Studying The Effect Of Brands And Internet WOM Advertisement On Customer Purchase

Ali Sedighimanesh, Mohammad Sedighimanesh, Neda Ashghaei

Abstract: **Objectives:** e-commerce can be represented as any online trade and commerce via the Internet. **Methods/Analysis**: It should be noted that online purchase is not based on the actual experience of purchasing goods, but is based on aspects such as image, the qualitative information and publicizing of the product. Customers should be searched on the Internet randomly to evaluate the product and also reduce the risk of buying. So customers obtain product information before making a purchase and then perform the evaluation and diagnosis of products **Findings**: The survey was conducted according to studying the model using a questionnaire, which collected data analysis has been made in SPSS software. **Improvements**: The results of this study show that the brand image and internet word of mouth advertisement and moderating variables (price reductions, customer trust mode and) has a tremendous impact on customer purchase intention.

Index Terms: Customer, Brand image, Internet WOM advertisement, Customer purchase.

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1 Introduction

With the increasing spread of the Internet in various affairs of life, one of the discussed issues is the methods of carrying out transactions via the Internet, which considered by many organizations and customers. Much research has been done to confirm the launch of internet shopping. For example Alerk and Settle came to the conclusion that online shopping is formed as a way to save the time of purchase compared with traditional purchase(1). Butengar and others found that understanding ease of online shopping by customers has a positive effect on online shopping behavior. Also, traditionally consumer issues researchers have concluded that the behavior of purchasing a product or service is appeared after the formation of the beliefs and attitudes. The more positive attitude towards, the more and more the possibility of buying behavior in the future. One way to create a positive attitude in customers that it can be shaped positive emotions is repeatedly exposed to a stimulant. In the same and normal condition, the enthusiasm of the person increases just because they have repeatedly seen something(2). Online purchase environment helps the customers spend less time for decisions by providing a wide selection, information appraisal, carefully and compare products. One of the effective components of the e-commerce is trust. Many people when talk about the online reliability, reporting issues such as security and privacy. security concerns can be a major obstacle to online shopping by consumers.

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- *Ali sedighimanesh, Faculty of Management and Economics, Science and Research Brand Islamic Azad University, Tehran, Iran Email: Ali.sedighimanesh @Gmail.com*
- *Mohammad sedighimanesh, Faculty of Management and Economics, Science and Research Brand Islamic Azad University, Tehran, Iran Email: Mohammad.sedighimanesh @Gmail.com*
- *Neda Ashghaei, Department of Basic Sciences Facility of math Fields of Mathematical Analysis University of KNTU, Tehran, Iran Email: Ghashghaii3142 @yahoo.com*

Even if there is a complete system for secure interactive, consumers necessarily didn't purchase online because there are many elements in customer online buying intention which one of these elements is brand that affect on customers view about the purchasing. The other factor that has an important role in promoting sales of products as a very powerful tool is WOM that puts obscure and unknown products in the way of commercial reputation. In the classic trade there are several factors that influencing a purchase. Among these factors are the factors such as brand image and word of mouth. Accordingly, this factor by specific changes that is derived from the environment, could be affect on the customers decision of online purchase. In a current survey in the context of mentioned elements, first the concepts such as customer, brand images, online word of mouth and influence of these variables on customer purchasing intentions will be studied. Then, the relationship between moderating variables (price changes, the perception of quality, reliability mode, etc.) with brand image and word of mouth and their effects on purchase intention was evaluated and its validity will be investigated through the appropriate analytical techniques such as questionnaires.

2 Related Work

In 2000, Guise and Goat formulated an explanatory framework of customer satisfaction in order to eliminate inconsistencies in definitions of satisfaction. they determined similarities of 20 different definitions of satisfaction that has been used during 30 years of research in this field. Based on their findings, customer satisfaction is a terse reaction that occurred after use and is stimulated by the main issues such as sales activity, information systems (website) offering products, customer support and after-sales service and the company's reputation (3). In 2002, Jamal and Naser defined customer satisfaction as a feeling or attitude of a customer towards a product or service after its use. The two researchers say that customer satisfaction is the main outcome of marketing activity that serves as a link between the various stages of consumer purchasing behavior, for example, if customers satisfied using a particular service, they likely repeated their purchase. Satisfied customers also may talk with others about their experiences and finally engaged in positive WOM (word of mouth - verbal). In contrast, unsatisfied customers will probably cut their ties with companies and involved in negative word of mouth, in addition, behaviors such as purchase repeat and word of

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mouth have a direct impact on company's survival and profitability. Definition of customer satisfaction accepted by many experts as follows : Customer satisfaction is a result that obtained by comparison of expected performance prior to purchasing with actual performance and pay (4). In marketing literature states that customer satisfaction has two dimensions,transaction and general dimensions.
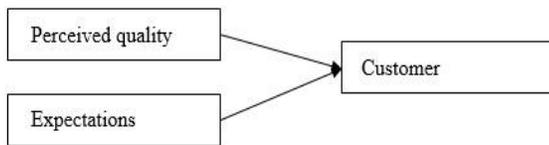
Figure 1. *The model of customer satisfaction formation (4)*

2.1 Brand
Don and George during their studies have proposed the following items for product image:
1) The product image is as a process that can be detected by the consumer.
2) Product image is an extensive inferential and thematic process that is formed based on consumer perception and interpretation and continues through realistic or emotional imagery.
3) The product image is an essential factor which formed in the physical, technical and performance processes by proper marketing operation.
4) Where the product image is effective, perception of reality and its related entities, is more important than reality itself (5).

Katter and Armstrong ,believe that the set of peoples beliefs about a specific product brand, is the image of a brand or product (6). Egleivy believes that image, namely character. Products have character like people, and this character can have stabilized products on the market or delete it. Personality is a combination product of many things, such as:product name, packaging, price, how to promote and most importantly the product itself. Any advertising must be considered as part of the brand image. In other words, the ads should consistently show the same image. The brand, is a defense tool against the competition in prices. A strong brand in comparison with those who have less reputation could provide greater trust and convenience and offer better imagination about the quality. People want and are willing to pay premium for strong brands. The final strength of a brand, is built on the basis of performance rather than on enhancing its sales. Kevin Keller, author of the world famous book titled" Brand Strategic Management ", says: Strong and successful brands have two aspects of human index. The two aspects are "Hearts and minds". Strong and successful brands can influence the hearts and minds of the people or consumers (7). Raja Koupal do research on the widespread impact of commercial brand and logo on the customer's perspective. He revealed that some branded products are successful because people prefer them to usual products. In addition to psychological factors, trade marks can show the appropriate way of choosing. Brands can affect customers thoughts and beliefs through lead them towards the information.Brands are not only the names, phrases, symbols, designs or compounds of these items. Although it is true to say that these things can be differentiated some production from the

rest of the production (8). In addition, the other constructive element to create a successful brand, is character. Extension of brands or develop a successful brand, from a primary home market for a particular production line requires the use of a plan that considered brand identity and unity, as a complementary characteristic that strengthen the desire of the consumer to purchase. Rajeubatra research titled positional effect of believing, was carried out on the mental image of products that has been studied how the formation of beliefs about mental imagery.In his opinion, the Positive Image of a brand results in increasing a larger share of the market that this share regarding the competition between products is very important. He reasons that the advertisements will have a heavy impact on opportunities to purchase and consume products. In summary, use of advertisements must be in a way that enhance the consumer's mental image. Victor Fletcher (2005) shows that in the fiscal sector, it is taken for granted that the consumer's focus is on features such as price, quality, durability and reuse of goods; while research shows that the consumer chooses the brand. He also believed that the brand had a significant impact on the product image of a company. Rob Mckueen (2005) believes that the brand can play an effective role in the process of investigation , diagnosis and consumer choice(9).

2.2 WOM
Today, word of mouth has been great importance to marketers, to the extent that some believe that word of mouth among the most effective and efficient methods of advertising. Given the importance of this issue and the role of word of mouth in the marketing today, it seems that this phenomenon must be managed effectively and benefit from its advantages by adopting conscious measures. Positive word of mouth today, considered as a very powerful tool in promoting the sale of products so that it can put the obscure and unknown product in an unbridled reputation way (10). Many marketers have targeted positive word of mouth as one of the oldest forms of marketing communication. In the many circumstances, it may be the most powerful kinds of communication, especially when by a person that we know him and trust him (11). Many people believe that positive word of mouth about products, is mainly because of their fortune,but research shows that positive word of mouth, rooted in precise marketing programs. Managers should seek to stimulate positive word of mouth and develop stages that reduce the effects of negative word of mouth. "Katz" and "Lazarfeld" demonstrated that personal influence and word of mouth is seven times more effective than advertising in the magazines and newspapers in encouraging housewives to change the brand of household products. Similarly, "Bill" and "Rogers" have found that interpersonal resources are one of the most effective ways to encourage housewives to test new products and change the supermarkets (12). "Volker" in his studies came to the conclusion that at least 90% of unsatisfied customers will not be willing to repurchase from the same company. In addition, it is expected that each of these unsatisfied customers, announced their discontent and despair to the at least 9 others and this is while only 13 percent of unsatisfied people, announce their dissatisfaction to the respective companies (13). However, dissatisfaction is known as a reference of complaining behavior,but in cases where the customer

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cannot or are not likely to complain, dissatisfaction can be considered as a reference to statements and negative verbal expression. With respect to the relationship between customer satisfaction and word of mouth , Some researchers have suggested that the shape of this relationship is different at various levels of satisfaction (14). For example, the "Hart" and his colleagues reported that customers who have had a bad experience say this at least to eleven persons, while those who have a good experience, tell it for only six people. In addition, Fortune magazine reported that according to a study conducted, peoples say their good experiences just to eight of their friends and in relation to negative experiences, at least 20 persons will hear about it. "Fisk", and his colleagues have similar observations. One explanation that is expressed based on their proposed theory is the asymmetric effect of positive and negative events. They claimed that under the certain conditions, it can be stated that negative events including a stronger response than positive ones.

YI - Ting chen model

This model uses two types of variables include: Independent variables that include images brands - Internet and word of mouth and moderating variables that include deflation - and a customer trust.
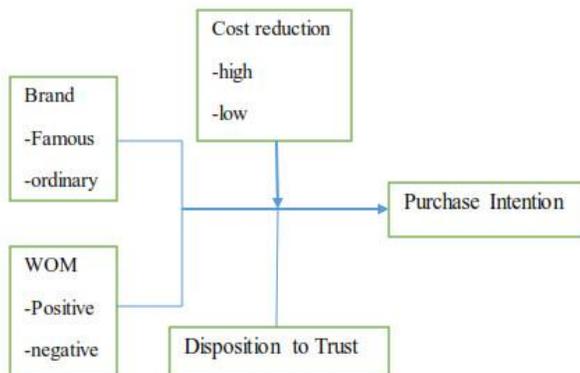

Figure 2. *YI-Ting chen model(15).*

Results obtained from this model show that :
• Customers tend to purchase famous brand. Comparison of low Disposition to Trust with high Disposition to Trust had a significant impact on how the brand influences the purchase intention.
• Decrease in customer Purchase Intention due to negative word of mouth is excessive.
• Price discount has a mutual effect between brand images, and online word of mouth on customer purchase intention.
• Comparison lower discount with the more ones, had a significant impact on the how the effects of brand images on customer purchase intention.
• Comparison of the lower discount with the highest discount had a significant impact on the how the effects of WOM on customer purchase intention.
• Disposition to Trust has a mutual effect between brand image and online word of mouth , on customer purchase intention.
• Comparison of the lower Disposition to Trust with higher Disposition to Trust had a significant impact on the how

the effects of WOM on customer purchase intention.
• Brand images most of the times act as an external factors to evaluate product quality and risk of purchasing by customers. As famous brand can create a high disposition to trust in customer,so that the more famous brand, the higher disposition to trust to the product in customer.
• The more positive online word of mouth about a product lead to more customer purchase intention. Price discount and disposition to trust, increases the effect of brand and WOM on customer purchase.
• word of mouth in the short term can influence on customer and in the long-term can influence on customer purchase intention and play an important role in customer behavior so that word of mouth can cause positive and negative dependence on the products and services. Price discounting is the percentage of discount , namely the difference of the prices before and after the reduction. Price discounting is one of the tools that cause instantaneous stimulate of the customer to purchase.but price discounting, through dependent to low quality may result in a reduced customer purchase. So if the price of the product, have an unreasonable reduction , distrust to the quality of the product may occur in customer (Grusec and Hastings 2014). According to the results of research, dissatisfied customers transferred their bad experience to 9 people, but satisfied customers convey their good experiences just to 5 people. Given the potential impact of WOM and its value for organizations, it seems that managers should be seeking ways to stimulate positive word of mouth and develop the steps that reduces the effects of negative word of mouth.

3 Questionnaire

The questionnaire included a set of questions which,have been formulated according to specific principles and presented to the people in writing and respondent will write the answers based on his recognition. The purpose of the questionnaire is collecting certain information about specified issue.Being larger group or community is one of the most important reasons for using a questionnaire that provides the possibility of studying large samples. The questionnaire setting quality in obtaining correct and generalizable information is very important. Another important aspect in making questionnaire, is choosing the form of answers. In the survey questionnaire in which the number of respondents is high, due to ease of processing information, answers should be anticipated in advance. In the first part of the questionnaire related to socio-demographic variables, the required options for each question are considered and were placed next to it. It should be noted that in some questions depending on their nature, selection of the only one option is possible. In the second part of the questionnaire, range of used options takes advantage from a Likert scale of 5 , that, its used range is in accordance with Table 1.

Table 1. *range of used options in the second part of questionnaire.*

code	scale
1	Strongly disagree
2	Somewhat disagree
3	I agree
4	Somewhat agree
5	Strongly agree

4 Data analysis

In this section after pointing out to the research and the assumptions proposed about them,the validation of any assumptions based on the data obtained by questionnaire was investigated in the second phase. Analysis of the data collected, was performed by SPSS 13.0 software. This study includes main and sub questions as follows: In this study seeks to answer the main questions are as follows: . Have brands been effective in the customer purchasing intention?2-Have online word of mouth been effective on customer purchase intention? In this study seeks to answer the sub-question is as follows: 3. Do the moderating variables (price discount, customer disposition to trust) are effective in customer purchase intention? The first question of the research is defined as: First question :" Have brands been effective in the customer purchasing intention?" In order to answer this question, hypothesis 1 is defined as follows: hypothesis 1:" brands are effective in the customer purchasing " In order to test the validity of this hypothesis, binomial distribution test is used. In this case, if the score of thinking stage indices in the post-implementation stage of index evaluation, is higher than average (P> 0.6) the hypothesis 1 will confirm. In the following table «Ii» is: Indices used for each variable (such as reputation, popularity of the brand). And "Oi" is : "the considered variable for each question(such as brand in following question).

Table 2. *subquestion and sub-assumption relating to the brand.*

Hypothesis	Research question	Row
"Reputation of brand" makes a positive impact on online purchasing decision.	Is the "Reputation of brand makes a positive impact on online purchasing intention?	1
"popularity of brand" is effective on online purchasing intention.	Is the "popularity of brand effective on online purchasing intention?	2
in the "online purchasing" "brand" is less considered.	Is there a less pay attention to brand in online purchasing ?	3
Convenience "of online purchasing" have been effective for selecting goods from the " not very famous brand	Are convenience "of online purchasing" have been effective for selecting goods from the " not very famous brand"?	4

Application of Binomial test to test the hypothesis 1
The assumptions for claims and no claims of the test is defined as follows:
H0: Brands are not effective in customer purchasing
H1: Brands are effective in customer purchasing

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The assumptions for claims and no claims of the test and in the field of sub assumptions are defined as follows:
H0: «Ii» is not an appropriate indicator of «Ui» in online purchasing.
H1: «Ii»is an appropriate indicator of «Oi» in online purchasing.

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The results obtained after performing the binomial distribution test with SPSS software is shown in Table (3).

Table 3. *binomial test of brand*

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
VAR00001	Group 1	<= 3	12	.3	.6	.000(a,b)
	Group 2	> 3	30	.7		
	Total		42	1.0		
VAR00002	Group 1	<= 3	26	.6	.6	.467(b)
	Group 2	> 3	16	.4		
	Total		42	1.0		
VAR00003	Group 1	<= 3	14	.3	.6	.000(a,b)
	Group 2	> 3	28	.7		
	Total		42	1.0		
VAR0004	Group 1	<= 3	30	.7	.6	.086(b)
	Group 2	> 3	12	.3		
	Total		42	1.0		

a.   Alternative hypothesis states that the proportion of cases in the first group < .6.
b.   Based on Z Approximation

As can be seen in the table due to the significant level of binomial test for every 3 questions than 4 questions in this layer is lower than the permissible error level (0.05 <p) therefore, it can claimed with 95% confidence that, for the three following questions , hypothesis H0 is rejected and the hypothesis H1 is accepted.in other words ,it can be claimed with 95% confidence that, due to model of research stages,introduced indicators for brands are appropriate indicators for evaluating the effectiveness of brands on customer purchasing. As can be seen in the above table, the fourth variable or indicator or questions are rejected due to failing to comply with the permissible error level (0.05 <p) and consequently the hypothesis of no claim on these variables is true, and it should be correct or delete from the original model . The second research question is defined as follows: The second question, "Is online word of mouth effective in the customer purchasing? " In order to answer this question H2 is defined as follows: H2: online word of mouth is effective in the customer purchasing. The binomial test is used to validity of this hypothesis. So that if the score of thinking stage indices after the implementation of   the indices evaluation, is higher than average (P> 0.6) H2 will be confirmed.

Table 4. *sub question and sub assumption of online WOM*

Hypothesis	Research question	Row
"positive comments of previous buyers"is effective in online purchasing intentions.	Does "positive comments of previous buyers"effective in online purchasing intentions?	1
the "Offers of relatives" are effective in online purchasing intentions.	Do the "Offers of relatives" effective in online purchasing intentions؟	2
"media advertising" is effective in online purchasing intentions.	Is "media advertising" is effective in online purchasing intentions?	3
the non-famous commodity can be sold easily by "widespread propaganda".	Does the non-famous commodity can be sold easily by "widespread propaganda"?	4

Application of Binomial test to test the hypothesis 2 The assumptions for claims and no claims of the test is defined as follows:
H0: WOM is not effective in customer purchasing
H1: WOM is effective in customer purchasing

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The assumptions for claims and no claims of the test and in the field of sub assumptions are defined as follows:

H0: «Ii» is not an appropriate indicator of «Oi» in online purchasing.
H1: «Ii»is   an appropriate indicator of «Oi» in online purchasing.

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The   results   obtained   after   performing   the   binomial distribution test with SPSS software is shown in Table (5).

Table 5. *binomial test of WOM*

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
VAR00001	Group 1	<= 3	25	.6	.6	.533(a,b)
	Group 2	> 3	17	.4		
	Total		42	1.0		
VAR00002	Group 1	<= 3	26	.6	.6	.467(b)
	Group 2	> 3	16	.4		
	Total		42	1.0		
VAR00003	Group 1	<= 3	21	.5	.6	.122(a,b)
	Group 2	> 3	21	.5		
	Total		42	1.0		
VAR0004	Group 1	<= 3	16	.4	.6	.003(a,b)
	Group 2	> 3	26	.6		
	Total		42	1.0		

As can be seen in the table due to the significant level of binomial test for every 3 questions than 4 questions in this layer is lower than the permissible error level (0.05 <p) therefore, it can claimed with 95% confidence that, for the three following questions , hypothesis H0 is rejected and the hypothesis H1 is accepted.in other words ,it can be claimed with 95% confidence that, due to model of research stages,introduced indicators for   online WOM are appropriate indicators for evaluating the effectiveness of online WOM on customer purchasing. As can be seen in the above table, the first variable or indicator or questions are rejected due to failing to comply with the permissible error level (0.05 <p) and consequently the hypothesis of no claim on these variables is true, and it should be correct or delete from the original model. The sub question of the research is defined as follows: The sub question, "Is moderating variable (price discount,disposition to trust,…) influence on the customer purchasing? " In order to answer this question H3 is defined as follows:

H3: moderating variable (price discount, disposition to trust,…) are effective in the customer purchasing.

The binomial test is used to validity of this hypothesis. So that if the score of thinking stage indices after the implementation of   the indices evaluation, is higher than average (P> 0.6) H3 will be confirmed.

Table 6. *sub question and the sub assumption of moderating variables.*

Hypothesis	Research question	Row
The "quality of sites" is not effective in attract of customers	Does not the "quality of sites" effective in attract of customers?	1
the "systematic discounts" in good results in increased purchases	Do the "systematic discounts" in good results in increased purchases?	2
the "online fraud" is not affected on the business	Is the "online fraud" not affect on the business?	3
"prices" didn't effect in online purchasing.	Do"prices" effective in online purchasing?	4

Application of Binomial test to test the hypothesis 3 The assumptions for claims and no claims of the test is defined as follows:
H0: moderating variable (price discount, disposition to trust,…)are not effective in customer purchasing
H1: moderating variable (price discount, disposition to trust,…) are effective in customer purchasing

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The assumptions for claims and no claims of the test and in the field of sub assumptions are defined as follows:
H0: «Ii» is not an appropriate indicator of «Oi» in online purchasing.
H1: «Ii»is   an appropriate indicator of «Oi» in online purchasing.

And by statistical symbol:
H0: $0.6 \leq P$
H1: $0.6 > P$

The results obtained after performing the binomial distribution test with SPSS software is shown in Table (7).

Table 7. *binomial test of moderating variables*

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
VAR00001	Group 1	<= 3	25	.6	.6	.533(a,b)
	Group 2	> 3	17	.4		
	Total		42	1.0		
VAR00002	Group 1	<= 3	16	.4	.6	.003(a,b)
	Group 2	> 3	26	.6		
	Total		42	1.0		
VAR00003	Group 1	<= 3	34	.8	.6	.003(b)
	Group 2	> 3	8	.2		
	Total		42	1.0		
VAR0004	Group 1	<= 3	33	.8	.6	.009(b)
	Group 2	> 3	9	.2		
	Total		42	1.0		

a. Alternative hypothesis states that the proportion of cases in the first group < .6.
b. Based on Z Approximation

As can be seen in the table due to the significant level of binomial test for every 3 questions than 4 questions in this layer is lower than the permissible error level (0.05 <p) therefore, it can claimed with 95% confidence that, for the three following questions , hypothesis H0 is rejected and the hypothesis H1 is accepted.in other words ,it can be claimed with 95% confidence that, due to the model of research stages,introduced indicators for moderating variables are appropriate indicators for evaluating the effectiveness of moderating variables in customer purchasing. As can be seen in the above table, the first variable or indicator or questions is   rejected due to failing to comply with the permissible error level (0.05 <p) and consequently the hypothesis of no claim on these variables is true, and it should be correct or delete from the original model .

5 Conclusion and future recommendations

Customers before online purchasing, first attempt to search the sites for goods purchasing and then they evaluate sites(in terms of beauty,security,diversity of products,etc.). So administrators should be attempted to design beautiful sites before any action (which have high and easy availability, high security and so on). According to the research and its findings managers should seek to sell products with famous brand and offer suitable services which leads to a reduction in the cost of the product to be purchased and in turn leads to stimulate the customer.for example delivery of the product purchased without receiving the postal payment. According to the research conducted and results it is better that future researches are in the following areas:

1. The impact of European and Asian brands on customers' purchasing in Iran.
2. Checking the lack of buy of non-cultural products in Iranian Web sites and providing the proper solution to solve this problem.
3. Checking the effect of online banking services on customers' purchasing.

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