



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

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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.

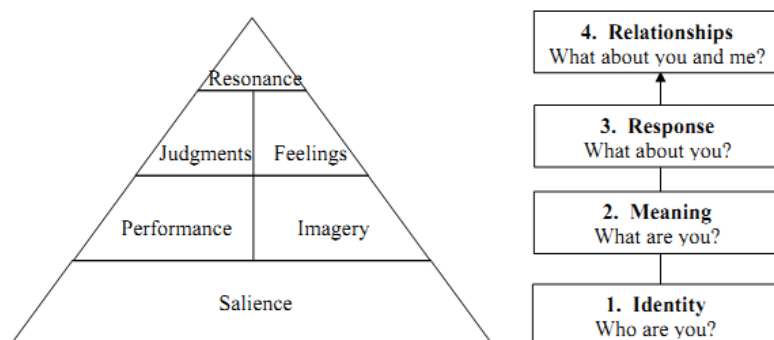
Secondary objectives:

- 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.

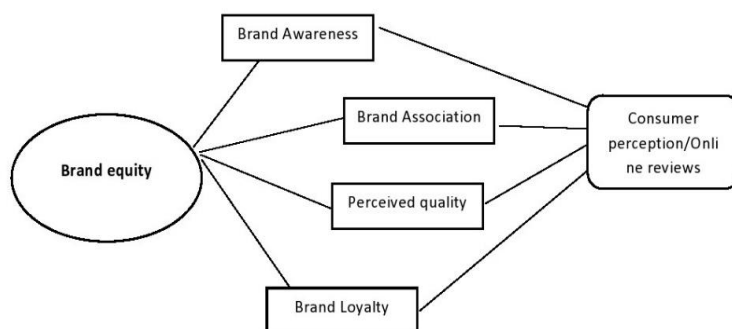
III. MODELLING AND ANALYSIS

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 $H_0(i)$ will be accepted. $H_0(i)$ is accepted. There is no significant relationship between the age and brand awareness of the consumer perception or online reviews
 H_2 : There is a significant relationship between the age and brand association of the consumer perception of online reviews
 $H_0(ii)$: 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.

H_3 : 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.

H_4 : 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 R 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

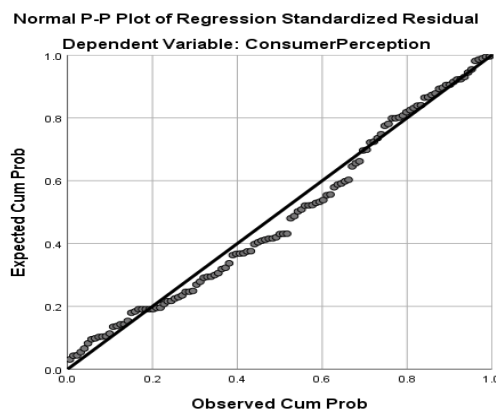
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.587	4	1.897	2.887	.026 ^b
	Residual	73.577	112	.657		
	Total	81.165	116			

a. Dependent Variable: ConsumerPerception

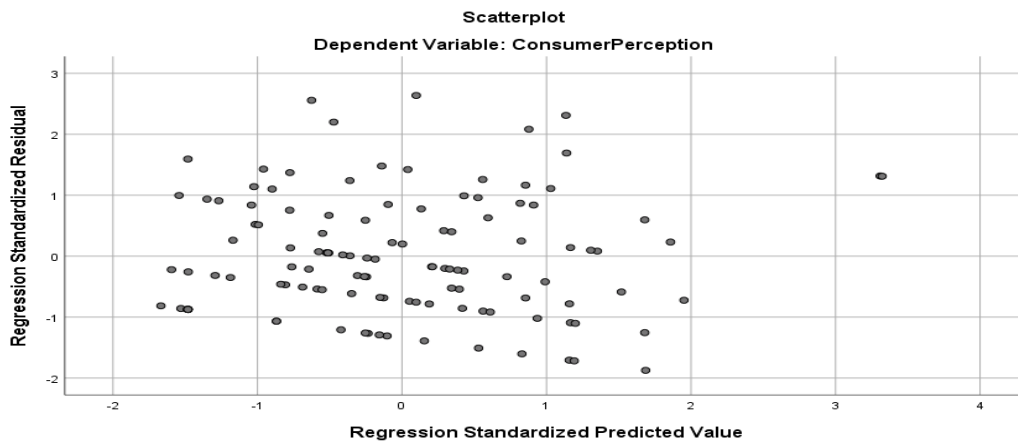
b. Predictors: (Constant), BrandLoyalty, BrandAssociation, Brandawareness, Percieved Quality

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.

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