

The Role of Customer Satisfaction with An Online Brand Community on Cosmetics Brand Loyalty

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Abstract

The aim of this study is to investigate the relationship between several antecedents of brand loyalty in the context of cosmetics consumption in Tunisia. Thus, it will review the marketing literature on customer satisfaction with an online brand community, participation, engagement in the online community, brand commitment and brand loyalty. To explore these relationships, we opted for a netnography investigation of a Facebook community focused on natural cosmetics. The results show that customer satisfaction and engagement are an intrinsic motivation for consumers to interact and cooperate with community members. These interactions can lead to a better consumer experience, thereby increasing brand loyalty. Given that studying the antecedents of brand loyalty is of great interest to academics and professionals alike, the study provides valuable insights into how to effectively improve online community satisfaction and foster brand loyalty by strategically managing brand communities on Facebook.

Keywords: Facebook brand community, customer satisfaction, community engagement, level of participation, brand loyalty