A STUDY ON IMPACT OF REVIEWS/RATINGS ON BRAND PERSONALITY AND BRAND EQUITY OF ELECTRONIC PRODUCTS IN ONLINE WITH REFFERENCE TO KURNOOL CITY.

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Abstract:
In the present digital scenario (Online) the purchase of products of various brands are easy through knowing about the products with help of reviews and rating. The present study concentrated on to investigate the impact of reviews/rating on brand personality and brand equity of electronic products in online. The test for hypothesis was performed by structural equation modeling (PLS-SEM). The results of the study demonstrate that there is a no significant relation between the Review of products and Brand personality. There is a positive relation between the Review of products and Brand Equity. There is a no significant relation between the Review of products and Customer Perception. There is positive and significant relation between Customer Perception and Brand Personality, Brand Equity.
Keywords: Reviews, Brand Personality, Brand Equity, Electronic products, Online.

Introduction:
When we go to make an on line purchase, in an ecommerce-driven world the place clients can't physical drive the products earlier than purchasing, many buyers flip to on-line product reviews.
 "The Company isn't what you say it is — it's what Google says it is."
                                                  - Chris Anderson
For any business enterprise that exists in the digital space, on-line opinions are significantly vital when it comes to triumphing enterprise and retaining a superb reputation.
In today's web-based world, honestly each person is studying on line reviews. In fact, 91% of human beings study them and 84% have confidence them as an awful lot as they would a private recommendation. The results of opinions are measurable, too. The common consumer is inclined to spend 31% extra on a retailer that has terrific reviews.
Negative opinions can raise as a whole lot weight as tremendous ones. One find out about located that 82% of these who examine on-line opinions particularly are looking for out bad reviews.
Customers like to see a lot of reviews. A single assessment with a few high-quality phrases makes up an opinion; however a few dozen that say the identical issue make a consensus. The greater reviews, the better, and one learn about discovered that buyers favour to see at least forty critiques to justify trusting an common famous person rating. However, a few evaluations are nevertheless higher than no reviews. One find out about discovered that, on average, merchandise are 270% greater possibly to promote with as few as 5 reviews.

Importance of Online Reviews:
Online evaluations can divulge a lot about the on line store. A wealth of fantastic phrases can have a measurable effect on the sales, using purchases and growing a base of shoppers who will stand in the back of you and the product.
➢ Social proof refers to the psychological phenomenon in which humans make judgments and choices based totally on the collective moves of others.
➢ The world ecommerce market reached almost $4.1 trillion in 2021. There are endless manufacturers in each category; however barring a way to affirm fine and reliability, it's difficult to understand who to trust.
➢ Most clients use keywords, like the title of the products, in their reviews, including greater content material on the web related with you. That can advantage you twofold: the identify is extra probable to show up when internet customers search key phrases associated to the store, and they're most probably to see the fine reviews.

Brand Personality

The term brand personality refers to a set of human characteristics that are attributed to a brand name. An effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys. This personality is a qualitative value-add that a brand gains in addition to its functional benefits.

Brand personality is a framework that helps an enterprise or organisation structure the way humans experience about its product, service, or mission. A company's brand personality elicits an emotional response in a precise purchaser segment, with the intention of inciting nice movements that advantage the firm.

Brand Equity

Brand equity is the level of sway a brand name has in the minds of consumers, and the value of having a brand that is identifiable and well thought of. Organizations establish brand equity by creating positive experiences that entice consumers to continue purchasing from them over competitors who make similar products. Brand equity is typically attained by generating awareness through campaigns that speak to target-consumer values, delivering on promises and qualifications when consumers use the product, and loyalty and retention efforts.

➢ **Brand Awareness:** Can buyers effortlessly become aware of the brand? Messaging and imagery surrounding the company need to be cohesive so purchaser can constantly discover it, even for a new product. Possibly they assume of sustainability, quality, or family-friendly qualities.

➢ **Brand Experience:** This ought to suggest that the product carried out the way it used to be supposed to, that encounters with company representatives and purchaser provider groups have been accommodating and helpful, and that loyalty packages have been worthwhile.

Review of Literature

Qing Yang, Naeem Hayat, Abdullah Al Mamun (2022), in their research work entitled **"Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach"** has reveals that positive and significant effects of trendiness, interaction, and word of mouth on brand awareness. Customisation, trendiness, interaction, and word of mouth were found to positively affect brand image. Brand awareness and brand image were found to affect repurchase intention. It also confirmed the relevance of social media marketing activities in predicting brand equity and brand loyalty by repurchase intention. Marketing professionals need to concentrate on entertainment and customisation aspects of social media marketing that can help to achieve brand awareness and image.

Tao Chen, Premaratne Samaranayake, et.al (2022), in their research title **"The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study"** has found that the underlying mechanism of how online reviews influence shopping behavior, reveals the effect of gender on this effect for the first time and explains it from the perspective of attentional bias, which is essential for the theory of online consumer behavior. Specifically, the different effects of consumers' attention to negative comments seem to be moderated through gender with female consumers' attention to negative comments being significantly greater than to positive ones.

Arghya Ray, Pradip KumarBala, Shibashish Chakraborty, Shilpee A.Dasgupta (2021), in their research paper entitled **"Exploring the impact of different factors on brand equity and intention to take up online courses from e-Learning platforms"** has observed that consumer experience is a strong predictor of both brand meaning and customer satisfaction. Although brand meaning positively impacts brand equity, brand awareness demonstrates a negative effect on brand equity. However, brand equity and customer satisfaction have a significant and positive impact on intention to undertake courses from online learning platforms.

Arghya Ray, Pradip Kumar Bala, Nripendra P.Rana (2021), in their research work entitled" **Exploring the drivers of customers' brand attitudes of online travel agency services: A text-mining based approach"** shows that sentiment is the most important aspect in predicting brand-attitudes. While total sentiment content and content polarity have significant positive association,

negative high-arousal emotions and low-arousal emotions have significant negative association with customers' brand attitudes. However, parts-of-speech aspects have no significant impact on brand attitude.

Violetta Wilk, Geoffrey N. Soutar and Paul Harrigan (2021), in their research paper titled **"Online brand advocacy and brand loyalty: a reciprocal relationship?"** has observed that Brand loyalty and consumer-brand identification were found to be predictors of OBA, while OBA impacted on purchase intent. In addition, a strong reciprocal relationship was found between OBA and brand loyalty

Uttam Chakraborty, Savita Bhat (2018), in their research work **"The Effects of Credible Online Reviews on Brand Equity Dimensions and Its Consequence on Consumer Behavior"** reveals that source and review quality are the most important factors that affect consumers' credibility evaluation of a review. Online credible reviews have more significant impact on brand awareness, perceived value and organizational associations and thus lead to consumers' purchase intention in the context of consumer electronic products in emerging market like India.

Objectives of the study:
1. To find the perception of online customers towards review/ratings of brand personality and brand equity of electronic products.
2. To analyse the impact of reviews/rating on brand personality and brand equity of electronic products in online.

Research Methodology:
To meet the objectives of the study, 184 responses collected from various group of online customers in Kurnool city. For the analysis of the data the following hypothesis are made.
- H_1: There is a significant relation between the Review of products and Brand personality.
- H_2: There is a significant relation between the Review of products and Brand Equity.
- H_3: There is a significant relation between the Review of products and Customer Perception.
- H_3a: There is positive relation between Customer Perception and Brand Personality, Brand Equity.
- H_4: There is a significant relation between the Review of products and Branded Products.
- H_4a: There is positive relation between Customer Perception and Brand Personality, Brand Equity

Results:
To achieve the objectives the collected data analysed in two stages. In First stage the descriptive statistics are used. In second level the PLS- SEM model has used to find the impact of reviews/ratings on brand personality and brand equity of electronic products in online.

The analysis of Descriptive Statistics for Customer Perception
Descriptive Statistics

		The Ele.product prices displayed are relevant	The product price discounts are considered in purchasing the Ele.products	The variance of branded Ele. products prices is high	Various payment options are used for Ele.purchasing the products	Branded Ele. product prices are high with compare to other products
N	Valid	184	184	184	184	184
	Missing	0	0	0	0	0
Mean		4.45	4.61	4.59	4.52	4.47
Median		5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5
Std. Deviation		.795	.660	.741	.724	.701
Skewness		-1.522	-1.558	-1.929	-1.431	-1.155

Std. Error of Skewness	.179	.179	.179	.179	.179

Total 184 responses have been used to know the perception of online customers towards review/ratings of brand personality and brand equity of electronic products in online. The skewness responses are negative that represent the data distributed for the study in normal. The standard deviation of the data used was less than 1 and mode value also 5 and representing that the customers are strongly agreed for the statement relating online electronic products.

The second major analysis of the study: The PLS- Structural Equation Model for impact of reviews/rating on brand personality and brand equity of electronic products in online.

For the validation of model the Cronbach's alpha values and composite reliability as used for parameters. All constructs had Cronbach's alpha above 0.834 and composite reliability below 0.93. The variance inflation factor (VIF) values are also not more than 0.722 mentioned that the latent variables used in model are significant.

The Measured model fit and quality indices are Average path coefficient (APC)=0.279, P<0.001, Average R-squared (ARS)=0.140, P=0.013, Average block VIF (AVIF)=1.094, acceptable if <= 5, ideally <= 3.3 and Simpson's paradox ratio (SPR)=1.000, acceptable if >= 0.7 are represented the model is fit.

The indicators of loading and cross loadings of variables are mention in the following table:

	Review	Cus_Per	Bra_Pro	Bra_Pers	Bra_Eqt	Type (as defined)	SE	P value
Review_1	(0.757)	0.103	-0.013	-0.044	0.041	Reflective	0.063	<0.001
Review_2	(0.734)	-0.028	0.127	-0.109	-0.108	Reflective	0.064	<0.001
Review_3	(0.870)	-0.038	0.011	0.018	0.032	Reflective	0.062	<0.001
Review_4	(0.823)	0.054	-0.005	0.009	-0.018	Reflective	0.063	<0.001
Review_5	(0.754)	-0.091	-0.118	0.119	0.048	Reflective	0.063	<0.001
Cus.Per.1	0.039	(0.844)	-0.038	0.016	0.030	Reflective	0.062	<0.001
Cus.Per.2	-0.057	(0.906)	-0.049	-0.045	0.057	Reflective	0.061	<0.001
Cus.Per.3	0.003	(0.863)	0.042	0.018	-0.040	Reflective	0.062	<0.001
Cus.Per.4	0.096	(0.817)	0.050	-0.002	-0.100	Reflective	0.063	<0.001
Cus.Per.5	-0.077	(0.814)	0.000	0.017	0.049	Reflective	0.063	<0.001
B.Prod_1	0.001	-0.027	(0.896)	0.059	0.009	Reflective	0.062	<0.001
B.Prod_2	0.023	-0.023	(0.868)	-0.002	-0.021	Reflective	0.062	<0.001
B.Prod_3	-0.081	0.070	(0.743)	-0.224	-0.097	Reflective	0.064	<0.001
B.Prod_4	0.100	0.015	(0.835)	0.052	0.019	Reflective	0.062	<0.001
B.Prod_5	-0.061	-0.026	(0.731)	0.099	0.090	Reflective	0.064	<0.001
Bra.Pers_1	0.110	-0.082	0.015	(0.839)	-0.056	Reflective	0.062	<0.001
Bra.Pers_2	-0.139	0.295	-0.004	(0.664)	0.033	Reflective	0.065	<0.001
Bra.Pers_3	-0.018	-0.049	-0.025	(0.909)	0.006	Reflective	0.061	<0.001
Bra.Pers_4	0.019	-0.093	0.015	(0.888)	0.022	Reflective	0.062	<0.001
Bra.Eqt_1	-0.115	0.073	-0.131	0.094	(0.834)	Reflective	0.062	<0.001
Bra.Eqt_2	-0.003	-0.018	-0.011	0.056	(0.809)	Reflective	0.063	<0.001
Bra.Eqt_3	0.086	0.014	0.082	-0.101	(0.872)	Reflective	0.062	<0.001
Bra.Eqt_4	0.031	-0.078	0.062	-0.047	(0.753)	Reflective	0.063	<0.001

Indicators of loading and cross loadings of study variables of Review, Customer Perception, Branded Products, Brand Personality and Brand Equity SE values are less than 0.066 and P-Values are also less than 0.001 representing that the loaded variables are reflective.

The PLS- Structural Equation Model for impact of reviews/rating on brand personality and brand equity of electronic products in online.
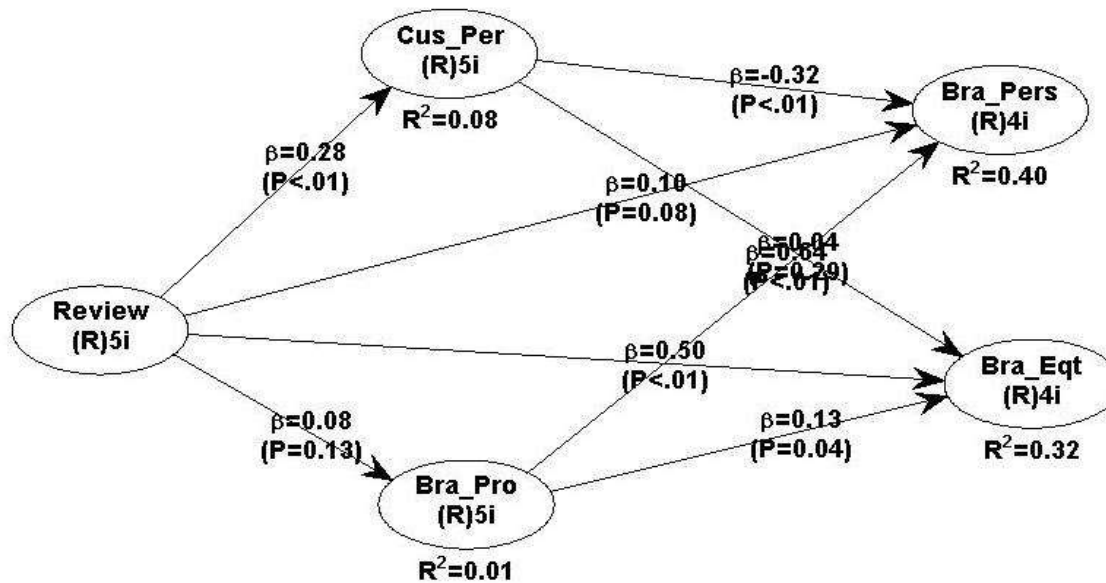
Fig: Structural Equation Model (PLS-SEM)

The above structural model is evidence to there is a no significant relation between the Review of products and Brand personality, and then **H₁ is rejected**. There is a significant relation between the Review of products and Brand Equity and hence **H₂ is accepted**. There is a no significant relation between the Review of products and Customer Perception and **H₃ is rejected.** There is positive relation between Customer Perception and Brand Personality, Brand Equity and hence **H₃a is accepted.** There is a no significant relation between the Review of products and Branded Products and hence **H₄ is rejected**. : There is positive relation between Customer Perception and Brand Personality, Brand Equity and hence **H₄a is accepted.**

Conclusion and Future Research:

The present study carries out the PLS-SEM analysis and concluded the positive relation between the reviews and ratings on brand personality and brand equity of electronic products in online. The perceptions of the online customers are also clear that the review helps in purchasing the branded products. This results of the study has limited only for Kurnool city and not applicable to the other areas. There is a scope for further research on the study with changing the variables of loading it is possible to find different results. The responses are also some limitations enabling challenges for future research. Therefore, future surveys using less well-known predefined brands may contribute to the findings of this study.

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