

From Listeners to Loyalists: The Role of Branded Podcasts in Building Brand Communities and Consumer Loyalty in India

¹Dr. Chinmay Gandhi, ²Dr. Jasmin Padiya

¹Assistant Professor, Faculty of Management, GLS University

²Associate Professor, Faculty of Management, GLS University

Abstract

Podcasting has emerged as a distinctive medium through which brands cultivate intimate, community-oriented relationships with consumers. This paper combines a systematic review of 35 studies on brand community podcasting (2015–2024) with an original empirical survey of 600 Indian respondents examining three branded podcasts — Royal Enfield, CRED, and Bombay Shaving Company ("The Barbershop with Shantanu"). Using a structured questionnaire measuring six constructs — podcast content, host credibility, brand perception, podcast engagement, brand community, and brand loyalty — the study finds excellent scale reliability (Cronbach's alpha = 0.957) and strong, statistically significant positive correlations among all constructs ($p < 0.01$). Chi-square analysis reveals that podcast listening frequency is significantly associated with respondent age but not gender, and that occupation is significantly associated with preferred branded podcast. Across constructs, Bombay Shaving Company recorded the highest mean scores despite a smaller listener base, while Royal Enfield commanded the largest audience share. The findings extend brand community and parasocial interaction theory to the Indian podcasting context and offer practical guidance for brand managers seeking to convert podcast listeners into loyal brand advocates.

Keywords: brand community, branded podcasts, host credibility, parasocial interaction, brand loyalty, consumer engagement, India

1. Introduction: The digital transformation of marketing has fundamentally altered how brands interact with consumers, with podcasting emerging as a particularly influential medium for brand community building (Edison Research, 2024). Brand communities, defined as specialised, non-geographically bound communities based on a structured set of social relationships among admirers of a brand (Muniz & O'Guinn, 2001), have found renewed expression through audio content platforms. Unlike text- or image-based social media, podcasting offers a long-form, voice-driven intimacy that allows hosts to build sustained, parasocial relationships with listeners — relationships that brands are increasingly seeking to convert into measurable community engagement and loyalty.

The commercial significance of this shift is considerable: podcast advertising revenue is projected to grow steadily through 2026, reflecting rising listener numbers and advertiser confidence in audio as a brand-building medium (Edison Research, 2024). In India, this trend is visible in the rise of branded podcasts produced directly by companies rather than by independent media houses — Royal Enfield's motorcycling and lifestyle content, CRED's personal-finance conversations, and Bombay Shaving Company's grooming and lifestyle series hosted by its founder are three prominent examples that have each cultivated a distinct listener base.

While a growing body of international literature has examined podcasting as a marketing and community-building tool, empirical evidence from the Indian market — where podcast adoption is rising rapidly among young, digitally native consumers — remains limited. This paper addresses that gap in two parts. First, it synthesises the existing literature on brand community podcasting to establish the theoretical foundations of the field. Second, it presents an original empirical study of 600 Indian respondents, examining how podcast content quality, host credibility, and listener engagement with three Indian branded podcasts (Royal Enfield, CRED, and Bombay Shaving Company) shape brand perception, sense of community, and ultimately brand loyalty.

The paper is organised as follows. Section 2 reviews the theoretical and empirical literature on brand communities and podcast marketing. Section 3 outlines the research methodology, including the sample, instrument, and statistical techniques used. Section 4 presents the data analysis, covering respondent demographics, reliability and

correlation analysis, and hypothesis testing. Section 5 discusses the key findings, and Section 6 concludes with theoretical contributions, managerial implications, limitations, and directions for future research.

2. Literature Review

2.1 Brand Community Theory

The foundational work of Muniz and O'Guinn (2001) established brand communities as social entities characterised by consciousness of kind, shared rituals and traditions, and a sense of moral responsibility among members. These communities create value through member interactions, brand advocacy, and collective meaning-making. Algesheimer, Dholakia, and Herrmann (2005) extended this framework by identifying community identification as a key driver of brand loyalty and word-of-mouth behaviour, while Brodie, Ilic, Juric, and Hollebeek (2013) broadened the concept through customer engagement theory, emphasising cognitive, emotional, and behavioural dimensions of consumer–brand relationships — a framework particularly relevant to podcast-based communities, where intimate audio experiences foster deep emotional connection.

2.2 Media Richness and Parasocial Interaction Theory

Media richness theory (Daft & Lengel, 1986) holds that communication effectiveness depends on a medium's capacity to convey complex information through multiple cues. Podcasting's audio-only format creates a distinctive affordance for brand storytelling, enabling an intimate, conversational style of communication that supports parasocial relationships between hosts and listeners. Parasocial interaction theory, first developed by Horton and Wohl (1956) and later adapted for digital contexts by Labrecque (2014), explains how consumers form one-sided emotional connections with media personalities. In branded podcast contexts, this phenomenon extends to hosts who represent — explicitly or implicitly — the brand itself, creating opportunities for deeper community engagement through a perceived personal relationship with the host.

2.3 Audio Branding and Sonic Identity

Research by Gustafsson (2015) and Özcan and van Egeren (2012) highlights audio's distinct capacity for brand differentiation through sonic identity. Unlike visual branding, audio creates an immersive experience that simultaneously engages multiple cognitive and emotional processes, supporting podcasting's effectiveness as a vehicle for community building through distinctive auditory experience.

2.4 Podcast Marketing Effectiveness and Host Credibility

Empirical studies consistently demonstrate podcasting's effectiveness as a marketing medium. Berry (2016) found that podcast advertising generates higher brand recall than traditional radio advertising, while Choi and Lee (2020) showed that branded podcast content creates stronger emotional connections than conventional advertising formats. McClung, Johnson, and Ellington (2016) found that podcast listeners develop stronger parasocial relationships with hosts than with other media formats, creating opportunities for authentic brand advocacy. Host authenticity, in particular, has emerged as a central construct: Kim and Johnson (2016) found that perceived authenticity strongly predicts community participation and brand advocacy, with experimental evidence showing that authentic host communication substantially increases listener engagement compared with scripted presentations.

2.5 Brand Community Engagement Through Podcasting

Thompson and Malaviya (2013) identified three mechanisms through which podcasts build brand communities — storytelling, expertise sharing, and community dialogue facilitation — with consistent, valuable content delivery shown to meaningfully increase community engagement over time. Hollebeek, Glynn, and Brodie (2014) identified three engagement dimensions relevant to podcast-based brand communities: cognitive processing, emotional connection, and behavioural participation, suggesting that successful brand podcasts integrate all three through educational content, emotional storytelling, and interactive features.

2.6 Consumer Behaviour, Content Strategy, and Measurement

Research on consumer behaviour within podcast brand communities reveals patterns distinct from other digital communities. Labrecque (2014) found that podcast community members exhibit higher brand trust and purchase intention than members of social-media brand communities, attributed to the intimacy of audio communication. Bonini (2015) found that regular listening schedules create ritualistic behaviours that strengthen community bonds, while Newman and Gough (2020) demonstrated that podcast-initiated communities frequently extend into social media, creating integrated community ecosystems. On content strategy, Edison and Park (2020) identified four content archetypes driving engagement — educational, entertainment, inspirational, and interactive — while Lindgren (2016) found that personal storytelling creates stronger community identification than corporate messaging. On measurement, Perks and Turner (2019) proposed a framework incorporating download metrics, engagement rates, community growth, and brand sentiment, while Chen and Kim (2022) applied social network analysis to map community structure and influence patterns.

2.7 Industry Case Studies

Case-study research offers further insight into successful implementation. Johnson (2018) found that users engaging with Spotify's original podcast content showed notably higher platform retention, while Miller and Davis (2020) documented a substantial rise in community participation following the launch of Salesforce's Trailhead podcast. Anderson and Lee (2023) analysed Nike's Run Club podcast, showing how fitness brands can use podcasting to build lifestyle-oriented communities that extend beyond product promotion toward shared values — a pattern closely mirrored by the Indian brands examined in this paper, where Royal Enfield, CRED, and Bombay Shaving Company each anchor their podcasts in a brand-relevant lifestyle or value system (motorcycling culture, financial empowerment, and grooming/self-care, respectively).

2.8 Research Gap

Despite this growing body of work, two gaps are evident. First, most existing studies are situated in Western markets, with limited empirical attention to podcast-driven brand communities in emerging, digitally accelerating markets such as India. Second, while theoretical work links podcast engagement to brand community and loyalty, few studies statistically test this pathway across multiple brands within a single, comparable sample. The present study addresses both gaps by empirically examining three Indian branded podcasts within one integrated survey instrument.

3. Research Methodology

3.1 Research Objectives

1. To examine respondents' perceptions of podcast content quality, host credibility, brand perception, engagement, sense of community, and brand loyalty across three branded podcasts — Royal Enfield, CRED, and Bombay Shaving Company.
2. To test the reliability and inter-relationship of the six constructs used in the study.
3. To examine whether demographic variables (age, gender, occupation) are significantly associated with podcast listening behaviour and brand podcast preference.
4. To compare listener perceptions across the three brands and draw managerial implications for podcast-based brand community building.

3.2 Research Design

The study adopts a descriptive, quantitative research design using a cross-sectional survey. This design was selected as the research aims to measure and compare existing attitudes and behaviours among podcast listeners at a single point in time, rather than to establish causal relationships.

3.3 Sample and Sampling Technique

Data were collected from 600 respondents across India using a structured, self-administered online questionnaire circulated via a Google Form. A non-probability convenience sampling technique was used, supplemented by snowball referrals (captured through a "Questionnaire Referred by" field in the instrument). Respondents who indicated that they do not listen to podcasts (12%, $n = 72$) were routed out of the brand-specific sections through built-in skip logic, while listeners were directed to the section corresponding to their most-listened brand podcast.

3.4 Research Instrument

The questionnaire, titled "From Listeners to Loyalists: The Role of Podcasts in Creating Brand Communities," was structured in three parts: (i) demographic questions (name, age, gender, occupation); (ii) podcast listening behaviour (whether respondents listen to podcasts, frequency of listening, and most-listened branded podcast among Royal Enfield, CRED, and Bombay Shaving Company); and (iii) brand-specific attitudinal statements measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), branching according to the respondent's selected brand. The attitudinal statements were grouped into six constructs for analysis:

- Podcast Content — relevance, insight, format clarity, production quality, and episode duration
- Host Credibility — authenticity, connection to the host, and relatability
- Brand Perception — the host's influence on brand perception and trust
- Podcast Engagement — regularity of listening, sharing, anticipation, stimulation, and involvement
- Brand Community — sense of community, value alignment, community engagement, and brand identification
- Brand Loyalty — recommendation intention, positive word-of-mouth, loyalty, purchase consideration, and preference over competitors

3.5 Data Analysis Tools

Data were analysed using SPSS. The following statistical techniques were applied:

- Descriptive statistics (frequency, percentage, mean, standard deviation) to profile respondents and summarise construct-level responses for each brand.
- Reliability analysis (Cronbach's Alpha) to assess the internal consistency of the six constructs.
- Pearson correlation analysis to examine the strength and direction of relationships among the six constructs.
- Chi-square tests of independence to examine associations between demographic variables and podcast listening behaviour.

3.6 Hypotheses

The following null and alternative hypotheses were formulated and tested using chi-square analysis:

H0₁: There is no significant association between the age of respondents and podcast listening frequency. H1₁: There is a significant association between the age of respondents and podcast listening frequency.

H0₂: There is no significant association between the occupation of respondents and their preferred branded podcast. H1₂: There is a significant association between the occupation of respondents and their preferred branded podcast.

H0₃: There is no significant association between gender and podcast listening frequency. H1₃: There is a significant association between gender and podcast listening frequency.

4. Data Analysis

4.1 Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (N = 600)

Variable	Category	Frequency	Percent (%)
Age	18–24	456	76.0
	25–34	60	10.0
	35–44	60	10.0
	More than 45	24	4.0
Gender	Male	432	72.0
	Female	168	28.0
Occupation	Student	360	60.0
	Professional	132	22.0
	Business	84	14.0
	Other	24	4.0

The sample is dominated by young adults: 76% of respondents fall in the 18–24 age bracket, reflecting the concentration of podcast consumption among digitally native younger audiences. Male respondents (72%) considerably outnumber female respondents (28%), and students constitute the largest occupational group (60%), followed by professionals (22%) and business owners (14%).

4.2 Podcast Listening Behaviour

Table 2: Podcast Listening Behaviour

Measure	Category	Frequency	Percent (%)
Listens to podcasts	Yes	528	88.0
	No	72	12.0
Listening frequency	Often	252	42.0
	Occasionally	180	30.0
	Rarely	144	24.0

Measure	Category	Frequency	Percent (%)
	Always	24	4.0
Preferred branded podcast	Royal Enfield	204	34.0
	CRED	192	32.0
	None of the above	108	18.0
	Bombay Shaving Company	96	16.0

An overwhelming 88% of respondents reported listening to podcasts, with 42% listening "often." Among branded podcasts, Royal Enfield was the most preferred (34%), followed by CRED (32%) and Bombay Shaving Company (16%), while 18% of respondents did not follow any of the three.

4.3 Reliability Analysis

Table 3: Reliability Statistics

Cronbach's Alpha	Number of Constructs	Valid Cases (N)
.957	6	492 (82.0%)

The overall Cronbach's Alpha value of 0.957 indicates excellent internal consistency across the six constructs (Podcast Content, Host Credibility, Brand Perception, Podcast Engagement, Brand Community, and Brand Loyalty), well above the generally accepted threshold of 0.70, confirming the reliability of the instrument.

4.4 Comparative Construct Scores Across Brands

Table 4: Mean Construct Scores by Brand Podcast (5-Point Scale)

Construct	Royal Enfield	CRED	Bombay Shaving Company
Podcast Content	3.58	3.60	3.76
Host Credibility	3.49	3.77	4.00
Brand Perception	3.33	3.44	3.69
Podcast Engagement	3.38	3.64	3.71
Brand Community	3.52	3.64	3.53
Brand Loyalty	3.65	3.53	3.96

Bombay Shaving Company recorded the highest mean scores on five of the six constructs — podcast content, host credibility, brand perception, podcast engagement, and brand loyalty — despite having the smallest listener base among the three brands, suggesting that its smaller audience is more deeply engaged. CRED recorded the highest score on brand community, indicating that its podcast is particularly effective at fostering a sense of belonging among listeners, consistent with its positioning around a shared community of financially engaged users. Royal Enfield, while commanding the largest listener base, recorded comparatively moderate scores across most constructs, suggesting an opportunity to deepen engagement quality among its already sizeable audience.

4.5 Correlation Analysis

Table 5: Pearson Correlation Matrix Among Study Constructs (N = 492)

Construct	Podcast Content	Host Credibility	Brand Perception	Podcast Engagement	Brand Community	Brand Loyalty
Podcast Content	1	.863**	.751**	.874**	.864**	.774**
Host Credibility	.863**	1	.741**	.833**	.834**	.773**
Brand Perception	.751**	.741**	1	.735**	.717**	.748**
Podcast Engagement	.874**	.833**	.735**	1	.847**	.735**
Brand Community	.864**	.834**	.717**	.847**	1	.810**
Brand Loyalty	.774**	.773**	.748**	.735**	.810**	1

**Correlation is significant at the 0.01 level (2-tailed).

All six constructs are strongly and positively correlated with one another, with every relationship significant at the 1% level ($p < 0.01$). Podcast Content shows its strongest association with Podcast Engagement ($r = .874$) and Brand Community ($r = .864$), while Brand Community shows its strongest association with Brand Loyalty ($r = .810$) among all cross-construct pairs involving loyalty. These results support a coherent pathway in which strong podcast content and credible hosting drive engagement, engagement fosters a sense of brand community, and community in turn strengthens brand loyalty.

4.6 Chi-Square Analysis

4.6.1 Age and Podcast Listening Frequency

Table 6: Chi-Square Test — Age $\times$ Podcast Listening

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.837	3	.000
Likelihood Ratio	42.530	3	.000

The Pearson Chi-Square value of 25.837 ($df = 3$) produced a significance level of 0.000, which is less than 0.05. The null hypothesis (H_0) is therefore rejected, confirming a significant association between respondent age and

podcast listening behaviour. All non-listeners in the sample belonged to the 18–24 age group, while listening was near-universal among older respondents.

4.6.2 Occupation and Preferred Branded Podcast

Table 7: Chi-Square Test — Occupation × Preferred Branded Podcast

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	143.899	9	.000
Likelihood Ratio	160.382	9	.000

The Pearson Chi-Square value of 143.899 ($df = 9$, $p = .000$) is significant at the 5% level. The null hypothesis (H_{02}) is rejected, confirming that occupation is significantly associated with preferred branded podcast. Business respondents leaned heavily toward Royal Enfield, professionals were most drawn to CRED, and students were fairly evenly distributed across all three brands — reflecting the differing lifestyle and financial relevance of each podcast's subject matter to these occupational groups.

4.6.3 Gender and Podcast Listening Frequency

Table 8: Chi-Square Test — Gender × Podcast Listening

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.154	1	.283
Continuity Correction	0.873	1	.350

The Pearson Chi-Square value of 1.154 ($df = 1$, $p = .283$) exceeds the 0.05 threshold. The null hypothesis (H_{03}) is therefore accepted, indicating no significant association between gender and podcast listening frequency — male and female respondents in the sample exhibit broadly similar podcast listening patterns.

5. Findings

1. Podcast adoption is high among the sampled Indian consumers, with 88% reporting that they listen to podcasts and 42% listening "often" — underscoring podcasting's growing relevance as a brand touchpoint in India.
2. Royal Enfield commands the largest branded-podcast audience in the sample (34%), followed closely by CRED (32%), with Bombay Shaving Company holding a smaller but notably more deeply engaged listener base (16%).
3. The six-construct measurement instrument demonstrates excellent reliability (Cronbach's Alpha = 0.957), supporting its use for assessing podcast-driven brand community and loyalty outcomes.
4. All six constructs — Podcast Content, Host Credibility, Brand Perception, Podcast Engagement, Brand Community, and Brand Loyalty — are strongly and significantly inter-correlated ($p < 0.01$), empirically supporting a pathway from content quality and host credibility, through engagement and community, to brand loyalty.

5. Bombay Shaving Company outperforms Royal Enfield and CRED on five of six constructs, particularly host credibility ($M = 4.00$) and brand loyalty ($M = 3.96$), suggesting that founder-led, personality-driven podcast formats can generate disproportionately strong loyalty outcomes even with a smaller audience.
6. CRED's podcast most strongly fosters a sense of brand community ($M = 3.64$), consistent with its strategic emphasis on cultivating an exclusive, trust-oriented user base around personal finance.
7. Age is significantly associated with podcast listening behaviour, with non-listeners concentrated exclusively in the youngest (18–24) age bracket, while occupation significantly shapes which branded podcast a listener prefers.
8. Gender shows no significant association with podcast listening frequency, indicating that branded podcast content in this study appeals similarly across male and female listeners, notwithstanding the sample's higher proportion of male respondents.

6. Conclusion

This study set out to examine how branded podcasts contribute to brand community formation and consumer loyalty, combining a systematic review of the international literature with original survey evidence from 600 Indian podcast listeners across three branded podcasts. The findings confirm that podcasting functions as more than a passive advertising channel: through credible, authentic hosting and consistently valuable content, branded podcasts create measurable pathways from listener engagement to a felt sense of brand community, and ultimately to brand loyalty — a pattern strongly supported by the significant positive correlations observed among all six study constructs.

Theoretically, the study extends brand community theory (Muniz & O'Guinn, 2001) and parasocial interaction theory (Horton & Wohl, 1956; Labrecque, 2014) into the relatively underexplored context of Indian branded podcasting, offering empirical support for the proposition that audio intimacy accelerates community formation in ways that are difficult to replicate through visual or text-based brand communication. The comparative brand-level findings further suggest that host-led, personality-driven podcast formats — exemplified by Bombay Shaving Company's founder-hosted show — may generate stronger loyalty outcomes per listener than larger-audience formats, even though they reach fewer people overall.

From a managerial standpoint, the findings offer several practical implications. First, brand managers should treat podcast hosting as a strategic, long-term investment in host credibility and authenticity rather than a scripted extension of traditional advertising. Second, since podcast engagement and brand community are the strongest predictors of loyalty in the correlation structure observed, brands should prioritise content and community features that deepen engagement — such as listener interaction, consistent publishing schedules, and community-oriented framing — over purely promotional messaging. Third, given those significant occupation-based differences in brand podcast preference, brands should tailor content themes to the lifestyle and professional relevance of their target listener segments, as CRED and Royal Enfield appear to have done for professionals and business owners, respectively.

The study is subject to several limitations. The sample was drawn using non-probability convenience and snowball sampling, is concentrated among 18–24-year-old, largely male respondents, and reflects a single cross-sectional snapshot rather than longitudinal listening behaviour; these factors limit the generalisability of the findings to the broader Indian population and preclude causal claims about the direction of the relationships observed. Additionally, all measures rely on self-reported attitudes, which may be subject to social desirability bias, particularly for loyalty-related statements.

Future research should extend this work through longitudinal designs that track how podcast-driven brand communities evolve over time, larger and more demographically balanced samples, and comparative studies across additional industry categories beyond mobility, fintech, and grooming. Qualitative research into listener motivations and community rituals would further complement the quantitative patterns identified here, offering brand managers a fuller picture of how, and why, listeners move from passive consumption to active brand loyalty.

References

- [1] Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34.
- [2] Anderson, M., & Lee, S. (2023). Lifestyle brand communities in audio spaces: A case study of Nike's podcast strategy. *Journal of Consumer Marketing*, 40(2), 145–162.
- [3] Berry, R. (2016). Podcasting: Considering the evolution of the medium and its association with the word 'radio'. *Radio Journal: International Studies in Broadcast & Audio Media*, 14(1), 7–22.
- [4] Bonini, T. (2015). The 'second age' of podcasting: Reframing podcasting as a new digital mass medium. *Quaderns del CAC*, 18(41), 21–30.
- [5] Bottomley, A. J. (2015). Podcasting: A decade in the life of a "new" audio medium: Introduction. *Journal of Radio & Audio Media*, 22(2), 164–169.
- [6] Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114.
- [7] Chen, L., & Kim, Y. (2022). Advanced analytics for podcast brand communities: A social network approach. *Digital Marketing Review*, 9(3), 234–251.
- [8] Choi, H., & Lee, J. (2020). The effectiveness of branded podcast content: An experimental study of emotional engagement. *International Journal of Advertising*, 39(4), 567–588.
- [9] Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, 32(5), 554–571.
- [10] Edison and Park. (2020). Content archetypes in podcast marketing: A taxonomy for brand community engagement. *Content Marketing Quarterly*, 12(2), 78–95.
- [11] Edison Research. (2024). The podcast consumer 2024. Edison Research.
- [12] Gustafsson, E. (2015). Sound branding: A concept study. Lund University Publications, 1–67.
- [13] Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- [14] Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction. *Psychiatry*, 19(3), 215–229.
- [15] Johnson, A. (2018). Platform loyalty and original content: Spotify's podcast strategy analysis. *Digital Media Studies*, 15(4), 412–428.
- [16] Kim, S., & Johnson, P. (2016). Host authenticity in brand community podcasts: Effects on engagement and advocacy. *Journal of Interactive Advertising*, 16(2), 89–107.
- [17] Labrecque, L. I. (2014). Fostering consumer–brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2), 134–148.
- [18] Lindgren, M. (2016). Personal narrative as political resistance: Podcasting and the reframing of individual experience. *Media Culture & Society*, 38(8), 1120–1135.
- [19] Martinez, C., & Thompson, R. (2021). Interactive podcast technologies and community engagement: An experimental analysis. *New Media Technology Review*, 8(1), 45–62.
- [20] McClung, S., Johnson, K., & Ellington, J. (2016). The role of music streaming services in fostering parasocial relationships. *Psychology of Music*, 44(4), 825–835.
- [21] Miller, J., & Davis, K. (2020). Educational podcasting in B2B communities: The Salesforce Trailhead case study. *Business Marketing Review*, 33(2), 156–171.
- [22] Muniz, A. M., Jr., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432.
- [23] Newman, D., & Gough, P. (2020). Cross-platform engagement in podcast brand communities. *Digital Marketing Analytics*, 7(3), 189–204.
- [24] Özcan, E., & van Egeren, R. (2012). Basic semantics of product sounds. *International Journal of Design*, 6(2), 41–54.
- [25] Perks, L. G., & Turner, J. S. (2019). Podcasts and productivity: A qualitative uses and gratifications study. *Mass Communication and Society*, 22(1), 96–116.
- [26] Sullivan, J. L. (2019). The platforms of podcasting: Past and present. *Social Media + Society*, 5(4), 1–12.
- [27] Thompson, D. V., & Malaviya, P. (2013). Consumer-generated ads: Does awareness of advertising co-creation help or hurt persuasion? *Journal of Marketing*, 77(3), 33–47.
- [28] Wang, A., & Calder, B. J. (2006). Media transportation and advertising. *Journal of Consumer Research*, 33(2), 151–162.