



EXAMINING EFFECTS OF E-WOM, VALUE CO-CREATION, BRAND IMAGE AND PERCEIVED QUALITY ON PURCHASE INTENTION

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ABSTRACT

Word of mouth is one of the fundamental means of distribution. Word of mouth can influence others' views, thoughts and their decision. If word of mouth power utilized correctly, it could market any product/services for the long time. It has the power to create strong image in the individual mind. Word of mouth could be beneficial as well as harsh. Local market influencers, Trendsetters and Tastemakers are supported by word of mouth marketing process also by which advertising messaging campaign releases. This paper examines effects of e-WOM, Value Co-Creation, Brand Image and Perceived Quality on Purchase Intention.

1. INTRODUCTION OF THE TOPIC

Marketers always attempts to detect the consumers purchasing intention due to its importance in understand how consumers think, feel and choose from different options. There are essential factors that influence consumer's buying intention such as: cultural, social, personal and psychological factors. Hence, consumers can be affected by what they hear (WOM) from others in their surrounding environment (friends, peers, family) etc. The emergence of web 2.0 and social networking sites raised the influence of groups and individuals, and led to the advent of eWOM which is expected to affect consumer's intention in both marketplace and market space.

The Arab community is considered as rich community to investigate in, thus, the current study examines the impact of eWOM dimensions (Quality, Quantity, Credibility) on consumer's purchasing intention. Correspondingly problem statement, research conclusion, recommendations and future research are also discussed.

Arndt believes that word-of-mouth refers to the informal information communication between a communicator and receiver about a product, brand, organization, or service, which is face-to-face and with no commercial purpose.

The appearance of the network has changed the traditional way of communication and information searching. Consumers are increasingly using various network platforms to share and exchange information about products and services. Thus, electronic word-of-mouth emerges as the times require.

A quite part of people think that the Internet media aggregates a number of experienced same consumers with the same interests who providing product information and purchase advice, which is more authentic, objective and reliable, thus they are willing to believe that the information about the products on the network.

At the same time, electronic word-of-mouth has the features of rapid dissemination and precise positioning, which makes the electronic word-of-mouth spread and amplified continuously in the process of communication and re-dissemination, and which is known to more audiences. More and more enterprises begin to use electronic word-of-mouth to carry out marketing activities. Therefore, in this context, it is extremely necessary to discuss the influence of electronic word-of-mouth on consumer purchase intention.

In 1960's many books were written however; its intellectual forefathers are much older. Consumer Behavior is a discipline. Understanding of consumers provides a number of benefits it is the consumption process. Benefits are included follow the manager for decision making and giving the marketing research with base of theoretical by which to analyses consumers to make better decision. Psychological, economics and sociological are the factors that influence human behavior or decision and could be understood by studying of consumer behavior. Consumer behavior general knowledge had personal value. It could help people to become better consumer after informing. Additionally it could help consumer for buying process after informing them regarding some of the strategies, which are used by companies for their products market. (Foxall & Goldsmith, 1994).

The word of mouth marketing campaigns are connected with influencers and trendsetters who help to begin consumer trends such as consumer products trends, automobile purchase trends, entertainment trend, Fashion trends, and beverage consumption trends. Word of mouth values twice like advertising values for consumer. By advertising we all are captured in the world all day and night

1.2 Rationale for the Study

The purpose of this paper is to understand, summarize and highlight the current research work in the area of word-of-mouth (WOM) along with the existing gaps in the literature. Design/methodology/approach: This study is a qualitative analysis of 20 research articles from peer-reviewed sources covering a span of 14 years from 2002 till 2016 addressing WOM, its antecedents, the effects and its role in the overall larger context. Findings: WOM strongly impacts consumer behavioral attitudes. Tie strength, stickiness, loyalty, monetary influence can moderate the WOM influence.

However it remains to be seen the how various personality traits gets affected. Practical implications: The findings of this review may help potential marketers to understand WOM and its intricacies and follow the best approach to maximize the WOM effect. Originality/value: Given the limited amount of the literature focused, this paper summarized the existing work so that researchers and organizations can use this knowledge and focus on their WOM activities. It also highlights the research opportunities for scholars interested in pursuing further studies in this area.

1.3 Objectives of the study

- 1) To identify effects of demographic factors on the purchase intention
- 2) To examine the impact of ewom, value co creation, brand image and perceived quality on purchase intention.
- 3) To suggest various strategies for maximize customer satisfaction.

1.4 Need and scope of the study

Electronic word of mouth enhance customer satisfaction and brand image of organizations Customers used to considered perceived quality and brand image in their buying process behavior.

Therefore it makes service to conduct a study on factors affecting customer purchasing intentions such as ewom perceived quality value co create

2. LITERATURE REVIEW

ELECTRONIC WORD OF MOUTH (E-WOM):

The concept of electronic word of mouth (E-WOM) has appeared and varied through the appearance of social networking sites; where the individuals are able to record the ideas exchange and the related concepts to the brands of products or services with their friends through the Internet (Erkan, 2014). The word of mouth has become electronic in the social networking environment and has become one of the biggest benefits for social networking sites users, because of its popularity many

Consumers can freely express their opinions about companies, brands, products, and services. Faithful customers of any organization will play a mediator role with their E-WOM between the organization and organizations' product and the prospective customers in a way of making them real customers (Owino et al., 2014). E-WOM is a truthful supply of evidence that decreases threat and rises the assurance of customers' decision-making process (Berger & Menon, 2014). On the other hand, the E-WOM will be a good predictor for the customer through the shared information when he evaluates the alternatives before doing the actual purchase, it might affect the purchase intention through its quality, quantity, and credibility.

CUSTOMER PURCHASING INTENTION:

The intention is a predictor of the theory of reasoned action (TRA) which in turn implements a behavior regarding the personal attitude and his normative belief (Coleman et al., 2011). In the area of social psychology history, TRA produced significant research and revealed that the purpose of it is to clarify the hidden personal behavior (Kelkar et al., 2018) TRA model consisted of 4 hidden variables: "attitude, subjective norms, intention, and behavior".

Consumer behavior is the action. Of the consumer when exposed to stimuli either internal or external effects, in order to satisfy his desires or needs, which is a set of procedures, that start with the stage of feeling the need; search for information; evaluation of the alternatives, and end up with the stage of the actual purchasing and the feedback (Prasad & Jha, 2014). There are many factors that are playing a vital role and affecting the customer purchase intention of a smartphone (Walia et al., 2015). For instance, there are some studies (e.g. Rakib, 2019; Taivanjargal et al., 2018; Tran, 2018; Uddin et al., 2015) which state that "Brand image, Product features, Social influence, price, design, brand name, perceived quality, durability, easy handling, ease of use, promotion of brands, phone size, appearance" will affect the customer purchase intention in smartphones field. Since the targeted customer is the main element of the market, and customer is looking for quality of the product and the services, so if companies want to increase the sales volume they should make the consumers feel the added-value of their products and services, which in its turn will increase their satisfaction (Chen et al., 2016). Ali and Naushad viewed (2021) that Customer satisfaction is important for making organization profitable.

BRAND IMAGE:

The majority of the scholars approved the significance of emphasizing brand image; brand image is the main driver of brand equity, related to the customer overall awareness about the brand, and it has impact on consumer behavior (Hong & Zhang, 2017). For instance, Aaker (1991) said that the image in several styles design the value, assisting consumers to handle information, distinguish the brand, spawning causes to purchase, offering progressive feelings, and offering a foundation for ex-

Tensions. Manorek (2016) said that the image of the brand is the main part of any organization and the customer relationship, which means it has a greater value than name and logo. Brand image plays an important role in consumer behavior towards a product, so the organization in such competitive circumstances should take care of its product's brand image to catch new consumers and keep the actual consumers (Dunuwille & Pathmini, 2016). Many studies assure that images of brands will increase confidence in customers' intentions of purchasing products (Harsono et al., 2018; Surjaatmadja & Purnawan, 2018).

PERCEIVED VALUE:

Perceived value is a process if a person can choose, develops, and interpreting information into a meaningful picture (Kotler dan Armstrong, 2013: 37). This perceived value varies depending on the context and the interpretation of each person towards a product (Pham and Nguyen, 2019). In general, perceived value can be considered as a consumer's assessment of a product or service based on perceptions of what consumers have received from the product provider company. 2.4 Repurchase Intention Repurchase intention is a post-purchase action that is caused by the benefits and satisfaction felt by the consumers for products that have been previously purchased and consumed (Ekaprana et al., 2020). The subjective possibility that someone will buy the same product over and over again is also part of repurchase intention (Arif, 2019). A brand that is already embedded in the customer's heart will cause the customer to do a continue purchase or repurchase (Nurhayati and Murti, 2012). Repurchase intention can be defined as a consumer's behavior to do repeat purchase for the satisfaction that they have felt in previous purchase. Ali and Naushad described (2020) that social media marketing impacts customer satisfaction positively.

3. RESEARCH METHODOLOGY

The present research focused on the topic "Effect of ewom value co-creation, brand image, and perceive quality on purchase intention". The descriptive research design was used to achieve the objectives of the study. The objectives of the research study were to review the compensation practices of organization, identify the variables of compensation practices and analyze employees' satisfaction toward these variables, find out the correlation between identified variables and different aspect of demography of respondent and to explore the relationship between compensation practices and employee satisfaction.

To achieve these objectives the researcher had adopted a suitable procedure and used the following methodology for the study. Data for the present study was collected from Indian consumers using an online survey developed on Google Forms in April and May, 2016. Consumers were invited to participate in the study through email and by posting invitations to well-known sites asking potential respondents to visit the website to complete the questionnaire. The online survey is widely used research instruments as it facilitates prompt transmission and fast turnaround as well as considerable cost advantages.

A total of 102 consumers participated in the study, with a final valid 103 questionnaire being used in this study, excluding 15 responses that were unreliable or insincerely answered. The existing literature helped in the preparation of the questionnaire and questions were selected based on related studies. Some questions were then modified by the researchers in order to focus on specific information. The survey questionnaire consisted of two sections. The first section of the questionnaire contained questions to examine surveyed consumers' demographic profile. The second section of the questionnaire was concerned with various factors related to eWOM, brand image, and purchase intention. Respondents were asked to indicate their level of agreement with each of the 12 attributes related to eWOM, brand image and purchase intention in a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Out of 12 attributes, five were related to eWOM (Park et al. 2007; Wangenheim & Bayon, 2004; Wallace et al. 2009), four were associated with brand image (Davis et al., 2009; Cho, 2011) and three variables were concerned with purchase intention ((Shukla, 2010). In order to ensure the validity of survey instrument, the initial questionnaire was given to a panel of experts and faculty members to judge its content's validity, the clarity of its items meaning and to assure its linkages with the study objectives.

3.1 Research Design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question (s) through the collection, interpretation, analysis, and discussion of data.

A stratified sampling method was adopted to select the respondents. The research was conducted in 6 companies which had the offices of General Manager: Apple Facebook, Twitter., 25 respondents were randomly selected from each of company. Thus in total 100 respondents were selected to participate in the research study.

Data Collected Type	Primary and secondary
Sampling Unit	Digital marketing & Emp Satisfaction
Type of Sampling	Random Sampling
Sample Size Taken	103

Research Tool	Questionnaire
Type of Research Method	Descriptive
Data collection Method	Survey
Survey Area	Digital Industry

3.2 Sample size

The 103 sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population.

Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population. The number of entities in a subset of a population is selected for analysis.

3.3 Statistical tool used

The studies cover a brief outline of the variables, an understanding of quantitative and qualitative variables and the measures of central tendency. An idea of the sample size estimation, power analysis and the statistical errors is given. Finally, there is a summary of parametric and non-parametric tests used for data analysis.

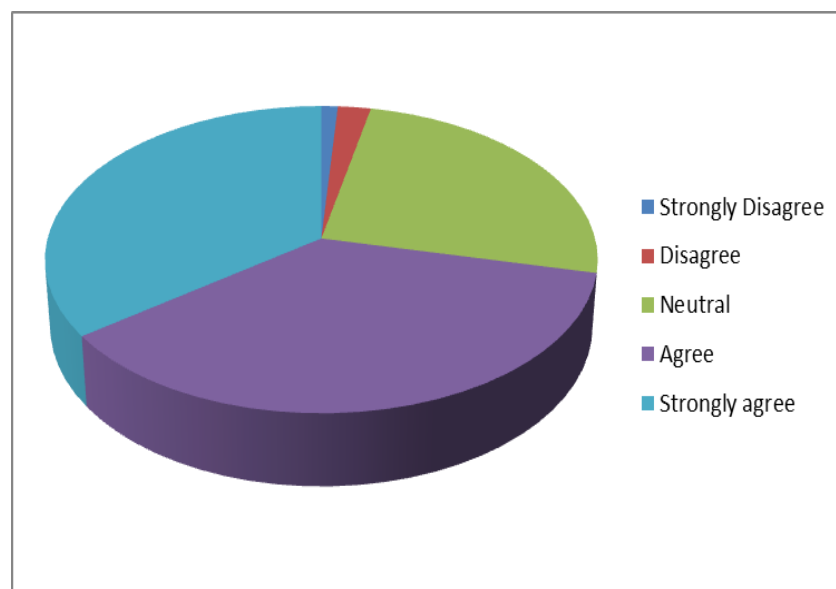
4. DATA ANALYSIS AND DISCUSSION

The aim of research was to understand the “EFFECT OF EWOM, VALUE CO- CREATION, and BRAND IMAGE AND PERCEIVED QUALITY ON PURCHASED INTENTION”. This part of the research includes the information acquired from primary and secondary data for the analysis. Analysis had been completed in two parts; in first part there was a demographic representation of respondent; in second part percentage satisfaction with all variables of employees’ satisfaction and compensation was analyzed;

Description of the Respondents:

Describing respondent characteristics was very important for this research because it provides the deeper understanding of the study. The distribution of the respondent across several personal data is presented separately. The personal information includes included age, education, gender, grade, income and length of employment. The sample characteristics are discussed in the order they appeared in the questionnaire.

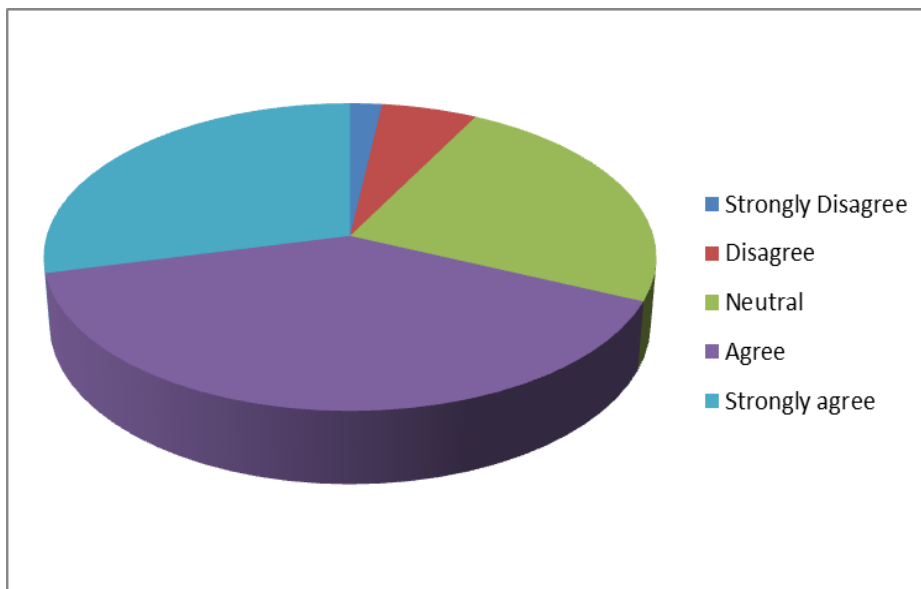
1. After reading online reviews/comments about Indian-brands, it makes medesire to buy the Indian brands.



Interpretation:-

This pie chart shows that out of 102 respondents 5 percent said that they are not purchasing the product after reading the online review whereas 10 percent people are disagree with this statement , 30 percent people are neutral and 50 percent people are agree and 40 percent people are strongly agree.

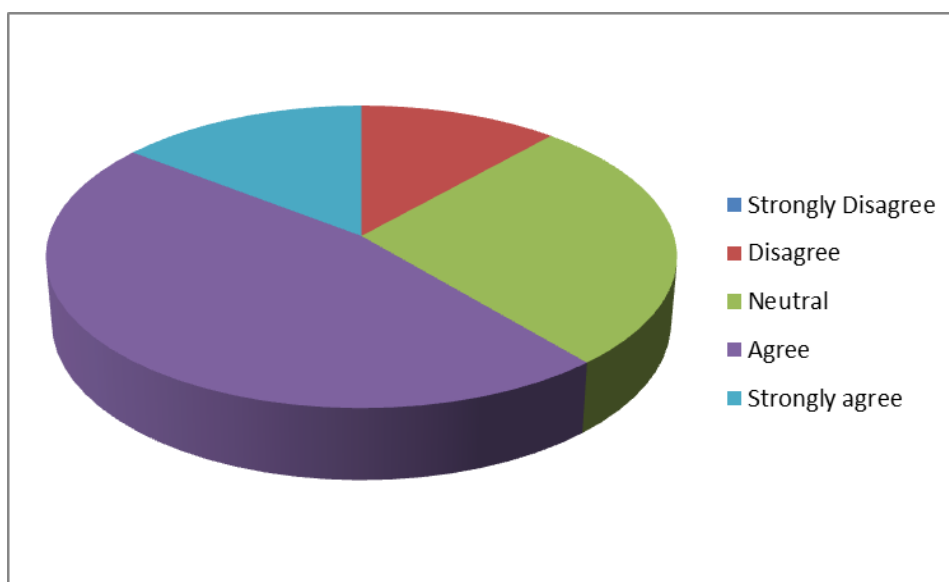
2. I will consider buying the Indian brands after reading online reviews/comments about Indian brands.



Interpretation:-

This pie chart shows that out of 102 respondents 20 percent said that they are not purchasing the product after reading the online review whereas 10 percent people are disagree with this statement , 30 percent people are neutral and 50 percent people are agree and 40 percent people are strongly agree.

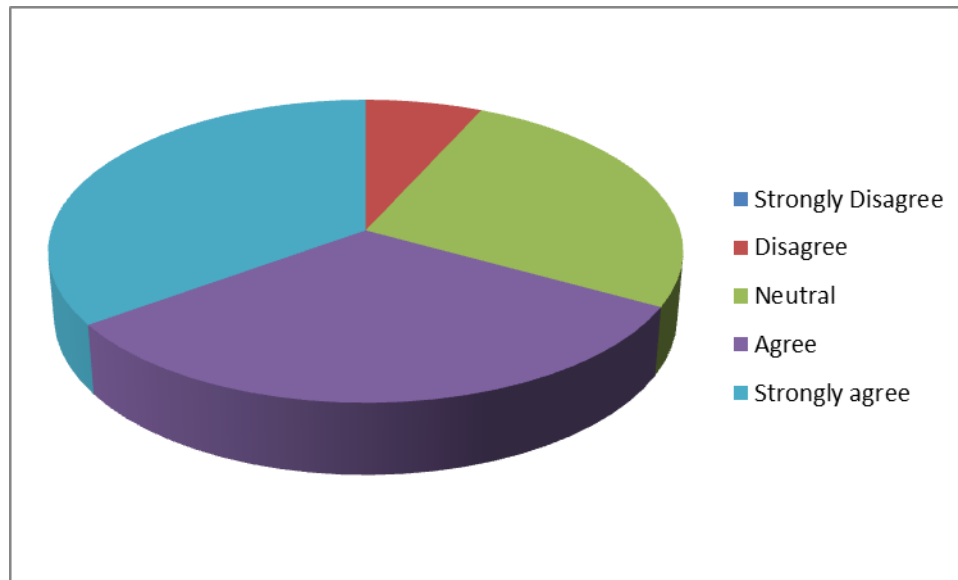
3. I intend to try Indian brands discussed in the online reviews/comments about Indian brands.



Interpretation:-

This pie chart shows that out of 102 respondents 20 percent said that they are intend to try Indian brands discussed in the online reviews/comments about Indian brands whereas 10 percent people are agree with this statement , 30 percent people are neutral and 50 percent people are Disagree and 40 percent people are strongly Disagree.

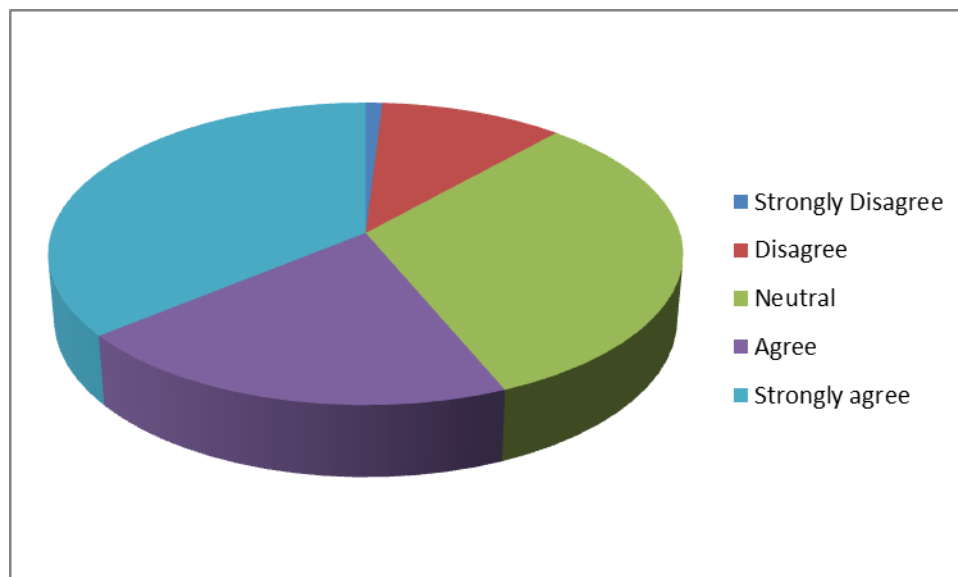
4. In the future, I intend to buy Indian brands discussed in the online reviews/comments Indian brand.



Interpretation:-

This pie chart shows that out of 102 respondents 20 percent said that they are I intend to buy Indian brands discussed in the online reviews/comments Indian brand whereas 60 percent people are agree with this statement , 30 percent people are neutral and 20 percent people are Disagree and 0 percent people are strongly Disagree

5. INDIAN BRANDS ARE RELIABLE



Interpretation:-

This pie chart shows that out of 102 respondents 40 percent said that they are Indian brands are reliable. Whereas 30 percent people are agree with this statement 30 percent people are neutral and 20 percent people are Disagree and 5 percent people are strongly Disagree

6. FINDINGS

The results based on Confirmatory Factor Analysis (CFA) shows that each variable is valid and reliable, and the result of Goodness of Fit shows all variables fit the data.

The result of hypotheses testing show:

- Electronic word of mouth affects significantly and positively on trust;
- Perceived value affects significantly and positively on trust;
- Electronic word of mouth affects significantly and positively on purchase decision;
- Perceived value affects significantly and positively on purchase decision;
- Trust affects significantly and positively on purchase decision.

7. RECOMMENDATIONS

This study aimed to explore the eWOM components, i.e., Valence, Length, and Channels, and their effect on the buying intentions of Pakistani Millennials. Nonetheless, for future research, the following suggestions could be made;

Post pandemic qualitative study and comparing its results with our findings

Running comparative research including a developed and a developing country and focusing upon the effects of cultural variances.

Extrapolating the finding by using the same eWOM components but with different study methods, such as quantitative.

Substituting the provided hypothetical situation in our guide with a service and understanding eWOM component effects on the service industry

Studying how different components of eWOM interact with each other and if such a phenomenon indicates reliable findings

8. CONCLUSION

WOM is deemed one of the most important channels of communication to exchange information between consumers which affects consumer's behavior. With the advent of the internet and increasing Usage of internet technologies, consumers have dramatically moved towards online communication channels to obtain information related to products and services to finalize purchase decisions.

EWOM plays a significant role in creating a positive image of the firms and brands and can also impact consumers' intention to purchase. On the other hand, it allows for a reduction in expenditure for firms such as promotion in the traditional media. Moreover, the internet has facilitated the use of eWOM in generating both recommenders and reviewers who have previous experience in relation to the brand and this can be employed as a strategic communication network. Consumers' opinions and reviews can influence other consumers purchase decisions.

Marketers should attempt to be attentive to the potential of this method, as they can influence this form of communication tool. Therefore, marketers can create platform applications to interact with customers and potential consumers and enhance the image of the brand from the perspective of customers. Ultimately, firms and marketers must concentrate on online communication channels to affect consumers' intention toward purchasing brands and brand image

MANAGERIAL IMPLICATION OF THE STUDY

The managers are suggested to include eWOM in their strategy mix by ensuring that the information is available at the right channel and appropriate length and impartial Valence. This study further suggests that if the managers are to enter the Pakistani market, they need to be attentive about managing the eWOM on SNSs. Exaggerated or only positive eWOM is perceived ambiguous, and only negative reviews can turn away the customers.

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