

Consumers' Online Brand-Related Activities (COBRA): Article Review

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Abstract

Today's brands aim to increase their market share by following different marketing strategies in which they rely on market study. With developments in the field of communications, social media has become the focus of attention for brands. Therefore, many brands have sought to adopt marketing strategies through social media, the effects of which may have a positive or negative impact on the brand. There are numerous scholarly studies that have examined consumers' online brand-related activities (COBRA) in terms of their influence on customers' motivations for interacting with the brand on social media and their subsequent impact on the brand. Although it is increasingly important for companies to study the downstream effects of online consumer brand-related activities (COBRA), there is still no systematic review of it. To correct this knowledge gap, we conducted a systematic literature review to fill this knowledge gap. Among (2,500) papers in the database, our study examined (12) papers on COBRA's subsequent effects on the brand, based on six categories identified by our analysis of the literature: brand awareness, brand attitude, brand loyalty, customer satisfaction, brand equity, Brand trust.

Keywords: COBRA, Brand Awareness, Brand Attitude, Brand Loyalty, Customer Satisfaction, Brand Equity, Brand Trust.

Introduction

Social networking sites such Facebook, Twitter, LinkedIn, YouTube, and Google, have become a vital tool for communication and connection. It offers a useful platform on which social media users may establish virtual communities and exchange data, concepts, etc. Social networking sites are becoming more and more popular, since most of their current and potential consumers are on social media, the steady rise in social media use has had an impact on corporate organizations throughout the globe (Kujur, Singh, 2019). Corporates have been compelled by the increasing popularity of social networking sites (SNSs) among consumers to create a social media presence and consistently engage with prospective clients in order to foster a cordial relationship. Businesses set up their own brand pages on social media sites in order to interact with prospective clients and gain insight into their opinions through likes, comments, and shares, which are indicators of the page's popularity (Schivinski et al., 2016). As a result, customers get committed to participating in brand-related activities that go beyond the involvement idea. Additionally, this lets customers convey how they interact with the brand, incorporate it into their expressions, and, in a way, identify the brand as an

extension of themselves (Kujur and Singh, 2017). A deeper comprehension of various social issues may be possible with research on social media. The opportunity to obtain a competitive advantage is one of the primary opportunities that we may offer for businesses using the outcomes. The Consumers' Online Brand-Related Activities (COBRAs) law is one of these laws; it categorizes and defines the acts of consuming, creating, and contributing material. G. Shao was the first to try to systematize customer behavior on social media with reference to brands. Among those behaviors in his approach were development of brand content, co-participation, and consumption (Shao, 2009). Research and conclusions by Muntingia et al. (2011), expanded and improved upon this strategy (Muntingia et al., 2011). COBRAs were divided into three categories: generating, contributing, and consuming. These categories reflect the path of progressive engagement with brand-related information on social media. The COBRA kind that consumes signifies the lowest possible degree of brand-related online activity. It means taking part without actively making material or adding to it. The intermediate degree of online brand-related activity is represented by the contributing COBRA type. It indicates interactions about brands between users and between users and content. The pinnacle of brand-related online activity is embodied by the COBRA creator type. It means that you are actively creating and disseminating content connected to your brand that other people can access and use (Muntingia et al., 2011).

Currently, there is much interest in the notion of Consumers' Online Brand-Related Activities (COBRA). Previous research has studied Customer Engagement Drivers with Brands through Social Media, such as (Bazi et al., 2020; Annamalai, 2021; Buzeta et al., 2020; Vale & Fernandes, 2018; Machado et al., 2020; Chahal et al., 2019; Nguyen and Ngo, 2021; Eslami et al., 2021; Marčinko et al., 2022; Ishizuka and Aoki, 2023) et his impact on brand such as (Kujur and Singh, 2019; ŞAHİN et al. 2019; Štefko et al., 2023; Nastisin et al., 2023; Cheung et al., 2021; Gunawan et al., 2023; Wróblewski et al., 2018; Sankar and George, 2022). There are many studies that have dealt with the Customer Engagement Drivers with Brands through Social Media, such as (Santos et al., 2022; Ajiboye et al., 2019; Lim and Rasul, 2022; Rosado-Pinto and Loureiro, 2020), but no reference study has been found for impact COBRA on brand. This review covers the impact COBRA on brand. The main research question of this review are as follows. What are the impact Consumers' Online Brand-Related Activities (COBRA) on brand?

Materials and Methods

To ensure transparency in reporting, this review adhered to PRISMA for Systematic Reviews and Meta-Analyses. Created for healthcare research, this evidence-based methodology is currently employed in management and consumer behavior research as well (Moher et al., 2015).

Search Strategy

Google Scholar was extensively searched for studies the impact Consumers' Online Brand-Related Activities (COBRA) on brand. According to earlier studies, Google Scholar is the most thorough academic search engine. The study's reliance on freely accessible, published journals was trustworthy, therefore, there was no need to request ethical approval or permits.

The databases indicated above were efficiently searched for peer-reviewed literature on the impact Consumers' Online Brand-Related Activities (COBRA) on brand between (2018- 2024) , using the Boolean operators "AND" and "OR" in combination with keywords. "Customer Engagement " "COBRA," or "Consumers' Online Brand-Related Activities" were some of the search phrases used, as well as "trust," "satisfaction" "attitude" " loyalty" "equity".

Eligibility Criteria

The following eligibility criteria were used to determine which publications were included and which ones were eliminated in this study. Articles that satisfied the following inclusion requirements were accepted.

- Studies that looked at Consumers' Online Brand-Related Activities (COBRA) on brand.
- Studies were done and available in English with free full-text manuscripts.
- Papers published 6 years ago (2018-2024).

However, studies were excluded for the following reasons.

- Secondary sources such as newspapers, magazines, un-evidenced abstracts, and other systematic reviews and meta-analyses.
- Studies published in languages other than English.
- Studies that did not provide full access to their manuscripts
- Studies that did not mention social media.
- Studies that addressed the issue of Studies that looked at Consumers' Online Brand-Related Activities (COBRA) on brand in general without addressing the impact on brand.

Study Selection

The initial database was screened and reviewed in three phases (figure 1).

In the first phase, the researcher scanned the titles to exclude the irrelevant papers. The second phase was undertaken based on the abstracts to further identify relevant and non-relevant papers. In the third phase, the papers were categorized based on the identified customer engagement drivers by reading the full-text article. Through this selection process, (12) papers were included.

Figure 1. Overview of the screening process.

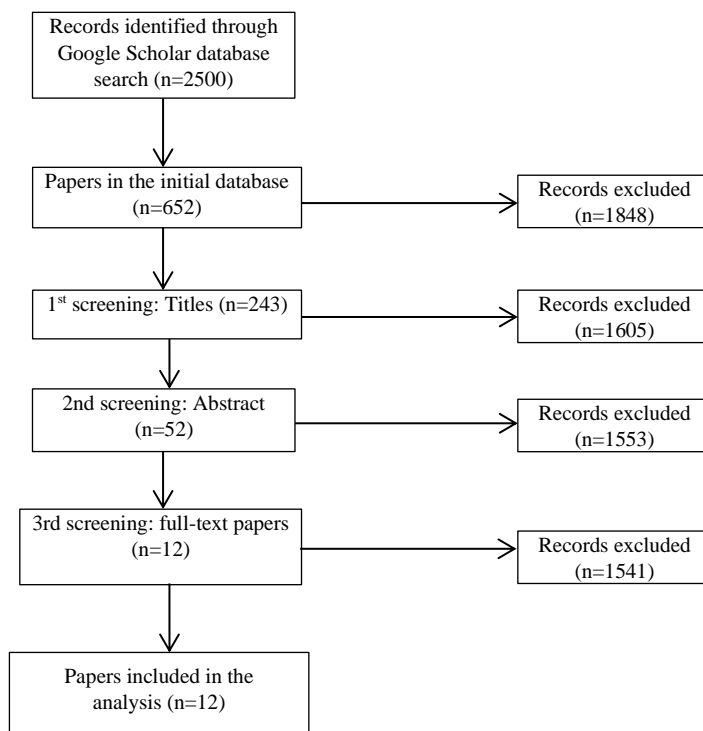


Figure 1. Overview of the screening process

Analysis and Discussion

Six impacts of COBRA on the customer-organization relationship were identified through our analysis of the literature: brand awareness, brand attitude, brand loyalty, customer satisfaction, brand equity, Brand trust.

Brand Awareness

The degree of customer appreciation for a brand achieves a high degree of sales and increases the competitiveness of the brand. Products and services that maintain high awareness are likely to generate more sales. Increasing brand awareness among your target audience can help a brand stay in consumers' minds after purchase and be the first choice they think of when they need a product or service. It is a crucial element for a brand's success in the market. It affects every aspect of a brand, including lead generation and customer acquisition. Its foundation is a powerful marketing strategy that leads consumers to develop an instinctive preference for a brand and its products. Consumers faced with a choice are more likely to buy a branded product than an unknown product. The attempt (Wróblewski et al., 2018) is considered one of the first attempts that sought to regulate consumer behavior with regard to trademarks in the social media of cultural institutions, based on the COBRA methodology, as it reached the positive impact of the activity of consumers of cultural institutions on the Internet (consumption, participation, and creation), especially in social media. , on brand awareness/associations with a cultural institution's brand and perception of its quality.

Langaro et al. (2018) proposed a model based on COBRA to evaluate the impact of users' participation in social networking services on brand awareness and brand attitude, which he considered to be the two basic pillars of brand knowledge.

Through the proposed model, he found a positive, significant, and direct effect of user participation on brand awareness.

Brand Attitude

The evaluative aspect of brand image, or brand attitude, is a product of consumers' attitudes toward the features and advantages of a brand. Customers form their own opinions and assessments when they interact with the brand's features and advantages. Therefore, brand attitudes are the culmination of all pertinent brand characteristics that customers have retained in their memories as a result of their varied brand experiences (such as usage, communication, and purchase). Since attitudes are more synthetic and abstract due to their evaluative nature, they are typically easier to remember and retain than the qualities and advantages they are based on. Attitudes play a key part in traditional and online advertising studies due to their influence as antecedents to purchase intention and financial performance. As a result of brand communication activities, brand attitudes differ depending on how strongly they are linked to the brand nodes. Because this construct is evaluative, brands that increase the frequency and breadth of their communication messages also increase consumer-brand contacts, which in turn affect consumers' perceptions of the strength, favorability, and uniqueness of brand attributes and benefits. Given the importance played by brand attitude, (Sabermaidiet al., 2020) through his study of the consequences of creating and sharing brand-related content on social media in the restaurant context, focused on COBRA relationship with brand attitude. Through his study, He discovered a favorable correlation between brand attitude and the creation and sharing of content. This suggests that participation and repurchase intention are directly and significantly impacted by attitude. The linkages among engagement, attitude, and repurchase intention enhance the process of consumers' engagement by influencing attitude and future intentions. Langaro et al. (2018) indicated that the creation and sharing of content also significantly improves brand attitude, but this relationship is mediated by brand awareness.

Brand Loyalty (Purchase Intentions)

People sticking to a brand even when competitors offer similar goods or service, then customers not only keep interacting with and buying from the same brand, but they also develop favorable perceptions of it. The way that customers view your brand, its behaviors, and its values greatly influences brand loyalty. Additionally, it's a crucial strategy for raising repurchase rates and preserving client loyalty.

Piehler et al (2019), examined the unique impacts of SNS brand page followers' consuming, contributing, and creating behaviors on word-of-mouth as an offline brand-related outcome. Their findings supported the beneficial impact of consumer behavior on brand loyalty as an offline brand-related outcome that takes word-of-mouth into account. Additionally, they mentioned that word-of-mouth gains from behavior that is consumed rather than contributed to or created. Consequently, brand-related content consumption is the only way to get brand-related results.

Štefko et al (2023), aim of the study the effects of consumers' online brand-related activities (COBRAs) on the brand in the form of word of mouth. Their findings suggest that there is a noteworthy correlation between the chosen COBRA activities and word-of-mouth. The

analysis also emphasizes how important it is for customers' online brand-related actions to have an impact on brand word-of-mouth.

Although one of the three trajectories (consumption, contribution, and creation) was negatively orientated, the other two were all found to be substantial. who discovered that, as an offline impact on the brand, consuming behavior had a favorable effect on brand loyalty and content contribution had a negative effect. a favorable behavior that fosters brand loyalty as a result of an offline influence on the brand. In order to illustrate the most well-known COBRAs and to identify important factors in the prediction of good electronic word-of-mouth, ŞAHİN and ERSOY (2019), provide the attitudes of young consumers toward brand-related social media contents and their interaction with such type of online content. Their findings show that the majority of young customers have favorable behavioral or emotional attitudes and concur that brand-related social media contents they read before making a purchase have an impact on their choice. Creating and reading reviews, interacting with brands, and receiving assistance in choosing what to buy are determined to be the primary motivators for becoming a social media brand follower. They also show that youth purchase decisions are impacted by brand-related social media posts that offer convincing information about a product or service prior to actual purchase behavior; they prefer to purchase goods and services from brands they follow on social media and believe what they read about a brand prior to acting on it. In the context of the Instagram social network, Nastisin et al (2023), investigated the effects of customers' online brand-related actions in addition to word-of-mouth marketing. According to their research, consumers' online brand-related behaviors, particularly in relation to consuming, contributing and creating, have two effects on brand word-of-mouth. As a more comprehensive measure of the company's offline influence, these also demonstrated the noteworthy impacts of COBRAs on brand loyalty. Their findings suggest that the act of consuming and creating content on social media platforms is a significant behavioral factor that influences consumers' intention to repurchase the same brand in the future. This suggests that consumers' motivation to search for more brand-related information is shaped by their involvement in social media platforms and can have an impact on their purchasing decision-making process. The aim of Gunawan et al (2023), was to ascertain the influence of social media material on COBRAs, their effect on purchase intention, and the inclinations of social media followers to enhance COBRAs. The findings demonstrate that while social media material influences COBRAs directly, it also indirectly affects purchase intentions through COBRAs. Customers rank social media content as the most crucial component, with product information and photographs being the most favored forms and formats, respectively. Based on these findings, it can be concluded that social media content influences people's desire to engage with brand followers on social media. Furthermore, it has been demonstrated that Social Media Content affects Purchase Intention. Based on these findings, it is imperative for firms to identify the social media material that their followers find engaging in order to produce high levels of engagement and purchase intention. The goal of Sankar and George (2022), was to examine the connection between COBRAs and the inclination to buy passenger automobiles. Sankar and George (2022), findings show that social media marketing has a substantial impact on consumers' purchase intentions. Purchase intentions are important for understanding consumer purchasing behavior because social media platforms facilitate two-way communication, customer reviews, and quick access to product information. Additionally, it makes it easier for clients to assess and contrast options by providing them with many social networks. Customers are

becoming pickier about advertising content legitimacy and relevancy, and they give preference to recommendations made by other customers over those made by the company. The intention to purchase is a factor in determining the purchasing behavior of customers. Sabermajidi et al (2020), based on Building on consumer socialization theory, they purposed to examine antecedents and consequences of generating and sharing brand-related content on social media in a restaurant context. They discovered a favorable correlation between brand attitude and the creation and sharing of content. This suggests that participation and repurchase intention are directly and significantly impacted by attitude. The linkages among engagement, attitude, and repurchase intention enhance the process of consumer socialization by influencing attitude and future intentions. The subsequent effect of COBRAs on brand loyalty has also been tested by (Mishra, 2019). he found Subsequent effects on brand equity and purchase intention were also found varying across the engagement levels.

Customer Satisfaction

The impact of COBRA on consumer satisfaction with the brand was studied in three studies. A theoretical model was presented by Kujur and Singh (2019), to explain how social, perceptual, and content-related aspects affect consumer engagement on brand social networking sites (SNSs) pages, and how consumer engagement behavior affects the relationship between the customer and the company.

They came to the conclusion that consumers who participate in more brand-related activities, such as browsing photos and videos on brand SNS pages, have a tendency to build trust with the business, feel more satisfied, and become more committed to the enterprise. Customer-organization interactions have been shown to benefit from increased consumer engagement. This suggests that social media users who interact with corporate SNS accounts believe they have a great rapport with the business.

Furthermore, it was discovered that contributing as well as consuming were reliable measures of customer involvement. This suggests that the consumption and contribution activities of social media users on business SNS pages are crucial to fostering a solid rapport between the firm and its stakeholders in terms of commitment, trust, and satisfaction. Additionally, a significant portion of the variance in consumer involvement and customer-organization connection may be explained by the suggested conceptual model. ŞAHİN et al (2019), showing that COBRA has significant and high positive correlations with satisfaction. Mishra (2019) showing the subsequent effect of COBRAs on brand satisfaction. Mishra (2021), found that COBRAs have been found influencing the customers' satisfaction

Brand Equity

Two articles addressed the topic of brand equity. Wróblewski et al (2018), examined how COBRA affected brand equity. He discovered that the use of social media by patrons of cultural institutions increases brand awareness, associations with the brand, and perceptions of the quality of the institution. According to Mishra (2019), user consumption and contribution of brand-related social media material has a noteworthy and favorable effect on a brand's overall equity. However, it has been discovered that user-generated brand-related content on social media influences on brand equity.

Brand Trust

The theoretical review of articles that dealt with the impact of COBRA on brand trust showed that COBRA affects customer trust. Two articles addressed the topic of brand trust. ŞAHİN et al. (2019) showing that customer-other customers' relationships negatively influence brand trust. attitude toward the online brand community significantly influence brand trust. Mishra (2019) showing the subsequent effect of COBRAs on brand trust.

Conclusion and Future Research

Research on customers' interaction with a brand through social media focuses on their motivation through Cobra and its impact on the brand. Through studying the literature that dealt with this topic, we found 6 effects of COBRA on the brand, which are motives related to information, the customer's personality, social factors, and motives related to brands. These are the effects of both contribution, participation and production on the brand. In this research, the effects of COBRA on branding are addressed, as the drivers of customer engagement with brands through social media have been overlooked. As a reference for addressing the drivers of customer engagement with brands through social media, we encourage the development of other comprehensive frameworks in which drivers of customer brand engagement behavior are addressed.

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	Titel		objectives	results for the brand	COBRA	S.M
1	Antecedents of relationship between customer and organization developed through social networking sites	Kujur and Singh, 2019	provide a theoretical framework that explains how social, perceptual, and content-related aspects affect user engagement on brand social networking sites (SNSs) and how user engagement behavior affects the relationship between the customer and the organization.	brand trust, satisfaction and commitment.	consumption, contribution, and creation	Facebook
2	Social Media Marketing and e-WOM: Young Consumers' Online Brand-Related Activities, Attitudes and Engagement	ŞAHİN et al. 2019	reveal (a) young consumers' attitudes towards brand-related social media contents (b) their engagement with such type of online contents, (c) to exemplify most popular COBRAs and (d) to reveal significant variables in positive electronic word-of-mouth prediction.	brand trust	Consuming, contributing and creating	-
3	Consumers' Online Brand-Related Activities on Facebook as a Competitive E-	Štefko et al., 2023	assess the significance of the effects of trajectories of selected motivations and consumers' online brand-related activities	brand loyalty	consumption, contribution, and creation	Facebook

	Commerce Channel.		(COBRAs) and subsequently assess the significance of the effects of the trajectories of these activities against the impact on the brand in the form of word of mouth			
4	Driving COBRAs: the power of social media marketing.	Cheung et al., 2021	examine the impact of social media marketing (SMM) efforts, including entertainment, customisation, interaction and trendiness via WeChat, on consumers' online brand-related activities (COBRAs) and their related outcomes, including on-going search behaviour and repurchase intention	on-going search behaviour and repurchase intention	consumption, contribution, and creation	WeChat
5	Consumers' online brand-related activities in Instagram and their impact on word-of-mouth.	Nastisin et al., 2023	examine the consequences of consumers' online brand-related activities, along with word-of-mouth marketing, in the setting of the Instagram social network	brand loyalty	consumption, contribution, and creation	Instagram
6	Social Media Content, General Online Social Interaction Propensity	Gunawan et al., 2023	determine the effect of social media content and GOSIP on COBRAs and their impact on purchase intention, as	purchase intentions	consumption, contribution, and creation	MFI's social media

	(GOSIP), and Customers' Online Brand-Related Activities (COBRAS) in Vehicle Leasing Market		well as the preferences of social media followers to increase COBRAs			
7	Sustainable activity of cultural service consumers in social media-influence on the brand capital of cultural institutions.	Wróblewski et al., 2018	the impact of online consumer activity on brand equity	brand's awareness/associations and the perception of its quality	consumption, contribution, and creation	social media-related cultural institutions
8	COBRAs and Purchase Intention Towards Passenger Cars	Sankar and George, 2022	determine the Consumers Online Brand Related Activities in relation to the Social Media Marketing of Passenger Cars. determine the relationship between COBRAs on Facebook, YouTube & Instagram and purchase intention towards passenger cars	purchase intention	consumption, contribution, and creation	Facebook, YouTube & Instagram
9	Measuring brand-related content in social media: A socialization theory perspective	Sabermajidi et al., 2020	Building on consumer socialization theory, the purpose of this paper is to examine antecedents and consequences of generating	attitude and intentions	consumption, contribution, and creation	Facebook

			and sharing brand-related content on social media in a restaurant context			
10	Antecedents of consumers' engagement with brand-related content on social media.	Mishra, 2019	investigate the effect of brand's social media marketing efforts and individual's online social interaction propensity on various levels of consumers' engagement with brand-related social media content. Additionally, the subsequent effects of consumers' engagement with brand-related social media content on overall brand equity and purchase intention have also been examined	brand equity and purchase intention	consumption, contribution, and creation	
11	Exploring COBRAs, its antecedents and consequences in the context of banking brands	Mishra, 2021	explores the role of various characteristics of a brand's social media marketing efforts (SMME) and individual customer's general online social interaction propensity (GOSIP) on the customers' engagement/online brand-related activities (COBRAs). The subsequent	satisfaction, trust and loyalty	consumption, contribution, and creation	

			effect of COBRAs on key banking outcomes such as satisfaction, trust and loyalty has also been evaluated.			
1 2	Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude.	Langaro and Salgueiro, 2018	proposing a model that evaluates the impact of users' participation in SNSs on brand awareness and brand attitude, the two main pillars of brand knowledge	brand awareness and brand attitude	consumption, contribution, and creation	Facebook