



## **The Effects of Electronic Word of Mouth (EWOM) and Brand-Awareness to Govern the Advancement of Brand Repurchase Intention: A Case of Mobile Brands in Pakistan**

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### **ABSTRACT**

This research explored effects of Electronic word-of-mouth and brand-awareness to regulate the advancement of brand attitude towards the brand repurchase intention. EWOM communication has been an exciting exploration in the area of branding. There is an emerging attention on the effectiveness of EWOM communication. This research used a quantitative approach and the data was collected through questionnaire. Model and hypothesis were drawn by the researcher to comprehend the attitude towards the brand repurchase intention. Regression analysis technique was used to identify the association amongst constructs and to determine significance in the results. The study was conducted on 300 consumer respondents and research results are analyzed by using SPSS and PLS. Several theoretical contribution and practical implication are discussed. Additionally, this effect will become stronger when individuals are aware that others will evaluate their behaviour. The present findings show that Brand Awareness enhances Brand Attitude towards the brand's repurchase intention.



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## **1. Introduction**

Dellarocas (2003) demonstrated that development of the internet has revolutionized word of mouth activity. Chatterjee (2001) explained that mobile users use social media, search engines, consumer review systems as well as online instant messenger services to collect and spread product information. These services are the basis for a new form of WOM known as EWOM. Helm (2000) demonstrated that these tools are used for information searching and are precarious tools for the formation of EWOM.

The aim of our study is towards assessing how the effect of EWOM and Brand Awareness to determine the development of brand attitude towards the brand repurchases intention. Consumers interactions with user generated content and brand awareness affect brand attitude and repurchase intention, with an unambiguous focus on the evolving world of visual social media or websites/application sites. Through a widespread examination of the existing literature surrounding this area, the researchers have identified a number of significant theories and conceptual frameworks which offer the substance for this research. The resulting framework proposed is designed on the three areas addressed in the research questions and research objectives; content group within optical social media sites and websites/applications sites. The effects of this is towards exposure on consumer's

brand attitude towards the brand repurchase intention and lastly, the impact of this has on generating repurchase intention.

According to Upamannyu, Gulati, Chack, and Kaur (2015), in the modern era, scope and prospects of the repurchasing of products have been increased. Pather (2016) illustrated that passion and enthusiasm to re-purchase any brand is a strong and consistent attitude. Ekhveh and Darvishi (2015) also stated that customer consciousness regarding top brands is increasing with the passage of time. Widayanti, Mafruha, and Amir (2020) explains that in different cases buyer's capability can be seen by brand perception. Salman (2015) demonstrated that customer's ideas are basically based on the detective features of the mentality evaluation of the brand or product attributes. Sivaram, Munawar, and Ali (2019) also exclaims that observing major brand features creates customer's sensation and gives the impression about the quality of the product or service (Atiq-ur-Rehman, Ditta, Nawaz, & Bashir, 2020).

Research from Eliasari and Sukaatmadja (2017) demonstrated that in addition to the physical products, brand acknowledgement has put substantial and major impact on buying the services. Winatapradja (2013), also claims that the brand awareness has a serious and considerable supremacy on the decision to repurchase products. Research from Sari and Santika (2017) also stated that in the Denpasar region the brand name or tag marks of ASUS smartphone products appreciation has a crucial impact (Jianjun et al., 2021). Research from Astawa and Rahanatha (2021); Suriyanto, Setiawan, Sumiati, and Sudjatno (2020) and Razak (2019) also stated that repurchase objectives are being highly or majorly impacted by brands or trademarks. Brand awareness has a momentous and prime leverage on repurchase plans on the basis of experiments and verification.

The objective of our study is to investigate combined effect of electronic word of mouth and brand awareness to determine the development of brand attitude towards the brand repurchase intention of consumer in context of online social media marketing. It has not been study before. Hence the key determination of our research is toward exploring this untouched combination of variables in study. Furthermore, new dimensions of EWOM are also checked. Unique relationship of brand attitude towards the brand repurchases intention was found. Mediating role of brand attitude was previously unexplored. So this research framework is unique especially in case of mobile industry.

## **2. Literature Review**

### **2.1. Social Media/Portal Sites**

The development of newly innovated material and modes, mainly the Internet and social networks has improved marketplace dynamics, intimidating the viable situations of practices and increasing the power of buyers (Porter, 2001; Urban, 2005). Social Medias are also enabling the EWOM communication (Chen & Hsieh, 2011). Social media marketing agencies claimed that social media provides better information about goods and services, increases accessibility and ultimately cumulates trade (Agnihotri, Kothandaraman, Kashyap, & Singh, 2012). Lu and Hsiao (2010) referred that social media provides better brand context. Social media marketing is also a source of revenue for users (Ali, 2011). Füller, Mühlbacher, Matzler, and Jaweckı (2009) demonstrated that spending on the social media advertisements also provide assistance to purchasers by generating comfort and providing suggestions to others.

Mangold and Faulds (2009) demonstrated that social media permits products to associate with their customers besides customers to associate within themselves. Kaplan and Haenlein (2011) stated that Brands and their customers communicate with each other and this creates brand loyalty (by setting up online groups of brand followers) and this practice also helps to build brand equity far beyond orthodox methods which just emphasises on advertising of their brands. Gunelius (2010) claimed that Industries and customers communicate with each other creating Brand awareness, Brand recognition and Brand recall.

According to Canhoto and Clark (2013); Evans and Erkan (2014); Kim (2014) that social broadcasting websites are categorically considered as a suitable platform for Ewom. Now day's interactions between users these websites are also allowing opinion leaders to

generate and promotes brands, products and services. Individuals can also share their comments via written script, snapshots, video and applications. Chu and Kim (2011); Sohn (2014) demonstrated that enhanced contents make EWOM more pleasant and attractive. In addition, that social media broadcasting websites facilitates EWOM information to a large number of customers. Baird and Parasnis (2011); Naylor, Lamberton, and West (2012) demonstrated that users are increasingly turning to social media to get evidence about products and brands (Barreda, Bilgihan, Nusair, & Okumus, 2015; Bhatti & Nawaz, 2020).

EWOM evidence on social media can be generated in many different techniques. Consumers can deliberately post about products and their brands or services. In addition, consumers can involuntarily display their inclinations on their network, such as suitable a fan of brands, networking with brands posts through likes, comments, and shares. Posting brand pictures are an advertising goal without a publicity purpose. Alboqami et al. (2015) illustrated those vendors can post facts and figures through their official accounts on social media networking websites. A consumer encounters eWOM in social media essential to widely assess information in command to accept them for ideal purchase intentions. Earlier studies have used numerous models and philosophies to inspect information acceptance of users.

## **2.2. EWOM and Brand Attitude**

Katz (2015) elaborated that WOM was established to impart a substantial effect in consumer purchasing decisions by modifying consumer preferences. According to Katz (2015) and Engel, Kegerreis, and Blackwell (1969) different studies revealed that word of mouth is more trustworthy than conventional marketing tools including sales promotion and advertising (Kamran, Qaisar, Sultana, Nawaz, & Ahmad, 2020). Therefore, it has been recognised as an important element for marketing investigators and experts.

Chu and Kim (2011) demonstrated that communication between users through EWOM or social interacting sites has emerged as the largest and most extensively used digital media amongst existing set-ups. Consumers are even collaborating with unidentified users through various EWOM platforms such as Facebook, LinkedIn etc. in search of impartial product information (Ellison & Boyd, 2013). Therefore, communal interacting options serve as a useful means of communiqué between consumers for product evidence and feedback. Graham and Havlena (2007) illustrated that online platforms establishes the way customers make purchasing conclusions because they can effortlessly make discussions about product-related evidences and share their point of view with personal contacts, regardless of geographic and time restraints. Chu and Kim (2011) elaborated that information through EWOM is comprehensively disseminated through social networking sites which strongly influences brand announcement plans as well as consumer decision making.

Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) recognised that online comments by users have showed real interest in EWOM marketing. Different academics considered that social EWOM play an important role on different social networking platforms. EWOM transpires when consumers make or discover informal brand recommendations through specific presentations on communal interaction sites. Brajnik and Gabrielli (2010) demonstrated that the growing popularity of social podcast networks, for example, Twitter, LinkedIn, Facebook ads, and communal broadcasting portal sites have changed the method online WOM is spread and used in the cardinal era. They also stated that placing comments, endorsements and ideas about a brand or product on profile pages on social podcasting sites encourages users, networks, connections, or prospects to see comments and it effects their pronouncement. Therefore, the different communal nature of collective schmoosing sites offers fascinating content for scrutinizing EWOM behaviors.

### **2.2.1. Reciprocity**

Johnson, Bruner II, and Kumar (2006) demonstrated that reciprocity mentions to consumer prospects to join in the conversation with organizations (just like hearing a speech from them). In addition to reciprocal statement among visitors, the vendor also addresses specific wants of visitors (Ha & James, 1998). An essential of EWOM structure is

the capability of consumers to contribute to their experience. Certain online sites remove destructive consumer feedback because they are fearful of losing their sales. Therefore, reciprocity is used as an idea for EWOM schemes that permits EWOM material accessibility in a new way.

### **2.2.2. Responsiveness**

Burgoon et al. (1999) demonstrated that responsiveness is mentioned as the amount of information that customers can acquire. This information is applicable to their inquiry. If EWOM information websites will not provide sufficient response and are insincere, then the response will also decrease. Low responsiveness moderates a websites interaction and less user satisfaction (Johnson et al., 2006). Furthermore, online shopping sites use filtering or suggestions mechanism to offer consumers better EWOM information.

### **2.2.3. Non-verbal Information**

Non-verbal information states to the use of numerous networks for interactive information (Johnson et al., 2006). One instance is the practice of video clips or sounds from images to provide information instead of just text. Video clips or images can add richness to the well-known text, as a result of more information. Particularly this is factual on behalf of products of e-commerce sites that increase need thorough involvement. According to Ramirez and Burgoon (2004) an increase in the abundance of media may also results in less indecision, which in chance reduces consumer gratification.

### **2.2.4. Speed of Response**

According to Klein (2003), speed of reply denotes to how quick the answer is. Interactivity is attained when consumers are delivered with instant comments and know that the input-based arbitration environment has been modified. Alba et al. (1997) stated that speed of response reflected by various scholars to be a characteristic of response. Speed of responses is higher once responses from additional users or online vendors are added immediately once a customer is dissatisfied on the EWOM system.

### **2.2.5. Brand Attitude**

Mitchell and Olson (2000) defined brand attitude as "consumer's overall evaluation of a brand". Murphy and Zajonc examined that this is an evaluation around positive or negative feedback about stimuli or opinion concerning a brand. Brand attitude shows the most critical portion in brand equity based on customer perceptions (Lane & Jacobson, 1995). Mitchell and Olson (2000) stated that the brand attitude has been a major research topic in marketing. Brand attitude reflects behaviours which tend to remain stable as they are enduring tendencies. Therefore, marketers see it as an important aspect of consumer behaviour about the product and services. P. C. Wu and Wang (2011) demonstrated that an affirmative outlook towards a brand leads to its assessment as user's preference towards the brands and further has an affirmative impact on the buying decision.

Jeong and Koo (2015) demonstrated that convincing online reviews significantly influence users attitudes about brands. Furthermore, linking objective and personal information originate on user generated and marketer-generated group of brands websites presented that objective and personal, negative online Wom reviews are more ineffective if they are on user generated broadcasting websites. However, positive comments regarding brands, whether objective or personal, affect attitudes and the intent to purchase a review product (Jeong & Koo, 2015).

Hong and Park (2012) elaborated that virtual comments are very resounding in prompting favourable product evaluation. Chevalier and Mayzlin (2006) emphasized EWOM as a standard way to learn about brands and is certainly useful in influencing users' product evaluations. Encouraging EWOM communication with greater source trustworthiness shows a high product assertiveness (P. C. Wu & Wang, 2011). There is evidence that encouraging comments (reviews) have an encouraging effect on attitudes towards the website (Doh & Hwang, 2009). Schivinski, Łukasik, and Dabrowski (2015) explained that industry-bred statement has been found to influence product brand attitudes, while consumer-generated

content significantly influences product purchasing intent. Therefore, grounded on previous discussion, the subsequent hypothesis is generated:

**H1: There is a significant positive relationship between EWOM and brand attitude.**

**2.3. Brand Attitude and Brand Repurchase Intention**

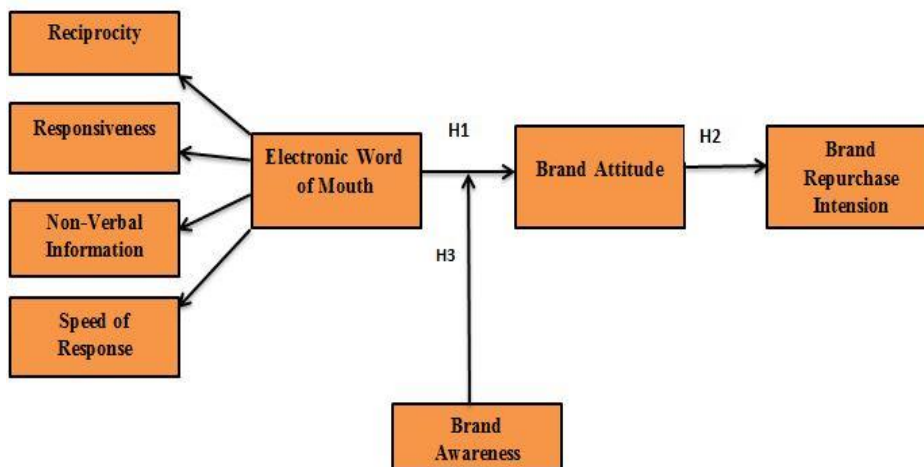
Abzari, Ghassemi, and Vosta (2014) demonstrated that consumer attitudes toward a brand have a significant effect on their purchasing plan. Miniard, Obermiller, and Page Jr (1983) defined purchase intention as “an intervening psychological variable between attitude and actual behavior”. Keller and Lehmann (2006) discussed that research has shown that if a customer possesses an optimistic attitude towards a product, it has a significant effect on purchasing decision and willingness to remunerate a superior price as well. Wang, Kao, and Ngamsiriudom (2017) illustrated that brand attitude acts as a sign of behavioural intents. S. I. Wu and Lo (2009) determined that areas such as brand-awareness, brand-attitude, and consumer-awareness sprightly or circuitously influence users purchasing intent towards expanded products.

Summers, Belleau, and Xu (2006) explained that conferring to the “theory of reasoned action”, brand-attitude is a significant forecaster of intent to buy. Brand attitude positively influences behavioral intention (Tang, Luo, & Xiao, 2011). Machleit, Madden, and Allen (1990) demonstrated that affirmative EWOM may consequence in the progressive assessment of a brand. The next hypothesis is as follows;

**H2: There is a significant positive relationship between brand attitude and Brand Repurchase Intention.**

**2.4. Moderating Effect of Brand Awareness between EWOM and Brand Attitude**

Brand attitude can be thought of as a long-term assessment of a brand, encouraging the behavior of most users. Thus, positive or negative inducements such as EWOM can influence brand behavior. Wang et al. (2017) elaborated that brand-attitude has an affirmative effect on consumers purchasing intention. Usually by using social media, corporation and companies can add information about initial product, raise awareness about their brands and services. Tritama and Tarigan (2016) showed that brand awareness provides advantage by creating the attractiveness towards brands. They also stated that Brand awareness establishes brand trust. High brand awareness is the result of numerous simultaneous efforts that go far beyond customer endeavors.



Durianto (2004) explained that brand awareness helps customers to remember or distinguish among different product classifications. Brand awareness sometimes involves continuity from consumers in selecting a brand, for the reason that there is only a single product that denotes a product set (Amjad, Ehsan, Amjad, & Gillani, 2021). The outcomes

of earlier researches led by Ilmiyati (2011) in the "revision of Consequence of Brand Expectation and Brand Awareness on Brand Reliability in mobile brands" designate that brand-awareness has an affirmative and important influence on brand truthfulness.

Kurniati, Farida, and Nurseto (2013) demonstrated that effect of brand-awareness and value opinions on brand faithfulness as Prime Variables in Nokia Mobile Phones.

**H3. There is positive and significant moderating effect of brand awareness between the relationship of EWOM and brand attitude.**

## **2.5. Theoretical Framework**

**Table 1**

***Hypothesis of the Research***

<b>Hypothesis</b>
H1: E-WOM has a significant positive relationship with the brand attitude.
H2: Brand attitude has a significant positive relationship with the brand repurchase intension.
H3: There is positive and significant moderating effect of brand awareness between the relationship of EWOM and brand attitude.

## **2.6. Theory Modelling**

### **2.6.1. Theory of Planned Behavior (TPB)**

According to Ajzen, the "theory of planned behaviour" was inspired from the theory of reasoned action. It was initially proposed by Fishbein, Ajzen, and Belief (1975). Ajzen (1991) has adopted the "theory of reasoned action" by integrating the proposed TPB, PBC, so that the model can explain the various changes in the behavior that are completely different.

A subjective norm is that the TPB utters the more positive the attitude towards Facebook advertising, the more it encourages peers. The perceived behavioral control is that the individual's thinking grows whether or not they are engaged with advertising. If the behavioral intent to engage with Facebook ads is strong, it could be used to predict the behaviour.

According to Leng, Lada, Muhammad, Ibrahim, and Amboala (1970) TPB adaption have been used successfully in many contexts in different studies. Crespo and del Bosque (2008) demonstrated that TPB in different forms has been used to envisage the usage of online services such as video services, online hunting, and electronic filling. Al-Debei, Al-Lozi, and Papazafeiropoulou (2013) reported that the theory of planned behavior was considered appropriate to investigate Facebook ads, as it has been positively applied to numerous online and social media contexts before.

### **2.6.2. Brand Equity Theory**

In marketing, brand equity is the value of a brand including the brand name by the social value of the brand itself. Owners of a famous brand name can earn more than just brand recognition, because users distinguish that the products of a famous brand is better than those of recondite known brands.

Aaker (1991) explained the consequence of brand attitude and brand exposure on brand equity. His results show that consumers can be influenced with brand equity by using brand relations or signals. These associations will result in attitudes that affect preference to purchase a brand (Noshad, Amjad, Shafiq, & Gillani, 2019).

In this article, we mention to the above categories as brand equity theory, by means of they assist the computation of the metrics recommended in brand equity theory. This theory above-mentioned manually recommend reviews into emotions and groups. A manual category of brand equity theory reveals that a significant amount of positive reviews related to mobile brands and repurchase intention.

In our present study, we conduct surveys suggested by Keller's knowledge-based model (Keller & Lehmann, 2006). It emphasizes that the concept of brand equity can be inferred by assessing brand awareness. Rossiter and Percy (1987) demonstrated that brand has a power in the memory of consumers and shows that the consumer can recognize a brand in a changed situation.

### 3. Methodology

To study the effect of EWOM and brand awareness to determine the development of brand attitude towards the brand repurchases intention, primary data was collected. Sample respondents comprised of consumers possessing mobile phones. Cross sectional study was conducted due to time limitation. The SPSS and PLS were used as statistical test for present study. The need to generate primary data was consistent with the the objectives of this study and survey method was adopted. This method is useful for research from respondents who are consuming the mobiles of top mobile brands such as Nokia, Q Mobile, Lenovo, OPPO, Samsung and Huawei. The research method was quantitative.

Sample size was 300 and the snowball sampling method was used in this study. For reaching target respondents, snowball sampling is most suitable for the current research's objectives because with this method, only those persons could be approached via reference who are enthusiastically spreading EWOM. The sample size became gradually larger through reference and those were respondents were approached who meets the objective of the study. In current research, modified questionnaire was used and some minor alterations were made according to the Pakistani context.

## 4. Findings and Results

### 4.1. Demographic Analysis

**Table 2**  
**Demographic profile of Respondents**

Description	Freq.	Percent	Cumulative Percent
Mobile Brands			
Huawei	57	19.0	19.0
Lenovo	20	6.7	25.7
Nokia	18	6.0	31.7
OPPO	77	25.7	57.3
Q Mobile	26	8.7	66.0
Samsung	102	34.0	100
Gender			
Male	152	50.7	50.7
Female	148	49.3	100
Age			
18-26 years	122	40.7	40.7
27-34 years	112	37.3	78.0
35-42 years	53	17.7	95.7
43-50 years	11	3.7	99.3
51-58 years	2	0.7	100
Education			
Matric	2	.7	.7
Intermediate	13	4.3	5.0
Bachelors	82	27.3	32.3
Masters	181	60.3	92.7
PhD	22	7.3	100
Occupation			
Unemployed	8	2.7	2.7
Student	99	33.0	35.7
Pvt Sector Employee	51	17.0	52.7
Pub Sector Employee	99	33.0	85.7
Self Employed	43	14.3	100
Monthly Family Income			
26000 Rs.	48	16.0	16.0
26000 to 51000 Rs.	58	19.3	35.3
52000 to 100000 Rs.	69	23.0	58.3
100000 to 150000 Rs.	85	28.3	86.7
150000 or above Rs.	40	13.3	100
Total	300	100	100

## 4.2. Descriptive Statistics

Nie, Bent, and Hull (1975) demonstrated that descriptive statistics entitled possible skewness and kurtosis. Descriptive statistics have determined the normal distribution of statistics.

**Table 3**  
**Descriptive Statistics**

	N	Mini	Maxi	M	Standard Deviation	Skewness	Kurtosis		
							Stat.	Stat.	Statistic
Total Reciprocity	300	4.00	15.00	12.1467	1.72290	-1.240	.141	2.718	.281
Total Responsiveness	300	8.00	20.00	16.2467	2.30729	-1.000	.141	1.033	.281
Total Nonverbal Information	300	4.00	15.00	11.2933	2.26666	-.697	.141	.286	.281
Total Speed of Response	300	3.00	15.00	11.8567	2.35966	-1.116	.141	.900	.281
Total Brand Awareness	300	13.00	25.00	21.6833	2.43093	-.884	.141	.981	.281
Total Brand Attitude	300	30.00	50.00	42.8967	4.28570	-.782	.141	.396	.281
Total Repurchase Intension	300	3.00	15.00	13.1900	2.17478	-1.481	.141	2.821	.281
Valid N (list wise)	300								

## 4.3. Reliability Analysis

Cronbach Alpha Value is an important determinant in the form of reliability. Reliability can be strongly established if value is above 0.7 for the scale.

Pavot, Diener, Colvin, and Sandvik (1991) demonstrated that there is an agreement on the reliability of scale if Cronbach alpha coefficient is above 0.6. For all the scales used in this study, Cronbach Alpha Value was beyond the threshold values of 0.6.

**Table 4**  
**Reliability Analysis**

Construct	N	Number of items	Cronbach Alpha
Reciprocity	300	3	.613
Responsiveness	300	4	.741
Non-verbal Info	300	3	.633
Speed of Response	300	3	.799
Brand Awareness	300	5	.767
Brand Attitude	300	10	.797
BRPI	300	3	.905

## 4.4. Factor Analysis

For factor analysis, the Barlett's Test of Sphericity value must be substantial (i.e. the Sig. value should be .05 or lesser). In current study, the KMO value was .880, and the Bartlett's test is substantial ( $p=.000$ ), so factor analysis is suitable.

**Table 5**  
**Factor Analysis**

Kaiser-Meyer-Olkin Measure of Sample Adequacy.	.880
Bartlett's Valuation of Sphericity	
DOF	465
Significance.	.000



#### 4.5. Validity Analysis

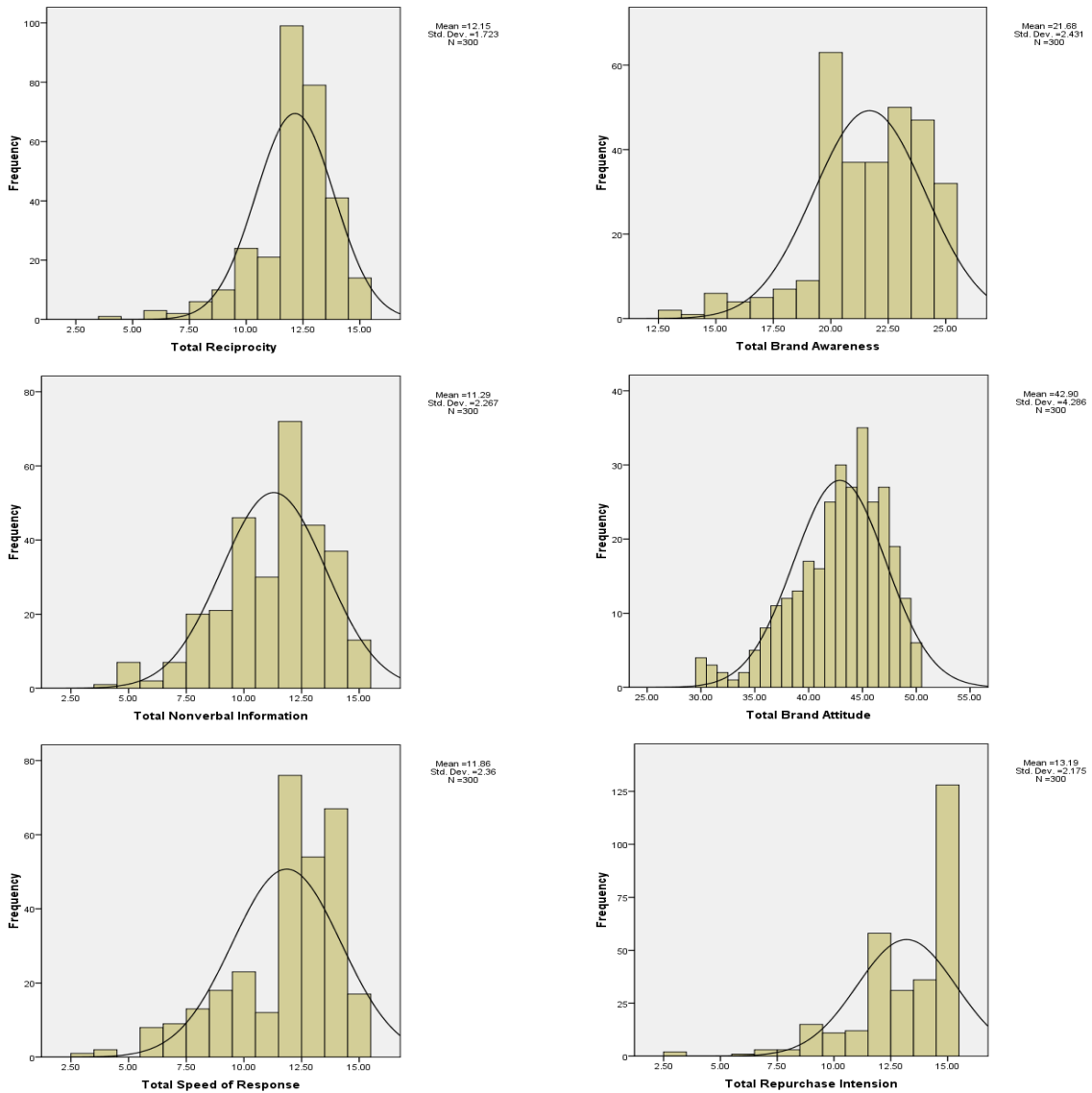
The results of factor analysis showed extraction of seven factors. As per Kaiser's guidelines, seven factors extracted were rotated as shown in Table 5.

**Table 6**  
**Results of Rotated Component matrix Analysis**

Items	1	2	3	4	5	6	7	8
BA2	.702							
BAT2	.696							
BA3	.615							
BA1	.613							
BA5	.606							
BA4	.581							
BAT1	.560							
BAT8		.755						
BAT7		.710						
BAT9		.707						
BAT6		.614						
BAT10		.496	.456					
BRPI2			.844					
BRPI3			.791					
BRPI1			.791					
RS3				.751				
RS2				.727				
RS1				.700				
RS4				.525				
SOR3					.773			
SOR2					.732			
SOR1					.709			
NVI2						.829		
NVI3						.721		
NVI1						.571		
RP1							.778	
RP2							.754	
RP3							.397	
BAT4								.741
BAT3								.547
BAT5								.498

The factor loading of the variables on each mutual factor level demonstrated the robustness of the key variables. The results of factor study showed that the measure had upright construct validity.

### 4.6. Histogram with Normality Curve



Histogram presented that data had been normally distributed. Therefore, regression analysis can be proceeding.

### 4.7. Correlation Analysis

The subsequent results of correlation analysis between the variables are shown in Table 6:

From the table we have been seeing that the significance between EWOM and other variables, they are all focus in between to 0.5 to 0.8 understood the four variables presented a significant correlation, and affirmative correlation. Hypothesis 4 had been proved.

**Table 7**  
**Results of correlation analysis**

		1	2	3	4	5	6	7	8
Reciprocity	Pearson Correlation	1							
	Sig. (2-tailed)								
	N	300							
Responsiveness	Pearson Correlation	.431**	1						
	Sig. (2-tailed)	.000							
	N	300	300						
NVI	Pearson Correlation	.260**	.368**	1					
	Sig. (2-tailed)	.000	.000						
	N	300	300	300					
Speed of Response	Pearson Correlation	.510**	.490**	.339**	1				
	Sig. (2-tailed)	.000	.000	.000					
	N	300	300	300	300				
Brand Awareness	Pearson Correlation	.390**	.344**	.057	.404**	1			
	Sig. (2-tailed)	.000	.000	.325	.000				
	N	300	300	300	300	300			
Brand Attitude	Pearson Correlation	.372**	.398**	.158**	.404**	.629**	1		
	Sig. (2-tailed)	.000	.000	.006	.000	.000			
	N	300	300	300	300	300	300		
Repurchase Intension	Pearson Correlation	.451**	.372**	.225**	.493**	.454**	.540**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
	N	300	300	300	300	300	300	300	
Total EWOM	Pearson Correlation	.701**	.783**	.678**	.798**	.396**	.446**	.514**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300	300

\*\* Correlation is significant at the 0.01 level (2-tailed).

**4.8. Regression Analysis**

**Table 8**  
**EWOM regress brand attitude (Regression line 1) Results**

Hypothesis	Beta	R	R Sq.	t value	F	P value
H1	.446	.446	.199	8.605	74.045	.000

**Table 9**  
**Brand attitude regress brand repurchase intension (Regression line 2)**

Variables	Beta	R	R Square	t value	F	P value
	.540	.540	.292	11.086	122.89	.000

**4.9. Moderating Effect of Brand Awareness between EWOM and Brand Attitude**

In order to check the moderating effect of brand awareness between EWOM and brand attitude, the method recommended by Covin and Slevin (1988); Maqbool, Razaq, Ul Hameed, Atif Nawaz, and Ali Niaz (2019); McClelland and Judd (1993) and Slater and Narver (1994) was utilised. This technique involved use of the regression equation presented below.

$$Y=a+b1x+b2z+b3xz$$

In this equation, 'y' is the standard variable, (b1 b2 and b3) are the regression coefficients, 'a' is an intercept term, 'x' is a predictor adjustable, 'z' is a moderator variable and 'xz' remains an interaction term (EWOM\*BA).

**Table 9****Moderating Effect of Brand Awareness between EWOM and Brand Attitude**

Variables	Beta	t value	F	P value
EWOM	.446	8.605	74.045	.000
Awareness	-.334	-3.939	74.045	.000
EWOM*BA	.913	10.776	74.045	.000

**Table 10****Summary of Results of Regression Analysis Testing**

Hypothesis	Statements	Results
H1	EWOM regress brand attitude	Accepted (P<0.05)
H2	Brand attitude regress brand repurchase	Accepted (P<0.05)
H3	Moderating effect of BA between EWOM and BAT	Accepted (P<0.05)

The results indicated that all three hypotheses are accepted.

**4.10. Smart PLS (Measurement and Structural Assessment)**

Smart PLS was also used to test the model and analyze the data.

**4.10.1. Measurement Assessment**

PLS measurement model was used for confirmatory analysis. Measures of reliability and AVE reflects discriminant validity. Convergent validity checked via factor loadings of the latent variables. Average variance extracted AVE and composite reliability is shown in the corresponding table (Table 11).

**Table 11. Convergent Validity**

Construct	Items	Loadings	AVE	CR			
Reciprocity	RP1	.778	.577	.803			
	RP2	.752					
	RP3	.748					
Responsiveness	RS1	.713	.564	.838			
	RS2	.783					
	RS3	.802					
	RS4	.701					
Nonverbal Information	NVI1	.727	.576	.803			
	NVI2	.774					
	NVI3	.775					
Speed of Response	SOR1	.839	.716	.883			
	SOR2	.889					
	SOR3	.809					
Brand Awareness	BA1	.657	.519	.843			
	BA2	.810					
	BA3	.706					
	BA4	.686					
	BA5	.736					
Brand Attitude	BAT1	.621	.441	.863			
	BAT3	.630					
	BAT5	.609					
	BAT6	.662					
	BAT7	.711					
	BAT8	.735					
	BAT9	.643					
	BAT10	.692					
	Brand Repurchase Intension	BRPI1			.896	.840	.940
		BRPI2			.936		
BRPI3		.917					

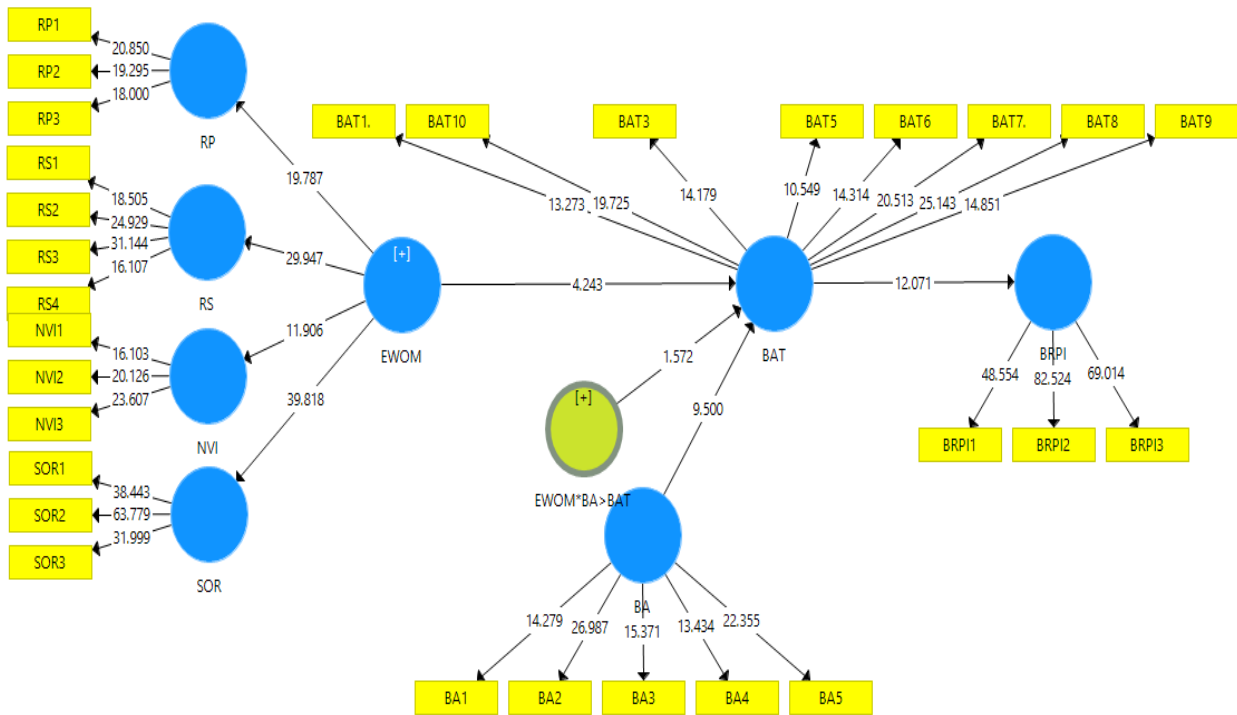


Figure 2: Path Diagram

#### 4.10.2. Measurement Model Assessment

Nearly, all loadings had been greater or equal than 0.7. The brand attitude value of some items was around .621 which is acceptable (Birkinshaw, Morrison, & Hulland, 1995; Cool, Dierickx, & Jemison, 1989). AVE verified by convergent validity. Composite reliability was greater than 0.70. The square of loadings was greater than 0.70. Convergent validity indicated by average variance extracted remained greater than 0.5.

#### 4.10.3. Valuation of Structural Model

For further validation, PLS structural model was used to check all the hypothesis and to check the significance levels of relationships between variables. The outcomes of the all the hypothesis are shown below in figure 3 and table 12.

Table 12  
Hypothesis Results

	Std Beta	Sample-Mean (M)	Std Error	T-Statistics	P
BAT -> BRPI	.557	.559	.046	12.071	0.000
EWOM -> BAT	.234	.232	.055	4.243	0.000
EWOM*BA>BAT -> BAT	-0.061	-0.062	0.039	1.572	0.116

Hypothesis 1 and hypothesis 2 were supported but the third hypothesis to check the moderating effect of brand awareness had insignificant effect between EWOM and brand attitude.

### 5. Conclusions

The presented research attempted to explore the effect of EWOM and brand awareness to determine the development of brand attitude towards the brand repurchases intention. It has proved that positive EWOM create brand awareness. The results of this study showed that social media positively effect and create the awareness. So, brand awareness develops the attitude toward the brand repurchase intention. This study has tried to investigate that new dimension of EWOM. Unique relationship of brand attitude

towards the brand repurchases intention was also established. Mediating role of brand attitude remained unexplored in previous studies. As a whole, current framework was totally unexplored especially in case of mobile industry.

User's feedback is important for mobile brands industry to know that how customers respond to their brands. Furthermore, positive EWOM develop their offerings and improve their sales promotions. Jeong and Koo (2015) illustrated that there have been numerous studies on the various features (quality and valence) of EWOM communications and their impact on purchasing power. Mobile brand industries need to make sure that they have a positive influence on the behavior of EWOM users, and thus learn how to study, authorize and monitor EWOM exercises (Cheung & Lee, 2012).

The purpose of our study was to fill this research gap that the effect of brand awareness to govern the advancements of brand attitude towards the brand repurchases intention. Based on previous studies that EWOM effect including brand image, company websites and consumers electronic purchase. Therefore, our research purpose was given on various social platforms. Cox (1963) exemplified that EWOM is the most confidential platform for users not only statistics about product performance.

The results of our study proved that combined effect of electronic word of mouth and brand awareness determines the development of brand attitude towards the brand repurchase intention of consumer in context of online social media marketing. This relationship has not been studied before. Hence the key contribution of our research is towards exploring this untouched combination of variables in the current study. Furthermore, new dimensions of EWOM are also checked. Unique relationship of brand attitude towards the brand repurchases intention was found. Mediating role of brand attitude was previously unexplored but validated in this research. So, this research framework is unique especially in case of mobile industry.

## 5.1. Limitation and Future Research

This study is pragmatic in nature and has some limitations. This research was conducted in Pakistan so the first limitation is geographical and results may be not applicable to other countries. The other limitation is the time restraint, as there limited time to conduct and complete this research. We can suggest that future research could be directed to investigate negative word of mouth regarding mobile brands and also investigate the negative word of mouth to determine the development of brand attitude towards the brand repurchase intention.

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