Consumers' Online Brand-Related Activities (COBRAs): A Conceptual Framework for Understanding Brand Engagement, Brand Loyalty, and Purchase Intention

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Abstract
The rapid expansion of social media has transformed the way consumers interact with brands, evaluate products, share experiences, and make purchasing decisions. Consumers are no longer merely passive recipients of marketing communication; they activelyparticipate in brand-relatedconversations, share opinions,create content, and influence the perceptions and decisions of other consumers. Consumers' Online Brand-Related Activities (COBRAs) provide a useful conceptual framework for understanding these behaviours through three dimensions: consumption, contribution, and creation. This conceptual paper examines how these three forms of online brand-related activitymay influence consumer brand engagement, brand loyalty, and purchase intention. Drawing on the literature on consumer engagement, social media marketing, brand relationships, and online consumer behaviour, the paper develops an integrated conceptual framework connecting COBRAs with important consumer and marketing outcomes. It proposes that the three dimensions of COBRAs can contribute differently to brand engagement and that engagement may serve as a mechanism linking online activities with brand loyalty and purchase intention. The paper also considers the potential roles of brand trust, perceived authenticity, electronic word-of-mouth, and consumer involvement. The framework offers theoretical insights for understanding digital consumer behaviour and practical guidance for marketers seeking to develop meaningful, sustainable consumer–brand relationships. The study concludes by identifying propositions and directions for future empirical investigation.

Keywords: COBRAs, consumer engagement, brand loyalty, purchase intention, social media marketing, electronic word-of-mouth, digital consumer behaviour.

1. Introduction

Digital transformation has fundamentally changed the relationship between consumers and brands. Traditional marketing communication largely followed a one-way model in which organisations developed messages and delivered them to target audiences through advertising, sales promotion, and other communication channels. Social media platforms have introduced a more interactive environment in which consumers can access brand information, communicate with companies, evaluate products, and exchange experiences with other users.

Platforms such as Instagram, YouTube, Facebook, and other digital communities have become important spaces for consumer–brand interaction. Consumers may watch product demonstrations, read customer reviews, comment on brand posts, share promotional content, publish product reviews, and create videos describing their experiences. These behaviours represent different degrees of involvement in brand-related communication. The findings of a research by Das and Meet (2025) emphasize the importance of adequate infrastructure, consumer trust, and digital literacy in influencing the purchasing behaviour of rural consumers. The study provides a deeper understanding of the disparities between rural and urban areas in e-commerce adoption and offers valuable implications for policymakers and online retailers.

Muntinga,Moorman,andSmit(2011)introducedtheconceptofConsumers'OnlineBrand-RelatedActivities(COBRAs) to explain consumer engagement with brand-related content on social media. Their framework distinguishes among consuming, contributing, and creating brand-related content. These activities range from relatively passive information consumption to interactive participation and active content generation.

Understanding these behaviours is important because online engagement may affect consumer

perceptions, brand relationships, and purchased ecisions. However, different on liner activities should not automatically be assumed to produce identical outcomes. Viewing a product video, commenting on a brand post, and publishing an independent product review involve different levels of effort, motivation, and public expression.

This paper therefore develops a conceptual understanding of how the three dimensions of COBRAs may relate to consumer brand engagement, brand loyalty, and purchase intention. It also considers the role of brand trust and electronic word-of-mouth in explaining how online activities can contribute to marketing outcomes.

1.1 Background of the Study

Social media has expanded the opportunities available to consumers to participate in brand communication. Unlike traditionalmediaaudiences,socialmediauserscanrespondto,modify,redistribute,andindependentlygenerate brand-related content.

These activities have implications for marketing because consumers often encounter brand messages not only through official company accounts but also through friends, influencers, customer reviews, and online communities. Consequently, brands have less exclusive control over how their products and identities are represented in digital environments.

TheCOBRAframeworkprovidesausefulapproachtoclassifyingconsumerparticipation.Consumptioninvolve sviewing orreadingexistingbrand-relatedcontent.Contributionincludesactionssuchasliking,commentingon,orsharingcontent. Creation involves generating original brand-related content, including reviews, photographs, videos, and personal recommendations.

Although these activities are related, they differ in the extent of consumer participation and the nature of the resulting communication. Examining them separately can help marketers understand how digital interactions may contribute to stronger consumer relationships and purchasing decisions.

1.2 Problem Statement

Businessesincreasinglyinvestinsocialmediamarketing,influencerpartnerships,onlinecommunities,anduser-generated content. Nevertheless, measuring the effectiveness of these activities solely through followers, likes, impressions, and views provides an incomplete understanding of consumer behaviour.

A high number of views may indicate awareness without necessarily demonstrating loyalty. Similarly, a consumer may frequently comment on a brand's posts without developing a lasting preference for its products. User-generated content may increase visibility, but its influence on purchase intention can depend on credibility, product experience, consumer needs, and perceived authenticity.

The central problem addressed by this conceptual paper is the need to understand how different forms of COBRAs may relate to brand engagement, brand loyalty, and purchase intention, and how these relationships can be integrated into a coherent conceptual framework.

1.3 ResearchObjectives

1. ToexplaintheconceptualfoundationsanddimensionsofConsumers'OnlineBrand-RelatedActivities.
2. Toexaminethepotentialrelationshipbetweenconsumption,contribution,creation,andconsumerbrandengagement.
3. Toexplorehowconsumerbrandengagementmaycontributetobrandloyalty.
4. ToexaminetheproposedrelationshipbetweenCOBRAsandconsumerpurchaseintention.
5. ToconceptualisethepotentialmediatingroleofconsumerbrandengagementintherelationshipbetweenCOBRAs, brand loyalty, and purchase intention.

6. ToidentifytheimplicationsofCOBRAsfordigitalmarketingstrategyandfutureempiricalresearch.

1.4 ResearchQuestions

1. HowcanCOBRAsbeconceptualisedasdimensionsofonlineconsumerparticipation?
2. Howmayconsumption,contribution,andcreationinfluenceconsumerbrandengagement?
3. Whatrolemaybrandengagementplayindevelopingbrandloyalty?
4. HowmayCOBRAscontributetopurchaseintention?
5. Whattheoreticalandmanagerialimplicationsemergefromintegratingtheseconstructs?

1.5 Scope of the Study

The study focuses on consumer interactions with brand-related content on social media and digital platforms. It considers the three dimensions of COBRAs and their proposed relationships with brand engagement, brand loyalty, and purchase intention.

The paper is conceptual in nature. It does not report primary survey data, statistical testing, or causal findings. Its propositions are intended to guide future empirical investigation across product categories, consumer segments, and digital platforms.

2. Conceptual Foundations and Literature Review

2.1 Consumers' Online Brand-Related Activities (COBRAs)

Muntingaetal.(2011)developedtheCOBRAconcepttoexplainconsumers'motivationsforengagingwithbrand-related social media content. Their research highlighted information seeking, entertainment, and rewards among the motivations underlying these activities.

The framework differentiates three forms of consumer behaviour: consumption, contribution, and creation. Schivinski, Christodoulides, and Dabrowski (2016) subsequently contributed to the development and measurement of consumer engagement with brand-related social media content.

Consumptionreferstoaccessingorobservingexistingbrand-relatedcontentwithoutnecessarilyinteractingpubliclywithit.Examplesincludewatchingaproductdemonstration,readingonlinereviews,viewinginfluencercontent,andbrowsing a brand's social media page.

Contribution involves interacting with content created by a brand or another user. Examples include liking posts, commenting on product announcements, sharing branded content, participating in discussions, and responding to other consumers' questions.

Creation involves producing original brand-related content. Examples include writing product reviews, uploading unboxing videos, publishing tutorials, creating brand-related posts, and sharing personal experiences involving a product or service. Conventional demographic factors are becoming less reliable in predicting consumer behaviour, highlighting the growing relevance of behavioural and intersectional segmentation in developing effective digital commerce strategies (Yadav, Dixit, Meet et al., 2025). Also, Consumers adopt a practical and experience-oriented approach to online shopping, placing greater emphasis on operational efficiency and service convenience than on brand image or peer recommendations (Yadav, Dixit, Meet et al., 2025). The three dimensions should be understood as distinct behavioural categories rather than an inevitable sequence through whicheveryconsumerprogresses.Aconsumermayrepeatedlyconsumebrandcontentwithoutcontributing orcreatingit, while another may directly publish a review without first interacting with the brand's official content.

2.2 Consumer Brand Engagement

Consumerbrandengagementreferstothecognitive,emotional,andbehaviouralinvolvementofconsumersininteractions with a brand. Hollebeek, Glynn, and Brodie (2014) conceptualised consumer brand engagement in social media through dimensions including cognitive processing, affection, and activation.

Cognitiveengagementinvolvesattention,interest,andmentalinvolvementwiththebrand.Emotionalengagemen
ntreflects feelings such as enthusiasm, enjoyment, and attachment. Behavioural engagement involves actions and effort directed towards the brand.

COBRAs represent observable forms of online behaviour that may reflect or encourage engagement. For example, watching a tutorial may stimulate interest, commenting may create a sense of participation, and creating a product review may involve greater personal effort.

However, behavioural activity and psychological engagement are not identical. A consumer may click a post without developing a meaningful relationship with the brand. Accordingly, the proposed framework distinguishes COBRAs from consumer brand engagement.

2.3 Brand Loyalty

Brand loyalty refers to a consumer's sustained preference for a brand, expressed through repeat-purchase tendencies, commitment, and resistance to switching.

Loyal consumers may repeatedly purchase a brand, recommend it to others, and maintain a favourable attitude towards it. Brand loyalty can have both behavioural and attitudinal dimensions.

Online brand communities, customer discussions, shared experiences, and continuing interactions may help consumers develop familiarity and a sense of connection with a brand. Nevertheless, loyalty cannot be inferred from online activity alone. Price, product performance, availability, convenience, and competing alternatives may also influence loyalty.

The relationship between COBRAs and loyalty therefore requires consideration of the quality of consumer experiences and the nature of the brand relationship.

2.4 Purchase Intention

Purchase intention refers to a consumer's stated likelihood or willingness to purchase a product or service within
arelevantfutureperiod.Itisanimportantmarketingconstructbecauseitcapturesconsumers'reportedreadinessto consider a purchase.

Online brand-related content may support purchase intention by providing product information, demonstrating benefits, reducing uncertainty, and exposing consumers to other users' experiences.

Forexample,consumersmaywatchproductdemonstrations,readreviews,comparealternatives,andaskquestio
nsbefore making a decision. Positive and credible user-generated content may strengthen confidence, whereas negative reviews or perceptions of misleading communication may reduce purchase intention.

Purchase intention must be distinguished from actual purchasing behaviour. Consumers may express a willingness to buy but ultimately choose a different product because of price, availability, budget, or changing preferences.

2.5 Electronic Word-of-Mouth

Electronic word-of-mouth (eWOM) refers to consumer-generated opinions, evaluations, and experiences about products, services, or brands that are communicated through digital channels.

Reviews, recommendations, comments, and social media posts can provide information to other consumers. Their influence depends partly on perceived credibility, relevance, diagnostic value, and the consumer's trust in the source.

COBRAs can facilitate eWOM, particularly through contribution and creation. However, not every contribution constitutes a recommendation, and not every created post communicates a positive opinion. Consumer-generated content may be favourable, neutral, critical, or mixed.

Therefore, the potential effects of COBRAs should be understood in relation to the content, context, credibility, and sentiment of online communication.

2.6 Synthesis of Previous Research

Prior studies provide a foundation for examining the proposed relationships. Muntinga et al. (2011) established the COBRA framework and explored motivations underlying brand-related social media activities. Schivinski et al. (2016) developed a measurement approach distinguishing different levels of

online brand-related engagement. Hollebeek et al. (2014) contributed to the conceptualisation and measurement of consumer brand engagement.

Subsequent research has examined the relationships among online brand-related activities, brand equity, brand associations, loyalty, and word-of-mouth. For example, research by Colicev, Malshe, Pauwels, and O'Connor (2019) suggests that consumer-based brand equity and its dimensions can relate differently to consumers' propensity to engage with brand-related social media content. Systematic reviews of social media engagement also highlight the multidimensional nature of engagement and the diversity of its measurement approaches.

Collectively, this literature supports examining COBRAs as differentiated forms of consumer participation rather than treating all social media interactions as equivalent.

3. ResearchGap

The existing literature offers important insights into social media engagement, consumer-generated content, brand relationships, and online consumer behaviour. However, several conceptual opportunities remain relevant to the present study.

First, consumption, contribution, and creation involve different levels and forms of participation. Their potential relationships with consumer engagement and downstream marketing outcomes therefore warrant separate examination.

Second, brand engagement, brand loyalty, and purchase intention are related but distinct constructs. A consumer may be highlyengagedwithabrandwithoutpurchasingitfrequently,whileanotherconsumermayrepeatedlypurchaseaproduct primarily because of convenience or price.

Third, the role of consumer brand engagement as a potential mechanism connecting online activities with brand loyalty and purchase intention merits further integrated investigation.

Fourth, the credibility of content, consumer trust, and the perceived authenticity of brand communication may affect the interpretation of online activities. These factors may help explain why similar engagement behaviours do not alwaysresult in similar consumer responses.

Finally, the effects of COBRAs may differ by platform, product category, consumer motivation, and market context. Further research in the Indian digital marketplace could help assess whether the proposed relationships hold across different demographic groups and product categories.

These points represent research opportunities identified through conceptual synthesis; they should not be interpreted as proof that previous studies have entirely neglected these relationships.

4. Theoretical Framework

The proposed framework draws on three complementary theoretical perspectives.

4.1 COBRAFramework

The COBRA framework classifies consumer participation into consumption, contribution, and creation. It provides the primary behavioural foundation for the present study.

4.2 Consumer Brand Engagement Perspective

Consumer brand engagement theory explains the cognitive, emotional, and behavioural involvement of consumers in brand interactions. It provides a basis for proposing that online activities may relate to deeper consumer engagement.

4.3 Relationship Marketing Perspective

Relationship marketing emphasises the development and maintenance of mutually valuable relationships between organisations and customers. Repeated interactions, satisfactory experiences, trust, and perceived value may contribute to relationship strength and loyalty.

Together, these perspectives provide a conceptual basis for examining how online participation may be associated with consumer engagement and subsequent brand-related outcomes.

5. Proposed Conceptual Model

Independentvariables

1. Consumptionofbrand-relatedcontent
2. Contributiontobrand-relatedcontent
3. Creationofbrand-relatedcontent

Proposed mediating construct

1.Consumerbrandengagement

Proposed outcome variables

1. Brandloyalty
2. Purchaseintention

Potentialexplanatoryorboundary conditions

1. Brandtrust
2. Perceivedcontentauthenticity
3. Consumerinvolvement
4. Productcategoryandsocialmediaplatform

The core conceptual relationships can be represented as follows:

COBRAs (Consumption, Contribution, Creation) □ Consumer Brand Engagement □ Brand Loyalty

COBRAs(Consumption,Contribution,Creation)□ConsumerBrandEngagement□PurchaseIntention

COBRAsmayalsohavedirectrelationshipswithbrandloyaltyandpurchaseintention.Thestrengthanddirection ofthese relationships require empirical examination.

6. ResearchPropositions

Because this is a conceptual study, the following propositions are developed for future testing rather than presented as statistically established findings.

Proposition1: Consumption andConsumer Brand Engagement

Consumption of brand-related content may positively relate to consumer brand engagement by increasing awareness, familiarity, product knowledge, and interest in the brand.

Consumers who regularly view relevant product information, demonstrations, and brand stories may develop greater cognitive involvement. However, repeated exposure without relevance or meaningful interaction may produce limited engagement.

P1: Consumption of brand-related content is positively associated with consumer brand engagement.

Proposition2: Contribution andConsumer Brand Engagement

Contributioninvolvesmoreactiveparticipationthanconsumption.Liking,commenting,sharing,anddiscussing brand-related content can create opportunities for interaction and social participation.

These activities may strengthen the consumer's sense of involvement, particularly when the brand responds meaningfully and encourages constructive dialogue.
P2: Contribution to brand-related content is positively associated with consumer brand engagement.

Proposition3: Creation andConsumer Brand Engagement
Creating brand-related content requires consumers to invest time, effort, and personal expression. Writing reviews, publishing product experiences, and creating demonstrations may encourage reflection on the brand and facilitate interaction with other users.
Such participation may strengthen engagement when it reflects genuine interest and satisfactory brand experiences. Nevertheless, content creation may also be motivated by criticism, incentives, or entertainment rather than brand attachment.
P3: Creation of brand-related content is positively associated with consumer brand engagement, subject to the nature and motivation of the activity.
Proposition4: Consumer BrandEngagement and Brand Loyalty
Engaged consumers may develop greater familiarity, emotional connection, and identification with a brand. These factors may support repeat-purchase intentions and sustained brand preference.
P4: Consumer brand engagement is positively associated with brand loyalty.

Proposition5: Consumer BrandEngagement and Purchase Intention
Consumers who are cognitively and emotionally involved with a brand may be more willing to consider its products. Engagement can encourage information processing, product evaluation, and continued consideration.
P5: Consumer brand engagement is positively associated with purchase intention.

Proposition6:COBRAsandBrand Loyalty
Consumption, contribution, and creation may relate to brand loyalty through different mechanisms. Consumption may support familiarity, contribution may strengthen participation, and creation may reinforce personal expression and community involvement.
However,these activitiesmayalso reflectpre-existingloyalty ratherthancause it.

P6: Consumption, contribution, and creation are associated with brand loyalty, with the strength of each relationship potentially differing across consumers and contexts.

Proposition7:COBRAsandPurchase Intention
Brand-relatedcontentcanprovideinformation,socialevidence,andproductevaluationsthatconsumersusewhenmaking purchasing decisions. The potential effect may depend on whether the content is relevant, credible, and consistent with consumer needs.
P7: Consumption, contribution, and creation are associated with purchase intention, with perceived usefulness and credibility potentially influencing these relationships.

Proposition8: Mediating Roleof Consumer Brand Engagement
The proposed framework suggests that COBRAs may influence brand loyalty and purchase intention partly through consumerbrandengagement.Forexample,viewingrelevantcontentmaystimulateinterest,whileactivecontribution may strengthen involvement.
P8: Consumer brand engagement mediates the relationships between COBRAs and (a) brand loyalty and (b) purchase intention.

Proposition9: Role of BrandTrust and Content Authenticity
Trustworthy and authentic communication may strengthen the relationship between online activities and

consumer responses. In contrast, exaggerated claims, undisclosed sponsorships, fake reviews, and misleading content may weaken trust.

P9: Brandtrustandperceivedcontentauthenticityinfluencethestrengthoftherelationshipsbetween COBRAs,consumer brand engagement, and purchase intention.

7. Conceptual Discussion

7.1 Consumptionasan Information-SeekingActivity

Consumption represents an important entry point for consumers who are exploring a brand or evaluating alternatives. Consumers may access product descriptions, tutorials, customer reviews, and demonstrations to understand a product's characteristics and benefits.

In this context, the quality of information is likely to be important. Accurate, accessible, and relevant content can reduce uncertaintyandsupportinformeddecision-making.Conversely,repetitiveoroverlypromotionalmaterialmayfailtosustain attention.

Consumption should therefore be evaluated not only through views and impressions but also through indicators such as content relevance, viewing completion, repeat visits, and subsequent information-seeking behaviour.

7.2 ContributionasInteractiveParticipation

Contribution allows consumers to move beyond observation and participate in brand-related communication. Comments, shares, reactions, and discussions can increase content visibility and provide feedback to marketers.

These activities may also create social connections between consumers. However, the number of interactions alone does not reveal their meaning. A critical comment may generate considerable engagement while indicating dissatisfaction.

Marketers should therefore distinguish between interaction volume, interaction quality, consumer sentiment, and the purpose of participation.

7.3 CreationasConsumer-GeneratedCommunication

Creation represents a particularly visible form of participation because consumers independently produce brand-related content. Product reviews, tutorial videos, comparison posts, and user-generated campaigns can provide information that other consumers consider when evaluating alternatives.

Created content may also support brand communities by enabling consumers to exchange practical knowledge and share experiences.Yetcreationdoesnotnecessarilyindicatepositivebrandloyalty.Consumersmaycreatecontenttocomplain, warn others, or challenge a brand's claims.

Organisations should encourage authentic expression rather than attempt to control all consumer-generated communication. Transparent responses to criticism can help preserve credibility and demonstrate accountability.

7.4 ConsumerBrand Engagementas aPotential LinkingMechanism

The proposed model treats consumer brand engagement as a potential mechanism connecting online activities with marketing outcomes. Exposure to content may stimulate cognitive interest, while interaction and content creation may encourage deeper involvement.

Engagement may then relate to loyalty through emotional connection and repeated interaction. It may also relate to purchase intention by encouraging consumers to evaluate a brand more favourably or consider its offerings.

However, this mechanism should not be assumed to operate identically in every context. Engagement can be positive or negative, and highly involved consumers may scrutinise a brand more critically. Longitudinal or experimental research would help clarify the direction of these relationships.

7.5 BrandLoyalty and PurchaseIntention as DistinctOutcomes

Brand loyalty and purchase intention should be assessed separately. Purchase intention concerns a prospective decision, whereas loyalty involves a more enduring pattern of preference or commitment.
Aconsumermayintendtopurchaseabrandoncewithoutbecomingloyaltoit.Similarly,aloyalconsumermaypost pone a purchase because of budget limitations or product unavailability.
This distinction is important when evaluating the commercial effectiveness of social media strategies. Marketers should examine both immediate purchase-related responses and longer-term indicators of customer retention.

8. Managerial Implications

The proposed framework offers several practical implications for marketers and brand managers.

8.1 Develop Content for Different Levels of Participation

BrandsshouldprovidecontentthatsupportsallthreeCOBRAdimensions.Informativeposts,productdemonstrat ions,and tutorials can encourage consumption. Polls, discussion prompts, and interactive responses can encourage contribution. Customer stories, creative challenges, and user-generated campaigns can support content creation.
Asingle content format is unlikely to meetevery consumer's needs.

8.2 MeasureEngagementBeyondLikesand Followers

Organisations should adopt a multidimensional measurement approach. Relevant indicators may include:

1. **Consumption:**videocompletion,contentviews,reach,andrepeatvisits.
2. **Contribution:**comments,shares,meaningfuldiscussion,andparticipationrates.
3. **Creation:**originalreviews,user-generatedposts,tutorialsubmissions,andconsumer-createdvideos.
4. **Brandengagement:**cognitiveinterest,emotionalconnection,andbehaviouralinvolvement.
5. **Brandloyalty:**repeat-purchasebehaviour,preference,commitment,andretention.
6. **Purchaseintention:**statedlikelihoodofpurchasingorconsideringthebrand.

These measures should be selected according to the study design and the construct being assessed.

8.3 EncourageAuthenticUser-GeneratedContent

Consumers may value genuine experiences more than highly controlled promotional messages. Brands can encourage voluntary reviews, customer demonstrations, and experience-sharing while clearly disclosing paid partnerships and incentives.
The credibility of consumer-generated content should take priority over the pursuit of positive comments alone.

8.4 Strengthen Consumer Trust

Trust can be supported through accurate product information, transparent communication, responsible complainthandling, and consistency between marketing claims and actual product performance.
Brandsshouldavoidfakereviews,manipulatedengagement,andundisclosedpromotionalrelationships,asthese practices can undermine credibility.

8.5 Integrate Engagement with Relationship Marketing

Socialmediaactivityshouldbeconnectedwithbroadercustomerrelationshipinitiatives.Meaningfulresponses, customer support, loyalty programmes, community participation, and post-purchase communication may

help turn online interaction into sustained relationships.

8.6 Adapt Strategies to Platform and Product Context

Consumers may use different platforms for different purposes. Some platforms may be more useful for visual discovery, others for detailed reviews, professional recommendations, or community discussions. Similarly, the information needs associated with consumer electronics, fashion, education, financial services, hospitality, and everyday consumer goods may differ. Organisations should therefore adapt their COBRA strategies to the relevant audience and purchasing context.

9. ProposedResearchMethodologyforFutureEmpirical Validation

Although the present paper is conceptual, the following methodology can be used to test its propositions in a subsequent empirical study.

9.1 ResearchDesign

A quantitative, cross-sectional survey design could be adopted initially to examine the relationships among COBRAs, consumerbrandengagement,brandloyalty,andpurchaseintention.Alaterlongitudinalstudycouldinvestigateh owthese relationships develop over time.

9.2 Target Population

The target population could comprise social media users aged 18 years and above who have interacted with brand-related content during a defined reference period.

An Indian consumer sample could provide a relevant context for examining differences in digital participation across age groups, product categories, and platform preferences.

9.3 Sampling Approach and Sample Size

A purposive or stratified sampling approach could be considered, depending on access to the target population and the need for demographic representation.

The sample size should be determined through an a priori power analysis, taking into account the proposed statistical model, expected effect sizes, number of predictors, and desired statistical power. A fixed sample size should not be selected without considering these factors.

9.4 DataCollection Instrument

Astructured questionnaire could include thefollowing sections:

1. Demographicanddigital-usecharacteristics.
2. Consumptionofbrand-relatedcontent.
3. Contributiontobrand-relatedcontent.
4. Creationofbrand-relatedcontent.
5. Consumerbrandengagement.
6. Brandloyalty.
7. Purchaseintention.
8. Brandtrustandperceivedcontentauthenticity.

Where appropriate, established measurement scales should be adapted with permission and validated for the selected context. The questionnaire should be pilot-tested for clarity, reliability, and content validity.

9.5 DataAnalysis Techniques

The proposed relationships could be examined using the following techniques:

1. Descriptivestatisticstosummariserespondentcharacteristicsandonlineactivities.
2. Reliabilityanalysistoassessinternalconsistency.
3. Confirmatoryfactoranalysistoevaluatethemeasurementmodel.
4. Convergentanddiscriminantvalidityassessmentstoestablishconstructdistinctiveness.
5. Structuralequationmodellingtoexaminetheproposedrelationships.
6. Bootstrappingtoassessindirecteffectsandtheproposedmediationofconsumerbrandengagement.
7. Multi-groupanalysistoexplorepotentialdifferencesacrossplatformsordemographicgroups,wherejustified bythe sample.

The selection of techniques should depend on the final measurement model, sample characteristics, assumptions, and research questions.

9.6 Ethical Considerations

Participation should be voluntary, and respondents should receive appropriate information about the purpose of the study. Personal data should be handled confidentially, and any institutional ethical approval required for data collection should be obtained before the study begins.

9.7 Methodological Limitations

A cross-sectional survey can identify associations but cannot, by itself, establish causal relationships. Self-reported measures may be affected by recall errors and social desirability bias. Convenience or purposive sampling may limit generalisability.

Future studies could combine survey responses with platform analytics, longitudinal observations, or experiments to provide stronger evidence concerning the direction and nature of the proposed relationships.

10. Expected Theoretical Contributions

The paper offers four potential theoretical contributions.

First, it treats consumption, contribution, and creation as distinct dimensions of online brand-related participation rather than interchangeable indicators of engagement.

Second, it connects behavioural participation with consumer brand engagement and downstream outcomes in an integrated conceptual model.

Third, it distinguishes brand loyalty from purchase intention, recognising that enduring brand preference and prospective purchasing decisions are not identical.

Fourth, it identifies brand trust and perceived content authenticity as relevant contextual factors that may help explain variations in the proposed relationships.

These contributions are conceptual and require further assessment through systematic literature synthesis and empirical testing.

11. LimitationsandFutureResearchDirections

The paper has several limitations. First, it is conceptual and does not provide primary empirical evidence to establish the proposed relationships. Second, the framework may not capture all factors influencing online consumer behaviour, includingpricesensitivity,productinvolvement,perceivedrisk,influencercredibility,andplatformalgorithms. Third,the meaning and effectiveness of COBRAs may vary across cultural and market contexts.
Future research could investigate the following areas:

1. Comparetherelationshipsofconsumption,contribution,andcreationwithconsumerbrandengagement.
2. Testwhetherbrandengagementmediatestherelationshipsbetween COBRAsandbrandloyaltyorpurchaseintention.
3. Examinewhethertrustandperceivedauthenticitymoderatetheserelationships.
4. Investigatetheroleofinfluencer-generatedversusordinaryconsumer-generatedcontent.
5. Comparehigh-involvementandlow-involvementproductcategories.
6. ExamineCOBRAsinIndianretail,education,financialservices,hospitality,ande-commercesettings.
7. Exploretheinfluenceofnegativereviews,consumercomplaints,andcriticaluser-generatedcontent.
8. Conductlongitudinalstudiestoassesswhetheronlineengagementtranslatesintoactualrepeat-purchasebehaviour.

These avenues can help extend the framework and determine the circumstances under which different forms of online participation produce meaningful consumer and organisational outcomes.

12. Conclusion

Consumers' Online Brand-Related Activities provide a valuable framework for understanding how consumers interact with brands in the digital environment. The distinction between consumption, contribution, and creation highlights the varied ways in which individuals access, share, and generate brand-related content.
This conceptual study proposes that these activities may be associated with consumer brand engagement, brand loyalty, andpurchaseintentionthroughdifferentbehaviouralandrelationalmechanisms.Consumerbrandengagementmayactas

a linking mechanism, while brand trust and content authenticity may influence the strength of these relationships.

The paper also emphasises that online activity should not be treated as a direct or universal indicator of commercial success. Views, likes, comments, and user-generated posts have different meanings, and their effects may depend on consumer motivation, content credibility, brand experience, and market context.
For practitioners, the central implication is to move beyond engagement volume towards meaningful consumer participation, authentic communication, and sustained brand relationships. For researchers, the proposed framework provides a basis for empirical investigation into the connections between online brand-related activities and consumer outcomes.
Ultimately, the value of COBRAs lies not merely in the visibility of brand-related content but in understanding how consumers interpret, participate in, and respond to that content throughout their relationships with brands.

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