

# EFECTO DE LA CONFIANZA EN LA LEALTAD Y EL eWOM EN LAS COMUNIDADES VIRTUALES DE MARCA

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## RESUMEN

*La confianza en la marca y en la Comunidad Virtual de Marca (CVM) pueden contribuir a la generación de lealtad a la marca y eWOM positivo. Sin embargo, no han sido muchos los estudios empíricos que han incluido ambos tipos de confianza en la evaluación de los resultados de las CVM. Por lo tanto, este trabajo tiene como objetivo explorar cómo la confianza en la marca y la confianza en la comunidad influyen en la lealtad y en el eWOM. Para ello se emplearon datos procedentes de una encuesta realizada a usuarios de CVM que fueron analizados mediante la técnica PLS. Los resultados confirman que la confianza en la marca influye en la lealtad y en el eWOM tanto directamente, como indirectamente a través de la confianza en la CVM. Además, la lealtad favorece la generación de eWOM. Las implicaciones para la práctica de marketing son comentadas.*

## Palabras clave:

Comunidades virtuales de marca, lealtad a la marca, eWOM positivo, confianza en la marca, confianza en la comunidad virtual de marca, PLS

## ABSTRACT

*Trust in the brand and trust in the Virtual Brand Community (VBC) can contribute to the generation of brand loyalty and positive eWOM. However, there have not been many empirical studies that have included both types of trust in the evaluation of VBC outcomes. Therefore, this paper aims to explore how trust in the brand and trust community influence loyalty and eWOM. To do so, data from a survey of VBC members were used and analyzed using the PLS technique. The results confirm that trust in the brand influences loyalty and eWOM both directly and indirectly through trust in the VBC. In addition, loyalty favors the generation of eWOM. The implications for marketing practice are discussed.*

## Keywords:

Online brand communities, brand loyalty, positive eWOM, brand trust, virtual brand community trust, PLS

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