



Research Article

The effect of antecedents of brand equity in relation to consumer decision making process

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ABSTRACT

We have examined the effect of multiple marketing activities on consumer purchase decision making behavior with moderating effect of brand equity. For more effective outcomes diverse audience is gathered through online responses, of a total 500 students in the University of the Punjab, and from other universities. The understudy data is congregated through incorporation of close-ended questions in self-administered survey questionnaire. We choose survey as research instrument, Data is collected in one-shot settings and results are checked by applying statistical techniques namely Pearson correlation coefficient, Reliability Analysis, Andrew F. Hayes analysis. Non probability convenience sampling technique is applied on the segment comprising of the age between 18-26 years. This research paper highlighted the key determinants of brand equity on consumer buying in a very systematic way. However, this study poses some limitations, the future research posit suggestions to deal with our study shortcomings by explicitly targeting buyers who have a superior influence involving user generated content.

Keywords: *Consumer Decision Making Process; Brand Equity; Word of Mouth Endorsement; User Generated Content; Purchase Decisions; Purchase Intention*

1. INTRODUCTION

The paradoxical shift in the modern marketing environment facilitate consumers to have more control over the social media platforms and post online reviews about company products and services (Putta & Evanita, 2021). There is immense number of YouTube channels that are dedicated to guide people about how to use different new products and even recommend their point of view and opinion about the product. Adding more in to the social media marketing activities there are Instagram pages and twitter accounts that are providing services of valuable reviews that give demonstrations for using product. It's not less to say that the world right now has turned in to a digital fishbowl. The information today is almost free and fastest today. That miracle was not in imagination it's been the sole way to learn about a new product in order to try it out or either through friends and family. We can say that the trend of word of mouth has transformed to electronic word of mouth.



Consumer's perceptions are shaped by the digitalization perspectives and recommendations about the products.

There are numerous factors that also affect the choices of consumers in purchase decision. It's not only to depend on eWOM or WOM, but also which media channel consumer has used to get information from. The purchase choice of product is dependent on another very important aspect of the buying behavior is past experience of consumer his self that It's a stated fact that consumers who have past favorable experience with the product usage are more inclined to make a repeat purchase in the future.

Lăzăroiu et al., (2020) demonstrate research on the psychological elements of consumers for their active commitment in social media marketing activities. Studied decision mechanisms lying behind price evaluations, there are diverse type of supposed possibilities about consumer's e-rebuying behavior on commerce boards. The study also verified a very essential element of SOCAIL MEDIA MARKETING that supports to convince buyers and make them able do e-buying and that is not with the aim to buy any specific company's market offering is the brand equity of that brand.

The previous research insights lead extension in the current knowledge and proved as a determinant of consumer decision making toward buying products. It is not less to say equity of a brand is the valuable phenomenon that can be created by building trust of customers and becoming prominent among different available brands of market in other words it can be said that the brand's value is related with the familiarity of the brand that is brand equity. The term of brand equity is generally used in developing marketing connections as a rapport blinding that help to understand the value that is created by a brand. The concept of increasing value of brand equity is the consequences as result of customers believe that the products of a company are trusted by its consumers. The customer's Positive experience instigates his positive and satisfied reviews, besides it a much important phenomenon is the resultant of brand equity that could assist consumers to make their purchase decision.

In this internet driven economy consumers strongly affected by SMA TO make choice of any product because people trust the facts they get online. Brand equity triggers the consumer decision making process in a way that even after reading a bad review about product, still the decision making power holds in the hands of consumer. The study research questions are developed by literature review, that guided and forced us to investigate and know about what is the impact of content and description explained by any user through on buying choice of any consumer? What is the effect of adverse content on the buying decision of consumer? How the brand equity impacts on consumer's decision of buying in the presence of the significantly important variant that is user's content about product review. The research we are interested in to know about more viable trusted factor of content that impacts on brand equity that is i.e word of mouth, past experience, buying intention and social media marketing activities. And how brand equity affects buying decision of customer? We are hoping our research will suggest companies and know about how the companies can better understand the opacity of the content

released through internet by companies and users and how the combination of the released information impacts towards brand equity and buying decision.

2. THEORETICAL BACKGROUND

2.1. THEORY OF PLANNED BEHAVIOR

In planned behavior theory is applied to food consumption decisions. Theory of planned behavior comparing different characteristics and multiple attributes for the purpose attention and assessment of different variables: like attributes, values and learn art of monitoring behaviors. By the support of perceived behavior control beliefs there are so many factors are determined. Consumer purchasing intentions are based on customer's attitudes and behaviors as well as single brand. Moreover, theories proved that most of the people give priority to purchase non branding food. Icek Ajzen's (1991) suggests planned behavior theory in which focuses on customer's behaviors and motivation level. In this theory explains how to measure multiple customer's behaviors (Montano & Kasprzyk, 2002). The theory of planned behavior not only focus on team or groups it also investigates every individual attitude and behavior as well in determining whether a person wanted to do tasks or wants to leave it. (Ajzen, 1991). Theory proves that positive and negatives outcomes are well assumed by individuals. (Ajzen, 2011).

Every person perceives that if we purchase local foods in our communities the will support agricultures and farmer's monthly revenue. Individual's belief that for the purpose of welfare must but local products food. Individuals assume that every persons behaves according to his or her perception. (Ajzen, 2011) e.g does an individual assume her or his spousal equivalent or partner supports their call to buy regionally full-grown or created food? Can she or he adapt to her or his spousal equivalent or partner's perceived norm? TRA defines management beliefs system within which some factors which will assist the performance of a behavior (Ajzen, 2011). Perceived behavioral management is a human analysis supported perceived power, or perceived problem or ease, of performing arts the behavior (Ajzen, 2011). There ar numerous perceptions like positive or negative however will an individual understand potential barriers to buying native food? Will she or he understand her or his power to afford native food as absolutely or negatively touching their intention to shop for native food? In Bandura's defines perceived self-efficacy in people are react consistent with the things. (Bandura, 1982:122)

The concept of self-efficacy is concerned with an individual's ability that how every individual can perform task according to their behaviors and attitude easy or difficult it is to perform the behavior (Hayden, 2014). Self-efficacy has significant effects on the amount of effort individuals apply to a given work at hand. Task completion depends upon in individual own believe that "I can do this". Whether we think we can do it self-efficacy. The basic TPB model is based on the theory of planned behavior. The attitudinal, subjective norms, intentions and behaviors are precisely discussed in the theoretical model. Accordingly, six hypotheses of the study are developed from the theoretical model. The belief system eventually leads to the adoption of information and purchase intentions.

These theoretical foundations are perceived through systematic review of the literature. In Pakistan online buying is impressively. The study would help marketers to effectively evolve their marketing strategies as per the market needs and engage with the consumers in a vibrant manner.

3. RELATED LITERATURE AND HYPOTHESIS DEVELOPMENT

3.1. CONSUMER DECISION MAKING PROCESS

In social media involved verbal conversation and its influence on buy intention. Hutter et al. (They discovered its social media involvement has had a major impact on all three selection stages: the cognitive stage (recognition and knowledge), the emotional stage (preferences, beliefs, etc.), and the empathy stage (purchase and loyalty). In addition, involvement in the role of social media has been shown to be an important indicator of realistic brand WOM and buying intent.

Consumers choices are concerned more often than not with how, when, how much, from where, questions concerned with the acquisition of a products/services/ideas. Kotler (2004) explains that there are 5 series of consumers shopping for behavior. Soopramanien, Felds, and Robertson (2007) proved in their preceding research, we locate that buyer who has until now shopped online, show greater preferences to purchase merchandise on the Internet irrespective of the perceived degree of product-specific dangers of on line shopping. This article presents a fascinating and novel perception into how each adoption and utilization of digital commerce effect on the mind-set and hazard appreciation of shopping for much less predictable (riskier) merchandise on the Internet. Simonson (2016) validated in his find out about reading how consumer evaluations and different presently reachable fine sources of records have an effect on consumers is important. Darley, Blankson and Luethge (2010) defined the good sized majority of research study the hyperlink between exterior elements and one or greater practices in decision. The findings of this learn about exhibit a paucity of lookup on a variety of aspects of choice making, as properly as inconsistencies in the way the on line surroundings is characterized.

The most stated of these methods is the customer prevailing all approach replica developed complete Engel et al., (1968) as revealed in Blackwell et al. (2006). In the model, they supported that consumers will want to go via five major levels of variety making prior than making their final choices when purchasing persistence. These are recognition, search for facts each internally and externally, appraisal of alternatives, purchase variety and post-purchase. However, in some true shopping for processes, consumers normally do currently not avoid from end to end all of these 5 stages. Consumer can also pass or reverse some levels (Blackwell et al., 2006).

A consumer purchase behavior is explained by the set of activities through which people segments in deciding, consuming and disposing of certain goods or service offerings. One of common elements are discussed includes the concepts, constructs and antecedents of consumer behavior due to its diversity and ever-changing consumer studies. Moreover, international trading of imported branded products has given rise to consumer buying

patterns with focus greatly on one country, or region. (Blackett, 1993). Decision making by consumers contains two levels. The first one is utilitarian and the second is experiential. Many purchase the products to utilize/consume the product and to satisfy their needs by the core functional benefits associated with the product. The utilitarian products are viewed in the context of their functionalities. For such merchandise, the basic leadership tendency is driven by comprehension, instrumental need satisfaction a need (Strahilevitz & Meyers 1998). In comparison the experiential products, which explains consumption features consumers evaluate during decision making process which includes viewpoints like delight stylish, with the ideas of fanaticism as extrinsic cues (Aqueveque, 2006; Hirschman & Holbrook 1982). customers feedback of all goods in view of individual and passionate fronts.

Consumer while making decisions look for different kinds of information based upon whether the product is utilitarian or experiential (Huang et al., 2009). As for utilitarian products, the online surveys are required to be more objective in view of certainties. Whereas, experiential products have a tendency to be more subjective and passionate in nature. The previous surveys have mirrored individual involvement and taste with the product on individual scale. Experiential products' survey highlights the attributes acquaint with particular clamor by with the product counsel facilitated by the commentator, which could reduce the audit, and evaluate consumer strategic planning. According to Sen and Lerman (2007), each time peruses are assessing product audits, they regularly take into account the characteristic inspirations of the commentators opposing to crediting the product and related variables. However, the reverse is the case with surveys for utilitarian products in which consumers often have fewer efficacies for experiential product audits. A standout amongst the most significant changes that have been the way customers select and buy products has been created by the flow of the Internet. This has completely changed the way customers operate and consume their products (Grewal & Levy 2009).

Grewal and Levy, (2009), also states that one of the essential elements of today's consumers is product research, which individuals search and post on the Internet. In general, these opinions are word-of-mouth, called eWOM, which has evolved into a very supportive decision-making tool for consumers. This pattern is also seen in retailers, where consumers incorporate online product reviews into their official choices. Today, these retailers are trying to integrate eWOM with their own marketing management so that it can be used as another viable marketing tool. Numerous retailers now welcome consumers to post audits all alone sites. Another way these consumers are joining eWOM into their marketing mix to impact customer decision making is through requesting that outsiders give data about their products to customers (Dellarocas, 2003).

According to Nielsen (2002) report, 70% of the customers trust product online reviews. this indicate that electronic word of mouth endorsements plays an influential role in consumer decision making According to Nadeem and Hameed (2018) consumers make online posts on different product and service and ensure customer satisfaction in relation to brand equity resulting in product sale. The most talked about categories and sectors are airlines, resorts for vacationing, movies, hotels and restaurants, telephone operating companies, and even stocks. As per author opinion that majority on e-consumers make their purchase

decision based on online product reviews. The ability of consumers to communicate others about their reviews and product experiences has limited organizations control over their decision making processes. Another big impact on consumer decision making is the use of integrated marketing communication C or integrated marketing communications. As per Boone and Kurtz, (2007), the marketers using IMC are not only customer-centric, controlling and coordinating all components of the advertising, direct marketing, promotion and promotion, and personal sales promotion mix. I'm trying to create a message that is also my goal achieved by their organization.

Prior studies have confirmed that more innovative the people are, greater opinion they hold for the product and service offerings and thus influence consumer decision making process via word of mouth as discussed by Flynn et al., 1996; Goldsmith and Hofacker (1991). The roles of opinion leaders be contingent on the social distance that is between the followers and the innovator (Rogers, 2003).

3.2. BRAND EQUITY

Keller, (2020) defined that one doubtlessly precious method among many is for organizations to construct logo equity for his or her advertising offerings, that is to truly hyperlink their manufacturers to different people (both real or potential) and even as linking their manufacturers to those different entities, in go back customers might also additionally extrude how they feel, associate, suppose or to create logo picture of their minds. As a result, act closer to the company's manufacturers favorably. Brand equity is standout time period for organizational managers. It immediately relates to what the logo holds in time period of its marketplace and its competitors. Brand equity may be taken into consideration a reservoir, which holds the logo loyalty and agree with of the customers. Brand equity is stricken by logo agree with, the notice of it amongst customers and the loyalty it holds with inside the marketplace. Brand equity is getting pretty an interest with inside the beyond few years.

Due to its direct effectiveness it is quite popular in discussion among researchers. In a market, a consumer is exposed to various brands. Then why does a consumer choose a specific brand if all other things such as price, quality, service are almost equal. That I answered by brand equity; that is how much trust and loyalty a brand hold in the consumer's mind. Companies now a day's created and focuses on their brand equity. According to Marketing Science Institute (2002), one of the all purposes of marketing knowledge is to measure the strength of trademark of all products. It is imperative to admit that brand equity is an inseparable part of company's marketing and indispensable to the corporations to create core-competencies and shape memorable brand experience that will influence the consumer decision making process.

For the purpose of continually improvement and maintain LOGO equity in organizations there are some techniques are using regarding promotion. Most of the researchers using Logo equity view. The mergers, acquisitions of brands, making an investment in current brands, its value and ROIs all are part of its monetary views. One which holds the maximum significance to entrepreneurs is the conduct of the purchasers; the cognitive results that

the purchasers maintain when it comes to the logo. The selection the purchaser makes whilst uncovered to numerous logo on the equal time and presenting the equal component to them. The consumer attitude measures the awareness, relations, supplements, and their logo loyalties which have been the awareness of a ton of scholastic research (e.g., Aaker 1991, 1996; Ambler & Barwise 1998; Keller 1993).

Brand Awareness is a big deal a purchaser is aware about the brands positioning. What he/she is aware of approximately the brand and does he understand the proper issue approximately the brand. This issue guarantees that the suitable positioning is carried out in purchaser's thoughts as it will at once have an effect on the brand equity advent strategies e.g. commercials. Brand positioning also can be stated as teaching the purchasers approximately the brand. It is carried out majorly through commercials and giving records to the purchasers. Rottenly Brand loyalty is a main category, or product marker of image value (Aaker, 1991; Keller, 1993, 1998), may be develop as a coveted end result of brand value. Logo loyalty is how a great deal a purchaser is dependable to a specific form of brand products. Also it includes in logo equity. Is it big approach to focus on brand with regards to which type of what different brands offered? E.g. Weather competition provide decrease rate or any sort of exchange promotions; how a great deal a purchasers focused on brands through unaddressed competition extend. That product is totally base on loyalty. Most of the consumers is able to recall brands or Logo particularly just because of its shade or image. These are the main symbols to recall human psyche of stakeholders like consumers or customers. It's all for promotion purpose.

Logo equity is psychologically attached with customers. They are significantly laid low with brand character and product aligning. Most of the time Consumers are purchasing products which is totally relate with their personalities E.g. Many people like to play games they demand and choose reliable and effective manufacturers. Hence, equity performs a critical function for earning income through products. Logo equity makes a specialty of all of the elements that the product is imparting to the patron so it's miles of superb significance to the entrepreneurs and researchers. All loyal managers give rent to their corporations. All managers are trying to maintain Logo and branding equities. After any single activity managers focused on new creativities and importance of change in brand aligning. For the purpose of effectiveness and efficiency of brands most of managers give priorities to branding equity factor. (Aaker, 1991, 1992). Mostly brand equity is based on globally or region wise. Main factors like renowned regions or nations, countries which are involved in branding of products and expectations are expected on this base. This additionally is predicated upon the type of object whether or not it's miles an apparel product or a digital product.

In view of the overarching literature, this study likewise creates the following hypothesis to determine the association of brand equity and consumer decision making process

H1: Brand Equity plays a big role within the relationships between the dependent and freelance variables.

3.3. WORD OF MOUTH

Electronic word of mouth (eWOM) is a prominent consumer practice that has irrefutable effects on the firm's bottom line, initially it remained overlooked and under theorized concept in marketing however digital marketers have benefited from this concept practically, science- to take full advantage of its business value. This study conceptualizes one of the stage of eWOM process namely eWOM evaluation which explains a dual lens— both from consumer (who sends eWOM) and e-marketer (who amplifies eWOM for business results) as explained by Nawangsari et al., (2020).

Word of mouth has an awesome significance on all online and networking system information and sources. Consumers have turned out to be very effective in the present markets because of the entrance of detail correspondence channels. Word of mouth is viewed as a capable driver for Sales as it straight forwardly influences consumer behavior and is believed to be very tenable when contrasted with different mediums for collect data e.g. promotions. WOM typically not straight forwardly originate the organization however might be possible as the organizations now and then create WOM in different regions or markets about brands. WOM is very ancient. In old days' individuals utilized many individuals' audits in making a buy. In any case, because of web it has accomplished more noteworthy significance and noteworthiness. One calls it "the world's best, yet minimum comprehended marketing strategy" (Misner, 1999). Thus companies now a day's give greater importance to word of mouth spread. Impact of WOM is so strong in society it creates worth or loses customers through interpersonal skills. If we see the impacts of word of mouth then, one customer can create ten or lose ten customers only by this either it is spread through personal or non-personal sources.

Individual's reasserts may be companions, households, coworker's companies etc. They create more products or suggestions at once due to the fact they themselves have used it or as a minimum have were given a few publicities approximately it. People pay attention to their non-public reasserts greater carefully and they may be probably to make a buy in step with the WOM generated via way of means of them, as they suppose them to be pretty credible. Non non-public reasserts had been promoted pretty plenty with inside the beyond many years because of net and different types of print and digital media. Internet is the handiest medium in producing any opinion or remarks approximately a product. This is called as eWOM. Mostly human beings at the net are knowledgeable and feature excessive incomes. Thus net WOM in taken into consideration as pretty effective device to dive Brand promotions. Many ways to create word of mouth WOM on net e.g. via records, circulate, news and updates, suggestions, feedbacks and overview.

VIP's endorsements and use of merchandise in distinct TV applications generate recognition approximately the brand. Print media additionally comprise distinct manufacturers and record approximately them, additionally from time to time the remarks of human beings the usage of them as a consequence giving their very own element in producing the mixture phrase of mouth for a product. Dwidienawati et al., (2020) stated that eWOM is considered a consistent source of information regarding company's product and services. Besides, electronic word of mouth (e-WOM) also can be created via printing

and digital marketing (Ismagilova et al., 2017). Consumer's feedback is most important which shows consumers represent customers' sharing of evaluation and experience of firms marketing offerings with other potential shopper.

As for two principal reasssets of WOM, it additionally has kinds which elicit distinct behaviors specifically fantastic and negative. Positive phrase of mouth is visible as a riding pressure to make a buy. After collecting advertisements and suggestions of products customers can make decisions easily what products they want. PWOM is the best technique of marketing like social media etc. There are so many groups on social media for the promotion of products and easily collecting detailed feedback from customers. Hence, PWOM is very favorable for organizations. For the purpose of success select any marketing place or promotional technique. Might be its difficult for the brand image if one person give feedback to others weather it is good or it is bad. If organizations, select best place for marketing then it will give best performance of organization. When feedback is against the product then behaviors will ruined. Attitudes and behaviors are the main sign of purchasing our products and retain customers for long run purpose. Some statements are observed from negative feedback or suggestions if they, Il give negative then further decisions will be made easily. They inform others now no longer to shop for the product or a carrier due to the fact they themselves have been unhappy with the aid of using it and endorse different to live far from it.

NWord of Mouth is an important factor for the perception of PWOM. This helps for generating monthly salaries and Brand Image and Logo as well. Weather it is behaves negative. Organizations manipulate NWOM with the aid of using dealing with lawsuits and heeding to the remarks from clients approximately their merchandise. However, Individuals who grumble whilst they're disenchanted often will be inclined to be people from greater upscale monetary gatherings contrasted with the customers they dint known whine (Warland et al., 1975). Hence, all clients and customers don't give negative feedback. Those who inn a grievance may be was happy clients and may be made to keep away from NWOM. But people who hold silent without delay generate NWOM every time they can. Thus an organization need to be pretty vigilant and attentive in its object or management and need to make certain that its service or product is up to speed to patron's expectations. In view of the cutting-edge literature, this observe in addition creates the subsequent speculation to find out the affiliation of patron phrase of mouth endorsement and patron choice making manner with the mediating position of logo equity

H2: A positive relationship between WOM and Client Process

3.4. CHANNEL OF MEDIA

A media channel for accessing information and content that helps consumers make decisions about purchasing or abandoning products. One of the main ways consumers communicate with each other, as well as express their opinions, is through user-created content. User-generated content is socially created when it is published, but it is also created around protests that its sociality is occurring (Boyd & Ellison2008). One of the fastest growing mass media channels to allow consumer-sponsored communication is the

Internet, which is the source of information for collecting work and personal information from consumers.

User-generated content (UGC for short) can take a variety of formats and media channels, including YouTube videos, Facebook posts and status, Twitter tweets, Instagram images, and product reviews written by consumers and commercials. (Dhar & Chang 2009; Muñiz & Schau 2007). There is great variety in how information is transmitted across many types of online networks, including public network sites, blogs, and even organizations such as content groups (Kaplan & Haenlein 2010). After collecting detailed feedback from social media like posts, comments or suggestions of products then they'll purchase products. By the help of interpersonal skills people can trust everyone and give respect to their opinions. It will help to utilize all products in a better way. Most of the cases it increases brand image or brand loyalty. (Nardini, 2005). By the usage of UGC best decisions will be occurred. This is because UGC is primarily brand related, not many media products. Recognizing this, companies have used social media to not only digitally promote and promote, but also solve customer service issues, seek innovation, and engage directly with customers (Solos, 2010).

One of the fastest growing mass media channels to allow consumer-sponsored communication is the Internet, which is the source of information for collecting work and personal information from consumers. In the United States, website users account for up to 60% of online purchases at regular weekly rates of 100 minutes or more (Rashtchy et al., 2007). In fact, buyers are starting to look away from their usual publications: radio, newspapers, magazines and television. They are also now looking for finer control over the channels, quantities and timings they consume. Consumers now want instant access to information they find useful on demand (Rashtchy et al., 2007; Vollmer & Precourt, 2008).

Customers have also begun to turn to the various types of social media as a channel of media to gain information, to conduct searches, and to make decisions pertaining to buying and purchase processes (Mangold & Faulds, 2009; Vollmer & Precourt, 2008). Social media has become so popular because it is viewed as a more reliable source of data in regards to any service, brand or product, as opposed to the communication done by, and information provided by the corporations through the traditional media channels using the standard components of the promotional blend (Foux, 2006). In the paradigm of traditional communications, these elements are usually communicated to form an IMC strategy. From outside information this paradigm, for a great length of time, was confined to methods like face to face conversations between customers, and had minimal effect on marketplace dynamics due to the fact that the dissemination of information was so limited (Mayzlin, 2006). This IMC paradigm was used most often in the post-WWII era to develop effective marketing strategies and channels of media through which customers got their information (Muniz & Schau, 2007).

One commonly used channel of media is word of mouth. WOM can be either online or offline, and is a form of interpersonal communication. For offline WOM, consumers usually tend to rely on social ties all communities to assess usefulness and trustworthiness of both WOM and product (Brown & Reingen 1987). They can also use remote ties like celebrities

and endorsers suggested by Duhan et al., (1997) which are vital logical factors that affect the seen convenience of WOM. More specifically, positive reviews or positive WOMs and product predispositions that consumers already have in mind are perceived to be more useful than negative reviews. In many cases, you can expect a positive bias in most customer reviews. Another important thing about Word of Mouth is a strong opinion for the betterment of our products. Generally, it is based on detailed information rather than minute details of feedback or suggestions. When information is collected on large scale then trust level will be also increased. (Morvan & Jenkins, 2017). According to Petty and Cacioppo, 1984, after collecting detailed information customers felt more comfortable and it will be make more loyal customers. At the end, loyal consumers will be made after detailed good reviews and feedback.

Another media channel uses social media platforms, such as fan sites, to promote products and influence consumer buying behavior. In 2011, more than 50% of online network users followed the brand, as shown by Van Belleghem et al., (2011). Companies are beginning to increase their investment in social media, as global spending to market their long-term interpersonal communication goals totaling about \$ 4.3 billion shows (Williamson 2011). Those customers who loyal they give positive feedback and those who find problems in products they, ll give negative feedback so some time they get more worried and aggressive but they are happy if they required more innovation and technology. (Bagozzi & Dholakia, 2006). By the help of technology more customers in take is held and it creates more positive effects when word of mouth is collected from customers. Those people who used social mediums rapidly they are more enthusiastic and dedicatedly involved for buying more products. (Dholakia & Durham, 2010). In view of the current literature, this study similarly creates the following hypothesis to discover the association of consumer channel of media and consumer decision making process with the mediating role of brand equity.

H3: A significant and positive relationship exists between channel of media through brand accesses and client process.

3.5. PURCHASE INTENTION

Previous research has found several factors that have a significant impact on online shopping, including brand attitudes, buying intentions, and advertising attitudes. Bosnjak et al., (2007), the intent of buying online was an important sign of consumer emotional involvement. Huang et al., (2010) If travel bloggers have a high participation rate and find positive opinions, suggestions, or commercials, it will be very helpful and an important indicator of purchase intent if all brands manage them. Casalo et al., (2008) also observed that participation in the digital community has a positive impact on consumer loyalty to businesses. Social media is discussed in surveys and influences buying intent.

Hutter et al., (2013) we analyzed the impact of brand social media activities and consumer participation on corporate social media pages on the purchasing decision-making process. In general, there is a certain relationship between buying intentions and customer buying behavior. Customer interest in a purchase arises when it is in mind to acknowledge it.

Advertising, previous research, quality, salary levels, and form decisions were the basis of their enthusiasm for a particular product. Advertising is widely used as a medium to convey a product message to customers, giving the brand an emotional appreciation and an extraordinary relationship in the customer's mind (Chernatony, 2010). Quality is considered the most important factor in customer buying expectations and is also influenced by persistent advertising. Studies show how advertising affects quality perceptions. Most items that appear in light-rich areas, rather than those that appear in delicate music, are rated low quality (Baker et al., 1994)

Different studies questioned about population and sample size of studies. Surveys are our fundamental focus regarding investigation. The striking increment has observed about sales a quick increment about utilization of networks globally. Individual's decision about products and knows about purchasing power is enormously influenced by the online audits through internet. One of the key points of interest is that internet business gives broad item data including itemized advertiser gave data, customer audits, and master conclusions (Bickart & Schindler, 2001; Chen & Xie, 2008; Demangeot & Broderick, 2010; Jepsen, 2007). These days People tend to spare time and want to purchase on the web. To think about the product quality or other customer encounters, customer move to online audits. Past scholarly research on all networking software's purchaser audits is demonstrated Google surveys are a wellspring of electronic informal exchange (eWOM), and influence item evaluations of consumers item and also their buy conduct (Chevalier & Mayzlin, 2006; Chiou & Cheng, 2003; Doh & Hwang, 2009; Duan et al., 2008a, 2008b; Forman et al., 2008; Lee, Park, & Han, 2008; Mudambi & Schuff, 2010; Park & Kim, 2006; Park & Lee, 2009b; Park & Kim, 2008; Park & Lee, 2008; Park et al., 2007; Sen & Lerman, 2007).

Previous researches demonstrated regardless of all possibility that a brand has an amazing spot in market, an excessive number of negative surveys about its new product result in decay of its deals. Individual mentality is significantly affected by online surveys. On-marketer data (e.g., customer surveys, and master conclusions) is progressively imperative till all data is more visible for all customers more valid than marketer-gave information (Bickart and Schindler, 2001; Park et al., 2007); is utilized as a sign for their decisions (Huang and Chen, 2006); diminishes consumers' perceived instability (Hu et al., 2008; Weathers et al., 2007). According to research, 90 percent of the customers respond to positive reviews and 86 percent say their buying choice was affected by negative audits. In view of the current literature, this study similarly creates the following hypothesis to discover the association of consumer purchase intentions and consumer decision making process with the mediating role of brand equity

H4: A significant and optimistic relationship exists between purchase intention and thus the shopper method.

3.6. PAST EXPERIENCE

Organizations in the period of 21st century can't exclusively depend on the price or product with a specific end goal to contend in the industry. These days Companies give careful consideration to the customer' encounters with their product. Clients search for a novel

affair to indicate nonstop perform different type of responsibilities for long term purpose haul connection. Selling our products in long term profoundly rely upon the encounters of customers, if a customer desires did not meet his genuine cravings then he/she won't not utilize that product once more. The benefits the customer gets after using a certain product include how he perceived the profits or made any gains from the administration that was given and how the encounter was. Another outcome from the administrations, from the perspective if the client will be their unconscious or conscious evaluation of the provided service (Zomerdijk & Voss 2010), the apparent estimation of the received benefit (Bitner and Hubbert, 1994, Oliver, 1997) and there in general dissatisfaction or satisfaction (a feeling) (Carbone 2004). Complaining consumers typically spread awful word of mouth to other individuals through facebook or internet and individuals read their surveys and arrive at conclusions specifically. Organizations who don't take feed backs and overlook customers gripes lose their long haul relationships. Stuart and Tax (2004) argued that the experience of the customer can be improved by outlining such a benefit framework that encourages more noteworthy client cooperation. It is seen how well the service was provided to them. People will switch to other service providing companies if their expectations are not meet.

In a study conducted by Strativity Group in 2010, among 930 consumers in the US and Canada, it was watched that consumers are prepared to bear high level costs, give item recommendations give organizations more offer of profit and build up long haul loyal relationships if there is a prevalent customer experience (Fatima, 2014). Any endeavor that conveys positive customer encounters separates itself in the minds of clients, urging them to pay longer and cash with the organization and as a matter of reality evokes loyalty to the whole. Greenberg (2010) analysis shows that unwaveringness is presently primarily driven by an organization's collaboration with the clients and how well it conveys to their needs, fancy and desires suggested. It can be seen how the past customer experience impacts the decision criteria in future. Media can assume a vital part in changing the views of customers regarding their past bad experiences by providing maximum value to them. In view of the current literature, this study similarly creates the following hypothesis to discover the association of consumer past experiences and consumer decision making process with the mediating role of brand equity

H5: A substantial and positive relationship exists between past experiences with a definite whole or product and also the client higher cognitive process.

3.7. BUYING / SELLING SITUATION

Different buying situations are faced by consumers every day. Buying situation may be different in every time when the consumer is going to buy something. It may be same with the previous shopping for scenario and should show a discrepancy. Hansen (1972) and Lie (1991) has given 3 shopping for scenario which will be associated with strategic selling. This includes the obtain circumstance, the correspondence circumstance and what is more the use circumstance. In step with the authors for intention to shop for, consumption scenario is of nice importance. It is because the goal to purchase relies upon the base level at which a consumer considers the features and details of the product with his estimated utilization circumstance (Quester & smart, 1997; Belk, 1974; Chow et al., 1990; Lai, 1991). After referring

to multiples studies we have found that the considered brand, sort of data looked for, in depth study, wellsprings of data and prices ranges vary liable to change with the change in the expending situation (Quester & smart, 1998).

Generally, there can be three buying situations which includes new errand, modified repurchase, straight repurchase. At the point when customer buys any merchandise or administrations surprisingly it goes under the new errand purchasing circumstance. Second is modified re-buy situation, in which the consumer or buying demand some modifications in terms of prices, suppliers, product specifications etc. in this case the consumer may be going to buy the same product but with applying modifications. Last is straight re-buy in which the buyer needs no modifications, it includes purchases on daily basis. It is the easiest buying situation for the customer. The difference in buying situations may be caused by awareness about the competing brand, decision making criteria of customer, customer own evaluations.

The consumer purchase decision is influenced by many factors which include marketing situations, environmental situations, personal factors, psychological factors, culture and family. Businesses focused on finding the trends so that they find those customers who consider purchasing from their brands and by using the most cost-effective method. Businesses also try to create those buying situations that may appeal the customers which include: store design, music products availability, advertising and pricing. The strength of influence may be temporary or for a longer time period. Different buying situation may influence buyers to make a purchase, to buy a variety of products or to buy nothing.

Sometimes buying situation is related to the perceived risk of the customers. If a customer is brand loyal he will take less time in choosing different products of the same brand as his perceived risk is low where as customers who are risk takers may not be brand loyal and make frequent purchases from different brands and try new products which satisfy their needs. As mentioned earlier that there may be three buying situations. There are many factors that may influence the customer involvement in these situations. Generally, these are capacity, quality, price and efforts.

All these above mentioned factors participate differently in the basic leadership procedure of the customers while making purchase in different buying situations. In the new assignment purchasing circumstance as client is making buy surprisingly so it would require greater investment for the client to buy and he will consider all the previously mentioned factors. In the modified re-buy as customer is making modification in already existing product so he already knows that what a product can do. That's why the relevant factors can be price and quality. In the straight re-purchase as the client definitely realize what he needs to purchase, client as of now having the data of the item so the critical factor that impact the client contribution is the items and limit. In view of the current literature, this study similarly creates the following hypothesis to discover the association of consumers, buyers and detailed condition of customers managing different type of decisions with the mediating role of brand equity.

H6: A vital and positive relationship exists between an explicit shopping for class/commerce state of affairs and also the client higher cognitive {process} process.

3.8. CONCEPTUAL FRAMEWORK

A conceptual theoretical framework is shown below explaining study variables.

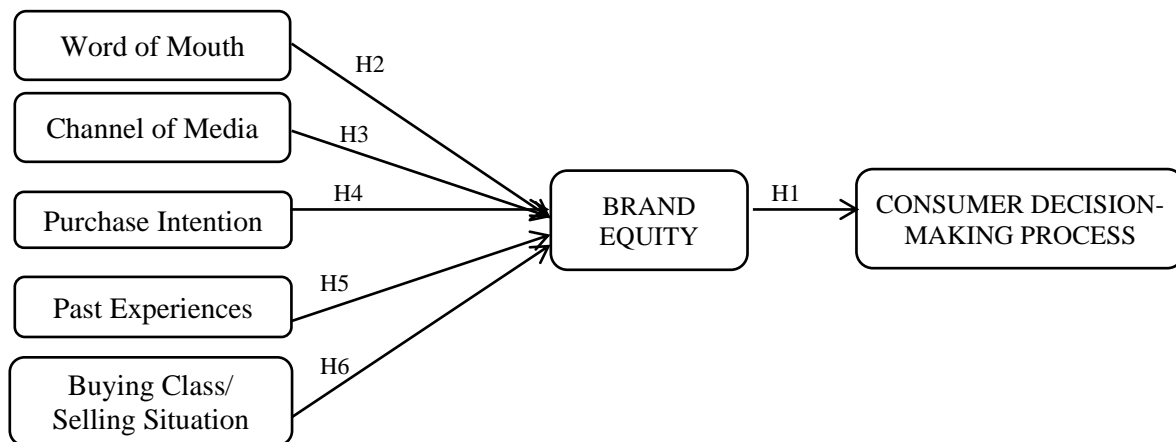


Fig. 1. Conceptual theoretical framework

4. METHODOLOGY

4.1. RESEARCH DESIGN

The purpose of the current study was to understand causal relationship between the drivers of brand equity in relation to consumer decision making process. To achieve this aim, the study adopted quantitative research methodology with survey as data collection tool. The data has been gathered from large number of 500 participants. As a pretest, questionnaire was presented to fifty students to trigger initial responses before the administrative procedure in order to check the data reliability. Next, the reliability of the data is checked. As a sampling technique, convenience sampling is materialized with a mix of male and female participation. Incomplete and ambiguous questionnaires are castoff and only appropriate data is used to conduct analysis.

4.1.1. Sampling Technique & Population

Punjab University, business students have been selected as sample for current analysis, however one is selected outside the premises of Punjab University but of the same field. Both the genders have received equally chances to participate via gathering data. For data accumulation purpose, the bachelor's students, Masters students and Doctorate candidates are encouraged as true representatives of the target population. The following departments are selected a) Institute of Business Administration (IBA), b) Institute of Administrative Sciences (IAS) c) Institute of Business and Information Technology (IBIT) d) Hailey College of Commerce and CFE. Respondents age ranges from 19-26 years. Twenty-five percent of the data was gathered from CFE, Lahore.

4.1.2. Analysis Techniques

The descriptive statistics were conducted representing demographic information on various frequencies of data. Moreover, Pearson's Correlation was also applied on study variables. The process Hayes is carried out on the data to check the mediation effect

between predictor and outcome variables and to have a look if brand equity is strengthening or weakening the relationship between study variables.

5. RESULTS AND ANALYSES

5.1. DEMOGRAPHICS ANALYSIS:

The demographical analysis that was from the data that was collected is as follows:

Table 1. Descriptive Statistics

Demographic Characteristics	Frequency	Cumulative Percentage
Male	212	42.6
Female	285	99.8
4	1	100
Missing Value	2	
Total	500	
Age		
17-19	113	22.8
20-22	270	77.2
23-25	99	97.2
26 & Above	14	100.0
Total	496	
Missing System	4	
Total	500	
Education		
UnderGrad	263	53.0
Grad	126	78.4
PostGrad	73	93.1
MPhil	29	99.0
PhD	5	100.0
Missing	4	
Total	500	

From the above table, we can say that most of the respondents from the sample of 500 were Undergraduate students, at 53.0%. After that the highest frequency was that of Grad students, at 25.4%.

5.2. SOURCES FREQUENCIES

Table 2. Frequencies and Percentages

Sources	Total Rate	Combined Percentage
Facebook	340	69.1
Discussion Forum	17	72.6
Twitter	5	73.6
Online Shopping Sites	32	80.1
YouTube	4	80.9
Personal Experience	53	91.7
Word of Mouth	30	97.8
Other	11	100.0
Total	492	
Missed out terms	8	
Total	500	100.0

From this table we conclude that the highest source of information for people is through Facebook, with 69.1% frequency from a sample of 500.

5.3. RELIABILITY ANALYSES

The below table shows the scale consistency values above then ($\alpha = 0.70$), we can say that the questions employed for the specified variable were reliable.

Table 3. Cronbach Alpha Reliability Statistics

Variables	Cronbach's Alpha	Scale Items
Consumer Purchase Decisions	.757	17
Brand Equity	.734	7
Word of mouth	.723	7
Channel of Media	.804	6
Purchase Intension	.732	7
Buying Situation	.709	7

The reliability statistics providing values of study constructs of test which are more then the desired 0.7 with channel of media resulting the highest score of .804.

5.4. ONE SAMPLE T-TEST

The one sample t test deducted for the data is as follows:

Table 4. One Sample T Statistic

Summary	Test Value = 3	
	Sig. (2-tailed)	Mean Difference
Consumer Purchase Decision	.000	.51110
Brand Equity	.000	.38743
Word of Mouth	.000	.12913
Channel of Media	.044	-.06840
Purchase Intention	.000	.18627
Past Experiences	.000	.42517
Buying Situation	.000	.23907

All the variables representing significant results (.000) explaining positive relation of the brand equity between study variables. The relationship of brand equity with purchase decision containing ($t=20.661$, $P=0.000$) showing a positive relationship. Word of mouth and consumer purchase decision shows significance positive value of 0.000 at t test value 13.884.

The channel of media representing (t value=-2.017) with significance value of 0.044 showing negative relation with consumer decision making, which means that the individual consumer is not affected by channel of media via which advertisement is being exposed. Consumer Purchase Intention (t value=5.925, $p=0.000$) indicates a significant positive relationship. As far as consumer prior past Experience is concerned, the t value turns out to be 14.029 shows significant relationship between Past experience and purchase decision. Lastly, Buying/ Selling Situation and Consumer Purchase Decision contains (t value= 8.735, $p=0.000$) represents significantly strong relationship between the two variables.

4.5 CORRELATIONS

Table 5. Correlation Coefficients

Pearson Correlation	CPD	BE	WoM	CoM	PI	PE	BST
Consumer Purchase Decision	1						
Brand Equity	.426**	1					
Word of Mouth	.328**	.414**	1				
Channel of Media	.335**	.348**	.429**	1			
Purchase Intention	.345**	.367**	.480**	.461**	1		
Past Experiences	.359**	.417**	.422**	.334**	.405**	1	
Buying Selling Task	.345**	.397**	.406**	.408**	.401**	.432**	1

***.* Correlation is significant at the 0.01 level (2-tailed). N=500

- In the table, the P- correlation coefficient between (consumer purchase behavior and brand equity) is .426 at .000 p value shows a strong relationship between the two variables.
- The correlation between consumer purchase behavior and WOM shows a significant coefficient value .328, at p value .000.
- The coefficient is .335 for consumer purchase behavior and channel of media indicating significant strong relationship at $p < 0.05$.
- Both variables (consumer purchase behavior and purchase intention) shows a significant relationship at .345 coefficient with p at .000.
- Pearson correlation coefficient is .359 for (consumer purchase behavior and past experience) variables and indicates a positive relationship because sig is less than 0.05.
- Consumer purchase behavior and buying situation indicates a coefficient term .345, at $p < 0.05$ indicating statistically sound relationship amongst variables.

Model = 4

Y = CPD

X = WOM

M = BE

CONTROL= COM PI PE BC

N= 500

Result: B.E

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5378	.289	.280	40.198	5.000	494.000	.000

Outcome: CPD

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5146	.265	.228	29.599	6.000	493.000	.000

***** TOTAL EFFECT MODEL *****

Outcome: CPD

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4708	.222	.241	28.133	5.000	494.000	.000

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Total effect of X on Y

Effect	SE	t	p	LLCI	ULCI
.072	.040	1.792	.074	-.007	.150

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
.036	.039	.909	.364	-.042	.113

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
BE	.0358	.0123	.0140	.0632

Normal theory tests for indirect effect

Effect	se	Z	p
.0358	.0117	3.070	.002

From the outcome table, the relation between the constant and predictor variables gives an R-square value (.2648), while the r-square value is .2892 represents an increase by brand equity which further signifies the accuracy of the data. The total effect without intervening variable is 0.358, however the effect has increased to 0.716 after including mediating variable which clearly indicates that brand equity has played a pivotal role in strengthening the relationship between antecedents and consumer decision making process .

6. CONCLUSION AND DISCUSSION

In this paper, we approached the various antecedents driving towards forming positive influence on consumer decision making process, amongst which consumer past experience with company's products turned out to be most dominating factor. The results of the study are consistent with prior equity literature that consumer past experiences have a great effect on their buying behavior. The next strongest effects are by buying class selling situation, and purchase intent.

The hypotheses that were proven from this research are:

Sr#	Hypotheses	Accepted? Yes/No
H1	Brand Equity indicates significant role in strengthening relationships between the dependent and independent variables	Yes

H2	A pivotal and statistically positive relationship exists between word of mouth and the customer decision making process	Yes
H3	A positive relationship exists between channel of media through which consumer accesses the user generated content and the customer decision making process	Yes
H4	A significant relationship exists between purchase intention and the customer decision making process	Yes
H5	An optimistic relationship exists between past experiences with a certain brand or product and the customer decision making process	Yes
H6	A significant and impactful relationship exists between a certain buying class/ selling situation and the customer decision making process.	Yes

All the study hypotheses are proven to be true and represents sound statistical evidence regarding the significance of the study variables.

6.2. MANAGERIAL IMPLICATIONS

From this analysis, we draw upon together the key findings and outline various managerial recommendations to the managers. Our analysis revealed that the electronic WOM is an effective way of distributing information to the customers. The managers should try to comprehend What feelings consumers hold for company's products after reading reviews posted online. It is not to be taken light, as the online reviews contains real in time user generated content which is an authentic source in displaying company's brand reputation and allows the firms to foster innovation in their product lines. Secondly, the electronic contents allow for contrastive judgments for other competing brands and easily align the marketing strategies and tactics made by the leading brands, and where they are failing to satisfy customers. Thirdly, as sales are a vital point for a company to focus on, this research explains the rapport between product sales, equity of the brand and related constructs selected in this research that managers can use to devise their product and campaign strategies. Fourthly, An Equity of incumbent can be considered as the power of brand acquired over time. This acquisition is due to several factors, some of which have been considered in this research. Therefore, this study may prove useful for managers who pursue building their brand images.

6.3. STUDY LIMITATIONS & FUTURE DIRECTIONS

The study boundaries of the current research are as follows: Firstly, this study has incorporated the study body as unit of analysis from a renowned Pakistani university, i.e University of the Punjab which is a demographical limitation for current study. Other age groups may have different approaches towards online reviews. Secondly, students having undergrad degrees were not included in the analysis perhaps they may have a different behavioral approach. Thirdly, Only Lahore is considered in location selection, results from other cities/ provinces could yield different results. Other independent variables like brand loyalty or Brand reputation could be included in order to check effect on consumer decision making process that is not touched upon. They may also have a significant effect on the study. Fourthly close ended questionnaire was used instead semi-structured interviews.

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