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## Publication

### Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities

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The opportunities that interactions in business-to-business (B2B) brand communities offer companies as well as brand community members have already been recognized by B2B firms, but are still an underexplored field of B2B academic marketing research. To provide a first step in analyzing B2B brand communities, we develop a conceptual framework of the quality of customer-to-customer (C2C) interactions in B2B brand communities by drawing on several theories and concepts (e.g., social exchange theory, uses and gratifications approach and value-in-the-experience). Based on an online survey (n = 330) spanning three virtual B2B brand communities in the IT-sector, we test our framework using structural equation modeling. Our results reveal that brand trust has a positive impact on brand community trust. Brand community trust leads to an increase in the quality of C2C interactions in B2B brand communities. Furthermore, we demonstrate that the quality of C2C interactions in B2B brand communities has a positive impact on functional, experiential, and symbolic brand community benefits, which, in turn, foster brand loyalty.

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