

Online Brand Community and Consumer Attitude During Covid-19: Mediating Role of Perceived Usefulness

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Abstract

The purpose of this study was to examine the impact of trust and informativeness on the consumer's attitude toward online brand communities during COVID-19 and the mediating role of perceived usefulness between trust and informativeness and the consumer's attitude towards online brand communities during COVID-19. Using a cross-sectional design, data was collected from 200 Internet users during COVID-19 from major cities in Pakistan. Furthermore, to test the proposed hypothesis PLS-SEM technique was used. The findings revealed the complete mediator effect of perceived usefulness between trust and consumer attitude towards brand communities during COVID-19. However, partial mediation effect of between informativeness and consumer attitude towards brand communities during COVID-19. The results of this study extended knowledge in existing literature in terms of cultural and consumer characteristics especially in the context of developing country like Pakistan and provided practical implication for practitioners and managers.

Keywords: Informativeness, Trust, Online brand communities during COVID-19.

1. Introduction

The advent and evolution of the Internet has transformed the mechanism of people communicating by letting both organisations and individuals to connect online interpersonally and swiftly (without demanding users to be face-to-face), social media have turned up the means in which this communication happens (Hilbert and Lopez 2018). We are now living in a visual era in which a usual person is more likely to watch a video or look at a photo than to read a written text. Today, the average consumer and people in general tend to go through an immense portion of their time on social media platforms such as

Facebook, YouTube, Instagram, Twitter, and Snapchat. Not only does this apply to time off and entertainment activities, but it also comprises the execution of consumption-related actions (Ashley and Tuten, 2015). In recent years, social networks, a digital immersive networking technology, and a networked CMC station, have increasingly disrupted the essence of partnerships between people and different companies and brands. social media have led to a dramatic shift from mass communication to interactive digital communication (Khang, Ki, and Ye, 2012).

The introduction of brand community groups and pages on popular social media platforms like Facebook, Instagram etc. companies now provide

a direct contact link with their fans and consumers, while brands now use social media pages as point of contact (Lipsman et al., 2012). Recognising that this partnership will lead to a stronger marketing effect and the development of more beneficial consumer-brand relationships, advertising on the Internet has gained some real and fast importance just because of the immersive quality of the Internet and the potential to device the patterns of behaviour of Internet users (Ahmed et al., 2018; Ahmad and Khan, 2017; Alalwan et al., 2017; Saxena and Khanna, 2013). Online customers who regularly use social networking sites and spend maximum time over their phone are thought to be important because they are involved and useful in sharing their activities with other consumers and spreading information of goods and services through social media (Blackshaw and Nazzaro, 2006). The online communities leave the space for the absence of direct contact, and the unknown person who is managing the social media brand community (Ching and Ellis, 2016).

Many factors related to consumer attitude towards online brand communities have been studied, including social factors and psychological factors. Shang et al. (2006) confirmed that the involvement of consumer in brand communities depends on availability of information. Consumers may participate in online brand communities with the attitude of experience and search (Bronner and Hoog, 2010). Brand communities are also a key source of social interaction and tend to influence consumer for decision making (Cova and Pace 2006).

The age of social media cannot be ignored during COVID 19. Many consumers shift their shopping related activities from offline to online. In a situation of social distancing and lockdown, consumers are suggested to engage in buying online through brand communities (Islam et al., 2018; Kaur et al., 2020). Therefore, it is important for marketers to ensure and protect the face value

of brands in this critical situation through understanding key factors in the context of better brand performance during covid-19 among developed and developing countries.

Several experiments have since been conducted on online cultures (Bagozzi & Dholakia, 2002; Dekay, 2009; Gangadharbatla, 2008) limited research work has been conducted on attitude towards brand communities during covid-19 in the context of developing countries such as Pakistan. Moreover, Wang et al., (2021) explored research in context of COVID-19 and brand engagement but this study was limited to one social media tool that is facebook. However, other social media platforms such as Twitter, Instagram can be considered for studying the brand communities. Venture and Kolbe (2020) suggested that both active and passive users should be taken as a population in order to verify the consumer attitude towards brand communities. In this context in the present study both active and passive consumers are considered as a population for confirming consumer attitude towards brand communities during COVID-19.

Rest of paper's sections. Section 2, the theoretical framework, and hypothesis development have been discussed. Section 3, Methodology is elaborated. Section 4, Data analysis and results are explained. Section 5, discussion, and Section 6 including managerial implications, future research, and concluding remarks are described.

2. Theoretical Framework and Hypothesis development

2.1 Theoretical Framework

The technology acceptance model is suggested by (Davis et al., 1989), in this model he explained two important factors such as perceived usefulness and perceived ease of use. The Technology Acceptance Model (TAM) was used to determine Internet acceptance that records the

usefulness toward the use of internet and perceived ease of use and for shopping online. It is because both affect attitudes toward usability. Furthermore, the social media tool also Facebook helps improving his or her efficiency in the context of purchasing attitude to behaviour (Cheng & Krumwiede, 2018). The customer audience interprets the information presented to them in a linear string that means that they got minimum control on the information that they can get from advertisements. Therefore, they have not enough discretion in how they receive information through these ads (Avery et al., 2010). The Internet, for example, supports discussion forums, email networks, electronic mail, file sharing, multi-player sports, and global information contact and recovery systems (Donna et al., 1960). Furthermore, it has transformed the way brands collaborate by allowing for immediate and cooperative dialogue. Customers have information and other things at

their fingertips now that they can easily ask questions and receive immediate responses.

In addition, Lee, and Mason, C. (1999). also revealed that customers refer to ads if they believe that the advertisements contain important valuable information and trustworthy. In order to gain much more traffic on brand pages, it is very crucial for the marketers to make legitimate and informative ads (Ducoffe, 1995). Furthermore, it was found that consumers look for the relevant and sensitive information of a product or a brand to make purchases and select any brand (Lee and Hong, 2016). Furthermore, the brand pages on social media are also the Centre of the informativeness has a positive impact on the consumer's attitude towards advertising (Tsang et al., 2004). Informative advertising done on brand's pages helps brands acquiring a leading edge by spreading the awareness that how one brand is better than the other (Salisbury et al., 2001).

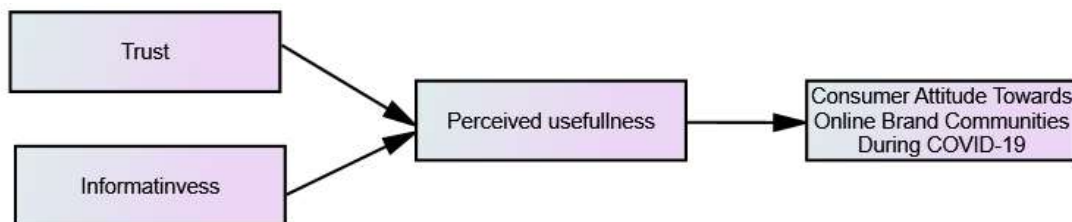


Figure 1: Proposed Conceptual Framework of Present Study

2.2 Hypothesis development Argument

2.2.1 Trust

Trust has been shown to improve the attitude towards online vendors (Sirkka et al., 1996), online purchase intention (Patrick et al., 2001), level of usage activity of online shopping (Korgaonkar et al., 1997), and customer satisfaction in online platforms (Korgaonkar et al., 1997). Moreover, Donthu et al., (2001) confirms the relationship between trust and attitude towards a website. The two-way communication in which community members

and brands openly interact with one another builds an environment of trust for managers and that leads to building a positive attitude towards the brand (Wongkitrungrueng and Assarut, 2018). Fans of brand communities are more likely to share brand content and participate in conversations with the brand itself if trust is build due to repurchase intentions (Porter and Donthu, 2011).

Similarly, the consumer would be reluctant or would avoid performing transactions with the website if he/she does not trust it (Cha,

2009). Many online buyers are concerned about data breach and unsolicited cookies being used that will create spam or data leak. For brand pages, it is very essential for the brand page managers to provide appropriate responses in order to build trust and form positive attitude of the users towards the online brand community (Ridings et al., 2004). However, Schibinski and Dabrowski (2016) reported that these communications between the online brand pages and the community members of social media positively affect the attitude towards the brand, as it increases customers trust, which consequently affects their intention to transact online.

In addition, article mainly focuses on how brand trust plays a vital role in enhancing the attitude of the customers in terms of social media brand communities (Arora, 2020). Yasin et al. (2019) conducted a research positive impact of trust and consumer behavioral outcomes of Facebook brand community page on the attitude of customers that induce them too forward online brand generated content. Similarly, to this study, Silva (2019), in his research building relationships through customer engagement on Facebook brand pages found Customer relationships were highly influenced by trust and the Facebook brand page engagement with customers leads to trust and the more they trust these pages, the more they are motivated to engage. Liu et al., (2018), in their study trust transfer in social media brand communities, identified social media as the ultimate tool to construct customer-brand relationships. Lastly, Akrouf and Nagy (2018), showed that it results in the transformation of positive attitude and word of mouth in Facebook brand pages for the brand if there is a strong positive relationship between customers and brands. Therefore, based on above the following alternatives following hypothesis is developed.

H1a: Trust is related to attitude towards brand communities during covid-19.

H1b: Trust is related to perceived usefulness during covid-19.

2.2.2 Informativeness

The consumer receives a proper illustration and multidimensional information of the product in each encounter with a product web page or social media brand page, building a positive experience as well as attitude (Brakus et al.; Lemon and Verhoef 2016). However, this can differ based on the characteristics of the products and sometimes brands who doesn't focus on eliminating the uncertainty from their pages (Bart et al. 2005; Schlosser et al. 2006). Although uncertain information on the pages really leaves a bad impression because the first degree on which the consumer evaluates a product is the factual information on on-line platform (Hong and Pavlou 2014).

Therefore, brand social media managers highly focus on brand pages to reach consumers and prospects through posts and informativeness to increase their interest and engagement with the brand and makes them loyal (Lipsman et al., 2012). Therefore, community pages their posts are different from marketing ads, they are generated by people themselves and where more people visit voluntarily to seek brand related information but informativeness is the utmost factor which is to be considered in these pages as well (Carlson et al., 2012).

Thus, Wu et al., (2019) since the emphasis is shifting towards online purchasing specially in this time when COVID-19 is still hitting the world and changing the traditional ways of business and there is a great competition on certain online store and social media. According to Whiting and Williams, (2013), for online stores consumers have external gratifications (e.g., awareness of alternatives, efficiency, or information seeking. although informativeness and entertainment are not the only factors that affect the customer attitude but

has huge significance these two characteristics are defined as the infotainment.

Thus, trends are also shifting not just buying and selling brands but people are seeking for the jobs of different brands and try to get updated from their social media pages (Bleier et al., 2018). Chen et al. (2018), the almost a complete digital world brands understand the importance of social media presence with their community pages. Therefore, Ho and See-to (2018), consumers are the main concern for any business or brand so in order to make their experience more n more fascinating brands. Thus, considering above literature review, the following alternatives hypothesis is recommended:

H2a: Informativeness is related to attitude towards brand communities during covid-19.

H2b: Informativeness is related to perceived usefulness during covid-19.

2.3 The mediating role of Perceived Usefulness

Numerous studies have found that perceived usefulness has a favorable and significant impact on customers' favorable attitudes (Ahmad and Khan, 2017, Ahmad and Khan, 2015, Cha, 2009, Roca et al., 2009, Ribbink et al., 2004, and Childers, et al., 2001). According to the studies of TAM, perceived usefulness means the degree to which a person feels that using a particular system would improve his work performance. According to Davis et al., 1999), perceived usefulness is a customer's expression and judgments regarding the result of an action. Moreover, Venire and Kolbe (2020) investigated the impact of perceived usefulness of customer reviews, perceived risk, and trust on customer attitude in emerging markets on online platforms, and findings of this revealed that the perceived usefulness and trust of customers on brand pages positively influence customer attitude.

Furthermore, Osman et al., (2017), the influence of perceived usefulness and trust toward consumers: a perspective of consumer's online shopping attitude. The findings of this study will help online businesses and customers better understand each other's points of view on the implications of perceived utility and trust on online buying behaviour. Lastly, Ahmed and Khan (2017), with the rapid progress in the number of social media users social networking sites have become a center stage for ecommerce. Usefulness is a subjective probability that technology might improve user performance. In addition, mediating role recommended by Baron and Kenny (1986), the perceived usefulness mediates the relationship between trust, informativeness and attitude toward brand communities during COVID-19. Hence, based the above existing literature the following alternative hypothesis are suggested.

H3a: Perceived usefulness mediates the relationship between trust and attitude towards brand communities during covid-19

H3b: Perceived usefulness mediates the relationship between informativeness and attitude towards brand communities during covid-19

3. Methodology

3.1 Procedure

Primary research methods that translates to the collection of data from the respondents directly. The original data was collected through online google form with help of self-administered questionnaire from previous studies. Data collected from May-2021 to August-2021 (four months). The population of the study are the respondents who use online media channels or communities like Facebook, Instagram, etc. who belong to major cities of Pakistan including Karachi, Lahore, Quetta, and Islamabad. They are selected as respondents because, according to Wu et al. (2019), the

emphasis is shifting towards online purchasing especially in this time when COVID-19 is still hitting the world and changing the traditional ways of business. Thus, to verify the consumer attitude of the developing country, Pakistan during COVID-19. Acknowledging the various constraints such as time, location, and COVID-19 we have adopted the convenience sampling and cross-sectional method.

3.2 Sample Size

The determination of sample is based on 10:1 criterion, that means 10 samples for one item. Roscoe (1975) suggested that rule-of-thumb methodology can be used in the case of multiple regression and quantitative studies. In this research, the total number of items are applying the rule of thumb will give us $16 \times 10 = 160$. Furthermore, sample size suggested by Garson, (2008) that the sample size can be considered best if, sample size of 100 or 5 times then the total items are taken in research instrument. Hence the research will be studying a sample size of 200 respondents in order to get better results.

3.3 Measures

The trust factor is adopted in English version from past study conducted by Ahmed (2020). The four items were adopted. Trust factor items are (e.g, "I trust social media sites and brand pages for my personal information during covid-19, My privacy is guaranteed on social media during covid-19, I find social networking sites reliable during covid-19, I feel that I can trust social media during covid-19"). The responds were asked to record their responses from negative to positive 5-likert-type scale (Strongly disagree to Strongly agree). Furthermore, the validity and reliability of trust factor for present study is given in Table 1 and Figure 2.

Informativeness factor is adopted in English version from past study conducted by Ahmed (2020). The four items were adopted (e.g,

"It is easy to find product-related information before purchase during covid-19, Searching for information over the brand pages helps me during covid-19, Brand pages over social media are a rich source of information during covid-19, I often search for product-related information over social media during covid-19"). However, item 4 dropped during validity and reliability of informativeness factor. The responds were asked to record their responses from negative to positive 5-likert-type scale (Strongly disagree to Strongly agree). Furthermore, the validity and reliability of informativeness factor for present study is given in Table 1 and Figure 2.

Attitude towards online brand communities' factor is adopted in English version from past study conducted by Jung et al., (2014). The four items were adopted (e.g, "I like this online community during covid-19, This online community is pleasant for me to use during covid-19, This online community is good for me to use. during covid-19, This online community is valuable to me during covid-19"). The responds were asked to record their responses from negative to positive 5-likert-type scale (Strongly disagree to Strongly agree). Furthermore, the validity and reliability of attitude towards online brand communities' factor for present study is given in Table 1 and Figure 2.

Perceived usefulness factor is adopted in English version from past study conducted by Ahmed (2020). The four items were adopted (e.g, "Brand pages over social media helps improving my shopping productivity during covid-19, Brand pages over social media helps me in buying what I want during covid-19, Brand pages helps me in getting a product at less price during covid-19, I find brand pages a convenient source during covid-19"). However, item 3 dropped during validity and reliability of perceived usefulness factor. The responds were asked to their responses from negative to positive 5-likert-type

scale (Strongly disagree to Strongly agree). Furthermore, the validity and reliability of perceived usefulness factor for present study is given in Table 1 and Figure 2.

4. Data Analysis Results

In the present study structural equation modelling (SEM) is used in order to test the proposed hypothesis. SEM helps to confirm the validity of existing theories via numerical facts (Ringle et al., 2015). Thus, the SEM is applied for confirming the relationship among latent variables and their factors. (Hair et al., 2014). In addition, a bootstrap of 5,000 was used as a subsample (Hair et al., 2011; Raza et al., 2017). It is suggested by research scholars that smart-PLS should be considered when dealing with complex models such as mediation or moderation, etc. (Hair et al., 2011). According to Anderson and Gerbing (1988), SEM is based on two important steps. First, the validity and consistency of the

instrument and then the structural equation modelling for the proposed hypotheses tested after gathering the data from right respondents.

4.1 Rollability and Validly of Instrument

Initially, we have conducted the measurement model for testing the validity and reliability which have been confirmed in Smart PLS-3 (Hair et al., 2012). Therefore, we have checked the reliability and validity of research instrument then discriminate validity in Smart PLS-3. For present study reflective item values are evaluated and results is shown in Table 1. It is suggested by hair et al. (2006) that the factor loading of an item should be greater than or equal to 0.70. Furthermore, factor loading, composite reliability and Cronbach's alpha value also be accepted if, they are greater than or equal to 0.70 (Hair et al., 2010; Khan and Adil, 2013). Lastly, an internal consistency is recommended higher than 0.50 (Malhotra and Dash, 2011).

Table 1 Measurement model

Construct	Item	VIF	Loading	Average	CR	Cronbach's alpha
ATBC	ATBC1	1.552	.740	.644	.878	.815
	ATBC2	1.612	.791			
	ATBC3	2.146	.845			
	ATBC4	2.058	.829			
IN	IN1	1.551	.813	.680	.864	.765
	IN2	1.632	.834			
	IN3	1.496	.826			
PUN	PUN1	1.413	.805	.632	.837	.709
	PUN2	1.434	.784			
	PUN3	1.329	.795			
T	T1	2.055	.880	.704	.905	.864
	T2	1.929	.763			
	T3	1.984	.842			
	T4	2.512	.866			

Note: ATBCE= Attitude towards Brand community; IN=Informativeness; PUN=Perceived usefulness and T= Trust.

4.2 Fornell Larker Criterion

Furthermore, discriminate validity was also examined as recommended by Fornell and Larcker (1981). It can be noticed that first value of every construct should be bold. The Table 2

indicates that the constructs for the present study are higher diagonal values than the non-diagonal values.

Table 2. Fornell larker Criterion

Factor	ATBC	IN	PUN	T
ATBC	0.802			
IN	0.348	0.824		
PUN	0.416	0.474	0.795	
T	0.236	0.071	0.176	0.839

Note(s): ATBCE= Attitude towards Brand community; IN=Informativeness; PUN=Perceived usefulness and T= Trust.

4.3 Heterotrait-Monotrait Ratio

The heterotrait-monotrait ratio is used to determine the discriminate validity of the research instrument (Hair et al., 2006). The

acceptable value for HTMT the value should be below than 0.850. Table 3 shows the statistical facts for HTMT and according to these values, it can be concluded that the discriminate validity of the gathered data in the present study.

Table 3: HTMT

Factor	IN	PUN	T
IN	0.442		
PUN	0.538	0.635	
T	0.265	0.103	0.210

Note(s): HTMT= Heterotrait-Monotrait Ratio; ATBCE= Attitude towards Brand community; IN=Informativeness; PUN=Perceived usefulness and T= Trust.

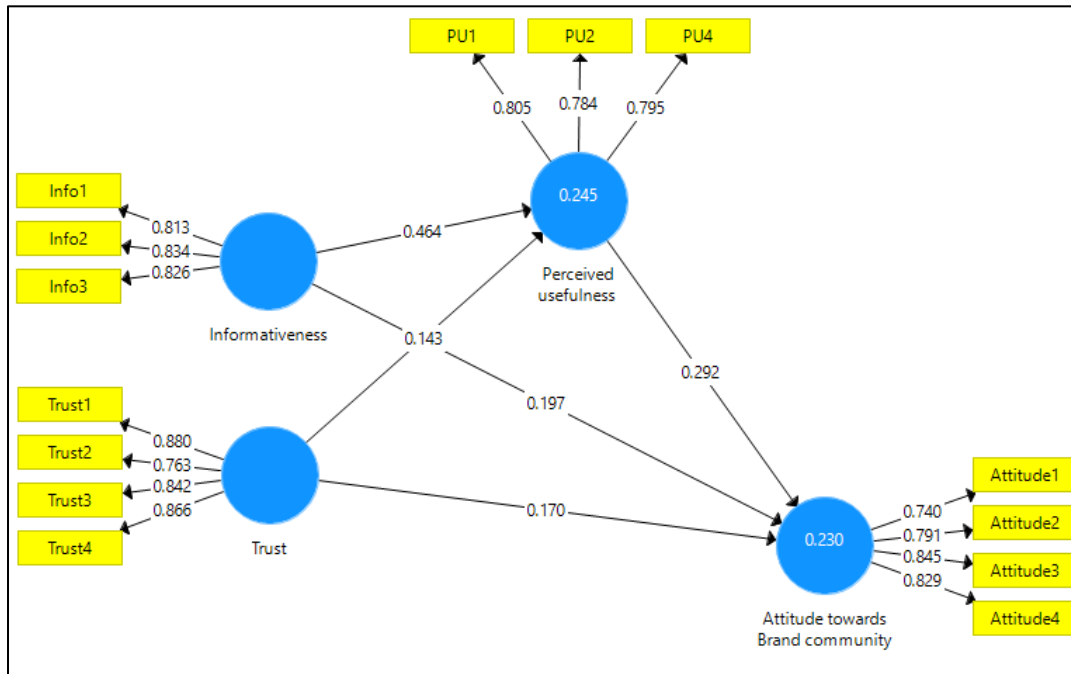


Figure 2: Measurement Model

4.4 Hypothesis Testing

In the present study proposed hypothesis were testing and findings are shown in Table 4 and Figure 3. The proposed hypothesis was tested with bootstrapping method by using 5,000 bootstrap sub-samples. Additionally, the confidence intervals for the present study were 95%. Aim of present study was to study the mediating role of perceived usefulness between trust and informativeness on attitude towards brand communities during COVID-19. In this regard, the multiple mediation analysis and

followed the investigative method recommended by Nitzl et al., (2016) and Preacher and Hayes (2008) applied in order to get indirect effects as well. Furthermore, result revealed in table 4 all initial four proposed hypotheses direct relationship (H1a, H1b, H2a, and H2b) are supported. Moreover, findings of mediation effect of present study are given in table 4 and result revealed the H3a found to have indirect effect positive and significant with partial mediation. However, indirect effect of H3b did not support and positive and insignificant impact with full mediation.

Table 4. Path analysis coefficient, t value and p value

Proposed Hypothesis	Path	Path coefficient	t	p	Remarks
H1a	T-> ATBC	0.17	2.747	0.006	Supported
H1b	T -> PUN	0.14	2.085	0.037	Supported
H2a	IN-> ATBC	0.19	2.867	0.008	Supported
H2b	IN-> PUN	0.46	6.750	0.000	Supported
H3a	PUN->T-> ATBC	0.36	3.082	0.002	Supported, Partial Mediation
H3b	PUN-> INF->ATBC	0.42	1.785	0.074	Not supported, Full Mediation

Note(s): ATBCE= Attitude towards Brand community; IN=Informativeness; PUN=Perceived usefulness and T= Trust

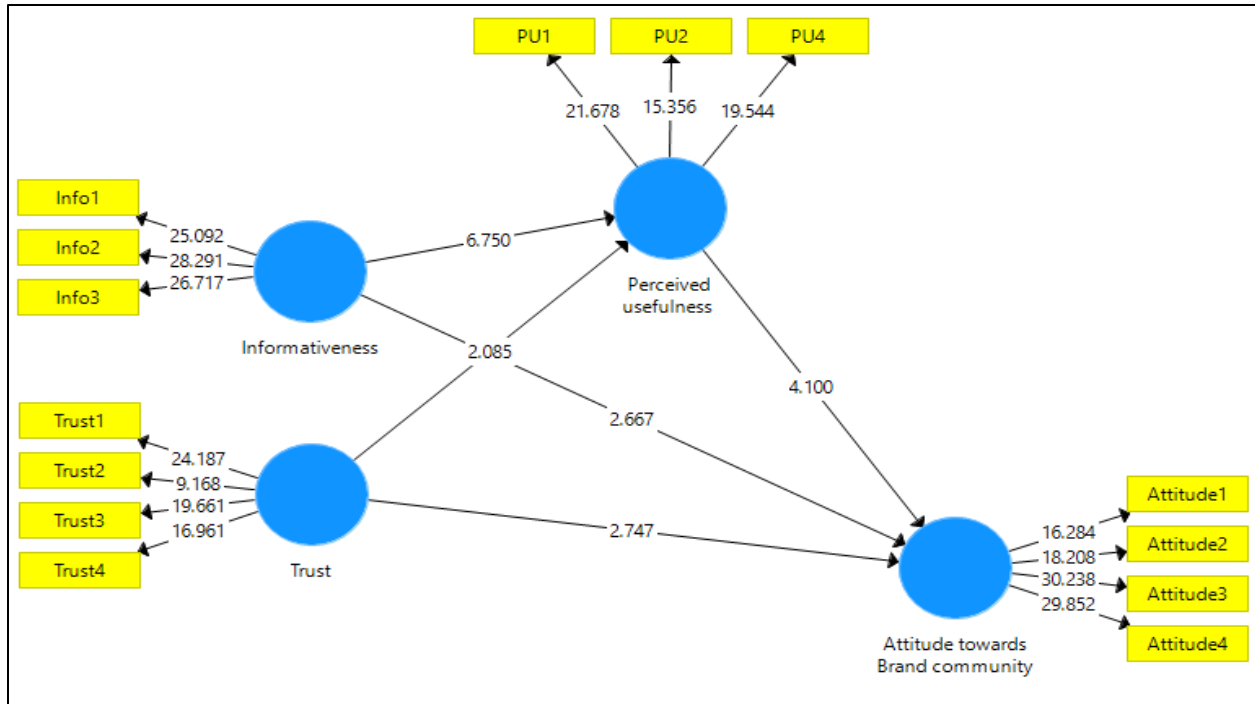


Figure 3: Results of structural equation modeling.

5. Discussion

The first two proposed hypotheses H1a and the H2b has been tested and findings revealed that there is a positive and significant impact of trust on perceived usefulness and attitude towards brand community during COVID-19 which means that the null hypothesis are rejected and alternative hypothesis is accepted (p-value less than 0.05). This explains that the customer shows a positive attitude towards the social media brand pages only if he trusts the brand; otherwise the result will not be suitable for marketers, so marketers in this market should work to build trust through different tactics in order to gather traffic on their brand's social media platforms, which is indeed a future for the brands throughout the world. The result corresponds with the past researchers (Ahmad & Khan, 2017; Ahmad & Khan, 2015). In addition, trust is very essential during online shopping. Furthermore, trust is very important for attracting customers to interact and conduct transactions from different websites (Ahmed and Khan 2015) and online purchase intention (Lynch et al. 2001). Schibinski and

Dabrowski (2016) reported that these communications between the online brand pages and the community members of social media positively affect the attitude towards the brand as it increases customers trust, which consequently affects their intention to transact online.

The proposed hypothesis 2a and 2b are accepted while null hypothesis is rejected (p-value less than 0.05). The result based on the p-value and the beta-value indicates that there is a positive and significant impact of informativeness on perceived usefulness and attitude towards brand communities during COVID-19. The findings of this research highly suggested that sharing information through different social media platforms has become a strong source of gaining competitive advantage. (De Silva et al., 2019). Dispersing and sharing knowledge have now become a general phenomenon with the modern emergence of social media and businesses have accepted the fact they have to embrace such platforms in order to make the customers participate and interact in activities regarding firm (Carlson et al., 2018). It

was found that consumers look for relevant and sensitive information on a product or a brand to make purchases and select any brand (Lee and Hong, 2016). The consumer receives a proper illustration and multidimensional information of the product in each encounter with a product web page or social media brand page, building a positive experience as well as attitude (Brakus et al., 2009; Lemon and Verhoef 2016). However, this can differ based on the characteristics of the products and sometimes brands who doesn't focus on eliminating the uncertainty from their pages (Schlosser et al. 2006). The brand pages on social media are also the center of ads brand page's informativeness has a positive impact on consumer's attitude towards advertising (Tsang et al., 2004). Many scholars Kaur et al., (2020), explained that social media pages portray brand's online presence where consumers always seek out information to learn more about the brand.

Lastly, the mediation effect of perceived usefulness checked both variables trust and informativeness of the attitude towards brand communities during COVID-19. However, the results confirmed the partial mediation effect of the perceived usefulness between trust and attitude towards the brand communities during COVID-19 with t value = 3.085 and p -value 0.002. In addition, full mediation effect of H3b perceived usefulness between informativeness and attitude towards brand communities during COVID-19 with t value= 1.785 and p -value= 0.074. Attitude guides a person's behaviour toward an object since it decides whether the person would like or dislike the product (Arora, 2020). A positive attitude enables the person to trust a website in an online atmosphere (Islam et al., 2018). Internet users not only make online purchases but they also use online platforms in order to understand the product and services before placing an order (Arora, 2020). Marketing in an online environment is more of a pull strategy that allows that to present their product and services to the interested customers. The role

of attitude is important in the personality development of consumers as it helps the marketers to focus on predicting their future behaviors and online shopping intentions. Therefore, it is extremely important for marketers to evaluate how to induce positive emotions and create positive attitudes of customers to better target them.

6. Managerial Implications, Future Research and Concluding Remarks

6.1 Managerial implications

Social media has given an opportunity to markets where they can make use of the benefits of directly interacting with customers leaving behind the various physical and psychological boundaries during COVID-19. They can better evaluate the customer responses, their attitudes, their characteristics using these platforms as it is a hub where people come together to interact and share their ideas with each other. It is a challenge to analysed the utility of the online brand community for businesses during COVID-19. Therefore, the present study helps Pakistani companies by presenting the various factors, mainly trust, informativeness, perceived usefulness, that can be utilized to form a positive customer attitude towards the online brand community during COVID-19. Therefore, marketers need to pay attention to making brand pages and communities more useful with an element of trust. The current business era relies on technology as it has removed the barriers between customers and businesses hence it is required to focus on developing effective social media strategies and invest the appropriate amount of money in these channels during COVID-19.

6.2 Limitations and future research directions

There are certain limitations in the present study. First, the primary data is collected from Pakistan only so, in future researchers can compare the

more than two developing countries such as Pakistan and India for better insights. Second, the present study is limited to only three variables to predict the consumer attitude toward the brand community during COVID-19. Therefore, researchers in the future can include more variables in order to verify the research model. Lastly, due to COVID-19 situation among countries, we gathered data from 200 only. Thus, in the future more sample size can be considered.

6.3 Concluding Remarks

The present study four variables are taken such as trust, informativeness (independent variables), perceived usefulness (mediating variable) and consumer attitude towards brand community during COVID-19 (dependent variable). Primary data collected from developing country, Pakistan with the help of self-administration questionnaire online through google form. The results of this study revealed the direct effect of trust, information, and perceived usefulness on consumer attitude towards brand community during COVID-19. However, it is found that the indirect effect (presence of perceived usefulness as a mediator) of trust has partial mediation due to significant impact of the consumer's attitude towards brand community during COVID-19 (p-value less than 0.05). Lastly, the indirect effect (presence of perceived usefulness as mediator) of informativeness is found to have a complete mediation due to insignificant impact on the consumer's attitude towards the brand community during COVID-19 (p-value greater than 0.05).

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