THE IMPACT OF ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND CONSUMER PURCHASE INTENTION: AN EMPIRICAL STUDY OF THE CLOTHING INDUSTRY IN PAKISTAN

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ABSTRACT

The main motivation behind this exam document is to look at the extent to which E-WOM among customers can affect the brand image and the intent of buying the consumer in the clothing industry. A key condition display process is linked to the E-WOM impacts survey on brand image and buyer's purchase target. The exploration program was tested using an example of 385 respondents who included information within online purchasing groups and examined buyers of Pakistan's textile industry at the time of the investigation. The document recalls the methodologies to help a brand profitably through client-based social networking on the web, as well as typical suggestions for delegated websites and dialogues to enhance this note on a major path with people in their online dating. This explorative document extends the winning image rating to another set, in particular e-WOM. This document provides profitable knowledge on e-

WOM estimation, brand image and purchasing expectations of the purchaser in the clothing industry and provides a facility for future search for tagging items.

Keywords Internet, Consumer behavior, Brand image, Electronic word of mouth, Social media, Pakistan

Introduction

The electronic word of the mouth (E-WOM) has for a long time been reflected as a noteworthy drive contraption. Given data about WOM's correspondence is viewed as more persuading than others through correspondence sources, proposition or statements clearly (Bickart and Schindler, 2001; Smith et al, 2005; Trusov et al., 2009) in the light of the manner by which where it is considered as strong information correspondingly (Gruen et al., 2006). Subsequently, this correspondence is assessed as a gigantic impact through the devoted watched respect and quality (Chatterjee, 2001, Godes and Mayzlin 2004, Mayzlin, 2006). Insist purchaser information given by past customers an express unbelievable objective of appearing and being fulfilled before securing things or affiliations (Pitta and blossoms, 2005) This new sort of E-WOM correspondence has changed into a key place for purchasers (Bickart and Schindler, 2001; Godes and Mayzlin, 2004; Hennig-Thurau et al., 2004; Mayzlin, 2006). E-WOM correspondence is viewed as more delicate than different correspondences on the planet by ideals of its fast straightforwardness and high dispersing (Chatterjee, 2001). In like way, the nervousness related to the gasket has been considered as a key capital for a couple of affiliations. Solid brands can fabricate client trust in the got thing or in the alliance and bolster them to all the relatively certain acknowledge and comprehend their unassuming endeavors. As appeared by Donthu and Yoo (2001), control pictures affect the unavoidable fate of affiliation benefits, the illuminating of its money streams, the limit of a purchaser to pay premiums, mergers and acquisitions, key association, an abnormal state possible and showing triumphs. The exposures from past research prescribe that online client outlines can affect sureness and offer express things (Liu, 2006; Adjei et al., 2009; Zhang and Tran, 2009; Chevalier and Mayzlin, 2006; Zhu and Zhang, 2010). Concerning the elucidation that the express WOM existing correspondence eagerly impacts the fulfillments of the issue (Herr et al., 1991), the battle against electronic verbal trades that are sent in an astonishing and shrewd media channel, since the web has advanced. You can have strong beautifications in the check picture and smoothly, purchase any. certain things like after accessories of the arrangement can't be poor somewhere around the purchaser before the party to utilize, so getting the scarcely discernible nuances and affiliations produces the customer's dedication of the most certifiable hazard, so customers are continuously arranged to influence Program social e-WOM (Litvin et al., 2008, Lewis and Chambers, 2000). As demonstrated by

the latest Knolls (2015) research that E-WOM energy audits perceive in terms of online frame organization, the impact of verbal verbal exchange depends on both the data and the need to purchase. Regardless of the significant effect of E-WOM on the fragment of social opportunity, there is less literature available on E-WOM.

In light of these results in writing, we perceive that E-WOM correspondence it might influence the brand image and the buyer's purchase target. As there was less literature available for the justification of this relationship, this investigation has linked the test procedure to investigate:

• The effect of E-WOM communications process on image brand;

• The effect of E-WOM communications process on the buyer's intent to purchase; is

• The effect of the brand image on the buyer's intent to buy.

What remains of this document is resolved as follows. To begin with, we provide a review of E-WOM's written work and brand image. It show theories and the research. Subsequently, we represent the research technique and discuss quantifiable results. It can consolidate the results and discuss proposals for both the experimentation and implementation.

Literature Review

Past studies on the effects of E-WOM.

The objectives of the relationship of electronic systems are assessed to a great degree legitimate steps for E-WOM (Canhoto and Clark, 2013; Erkan and Evans, 2014; Kim, Sung Kang, 2014). With the rating on the web, the amount of buyers is extended using the web to request information about a thing or association, and E-WOM has made it thusly. Hennig-Thurau et al. (2004) E-WOM described as "A sort of buzz promoting and it can end up viral if the message is alluring or adequately intriguing". A beast proportion of specialists is relied upon to look at the inspiration that drives essentialness to channel for E-WOM (Goldsmith and Horowitz, 2006) and to share or pass on E-WOM (Hennig-Thurau et al., 2004, Lee et al., 2006), offering disclosure results to promoters to better recognize the online direct buyer.

A last strategy has discovered that for the most part, clients trust that online opinions and terminations are so true blue and search for control zones (ACNielsen, 2007). (Rowley 2001) besides combat that business attempts should try to synchronize individuals online as opposed to

moving on a very basic level on the single electronic match to characteristic. This examines the potential effects of E-WOM's effect on purchaser choice to process. Senecal and Nantel (2004) have found in what ways E-WOM changes the reasoning of individuals for things and affiliations utilizing an exploratory audit of online client source sources. The few stages to update E-WOM for themselves, for sheet metering and other unequivocal on-line devices, which are on a for all intents and purposes indistinguishable way requested to be found in what ways it affect the demand framework and use things and affiliations (Subramani and Rajagopalan 2003). Scarcely any related examinations have in like way demonstrated that E-WOM charts are a key device to draw in clients to get data about things or the possibility of affiliations (Chevalier and Mayzlin, 2006). Correspondingly, these kind of messages are the ones which restricts the extent of threat and the nonattendance of security from the clients, while in the mean time guaranteeing new things or affiliations, so their creation base and essential union may besides influence (Chatterjee 2001).

Chevalier and Mayzlin (2006) asked about the effect of electronic audits on the general responsibilities of two online libraries in the light of clearly open information from two book shops. The late consequences of their examination have appeared to be such online correspondence fundamentally impacts the buy of different clients. Despite the rich blend of the E-WOM's consequences for the need to purchase, there has not been any survey today, investigating the real motivation driving getting a couple of data on what E-WOM truly impacts the control picture. Concerning anybody, there is just a singular relationship that looks like our motivation. (Bambauer-Sachse and Mangold 2011) explored the negative impact of things and assistant online charts, a sort of influencing columnist type, on as for the brand subject to the customer. The results of its fitting examination have reinforced the impact of the standard square of online negative that is considered on the regard of the brand subject to the purchaser. Earlier reviews have pointed out that E-WOM has become an endless part of the combination of electronic drivers, contributing to a phenomenal procedure for brand image and online security decisions.

Past Studies on brand image and its effects

Since different years, affiliations have widened their interests in making and changing brands. Making a trademark suggests that you demonstrate an unequivocal brand picture to such a degree, to the point that all beneficiaries of it are associated with a trademark (and thusly reinforcements sold under its name) with a branch structure. It is dissected that the seal is a wellspring of motivation as "a trademark improvement and nonappearance of consideration system related with a trademark, its name and picture to augmentation or subtraction from contemplating giving a thing or a relationship to an affiliation and past the clients of that affiliation. By working in Aaker's work, (Keller 1993) broadens contemplating the brand-based client based lead (CBBE), which mixes the two brand picture estimation check appraisals and it is assessed as the differential learning influence connotes the appropriate response of the purchaser to the development of the brand. The brand picture mixes the trademarked properties and focal centers that make the trademark obvious and along these lines watches the affiliation's battling offer (Webster and Keller, 2004). Characteristics of a brand are those highlights, which makes it not equal to different things and brands in the market and makes it an irrefutable thing. The central focuses are the individual thought of purchasers when joining the brand's properties, what purchasers put stock in the brand can enhance the conditions (Keller, 1993, 1998). In related clients, each exertion made between an affiliation and its clients changes into an affirmation to print a picture. Since accessory assertion gives an announcement to give an unequivocal kind of experience, it is fundamental that branches so all individuals from the connection understand the centrality of passing on a strong and irrefutable execution to the customer (Webster and Keller, 2004). In Business to buyer exchanging, clients invalidate unimaginable interruptions of shape that continue on association of things and nonattendance of regard for administer issues. What's more, customers regularly depend upon an extraordinary sorts of people who tons of things/specialists who keep passing on astonishing accuracy or affiliation (Cousins and Menguc, 2006). Along these lines, things/specialists social affairs rely on an unobtrusive key client bundle for a fundamental piece of their occupations. The key target is that the brand passes on a propensity of trust, success, quality, quality, speed, state and control (Aaker, 1996, Keller, 1993). In the long run, a solid great position stamp passes on the private branch offer and its utilization/use to such a degree, to the point that impacts clients. Although the correct statements have shown that the respect of the brand may affect the purchase target in specific environments (Ashill and Sinha, 2004, Chang and Liu, 2009), measurement of studies

that evaluate the impact of image brand on the need to buy. (Wang and Yang 2010) separated the impact of trademark legitimacy on the goal of buying customer pictures focused on the Chinese automotive industry. They argued that brand care and brand image recognize part of the classification in this report. In any case, (Bian and Moutinho 2011) eviscerated the impact of the stamp image has seen the effects quickly and distorted (switch between impacts) of related things and data about buying the fake buyer thing As far as the unclear copy. Their results have shown that the brand image is not an internal individual of the syndicate effects / data on the need to buy. (Wu et al. 2011) analyzed in the same way the effects of inciting the image of the store and the quality of affiliation in the image of the stamp and the need to buy a private label. His examination revealed that the image of the store has an incentive and a productive result in the image of the stamp and the desire to buy. In addition, they have shown that the quality of affiliation has a strong and strong result in the image of control. Shukla (2010) has shown that social influences and control signs determine the customer's need to acquire indulgence. The late consequences of his examination have shown that, while the organization of social influences was obviously a major nation with transversal goals, the small, socially influential influence was significant among buyers. Likewise, the image of verification was an important teacher between the systematization of social influences and the necessities for the purchase of wealth. Davis et al. (2009) also recommended that the scale of respect for the brand

H1. E-WOM has a significant impact on brand image.

H2. E-WOM has a significant impact on purchase intention.

H3. Brand image has a significant impact on consumer purchase intention.

Conclusion of the literature reviews

A diagram of concentrates in the field of the impacts of electronic WOM correspondence has prompted the understanding that e-WOM can have consequences for factors, for example, brand image or purchase intention. In this segment, we will build up the exploration display that

gives a premise to the expected impact and test this impact in another exact examination. The expected connection amongst E-WOM and brand picture has not already been inspected experimentally and will be examined in the observational investigation displayed accordingly (Figure 1).
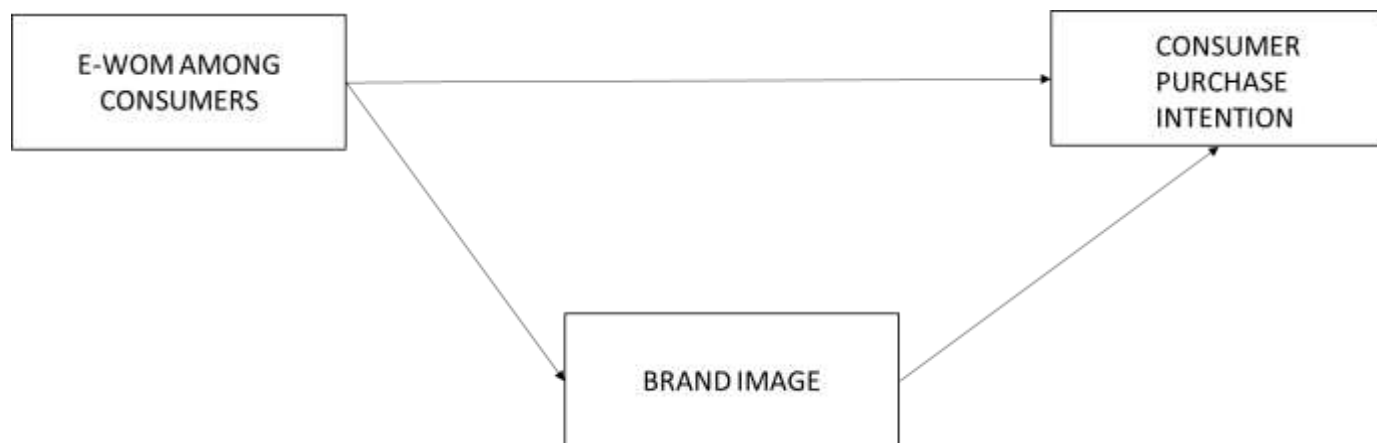
Characteristics	Frequency	Percentage	CP
Gender			
Male	152	40.9	40.9
Female	220	51.9	100
Age			
Less than 20	48	12.9	12.9
20-25	150	48.4	61.3
25-30	88	23.7	84.9
30-40	36	9.7	94.6
Above 40	20	5.4	100
Education			
Intermediate or below	48	12.9	12.9
Bachelors	176	47.3	60.2
Masters	132	35.5	95.7
PHD	16	4.3	100
Income			
Less than 10,000	68	18.3	18.3
10,000-20,000	120	32.3	50.5
20,000-30,000	56	15.1	65.6
30,000-40,000	40	10.8	76.3
40,000-50,000	40	10.8	87.1
Above 50,000	48	12.9	100

Table 1 shows frequency and percentage along demographic variables i.e. age, gender,education and income. The respondents of age20-25 were greater in numbers (f=150, 48.4) as compared to age group less than 20, 25-30, 30-40 and above 40. Female (f = 220, 51.9%) were greater in number as compared to male (f = 152, 40.9%). Respondents holding education of bachelors are

greater in numbers (176, 47.3%) as compared to respondents with education level intermediate or below (f=48, 12.9%), masters (f=132, 35.5%) and PHD (f=16, 4.3%).

Variables	n	*Chronbach*	*Alpha*
E-WOM	372	0.803	
Purchase intention	372	0.524	
Brand Image	372	0.5	

Table 2 shows that the reliability analysis indicate that the Chronbach alpha reliability of E-WOM is 0.803, whereas Purchase intention is .524 , and Brand image is 0.5, according to field (2009) the value of 0.5 is acceptable so it shows that the reliable among variables are satisfactory.

Correlation Matrix

	e-WOM1	e-WOM2	e-WOM3	e-WOM4	e-WOM5	e-WOM6	BI1	BI2	BI3	PI1	PI2	PI3
e-WOM1	1.00											
e-WOM2	0.546	1.00										
e-WOM3	0.466	0.395	1.00									
e-WOM4	0.430	0.514	0.421	1.00								
e-WOM5	0.386	0.374	0.367	0.361	1.00							
e-WOM6	0.386	0.421	0.407	0.305	0.375	1.00						
BI1	0.048	0.194	0.247	0.111	0.108	0.238	1.00					
BI2	0.059	-0.031	0.159	-0.067	-0.010	0.171	0.251	1.00				

BI3	0.030	0.092	0.073	0.075	-0.031	0.069	0.374	0.154	1.00			
PI1	0.043	0.021	0.045	-0.002	0.006	0.042	0.080	0.108	0.262	1.00		
PI2	0.041	0.017	0.066	-0.060	0.026	0.146	0.266	0.086	0.346	0.214	1.00	
PI3	0.022	0.142	0.024	-0.084	0.029	0.063	0.206	0.076	0.172	0.314	0.218	1.00

All the correlations are significant at the level of 0.01 level. E-WOM Electronic word of mouth, BI Brand image, PI Purchase intention

Table 3 shows Pearson correlation among study variables. The findings indicate that E-WOM has positive correlation among all its variables, whereas BI 2 has negative correlation with E-WOM2, E-WOM4 and E-WOM5 i.e ($r = -.031$, $p < .001$), ($r = -.067$, $p < .001$) and ($r = -.010$, $p < .001$) and BI 3 has negative correlation with E-WOM5 ($r = -.031$, $p < .001$). PI3 has negative correlation with E-WOM 4 ($r = -.002$, $p < .001$), PI2 and PI3 also have negative correlation with E-WOM 4 i.e ($r = -.060$ $p < .001$), ($r = -.084$, $p < .001$).

Conclusion

There is a positive relationship between independent variables Purchase intention and brand image and dependent variable Electronic Word of Mouth. All the independent and dependent are positive variables and hence they are all interdependent. Therefore, we can say that the Purchase Intention and Brand Image depends upon the Electronic Word of Mouth.

Future Research

The present study concerns with the relationship between positive variables like electronic word of mouth, Purchase Intention and Brand Image in clothing industry of Pakistan. The researchers on different variable and other industry, The Relationship of negative variables like Dogmatism, can do the future research and compulsive buying etc with E-WOM can be done by the researchers.

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