviour.

The Mediating Effect of Brand Community Commitment

Brand community commitment is an important predictor that influences the behavior of the customer. The role played by brand communities has received attention from previous research in various contexts. In fact, customer commitment mediated the relationship between brand experience, brand trust, and brand loyalty among laptop, smartphone, and sneaker customers in Southern Brazil and Taiwan (Iglesias, Singh, & Batista-Foguet, 2011; Sun, Lee & Wu, 2016). In tourism context, customers' commitment also mediated the relationship between the tour leader attachment and CCB (Cheng, Wu, Yen, & Chen, 2016). Customers who feel committed to the travel agency indirectly will feel attached to the tour leader and sacrifice their time to recommend a travel agency to family and peers. They also voluntary providing helpful feedback to improve customer services. Strong commitment also indirectly influences customers to interact with other communities on online platforms and engage in brand loyalty (Shaari & Ahmad, 2017; Simkhah, & Mohamadkhani, 2019; Zanbar, 2020; Li, & He, 2023). Therefore, it clearly indicates that brand community commitment is crucial in influencing positive behavior of customers, such as brand loyalty and WOM. However, there is still limited research that links simultaneously the relationship between brand trust, brand love, and brand community commitment in understanding CCB in the online context. Therefore, hypothesis 6 and 7 are proposed:

H6: Brand community commitment mediates the relationship between brand trust and customer citizenship behaviour.

H7: Brand community commitment mediates the relationship between brand love and customer citizenship behaviour.

Social Exchange Theory (SET); The Social Exchange Theory (Blau, 1964) can be applied to explain CCB. SET is based on the social connections between two parties which rely on the effects of benefit and cost involved in a social exchange. In real situation, OBC will give back to companies when they receive benefits from the company itself. In the context of automobiles, organisations that maintain brand trust and brand love among their customers will acquire benefits from their customers. The more a customer trusts and loves a brand, the more willing they will be to engage in positive attitude, such as providing helpful feedback or information on company surveys (Lin, & Choe, 2022; Yadav, Paul, & Mittal, 2023). The benefit earned by one party develops the feeling of responsibility by the other party to provide something positive, which can benefit both (Anaza & Zhao, 2013).

METHODOLOGY

Research Design

The types of this study are correlational research, which is an attempt to examine the relationship between brand trust, brand love, community commitment, and CCB. The quantitative approach and primary data also were gathered to achieve the objective of the study. Primary data were obtained to access the information on all research variables and were collected online.

Population and Sample

This study involved individual customers who active in an automobile OBC in Malaysia. Paultan.org, highlight that he top four vehicle brands in Malaysia in 2024 are Perodua, Proton, Honda and Toyota (Gerald, 2025). The initial stage was to identify the dominating OBC for the selected brands based on three criteria: the number of members, the number of posts, and the most recent post debates. This criterion is important to ensure the brand pages is active (Kuo & Feng, 2013). A range of five well-known OBC were listed: Perodua Alza Club (ALZA), Civic FD Club Malaysia (CFDC), Proton Saga BLM Owners Club (PROSBOC), Toyota Camry Malysia Club and Exora Owners Club Motorsport (EOCM). Automobile OBC was chosen because of the high degree of emotions and interactions among car owners, which indirectly influence brand engagement and inclusion (Algesheimer, Dholakia, & Herrmann, 2005). The sample of this study involved 384 respondents, which is deemed acceptable by Krejcie & Morgan (1970).

Data Collection

The data collection method begins with contacting administrators of the five automobile OBC. The procedure is to reach an agreement to undertake the study and encourage members to complete the survey. Based on the systematic random sampling, five members from each community in the list were chosen to join the study. Finally, 240 questionnaires were collected online and examined for data analysis. The item of brand trust was adapted from Delgado-Ballester (2004), brand love was adapted from Carroll and Ahuvia (2006), brand community commitment was from Algesheimer, Dholakia and Herrmann, (2005), Jang, Olfman, Ko, Koh, and Kim (2008) and Garbarino & Johnson (1999), while items for CCB were from Groth (2005). Respondents assessed their level of agreement with questions using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The data was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) 3.0.

FINDINGS

Profile of Respondents

Table 1 illustrates male respondents are dominant at 91.7%. Male respondents are more prone to positively respond to the survey as compared to females. They more concerned about their privacy and worry about disclosing personal information online (Walrave, Vanwesenbeeck & Heirman, 2012). This is in line with the study by Kuo and Feng (2013) who also obtained a lower percentage of female respondents among OBC. However, gender does not influence CCB among customers and equally contribute to CCB (Shamim, Ghazali, Khan, & Jamak). Respondents are mostly between 27 to 35 years old (52.9%). The ethnic groups are as follows:

Malays (92.9%), Chinese (4.20%), Indians (2.50%) and other ethnic groups (0.40%). Although Malays are dominant in this study, all ethnic groups have a high willingness to engage in CCB. This is consistent with other surveys in the retailing industry which revealed that Malay and Chinese customers in Malaysia equally contribute when it comes to CCB engagement (Shamim et al., 2017). The respondents' income ranges between RM 2,001 to 4,000 (46.7%), and surveyed respondents are from Selangor (31.7%).

The survey included five automobile OBC groups in Malaysia. Members from Perodua Alza Club (ALZA) contributed 24.6% of the responses, 21.3% were from Civic FD Club Malaysia (CFDC), 20.0% were from Proton Saga BLM Owners Club (PROSBOC), 18.3% were from Volkswagen Jetta Club Malaysia and 15.8% were from Exora Owners Club Motorsport (EOCM). In terms of OBC engagement, 36.7% have entered the community less than a year ago. Table 2 displays further information. In terms of posting frequency, 240 respondents rarely post in OBC (58.3%), while 65.4% of respondents sometime post their own comments. However, this does not affect their willingness to engage in CCB.

Table 1: Respondent's Profile

Category	Frequency ($\eta = 240$)	Percentage %
Gender		
Male	220	91.7
Female	20	8.3
Age		
18-26 years old	44	18.3
27-35 years old	127	52.9
36-45 years old	56	23.3
46 years over	13	5.4
Ethnicity		
Malay	223	92.9
Chinese	10	4.20
Indian	6	2.50
Others	1	0.40
Income		
Less than 2,000	40	16.7
2,001–4,000	112	46.7
4,001–6,000	48	20.0
6,001–8,000	24	10.0
More than 8,000	16	6.70

State		
Selangor	76	31.7
Perak	23	9.6
KL	19	7.9
Kelantan	13	5.4
Pulau Pinang	15	6.3
Johor	20	8.3
Pahang	15	6.3
Kedah	11	4.6
Negeri Sembilan	16	6.7
Melaka	13	5.4
Sarawak	3	1.3
Terengganu	14	5.8
Sabah	1	0.4
Perlis	1	0.4

Table 2: General Behavior of Online Brand Community.

Category	Frequency ($\eta = 240$)	Percentage %
Online brand community name		
TOYOTA	44	18.3
HONDA CFDC	51	21.3
PROSBOC	48	20.0
EXORA (EOCM)	38	15.8
ALZA	59	24.6
Membership Tenure		
Less than 1 year	88	36.7
1–2 years	56	23.3
2–3 years	28	11.7
3–4 years	28	11.7

More than 4 years	40	16.7
Online Frequency		
Rarely	9	3.8
Once a month	6	2.5
Once every 2 weeks	7	2.9
Once a week	15	6.3
2–4 times a week	16	6.7
5–6 times a week	23	9.6
Once a day	44	18.3
Several times a day	120	50.0
Posting Frequency		
Rarely	140	58.3
Once a month	33	13.8
Once a week	25	10.4
2–4 times a week	21	8.8
5–6 times a week	5	2.1
Every day	8	3.3
Several times a day	8	3.3
Commenting Frequency		
Never	6	2.5
Very seldom	24	10.0
Sometimes	157	65.4
Often	41	17.1
Regularly	12	5.0

Measurement Model

The two-step technique by Anderson and Gerbing (1988) was adapted for this research. Convergent validity is attained when factor loadings exceed 0.5 (Bagozzi & Yi, 1988). The value of composite reliability must higher than 0.7 (Gefen, Straub & Boudreau, 2000). The value of the average variance extracted (AVE) must be more than 0.5 (Fornell & Lacker, 1981). The model achieved all of the above criteria, as shown in Table 3. However, one item for brand trust (BT8) and two items for brand love (BL9 & BL10) were deleted since the item did not meet the accepted range for AVE. The next step is to evaluate the discriminant validity. The discriminant validity

is crucial to ensure that the constructs under examination are truly distinct from one another. The difference between loading across latent variables must not be less than 0.1 (Chin, 1998). If each indicator's loading is higher for its designated construct compared to that of other constructs, this means that the indicators of different constructs are not inter-changeable. As shown in Table 4, the obtained cross loading values were higher than 0.1. Therefore, all variables achieve discriminant validity.

HTMT is an approach that estimates the true correlation between two constructs and whether or not they were perfectly measured (Hair et al., 2014). The HTMT value is higher than 0.90, indicates that there is a discriminant validity problem (Gold, Malhotra & Segars, 2001). As shown in Table 5, the HTMT values were lower than 0.90. This indicates that the discriminant validity has been ascertained. Therefore, the measurement model achieves discriminant validity.

Table 3: Result of the measurement model.

Constructs	Items	Loadings	(CR)	(AVE)
Brand Trust	BT1	0.700		
	BT2	0.834	0.903	0.571
	BT3	0.784		
	BT4	0.759		
	BT5	0.767		
	BT6	0.685		
	BT7	0.748		
Brand Love	BL1	0.906		
	BL2	0.924	0.956	0.732
	BL3	0.911		
	BL4	0.883		
	BL5	0.864		
	BL6	0.905		
	BL7	0.846		
	BL8	0.543		
Brand Community Commitment	OC1	0.765		
	OC2	0.847	0.926	0.677
	OC3	0.860		
	OC4	0.853		
	OC5	0.800		

	OC6	0.808		
Customer Citizenship Behavior	CCB1	0.655	0.952	0.622
	CCB2	0.816		
	CCB3	0.791		
	CCB4	0.791		
	CCB5	0.808		
	CCB6	0.835		
	CCB7	0.822		
	CCB8	0.804		
	CCB9	0.719		
	CCB10	0.782		
	CCB11	0.823		
	CCB12	0.799		

Table 4: Cross loading of construct

	Community Commitment	Brand Love	Brand Trust	Customer Behavior	CCB
BL1	0.505	**0.906**	0.622	0.544	
BL2	0.545	**0.924**	0.667	0.569	
BL3	0.474	**0.911**	0.644	0.523	
BL4	0.509	**0.883**	0.681	0.583	
BL5	0.564	**0.864**	0.582	0.570	
BL6	0.510	**0.905**	0.631	0.571	
BL7	0.529	**0.846**	0.598	0.546	
BL8	0.322	**0.543**	0.349	0.338	
BT1	0.392	0.489	**0.700**	0.428	
BT2	0.456	0.618	**0.834**	0.523	
BT3	0.405	0.559	**0.784**	0.494	
BT4	0.473	0.631	**0.759**	0.512	
BT5	0.391	0.503	**0.767**	0.505	
BT6	0.383	0.426	**0.685**	0.465	

BT7	0.461	0.484	**0.748**	0.465	
CCB1	0.623	0.536	0.541	**0.655**	
CCB2	0.545	0.548	0.549	**0.816**	
CCB3	0.548	0.55	0.554	**0.791**	
CCB4	0.562	0.605	0.602	**0.791**	
CCB5	0.463	0.500	0.508	**0.808**	
CCB6	0.574	0.519	0.534	**0.835**	
CCB7	0.499	0.424	0.417	**0.822**	
CCB8	0.502	0.418	0.406	**0.804**	
CCB9	0.467	0.389	0.424	**0.719**	
CCB10	0.513	0.398	0.436	**0.782**	
CCB11	0.544	0.471	0.542	**0.823**	
CCB12	0.534	0.491	0.491	**0.799**	
OC1	**0.765**	0.461	0.480	0.535	
OC2	**0.847**	0.425	0.460	0.512	
OC3	**0.860**	0.441	0.451	0.586	
OC4	**0.853**	0.572	0.478	0.622	
OC5	**0.800**	0.476	0.435	0.479	
OC6	**0.808**	0.945	0.466	0.602	

Table 5: Heterotrait- Monotrait ratio of correlations (HTMT)

	Community Commitment	Brand Love	Brand Trust	Customer Citizenship Behavior
Community Commitment Brand Love	0.628			
Brand Trust	0.631	0.771		
CCB	0.726	0.653	0.699	

Structural model

Table 6 presents the findings of the hypothesis. The first hypothesis is to determine the influence of brand trust on CCB. The study found that brand trust has a positive relationship on CCB ($\beta = 0.277$, $p < 0.01$). Brand trust also has a positive effect on brand community commitment ($\beta = 0.297$, $p < 0.01$). The findings suggest that customers who have a high level of trust in the automobile brand are more likely to commit to the brand community and participate in CCB. Therefore, H1 and H2 are supported. This study also found that brand love

has a significant relationship with CCB (β = 0.190, p < 0.01). The brand community that loves its brand also willing to continue its commitment to the brand community. (β = 0.375, p < 0.01). Hence, H3 and H4 are supported.

The concept of commitment is very essential in shaping customer behaviour. This study demonstrated that customers who have a strong commitment to the brand community are willing to participate in CCB. (β = 0.413, p < 0.01). This finding suggests that the more customers feel connected to the brand community, the more ready they are to contribute to CCB, such as by assisting other customers or making brand recommendations. This is in line with previous studies that also revealed that brand community commitment significantly influences CCB (Hur, Kim, & Kim, 2018; Putra, Astuti, Kusumawati, & Abdillah, 2020; van Tonder, & Petzer, 2021; Abdelmoety, Aboul-Dahab, & Agag, 2022; Xie, Zhang, Guan, & Huan, 2024).

This study also discovered that brand community commitment mediates the association between brand trust and CCB. (β = 0.123, p < 0.01). This suggests that improving brand community commitment is critical for enhancing brand trust and CCB. In fact, commitment also strengthens the impact of satisfaction and continuous knowledge sharing intention among OBC in Malaysia (Hashim &Tan 2015). Brand community commitment also mediates the relationship between brand love and CCB (β = 0.155, p < 0.01). Therefore, H5, H6 and H7 are supported. The findings suggest that when customers feel strong bonds with one another, they are more likely to recommend the brand to other customers, and provide feedback to the companies.

Figure 2 displays the values of R² and Q² for the endogenous variables. The R² value of CCB is 0.578 and the R² value of brand community commitment is 0.386. These values show how brand trust, brand love and brand community commitment influence CCB (0.578%). Brand trust and brand love collectively explain 0.386% of the variance of brand community commitment. All R² values were higher than 0.33, which refers to a moderate explanatory power (Hair, Ringle & Sarsedt, 2014). The Q² values for CCB is 0.341 and the Q² value for brand community commitment is 0.254. The model achieves predictive relevance when Q² values are all higher than zero (Fornell & Cha, 1981; Hair et al.,2014).
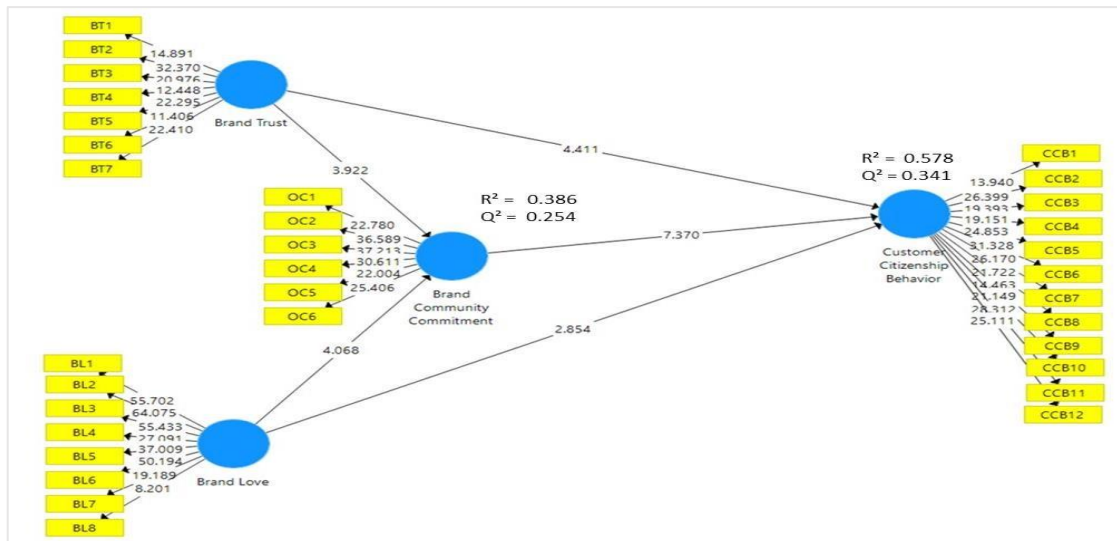

Figure 2. Structural Model

Table 6: Result of hypothesis testing

Hypothesis	Relationship	Std Beta	Std Deviation	t-value	P Values	Supported
H1	Brand Trust -> CCB	0.277	0.063	4.411	0.000	Yes
H2	Brand Trust -> BCC	0.297	0.076	3.922	0.000	Yes

H3	Brand Love -> CCB	0.190	0.066	2.854	0.002	Yes
H4	Brand Love -> BCC	0.375	0.092	4.068	0.000	Yes
H5	BCC-> CCB	0.413	0.056	7.370	0.000	Yes
H6	Brand Trust -> BCC->CCB	0.123	0.034	3.586	0.000	Yes
H7	Brand love-> BCC->CCB	0.155	0.049	3.132	0.002	Yes

DISCUSSION

Theoretical Contributions

This study advances the understanding of how the Social Exchange Theory will affect voluntary behaviour of customer. The findings suggest that brand trust, brand love, and brand community commitment are important predictors that can influence CCB. Customers who have a high level of trust and love for their brand also commit and voluntary engage in social media. They are more likely to suggest the brand to family and friends, assist other customers to solve the problem that relates to the car, and provide valuable feedback to the company. This is consistent with SET (Blau, 1964), in which customers are obligated to repay when they get benefit from the company. This study also demonstrated the importance of brand community commitment in increasing the relationship between brand trust and brand love in the context of CCB in automobile. The concept of commitment is important in online, since OCB will freely communicate their opinion with other members, and valuable information to other communities. In fact, the strong relationship commitment among customers will motivate further engagement in CCB (Hur, Kim & Kim, 2018; van Tonder et al., 2021; Abdelmoety et al, 2024).

Managerial Implications

This study reveals critical finding role of CCB in the automobile context. In competitive advantages, to develop brand trust and brand love, marketers must ensure that brand pages contain useful content. The information about brand such as price and promotional activities must be actively posted to encourage customer engagement with the brand itself. This is critical for enabling potential customers to have a positive opinion about a brand and will influence others customers. In fact, customers freely share their opinions about a brand and read customer comment in social media. Negative information about a brand can become viral just by one click and effect brand image (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013). Therefore, companies must constantly maintain customer trust and love in their brands. Companies can invite OBC members to visit the enterprise. This strategy is relevant since it can assist firms in gathering customer recommendations and feedback for brand success.

Limitations and Future Research

This study found that brand trust, brand love, and community commitment are significant determinants of CCB among automobile OBC in Malaysia. However, the study had certain drawbacks. The majority of respondents are male. Other researches can extend the research by comparing male and female OBCs. In fact, male and female behave differently. Women are more concerned with their privacy than men, thus they are more cautious about disclosing personal information online (Hoy & Milne, 2010; Walrave et al., 2012). The model used in this study also only focused primarily on the relationship between brand trust, brand love, and brand community commitment on CCB. Future research can assess brand satisfaction as an important aspect in enhancing CCB, which may be significant to the automobile sector.

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