

THE EFFECT OF ONLINE REVIEWS ON BRAND EQUITY FOR ELECTRONIC HOME APPLIANCES (SAMSUNG ELECTRONICS)

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

**AKSHAYA K
Register No.39410004**



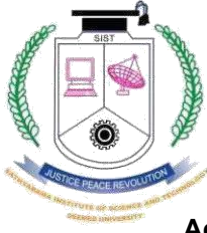
SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 11**

April - 2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC | 12B Status by UGC | Approved by
AICTE Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **AKSHAYA K 39410004** who have done the Project work entitled **"THE EFFECT OF ONLINE REVIEWS ON BRAND EQUITY FOR ELECTRONIC HOME APPLIANCES (SAMSUNG ELECTRONICS)"** under my supervision from January 2021 to March 2021.

Dr. BHUVANESWARI G.
Internal Guide

External Guide

Dr. BHUVANESWARI G.
Dean – School of Business Administration

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **AKSHAYA K 39410004** hereby declare that the Project Report entitled “**THE EFFECT OF ONLINE REVIEWS ON BRAND EQUITY FOR ELECTRONIC HOME APPLIANCES (SAMSUNG ELECTRONICS)**” done by me under the guidance of **Dr. BHUVANESWARI G.** and is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

AKSHAYA K

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. BHUVANESWARI G.** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

AKSHAYA K

TABLE OF CONTENTS:

CHAPTER	TITLE	PAGE NO
	ABSTRACT	iii
	LIST OF TABLES	iv
	LIST OF CHARTS	vi
1	INTRODUCTION	1
	1.1 Introduction about the study	1
	1.2 Industry profile	3
	1.3 Company profile	5
2	REVIEW OF LITERATURE	10
	2.1 Literature review	10
3	RESEARCH METHODOLOGY	14
	3.1 Need of the study	14
	3.2 Scope of the study	14
	3.3 Objectives of the study	14
	3.3.1 primary objective	14
	3.3.2 Secondary objective	14
	3.4 Sources of data	14
	3.5 Period of the study	15
	3.6 Limitations of the study	15
	3.7 Tools used	15
4	DATA ANALYSIS AND INTERPRETATION	16
	4.1 Percentage Analysis	16
	4.2 Chi-square analysis	36
	4.3 ANOVA analysis	38
	4.4 Regression Analysis	40
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings and Suggestions	41
	6.1 Summary and conclusions	41

	REFERENCES	42
	BIBLIOGRAPHY	42
	APPENDIX- I (Questionnaire)	44
	APPENDIX- II (Article)	48

ABSTRACT

The primary aim of this study was to investigate the effect of online reviews on brand equity for electronic home appliances (Samsung electronics). It also aimed to examine the association between brand awareness, brand association, brand loyalty and perceived quality related to consumer perception on positive online reviews. Findings revealed that brand awareness is significantly associated with consumer perception of online reviews, whereas brand association, brand loyalty and perceived quality are not significantly related to consumer perception of online reviews. Random based sampling technique was used to collect data from 120 respondents through google form questionnaire.

Keywords: consumer perception, online reviews/E-WOM, Brand awareness, brand loyalty, brand association, perceived quality, Brand equity

LIST OF TABLES:

Table No:	Table name:	Page no:
4.1.1	Analysis of the age of respondents	16
4.1.2	Analysis of the gender of respondents	16
4.1.3	Analysis of the education of respondents	17
4.1.4	Analysis of the occupation of the total number of respondents	17
4.1.5	Analysis of the income of total no. of respondents	18
4.1.6	Analysis of the respondents who check online reviews frequently	18
4.1.7	Analysis in brand awareness of the respondents	19
4.1.8	Analysis of imagining the brand through online reviews	20
4.1.9	Analysis of satisfaction level in recognising the brand's electronic home appliances among competing brands through online reviews	21
4.1.10	Analysis of recollecting the brand's electronic home appliances while making purchase decision through online reviews	21
4.1.11	Analysis in pricing of the brand while making purchase decision through online reviews	22
4.1.12	Analysis in identification of brand based on consumer's trust level through online reviews	23
4.1.13	Analysis of online reviews in brand's usage	24
4.1.14	Analysis of the online reviews in brand's safety.	25
4.1.15	Analysis in identifying the logo of the band	25
4.1.16	Analysis of brand's online reviews in fulfilling the consumer requirements	26
4.1.17	Analysis in identifying the worthiness of the brand's electronic home appliances through online reviews.	27
4.1.18	Analysis of the brand's electronic home appliances quality through online reviews	27
4.1.19	Analysis of the online comments	28
4.1.20	Analysis in comparison of the other brand's home appliances through online reviews	29
4.1.21	Analysis of the perception of the brand's customer	29

4.1.22	Analysis of online reviews on brand not taking any advantage of the consumers	30
4.1.23	Analysis of the opinion on using brand's e-home appliances	31
4.1.24	Analysis of satisfaction level in using this brand	31
4.1.25	Analysis of loyalty in brand's pricing through online reviews	32
4.1.26	Analysis in loyalty of the brand	32
4.1.27	Analysis in loyalty of the brand's benefit	33
4.1.28	Analysis of consumer perception in brand awareness	33
4.1.29	Analysis of consumer perception in brand association	34
4.1.30	Analysis of consumer perception in perceived quality	34
4.1.31	Analysis of consumer perception in brand loyalty	35

LIST OF CHARTS:

Table No:	Chart name:	Page no:
4.1.1	Analysis of the age of respondents	16
4.1.2	Analysis of the gender of respondents	17
4.1.3	Analysis of the education of respondents	17
4.1.4	Analysis of the occupation of the total number of respondents	18
4.1.5	Analysis of the income of total no. of respondents	18
4.1.6	Analysis of the respondents who check online reviews frequently	19
4.1.7	Analysis in brand awareness of the respondents	20
4.1.8	Analysis of imagining the brand through online reviews	20
4.1.9	Analysis of satisfaction level in recognising the brand's electronic home appliances among competing brands through online reviews	21
4.1.10	Analysis of recollecting the brand's electronic home appliances while making purchase decision through online reviews	22
4.1.11	Analysis in pricing of the brand while making purchase decision through online reviews	22
4.1.12	Analysis in identification of brand based on consumer's trust level through online reviews	24
4.1.13	Analysis of online reviews in brand's usage	24
4.1.14	Analysis of the online reviews in brand safety	25
4.1.15	Analysis in identifying the logo of the band	26
4.1.16	Analysis of brand's online reviews in fulfilling the consumer requirements	26
4.1.17	Analysis in identifying the worthiness of the brand's electronic home appliances through online reviews.	27
4.1.18	Analysis of the brand's electronic home appliances quality through online reviews	28
4.1.19	Analysis of the online comments	28
4.1.20	Analysis in comparison of the other brand's home appliances through online reviews	29
4.1.21	Analysis of the perception of the brand's customer	30

4.1.22	Analysis of online reviews on brand not taking any advantage of the consumers	30
4.1.23	Analysis of the opinion on using brand's e-home appliances	31
4.1.24	Analysis of satisfaction level in using this brand	31
4.1.25	Analysis of loyalty in brand's pricing through online reviews	32
4.1.26	Analysis in loyalty of the brand	33
4.1.27	Analysis in loyalty of the brand's benefit	33
4.1.28	Analysis of consumer perception in brand awareness	34
4.1.29	Analysis of consumer perception in brand association	34
4.1.30	Analysis of consumer perception in perceived quality	35
4.1.31	Analysis of consumer perception in brand loyalty	35

CHAPTER-1

INTRODUCTION:

1.1 Introduction about the study:

Today's marketplace is heavily influenced by cyberspace, that has changed the approach customers produce alternatives regarding their purchases: They won't swear solely on marketer-generated data only (ads or salespeople). Instead, they seem up reviews on sites like Amazon or Flipkart, notice a great deal of product data or check consumer testimonials on e-commerce websites, examine various people's recommendations, etc. In various words, they address E-WOM.

E-WOM is also a robust market force, as a results of customers notice it academic degree unbiased and trustworthy provide of product data. Over the past twenty years, various analysis has investigated the role of E-WOM among the marketplace. throughout this text, we've a bent to visualize of that knowledge and supply marketers a roadmap regarding but E-WOM works therefore they are higher equipped to manage this marketplace development, and, eventually, boost product sales.

Research results indicate that patrons show a great deal of positive attitudes and behavioural intentions relating to positive on-line reviews, notably among the context of low data load (Zhang and Hanks, 2018). Positive on-line reviews significantly influence cyberspace name of the firm (Banerjee, Bhattacharyya and Satyendra Nath Satyendra N. Bose, 2017) and build trust for the company (DeAndrea et al., 2018). Positive E-WOM drives positive angle towards the merchandise (Tata, Prashar and Gupta, 2019) and – among the services context – is assumed for raising the quantity of orders (Zhang et al., 2019), enhancing sales and revenue (Xiao, Zhang and Fu, 2019; Nieto-Garcia et al., 2019; Craig, author and Versaci, 2015). On the alternative hand, negative on-line customers' reviews increase the perceived risk of inferior product or service quality (Bhandari and composer, 2018; Lee, Rodgers, and Kim, 2009), lower the quality and equity of the whole (El-Baz, Elseidi and El-Maniaway, 2018; Yu et al., 2018), consequently reducing the quantity of sales (Zhang et al., 2019; Clemons, 2019; Craig, author and Versaci, 2015).

In terms of branding, consumer-based complete equity (CBBE) is that the core mercantilism variable to capture the consumer's perceptions of brands (Aaker, 1991; lecturer, 2016), as a result of it's academic degree intangible that generates value through four established branding components, that is, complete awareness, complete associations, perceived quality, and complete loyalty.

The better-known CBBE model is that the lecturer Model, devised by tutorial of mercantilism Kevin Lane lecturer and disclosed in his mighty Strategic complete Management. The lecturer model is also a pyramid type and shows businesses the way to make from a strong foundation whole name|of name} identity upwards towards the goblet of name equity 'resonance': where customers ar throughout a sufficiently positive relationship with a whole to be advocates for it.

The construct of brand-equity is not new. it has been place forth by entirely completely different researchers in their own approach. the foremost distinguished and well-known thoughts on complete equity ar of Aaker (1991) and lecturer (1993) world organization agency argued completes as a result of the foremost expensive and for managers and explained its importance to make strong wholes having strong brand equity to influence consumer loyalty. lecturer (1993) conceptualizes customer-based complete equity victimization associative network memory model as “the differential impact of complete name knowledge on shopper response to the mercantilism of the whole” and holds the scan that whole familiarity as well as strong and favorable positive associations forms the brand-equity of a brand. Yoo and Donthu (2001) argued entirely completely different shopper perceptions toward brands that add value thereto as compared with generic product (Park & Srinivasan, 1994).

1.2 Industry profile:

Electronic industry

The electronics industry consists of various sectors. The central driving force behind the entire electronics industry is the semiconductor industry sector, which has annual sales of over \$481 billion as of 2018. The largest industry sector is e-commerce, which generated over \$29 trillion in 2017. The most widely manufactured electronic device is the metal-oxide-semiconductor field-effect transistor (MOSFET), invented in 1959, which is the "workhorse" of the electronics industry.

The electric power industry began in the 19th century, which led to the development of inventions such as gramophones, radio transmitters, receivers and television. The vacuum tube was used for early electronic devices, before later being largely supplanted by semiconductor components as the fundamental technology of the industry.

Consumer electronics or home electronics:

Given a broad usage, the domestic application attached to home appliance is tied to the definition of appliance as "an instrument or device designed for a particular use or function". More specifically, Collins English Dictionary defines "home appliance" as: "devices or machines, usually electrical, that are in your home and which you use to do jobs such as cleaning or cooking". The broad usage, afforded to the definition allows for nearly any device intended for domestic use to be a home appliance, including consumer electronics as well as stoves, refrigerators, toasters and air conditioners.

Consumer electronics or home electronics are electronic (analog or digital) equipment intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment, communications and recreation. In British English, they are often called brown goods by producers and sellers, to distinguish them from "white goods" which are meant for housekeeping tasks, such as washing machines and refrigerators, although nowadays, these could be considered brown goods, some of these being connected to the Internet. Some such appliances were traditionally finished with genuine or imitation wood, hence the name. This has become rare but the name has stuck, even for goods that are unlikely ever to have had a wooden case (e.g. camcorders). In the 2010s, this distinction is absent in large big box consumer electronics stores, which sell both entertainment, communication, and home office devices and kitchen appliances such as refrigerators. The highest selling consumer electronics products are Compact discs Examples are: home electronics, radio receivers, TV sets, CD, VCRs and DVD players, digital cameras, camcorders, still cameras, clocks, alarm clocks, computers, video game consoles, HiFi and home cinema, telephones and answering machines.

Networking of home appliances:

There is a trend of networking home appliances together, and combining their controls and key functions. For instance, energy distribution could be managed more evenly so that when a

washing machine is on, an oven can go into a delayed start mode, or vice versa. Or, a washing machine and clothes dryer could share information about load characteristics (gentle/normal, light/full), and synchronize their finish times so the wet laundry does not have to wait before being put in the dryer.

Additionally, some manufacturers of home appliances are quickly beginning to place hardware that enables Internet connectivity in home appliances to allow for remote control, automation, communication with other home appliances, and more functionality enabling connected cooking. Internet-connected home appliances were especially prevalent during recent Consumer Electronic Show events.

1.3 Company profile:

Samsung Electronics:

Samsung Electronics Co., Ltd. is the chief subsidiary of South Korea's giant Samsung Group and the largest electronics producer in Asia. Samsung Electronics operates four main divisions including Digital Media, Semiconductors, Information & Communications, and Home Appliances. The company sells televisions, video, and audio equipment; computers and related products; phones, cellular phones, and fax machines; home appliances; semiconductors; network-related products; factory automation products; fiberoptics products; closed circuit security products; motors and compressors; and solar energy systems. In 2000, Samsung Electronics held the leading market position in the code division multiple access (CDMA) Handset, DRAM, SRAM, and color monitor markets.

Early History of Samsung Group

Samsung Electronics was created in 1969 as a division of the mammoth Korean chaebol Samsung Group. The unit was established as a means of getting Samsung into the burgeoning television and consumer electronics industry. The division's first product was a small and simple black-and-white television that it began selling in the early 1970s. From that product, Samsung Electronics gradually developed a diverse line of consumer electronics that it first sold domestically, and later began exporting. The company also began branching out into color televisions, and later into a variety of consumer electronics and appliances. By the 1980s, Samsung was manufacturing, shipping, and selling a wide range of appliances and electronic products throughout the world.

Although the rapid growth of Samsung Electronics during the 1970s and early 1980s was impressive, it did not surprise observers who were familiar with the Samsung Group, which was founded in 1938 by Byung-Chull Lee, a celebrated Korean entrepreneur. Lee started a small trading company with a \$2,000 nest egg and 40 employees. He called it Samsung, which means 'three stars' in Korean. The company enjoyed moderate growth before the Communist invasion in 1950 forced Lee to abandon his operations in Seoul. Looting soldiers and politicians on both sides of the conflict diminished his inventories to almost nothing. With savings contributed by one of his managers, Lee started over in 1951 and within one year had grown his company's assets 20-fold. Lee established a sugar refinery in 1953, a move that was criticized at the time because sugar could be easily obtained through American aid. But for Lee, the act was important because it was the first manufacturing facility built in South Korea after the Korean War. From sugar, wool, and other commodity businesses, Lee moved into heavier manufacturing. The company prospered under Lee's philosophy of making Samsung the leader in each industry he entered.

From manufacturing, Samsung moved into various service businesses during the 1960s, including insurance, broadcasting, securities, and even a department store. Lee experienced several major setbacks during the period. For example, in the late 1960s, shortly before Samsung Electronics was

created, Lee was charged with an illegal sale of about \$50,000 worth of goods. The charges turned out to be the fabrication of a disgruntled government official to whom Lee had refused to pay a bribe. Nevertheless, one of Lee's sons was arrested and Lee was forced to donate a fertilizer plant to the government to win his release. Despite that and other problems, Samsung continued to flourish. Indeed, by the end of the 1960s the conglomerate was generating more than \$100 million in annual revenues.

Shortly after Lee's son was arrested, Lee decided to break into the mass communication industry by launching a radio and television station, as well as by manufacturing televisions and electronic components through the Samsung Electronics division. The industry was dominated at the time by several U.S. and European manufacturers, and some Japanese companies were beginning to enter the industry. Nevertheless, Lee was confident that Samsung could stake its claim on the local market and eventually become a global contender. During the early 1970s, the company invested heavily, borrowed and coaxed technology from foreign competitors, and drew on its business and political connections to begin carving out a niche in the consumer electronics industry. In addition to televisions, Samsung branched out into other consumer electronics products and appliances.

Government Involvement During the 1970s

Samsung Electronics' gains during the 1970s were achieved with the assistance of the national government. During the 1950s and 1960s, Samsung and other Korean conglomerates struggled as the Rhee Sungman administration increasingly resorted to favoritism and corruption to maintain power. Student revolts in the 1960s finally forced Rhee into exile. The ruling party that emerged from the ensuing political fray was headed by military leader Park Chung-Hee. His regime during the 1960s and 1970s was characterized by increasing centralization of power, both political and industrial, as his government was obsessed with economic growth and development. So, while Park was widely criticized for his authoritarian style, his government is credited with laying the foundation for South Korea's economic renaissance.

To develop the economy rapidly, Park identified key industries and large, profitable companies within them. The government worked with the companies, providing protection from competition and financial assistance as part of a series of five-year national economic growth plans. By concentrating power in the hands of a few giant companies (the chaebols), Park reasoned, roadblocks would be minimized and efficiencies would result. Between 1960 and 1980, South Korea's annual exports surged from \$33 million to more than \$17 billion.

Samsung Electronics and the entire Samsung chaebol were beneficiaries of Rhee's policies. Several countries, including Japan, were barred from selling consumer electronics in South Korea, eliminating significant competition for Samsung. Furthermore, although Samsung Electronics was free to invest in overseas companies, foreign investors were forbidden to buy into Samsung. As a result, Samsung was able to quickly develop a thriving television and electronics division that

controlled niches of the domestic market and even had an edge in some export arenas.

During the 1970s and 1980s, Samsung Group created a number of electronics-related divisions, several of which were later grouped into a single entity known as Samsung Electronics Co., Ltd. Samsung Electron Devices Co. manufactured picture tubes, display monitors, and related parts. Samsung Electro-Mechanics Co. made VHF and UHF tuners, condensers, speakers, and other gear. Samsung Corning Co. produced television glass bulbs, computer displays, and other components. Finally, Samsung Semiconductor & Telecommunications Co. represented Samsung in the high-tech microchip industry. Rapid growth in those industries, combined with savvy management, allowed the combined Samsung Electronics Co., Ltd., to become Samsung Group's chief subsidiary by the end of the 1980s.

Focus on Electronics and Research and Development: Late 1980s to Early 1990s

Sales at Samsung Group grew more than 2.5 times between 1987 and 1992. More important, Samsung drew from potential profit gains to more than double research and development investments as part of Kun-Hee Lee's aggressive bid to make Samsung a technological leader in the electronics, semiconductor, and communications industries. Besides partnering with U.S. and Japanese electronics companies, Samsung Electronics acquired firms that possessed important technology, including Harris Microwave Semiconductors and Integrated Telecom Technologies. In 1993, Kun-Hee Lee sold off ten of Samsung Group's subsidiaries, downsized the company, and merged other operations to concentrate on three industries: electronics, engineering, and chemicals. Under the leadership of chief executive Kim Kwang-Ho, Samsung Electronics took the microchip world by storm when it introduced its 4-megabit DRAM chip in 1994. Sales of that chip helped to push Samsung's sales from \$10.77 billion in 1993 to \$14.94 billion in 1994. Profits, moreover, spiraled from \$173,000 to nearly \$1.3 billion. In addition, Samsung had staged a bold grab for domestic market share in 1995 by slashing prices for consumer electronics and home appliances by as much as 16 percent and had wowed industry insiders when it unveiled an advanced thin-film-transistor liquid-crystal display (TFT-LCD) screen--used for laptop computers--at a world trade show in Japan.

Samsung Electronics' rapid rise and technical achievements put the company in the spotlight in the semiconductor industry. Its 4-megabit chip, in fact, had made it the leading global producer of DRAM chips by early 1995. Furthermore, Samsung Electronics was increasing its investment in development still further, as evidenced by a \$2.5 billion outlay to develop a 64-megabit DRAM chip by 1998. In December of 1995, development on the world's first 1-gigabit synchronous DRAM chip was also in the works. Exports for the year increased to more than \$10 billion.

Alliances for the New Millennium

Yun's successful leadership of the company during its restructuring and the Asian crisis was noted throughout the industry. In January 2000, Fortune magazine named Yun Asia's Businessman of the

Year. The firm, which had adopted the phrase 'Leading the Digital Convergence Revolution' for the new millennium, continued to develop new technologies and seek growth in high-margin markets. The company partnered with Yahoo! to utilize its network to sell its products on-line. It also teamed up with Microsoft to design and develop a line of cellular phones. At the same time, Samsung's exports of cellular phones increased in Kazakhstan, Mexico, Central Asia, and Central and South America. By this time, it was operating as the fourth largest producer of such phones.

Samsung's positive results continued in 2000 as the firm secured \$26 billion in sales and \$4.7 billion in net profits. Memory chips accounted for 38 percent of sales, information and telecommunications equipment secured 22 percent, digital media took 27 percent, and home appliances accounted for 8 percent of sales. The company looked to strategic partnerships, research and development, and growth, to maintain its positive financial record. In March 2001, it teamed up with Dell Computer Corporation in a \$16 billion technology and research and development agreement. In addition, the company was selected by China to provide CDMA cellular phone networks in its four major cities. Sales figures did decrease slightly in the first part of 2001, however, due to a slowdown in the personal computer market, an oversupply of LCDs, and a slowdown in the cellular market. Nevertheless, Samsung management continued to focus on remaining a leader in the electronics industry.

CHAPTER-2

REVIEW OF LITERATURE

2.1 Literature review:

The concept of brand-equity has been applied to different contexts and destinations are not any exception (Ruzzier, Antoncic & Ruzzier, 2015; Smrekar & Ruzzier, 2014; Gartner, 2014). Essentially, the concept of brand name equity emphasises the importance of branding within the event of selling strategies for destinations and affect the emotional value arising from tourist's relationship with destination (Pike, Gentle, Kelly & Beatson, 2016; Kashif, Samsi & Sarifuddin, 2015). Branding a destination isn't solely responsible for bring it within the consideration set of travellers to travel but also help destinations to accumulate non-tourists related inputs like residents, businesses and foreign direct investments (Dinnie, 2011; Konecnik, 2010). this may result into the event of the destination, thus, making it popular and a more preferred destination (Popescu, 2012; Freire, 2005). Destination marketing researchers especially have challenged the replication of brand name theory to research tourist destinations (Kashif, Samsi & Sarifuddin, 2015; Kladou & Kehagias, 2014, b; Gartner & Ruzzier, 2011). Researchers are of the opinion that destination brands are complex to explore and brand managers have little or no control because of the involvement of the various other stakeholders including government, international funding bodies, and therefore the society (Kashif, Samsi & Sarifuddin, 2015). Unlike products, place branding is kind of compound as there are numerous attributes to a destination for branding given the economic, social, cultural, political and technological issues associated with destinations as products (Kashif, Samsi & Sarifuddin, 2015; Giannopoulos, Kladou, Mavragani, & Chytiri, 2012; Anholt, 2004; Kerr, 2006). Despite this opposing view concerning replication, investigation of destination brands has been well acknowledged within the literature (Pike, Bianchi, Kerr & Patti, 2010; Morgan, Pritchard & Piggott, 2003).

Word of mouth is one of the oldest ways of conveying information (Dellarocas, 2003), and it has been defined in some ways . one among the earliest definitions was that suggests by, who described it because the exchanging of selling information between consumers in such how that it plays a fundamental role in shaping their behavior and in changing attitudes toward products and services. Other authors (e.g., Arndt, 1967) have suggested that WOM may be a person-to-person communication tool, between a communicator and a receiver, who perceives the knowledge received a few brand, product, or service as non-commercial. Likewise, WOM has been defined as communication between consumers a few of product, service, or company during which the sources are considered independent of economic influence (Litvin et al., 2008). These interpersonal exchanges provide access to information related to the consumption of that product or service over and above formal advertising, i.e., that goes beyond the messages provided by the businesses and involuntarily influences the individual's decision-making (Brown et al., 2007). WOM is widely

considered one of the foremost influential factors affecting consumer behavior (Daugherty and Hoffman, 2014). This influence is especially important with intangible products that are difficult to gauge before consumption, like tourism or hospitality. Consequently, WOM is taken into account the foremost important information source in consumers' buying decisions (Litvin et al., 2008; Jalilvand and Samiei, 2012) and intended behavior. for instance, tourist satisfaction is of utmost importance thanks to its influence on behavioral intentions, WOM and buying decisions. In other words, overall satisfaction leads to the likelihood of revisiting and recommending the destination (Sotiriadis and Van Zyl, 2013).

Similarly, previous research indicates that buyers regard WOM as how more reliable medium than traditional media (e.g., television, radio, print advertisements, etc.) (Cheung and Thadani, 2012). it's thus considered one of the foremost influential sources of knowledge about products and services (Lee and Youn, 2009). Users generally trust other consumers quite sellers (Nieto et al., 2014). As a result, WOM can influence many receivers (Lau and Ng, 2001) and is viewed as a consumer-dominated marketing channel during which the senders are independent of the market, which lends them credibility (Brown et al., 2007). This independence makes WOM a more reliable and credible medium (Arndt, 1967; Lee and Youn, 2009).

Today's new quite online WOM communication is understood as electronic word-of-mouth or E-WOM (Yang, 2017). this type of communication has taken on special importance with the emergence of online platforms, which have made it one of the foremost influential information sources on the web (Abubakar and Ilkan, 2016), as an example , within the tourism industry (Sotiriadis and Van Zyl, 2013). As a results of technological advances, these new means of communication have led to changes in consumer behavior (Cantallops and Salvi, 2014; Gómez-Suárez et al., 2017), because of the influence they permit consumers to exert on each other (Jalilvand and Samiei, 2012) by allowing them to urge or share information about companies, products, or brands (Gómez-Suárez et al., 2017).

One of the foremost comprehensive conceptions of E-WOM was proposed by Litvin et al. (2008), who described it as all informal communication via the online addressed to consumers and related to the use or characteristics of products or services or the sellers thereof. The advantage of this tool is that it's available to all or any or any consumers, who can use online platforms to share their opinions and reviews with other users. Where once consumers trusted WOM from friends and family, today they appear to online comments (E-WOM) for information a few of product or service (Nieto et al., 2014).

Both active and passive consumers use this information medium (E-WOM). An individual who used to share their opinions with others online are called active consumers; people who simply search for information within the comments or opinions posted by other customers are passive consumers (Wang and Fesenmaier, 2004).

Electronic word of mouth conjointly provides corporations with a bonus over ancient WOM to that extent because it permits them each to undertake to grasp what factors inspire customers to post their opinions on-line and to measure the impact of these comments on people (Cantalops and Salvi, 2014). However, consumers' use of technology to share opinions concerning product or services (E-WOM) are often a liability for corporations, because it will become an element they are doing not management (Yang, 2017). To counteract this, businesses square measure seeking to achieve larger management of customers' on-line reviews by making virtual areas on their own websites, wherever customers will leave comments and share their opinions concerning the business's product and services (Vallejo et al., 2015). By approach of example, within the field of business, corporations square measure commencing to perceive that ICT-enabled media influence tourists' getting behavior (Sotiriadis and Van Zyl, 2013).

Understandably, corporations read each varieties of recommendations – WOM and E-WOM – as a brand new chance to concentrate to customers' desires and regulate however they promote their product or services to higher meet them, thereby increasing their come. A negative or positive angle toward the merchandise or service can influence customers' future purchase intentions by permitting them to check the merchandise or service's actual performance with their expectations (Yang, 2017).

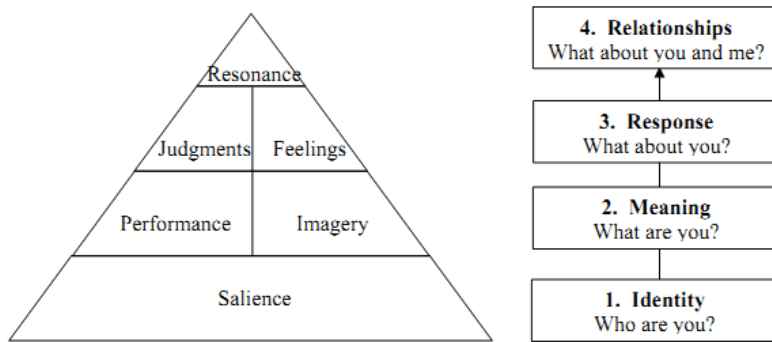
In the field of client behavior, some previous studies have shown that buyers pay additional attention to negative data than to positive data. as an example, the purchasers most happy with a product or service tend to become loyal representatives thence via positive E-WOM which may yield extremely competitive benefits for institutions, businesses, or sellers, particularly smaller ones, that tend to possess fewer resources. Some studies have prompt that ancient WOM is that the sales and selling plan of action most frequently utilized by little businesses.

Additionally, E-WOM offers businesses the way to spot customers' desires and perceptions and even a cheap thanks to communicate with them. Today, E-WOM has become a crucial medium for companies' social-media selling (Hussain et al., 2017).

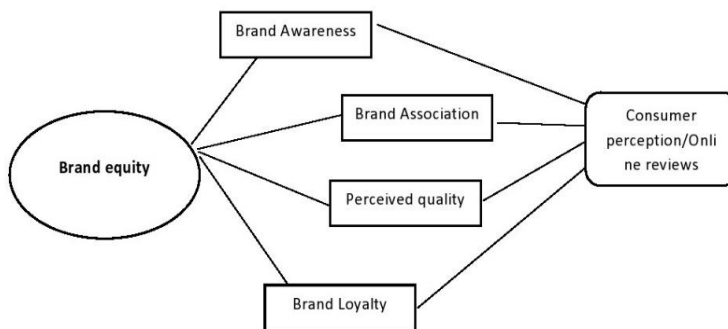
The result of on-line reviews shows the positive relation between the purchasers that affects the complete equity factors. each positive and negative on-line reviews impact CBBE metrics by dynamic client perception of restaurants (Magdalena Brzozowska-Woś¹, Bruno Schivinski², 2019)

Conceptual model of the study:

Keller's Customer-Based Brand Equity Pyramid



Source: Keller, 2003



Conceptual model.,

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Need for the study:

Research shows many of today's most popular online review platforms including blogs and Amazon product reviews have a distribution of opinion that is highly polarized, with many extreme positive and/or negative reviews, and few moderate opinions. In the previous researches, they have shown how online reviews influences the brand equity factors. The brand equity factors are brand awareness, brand association, perceived quality and brand loyalty. They have conducted a research of how online reviews impact the above factors and also, they have shown which have the high and low significant relationship between these factors.

3.2 Scope of the study:

In this research, we are going to examine how consumer perception of online positive reviews of electronic home appliances(Samsung company) influences or make an impact of brand equity factors (brand awareness, brand association, perceived quality and brand loyalty). Therefore, I have chosen to carry out a research to indicate the effects of online reviews on brand equity for electronic home appliances by using these four dimensions of keller's brand equity model on consumer perceptions of a brand. This will help us to investigate how the perception and E-WOM of the consumers impact in brand equity of electronic home appliances of Samsung company

3.3 Objective of the study:

3.3.1 Primary objective:

The main objective is to identify the effects of online reviews on the metrics of consumer- based brand equity in the electronic home appliances of Samsung company.

3.3.2 Secondary objectives:

To analyse the effects of online reviews on brand awareness

To examine the effects of online reviews on brand association,

To investigate the effects of online reviews perceived quality,

To examine the effects of online reviews brand loyalty.

3.4 Sources of data:

In this research, Survey is conducted for the population who use social media platforms frequently from the Chennai city. Google form questionnaire was the method used to collect data from 120 respondents who were the frequent users of the Products. From the given population 120 respondents are my sample for this research project. Exploratory type of research is conducted to investigate a problem which is not defined. Different social sites were visited to collect data. Simple random sampling technique was used to collect data through close-ended questionnaires from Chennai residents. The purchasers/consumers of quality brands at these social sites were handed

out a questionnaire that consisted of various questions inquiring about the online reviews on brand equity for electronic home Appliances (Samsung electronics).

3.5 Period of study:

The study duration was 4 months during which we collected data, the statistical analysis. In March 2021, we started collecting data and the data collection continued.

Before data collection, there was a period of few days during which we started analysing the method which needs to be used for analysis.

3.6 Limitations of the study:

The sample data collection period was very short and also the data was collected through the google form. Since the period of data collection is short the survey questionnaire might have not reached to various cities or places. Therefore, the result of the research might be biased. Although the finding shows, that there is a relationship between the consumer perception of online positive reviews and the brand equity are significant, if the data passed to various cities in the long period the results would have more accurate. Hence the above factors are considered to be the limitations of the study.

3.7 Tools used:

Google form tool is used to prepare a structured questionnaire and the same is circulated through various social media platform. For the data Analysis part of the research, SPSS tool is used to calculate the hypothesis using ANOVA, Chi-square and regression analysis.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION:

4.1 Percentage Analysis:

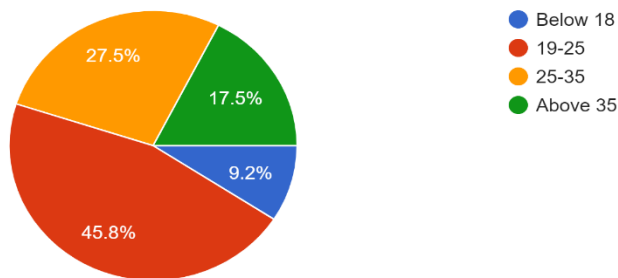
Demographic variables:

Table 4.1.1 Percentage Analysis of the age of respondents

Age	No.of respondents	Percentage
Below 18	11	9.2%
19-25	55	45.8%
25-35	33	27.5%
Above 35	21	17.5%
Total	120	100.0%

Chart 4.1.1

Age
120 responses



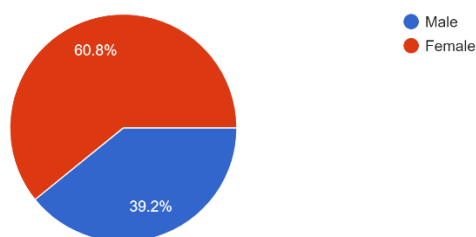
The above table shows that, 9.2% of below 18 years old has recorded their responses, 45.8% of 19-25 years old has recorded their responses, 27.5% of 25-35 years and 17.5% of above 35 years old has recorded their responses.

Table 4.1.2 Percentage Analysis of the gender of respondents:

Gender	No of respondents	Percentage
Female	73	60.8%
Male	47	39.2%
Total	120	100.0%

Chart 4.1.2

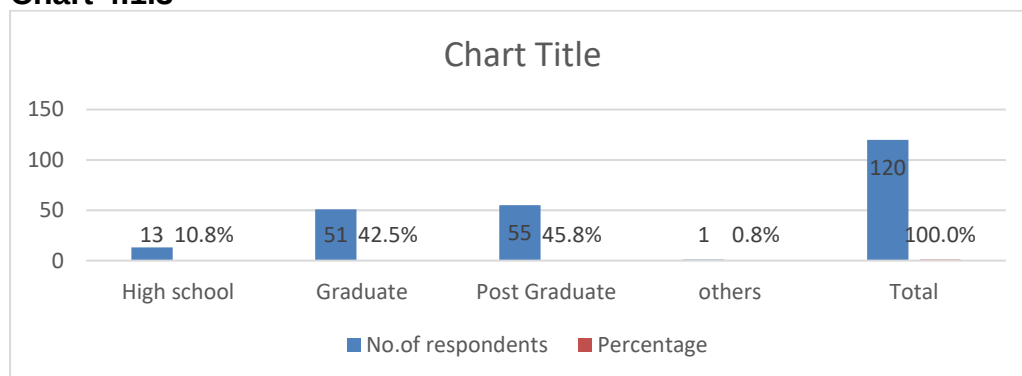
Gender
120 responses



The above table shows that, 60.8% of female and 39.2 % of male has recorded their responses.

Table 4.1.3 Percentage Analysis of the education of respondents

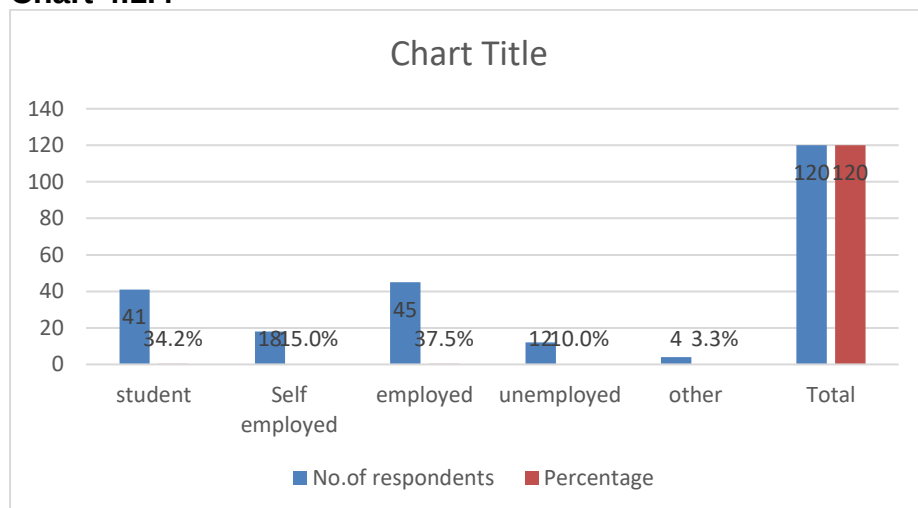
Education	No.of respondents	Percentage
High school	13	10.8%
Graduate	51	42.5%
Post Graduate	55	45.8%
others	1	0.8%

Chart 4.1.3

The above table shows that, 10.8% respondents are from high school, 42.5% of respondents are doing their graduate, 45.8% respondents are post graduate and 0.8% are from others category.

Table 4.1.4 Analysis of the occupation of the total number of respondents.

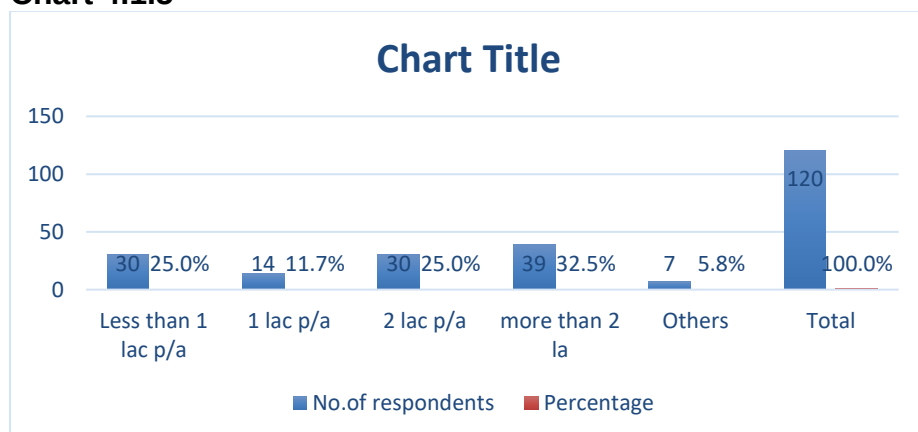
Occupation	No.of respondents	Percentage
student	41	34.2%
Self employed	18	15.0%
employed	45	37.5%
unemployed	12	10.0%
other	4	3.3%
Total	120	120

Chart 4.1.4

The above table shows that, 34.2% are student, 15.0% are self-employed, 37.5% are employed, 10.0% are unemployed and 3.3% are from the other category.

Table 4.1.5 Analysis of the income of total no of respondents;

Income	No. of respondents	Percentage
Less than 1 lac p/a	30	25.0%
1 lac p/a	14	11.7%
2 lac p/a	30	25.0%
more than 2 lac p/a	39	32.5%
Others	7	5.8%
Total	120	100.0%

Chart 4.1.5

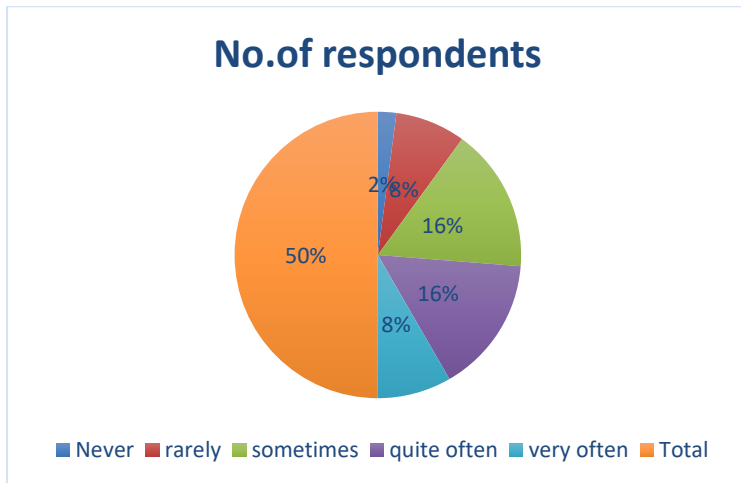
The above table shows that, 25.0% are getting less than 1 lac p/a, 11.7% are getting 1 lac P/a, 25.0% are getting 2 lac p/a, 32.5% are getting more than 2 lac p/a and 5.8 % are fall under the others category.

Table 4.1.6 Analysis of how often does the respondents check the online reviews.

Online reviews/opinions	No. of respondents	Percentage
Never	5	4.2%
rarely	19	15.8%
sometimes	39	32.5%
quite often	37	30.8%
very often	20	16.7%

Total	120	100.0%
-------	-----	--------

Chart 4.1.6



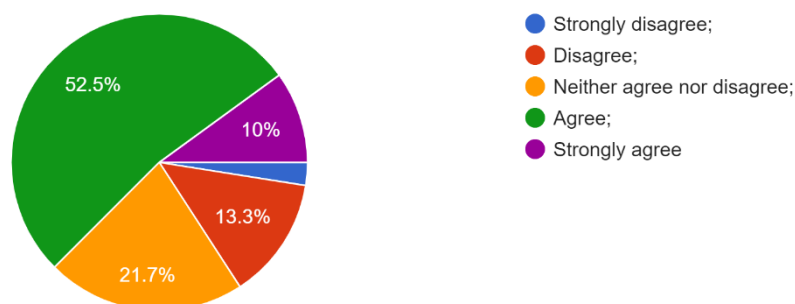
The above tables shows that 4.2 % of respondents never checks the online reviews, 15.8% rarely check the online reviews, 32.5 % sometimes checks the online reviews, 30.8% quite often checks the online reviews, 16.7 % very often checks the online reviews.

Table 4.1.7 Analysis in brand awareness of the respondents

Brand's Knowledge after reading the reviews	No.of respondents	Percentage
Strongly agree	12	10.0%
Agree	63	52.5%
Neither agree nor disagree	26	21.7%
disagree	16	13.3%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.7

My knowledge improves on samsung brand's electronic home appliances after reading online reviews
120 responses



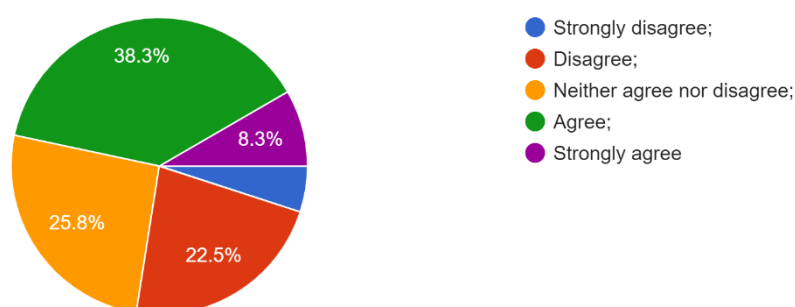
The above tables shows that, 10.0% of respondents strongly agree that they get knowledge of the brand through online reviews, 52.5% of respondents agree that they get knowledge of the brand through online reviews, 21.7% of respondents Neither agree nor disagree that they get knowledge of the brand through online reviews, 13.3% of respondents disagree about getting knowledge of the brand through online reviews, 21.7% of respondents strongly disagree about getting knowledge of the brand through online reviews.

Table 4.1.8 Analysis of imagining the brand through online reviews.

Difficulty in Imagining the brand	No.of respondents	Percentage
Strongly agree	10	8.3%
Agree	46	38.3%
Neither agree nor disagree	31	25.8%
disagree	27	22.5%
Strongly disagree	6	5.0%
Total	120	100.0%

Chart 4.1.8

I have difficulty in imagining this brand's(samsung) electronic home appliances in my mind
120 responses



The above tables shows that, 8.3 % of respondents strongly agree that they have difficulty imagining the brand through online reviews, 38.3% of respondents agree they have difficulty imagining the brand through online reviews, 25.8% of respondents Neither agree nor disagree they have difficulty imagining the brand through online reviews, 22.5% of respondents disagree they have difficulty imagining the brand through online reviews, 5.0% of respondents strongly disagree they have difficulty imagining the brand through online reviews.

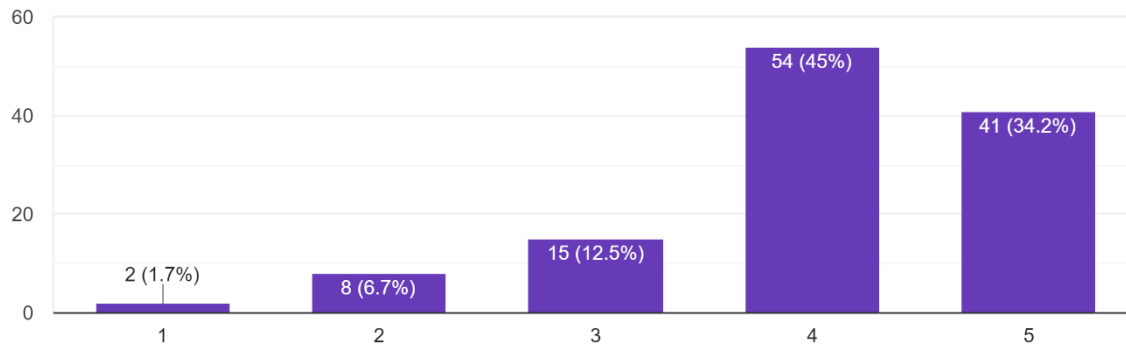
Table 4.1.9 Analysis of satisfaction level in recognising the brand's electronic home appliances among competing brands through online reviews

Recognition among the competing the brand through online reviews	No.of respondents	Percentage
1 (not very much)	2	1.7%
2	8	6.7%
3	15	12.5%
4	54	45.0%
5 (very much)	41	34.2%
Total	120	100.0%

Chart 4.1.9

I can recognise this brand(Samsung) among competing brands. (Rate from 1 to 5)

120 responses



The above table shows that 1.7% of respondents think low impact of recognising the brand but 45.0% of respondents and 34.2 % of respondents think that they can recognise this brand's electronic home appliances from the other competing brands.

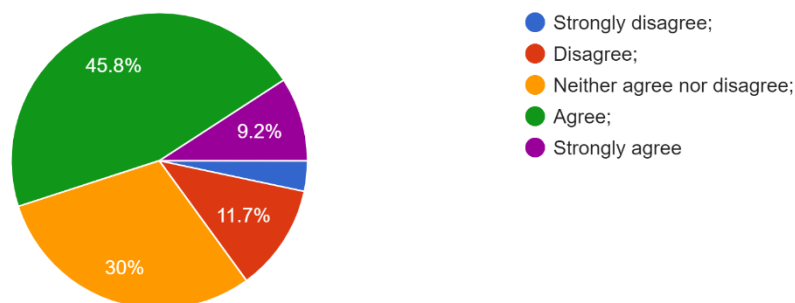
Table 4.1.10Percentage analysis of recollecting the brand's electronic home appliances while making purchase decision through online reviews.

Recollection of the brand while making purchase decision through online review	No.of respondents	Percentage
Strongly agree	11	9.2%
Agree	55	45.8%
Neither agree nor disagree	36	30.0%
disagree	14	11.7%
Strongly disagree	4	3.3%
Total	120	100.0%

Chart 4.1.10

This brand(samsung) is the only recalled when I need to make a purchase decision on the electronic home appliances product.

120 responses



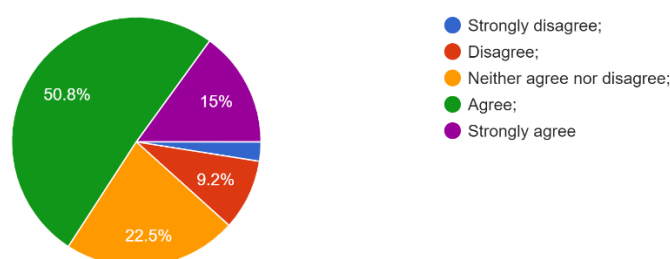
The above table shows that , 9.2 % strongly agree, 45,8% agree, 30.0 % respondents neither agree nor disagree, 11.7 % disagree and 3.3 % of respondents strongly disagree in recollecting the brand's electronic home appliances while making purchase decisions through online reviews.

Table 4.1.11 Analysis in pricing of the brand while making purchase decision through online reviews

Brand's pricing while making purchase decision through online	No.of respondents	Percentage
Strongly agree	18	15.0%
Agree	61	50.8%
Neither agree nor disagree	27	22.5%
disagree	11	9.2%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.11

Online review helps me to identify whether the brand(samsung) is well priced when purchasing the electronic home appliances
120 responses



The above table show that, 15.0% strongly agree, 50.8% agree and 9.2 % disagree, 2.5% of respondents strongly disagree in brand's pricing while making purchase decision through online reviews.

Table 4.1.12 Analysis in Identification of brand based on consumer's trust level through online reviews

online reviews by consumers	No.of respondents	Percentage
Strongly agree	20	16.7%
Agree	66	55.0%
Neither agree nor disagree	26	21.7%
disagree	3	2.5%
Strongly disagree	5	4.2%
Total	120	100.0%

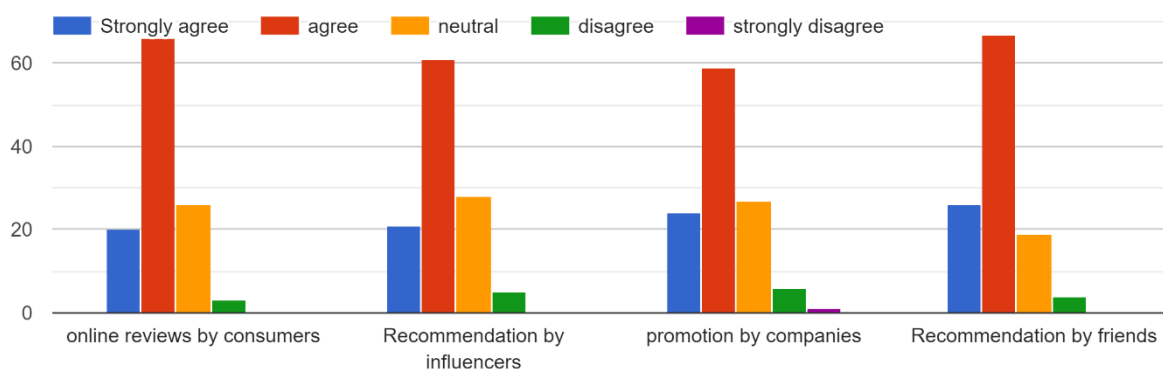
Recommendation by Influencers	No.of respondents	Percentage
Strongly agree	21	17.5%
Agree	61	50.8%
Neither agree nor disagree	28	23.3%
disagree	5	4.2%
Strongly disagree	5	4.2%
Total	120	100.0%

Promotion by companies	No.of respondents	Percentage
Strongly agree	24	20.0%
Agree	59	49.2%
Neither agree nor disagree	27	22.5%
disagree	6	5.0%
Strongly disagree	4	3.3%
Total	120	100.0%

Recommendation by friends	No.of respondents	Percentage
Strongly agree	26	21.7%
Agree	67	55.8%
Neither agree nor disagree	19	15.8%
disagree	4	3.3%
Strongly disagree	4	3.3%
Total	120	100.0%

Chart 4.1.12

Please rank this following options based on your trust level. How do you identify this brand (samsung)?



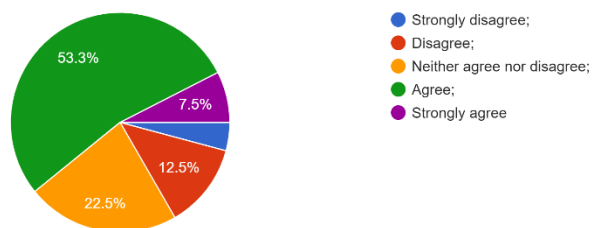
The above table shows percentage of respondents who can able to identify the brand's electronic home appliances based on the brand's trust level.

Table 4.1.13 Analysis of online reviews in brand's electronic home appliances usage.

Online reviews in usage of the Brand	No.of respondents	Percentage
Strongly agree	9	7.5%
Agree	64	53.3%
Neither agree nor disagree	27	22.5%
disagree	15	12.5%
Strongly disagree	5	4.2%
Total	120	100.0%

Chart 4.1.13

I can recognize from the online reviews that the Brand(samsung) is made so as to work trouble free
120 responses



The above table shows that, how respondents strongly agree to strongly disagree the brand's electronic home appliances usage through online reviews. It shows the percentage in a likert scale.

Table 4.1.14 Analysis of the online reviews in brand safety

Online reviews in brand safety	No.of respondents	Percentage
1 (not very much)	2	1.7%
2	6	5.0%
3	19	15.8%
4	58	48.3%
5 (very much)	35	29.2%
Total	120	100.0%

Chart 4.1.14

The brand's(samsung) online reviews makes me to assure that the brand is safe to use. (Rate from 1 to 5)
120 responses

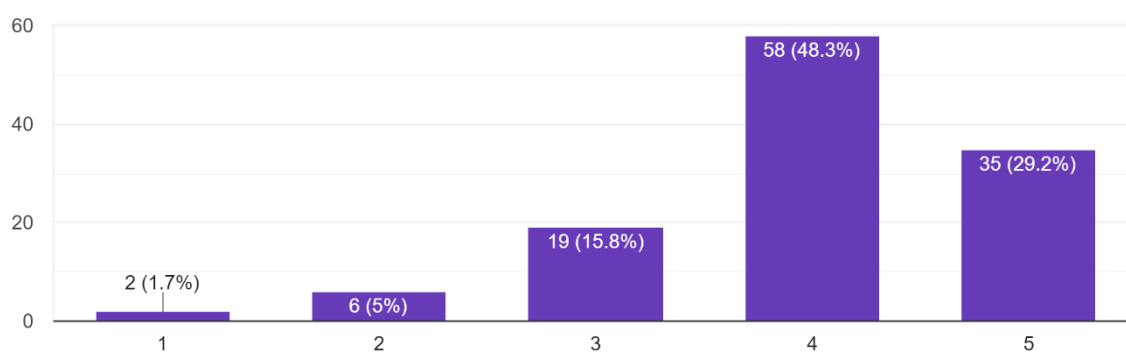


Table 4.1.15 Percentage analysis in identifying the logo of the brand's electronic home appliances

Logo of the brand	No.of respondents	Percentage
1 (not very much)	0	0.0%
2	7	5.8%
3	16	13.3%

4	49	40.8%
5 (very much)	48	40.0%
	120	100.0%

Chart 4.1.15

I can quickly recall the logo of this brand(samsung). (Rate from 1 to 5)

120 responses

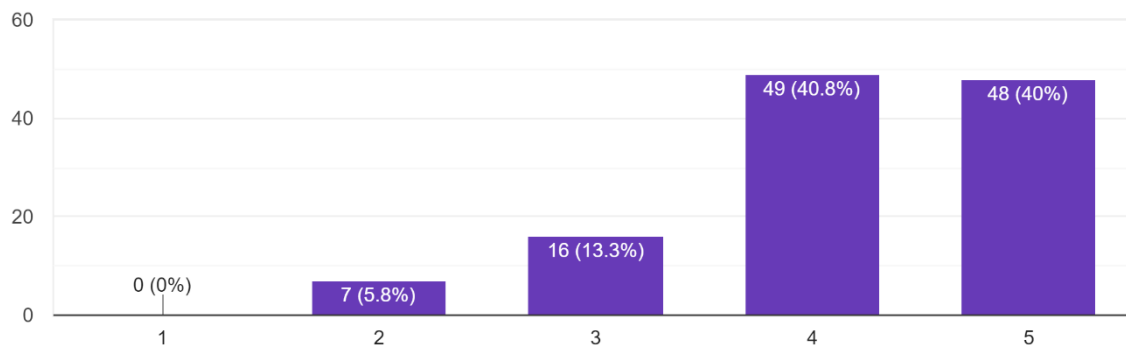


Table 4.1.16 Analysis of Brand's Online reviews in fulfilling the consumer requirements

Brand's Online reviews in fulfilling the consumer requirements	No.of respondents	Percentage
1 (not very much)	2	1.7%
2	7	5.8%
3	29	24.2%
4	42	35.0%
5 (very much)	40	33.3%
Total	120	100.0%

Chart 4.1.16

Online reviews guide me in selecting Samsung brand's electronic home appliances product which takes care of my requirements. (Rate from 1 to 5)

120 responses

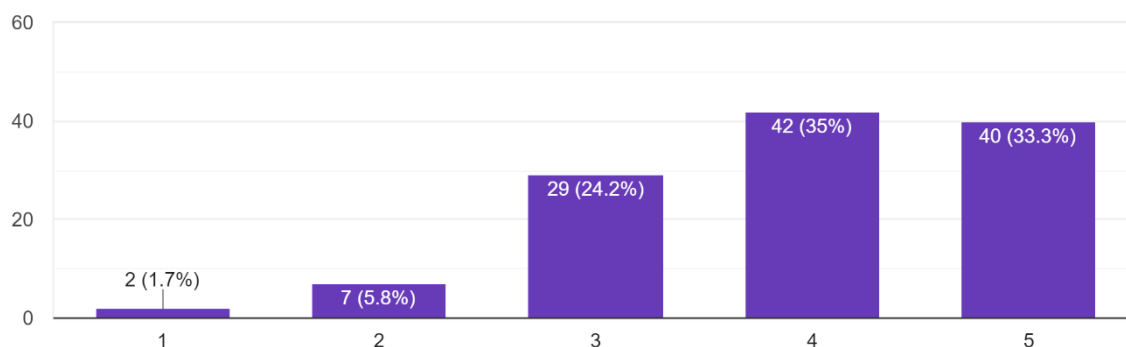


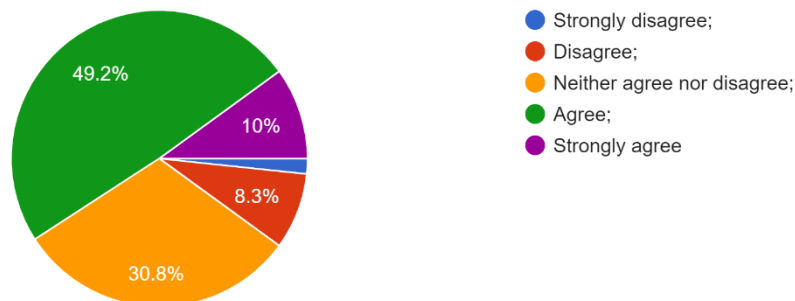
Table 4.1.17 Analysis in identifying the worthiness of the brand's electronic home appliances through online reviews.

Worthiness of the brand	No.of respondents	Percentage
Strongly agree	12	10.0%
Agree	59	49.2%
Neither agree nor disagree	37	30.8%
disagree	10	8.3%
Strongly disagree	2	1.7%
Total	120	100.0%

Chart 4.1.17

Considering what I pay for the brand(samsung), I get much more than my money's worth.

120 responses



The above all tables shows the percentage analysis of the brand's association which is one of the metrics of brand equity. These percentage will help the project to measure the brand equity.

Table 4.1.18 Analysis of the brand's electronic home appliances quality through online reviews

Brand's Quality through Online reviews	No.of respondents	Percentage
Strongly agree	12	10.0%
Agree	69	57.5%
Neither agree nor disagree	32	26.7%
disagree	4	3.3%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.18

From online reviews I came to know that the brand(samsung) is of good quality
120 responses

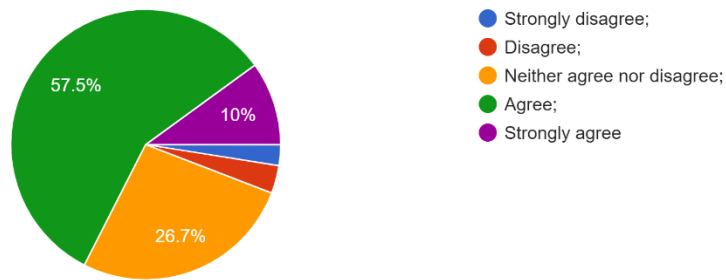


Table 4.1.19 Analysis of the online comments

Online comments on brand's electronic home appliances	No.of respondents	Percentage
1 (not very much)	1	0.8%
2	7	5.8%
3	21	17.5%
4	58	48.3%
5 (very much)	33	27.5%
Total	120	100.0%

Chart 4.1.19

Online comments on Samsung brand's electronic home appliances are realistic, logical and accurate. (rate from 1 to 5)
120 responses

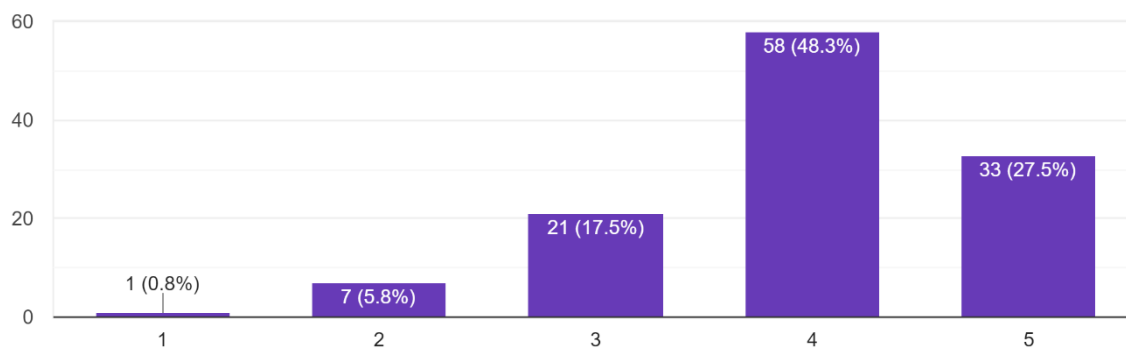


Table 4.1.20 Analysis in comparison of other brand's home appliances through online reviews

Comparison of other brand's home appliances through online reviews	No.of respondents	Percentage
Strongly agree	11	9.2%
Agree	64	53.3%
Neither agree nor disagree	30	25.0%
disagree	12	10.0%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.20

Online review helps me to choose Samsung brand's electronic home appliances when compared to other brand's design/color/innovation.

120 responses

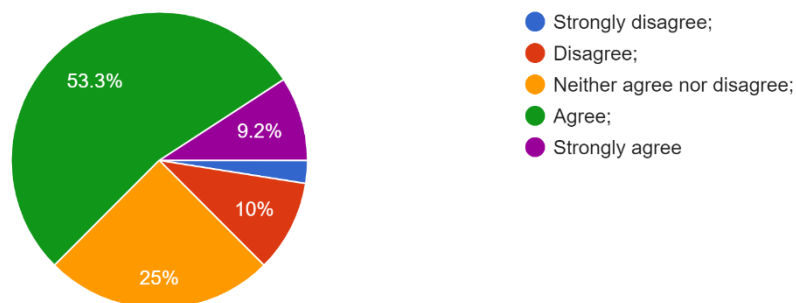


Table 4.1.21 Analysis of the perception of the brand's customer

Perceived quality on brand's customer	No.of respondents	Percentage
Strongly agree	20	16.7%
Agree	69	57.5%
Neither agree nor disagree	25	20.8%
disagree	4	3.3%
Strongly disagree	2	1.7%
Total	120	100.0%

Chart 4.1.21

People are proud to say that they are this brand(samsung)'s customer.

120 responses

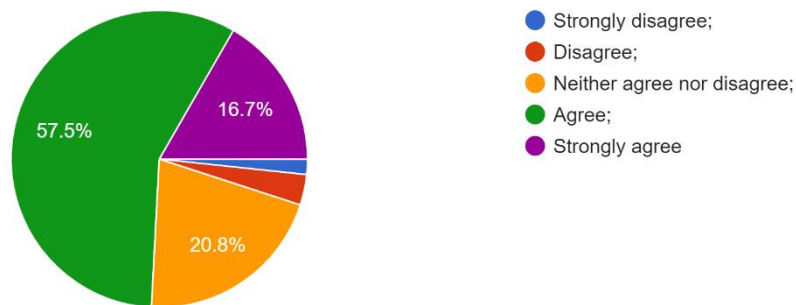


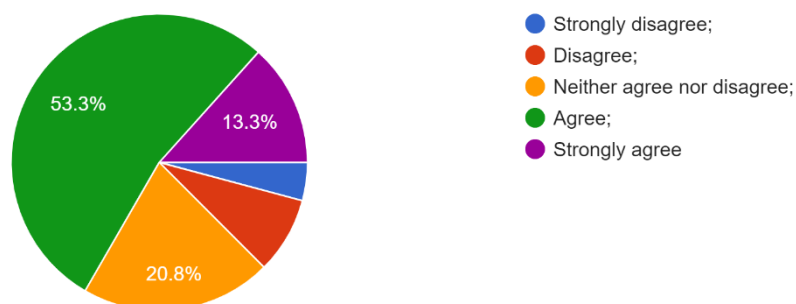
Table 4.1.22 Analysis of Online reviews on brand not taking any advantage of the consumers

Online reviews on brand not taking any advantage of the consumers	No.of respondents	Percentage
Strongly agree	16	13.3%
Agree	64	53.3%
Neither agree nor disagree	25	20.8%
disagree	10	8.3%
Strongly disagree	5	4.2%
Total	120	100.0%

Chart 4.1.22

online reviews/ opinions make sure that the brand(Samsung) does not take any advantage of the consumers.

120 responses



The above all the tables show the percentage of the perceived quality in 1 to 5 Likert scale. This will also helps the project to measure and analyse the brand equity.

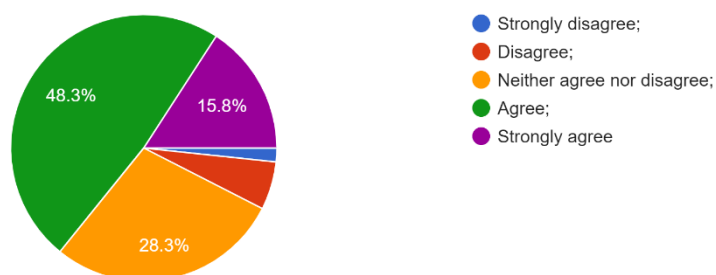
Table 4.1.23 Analysis of the Opinion on using the Brand's Electronic home appliances

Opinion of using the Brand's Electronic home appliances	No.of respondents	Percentage
Strongly agree	19	15.8%
Agree	58	48.3%
Neither agree nor disagree	34	28.3%
disagree	7	5.8%
Strongly disagree	2	1.7%
Total	120	100.0%

Chart 4.1.23

After using the brand's(samsung) electronic home appliances, I grow fond of it.

120 responses

**Table 4.1.24 Analysis of satisfaction level of using this brand**

Satisfaction level of using this brand	No.of respondents	Percentage
1 (not very much)	1	0.8%
2	8	6.7%
3	23	19.2%
4	54	45.0%
5 (very much)	34	28.3%
Total	120	100.0%

Chart 4.1.24

This brand's(Samsung) electronic home appliances is my first choice. (rate from 1 to 5)

120 responses

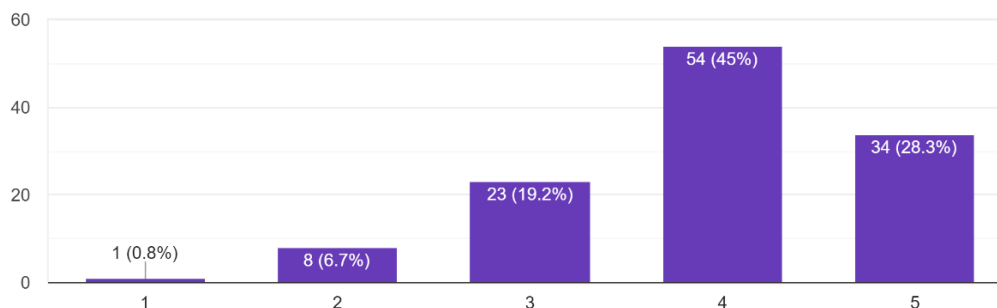


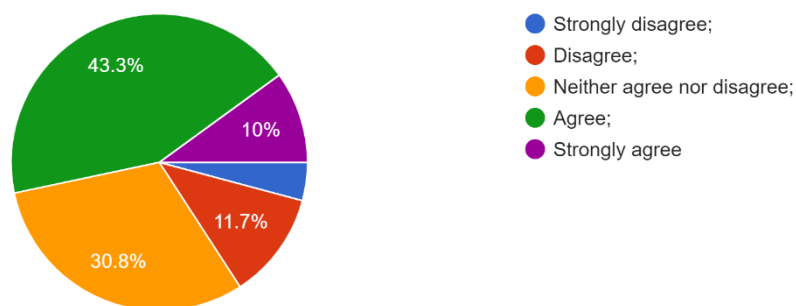
Table 4.1.25 Analysis of loyalty in brand's pricing through online reviews

Opinion on brand's pricing	No.of respondents	Percentage
Strongly agree	12	10.0%
Agree	52	43.3%
Neither agree nor disagree	37	30.8%
disagree	14	11.7%
Strongly disagree	5	4.2%
Total	120	100.0%

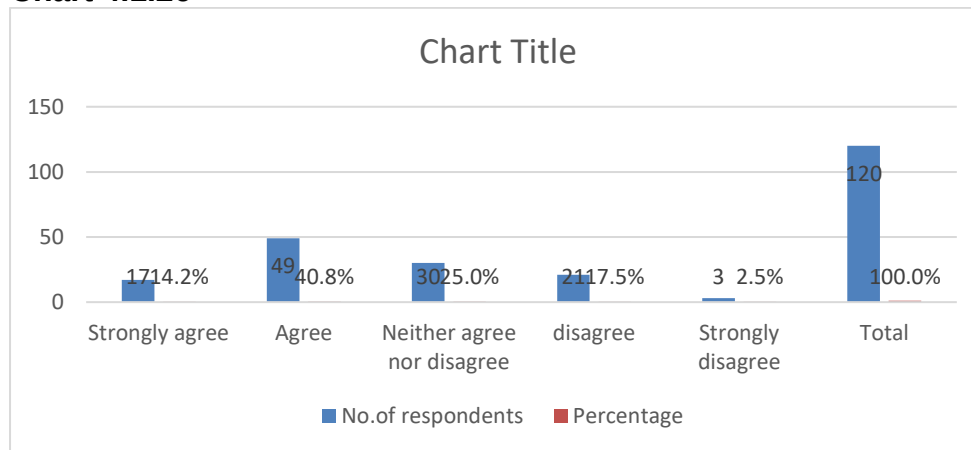
Chart 4.1.25

I will definitely buy this brand's(samsung) electronic home appliances all though its price is higher than the other brand(samsung) of the product that offer similar benefits

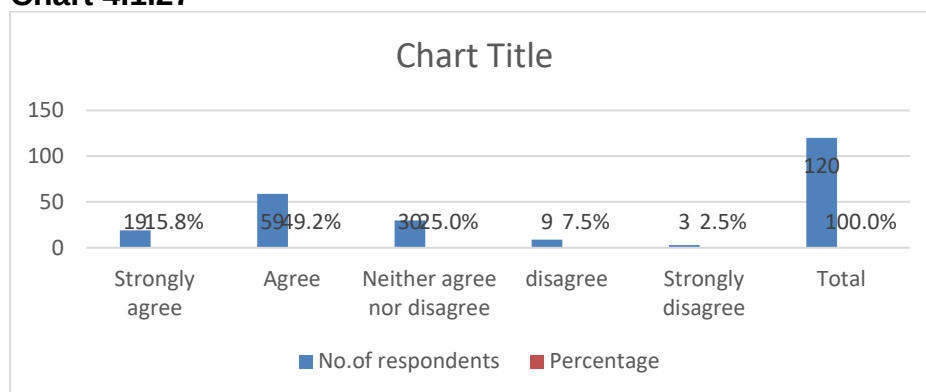
120 responses

**Table 4.1.26 Analysis on loyalty of the brand**

Loyalty of the brand	No.of respondents	Percentage
Strongly agree	17	14.2%
Agree	49	40.8%
Neither agree nor disagree	30	25.0%
disagree	21	17.5%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.26**Table 4.1.27 Analysis in loyalty of the brand's benefit.**

Loyalty of the brand's benefit	No.of respondents	Percentage
Strongly agree	19	15.8%
Agree	59	49.2%
Neither agree nor disagree	30	25.0%
disagree	9	7.5%
Strongly disagree	3	2.5%
Total	120	100.0%

Chart 4.1.27

The above all table show the percentage of brand loyalty got from the 120 respondents to measure the brand equity.

Table 4.1.28 Analysis of consumer perception in brand awareness

Consumer perception in Brand awareness	No.of respondents	Percentage
Strongly agree	10	8%
Agree	60	50%
Neither agree nor disagree	36	30%
disagree	12	10%
Strongly disagree	2	2%
Total	120	100.0%

Chart 4.1.28

Brand awareness is the most effective way that increases the perception of the consumer

120 responses

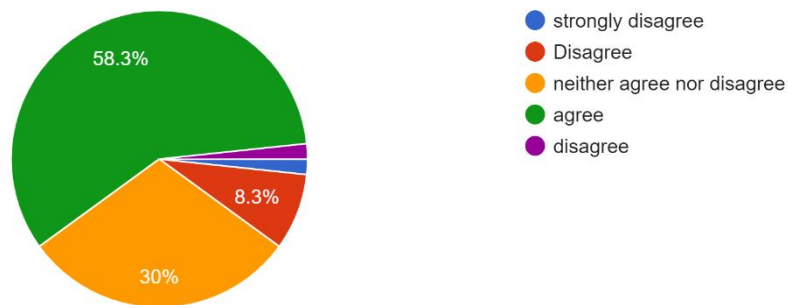


Table 4.1.29 Analysis of Consumer perception in Brand association

Consumer perception in Brand association	No.of respondents	Percentage
Strongly agree	5	4%
Agree	69	58%
Neither agree nor disagree	36	30%
disagree	8	7%
Strongly disagree	2	2%
Total	120	100.0%

Chart 4.1.29

Brand association motivates consumer perception

120 responses

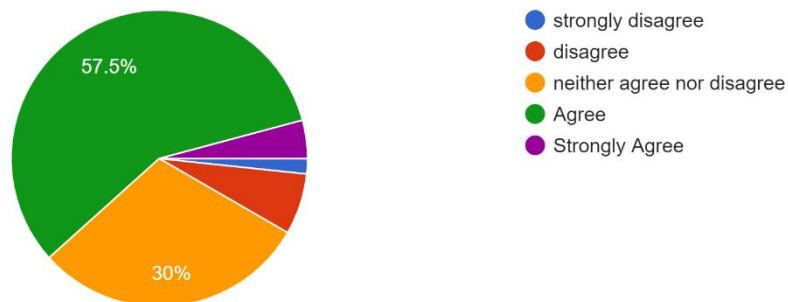


Table 4.1.30 Analysis of Consumer perception in perceived quality

Consumer perception in perceived quality	No.of respondents	Percentage
Strongly agree	11	9.2%
Agree	79	65.8%
Neither agree nor disagree	28	23.3%
disagree	1	0.8%
Strongly disagree	1	0.8%
Total	120	100.0%

Chart 4.1.30

perceived quality is the driving force for consumer perception

120 responses

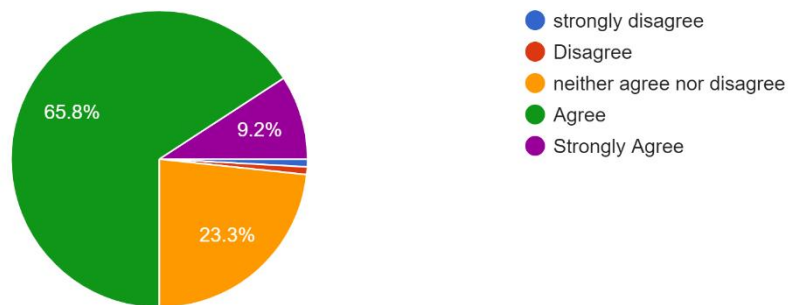


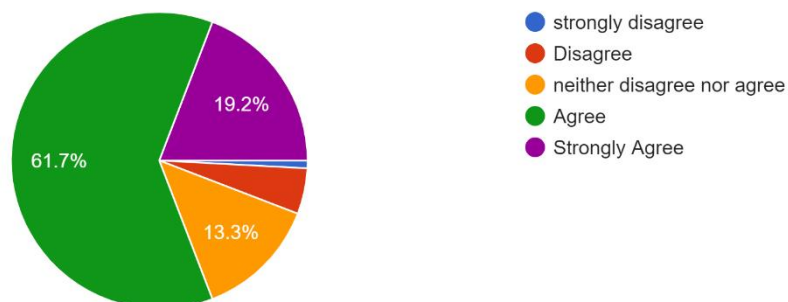
Table 4.1.31 Analysis Consumer perception in brand Loyalty

Consumer perception in brand Loyalty	No.of respondents	Percentage
Strongly agree	23	19.2%
Agree	74	61.7%
Neither agree nor disagree	16	13.3%
disagree	6	5.0%
Strongly disagree	1	0.8%
Total	120	100.0%

Chart 4.1.31

brand loyalty will always have positive impact on consumer perception

120 responses



The above tables show the percentage of the perception of consumer in each factors of brand equity. Where this percentage helps the research to find the relationship between the consumer perception and the brand equity factors.

4.2 Chi-square Analysis:

Hypothesis:

H0(a): There is no significant relationship between the gender and brand awareness of the consumer perception of online reviews.

H1(a): There is a significant relationship between the gender and brand awareness of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21.593 ^a	19	.305
Likelihood Ratio	24.905	19	.164
N of Valid Cases	117		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .39.

According to chi square test .305 (P value is greater than 0.05. Hence, H0(a) is accepted. This implies that there is no significant relationship between gender and brand awareness which impacts the consumer perception or online reviews. This result clearly states that gender does not play a role when it comes to brand awareness of the consumer perception or online reviews.

H0(b): There is no significant relationship between the gender and brand association of the consumer perception of online reviews.

H1(b): There is a significant relationship between the gender and brand association of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.853 ^a	13	.163
Likelihood Ratio	20.546	13	.082
N of Valid Cases	117		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is .39.

According to chi square test .163 (P value is greater than 0.05. Hence, H0(b) is accepted. This implies that there is no significant relationship between gender and brand association which impacts the consumer perception of online reviews. This result clearly states that gender does not play a

role when it comes to brand association of the consumer perception of online reviews.

H0(c): There is no significant relationship between the gender and perceived quality of the consumer perception of online reviews.

H1(c): There is a significant relationship between the gender and perceived quality of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.604 ^a	13	.333
Likelihood Ratio	16.543	13	.221
N of Valid Cases	117		

a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is .39.

According to chi square test .333 (P value is greater than 0.05. Hence, H0(c) is accepted. This implies that there is no significant relationship between gender and perceived quality which impacts the consumer perception of online reviews. This result clearly states that gender does not play a role when it comes to perceived quality of the consumer perception of online reviews

H0(d): There is no significant relationship between the gender and brand loyalty of the consumer perception of online reviews.

H1(d): There is a significant relationship between the gender and brand loyalty of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.540 ^a	15	.025
Likelihood Ratio	32.758	15	.005
N of Valid Cases	117		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .39.

According to chi square test .025 (P value is less than 0.05. Hence, H0(d) is rejected. This implies that there is a significant relationship between gender and brand loyalty which impacts the consumer perception of online reviews. This result clearly states that gender does play a role when it comes to brand loyalty of the consumer perception of online reviews.

4.3 ANOVA Analysis

ANOVA

		Sum Squares	of df	Mean Square	F	Sig.
Brandawareness	Between Groups	1.029	3	.343	1.313	.274
	Within Groups	29.520	113	.261		
	Total	30.550	116			
BrandAssociation	Between Groups	.311	3	.104	.415	.742
	Within Groups	28.168	113	.249		
	Total	28.479	116			
PercievedQuality	Between Groups	.562	3	.187	.537	.658
	Within Groups	39.416	113	.349		
	Total	39.978	116			
BrandLoyalty	Between Groups	4.124	3	1.375	1.861	.140
	Within Groups	83.485	113	.739		
	Total	87.609	116			

H1: There is a significant relationship between the age and brand awareness of the consumer perception of online reviews

H0(i): There is no significant relationship between the age and brand awareness of the consumer perception or online reviews

Analysis: The above table is calculated through one way ANOVA, which will show the relationship between the dependent variables and the independent variables. In this test, if the $p > 0.05$ then the H0 is accepted else the H0 gets rejected. Therefore, I have took "age" as the independent variable and brand awareness as the dependent variable. From the table we will come to know that the significance of the brand awareness is 0.274 i.e., $p = 0.274$, 0.274 is greater than 0.05. Hence H0(i) will be accepted. H0(i) is accepted. There is no significant relationship between the age and brand awareness of the consumer perception or online reviews

H2: There is a significant relationship between the age and brand association of the consumer perception of online reviews

H0(ii): There is no significant relationship between the age and brand association of the consumer perception of online reviews

Analysis: For the brand association the significance is 0.742. 0.742 is greater than 0.05 ($p > 0.05$). Hence, $H_0(ii)$ will be accepted. There is no significant relationship between the age and the brand association of consumer perception of online reviews.

H3: There is a significant relationship between the age and Perceived quality of the consumer perception of online reviews

$H_0(iii)$: There is no significant relationship between the age and Perceived Quality of the consumer perception of online reviews

Analysis: For the Perceived quality the significance is 0.658. 0.658 is greater than 0.05 ($p > 0.05$). Hence, $H_0(ii)$ will be accepted. There is no significant relationship between the age and the Perceived quality of consumer perception of online reviews.

H4: There is a significant relationship between the age and Brand loyalty of the consumer perception of online reviews

$H_0(iv)$: There is no significant relationship between the age and Brand loyalty of the consumer perception or online reviews

Analysis: For the brand Loyalty the significance is 0.140. 0.140 is greater than 0.05 ($p > 0.05$). Hence, $H_0(ii)$ will be accepted. There is no significant relationship between the age and the brand Loyalty of consumer perception of online reviews.

4.4 Regression Analysis:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F	df1	df2	Sig. F Change
1	.306 ^a	.093	.061	.81052	.093	2.887	4	112	.026

a. Predictors: (Constant), BrandLoyalty, BrandAssociation, Brandawareness, PercievedQuality

b. Dependent Variable: ConsumerPerception

From the above table the R value is 0.306 which states that there is a positive relationship between brand awareness, brand association, perceived quality, brand loyalty and consumer perception of online reviews

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.587	4	1.897	2.887	.026 ^b
	Residual	73.577	112	.657		
	Total	81.165	116			

a. Dependent Variable: ConsumerPerception

b. Predictors: (Constant), BrandLoyalty, BrandAssociation, Brandawareness, Percieved Quality

Here the significance value $0.026 < .05$, which indicates that the ANOVA test is significant means the null hypothesis is rejected.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings and suggestions:

From one way ANOVA analysis, we came to know that the null hypothesis is rejected which means, there is no significant difference between the effect of online reviews on CBBE and age to purchase the electronic home appliances of Samsung company. Through Chi-square analysis it was found that there is a significant difference between the positive online reviews of brand loyalty and gender. But there is no significant difference for the other factors. Regression analysis is conducted to find the relationship between the consumer perception on positive online reviews and brand equity factors. Since the R value is 0.306 there is a positive relationship between the consumer perception and the brand equity factors.

6.1 Summary and conclusions:

This research was carried out to examine the effect of online reviews on brand equity of electronic home appliances (Samsung industry). Independent variable brand awareness and dependent variable consumer perception of the regression's coefficient analysis shows that there is a significant impact on the positive online reviews of the brand equity of electronic home appliances, whereas the other three variables, brand awareness, brand association and perceived quality, show a low impact on positive online reviews of consumer perception of brand equity. Over all, it has been found that there is positive relationship between the consumer perception and brand equity factors. In this research the Respondents perception of positive online reviews of electronic home Appliances (Samsung company) has been show. The future research can be conducted to seek both the positive and negative perception of consumer which impacts the brand equity factors and also various other methods can also be used to find the accuracy of the result.

REFERENCES:

- Aaker, D.A. (1991). *Managing Brand Equity*. New York: Maxweel Macmillan-Canada.
- Aaker, D.A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 27–32, <http://dx.doi.org/10.1108/eb039503>.
- Aaker, D.A. and Keller, K.L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27–41, <http://dx.doi.org/10.1177/002224299005400102>.
- Aaker, D.A. and McLoughlin, D. (2009). *Strategic market management: global perspectives*. John Wiley & Sons.
- Ahmad, S.Z., Ahmad, N. and Bakar, A.R.A. (2018). Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from the UAE. *Telematics and Informatics*, 35(1), 6–17, <https://doi.org/10.1016/j.tele.2017.09.006>.
- Álvarez-García, J., del Carmen Cortés-Domínguez, M., del Río, M.D.L.C. and Simonetti, B. (2019). An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales ALANAH DAVIS AND DEEPAK KHAZANCHI
- Anderson, E.W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1), 5–17, <http://dx.doi.org/10.1177/109467059800100102>.
- Bagozzi, R.P. and Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Bambauer-Sachse, S. and Mangold, S. (2011). Brand equity dilution through negative online wordof-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45, <http://dx.doi.org/10.1016/j.jretconser.2010.09.003>.
- Banerjee, S., Bhattacharyya, S. and Bose, I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. *Decision Support Systems*, 96, 17–26, <https://doi.org/10.1016/j.dss.2017.01.006>.
- Bartosik-Purgat, M. (2018). International Contexts of Social Media and e-WoM Communication in the Customer Decision-Making Process. *Journal of Management and Business Administration*. Central Europe, 26(2), 16–33, <http://dx.doi.org/10.7206/jmba.ce.2450-7814.226> <https://www.redalyc.org/jatsRepo/279/27962177038/html/index.html>
- PAPPU, R, & QUESTER, PG (2016). “How does brand innovativeness affect brand loyalty?”, in: *European Journal of Marketing*, 50 (1-2), pp. 2-28.
- BAALBAKI, S, & GUZMÁN, F (2016). “A consumer-perceived consumer-based brand equity scale”, in: *Journal of Brand Management*, 23(3), pp. 229-251.
- BANSAL, HS, & TAYLOR, S (2015). “Investigating the relationship between service quality, satisfaction and switching intentions”, in: *In Proceedings of the 1997 Academy of Marketing Science (AMS) Annual Conference*, pp. 304-313.

HUSSAIN, H.I., ABIDIN, I.S.Z., KAMARULZAMAN, R., SHAWTARI, F.A. (2018) The Impact of State Affiliated Directors on the Capital Structure Speed of Adjustment in an Emerging Market, Polish Journal of Management Studies, 18 (1), 133-148.

<https://www.mindtools.com/pages/article/keller-brand-equity-model.html>

Chatzipanagiotou, K., Christodoulides, G. and Veloutsou, C. (2019). Managing the consumer-based brand equity process: A cross-cultural perspective. International Business Review, 28(2), 328–343, <https://doi.org/10.1016/j.ibusrev.2018.10.005>.

Chen, C.C. and Chang, Y.C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. Telematics and Informatics, 35(5), 1512–1523, <https://doi.org/10.1016/j.tele.2018.03.019>.

Cheung, C. and Thadani, D. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision Support Systems, 54(1), <https://doi.org/10.1016/j.dss.2012.06.008>.

Chong, A.Y.L., Li, B., Ngai, E. W., Ch'ng, E. and Lee, F. (2016). Predicting online product sales via online reviews, sentiments, and promotion strategies: A big data architecture and neural network approach. International Journal of Operations & Production Management, 36(4), 358–383.

Christodoulides, G. and De Chernatony, L. (2010). Consumer-based brand equity conceptualization and measurement: A literature review. International Journal of Research in Marketing, 52(1), 43–66, <http://doi.org/10.2501/S1470785310201053>.

Christodoulides, G., Cadogan, J.W. and Veloutsou, C. (2015). Consumer-based brand equity measurement: lessons learned from an international study. International Marketing Review, 32(3/4), 307–328, <http://dx.doi.org/10.1108/IMR-10-2013-0242>.

The Effect of Online Reviews on Consumer-Based Brand Equity: Case-Study of the Polish Restaurant Sector (Magdalena Brzozowska-Woś¹, Bruno Schivinski², Vol. 27, No. 3/2019, p. 2–27, ISSN: 2658-0845)

Influence of brand equity on the behavioral attitudes of customers: Spanish Tourist Paradores. Quality & Quantity, 1–27.

APPENDIX-I (Questionnaire)

- 1) Age:
 - below 18
 - 19-25
 - 25-35
 - Above 35
- 2) Gender
 - Male
 - Female
- 3) Education:
 - Highschool
 - Post graduate
 - Graduate
 - Others:
- 4) Income:
 - Less than 1 lac p/a
 - 1 lac p/a
 - 2 lac p/a
 - More than 2 lac p/a
 - Others:
- 5) Occupation:
 - student;
 - self-employed;
 - employed
 - unemployed
 - others:
- 6) which social media platform do you use? (multiple answers are possible):
 - facebook
 - flipkart
 - Amazon
 - Pinterest
 - Youtube
 - Snapdeal
 - Blogs
 - Others
- 7) How often do you check online reviews/opinions before purchasing electronic home appliances?
 - Never
 - Rarely
 - Sometimes
 - Quite often
 - Very often

Scales used: Likert scale

- 1. Strongly agree**
- 2. Agree**

3. neither agree nor disagree/ neutral
4. disagree
5. strongly disagree

Rating scale: Not very much 1 2 3 4 5 very much

Brand awareness	1	2	3	4	5
My knowledge improves on Samsung brand's electronic home appliances after reading online reviews	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
I have difficulty in imagining this brand(Samsung) electronic home appliances in my mind	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
I can recognise this brand(Samsung) among competing brands. (Rate from 1 to 5)	1	2	3	4	5
This brand(Samsung) is the only recalled when I need to make a purchase decision on the electronic home appliances product.	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Online review helps me to identify whether the brand(Samsung) is well priced when purchasing the	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree

electronic home appliances					
Please rank this following options based on your trust level? How do you identify this brand (44amsung)?	Online reviews by consumers	recommendation by influencers	promotion by companies	recommendation by friends	
Brand association					
I can identify from the online reviews that the Brand(44amsung) is made so as to work trouble free	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
The brand's(44amsung) online reviews makes me to assure that the brand is safe to use. (Rate from 1 to 5)	1	2	3	4	5
I can quickly recall the logo of this brand(44amsung). (Rate from 1 to 5)	1	2	3	4	5
Online reviews guide me in selecting Samsung brand's electronic home appliances product which takes care of my requirements. (Rate from 1 to 5)	1	2	3	4	5
Considering what I pay for the brand(44amsung), I get	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree

much more than my money's worth.					
perceived quality					
From online reviews you came to know that the brand(45amsung) is of good quality	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Online comments on Samsung brand's electronic home appliances are realistic, logical and accurate. (rate from 1 to 5)	1	2	3	4	5
Online review helps me to choose Samsung brand's electronic home appliances when compared to other brand's design/color/innovation.	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
People are proud to say that they are this brand(45amsung)'s customer.	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
online reviews/ opinions make sure that the brand(Samsung) does not take any advantage of the consumers.	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Brand loyalty					
After using the brand'(45amsung) electronic home	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree

appliances, I grow fond of it.					
This brand's (Samsung) electronic home appliances is my first choice. (rate from 1 to 5)	1	2	3	4	5
I will definitely buy this brand's(46amsung) electronic home appliances all though its price is higher than the other brand(46amsung) of the product that offer similar benefits	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
I will not buy other brand(46amsung)s, when this brand(46amsung) is available at the store	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
I can get the same benefits from the brand(46amsung) when compared to the imported brands	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Consumer perception					
Brand Awareness is the most effective way that increases the perception of the consumer.	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Brand association motivates the consumer perception	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree

Perceived quality is the driving force of consumer perception	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Brand loyalty will always have positive impact on consumer perception	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree

APPENDIX-II (Article)

THE EFFECTS OF ONLINE REVIEWS ON BRAND EQUITY FOR ELECTRONIC HOME APPLIANCES (SAMSUNG ELECTRONICS)

Dr. Bhuvaneswari. G*¹, Ms. Akshaya. K*²

*¹Professor, School of Business Administration, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

*²Post graduate scholar, School of Business Administration, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

ABSTRACT

The primary aim of this study was to investigate the effect of online reviews on brand equity for electronic home appliances (Samsung electronics). It also aimed to examine the association between brand awareness, brand association, brand loyalty and perceived quality related to consumer perception on positive online reviews. Findings revealed that brand awareness is significantly associated with consumer perception of online reviews, whereas brand association, brand loyalty and perceived quality are not significantly related to consumer perception of online reviews. Random based sampling technique was used to collect data from 120 respondents through google form questionnaire.

Keywords: consumer perception, online reviews/E-WOM, Brand awareness, brand loyalty, brand association, perceived quality, Brand equity

I. INTRODUCTION

Today's marketplace is heavily influenced by cyberspace, that has changed the approach customers produce alternatives regarding their purchases: They won't swear solely on marketer-generated data only. Instead, they seem up reviews on sites like Amazon or Flipkart, notice a great deal of product data or check consumer testimonials on e-commerce websites, examine various people's recommendations, etc. In various words, they address E-WOM.

E-WOM is also a robust market force, as a results of customers notice it academic degree unbiased and trustworthy provides the product data. In the past years, various analysis has investigated the role of E-WOM among the marketplace. Throughout this text, we've a bent to visualize of that knowledge and supply marketers a roadmap regarding the E-WOM works. Therefore they are higher equipped to manage this marketplace development, and eventually, boost product sales.

Research results indicate that patrons show a great deal of positive attitudes and behavioural intentions relating to positive on-line reviews, notably among the context of low data load (Zhang and Hanks, 2018). Positive on-line reviews significantly influence cyberspace name of the firm (Banerjee, Bhattacharyya and Satyendra Nath Satyendra N. Bose, 2017) and build trust for the company (DeAndrea et al., 2018). Positive E-WOM drives positive angle towards the merchandise (Tata, Prashar and Gupta, 2019) and – among the services context – is assumed for raising the quantity of orders (Zhang et al., 2019), enhancing sales and revenue (Xiao, Zhang and Fu, 2019; Nieto-Garcia et al., 2019; Craig, author and Versaci, 2015). On the alternative hand, negative on-line customers' reviews increase the perceived risk of inferior product or service quality (Bhandari and composer, 2018; Lee, Rodgers, and Kim, 2009), lower the quality and equity of the whole (El-Baz, Elseidi and El-Maniaway, 2018; Yu et al., 2018), consequently reducing the quantity of sales (Zhang et al., 2019; Clemons, 2019; Craig, author and Versaci, 2015).

In terms of branding, consumer-based Brand equity (CBBE) is that the core mercantilism variable to capture the consumer's perceptions of brands (Aaker, 1991; lecturer, 2016), as a result of it's academic degree intangible that generates value through four established branding components, that is, Brand awareness, Brand associations, perceived quality, and Brand loyalty.

The better-known CBBE model is that the Keller Model, devised by tutorial of mercantilism Kevin Lane Keller. The keller model is also a pyramid type and it shows the businesses to make a strong foundation.

The construct of brand-equity is not new. It has been place forth by entirely completely different researchers in their own approach. the foremost distinguished and well-known thoughts on complete equity ar of Aaker (1991) and lecturer (1993) world organization agency argued completes as a result of the foremost expensive and for managers and explained its importance to make strong wholes having strong brand equity to influence consumer loyalty. lecturer (1993) conceptualizes customer-based complete equity victimization associative network memory model as "the differential impact of complete name knowledge on shopper response to the mercantilism of the whole" and holds the scan that whole familiarity as well as strong and favorable positive associations forms the brand-equity of a brand. Yoo and Donthu (2001) argued entirely completely different shopper perceptions toward brands that add value thereto as compared with generic product (Park & Srinivasan, 1994).

II. METHODOLOGY

Different types of analysis had conducted to find the significant relationship and difference between the brand equity factors and the consumer perception of online positive reviews. This study has been conducted to find if there is an effect with the online reviews on brand equity for electronic home appliances of Samsung company.

Google form questionnaire is circulated through various social media platforms to investigate the research. 120 respondents recorded their responses and the same is utilized to conduct the further research analysis. Three different types of analysis have been used to examine this study. One is chi-square analysis, ANOVA test and the other one is regression analysis. Above all the analysis are calculated through SPSS tool. Chi-square test is used to find the significant difference or relationship between the gender and the brand equity factors (Brand association, brand awareness, brand loyalty and perceived quality). Where gender will be considered as the independent variable and the brand equity factors are the dependent variables.

ANOVA test is used to find the significant difference or relationship between the age and the brand equity factors (Brand association, brand awareness, brand loyalty and perceived quality). Regression analysis is used to find the relationship between the brand equity factors (Brand association, brand awareness, brand loyalty and perceived quality) and the consumer perception on online positive reviews. Hence these methodologies are used in this study to find the appropriate results.

OBJECTIVE OF THE STUDY:

Primary objective:

The main objective is to identify the effects of online reviews on the metrics of consumer- based brand equity in the electronic home appliances of Samsung company.

Secondary objectives:

To analyse the effects of online reviews on brand awareness

To examine the effects of online reviews on brand association,

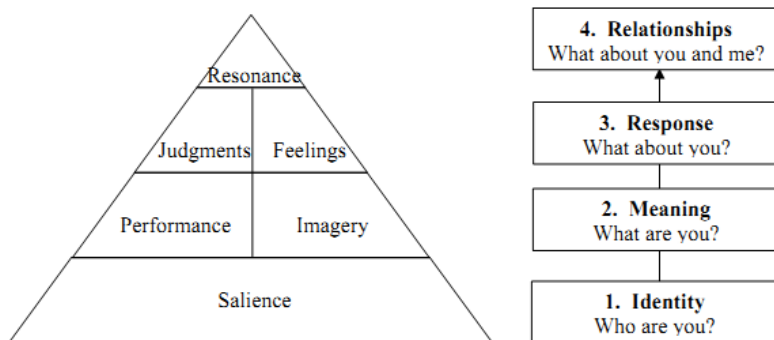
To investigate the effects of online reviews perceived quality,

To examine the effects of online reviews brand loyalty.

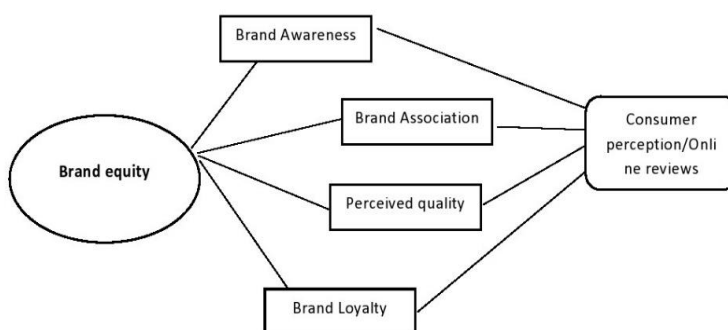
III. MODELLING AND ANALYSIS

CONCEPTUAL MODEL OF THE STUDY:

Keller's Customer-Based Brand Equity Pyramid



Source: Keller, 2003



ANALYSIS OF THE STUDY:

Chi-square Analysis:

Hypothesis:

H0(a): There is no significant relationship between the gender and brand awareness of the consumer perception of online reviews.

H1(a): There is a significant relationship between the gender and brand awareness of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.593 ^a	19	.305
Likelihood Ratio	24.905	19	.164
N of Valid Cases	117		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .39.

Table 1: chi-square (a)

According to chi square test .305 (P value is greater than 0.05. Hence, H0(a) is accepted. This implies that there is no significant relationship between gender and brand awareness which impacts the consumer perception or online reviews. This result clearly states that gender does not play a role when it comes to brand awareness of the consumer perception or online reviews.

H0(b): There is no significant relationship between the gender and brand association of the consumer perception of online reviews.

H1(b): There is a significant relationship between the gender and brand association of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.853 ^a	13	.163
Likelihood Ratio	20.546	13	.082
N of Valid Cases	117		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is .39.

Table 2: Chi-square (b)

According to chi square test .163 (P value is greater than 0.05. Hence, H0(b) is accepted. This implies that there is no significant relationship between gender and brand association which impacts the consumer perception of online reviews. This result clearly states that gender does not play a role when it comes to brand association of the consumer perception of online reviews.

H0(c): There is no significant relationship between the gender and perceived quality of the consumer perception of online reviews.

H1(c): There is a significant relationship between the gender and perceived quality of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.604 ^a	13	.333
Likelihood Ratio	16.543	13	.221
N of Valid Cases	117		

a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is .39.

Table 3: Chi-square (c)

According to chi square test .333 (P value is greater than 0.05. Hence, H0(c) is accepted. This implies that there is no significant relationship between gender and perceived quality which impacts the consumer perception of online reviews. This result clearly states that gender does not play a role when it comes to perceived quality of the consumer perception of online reviews

H0(d): There is no significant relationship between the gender and brand loyalty of the consumer perception of online reviews.

H1(d): There is a significant relationship between the gender and brand loyalty of the consumer perception of online reviews.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.540 ^a	15	.025
Likelihood Ratio	32.758	15	.005
N of Valid Cases	117		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .39.

Table 4: Chi-square (d)

According to chi square test .025 (P value is less than 0.05. Hence, H0(d) is rejected. This implies that there is a significant relationship between gender and brand loyalty which impacts the consumer perception of online reviews. This result clearly states that gender does play a role when it comes to brand loyalty of the consumer perception of online reviews.

ANOVA Analysis

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Brandawareness	Between Groups	1.029	3	.343	1.313	.274
	Within Groups	29.520	113	.261		
	Total	30.550	116			
BrandAssociation	Between Groups	.311	3	.104	.415	.742
	Within Groups	28.168	113	.249		
	Total	28.479	116			
PercievedQuality	Between Groups	.562	3	.187	.537	.658
	Within Groups	39.416	113	.349		
	Total	39.978	116			
BrandLoyalty	Between Groups	4.124	3	1.375	1.861	.140
	Within Groups	83.485	113	.739		
	Total	87.609	116			

Table 1: ANOVA

H1: There is a significant relationship between the age and brand awareness of the consumer perception of online reviews

H0(i): There is no significant relationship between the age and brand awareness of the consumer perception or online reviews

Analysis: The above table is calculated through one way ANOVA, which will show the relationship between the dependent variables and the independent variables. In this test, if the $p > 0.05$ then the H0 is accepted else the H0 gets rejected. Therefore, I have taken "age" as the independent variable and brand awareness as the dependent variable. From the table we will come to know that the significance of the brand awareness is 0.274 i.e., $p = 0.274$, 0.274 is greater than 0.05. Hence H0(i) will be accepted. H0(i) is accepted. There is no significant relationship between the age and brand awareness of the consumer perception or online reviews

H2: There is a significant relationship between the age and brand association of the consumer perception of online reviews

H0(ii): There is no significant relationship between the age and brand association of the consumer perception of online reviews

Analysis: For the brand association the significance is 0.742. 0.742 is greater than 0.05 ($p > 0.05$). Hence, H0(ii) will be accepted. There is no significant relationship between the age and the brand association of consumer perception of online reviews.

H3: There is a significant relationship between the age and Perceived quality of the consumer perception of online reviews

H0(iii): There is no significant relationship between the age and Perceived Quality of the consumer perception of online reviews

Analysis: For the Perceived quality the significance is 0.658. 0.658 is greater than 0.05 ($p > 0.05$). Hence, $H_0(ii)$ will be accepted. There is no significant relationship between the age and the Perceived quality of consumer perception of online reviews.
H4: There is a significant relationship between the age and Brand loyalty of the consumer perception of online reviews
 $H_0(iv)$: There is no significant relationship between the age and Brand loyalty of the consumer perception or online reviews
Analysis: For the brand Loyalty the significance is 0.140. 0.140 is greater than 0.05 ($p > 0.05$). Hence, $H_0(ii)$ will be accepted. There is no significant relationship between the age and the brand Loyalty of consumer perception of online reviews.

Regression Analysis:

Model Summary^b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Change Statistics				
					Change	F Change	df1	df2	Sig. F Change
1	.306 ^a	.093	.061	.81052	.093	2.887	4	112	.026

a. Predictors: (Constant), BrandLoyalty, BrandAssociation, Brandawareness, PercievedQuality

b. Dependent Variable: ConsumerPerception

Table 1: Regression (a)

From the above table the R value is 0.306 which states that there is a positive relationship between brand awareness, brand association, perceived quality, brand loyalty and consumer perception of online reviews

ANOVA^a

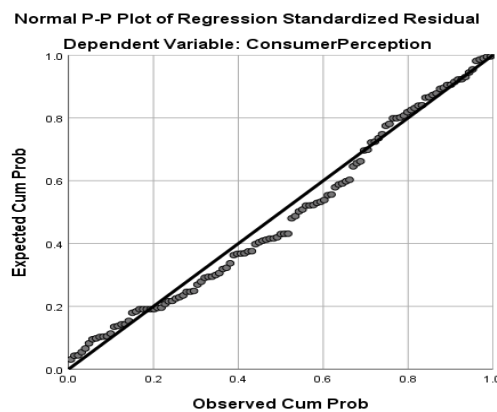
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.587	4	1.897	2.887	.026 ^b
	Residual	73.577	112	.657		
	Total	81.165	116			

a. Dependent Variable: ConsumerPerception

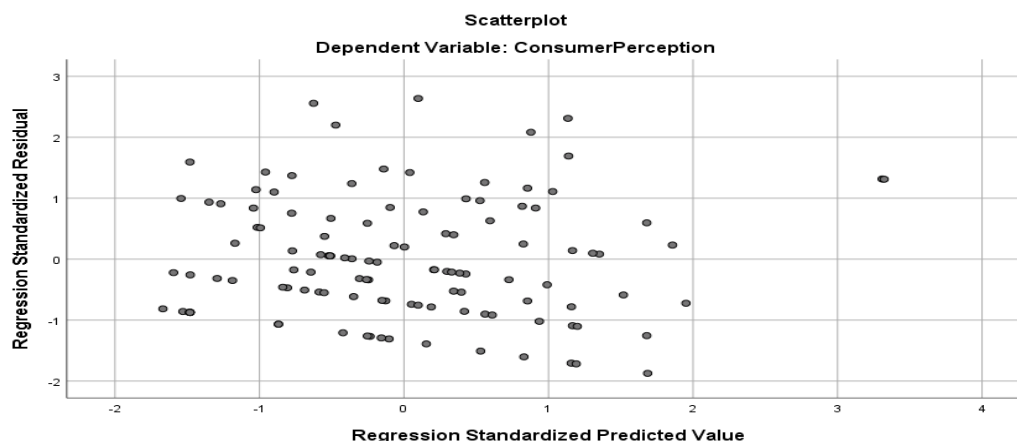
b. Predictors: (Constant), BrandLoyalty, BrandAssociation, Brandawareness, Percieved Quality

Table 2: Regression (b)

Here the significance value $0.026 < .05$, which indicates that the ANOVA test is significant means the null hypothesis is rejected.



Graph 1: Regression(a)



Graph 2: Regression(b)

The above graph depicts the relationship between the consumer perception and the brand equity factors (Brand association, brand awareness, brand loyalty and perceived quality).

IV. RESULTS AND DISCUSSIONS

From one way ANOVA analysis, we came to know that the null hypothesis is rejected which means, there is no significant difference between the effect of online reviews on CBBE and age to purchase the electronic home appliances of Samsung company. Through Chi-square analysis it was found that there is a significant difference between the positive online reviews of brand loyalty and gender. But there is no significant difference for the other factors. Regression analysis is conducted to find the relationship between the consumer perception on positive online reviews and brand equity factors. Since the R value is 0.306 there is a positive relationship between the consumer perception and the brand equity factors

V. CONCLUSIONS

This research was carried out to examine the effect of online reviews on brand equity of electronic home appliances (Samsung industry). Independent variable brand awareness and dependent variable consumer perception of the regression's coefficient analysis shows that there is a significant impact on the positive online reviews of the brand equity of electronic home appliances, whereas the other three variables, brand awareness, brand association and perceived quality, show a low impact on positive online reviews of consumer perception of brand equity. Over all, it has been found that there is positive relationship between the consumer perception and brand equity factors. In this research the Respondents perception of positive online reviews of electronic home Appliances (Samsung company) has been show. The future research can be conducted to seek both the positive and negative perception of consumer which impacts the brand equity factors and also various other methods can also be used to find the accuracy of the result.

VI. REFERENCES

- [1] Aaker, D.A. (1991). Managing Brand Equity. New York: Maxweel Macmillan-Canada.
- [2] Aaker, D.A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 27–32, <http://dx.doi.org/10.1108/eb039503>.
- [3] Aaker, D.A. and Keller, K.L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27–41,
- [4] <http://dx.doi.org/10.1177/002224299005400102>.
- [5] Aaker, D.A. and McLoughlin, D. (2009). Strategic market management: global perspectives. John Wiley & Sons.
- [6] Ahmad, S.Z., Ahmad, N. and Bakar, A.R.A. (2018). Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from the UAE. *Telematics and Informatics*, 35(1), 6–17, <https://doi.org/10.1016/j.tele.2017.09.006>.
- [7] Álvarez-García, J., del Carmen Cortés-Domínguez, M., del Río, M.D.L.C. and Simonetti, B. (2019).
- [8] An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales ALANAH DAVIS AND DEEPAK KHAZANCHI
- [9] Anderson, E.W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1), 5–17, <http://dx.doi.org/10.1177/109467059800100102>.
- [10] Bagozzi, R.P. and Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- [11] Bambauer-Sachse, S. and Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45,
- [12] <http://dx.doi.org/10.1016/j.jretconser.2010.09.003>.
- [13] Banerjee, S., Bhattacharyya, S. and Bose, I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. *Decision Support Systems*, 96, 17–26, <https://doi.org/10.1016/j.dss.2017.01.006>.
- [14] Bartosik-Purgat, M. (2018). International Contexts of Social Media and e-WoM Communication in the Customer Decision-Making Process. *Journal of Management and Business Administration*.
- [15] *Central Europe*, 26(2), 16–33, <http://dx.doi.org/10.7206/jmba.ce.2450-7814.226>
- [16] <https://www.redalyc.org/jatsRepo/279/27962177038/html/index.html>
- [17] PAPPU, R. & QUESTER, PG (2016). “How does brand innovativeness affect brand loyalty?”, in: *European Journal of Marketing*, 50 (1-2), pp. 2-28.
- [18] BAALBAKI, S. & GUZMÁN, F (2016). “A consumer-perceived consumer-based brand equity scale”, in: *Journal of Brand Management*, 23(3), pp. 229-251.

- [19] BANSAL, HS, & TAYLOR, S (2015). "Investigating the relationship between service quality, satisfaction and switching intentions", in: In Proceedings of the 1997 Academy of Marketing Science (AMS) Annual Conference, pp. 304-313.
- HUSSAIN, H.I., ABIDIN, I.S.Z., KAMARULZAMAN, R., SHAWTARI, F.A. (2018)
- [20] The Impact of State Affiliated Directors on the Capital Structure Speed of Adjustment in an Emerging Market, *Polish Journal of Management Studies*, 18 (1), 133-148.
- [21] <https://www.mindtools.com/pages/article/keller-brand-equity-model.html>
- [22] Chatzipanagiotou, K., Christodoulides, G. and Veloutsou, C. (2019). Managing the consumer-based brand equity process: A cross-cultural perspective.
- [23] *International Business Review*, 28(2), 328–343, <https://doi.org/10.1016/j.ibusrev.2018.10.005>.
- [24] What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512–1523, <https://doi.org/10.1016/j.tele.2018.03.019>.
- [25] Cheung, C. and Thadani, D. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), <https://doi.org/10.1016/j.dss.2012.06.008>.
- [26] Chong, A.Y.L., Li, B., Ngai, E. W., Ch'ng, E. and Lee, F. (2016). Predicting online product sales via online reviews, sentiments, and promotion strategies: A big data architecture and neural network approach. *International Journal of Operations & Production Management*, 36(4), 358–383.
- [27] Christodoulides, G. and De Chernatony, L. (2010). Consumer-based brand equity conceptualization and measurement: A literature review. *International Journal of Research in Marketing*, 52(1), 43–66, <http://doi.org/10.2501/S1470785310201053>.
- [28] Christodoulides, G., Cadogan, J.W. and Veloutsou, C. (2015). Consumer-based brand equity measurement: lessons learned from an international study. *International Marketing Review*, 32(3/4), 307–328, <http://dx.doi.org/10.1108/IMR-10-2013-0242>.
- [29] The Effect of Online Reviews on Consumer-Based Brand Equity: Case-Study of the Polish Restaurant Sector (Magdalena Brzozowska-Wośl, Bruno Schivinski2, Vol. 27, No. 3/2019, p. 2–27, ISSN: 2658-08)

