MENGEMBANGKAN KEBARUAN MODEL PENELITIAN MENGGUNAKAN PENDEKATAN TELEVARIABEL

Oleh:
Dr. Ari Setiyaningrum, SE., M.Si
Dosen Fakultas Ekonomi dan Bisnis
Unika Atma Jaya

UNIVERSITAS KATOLIK INDONESIA
ATMA JAYA
Tepercaya Kualitas Lulusannya

AGENDA

1. Perkenalan
2. Mencari Jurnal Terindeks Scopus (Q1 dan Q2)
3. Menemukan *Research Gap*
4. Meramu Variabel
5. Menuliskan Variabel

Dr. Ari Setiyaningrum, SE., M.Si

- **Pendidikan Formal**
  - S1 Ekonomi Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta (1999-2002)
  - S2 Ekonomi Manajemen, Program Magister Sains, Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada, Yogyakarta (2004-2006)
  - S3 Ekonomi Manajemen Program Doktor Ilmu Ekonomi Fakultas Ekonomi dan Bisnis Universitas Diponegoro, Semarang (2012-2016)
- **Pengalaman Bekerja**
  - Dosen tetap prodi Magister Manajemen Fakultas Ekonomi dan Bisnis Unika Atma Jaya, Jakarta (2007 – hingga sekarang)
  - Sekretaris prodi Magister Manajemen Fakultas Ekonomi dan Bisnis Unika Atma Jaya, Jakarta (2007 – 2012 ; 2016 – 2017)
  - MI Certified Fasilitator di bidang Marketing&Brand Competency, Sales Competency, dan Service Competency dari MarkPlus Institute (2019-2022)
- **Bidang Konsentrasi:** Manajemen Pemasaran

Google Cendekia

Q   MASUK

Ari Setiyaningrum

IKUTI   BUAT PROFIL SAYA

Atma Jaya Catholic University of Indonesia
Email yang diverifikasi di atmajaya.ac.id

Marketing Management

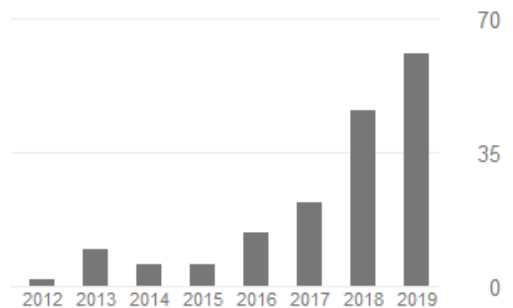| Dikutip oleh		LIHAT SEMUA
	Semua	Sejak 2014
Kutipan	173	157
indeks-h	5	5
indeks-i10	4	4

JUDUL	DIKUTIP OLEH	TAHUN
Prinsip-Prinsip Pemasaran - Plus Tren Terkini Pemasaran Global, Pemasaran Jasa, Green Marketing, Entrepreneurial Marketing, dan E-Marketing A Setiyaningrum, J Udaya, Efendi Yogyakarta: Andi, 418	70 *	2016
Prinsip-Prinsip Pemasaran - Plus Tren Terkini Pemasaran Global, Pemasaran Jasa, Green Marketing, Entrepreneurial Marketing, dan E-Marketing A Setiyaningrum, J Udaya, Efendi Penerbit Andi Yogyakarta	46 *	2016
Pengaruh ketidakpuasan konsumen dan Veriety Seeking terhadap keputusan perpindahan merek A Setiyaningrum Universitas Gadjah Mada	27	2006
Analisis Persepsi Konsumen Pada Aplikasi Bauran Pemasaran Serta Hubungannya Terhadap Loyalitas Konsumen (Studi Kasus Pada Hypermart Cabang Kelapa Gading) A Surya, A Setiyaningrum Journal of Business Strategy and Execution 2 (1), 13-39	16	2009

70

35

0
2012 2013 2014 2015 2016 2017 2018 2019

4

SINTA - Science and Technolog ×

sinta2.ristekdikti.go.id/authors/detail?id=5982625&view=overview

Search

Sinta Indonesia

HOME   ABOUT   AUTHORS   SUBJECTS   AFFILIATIONS   SOURCES   REGISTRATION   FAQ   AUTHOR LOGIN

Author Profile

ARI SETIYANINGRUM
Universitas Katolik Indonesia Atma Jaya

SINTA ID : 5982625

Subjects/Areas:

ID

Marketing Management

2.6 Overall Score	154.5 Overall Score V2	0 Books
1.12 3 Years Score	60 3 Years Score V2	0 IPR
15562 Rank in National	12673 3 Years National Rank	
53 Rank in Affiliation	19 3 Years Affiliation Rank	

Overview   Books   IPR   Network   Rama Documents   GS Documents   WoS Documents   Research   Scopus Documents

Documents per Year **Scopus**

Citations per Year Google

Documents per Year WEB OF SCIENCE

Research Output **Scopus**

Quartile **Scopus**

Accreditation sinta

Type here to search

7:29 AM
12/3/2019

5
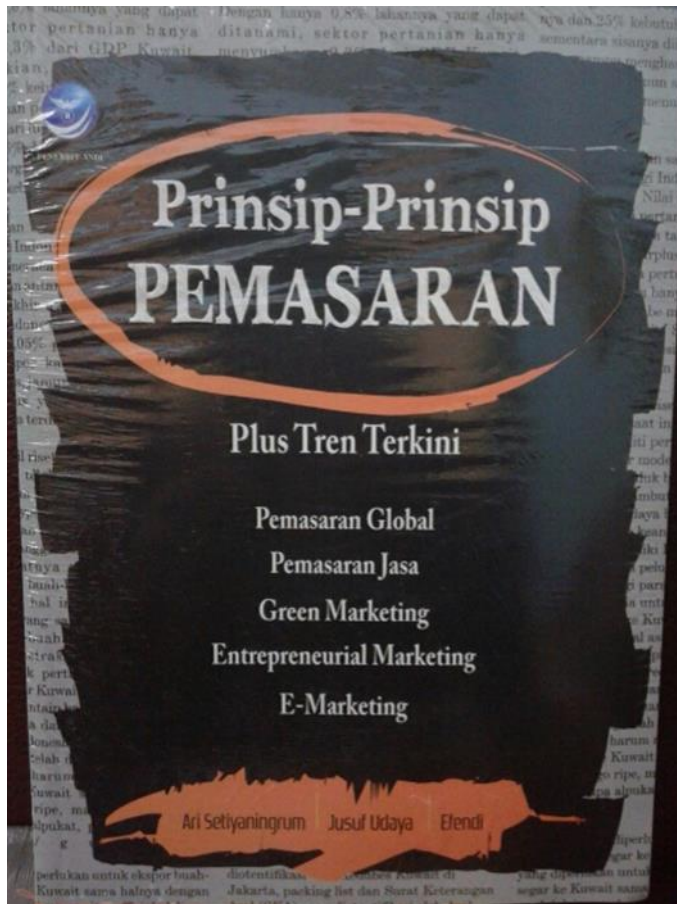
Publikasi Buku

2015

2019

Publikasi Jurnal Internasional

2016 (Terindeks Scopus Q2)   2018 (Terindeks Scopus Q3)   2019 (Terindeks Scopus Q3)

Mencari Jurnal Terindeks Scopus (Q1 dan Q2)

Teknik Mencari Jurnal Terindeks Scopus (Q1 dan Q2)

- Mencari melalui Scimago Journal Rankings (SJR)

  -> kunjungi website https://www.scimagojr.com

- Mencari melalui Scopus

  -> kunjungi website https://www.scopus.com

Scimago Journal Rankings (SJR)
https://www.scimagojr.com/

Scimago Journal Rankings (SJR)

Scimago Journal Rankings (SJR)

Scimago Journal Rankings (SJR)

Scopus
https://www.scopus.com

Scopus

Scopus

Scopus

Scopus

Tips Memilih Jurnal

- Pilih peringkat jurnal -> Q1 / Q2 / Q3 / Q4 ?
- Pilih jurnal yang sesuai dengan artikel yang akan disubmit
- Perhatikan *coverage* jurnal untuk memastikan jurnal yang dituju tidak di-*cancelled* pada SJR
- Pastikan jurnal yang dituju tidak masuk di daftar jurnal predator (termasuk *publisher*-nya)
- Cari jurnal yang *free of charge* jika memungkinkan

Contoh Jurnal yang *Cancelled* di SJR

Cek Jurnal Predator

Tips Sebelum Submit Artikel ke Jurnal Scopus

- Pastikan jurnal yang dituju terindeks Scopus
- Baca Aims and Scope dari jurnal yang dituju
- Baca Guide for Author/ Instructure for Author
- Download dan baca contoh artikel dari jurnal yang ingin dituju
- Perbaiki dan sesuaikan artikel yang akan disubmit dengan Guide for Author dan contoh artikel
- Sitasi/ kutip beberapa artikel dari jurnal yang dituju
- Cek kembali grammar sebelum artikel disubmit

Menemukan *Research Gap*

Research Gap

Proposal Penelitian untuk Orang Awam ☺

Yang sudah ada (*existing*)

Yang belum ada (*gap*)

Usulan penelitian (*filling the gap*)

Ada banyak orang yang sudah melakukan pengamatan terhadap botol ini. Yang sudah melihat dari atas menyatakan bahwa botol itu seperti lingkaran kecil dan besar (Anu, 2015). Sebagian lain sudah melihat botol ini dari samping dan menyatakan botolnya mirip gitar (Dia, 2016). Meski demikian, tidak satupun dari mereka yang melihat botol ini dari bawah, padahal ini sangat penting. Penelitian ini akan mengamati botol ini dari bawah.

Locally Rooted, Globally Respected   I Made Andi Arsana | @madeandi   www.ugm.ac.id

RESEARCH GAP

TATANAN KONSEPTUAL YANG BAIK, TETAPI BELUM ADA PEMBUKTIAN EMPIRIK → MASALAH

MASALAH PENELITIAN YANG BELUM BERHASIL DIJAWAB ATAU HIPOTESIS YG BELUM BERHASIL DIBUKTIKAN → MASALAH

TEMUAN PENELITIAN YANG KONTROVERSIAL TERHADAP PENELITIAN SEJENIS LAINNYA → MASALAH

HASIL PENELITIAN YANG MENYISAKAN KELEMAHAN → MASALAH

Research Gap

Peneliti	Hasil Temuan Penelitian
Ross *et al.* (1992); Berger *et al.* (1999); Hou *et al.* (2008); Roy (2010); Shabbir *et al.* (2010); Sina *et al.* (2012); Boonpattarakan (2012); Vazifehdust *et al.* (2012); Bester & Jere (2012); Hunjra *et al.* (2012); Anuar & Mohamad (2012)	*Cause-Related Marketing* (CaRM) mempengaruhi minat beli.
Holmes & Kilbane (1993); Mizerski *et al.* (1999); Hamlin & Wilson (2004); Westberg & Pope (2005); Hyllegard *et al.* (2011)	*Cause-Related Marketing* (CaRM) tidak mempengaruhi minat beli.

Research Gap
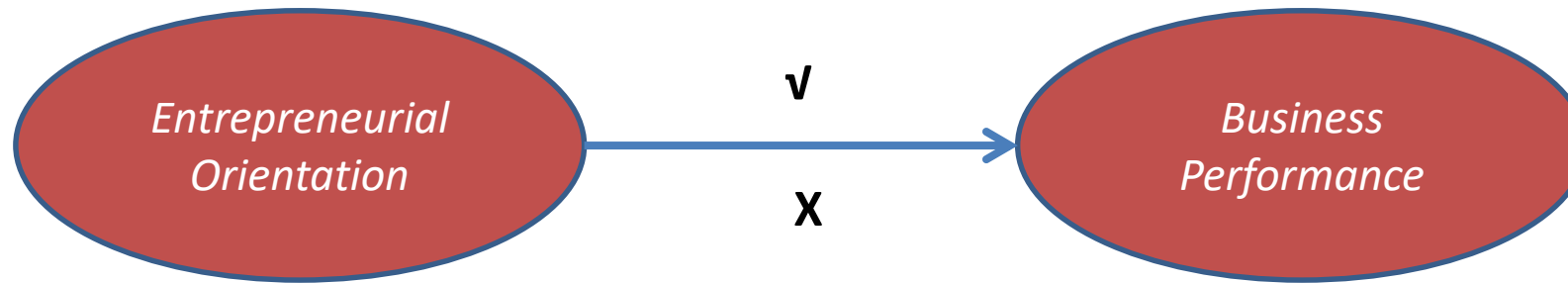
Peneliti	Hasil Temuan Penelitian
Wiklund dan Shepherd (2003) Keh et al. (2007) Li et al. (2009)	*Entrepreneurial orientation* mempengaruhi *business performance*.
Runyan et al. (2008) Hermann et al. (2010)	*Entrepreneurial orientation* tidak mempengaruhi *business performance*.

Contoh mencari *Research Gap* dari hasil penelitian terdahulu yang masih menyisakan kelemahan

The influence of brand trust and brand identification on brand evangelism

Enrique P. Becerra and Vishag Badrinarayanan
Texas State University-San Marcos, San Marcos, Texas, USA

Abstract

Purpose – The purpose of this study is to examine how the nature of consumers' relationship with a brand influences brand evangelism, which represents an intense form of brand support behavior. Specifically, the study investigates the influence of two consumer-brand relational constructs, brand trust and brand identification, on brand evangelism. Brand evangelism, conceptualized as an amalgam of adoption and advocacy behaviors, is operationalized in terms of three supportive behaviors: purchase intentions, positive referrals, and oppositional brand referrals.

Design/methodology/approach – Drawing from prior research on consumer-brand relationships, a framework of brand relationships and brand evangelism is developed. To provide a more robust test of theory, consumers' extraversion, gender, and brand experience are included as control variables. Structural equation modeling is used to test the proposed hypotheses.

Findings – The findings reveal that consumer-brand relationships influence brand evangelism, albeit in different ways. Whereas brand trust influences purchase intentions and positive referrals, brand identification influences positive and oppositional brand referrals. Overall, the findings reveal the power of consumer-brand relationships in engendering brand evangelism, relative to other factors such as extraversion, gender, and brand experience.

Practical implications – In today's consumption society, where it is increasingly easier for consumers to demonstrate extreme devotion and derision toward brands, it is important for marketers to understand the drivers of behaviors directed toward brands. This study suggests that marketers can cultivate brand evangelism by building brand trust and brand identification.

Originality/value – Marketing researchers and practitioners are only recently beginning to understand brand evangelism. This study demonstrates that consumer-brand relationships, rather than personality, gender, and usage experience, trigger brand evangelism and offers directions for future researchers to further explicate brand evangelism.

Keywords Brand evangelism, Brand identification, Brand trust, Consumer-brand relationships

Paper type Research paper

An executive summary for managers and executive readers can be found at the end of this article.

1. Introduction

Given that they have the power to influence consumer behavior and marketplace advantages for firms, consumer-brand relationships represent an important area of investigation for marketers (Keller, 2012). Researchers have identified that strong consumer-brand relationships influence consumer actions, such as purchasing the brand, praising and/or defending the brand, and even providing opposing comments about rival brands (e.g. Aaker *et al.*, 2004; Fournier, 1998; Muniz and Hamer, 2001; Park *et al.*, 2013; Pimentel and Reynolds, 2004; Schmitt, 2013 Thompson and Sinha, 2008). Ultimately, strong consumer-brand relationships have the potential to create brand loyalty, vibrant brand communities, and sustained firm performance in both physical and online settings (Aggarwal, 2004; Keller, 2012, 2013). Not surprisingly, marketing researchers and practitioners have evinced significant interest in

understanding the nature and outcomes of consumer-brand relationships.

Recently, there has been increased attention on explicating the nature and drivers of intense and extreme consequences of consumer-brand relationships. For instance, with regard to the manifestation of consumer-brand relationships, researchers have focused on phenomena such as "brand communities" and "brand cults," which represent structured social relationships and specialized communities among admirers of a brand (Belk and Tumbat, 2005; McAlexander *et al.*, 2002; Muniz and O'Guinn, 2001). Likewise, with regard to the heightened forms of relationships between individual consumers and brands, concepts such as "brand devotion," "brand zealotry," and "brand love" have been identified (Albert *et al.*, 2008; Arruda-Filho *et al.*, 2010; Batra *et al.*, 2012; Rozanski *et al.*, 1999). Finally, with regard to the behavioral consequences of consumer-brand relationships, concepts such as "brand salience," "brand advocacy," and "brand evangelism" have been proposed (Badrinarayanan and Laverie, 2011; Keller, 2013; Kemp *et al.*, 2012; Matzler *et al.*, 2007; Scarpi, 2010).

The objective of this study is to shed further light on how on how consumer-brand relationships influence brand evangelism, which is conceptualized as an amalgam of brand adoption and brand advocacy behaviors. Specifically,

From a managerial standpoint, this study offers practical implications for managing and leveraging relationships with key consumers. As noted earlier, brand evangelism cannot be bought and has to be carefully cultivated. In this regard, forging and leveraging brand-centric relationships with consumers provide a suitable method for cultivating brand evangelism. The starting point in the process is the development of brand trust. When brand are trusted, consumers are more likely to engage in risky and difficult behaviors in support of the brand, such as purchase and positive brand advocacy. However, it would be prudent to also consider that when brands lose consumers' trust, an erstwhile positive relationship may transform into a negative relationship characterized by anti-brand behaviors (Johnson et al., 2011). Managers must also focus attention on the psychological connection between the brands and consumers' selves. The development of a unique, attractive, and prestigious identity for brands could foster brand identification by satisfying consumers' self-definitional needs such as self-categorization, self-distinctiveness, and self-enhancement (Tajfel and Turner, 1985). Ultimately, brand identification leads to both positive brand referrals and oppositional brand referrals. Therefore, managers interested in fostering oppositional brand referrals must necessarily implement tactics that make their brand identity salient and trigger brand identification. Together, brand trust and brand identification have the power to influence the three components of brand evangelism: brand purchase, positive brand referrals, and oppositional brand referrals.

4.1 Limitations and directions for future research

Our study has some inherent limitations. Although we carefully pre-tested product categories and brand names that were utilized in our study, we acknowledge that these restrictions limit the applicability of our findings to other products categories and brands. Therefore, to better understand brand evangelism, future researchers need to enable respondents to self-select brands and categories or provide more expansive lists. Further, although we followed the example of other studies that have utilized student samples to test their frameworks about consumer-brand relationships, we acknowledge that our choice of sample limits the generalizability of our findings.

We also acknowledge the parsimonious nature of the framework tested in this study and recognize that the framework can be augmented by future researchers. For instance, we included only one holistic trust construct. However, drawing from other researchers who have postulated the existence of different types of trust (Shapiro, 1987), such as competence-based trust, communication-based trust, and interaction-based trust, it would be interesting to explore frameworks depicting symbiotic relationships between different types of trust and subsequent influences on brand evangelism. To further expand the proposed framework, other variables depicting consumer-brand relationships should be considered. For example, brand commitment, brand passion, brand salience, and brand relationship quality are promising candidates. Recently, the approach-aversion perspective was proposed as an alternative framework for understanding consumer-brand relationships (Park et al., 2013; Schmitt, 2013). According to the framework, the extent to which a brand entices (annoys), enables (disables), and enriches (impoverishes) a consumer's self-concept influences approach-aversion relationships, which are conceptualized in terms on brand-self distance and brand prominence (Park et al., 2013). Bran evangelism behaviors are not easy to enact and Park et al. (2013) emphasize that approach-avoidance relationships explain consumers' intentions to engage in difficult pro-brand and anti-brand behaviors better than brand attachment, brand attitude strength, or emotional valence measures. Correspondingly, it would be interesting to examine whether conceptualizing consumer-brand relationships based on approach-avoidance, rather than brand trust and brand identification, would explain brand evangelism behaviors better. Furthermore, given the scope of our study, we included purchase intentions as a measure of brand adoption. However, researchers interested in exploring brand evangelism pertaining to social causes, events, and not-for-profit organizations can include other measures of brand adoption such as donation, membership, subscription, enrollment, and attendance behaviors.

With regard to motivating brand-related behavior, organizations often incentivize consumers to provide referrals especially in the online environment (Hu et al., 2008). However, as brand evangelists are driven by their passion and emotion, they cannot be bought (McConnell and Huba, 2003). Therefore, it would be interesting to explore other moderating variables that could be utilized to control the intensity of brand evangelism. Relatedly, it would be worthwhile to examine whether consistent brand evangelism behaviors have a reinforcing effect via feedback loops on consumer-brand relationships. Finally, with regard to individual characteristics, factors such as reciprocity and personality traits other than extraversion could also be considered to enrich our understanding of brand evangelism.

It is important to consider the evolving nature of brand evangelism in the technology-enabled marketspace. As Schultz and Block (2012) highlight, it is important to reevaluate archaic assumptions about consumer behavior in the age of interactivity. They further demonstrate that there are strong indications that consumers are becoming loyal to recommendations from peers in the digital era. The online marketplace continues to resemble a retail juggernaut, with US online retail sales poised to grow a staggering 62 percent between the years 2011 ($202 billion in total sales) and 2016 ($327 billion in total sales) (Internet Retailer, 2013). Further, the prevalence of online articles and blogs with user comments enabled, brand-specific fan sites and discussion forums, brand-specific social media sites (e.g. Facebook and Twitter), and video channels (e.g. YouTube) with user comments enabled make it increasingly easier for consumers to provide, access, and respond to comments about brands. The prolific diffusion of technological innovations, such as smartphones and tablets, has also greatly enhanced the ability of consumers to consummate purchases online or to provide brand-related communication. Therefore, given that the online environment is developing into the next proving grounds to demonstrate brand evangelism, variations in the nature and drivers of brand evangelism across offline and online environments needs to be studied as well.

As a final note, we draw attention to the possible ramifications of causing dissonance among brand evangelists. As stated earlier, brand evangelists are primed to demonstrate support by adopting and advocating their brand. However, in the event of failures, transgressions, or

"Consumer Perceptions of the Antecedents and Consequences of Corporate Social Responsibility"

Stanaland et al. (2011)

Introduction

Firms have both practical and moral obligations to further stakeholder norms and interests via performance of desired behavior (Maignan and Ferrell, 2004). While previous researchers have proposed that the long-term survival of a firm is improved when it responds to stakeholder interests, less attention has been given to the effects of corporate social responsibility (CSR) actions on consumers and their perceptions of the firm. Fukukawa, Balmer and Gray (2007) emphasize the importance of stakeholder perceptions to a firm's pursuit of both ethical standards and CSR. Corporate marketing, the integrated process of organization-level marketing which encompasses such concepts as corporate image, branding, identity, reputation and communications (Balmer and Powell, 2006), would suggest the need for a stakeholder-focused approach to establishing a firm's perceived commitment to social responsibility. The current research examines CSR from the consumers' perspective, focusing on antecedents and effects of CSR on consumer perceptions of the firm. Specifically, we evaluate the effect of corporate marketing communication in the form of ethics statements on consumers' perceptions of the firm's level of social responsibility and the resulting impact on perceptions of reputation, purchase risk, trust, and consumer loyalty.

"Consumer Perceptions of the Antecedents and Consequences of Corporate Social Responsibility"

Stanaland et al. (2011)

Introduction

Firms have both practical and moral obligations to further stakeholder norms and interests via performance of desired behavior (Maignan and Ferrell, 2004). While previous researchers have proposed that the long-term survival of a firm is improved when it responds to stakeholder interests, less attention has been given to the effects of corporate social responsibility (CSR) actions on consumers and their perceptions of the firm. Fukukawa, Balmer and Gray (2007) emphasize the importance of stakeholder perceptions to a firm's pursuit of both ethical standards and CSR. Corporate marketing, the integrated process of organization-level marketing which encompasses such concepts as corporate image, branding, identity, reputation and communications (Balmer and Powell, 2006), would suggest the need for a stakeholder-focused approach to establishing a firm's perceived commitment to social responsibility. The current research examines CSR from the consumers' perspective, focusing on antecedents and effects of CSR on consumer perceptions of the firm. Specifically, we evaluate the effect of corporate marketing communication in the form of ethics statements on consumers' perceptions of the firm's level of social responsibility and the resulting impact on perceptions of reputation, purchase risk, trust, and consumer loyalty.

Meramu Variabel

Meramu Variabel:
Mengembangkan Kebaruan Model dengan Modifikasi Model dari Penelitian Terdahulu

Social eWOM: does it affect the brand attitude and purchase intention of brands?

Chetna Kudeshia
BIT, Noida, India, and

Amresh Kumar
Asia Pacific Institute of Management, New Delhi, India

Abstract

Purpose – The purpose of this paper is to examine how user-generated positive social electronic word-of-mouth (eWOM) via Facebook affects brand attitude and, consequently, influences purchase intention of smartphones. The spending patterns of consumers, particularly decision-makers, have been affected to a substantial degree by the strong presence of brands on the web. eWOM, one among the shape of net product reviews, exercises extensive influence not only on the consumers' attitude towards the brand but also impacts their buying intentions.

Design/methodology/approach – A survey-based empirical study was conducted to examine the influence of social eWOM on brand attitude and purchase intention of consumers. Structural equation modeling (SEM) was applied using data collected from 311 respondents comprising users of Facebook.

Findings – The research established that user-generated positive eWOM on social networking site, Facebook significantly influences brand attitude and purchase intention of consumer electronics.

Research limitations/implications – The data set used for the study limits generalizing of results, as the data are not representative across industries or across all social media applications. The study provides a useful and interesting insight into the theory and practice of eWOM. It shows how social eWOM, an emerging communication tool, not only helps twenty-first century marketers in reaching customers, but how it also plays a vital role in affecting brand attitude and purchase intention of products.

Originality/value – This paper provides useful and valuable insights into the relationship between social eWOM, brand attitude and purchase intention of consumer electronics, an area that largely remains unexplored. The study can also be replicated for other products or services for future research.

Keywords Facebook, eWOM, Brand attitude, Purchase intention, Fan page, Social eWOM

Paper type Research paper

1. Introduction

Word-of-mouth (WOM) marketing has attracted both scholars and practitioners of marketing to investigate its effect on brands, firms and buying behavior, both online and offline (Brown *et al.*, 2007). Electronic word-of-mouth (eWOM) takes place across numerous online channels such as discussion forums, product reviews, social networking sites and emails (Dwyer *et al.*, 2007). It quickly becomes evident that eWOM is an augmentation of traditional WOM communication, and social media networks have altered this face-to-face communication into computer-mediated WOM communication (Jeong and Koo, 2015).

Henning-Thurau *et al.* (2004) defined eWOM as:

[…]any positive or negative statement made by a potential, actual, or former customer about a product or a company, available to a multitude of people and institutions via the internet.

	Estimate	SE	CR	p
Brand_Attitude <– eWOM	0.533	0.040	13.364	***
Purchase_Intention <– Brand_Attitude	0.416	0.082	5.074	***
Purchase_Intention <– eWOM	0.452	0.061	7.437	***

Source: AMOS Output

Table IV. Summarized statistical results

Hypothesis	eWOM -> Purchase Intention	e-WOM -> Brand Attitude	BrandAttitude -> Purchase Intention	eWOM, Purchase Intention -> Brand Attitude	Result
eWOM -> Brand_Attitude -> PI	Sig (0.674)	Sig (0.533)	Sig (0.853)	Sig (0.506)	Partial mediation

Table V. Mediation result

Source: AMOS Output

Membuat Review Jurnal 1

Peneliti dan Tahun	Tujuan Penelitian	Model Penelitian	Metode Penelitian	Hasil Temuan Penelitian
Kudeshia dan Kumar (2017)	Meneliti pengaruh *eWOM* terhadap *brand attitude*, pengaruh *eWOM* terhadap *purchase intention*, dan pengaruh *brand attitude* terhadap *purchase intention*. Penelitian tersebut juga menguji peran mediasi *brand attitude* pada pengaruh *eWOM* terhadap *purchase intention*.		Penelitian dilakukan dengan metode survei yang melibatkan 311 responden pengguna Facebook di negara India. Teknik pengambilan sampel dilakukan dengan *nonprobability sampling* dengan teknik *judgement sampling*. Alat analisis data yang digunakan yaitu SEM dengan *software* AMOS.	Hasil penelitian menemukan bahwa *eWOM* berpengaruh positif terhadap *brand attitude, eWOM* berpengaruh positif terhadap *purchase intention,* dan *brand attitude* berpengaruh positif terhadap *purchase intention.* Penelitian tersebut juga membuktikan bahwa pengaruh *eWOM* terhadap *purchase intention* dimediasi secara parsial oleh *brand attitude*.

Impact of Electronic Word of Mouth Evaluation on Purchase Intention:
The Mediating Role of Attitude toward the Product

Manel Hamouda, Tunis ElManar University, Tunis, Tunisia

Rym Srarfi Tabbane, Manouba University, Manouba, Tunisia

ABSTRACT

This paper examines the impact of exposure to Electronic Word of Mouth (EWOM) on consumer purchase intention. More specifically, the study focuses on the mediating role of attitude towards the product in the relationship between purchase intention and EWOM exposure. To this effect, the study was conducted over a number of 204 internet users who were exposed to online hotel comments. Three distinct linear correlations were used. First, the correlation between the intention to visit the hotel and EWOM evaluation, then a second correlation between attitude towards the hotel and EWOM evaluation and finally, a third multiple regression of purchase intention on both attitude towards the hotel and EWOM evaluation. The obtained results indicated that attitude towards the product is a full mediating variable between purchase intention and EWOM evaluation. The study concludes with managerial implications recommending the use of EWOM as an efficient communication tool.

Keywords: *Attitude Towards The Product, Electronic Word of Mouth, Mediating Role, Purchase Intention, Recommendation Online Sites, Touristic Products*

INTRODUCTION

In the consumer behavior literature, a lot of attention has been given to the traditional WOM concept (Gupta & Harris, 2010). Today, and thanks to the Web 2.0 and the advent of the user-generated content, new opportunities of electronic communication between consumers are born. This new form of communication has led to a new interest in the WOM concept under its electronic form.

Nowadays, many consumers use web 2.0 tools (such as online discussion forums, blogs, social networks and recommendation sites) to express their opinions and exchange information about products (Gupta & Harris, 2010).

Figure 1. Conceptual framework concept

Source: Authors' Compilation
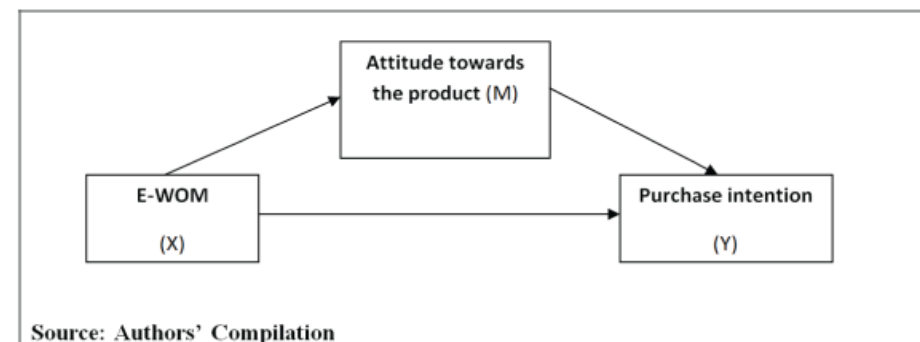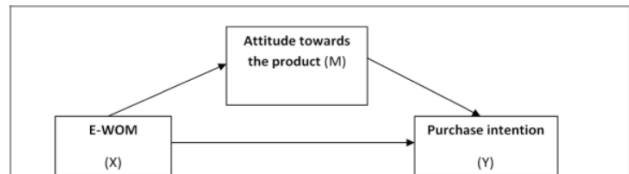
Table 4. Results of linear regressions explaining attitude towards the product

Model	Variables	Beta	t	Sig
1	EWOM	0.194	2.818	0.005
	(constante)	8.445E-19	0.000	1.000

F = 7.939 significative P=0.005
R-square = 0.038
Dependent Variable: Attitude

Table 5. Results of multiple linear regressions explaining the mediating role of attitude towards the product

Model	Variables	Beta	t	Sig
1	EWOM	0.094	1.588	0.114
	ATTITUDE	0.544	9.199	0.000
	(constant)	-4.428E-17	0.000	1.000

F = 48.240 P=0.000
R-square (Adjusted) =0.324
Dependent Variable: Purchase intention

Membuat Review Jurnal 2

Peneliti dan Tahun	Tujuan Penelitian	Model Penelitian	Metode Penelitian	Hasil Temuan Penelitian
Hamouda dan Tabbane (2013)	Meneliti pengaruh *eWOM* terhadap *attitude toward the product*, pengaruh *eWOM* terhadap *purchase intention*, dan pengaruh *attitude toward the product* terhadap *purchase intention*. Penelitian tersebut juga menguji peran mediasi *attitude toward the product* pada pengaruh *eWOM* terhadap *purchase intention*.	Figure 1. Conceptual framework concept — Attitude towards the product (M); E-WOM (X); Purchase intention (Y). Source: Authors' Compilation	Penelitian dilakukan dengan metode survei online yang melibatkan 204 responden pengguna internet di negara Tunisia. Teknik pengambilan sampel dilakukan dengan teknik *convenience sampling*. Alat analisis data yang digunakan yaitu regresi analisis jalur dengan *software* SPSS.	Hasil penelitian menemukan bahwa *eWOM* berpengaruh positif terhadap *attitude toward the product*, *eWOM* berpengaruh positif terhadap *purchase intention,* dan *attitude toward the product* berpengaruh positif terhadap *purchase intention*. Penelitian tersebut juga membuktikan bahwa pengaruh *eWOM* terhadap *purchase intention* dimediasi oleh *attitude toward the product*.

The effect of electronic word of mouth on brand image and purchase intention

An empirical study in the automobile industry in Iran

Mohammad Reza Jalilvand
Department of New Sciences and Technologies, University of Tehran, Tehran, Iran, and

Neda Samiei
Department of Economics, Faculty of Administrative Sciences and Economics, University of Isfahan, Isfahan, Iran

Abstract

Purpose – Word-of-mouth (WOM) has been recognized as one of the most influential resources of information transmission. Advances in information technology and the emergence of online social network sites have changed the way information is transmitted. This phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision. The purpose of this paper is to examine the extent to which e-WOM among consumers can influence brand image and purchase intention in the automobile industry.

Design/methodology/approach – Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face validity and readability. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey of Iran Khodro's prospective customers in Iran. A structural equation modeling procedure is applied to the examination of the influences of e-WOM on brand image and purchase intention. The research model was tested empirically using a sample of 341 respondents who had experience within online communities of customers and referred to Iran Khodro's agencies during the period of research.

Findings – The paper found that e-WOM is one of the most effective factors influencing brand image and purchase intention of brands in consumer markets.

Research limitations/implications – The paper outlines ways to promote a brand effectively through online customer communities, as well as general tips for website and forum moderators for facilitating such presentation in a manner useful to the members of their online communities. While there is a substantial research stream that examines the branding of consumers goods and an increasing literature on product brands, little is known about brand image in the context of online communications. This paper extends existing measurement of brand image to a new setting, namely e-WOM.

Originality/value – This paper provides valuable insight into the measurement of e-WOM, brand image, and purchase intention in the automobile industry and offers a foundation for future product branding research.

Keywords Internet, Consumer behaviour, Word of mouth, Brand image, Social networks, Iran

Paper type Research paper

Figure 1.
Research model

Independent variable	Dependant variable	Estimate	Standardized estimate	Standard error	t-statistic	p
Electronic word of mouth	Brand image	0.997	0.866	0.127	7.842	**
Electronic word of mouth	Intention to purchase	0.312	0.574	0.140	2.224	0.026*
Brand image	Intention to purchase	0.325	0.690	0.129	2.518	0.012*

Table V.
Maximum likelihood estimates for research model (n = 341)

Notes: *Significant at the $p < 0.05$ level (two-tailed); **significant at the $p < 0.001$ level (two-tailed)

Independent variable	Dependent variable	Total effect	Direct effect	Indirect effect
Electronic word of mouth	Brand image	0.866	0.866	0.000
Electronic word of mouth	Purchase intention	1.172	0.574	0.597
Brand image	Purchase intention	0.690	0.690	0.000

Table VII.
Decomposition of total effects for research model (n = 341)

Membuat Review Jurnal 3

Peneliti dan Tahun	Tujuan Penelitian	Model Penelitian	Metode Penelitian	Hasil Temuan Penelitian
Jalilvand dan Samiei (2012)	Meneliti pengaruh *eWOM* terhadap *brand image*, pengaruh *eWOM* terhadap *purchase intention*, dan pengaruh *brand image* terhadap *purchase intention*. Penelitian tersebut juga menguji peran mediasi *brand image* pada pengaruh *eWOM* terhadap *purchase intention*.		Penelitian dilakukan dengan metode survei yang melibatkan 341 responden di negara Iran. Teknik pengambilan sampel dilakukan dengan metode *cluster sampling*. Alat analisis data yang digunakan yaitu SEM dengan *software* AMOS.	Hasil penelitian menemukan bahwa *eWOM* berpengaruh positif terhadap *brand image, eWOM* berpengaruh positif terhadap *purchase intention,* dan *brand image* berpengaruh positif terhadap *purchase intention.* Penelitian tersebut juga membuktikan bahwa pengaruh *eWOM* terhadap *purchase intention* dimediasi oleh *brand image*.

Model Baru yang dapat dikembangkan dari Modifikasi ketiga Jurnal
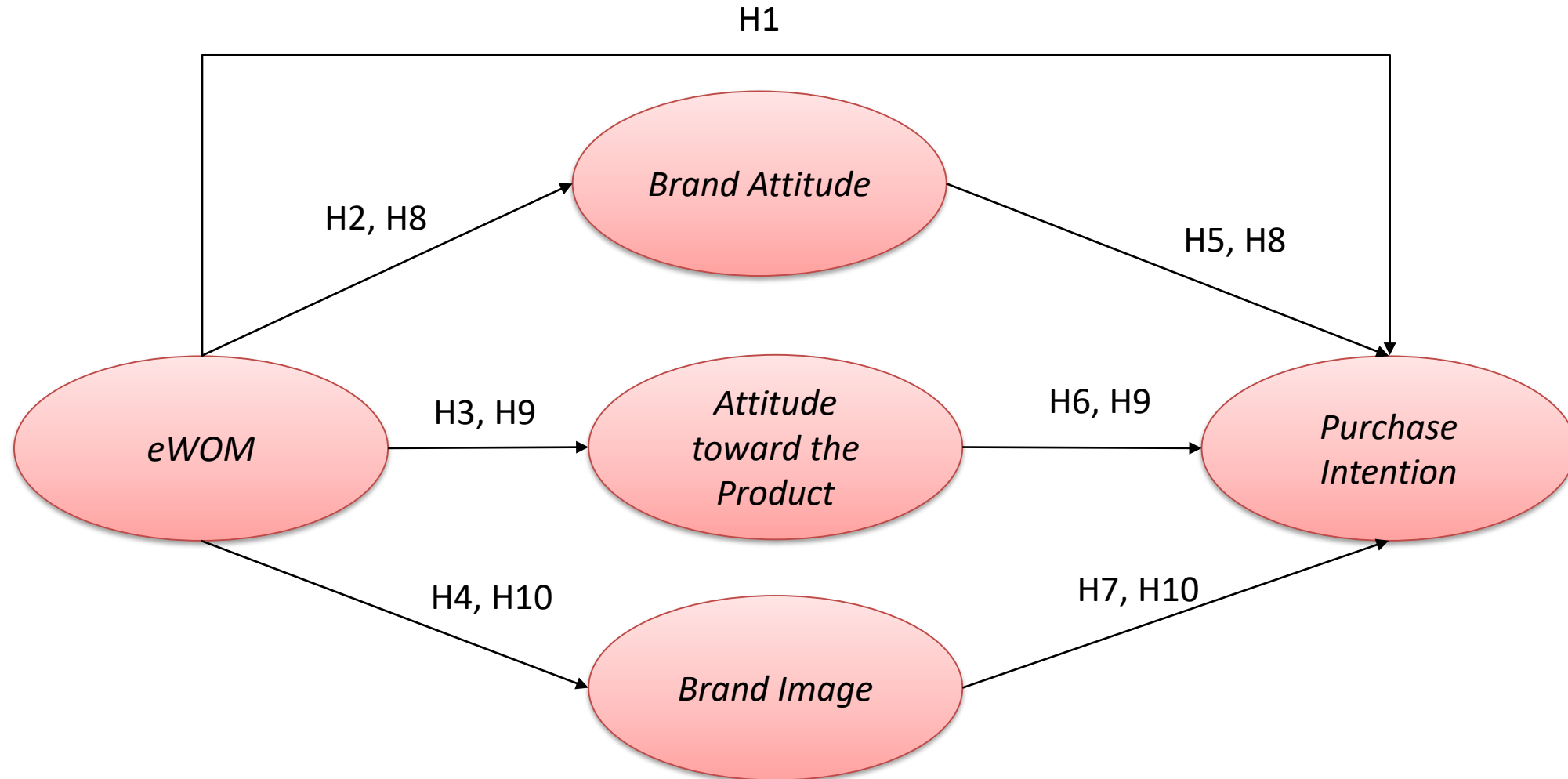
Meramu Variabel:
Mengembangkan Kebaruan Model dengan Menggunakan Konsep Baru

Konsep Baru: Citra Perusahaan Altruis

Cause-Related Marketing (CaRM) → **Minat Beli**

Citra Perusahaan Altruis
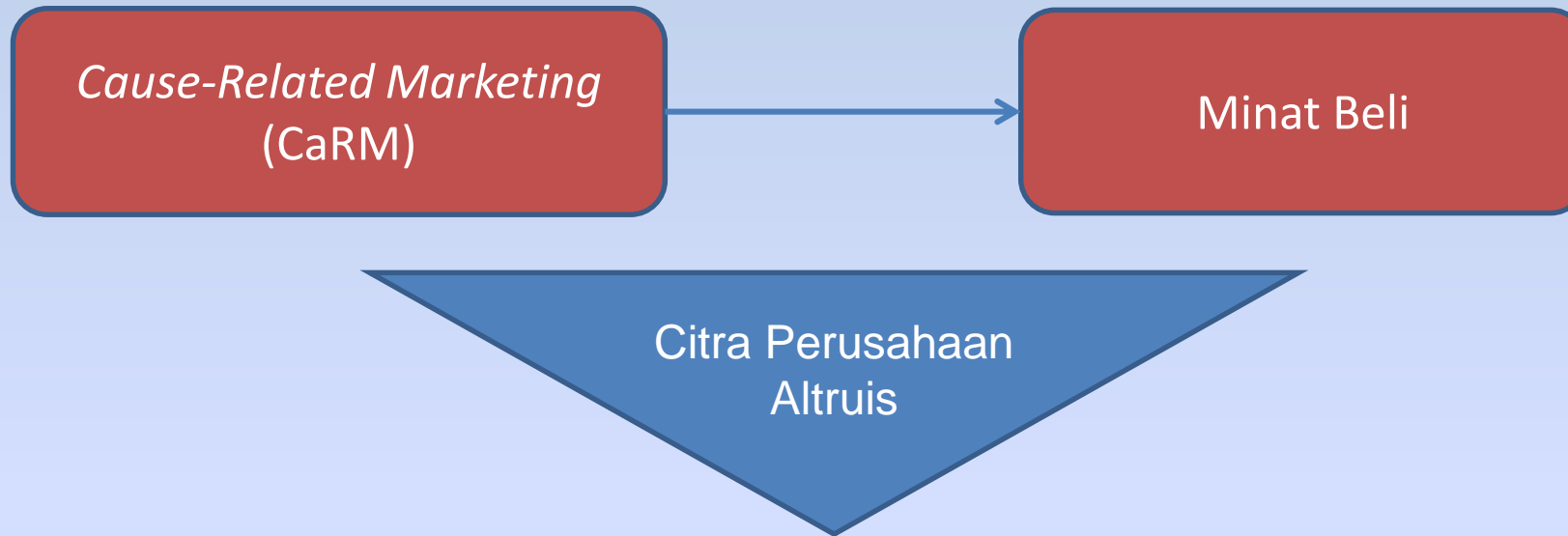
Citra Perusahaan Altruis:

-> kesan yang melekat di benak konsumen bahwa suatu perusahaan memiliki kepedulian pada masyarakat umum, memiliki kepedulian pada lingkungan, dan memiliki orientasi pada kesejahteraan sosial. Citra perusahaan altruis berpotensi meningkatkan minat beli konsumen pada produk.
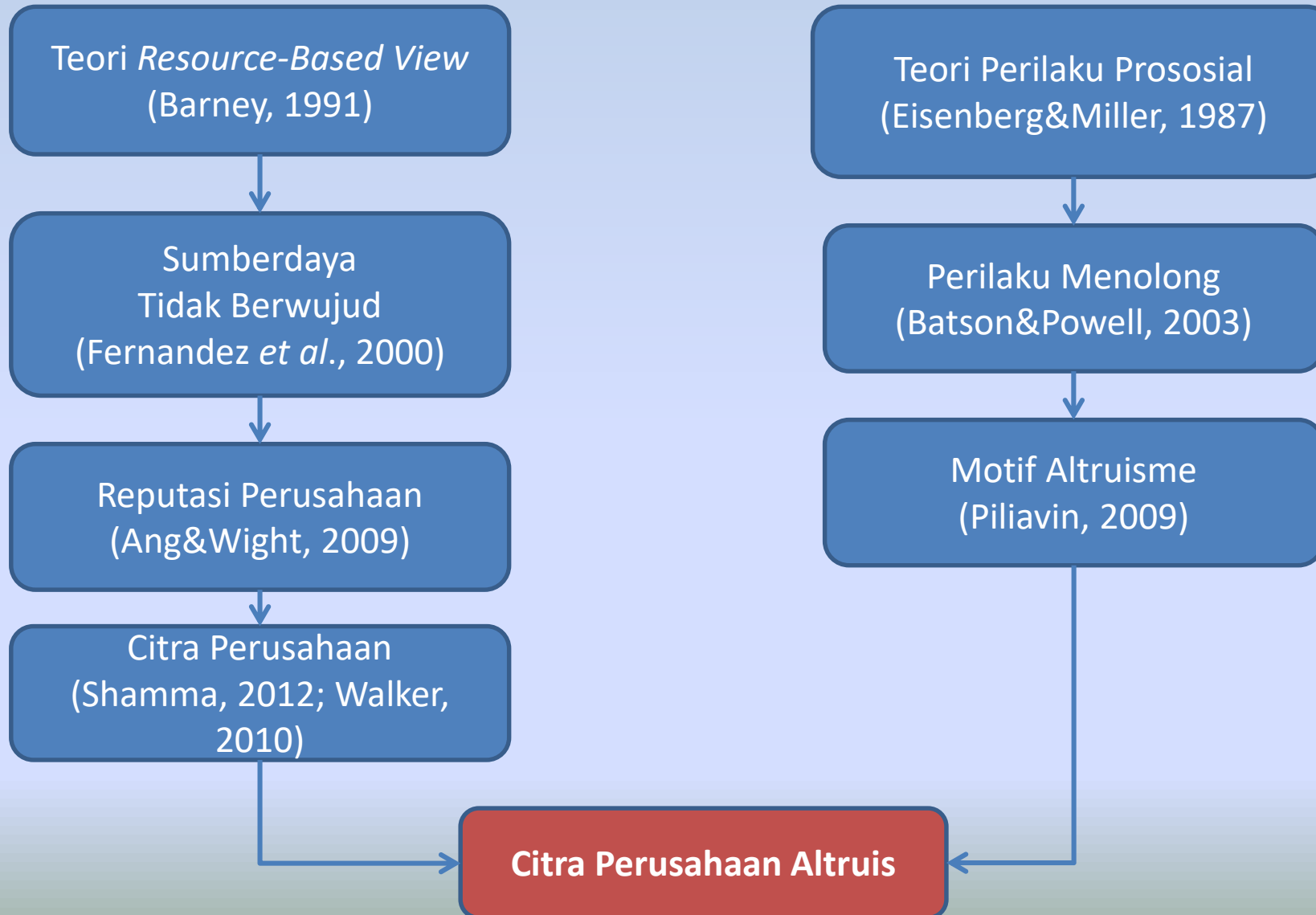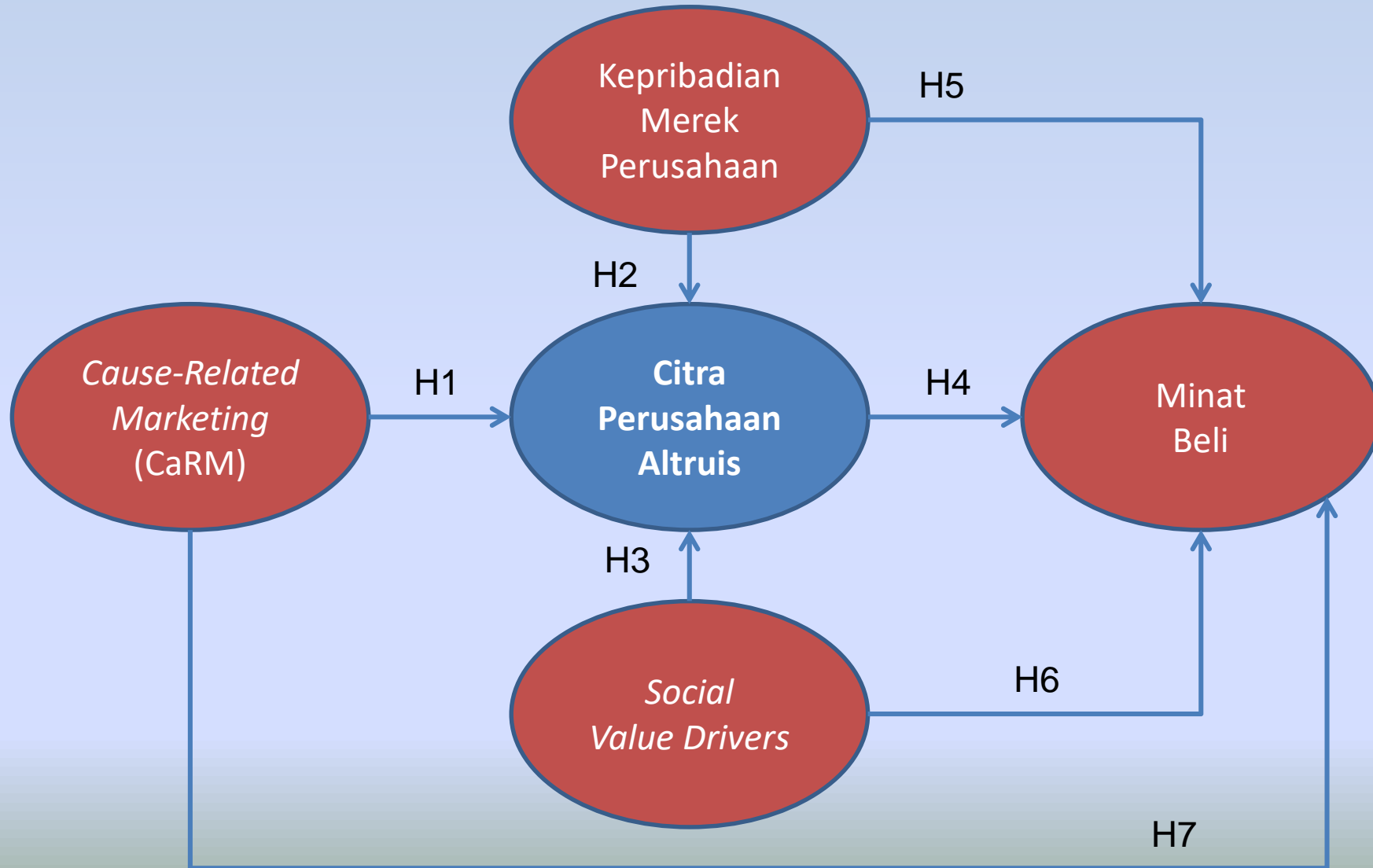
Meramu Variabel:
Pentingnya Logika Berpikir dalam Mengembangkan Model Penelitian

Adakah yang Salah dari Model Penelitian ini???

Logical Connection

Model yang Lebih Tepat

Kualitas Layanan

H1

Kepuasan Pelanggan

H2
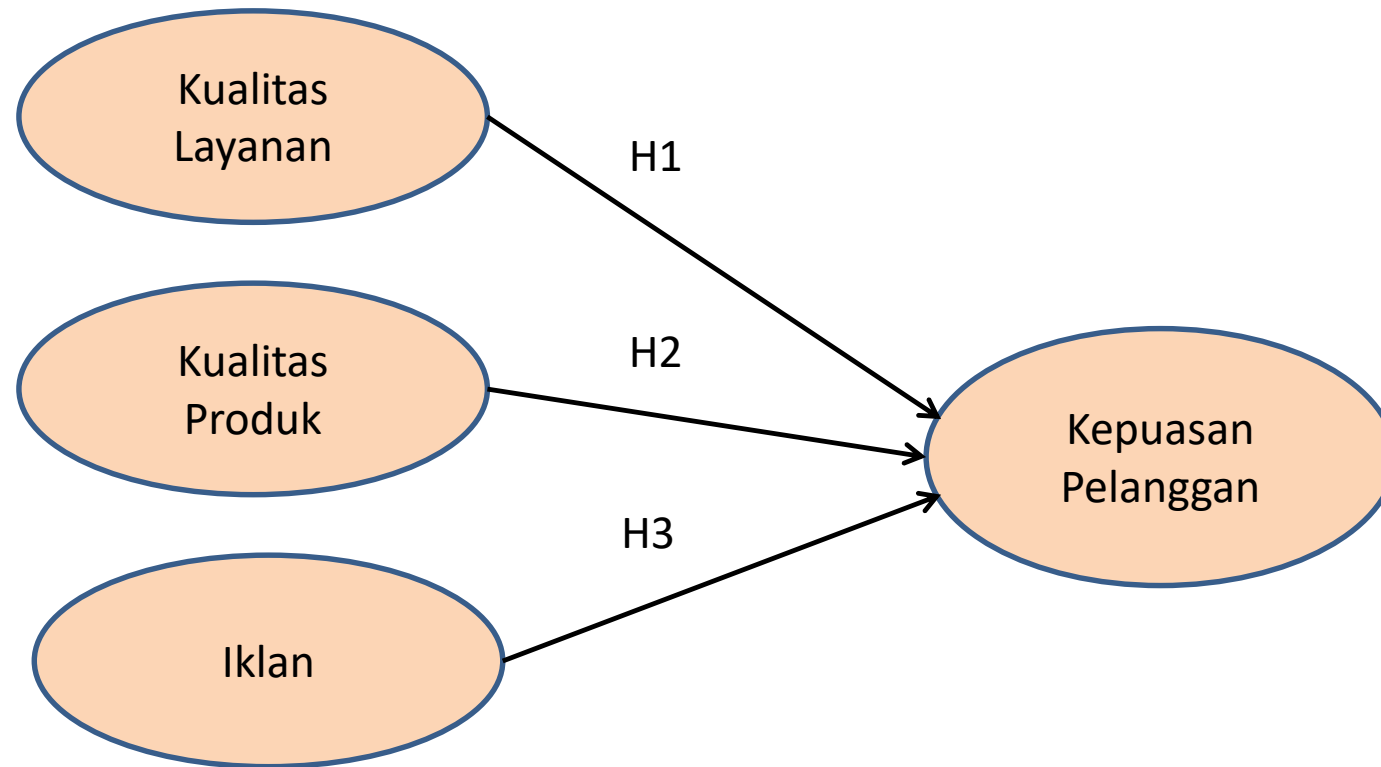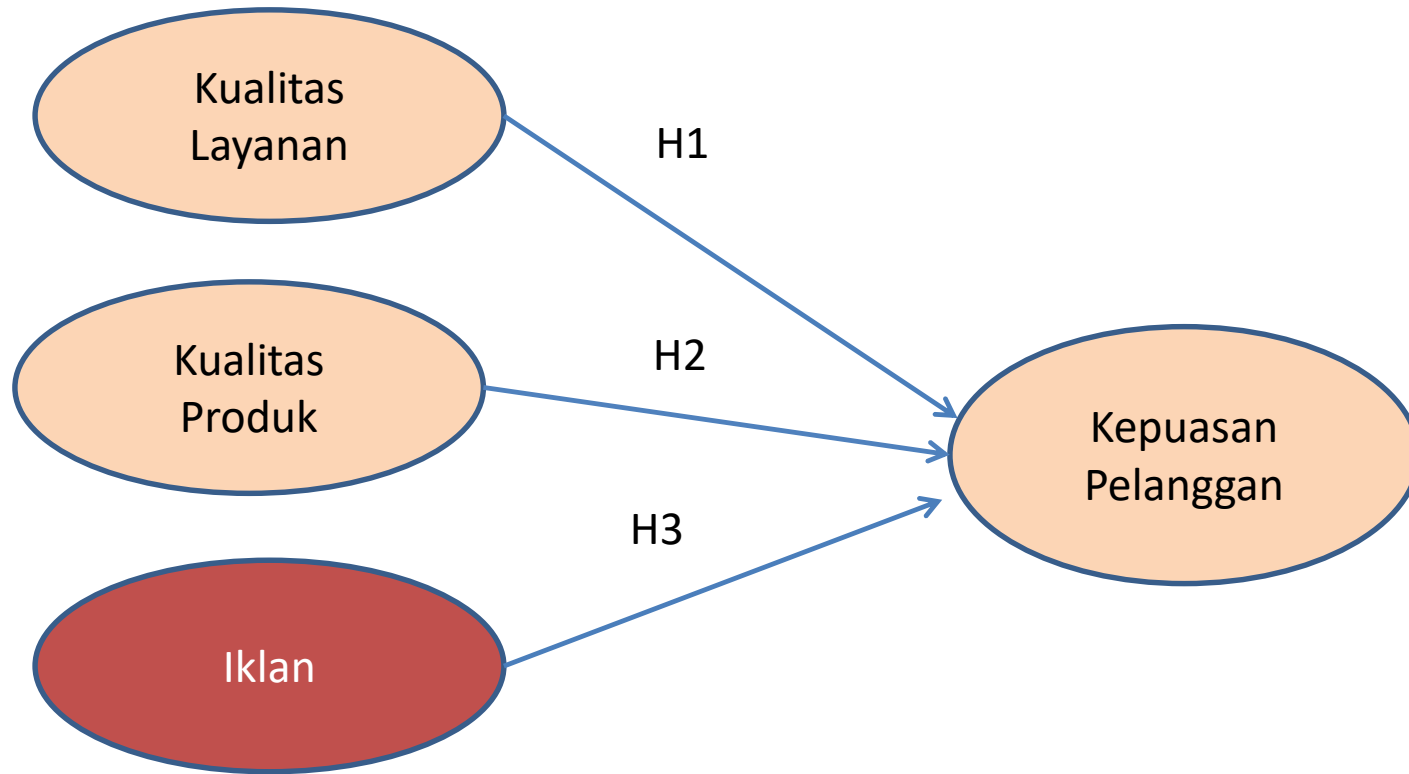
Kualitas Produk

Hipotesis:

H1 : Semakin bagus kualitas layanan maka semakin tinggi kepuasan pelanggan

H2 : Semakin bagus kualitas produk maka semakin tinggi kepuasan pelanggan
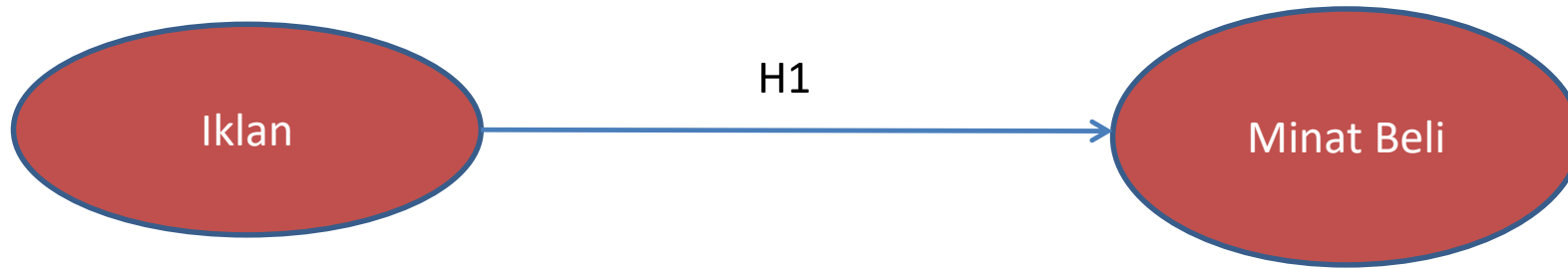
Adakah yang Salah dari Model Penelitian ini???

Logical Connection

Menguji Model dengan Variabel Mediasi

Adakah yang salah dari model penelitian ini??
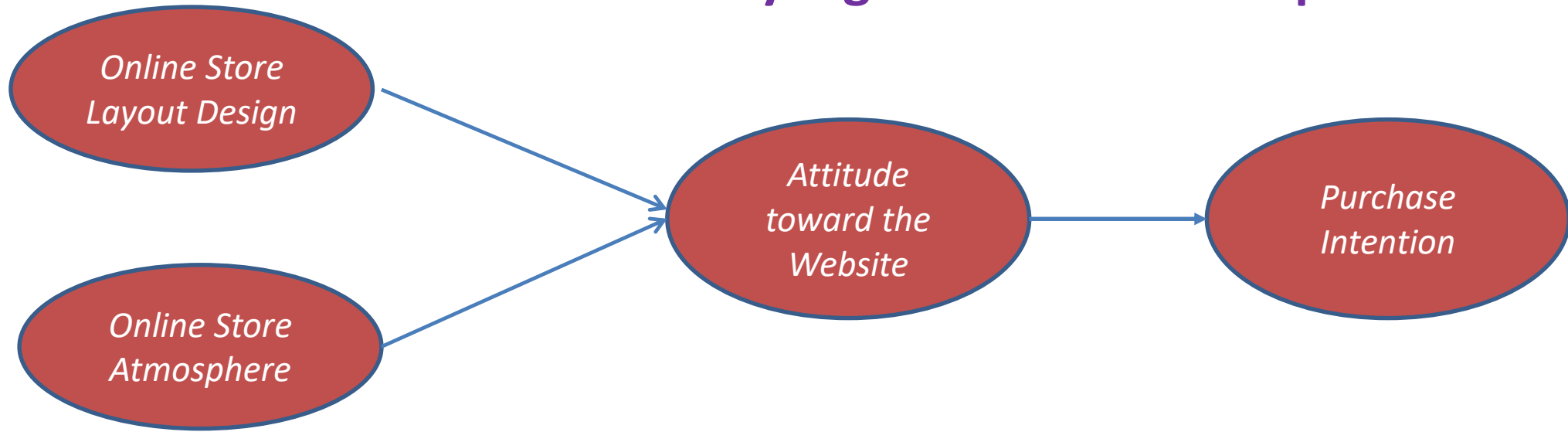
Hipotesis:

H1 : *Online store layout design* berpengaruh terhadap *attitude toward the website*

H2 : *Online store atmosphere* berpengaruh terhadap *attitude toward the website*

H3 : *Attitude toward the website* berpengaruh terhadap *purchase intention*

H4 : *Attitude toward the website* memediasi pengaruh *online store layout design* terhadap *purchase intention*

H5 : *Attitude toward the website* memediasi pengaruh *online store atmosphere* terhadap *purchase intention*

Menguji Model dengan Variabel Mediasi
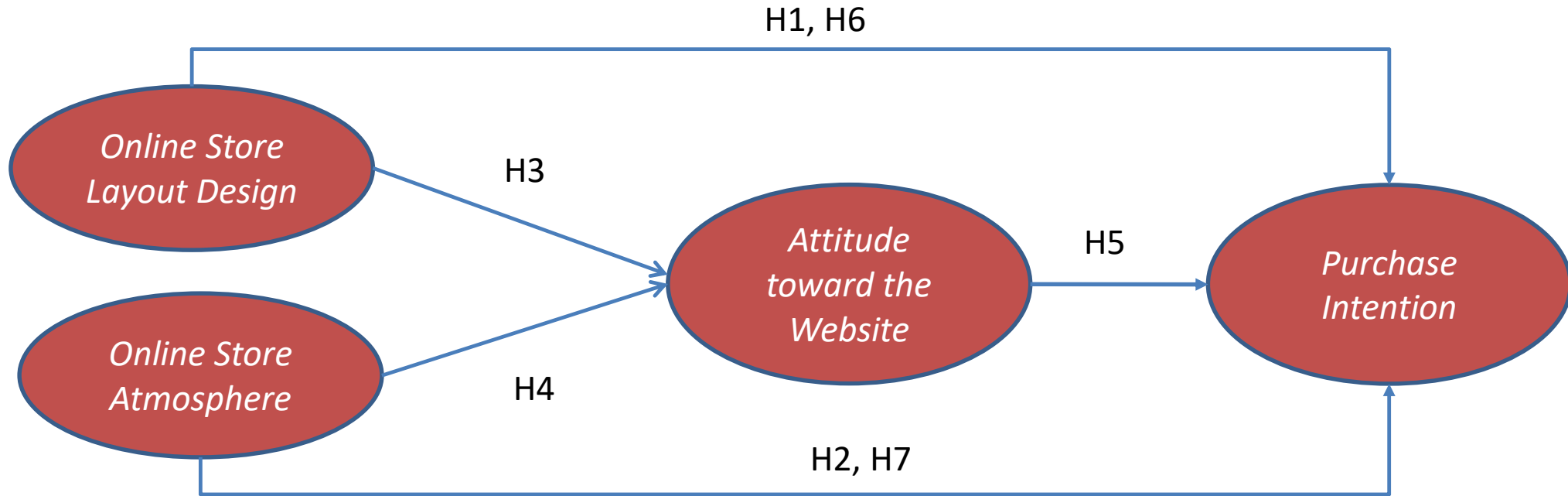
Hipotesis:

H1 : *Online store layout design* berpengaruh langsung terhadap *purchase intention*

H2: *Online store atmosphere* berpengaruh langsung terhadap *purchase intention*

H3: *Online store layout design* berpengaruh langsung terhadap *attitude toward the website*

H4 : *Online store atmosphere* berpengaruh langsung terhadap *attitude toward the website*

H5 : *Attitude toward the website* berpengaruh langsung terhadap *purchase intention*

H6 : *Attitude toward the website* memediasi pengaruh *online store layout design* terhadap *purchase intention*

H7 : *Attitude toward the website* memediasi pengaruh *online store atmosphere* terhadap *purchase intention*

Menuliskan Variabel

Proses Telaah Pustaka

Mencari jenis literatur yang sesuai dengan topik

Mencari naskah dari publikasi jurnal yang sesuai dengan topik

Mencari naskah dengan variabel yang sesuai dengan topik

Membahas substansi dari konsep/ variabel yang diteliti

Membuat review singkat hasil temuan penelitian sebelumnya yang relevan dengan topik

Mengembangkan model penelitian dan menyusun hipotesis

LITERATURE REVIEW – TELAAH PUSTAKA

LITERATUR

LEVEL 1 — BUKU PELAJARAN TEXT-BOOK

LEVEL 2 — LAPORAN PENELITIAN YANG TIDAK DIPUBLIKASIKAN

LEVEL 3 — PROSIDING TEMU ILMIAH

LEVEL 4 — SCIENTIFIC READINGS

LEVEL 5 — SKRIPSI/TESIS/DISERTASI

LEVEL 6 — ARTIKEL JURNAL ILMIAH BIDANG ILMU
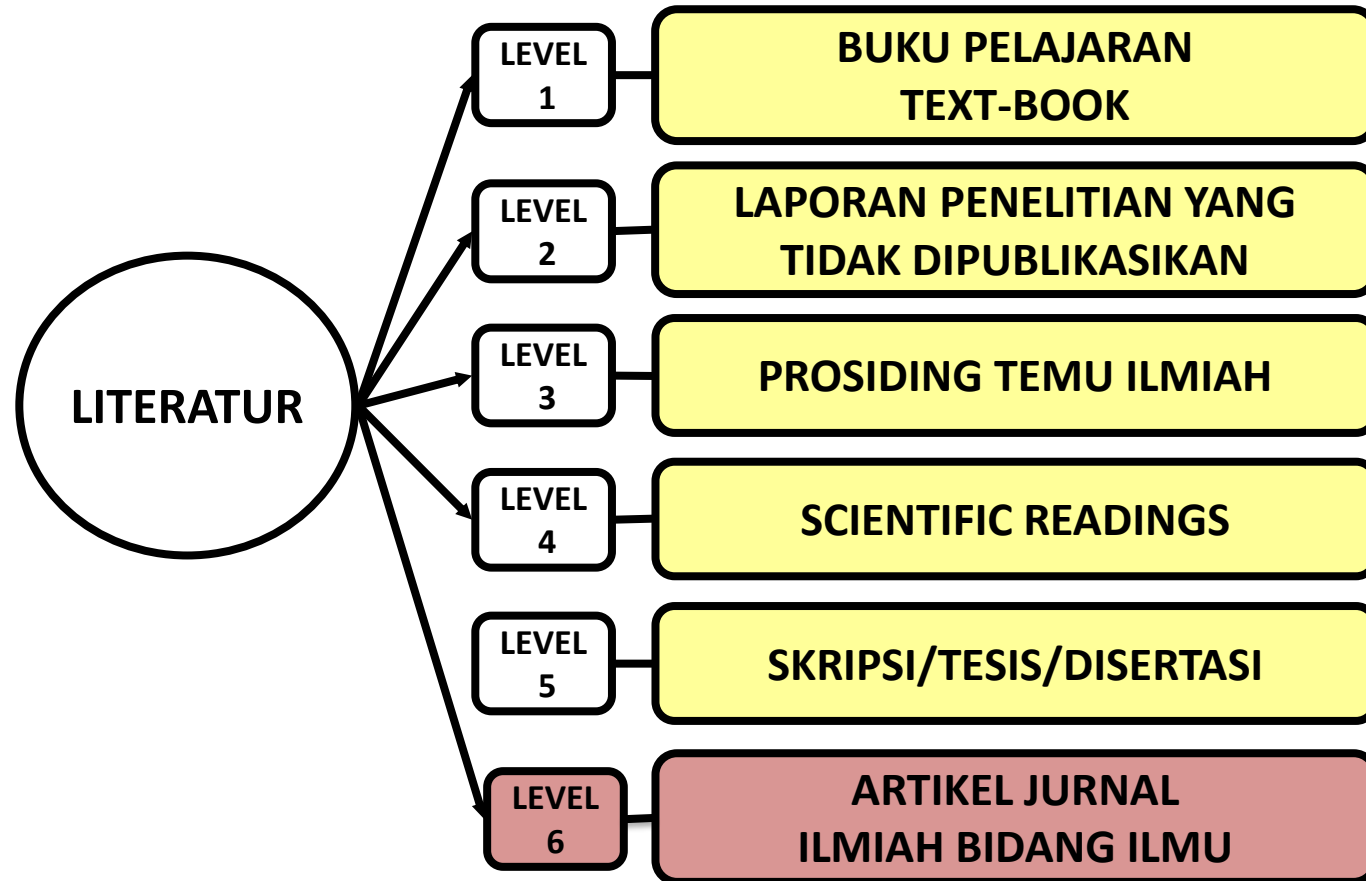
Sumber: Ferdinand (2014)

Menuliskan Penjelasan mengenai Konsep/Variabel

- Cari definisi mengenai konsep/variabel yang diteliti dari beberapa penulis
- Tuliskan sumber referensinya
- Cari KATA KUNCI dari definisi yang dikemukakan para penulis tsb
- Buat KESIMPULAN apa yang diperoleh dari pemahaman mengenai definisi-definisi yang dituliskan sebelumnya dengan cara menarik benang merah dari KATA KUNCI menggunakan bahasa kita sendiri

Menuliskan Penjelasan mengenai Konsep/Variabel

Contoh:

Brand Love

- *Brand love* didefinisikan sebagai tingkat sejauh mana ANTUSIASME dan KETERIKATAN yang dirasakan oleh konsumen yang puas pada suatu merek tertentu (Carroll and Ahuvia, 2006).

- *Brand love* merupakan perasaan ANTUSIAS pada merek, KETERIKATAN pada merek, EVALUASI POSITIF mengenai merek, EMOSI POSITIF dalam merespon merek, dan PERNYATAAN CINTA pada merek (Albert dan Merunka, 2008).

- Kesimpulan: *Brand love* adalah perasaan emosional positif yang mencakup perasaan antusias, terikat, dan cinta yang dimiliki oleh konsumen pada suatu merek tertentu.

Menuliskan Penjelasan mengenai Hubungan Antar Konsep/Variabel

- Menyiapkan artikel jurnal yang dijadikan sumber referensi dalam telaah pustaka
- HINDARI membaca bagian LITERATURE REVIEW
- CERMATI bagian FINDINGS (RESULTS&DISCUSSION)
- Fokus pada GAMBAR dan TABEL hasil temuan penelitian tersebut
- Tulis dengan BAHASA SENDIRI mengenai apa yang dipahami dari temuan penelitian tersebut
- Tuliskan sumber referensinya

CSR influence on hotel brand image and loyalty

Patricia Martínez, Andrea Pérez and Ignacio Rodríguez del Bosque
Faculty of Economics, University of Cantabria, Santander, Spain

Abstract

Purpose – The purpose of this paper is to investigate the influence of corporate social responsibility (CSR) on brand image and loyalty in the hotel industry.

Design/methodology/approach – A reflective structural equations model was developed to test the research hypothesis. The study was tested using data collected from a sample of Spanish consumers who assessed the top ten Spanish hotel chains operating in the Latin American context.

Findings – The role of CSR as a tool to generate both functional and affective brand image, and loyalty was confirmed. CSR has a greater influence on the affective dimension of brand image, whereas functional image has a greater influence on brand loyalty. Furthermore, CSR can be seen as having a direct positive effect on brand loyalty.

Research limitations/implications – It is necessary to extend this study to other subsectors in the tourism industry and to other Latin American countries. Future research should measure CSR as a formative construct to provide a greater consensus regarding the measurement of this topic. Moreover, the inclusion of new variables in the model would increase its explanatory power.

Originality/value – The principal contribution of this paper is that it provides important insights into the development of efficient strategies to enhance brand image and loyalty through CSR. Findings from this study may be of importance for hotel managers and directors when developing more effective branding strategies.

Keywords Brand image, Corporate social responsibility, Latin America, Brand Loyalty, Hotel sector, Reflective indicators

Paper type Research paper

1. Introduction

Branding is one of the most important trends in the global hotel industry. In the USA, brand penetration in the ratio of branded vs non-branded properties is over 70 percent in the hospitality industry whereas in Europe it is under 25 percent (Forgacs, 2006). Additionally, the concepts of brand image and loyalty have gained considerable attention from academicians and practitioners in recent years. Several reasons have been cited for the growth of these notions within the hotel industry. From the perspective of customers, key benefits comprise the reduction of search costs and perceived risks. From the point of view of brand managers, central benefits include the ability to set a price premium over rival hotel chains and independent hotels, the ability to gain market share against these competitors and the ability to build brand loyalty. Despite these advantages, the existing literature on brand image and loyalty within the hotel industry is still limited (Kayaman and Arasli (2007)). Therefore, it is considered indispensable to delve into the tools used by hotel companies to enhance their brand image and loyalty.

Hypotheses	Structural relationship	Std. coefficient (t-value)	Contrast
H1	CSR → functional image	13.483*	Accepted
H2	CSR → affective image	18.717*	Accepted
H3	CSR → loyalty	2.184*	Accepted
H4	Functional image → loyalty	9.053*	Accepted
H5	Affective image → loyalty	20.084*	Accepted

Notes: S-Bχ^2(312 df) $= 470.212$ ($p = 0.000$); NFI $= 0.948$; NNFI $= 0.942$; CFI $= 0.960$; IFI $= 0.960$.
* $p < 0.05$

Consumer's love for functional brands: the Aspirin case

Ana Pinto Borges

ISAG – European Business School, Porto, Portugal and Lusiada University – North, Lisbon, Portugal

Cláudia Cardoso

Escola Superior de Gestão, Instituto Politecnico do Cavado e do Ave, Barcelos, Portugal, and

Paula Rodrigues

Faculty of Economics and Management, Universidade Lusiada Porto, Porto, Portugal

Abstract

Purpose – This study aims to check which scale of love brand developed by Carroll and Ahuvia (2006) or Mohammadian and Karimpour (2014) have better adhesion to the perception of Aspirin love brand, that is, a functional brand.

Design/methodology/approach – The conceptual models and associated hypotheses are tested with a sample of 321 consumers. Data were analyzed through a structural equation model.

Findings – The results demonstrate strong relationships between the three antecedents (brand engagement, confidence and overall attitude) and brand love and between brand love and its consequences (brand loyalty, positive word of mouth and brand purchase intention) in both scales.

Research limitations/implications – The main limitation of the study relates to the sample, which is only of Portuguese consumers and does not match the main socio-demographic characteristics of the population. Therefore, the study should be seen as exploratory on the brand love in the case of functional brands.

Practical implications – The knowledge that a consumer can establish an emotional relationship with a functional brand, in a highly competitive sector as the pharmaceutical sector, in particular in drugs that are sold without a prescription, can help managers in defining their communication strategy appealing to the emotions and long-term involvement with the consumed.

Originality/value – Few studies about the background of the brand love and those that exist are linked to hedonic product categories and self-expressive brands. It is the first time that the brand love for a medicine is evaluated.

Keywords Consumer behaviour, Brand love, Aspirin, Functional brands

Paper type Research paper

1. Introduction

Brand love is the central concept of this work. This theme, still poorly explored in marketing, has acquired relevance and interest because it is important for the competitiveness of products and brands, as well as for the understanding of consumer attitudes facing brands (Carroll and Ahuvia, 2006). The topic is relevant because feeling and emotion are enhancers of acceptance and they solidify the brand in the market and

Hypotheses	Parameter	Estimation	p-value	Conclusion
Brand engagement → brand love (+)	γ_{11}	0.345	0.000	Validated $H1$
Confidence → brand love (+)	γ_{12}	0.721	0.000	Validated $H2$
Overall attitude valence → brand love (+)	γ_{13}	−0.042	0.662	Not validated $H3$
Brand love → WOM (+)	γ_{14}	0.894	0.000	Validated $H4$
Brand love → purchase intention (+)	γ_{15}	0.881	0.000	Validated $H5$
Brand love → brand loyalty (+)	γ_{16}	1.074	0.000	Validated $H6$

Goodness of the adjustment

χ^2 standardized			2.876	
RMSEA			0.098	
CFI			0.897	
TLI			0.882	
IFI			0.898	

Effects of brand love, personality and image on word of mouth

The case of fashion brands among young consumers

Ahmed Rageh Ismail
Marketing Department, College of Business, School of Business Management, Universiti Utara Malaysia, Sintok – Kedah, Malaysia, and
Gabriella Spinelli
Marketing Group, Brunel University, London, UK

Abstract

Purpose – Fashion brand love is a central concept in the consumer-brand relationship domain. Brand managers tend to create more lovable brands, e.g. McDonald's "I'm lovin it". However, the importance of this concept is not frequently discussed in marketing literature. Furthermore, the impact of brand personality and brand image on brand love has not been investigated in any empirical research. This paper aims to address this gap by developing a causal model incorporating brand love, brand personality, brand image and word of mouth (WOM) to investigate the relationships among them.

Design/methodology/approach – Data were collected using a survey method and usable questionnaires were completed by 250 undergraduate students. Path analysis was used to test the hypotheses using AMOS 16.0.

Findings – Results revealed that only brand image is considered as a determinant of brand love that affects WOM along with brand personality.

Practical implications – Results provide detailed implications and a platform on which future research can be built.

Originality/value – The extant love research seems to be solely in the US context. To the best of the author's knowledge, this is the first study to investigate the concept of brand love outside the USA.

Keywords Brand love, Brand image, Brand personality, Word of mouth, Fashion brands, Brand identity

Paper type Research paper

1. Introduction

For decades, branding in fashion research has gained increasing attention among scholars worldwide and specifically in the UK. Different studies focussed on various topics. To mention just a few; gaining a competitive advantage in fashion retailing (Lewis and Hawksley, 1990), benefiting from the fashion own brand (Moore, 1995), branding strategies in UK fashion retailers (Birtwistle and Freathy, 1998), corporate branding (Burt and Sparks, 2002), factors influencing the willingness to buy retailer own brands (Veloutsou *et al.*, 2004), factors crucial to develop an intentionally appealing brands (Wigley *et al.*, 2005), attitude toward brand extension (Liu and Choi, 2009), luxury fashion brands (Moore and Birtwistle, 2005; Fionda and Moore, 2009; Moore and Doyle, 2010), strategic alliances in the fashion sector (Wigley, 2011), understanding of the centrality of the own brand to fashion retailer brand strategy (McColl and Moore, 2011). Whereas, previous research in this area provides fundamental contribution, still more research is needed to explore other facets of the branding theme. Loving fashion brands is an important aspect of research that is interesting and worth studying. Consumers love their fashion brands that are well

Hypotheses	Path estimates	t-values	Test results
H1: Excitement → brand love	0.11	1.93	Rejected
H2: Excitement → brand image	0.36	4.83	Accepted
H3: Brand love → word-of-mouth	0.51	5.47	Accepted
H4: Brand image → word-of-mouth	0.13	1.53	Rejected
H5: Brand image → brand love	0.70	7.81	Accepted
H6: Excitement → word-of-mouth	0.29	4.85	Accepted

Table V.
Hypothesis-testing results

Consumer engagement with self-expressive brands: brand love and WOM outcomes

Elaine Wallace
Department of Marketing, J.E. Cairnes School of Business & Economics, National University of Ireland Galway, Galway, Ireland

Isabel Buil
Department of Marketing Management, University of Zaragoza, Zaragoza, Spain, and

Leslie de Chernatony
Aston Business School, Aston University, Birmingham, UK

Abstract

Purpose – The purpose of this paper is to explore attitudes of consumers who engage with brands through Facebook "likes". It explores the extent to which these brands are self-expressive and examines the relationship between brand "liking" and brand outcomes. Brand outcomes include brand love and advocacy, where advocacy incorporates WOM and brand acceptance.

Design/methodology/approach – Findings are presented from a survey of Facebook users who engage with a brand by "liking" it.

Findings – Brands "liked" are expressive of the inner or social self. The study identifies a positive relationship between the self-expressive nature of brands "liked" and brand love. Consumers who engage with inner self-expressive brands are more likely to offer WOM for that brand. By contrast, consumers who engage with socially self-expressive brands are more likely to accept wrongdoing from a brand.

Research limitations/implications – The research is exploratory and is limited to consumers who are engaged with a brand through "liking" it on the Facebook social network.

Practical implications – The study offers suggestions for managers seeking to enhance brand engagement through Facebook "liking", and to encourage positive brand outcomes (such as WOM) among consumers already engaged with a brand on Facebook.

Originality/value – This paper provides new insights into consumer brand engagement evidenced through Facebook "liking". It charts the relationship between "liked" self-expressive brands and brand love. Distinctions are drawn between brand outcomes among consumers who "like" for socially self-expressive reasons, and consumers who are brand engaged by "liking" to express their inner selves.

Keywords Facebook, Advocacy, Brand engagement, Brand love, Self-expressive brands, Word of mouth (WOM), Consumer behaviour

Paper type Research paper

Introduction

Brand engagement is a composite of experiential and social dimensions (Gambetti *et al.*, 2012). It is defined as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions" (Hollebeek, 2011, p. 790). This study focuses on the "social dimension" of brand engagement (Gambetti *et al.*, 2012, p. 681).

This study examines brand engagement on Facebook. As Malhotra *et al.* (2013, p. 18) note, "brands have embraced Facebook as a key marketing channel to drive engagement and brand awareness". On Facebook, the number of "likes", shares, or comments a brand's page receives is a manifest variable for brand engagement (Chauhan and Pillai, 2013; Hoffman and Fodor, 2010; Malhotra *et al.*, 2013). Consumers who click "Like" are more engaged, active and connected than the average Facebook user (Facebook, 2010). Moreover, recent BrandZ data suggests that those who "like" brands spend up to five times as much money on their "liked" brand than those who do not "like" those brands, with a 13.4 per cent share of wallet among fans of the "liked" brand compared with a 2.8 per cent share among non-fans (Hollis, 2011). In addition, the brands engaged on Facebook have greater potential to influence others: those who "like" tend to have 2.4 times as many friends on their Facebook network as other users, and they are likely to click on 5.3 times more links than other Facebook users (Nelson-Field *et al.*, 2012). Therefore, fans are more connected, and can better facilitate the spread of brand messages across their social networks, than non-fans. Clearly, gaining insights from Facebook fans provides new and valuable insights into consumers' brand engagement.

The extant literature examining brand engagement in an offline context has identified relationships between brand engagement, brand love and consumers' use of brands to
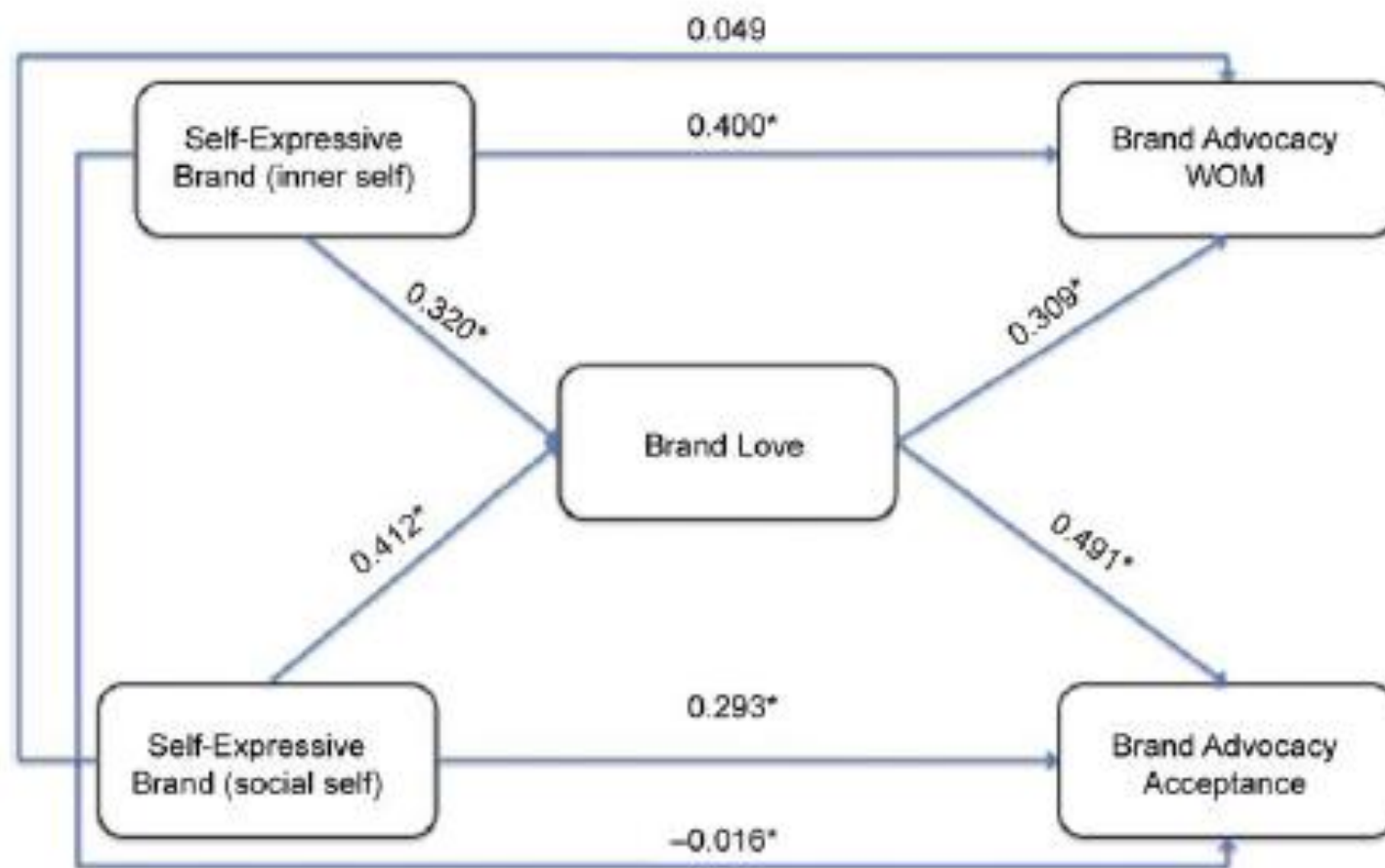
Figure 1 Structural model

Notes: S-Bχ^2 = 494.626 (220) ($p < 0.01$); NFI = 0.911; NNFI = 0.940; CFI = 0.948; IFI = 0.948; RMSEA = 0.069; * = $P < 0.05$

Social eWOM: does it affect the brand attitude and purchase intention of brands?

Chetna Kudeshia
BIT, Noida, India, and

Amresh Kumar
Asia Pacific Institute of Management, New Delhi, India

Abstract

Purpose – The purpose of this paper is to examine how user-generated positive social electronic word-of-mouth (eWOM) via Facebook affects brand attitude and, consequently, influences purchase intention of smartphones. The spending patterns of consumers, particularly decision-makers, have been affected to a substantial degree by the strong presence of brands on the web. eWOM, one among the shape of net product reviews, exercises extensive influence not only on the consumers' attitude towards the brand but also impacts their buying intentions.

Design/methodology/approach – A survey-based empirical study was conducted to examine the influence of social eWOM on brand attitude and purchase intention of consumers. Structural equation modeling (SEM) was applied using data collected from 311 respondents comprising users of Facebook.

Findings – The research established that user-generated positive eWOM on social networking site, Facebook significantly influences brand attitude and purchase intention of consumer electronics.

Research limitations/implications – The data set used for the study limits generalizing of results, as the data are not representative across industries or across all social media applications. The study provides a useful and interesting insight into the theory and practice of eWOM. It shows how social eWOM, an emerging communication tool, not only helps twenty-first century marketers in reaching customers, but how it also plays a vital role in affecting brand attitude and purchase intention of products.

Originality/value – This paper provides useful and valuable insights into the relationship between social eWOM, brand attitude and purchase intention of consumer electronics, an area that largely remains unexplored. The study can also be replicated for other products or services for future research.

Keywords Facebook, eWOM, Brand attitude, Purchase intention, Fan page, Social eWOM

Paper type Research paper

1. Introduction

Word-of-mouth (WOM) marketing has attracted both scholars and practitioners of marketing to investigate its effect on brands, firms and buying behavior, both online and offline (Brown *et al.*, 2007). Electronic word-of-mouth (eWOM) takes place across numerous online channels such as discussion forums, product reviews, social networking sites and emails (Dwyer *et al.*, 2007). It quickly becomes evident that eWOM is an augmentation of traditional WOM communication, and social media networks have altered this face-to-face communication into computer-mediated WOM communication (Jeong and Koo, 2015).

Henning-Thurau *et al.* (2004) defined eWOM as:

[…]any positive or negative statement made by a potential, actual, or former customer about a product or a company, available to a multitude of people and institutions via the internet.

	Estimate	SE	CR	p
Brand_Attitude <– eWOM	0.533	0.040	13.364	***
Purchase_Intention <– Brand_Attitude	0.416	0.082	5.074	***
Purchase_Intention <– eWOM	0.452	0.061	7.437	***

Source: AMOS Output

Table IV.
Summarized statistical results

Hypothesis	eWOM -> Purchase Intention	e-WOM -> Brand Attitude	BrandAttitude -> Purchase Intention	eWOM, Purchase Intention -> Brand Attitude	Result
eWOM -> Brand_Attitude -> PI	Sig (0.674)	Sig (0.533)	Sig (0.853)	Sig (0.506)	Partial mediation

Table V.
Mediation result

Source: AMOS Output

The effect of electronic word of mouth on brand image and purchase intention

An empirical study in the automobile industry in Iran

Mohammad Reza Jalilvand

Department of New Sciences and Technologies, University of Tehran, Tehran, Iran, and

Neda Samiei

Department of Economics, Faculty of Administrative Sciences and Economics, University of Isfahan, Isfahan, Iran

Abstract

Purpose – Word-of-mouth (WOM) has been recognized as one of the most influential resources of information transmission. Advances in information technology and the emergence of online social network sites have changed the way information is transmitted. This phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision. The purpose of this paper is to examine the extent to which e-WOM among consumers can influence brand image and purchase intention in the automobile industry.

Design/methodology/approach – Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face validity and readability. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey of Iran Khodro's prospective customers in Iran. A structural equation modeling procedure is applied to the examination of the influences of e-WOM on brand image and purchase intention. The research model was tested empirically using a sample of 341 respondents who had experience within online communities of customers and referred to Iran Khodro's agencies during the period of research.

Findings – The paper found that e-WOM is one of the most effective factors influencing brand image and purchase intention of brands in consumer markets.

Research limitations/implications – The paper outlines ways to promote a brand effectively through online customer communities, as well as general tips for website and forum moderators for facilitating such presentation in a manner useful to the members of their online communities. While there is a substantial research stream that examines the branding of consumers goods and an increasing literature on product brands, little is known about brand image in the context of online communications. This paper extends existing measurement of brand image to a new setting, namely e-WOM.

Originality/value – This paper provides valuable insight into the measurement of e-WOM, brand image, and purchase intention in the automobile industry and offers a foundation for future product branding research.

Keywords Internet, Consumer behaviour, Word of mouth, Brand image, Social networks, Iran

Paper type Research paper

Independent variable	Dependant variable	Estimate	Standardized estimate	Standard error	t-statistic	p
Electronic word of mouth	Brand image	0.997	0.866	0.127	7.842	**
Electronic word of mouth	Intention to purchase	0.312	0.574	0.140	2.224	0.026*
Brand image	Intention to purchase	0.325	0.690	0.129	2.518	0.012*

Table V.
Maximum likelihood estimates for research model ($n = 341$)

Notes: *Significant at the $p < 0.05$ level (two-tailed); **significant at the $p < 0.001$ level (two-tailed)

Independent variable	Dependent variable	Total effect	Direct effect	Indirect effect
Electronic word of mouth	Brand image	0.866	0.866	0.000
Electronic word of mouth	Purchase intention	1.172	0.574	0.597
Brand image	Purchase intention	0.690	0.690	0.000

Table VII.
Decomposition of total effects for research model ($n = 341$)