A BRAND REPUTATION A MILESTONE! USING E-WOM MARKETING

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ABSTRACT

Marketing the goods and services in the digital world will constantly change the business environment. Using e-marketing, the business can able to identify large group of potential customers that are found online .Brand reputation management is critical in today’s competitive world. Business.Brand reputation refers to how a particular brand viewed by others. A positive brand reputation means consumers trust your company and their products, and feel good about purchasing your goods or services. The reputation of a business is essential to its survival. The electronic word of mouth marketing (e.WOMM), place an important role to build and maintain their reputations.

KEYWORDS: e WOM, Digital Marketing, Buying Behaviour And Brand Reputation.

INTRODUCTION

In today’s world, the Consumer business industry are facing lot of competition, advanced technology, new business environment, economy fluctuations results in changes in product life cycles. Therefore it is imperative to change and adapt to the market. Acquiring new innovative technology especially in business can be exciting and provide you with extraordinary benefits.

Marketing the goods and services in the digital world will constantly change the business environment. Digital marketing attract more Facilitates and consumer Interaction with Targeted Audiences and control over conventional marketing channels. Using e-marketing, the business can able to identify large group of potential customers that are found online .Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.

Brand reputation management is critical in today’s competitive world. Business.Brand reputation refers to how a particular brand viewed by others. A positive brand reputation builds loyalty and increases customer confidence in towards their business and their products i.e brand and product; ultimately it will increase the sales. A positive brand reputation means consumers trust your company and their products, and feel good about purchasing your goods or services. In today’s competitive environment, brand reputation management has become a bigger priority for companies, especially when online buying and selling will take place on a 24/7 basis. With the help of social media, blogs, search engines and other Internet providers are the main sources of helping online business in the world wide basis.

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Hence it’s important to position the current brand to be prominent and solution for your customers.

The reputation of a business is essential to its survival. The trust and confidence of the consumer can have a direct effect on increase in sales and create loyalty towards the products and services. The word of mouth, place an important role to build and maintain their reputations.

**REVIEW OF LITERATURE**

Perceived risk may influence the relationship between electronic word of mouth and purchasing decision which is claimed to have a significant impact on EWOM influence Akyüz, (2013).

Leena Jenefa (2017,2018), The respondents feeling more user friendly in using the latest technology to know all the information’s and gets all the related informations and compared with the competitor product from retail sectors. The customer perception towards the products and services may change often.

Leena Jenefa et al (2019) The social media, review websites, inflight information’s and forums have become so successful. Therefore e-WoM become viral because of seen as a chain, one person share information and then his friends share the information with other friend and so on.

The customer buying behavioral refers to a customer’s behavior on repeat purchases, indicating a preference for a brand or a service over time (Bowen and Shoemaker, 1998; Wilkins et al., 2010). The attitudinal perspective refers to a customer’s intention to repurchase and recommend (Caruana, 2004; Getty and Thompson, 1995)

The online consumer opinions can be found on firm-sponsored websites and on third parties websites, where the product or service is not sponsored or commercialized (Adjei et al., 2010; Cheung and Thadani, 2012).

**RESEARCH METHODOLOGY**

**METHODOLOGY PARTICIPANTS AND SETTINGS**

Participants and Settings: Participants of the study are online respondents through online survey has been conducted including airline consumer. The study sample is composed of 512 customers from India and from Zambia. It is both descriptive and analytical in nature. The primary data were collected through online survey. Secondary data were collected from different literature books, journals, newspapers and internet.

After completion of the data collection, the filled up questionnaires have been edited. Version 17.0 statistical package for social science (SPSS) has been used to analyse the data.

**ANALYSIS**

**DEMOGRAPHIC PROFILE**

In the present study out of 512 respondents, 51.2% were male and remaining 48.8% were female. 21% are below 30 years, 30% from 31 to 40 years and the rest are above 40 years. 61% are graduates and 39% have post graduate education. Total respondents’ 51% are working people, 17% are business men and 32% are unemployed.
Table 1. Factor influencing e-WOM in Airline Sector

<table>
<thead>
<tr>
<th>E WOM</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>121</td>
<td>24</td>
</tr>
<tr>
<td>Knowledge</td>
<td>150</td>
<td>29</td>
</tr>
<tr>
<td>Answer</td>
<td>110</td>
<td>26</td>
</tr>
<tr>
<td>Reliability</td>
<td>131</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>512</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Majority of the respondents influenced by Knowledge and followed by reliability.

**HYPOTHESIS FRAMED**

Positive electronic word-of-mouth has a positive direct effect on loyalty.

At 95% of confidence Table value of Chi Square at n=6 is 12.592. Chi Square value observed here is 4.686 which is lesser than table value. This proves the hypothesis H0 is accepted.

**CONCLUSION**

The positive e-wom reputation of a business is essential to its survival. The trust and confidence of the consumer can have a direct effect on increase in sales and create loyalty towards the products and sales. The word of mouth, place an important role to build and maintain their reputations.

**REFERENCES**


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