

V.ANUPRIYA¹, RESEARCH SCHOLAR,

DEPARTMENT OF COMMERCE, VELS INSTITUTE OF SCIENCE,TECHNOLOGY AND
ADVANCED STUDIES, PALLAVARAM,CHENNAI

Corresponding Author

Dr.G.S.MAHESWARI²,PG PROFESSOR & RESEARCH SUERVISOR,
DEPARTMENTOF COMMERCE, VELS INSTITUTE OF SCIENCE,TECHNOLOGY AND
ADVANCED STUDIES, PALLAVARAM, CHENNAI

E Mail : kavitha.sms@velsuniv.ac.in

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Dr.M.KAVITHA³, PG PROFESSOR & RESEARCH SUERVISOR,
DEPARTMENTOF COMMERCE, VELS INSTITUTE OF SCIENCE,TECHNOLOGY AND
ADVANCED STUDIES, PALLAVARAM, CHENNAI

&

: Dr. VINNARASI B⁴, Associate Professor

Department of Commerce, CHRIST (Deemed to be University)Bangalore-29

INTRODUCTION

One of the most comprehensive conceptions of eWOM was proposed by Litvin et al. (2008), who described it as all informal communication via the Internet addressed to consumers and related to the use or characteristics of goods or services or the sellers thereof. When buying products, consumers often look at information written by other consumers on the internet. In other words, they turn to electronic word of mouth (eWOM). Marketers can take steps to generate, support, and amplify eWOM and so influence consumers' decision-making process.

eWOM is a powerful market force, because consumers find it an unbiased and trustworthy source of product information. Over the past two decades, a lot of research has investigated the role of eWOM in the marketplace.

Having defined its key components, we further propose that eWOM consists of three key stages: creation, exposure and evaluation. For eWOM to have an effect in the marketplace, it first needs to be created. Then, consumers need to be exposed to it, because eWOM that is created but not noticed will not have any effect. Finally, for the effect to materialize, consumers need to evaluate the eWOM message and take it into account in their decision-making process.

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Throughout these three stages consumers take on a dual role: They are eWOM creators, senders of information, and when they are exposed or evaluating, they are eWOM receivers.

WOM is defined as "a face to face conversation between consumers about a product or service experience". This face to face conversation is usually private, and conducted between two parties: the source of the information and the receiver. The source and the receiver are usually friends, relatives or acquaintances. The main characteristic of WOM is that the source is independent - the source has no commercial interest in providing WOM, and thus this communication process is more credible than firm-generated information.

Although WOM and e-WOM both provide consumers' opinions about a product or brand, they do not use the same channels to transmit information, and therefore are dissimilar. WOM occurs in a simultaneous and bidirectional conversation, face to face between source and receiver. However, in e-WOM the conversation does not have to be simultaneous and bidirectional. The source writes an opinion on the Internet that can stay there for a long time. Thus, many consumers can see this opinion and decide whether to answer the source. The permanence of the opinion increases the level of information exchange compared to traditional WOM communication. In addition, unlike WOM, the source and receiver do not usually know each other in e-WOM. Most of the time, the source remains anonymous

REVIEW OF LITERATURE

Shamsudeen Ibrahim (2018) A Study on the Impact of Social Media Marketing Trends on Digital Marketing. National Level Seminar on "Digitalization in Business". Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

Dokyun Lee (2018) Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. We find that inclusion of widely used content related to brand personality—like humor and emotion—is associated with higher levels of consumer engagement (Likes, comments, shares) with a message. We find that directly informative content—like mentions of price and deals—is associated with lower levels of engagement

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when included in messages in isolation, but higher engagement levels when provided in combination with brand personality–related attributes. These results inform content design strategies. Separately, the methodology we apply to content-code text is useful for future studies utilizing unstructured data such as advertising content or product reviews.

Qazi Mohammed Ahmed (2018) Impact of Social Media Marketing on Brand Loyalty: The Mediating Role of Brand Consciousness. Impact of Social Media Ahmed, Qazi,Hussain, Shahid The purpose of this paper is to examine the role of branding within a social media marketing (SMM) perspective. The study explores how social media marketing activities build brand loyalty and how this relationship is mediated through brand consciousness. Social media marketing exerts a significant positive impact on brand consciousness and resultantly, brand consciousness also exerts a significant positive impact on brand loyalty. The results provide valuable insights for marketers in integrating social media as a driving tool for developing brand engagement strategies that not only provide awareness about products/services but also generate a cult following for them. Although the study faced limitations of choosing a specific demographic segment and issues pertaining to generalizability.

Kavitha M, (Sep/2018)A Study On Customer Experience In E-Tailing And Retailing. Indian Journal of Public Health Research and Development.Vol:9,No.9,Sep 2018. ISSN : 0976-0245. The purpose of this paper is to explore the relationships between the various determinants and customer experience in the retail and e-tail markets which is widely seen in the Indian market place. The results included in this research about the demographic variables and the determinants of customer experience are focused on hyper and retail markets respectively. This paper provides retailers with specific knowledge of the determinants that the customer considers being most important and significant contributor to an enhanced customer experience.

Kavitha M, (Sep/2018) Effectiveness of Social media marketing. Indian Journal of Public Health Research and Development. Vol:9,No.11,Nov 2018. ISSN : 0976-0245. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media.Finally, it concludes that, Companies should create innovative customer experiences

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and specific strategies for media to identify the best path for driving up social media marketing performance.

Margarita Isoraite (2018) Raising Brand Awareness Through The Internet Marketing Tool. *Independent Journal Of Management & Production (IJM&P)*. The opinions of different authors on raising brand awareness. The article analyzes the opinions of different authors on raising brand awareness. The concept of internet marketing and its implementation it also describes and analyzes the concept of internet marketing and its implementation. The analysis investigation of the most urgent and the most effective online marketing tools in developing brand awareness are provided in the article. The article analyzes website, internet advertising, social networks and the search engine optimization.

Divyasre (2019) Impact of Relationship Marketing Variables on Brand Resonance: Mediating Role of Brand Attitude. *International Journal of Engineering and Advanced Technology (IJEAT)* ISSN: 2249-8958 (Online), Volume-9 Issue-2, December, 2019. Brand Resonance is yet another dominant state of psychological connect which every company would like to establish with the customers. The mediating effects of brand attitude over brand resonance is also examined in this study.

Mersid POTURAK (2019) Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics* 2019, 12(23), 17-43. This study aims to provide an empirical analysis of the impact social media communication has on brand equity and purchase intention using linear regression. Before conducting the analysis, a systematic literature review has been carried out in order to understand how the dimensions of social media create word of mouth i.e. electronic word of mouth (eWOM) on social media platforms and how this e-WOM further influences brand equity and customers' purchase intention of domestic brands in Bosnia and Herzegovina. The results of the empirical study showed that both firm-created and user-generated social media communication influence brand equity which creates of a fully mediated effect between e-WOM and the purchase intention.

Mohammad Danial Ibrahim Sikandar (2019) Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan. *Online Journal of Communication and Media Technologies*, Volume 9, Issue 4. This research discusses the impact of social media marketing on establishing brand love and the mediating effect of brand love on promoting brand loyalty in the restaurant landscape of Pakistan. The results of

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Corresponding author: Dr.G.S.MAHESWARI

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these tests indicated that the elements Word of Mouth (WOM), Trendiness and customization do play a major role in establishing brand love and loyalty. The study could be further improved if we include more variables for analyzing the impact of social media.

Michel Laroche (2021) To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*.Volume 33, Issue 1, February 2013, Pages 76-82. Taking the perspective of the brand community building plus the brand trust and loyalty literatures, our goal is to show how brand communities based on social media influence elements of the customer centric model (i.e., the relationships among focal customer and brand, product, company, and other customers) and brand loyalty. The result find that brand trust has a fully mediating role in converting the effects of enhanced relationships in brand community to brand loyalty. The implications for marketing practice and future research are discussed.

Soegoto (2022) Marketing Strategy Through Social Media. *IOP Conf. Series: Materials Science and Engineering* 662 (2019) 032040. The purpose of this study is to analyse marketing communication through social media. This research used descriptive method, to present a complete picture of the situation related to several situations of variables examined. The results revealed that marketing communication using social media has an effect on consumer interest in buying goods offered through social media such as marketing conducted by Instagram social media most frequently visited by people today. This marketing technique has more real time advantages in serving customers to invite more customers to develop online businesses that have been built.

INTENT OF THE STUDY

1. To find the influence on E WOM on customer perception
2. To analyse the relationship between E WOM and Brand resonance

HYPOTHESES OF THE STUDY

1. There is no significant influence on E WOMon customer perception
2. There is no significant relationship between E WOMand Brand resonance

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ANALYSIS AND INTERPRETATION

In the case of Influence on E WOM the researcher identifies that the following order is perceived very important for the reliability measure.

Table 1 T-test for E WOM						
	N	Mean	Std. Deviation	Std. Error Mean	T-value	Sig.
Trust	571	3.67	1.328	.056	66.108	.000
Change Perception	571	3.65	1.240	.052	70.307	.000
Purchase decision	571	3.57	1.027	.043	83.090	.000
Good Image	571	3.37	1.195	.050	67.286	.000
Satisfaction	571	3.41	1.255	.053	64.858	.000
Identify Quality products	571	3.46	1.174	.049	70.458	.000
Customer engagement	571	3.44	1.176	.049	69.935	.000

Source –Computed data

From the above table it can be found that the mean values range from 3.37 to 3.67 with the respective standard deviation and standard error. The t values 66.108, 70.307, 83.090, 67.286, 64.858, 70.458, 69.935 are statistically significant at the 5 % level. Therefore, it can be concluded, among the seven influenced factors of E WOMthe customers are identified quality products and it leads to brand resonance to the concern brands.

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Table 2 -ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Trust	Between Groups	19136.914	3	6378.971	198.430	.000
	Within Groups	18227.472	567	32.147		
	Total	37364.386	570			
Change Perception	Between Groups	19222.796	3	6407.599	145.812	.000
	Within Groups	24916.348	567	43.944		
	Total	44139.144	570			
Good Image	Between Groups	14457.994	3	4819.331	179.588	.000
	Within Groups	15215.687	567	26.835		
	Total	29673.681	570			
Satisfaction	Between Groups	12240.901	3	4080.300	190.345	.000
	Within Groups	12154.393	567	21.436		
	Total	24395.293	570			
Identify Quality products	Between Groups	16394.053	3	5464.684	198.237	.000
	Within Groups	15630.172	567	27.566		
	Total	32024.225	570			
Customer engagement	Between Groups	21908.006	3	7302.669	290.164	.000
	Within Groups	14269.895	567	25.167		
	Total	36177.900	570			

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From the above table point out that established that Trust ($F=198.430$, $P=.000$) Change perception ($F=145.812$, $P=.000$), Good Image ($F=179.588$, $P=.000$), Satisfaction ($F=190.345$, $P=.000$), Identify quality products ($F=198.237$, $P=.000$), customer engagement ($F=290.164$, $P=.000$) are statistically significant at 5% level. This analyses the mean comparison of influence on E WOM on Brand resonance. It finds that customer engagement leads to brand resonance.

FINDINGS AND CONCLUSIONS

E WOM leads to positive impacts and also the negative impacts on customer perception. The positive impacts creates strong customer image and it influence on brand resonance. The main factors that influence E WOM are trust, change perception, good image, and satisfaction, identify quality products and customer engagement. The main factor that influence customers are identify quality product through E WOM. Finally, it concludes that there is a strong positive relationship between E WOM and Brand resonance.

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