



### Article Title

**Building stronger hospitality brands through online communities.**

### Citation

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### Abstract

Companies increasingly rely on online communities for social customer support, to develop and nurture relationships with customers, and to generate product and service development ideas. As yet, few studies have established the relationship between online communities and branding strategies. Therefore, the impact of online communities on branding requires investigation. The purpose of this paper is to examine the factors that influence brand relationships developed through online communities.

### Summary

This study presents the underlying reasons why online hospitality communities build stronger brand relationships with consumers. Four factors contribute to the connectedness between consumers and brands. First, online communities cultivate travelers' sense of collectiveness with shared values that can be conveyed through brand engagement. Second, online travel communities enhance consumers' trust and, therefore, establish a trustworthy image of the brand. Third, online communities enrich travelers' experiences with the brand through participation and engagement. Finally, online communities provide pleasure and convey a message to consumers: brands are just as much fun to them as online communities.