Journal of Business Administration and Management Sciences
Jan 2022 Vol. 04 Issue No. 01

THE EFFECT OF ELECTRONIC WORD OF MOUTH ON BRAND EQUITY IN THE CONTEXT OF SOCIAL MEDIA

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ABSTRACT
The aim of this study is to measure the model of brand equity to investigate the effect electronic word of mouth in context of social media, data was taken from past research papers. Quantitative method is used with survey strategy and the data was collected from sample of 330 consumers with the help of online survey on instrument adopted from previous research. Hypotheses were tested with regression technique on SPSS software. The findings of this research suggest that the electronic word of mouth has substantial and positive effect on all the attributes of brand equity, namely, brand loyalty, perceived quality, brand awareness, brand associations, brand image. This study recommends marketers to pay extra heed to eWOM in creation of brand equity.
Keywords: Electronic word of mouth; Brand Equity; Brand Awareness; Brand Associations; Brand Loyalty; Brand Image; Perceived Quality.
JEL Classification: M3

1. INTRODUCTION

1.1. Background

The whole world is experiencing a continuous development and the technology is playing a main role in this development. The internet is an example of modern technology, the use of the internet is taking place throughout the world for conducting business which causes the change in the overall business environment and creates more and more opportunities. It allows the companies to expand their businesses worldwide and reaches more customers. In 2015, Asia was the first place for internet users (Awad Alhaddad, 2015a). Since the last decade, the social media has changed the ways of communication and movement towards a new way to interact and promoting consumer goods. The social media is an experience that has made a great attention for both businesses and customers connecting on the networking landscape. The impact of communication on end users or customers was lacking in traditional type medium but the social media internet sites are creating huge impact on communication platform with the customers of different goods and services. Social media provides a rapid response to customer care service problems by offering a chance to listen bad and good news rapidly facilitating the relations, ad sharing of matter, in a fast, low cost, viral, and widespread way (Awad Alhaddad, 2015b).

The word of mouth is a term which means the information is passing from individual to individual by verbal communication & storytelling is also kind of word of mouth. The word of mouth communication is playing a crucial role in persuading and creating consumer attitude and playing a vital role in building behavioral intentions (Bambauer-Sachse & Mangold, 2011a). The electronic word of mouth (WOM) communication is very much effective than the other ways of communication such as advertisement etc (Bambauer-Sachse & Mangold, 2011b) and it is recognized to give relatively true information (Bambauer-Sachse & Mangold, 2011b). In marketing many researchers have done research on word of mouth. One of the researchers said that the power of word of mouth is comparatively much more effective 7 times than ads of newspaper and 2 times much effective than radio ads and 4 times effective than direct sales also (Goyette et al., 2010). Further studies show that in past, the word of mouth (WOM) was effective 9 times than advertising to change the attitude of customers (Goyette et al., 2010). Previous researchers said that the electronic word of mouth (WOM) displays a strong positive association with level of trust of customers (Goyette et al., 2010). The past studies show that the researchers have investigated the fitness of electronic words of mouth; most of the researchers have investigated the different communication channels of word of mouth and further analyzed different factors of (WOM) communication (Virvilaite et al., 2015a). Previous studies suggest that to form strong brand equity, it is necessary to focus on different factors of marketing such as word of mouth (Hanaysha, 2016c). Electronic Word of mouth (WOM) is recognized as a powerful mechanism of information communication between customers (Hanaysha, 2016). The acceptance of customer has been considered by profit-oriented company while conventional trade commercial put on the little level of victorious promotion

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styles, the marketing of word of mouth is put on the peak of this strategy (Ameri, n.d.-a). One of the researchers recalls an electronic word of mouth in an easy form which is not more over the exchange of ideas about products (Ameri, n.d.-a). The impressive key determinants on the electronic word of mouth (WOM) are 1) the message characteristics, 2) situational characteristics, 3) personal elements, 4) interpersonal elements. The message characteristics consist of clarity of message, power of delivery of message, wordy connection. The situational characteristics include low risk of product, low complexity of service and the personal elements includes, experience, accuracy, reliable source and the interpersonal includes the power obligation (Ameri, n.d.-a).
In 1980's, the concept of brand equity was introduced in marketing literature and during 90's brand equity got a crucial attention by many scientists, marketers, and researchers and as a result, it is found in many articles, books and research that have been published (Awad Alhaddad, 2015b). The brand equity is no longer valued as compared to the huge sum of money invested by the companies. The studies of brand equity tell the conception, development of dimensions of brand equity and its measurement scales (Virvilaite et al., 2015b). The main purpose of this study is to identify the various dimensions of brand equity in mediating the interconnection between the (EWOM) and brand equity dimensions based in the context of social media among the general customers in the Karachi city. Besides that, the effect of electronic word of mouth on brand equity dimensions have also been examined.

2. LITERATURE REVIEW

2.1. Electronic word of mouth

Word of mouth is a communication in which customers interchange their brand related and product related marketing information (Wang et al., 2016). Word of mouth is one of the intellectual sources of social capital as it transfers the mutual interest about any services or products discussion between these interest groups. WOM is effective in influencing the buying decisions of consumers because people share the product information with each other. The social media have modified the word-of-mouth communication due to the development because they allow users to share information of products at anytime from anywhere with each other (Wang et al., 2016). The electronic word of mouth is an online word of mouth. It is an internet platform in which the existing and future customers share their information, and positive and negative feedbacks with each other (Severi, Choon Ling, et al., 2014a). All the websites from social media are considered as precisely suitable platforms for electronic WOM. Apart from daily customer interactions, these social media websites also allow decision-makers or influencers to generate & boost profile relating to services & products of different brands (Erkan & Evans, 2016a). People or customers can share their opinions through picture, written messages, videos etc. EWOM is becoming more and more appealing, attractive, and enjoyable by the inculcating the enriched visual contents (Erkan & Evans, 2016a). One of the Researchers believes that the powerful or strong options of information sharing between the people is word of mouth because WOM is the process of transferring view or opinions from one individual to another (Duan et al., 2008). WOM plays an important part in customer buying decisions because WOM is providing a channel or platform for customers to share their feedbacks, opinions, and perceptions about the products & services. In 2007, Neilson carried out research and supported this argument. The research reported that 78% of consumers depend on suggestion to make their decisions from electronic word of mouth (Severi, Choon Ling, et al., 2014a). Researcher found that the electronic word of mouth has a positive impact on the brand equity and its all-related dimensions (Virvilaite et al., 2015b).

2.2. Social Media

Social media is a program which is based on internet. It helps the customers to share their knowledge, views, information, and experiences. Social media allows the customers to give their feedbacks about the goods or services in the public realm (Severi, Choon Ling, et al., 2014a). Brand equity can be influenced through communication in social media and brand equity derives according to the brand knowledge formation created in minds of customers (Awad Alhaddad, 2015b). In social media, electronic word of mouth information can arise in various ways. Users can deliberately post about different brands. Different marketers can also share information from their official accounts or website on social media (Erkan & Evans, 2016b). On social media, brand and marketing managers can generate brand equity by focusing on awareness creation on advertising (Awad Alhaddad, 2015b). Social media networks are replacing traditional media day by day. The buzz concerning these new opportunities for marketing looking unlimited: on face book millions of Coca-Cola fans show their love to Coca-Cola, and on YouTube Evian's roller babies have become famous and most viewed video. This shift of customers becoming followers of different brands on platform of social media and social media is using as a source to increase information about brands indication to assumption that social media has also an important and great impacts on success of brand in addition to traditional marketing. In 2008, more than $ 1.54 billion were invested by companies for the support and execution of communication of social media (Bruhn et al., 2012). It is expected that investments in social media will increase to

moreover $3 billion / year by 2013 (Kozinets et al., 2010). Researchers find that 70% of customers use social media networks to access information about goods and services and 49% of them reach final buying decision based on information (Severi, Choon Ling, et al., 2014a).

2.3. Brand Equity

The word brand generates from brand equity in which all positive and negative experiences about the brand are embedded. They encourage the knowledge of brand and image of the company. Brand valuation is the word used to evaluate a brand. Brand equity tells us why public uses to buy a product. Brand value is emphasizing when a customer passes through experience of manufacturing product selection. The brand value displays the noble and un-noble characteristics of a specific product (Warraich et al., 2014a). The main elements of brand equity are capacity of brand, information about the brand, perception about the brand and appearance of the brand in the mind of public. The past knowledge about the brand helps customers to understand their behavior as well as faith that favor the benefits of the product. The distinguished quality is one of the key components used to evaluate brand equity that targets two dimensions of loyalty. Loyalty who creates a demand of buying purpose and loyalty that creates the appearance attitude and guarantees the behavior. Brand value has now become a financial statement rather than a value figure is implanted on the brand (Warraich et al., 2014b). Commonly brand equity is the most important factor in product branding in the marketing field. Occasionally there seems to be a doubt between the word brand equity and brand value. Sometimes brand value shows us what the brand wants for a focal company, brand value is included in accounting view such as in the financial profit. In terms of marketing, it represents an asset based intangible premises of the brand (Juntunen et al., 2011), by adding or subtracting figure and tells what the brand is trying to say with the customer. Brand elements have an ability to increase company's brand equity by creating awareness among people & to construct a strong, unique, and favorable mental associations. The company's brand equity creates some unique feedback by consumers, customers and employees, or some other firms or up-to point data of words, actions and coordinating products or some services that are given by identified company brand equity (Juntunen et al., 2011).

Company's brand is built on some conditions of corporate image and some dimensions of company image which create an effect on brand equity. Company image is affected by the characteristics of the individual company. Company's brand name or logo is the important factor in creating brand identity and sorting out differentiation from other company. The name branding comes from a long historical background. Brand management has been practiced since a long time. The fusion in acquiring of different companies which were so in downfall stage that it greatly impacts on the buying price of many organizations it rebound the usefulness of brand. Many different institutes and corporation models of branding and brand worth have been used in past decades. The capability of brand always recalls in the mind of the customer by their experience they have learnt so much about the value of brand can be remember as added value are graced to a product in our mind, words & actions of customers (Leone et al., 2006).

2.4. Brand equity dimensions

This study tells the effect of four dimensions of brand equity. Nevertheless, some studies have factually investigated how the brand equity are interrelated. According to the framework the growth of brand equity can be defined as customer learning process where purchasing awareness of branding principals of attitude will guide the effect of attitudinal brand loyalty.

2.4.1. Brand Image

Brand image is defined as an impression about a brand mirrored by the brand associations. The researchers tell us that the consumer who create positive image of the brand contains more favorable attitude towards branded products and hence towards the product quality. Brand image was thought to promote loyalty of the customer & positive word of mouth is the initial step in constructing brand loyalty. Brand awareness is an interlinked with brand image. So many studies clearly tell us that when the consumers can remember a brand distinctly, they are able to make an image of the brand (Hyun & Kim, 2011b). Positive brand image is produced by marketing the programs that are interlinked with strength of brand merger profitability of brand merger & uniqueness of brand merger. Associations of the brand are divided into three categories. First category is attributes associations, tells the characteristics of the products or services. This is further divided into product corresponding and non-corresponding product. Secondly, it tells us that how many customers can get advantage of using the product. Third category that tells the overall assessment how many customers are towards the brand the result shows the link of attributes and advantages that we suppose from the brand (Seyed Ghorban & Tahernejad, 2012).

2.4.2. Brand Association

Brand association can be defined as a positive feeling of customer which involves thinking about brand. It is based on the degree of strength of the brand (Severi, Choon Ling, et al., 2014a). All things in a memory that has link to brand is called brand association, and those links will be stronger with the brand when those links are based on several positive experiences (Buil et al., 2013b). Those memories which are attached to a brand are called brand association. Those associations help to build perception of customers. Brand awareness can easily be defined as anything which customer disclose to brand, it includes, product's profile, characteristics of brand, image making of customers, symbols, signs, and condition of customers (Schivinski & Dabrowski, 2015). When the customers have greater degree of brand association, then brand loyalty can be better or enhanced. Brand equity can be boosted by the higher level of brand association (Severi, Choon Ling, et al., 2014b).

2.4.3. Brand Loyalty

Brand loyalty is defined as an enormously held commitment to purchase a preferred goods or services regularly in future, by repeating same brand must have an against situational impact and branding efforts have a conceivable to cause switching behavior (Hyun & Kim, 2011b). The chances of having behavioral loyalty depend upon the number of reasons. Business travelers to a specific destination do not require any free choice. They only go where there is a business or customers are present. Behavioral loyalty can affect greatly on brand equity (Gartner & Ruzzier, 2011). It is the most important factor for the organization to increase the market share if the customers are sincere with the same brand, they use to buy same brand and promote the same brand as a result, the higher market growth and desirability takes place. Dimension of brand loyalty is different with respect of other elements of brand equity because it is interlinked with the usage of experience (Ameri, n.d.-b).

2.4.4. Brand Awareness

Brand awareness is the initial step of designing brand equity. This dimension tells us even customers can remember this brand, or they are able to notice a brand. Brand awareness creates the linkage between the different types of brand association. Hence public must be aware of the brand than later it with be a set of brand associations. Brand awareness will affect the evolution and toughness of brand association including perceived quality (Buil et al., 2013a). (Hyun & Kim, 2011a) says that the brand awareness plays three crucial roles in marketing

1. With the increasing number of brand awareness, consumers become more used to with the brand.
2. With the passage of time, as brand awareness increases, customers are more conscious about the brand before buying a product.
3. The belief level of the customers tends to increase with the top of level awareness as compared to low awareness brands.

Customer recall, purchase and repurchase famous branded products creating steps for those who develop brand loyalty. Customers who are so much familiar with the brand name or logo they are able to evaluate the perceived quality of the branded products and they have a willingness to pay at a premium price (Hyun & Kim, 2011a).

2.4.5. Perceived Quality

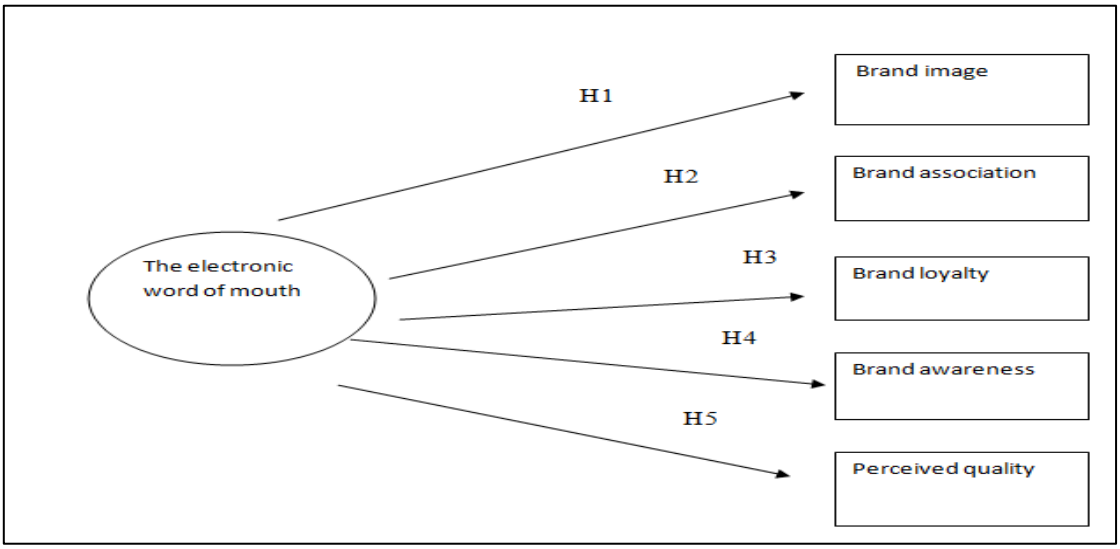
It is the overall performance of the goods. It has ability to influence the feature of the product that can build customer satisfaction & it can be used as scale for decision making. The perceived quality comes from how the public think about the brand tangible characteristics of the goods. Brand name is made because of the identification and intimacy of the product (Buil et al., 2013b). Customer use advertising as an external cue to judge the quality of goods. The past research also told that there is a perfect relation between discern advertising and discern quality. Accordingly, customer generally discern from highly advertised brand due to excessive quality. On other side user manufactured social media branding communication has become important statistic factor to customers. It tells some other forms of business-to-customer and customer-to-customer about the quality of the product (Seyed Ghorban & Tahernejad, 2012).

2.5. Hypotheses

H1. There is a positive effect of electronic word of mouth on brand image.
H2. There is a positive effect of electronic word of mouth on brand association.
H3. There is a positive effect of electronic word of mouth on brand loyalty.
H4. There is a positive effect of electronic word of mouth on brand awareness.
H5. There is a positive effect of electronic word of mouth on perceived quality.

2.6. The conceptual framework:

Figure 2.1: Conceptual Framework



3. RESEARCH METHODOLOGY

3.1. Research design

This study is based on general consumers in Karachi, for carrying out this study, respondents from different areas were selected on non-random basis. This study is quantitative in nature, and it involved the use of survey. More than 400 questionnaires were distributed, and 330 usable questionnaires were used for analysis. The data was analyzed with regression technique on SPSS software.

3.2. Measurement

The study is based on self-administrated survey. The items in the questionnaire were adopted from the previous studies (Severi, Choon Ling, et al., 2014b) and each item was consisting of 5-point Liker scale having options ranging from of strongly disagree, to strongly agree. There were two parts of questionnaires part A and B. Section A consisted of demographic factors like age, gender, occupation and academic information and section B comprised of items related to electronic word of mouth and five different dimension of brand equity (Brand associations, brand loyalty, brand image, brand awareness, and perceived quality).

4. RESULTS:

4.1. Descriptive statistics

Table 4.1: Age

Age		Frequency	Percent	Valid percent	Cumulative percent
Valid	16-20	90	27.3	27.3	27.3
	21-25	166	50.3	50.3	77.6
	26-30	25	7.6	7.6	85.2
	31-35	21	6.4	6.4	91.5
	36-40	11	3.3	3.3	94.8
	41-45	8	2.4	2.4	97.3
	46-50	9	2.7	2.7	100
	Total	330	100	100	

The above data shows that most respondents are those people who are between the ages of 21-25. They establish about 50.3 percent of total sample and making cumulative percent of 77.6 and they are 166 in number out of total sample of 330 respondents. Second largest group of respondents comprises of people who range from 16-20 years

age bracket. They are 90 in number and constitute about 27.3 percent of total sample and making cumulative percent of 27.3. People ranging from 26-30 are 25 in numbers constituting about 7.6 percent and 85.2 as a cumulative percentage. The least portion in sample consists of those people who range from 41-45 are 8 in number constituting about 2.4 percent of total sample and located at 97.3% cumulative percentage.

Table 4.2: Gender

Gender		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	198	60.0	60.0	60.0
	Female	132	40.0	40.0	100.0
	Total	330	100.0	100.0	

The above table represents the distribution of sample in terms of gender. The information displayed above tells us that out of total sample of 330 respondents, 198 were male representing 60% of total sample and there are 132 female respondents who constitute about 40% of total sample making cumulative 100 percent.

Table 4.3. Education

Education		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Matriculation	9	2.7	2.7	2.7
	Intermediate	38	11.5	11.5	14.2
	Graduation	221	67.0	67.0	81.2
	Post-graduation	62	18.8	18.8	100.0
	Total	330	100.0	100.0	

Table 4.3. denotes the distribution of sample in terms of education. The data displayed above tells us that out of total sample of 330 respondents, 9 were matriculation passed representing 2.7 % of total sample, and 38 were intermediate passed representing 11.5% of total sample, and making 14.2 cumulative percent, and 221 were graduated representing 67 % of total sample, making 81.2 cumulative percentage, 62 were post graduated representing 18.8% of total sample

4.2. Effect of electronic word of mouth on brand awareness

Table 4.4. Model summary

Model	R	R square	Adjusted R square	Std. error of the Estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	0.422	0.178	0.176	2.82881	0.178	71.066	1	328	0.000

a. Predictors: (constant), Tewom
b. Dependent variable: TBAw

From the table 4.4 named as model summary, the value of R square is 0.178 which means that the electronic word of mouth is explaining 17.8 % variance in brand awareness.

Table 4.5. Coefficients

Model		Un standardized coefficients		Standardized coefficients	t	Sig.	95.0 % confidence interval for B		Correlations			Co linearity statistics	
		B	Std. Error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF
1	(constant)	8.348	0.703		11.869	0.000	6.964	9.732					
	Tewom	0.358	0.043	0.422	8.430	0.000	0.275	0.442	0.422	0.422	0.422	1.000	1.000

a. Dependent variable: brand awareness (BAw)

Table 4.5 explains that the beta value for eWOM (0.422) which means that eWOM makes the strong contribution to explain the brand awareness.

4.3 Effect of electronic word of mouth on brand image (TBI)

Table 4.6. Model summary

Model	R	R square	Adjusted R square	Std. error of the Estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	0.353	0.125	0.122	1.69533	0.125	46.720	1	328	0.000

a. Predictors: (constant), Tewom
b. Dependent variable: TBI

From the table 4.6 named as model summary, the value of R square is 0.125 which means that the electronic word of mouth is explaining 12.5 % variance in brand image.

Table 4.7. Coefficients

Model		Un standardized coefficients		Standardized coefficients	T	Sig.	95.0 % confidence interval for B		Correlations			Co linearity statistics	
		B	Std. Error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF
1	(constant)	4.193	0.422		9.948	0.000	3.364	5.023					
	Tewom	0.174	0.025	0.353	6.835	0.000	0.124	0.224	0.353	0.353	0.353	1.000	1.000

a. Dependent variable: brand image (TBI)

Table 4.7 explains that the beta value for Tewom (0.353) which means that Tewom makes the strongest unique contribution to explain the brand image (TBI).

4.4 Effect of electronic word of mouth on brand loyalty (BL)

Table 4.8. Model summary

Model	R	R square	Adjusted R square	Std. error of the Estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	0.397	0.158	0.155	2.39263	0.158	61.329	1	328	0.000

a. Predictors: (constant), Tewom
b. Dependent variable: TBL

From the table 4.8 named as model summary, the value of R square is 0.158 which means that the electronic word of mouth is explaining 15.8 % variance in brand loyalty (TBL).

Table 4.9. Coefficients

Model		Un standardized coefficients		Standardized coefficients	t	Sig.	95.0 % confidence interval for B		Correlations			Co linearity statistics	
		B	Std. Error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF
1	(constant)	5.538	0.595		9.310	0.000	4.368	6.709					
	Tewom	0.282	0.036	0.397	7.831	0.000	0.211	0.352	0.397	0.397	0.397	1.000	1.000

a. Dependent variable: brand loyalty (TBL)

Table 4.9 explains that the beta value for Tewom (0.397) which means that Tewom makes the strongest unique contribution to explain the brand loyalty (TBL).

4.5 Effect of electronic word of mouth on perceived quality

Table 4.10. Model summary

Model	R	R square	Adjusted R square	Std. error of the Estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	0.349	0.122	0.119	2.25682	0.122	45.526	1	328	0.000

a. Predictors: (constant), Tewom
b. Dependent variable: perceived quality

From the table 4.10 named as model summary, the value of R square is 0.122 which means that the electronic word of mouth is explaining 12.2 % variance in perceived quality.

Table 4.11. Coefficients

Model		Un standardized coefficients		Standardized coefficients	T	Sig.	95.0 % confidence interval for B		Correlations			Co linearity statistics	
		B	Std. Error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF
1	(constant)	6.820	0.561		12.153	0.000	5.716	7.924					
	Tewom	0.229	0.034	0.349	6.747	0.000	0.162	0.296	0.349	0.349	0.349	1.000	1.000

a. Dependent variable: perceived quality (TPQ)

Table 4.11 explains that that the beta value for Tewom (0.349) which means that Tewom makes the strongest unique contribution to explain the perceived quality (TPQ).

4.6 Effect of electronic word of mouth on brand association

Table 4.12. Model summary

Model	R	R square	Adjusted R square	Std. error of the Estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	0.338	0.114	0.112	2.13031	0.114	42.364	1	328	0.000

a. Predictors: (constant), Tewom
b. Dependent variable: brand association (TBA)

From table 4.12 named as model summary, the value of R square is 0.114 which means that the electronic word of mouth is explaining 11.4 % variance in brand association (BA)
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Table 4.13. Coefficients

Model		Un standardized coefficients		Standardized coefficients	T	Sig.	95.0 % confidence interval for B		Correlations			Co linearity statistics	
		B	Std. Error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF
1	(constant)	6.838	0.530		12.909	0.000	5.796	7.880					
	Tewom	0.208	0.032	0.338	6.509	0.000	0.145	0.271	0.338	0.338	0.338	1.000	1.000

a. Dependent variable: brand association (TBA)

Table 4.13 explains that the beta value for Tewom (0.338) which means that Tewom makes the strongest unique contribution to explain the brand association (TBA).

Table 4.14. Summary of Hypotheses

S#	Hypothesis	Status
1	The electronic word of mouth has a positive effect on brand image.	Supported
2	The electronic word of mouth has a positive effect on brand awareness.	Supported
3	The electronic word of mouth has a positive effect on brand association.	Supported
4	The electronic word of mouth has a positive effect on brand loyalty.	Supported
5	The electronic word of mouth has a positive effect on perceived quality.	Supported

5. DISCUSSION

To test the set hypothesis associated with the impacts on variable, the regression analysis in the context of social media of the electronic WOM on brand equity was done. Different dependency between the variables was found of during the regression (Virvilaite et al., 2015b). The findings from previous research shows that the word of mouth has positive and significant relationship with the brand equity (Murtiasih et al., 2013). Further research also show that word of mouth is considered as key factor of marketing which has very strong impact on behavior of customers and the thinking that the customers form during the purchasing process. The findings also show that customers become more loyal towards a brand via positive electronic word of mouth from others who has an experienced about the brand or product. It is found in research that brand loyalty and perceived quality is influenced by the word-of-mouth promotion (Ameri, n.d.-a). The word of mouth has positive impacts on perceived quality (Ameri, 2015). The study shows that the word of mouth has a positive impact on brand association. The finding is in line with past research word of mouth had a positive relationship with brand loyalty (Murtiasih et al., 2013). The word of mouth has a positive and significant relation with image (Hanaysha, 2016). There is a significant and positive impact of word of mouth on brand equity and its dimensions such as brand awareness, brand association, perceived quality, and brand loyalty (Virvilaite et al., 2015a). The word-of-mouth promotion has a positive and strong impact on brand association, brand awareness, brand loyalty and perceived quality (Ameri, n.d.-a). The independent variable electronic word of mouth has positively and significantly impacted on brand image, perceived quality, brand association and brand awareness (Severi, Choon Ling, et al., 2014b).

The findings of this research also confirmed that electronic word of mouth has a positive, numerous and significant impact on brand image in the context of social media, because p-value is 0.000 which is less than 0.05 and electronic word of mouth also makes a strong and positive impact on brand loyalty in social media, because p-value is 0.000 which also <0.05. The electronic word of mouth has also a positive significant impact on brand awareness in social media because the p-value is < 0.05. The electronic word of mouth has also a significant positive impact on brand association in the context of social media because the p-value is <0.05. The electronic word of mouth has numerous and positive on perceived quality in the context of social media because p-value is 0.000 which is <0.05.

The outcome of this study and past research shows no negative relation word of mouth with brand loyalty. The word of mouth as an important marketing indicates, they provide a great effect on customer response decision to buying and purchase process. The outcome of this study customer loyalty a brand (using the product or services) enhance a through positive relation of word of mouth and the other recommendation from other people and increase the customer trust, fully confident to purchase, repurchase and buying decision process.

The word of mouth is important indicator to affect the band image and influence the brad reputation. Positive word of mouth and band image to be based on customer perception and customer mind remain because of past good experience. It is being recommended that the marketers should pay attention to word of mouth as a market instrument that affects the brand equity and competitors. The marketers focus on word of mouth because brand equity is important tools which can affect the brand equity and long-term success.

6. LIMITATIONS AND FUTURE RESEARCH

This study has certain limitations that would suggest certain ways for future research. This study was conducted only in Karachi city further study can be done by specifying furthermore cities. This research was done on five dimensions of brand equity it could also be done on furthermore dimensions such as brand identifications, brand knowledge, brand value and further specifying some specific business-like brand dimensions of food chain restaurant. We have specified our-self on certain social media platforms. It also has a flexibility to specify our targeted audience like specifying high class income and middle-class income.

7. CONCLUSION AND IMPLICATIONS

This research indicates that the electronic word of mouth has positive impacts on all the dimension of brand equity like, brand awareness, brand image, perceived quality, brand loyalty, and brand association. The results of this study show that the electronic WOM plays a good source of identity and meaning for a brand. And thence we can consider the electronic word of mouth as an essential and important to brand's equity as any other dimensions.

Findings of this research assign some insights for industry. Marketing managers must also be focused on the electronic word of mouth to influence the brand equity of goods and services in the social media. The electronic WOM has a positive impact on the dimensions of brand equity in the context of social media therefore the marketing managers should prioritize the electronic WOM as their strategy. This research contains a most important factor of commanding implication. We used a sample of customers and used a different types of brand equity and its dimensions. It also used to examine the factors associated to sum of dimension past research tells that awareness and associations are two specific dimensions

This research also commits towards the brand equity establishment from the global point of view. Results also apply on the interest of brand equity. Brand equity is an important factor of positive customer responses. The result shows that brand equity is a most important strategy for the organization to raise the location in the merchandise. Construction of brand equity would develop and introduce more value to the company by more positive response could produce a more positive customer feedback.

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