



The Impact of Electronic Word of Mouth (E-WOM), Brand Image, and Brand Awareness on Consumers' Purchase Intention of Adidas Samba Shoes

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Abstract: This study aims to analyze how electronic word-of-mouth (e-WOM), brand image, and brand awareness influence purchase intention for Adidas Samba shoes in Cimahi City. This research is based on the decline in the Adidas Top Brand Index in recent years, indicating a decline in consumer interest and loyalty. This study used a quantitative approach with descriptive and verifiable characteristics. Data were collected through questionnaires distributed to 120 consumers or potential consumers of Adidas Samba in Cimahi City. Data analysis techniques used included validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results showed that e-WOM did not significantly influence purchase intention. However, brand image and brand awareness were found to have a positive and significant influence. In addition, all independent variables significantly influence purchase intention, with a coefficient of determination (R^2) of 0.528. This indicates that the model can explain 52.8% of the variation in purchase intention. Brand image is the most dominant variable, indicating its important role in increasing consumer purchase intention.

Keywords: e-WOM; brand image; brand awareness; purchase intention.

Introduction

People's shopping habits nowadays are influenced not only by their fundamental necessities but also by things like beauty, comfort, and personal identity. Items are valued not just for their usefulness but also for their symbolic significance and for their ability to express personal flair. For instance, shoes have changed from being basic protective equipment to a vital component of lifestyle and self-identity, especially among younger generations (Liu, 2025).

This has seen companies in the footwear industry to continually innovate hence influencing the global footwear industry. One of the companies that have readily adjusted to these changes is Adidas. Since its inception in 1949, Adidas has grown to be a world recognizable brand characterized by the ability to combine style and sophistication with functionality. Adidas is well positioned in Indonesia with its flexible marketing strategies such as celebrity, athlete, and influencer partnerships to tap into the younger Consumers (Chen, 2023).

The Adidas Samba is one of its most popular products. It has since been created as an indoor soccer, and it has become a trendy vintage product. Its timeless design and versatility enable it to suit most of the looks,

thus affirming its purpose as a life necessity (Kim, 2022).

Purchase intention displays the level of readiness of the customers to purchase a product. It is also influenced by factors such as their perception of the product, their inclinations towards it and social aspects (Huang and Sarigöllu, 2012). Brand image within this framework is required to create trust and influence a buying decision. Additionally, since internet reviews and recommendations are relied on by the customers in making their purchases, electronic word-of-mouth (e-WOM) has become increasingly crucial in the digital world (Handoyo, 2024).

This rapid growth in internet use in Indonesia in particular with the Generation Z and Millennials, underscores how digital marketing and e-WOM influence consumer behaviour (Handoyo, 2024). Still, the Top Brand Index indicates that Adidas's performance has dropped in recent years, stressing the need of enhancing brand image and awareness to keep competitiveness.

Although the relevance of e-WOM, brand image, and brand awareness is rising, earlier research have yielded conflicting results about their impact on purchase intention. Some studies conclude that there is a significant

impact of e-WOM but other sources indicate that there is none. Similarly, brand image and brand awareness have a questionable impact on purchase intention in various context and a variety of products. Moreover, few studies have especially looked into these variables with regard to lifestyle footwear products such the Adidas Samba, especially in regional markets like Cimahi City. This draws attention to a clear research vacuum needing care. Therefore, this research seeks to investigate how brand image, brand awareness, and e-WOM affect the purchasing intent of Adidas Sambas in Cimahi city.

Theoretical Review

Electronic Word of Mouth (E-WOM)

Electronic word of mouth (E-WOM) is a type of digital marketing communication that includes consumer evaluations of goods or businesses, whether good or bad. These assessments are readily available online (Şehirli, 2021). E-WOM in digital marketing commonly manifests as consumer reviews, comments, recommendations, product ratings, and testimonials posted on several websites, including review sites, internet forums, marketplaces, and social media.

Positive information spread via E-WOM can help consumers develop trust and improve their perceptions of a company. Because they are seen to be more impartial and based on actual experiences, consumers typically trust the experiences and views of other consumers more than company advertisements (Hsu & Tsou, 2011). E-WOM shapes consumer perceptions and purchasing choices since it presents real experiences and is seen as more dependable than official corporate marketing messages.

Verma and Dewani (2021) identify three indicators used to measure E-WOM: (1) review quantity (the volume of reviews or comments consumers offer about a product on digital platforms), (2) review valence (consumers' positive or negative evaluations of a product), and (3) source credibility (the degree of trust consumers have in the reviewer based on their experience, expertise, and integrity).

Brand Image

Beliefs, perceptions, and impressions of a brand among customers make up its brand image. These ideas come from consumer experiences, knowledge, and interactions in addition to the physical features of a product. Therefore, brand image is psychological in nature and ingrained in the minds of customers (Kotler & Keller, 2016). Consumer perceptions of a brand, as mirrored by the linkages or connections they retain in their memory, define brand image.

These associations may arise from various marketing elements used by a company, such as logos, packaging design, advertising messages, and visual identity, as well as consumers' experiences when using a product or interacting with the brand. A consistent and relevant brand presentation helps create a strong, memorable image, thereby increasing the likelihood that consumers will choose the brand over competitors in a competitive market (Erpurini, 2025).

Consumers view of a brand, including linked quality, dependability, innovation, luxury, and value, define the brand image. While a negative image might undermine trust and lower purchase intention (Yu, Liu, Lee, & Soutar, 2018), a positive brand image helps consumers to rate a product more favorably than its rivals.

According to Plumeyer, Kottemann, Böger, and Decker (2019), brand image is assessed using four indicators: (1) perceived brand quality, which is how customers evaluate the brand's quality; (2) brand trust; (3) positive associations, which are favourable impressions and opinions of the brand; and (4) brand reputation, which is customers' overall impression of the brand.

Brand Awareness

Consumer's to capacity to identify and remember a brand is known as brand awareness, therefore highlighting that awareness is not just constrained to understanding the brand name. It also covers consumers' capacity to link the brand with a particular product category, its features, and image (Berqvist & Taylor, 2022).

Arora and Kumar (2018) define brand awareness as consumers' familiarity with a brand, noting that it can be observed in their capacity to identify it across various situations. Therefore, the greater the degree of brand awareness, the simpler it is for customers to spot a brand in several circumstances, such as when they come across a logo, package, or slogan or when the name of the brand is stated in a specific setting. Being well known means that customers think of a brand as clearly and significantly different from its rival.

Brand recognition shows how well people know a company. Two fundamental elements define brand awareness: recognition and recall (Rossiter, 2014). Van Steenburg (2012) also defines brand awareness as consumers' capacity to recall a brand or advertisement either naturally or via certain clues or keywords.

Romaniuk, Wight, and Faulkner (2017) identify four criteria used to evaluate brand recognition: (1) recognition (the capacity to spot a brand), (2) recall (the capacity to recall a brand), (3) situational recall (the capacity to recall a brand in particular contexts), and (4) consumer awareness (the degree of familiarity and comprehension customers possess about a brand's existence and traits).

Purchase Intention

Purchase Intention refers to how likely or ready a person is to buy a particular product or service in the future. A person chooses to buy something because they think it's good, they like the brand, or they had a good experience with it. According to Armstrong (2019), purchase intention is a type of consumer behavior that happens when people look at information and start to become interested in a product, which might result in them buying it.

There are numerous factors both internal and external to people that make them make a choice to purchase something. These are their sentiments about a product, their perception, what they are aware of a brand and what they receive through other people such as reviews on the internet. When individuals believe that a product is good, and they feel certain that it is worth the price, then the probability of

purchasing the product increases. However, when individuals feel bad or lack adequate information, they may not be interested in purchasing something.

In addition, the probability of a person purchasing something can be used to determine whether the person will purchase something or not. Although not all the intentions lead to actual purchase, in case people are more willing to purchase something, they are more likely to make a purchase. According to Mishrif and Khan (2023), the key factor that determines what one does is intention. This means that when an individual has a high desire to purchase something, he or she will be more inclined to make the purchase.

The four indicators that can be used to measure purchase intention are first transactional intention, which is the likelihood of a person to purchase a product; second referential intention, which is the willingness of the person to tell others about the product; third, preferential intention, which can be used to determine what brand the person prefers over other brands; and fourth, exploratory intention, which is the desire to learn more about the product.

Theoretical Integration: Conceptual Relationships Among Variables

In this work, a framework was applied, and e-WOM, brand image, and brand awareness are considered to be the primary elements that impact the intentions of a person to make a purchase. These interrelated aspects matter in the decision-making process of individuals in online shopping particularly in aspects such as marketing and brand perception.

E-WOM is an external source of information which has a very influential impact on consumer perception and attitude towards a brand. Good reviews, recommendations, feedbacks and other positive word-of-mouth can be used to make a brand appear positive and more recognizable due to sharing actual experiences and credible information. With the increased usage of online platforms by people, word-of-mouth that is disseminated online has emerged as a

potent influence in shaping how a brand is perceived and recalled in the market.

Brand image and brand awareness is akin to what customers think and feel in their minds about a brand. Brand image is what people think and feel about a brand and brand awareness is the extent to which people know and recall the brand. Positive and good brand image and a significant level of brand awareness induce the customers to be more confident and less concerned about making the wrong choice and, as a result, better views on the product.

More so, these variables act in combination to have an effect on purchase intention. As individuals listen to positive information about a brand in online reviews or recommendations, they start to think more positively of the brand and recall it more, a factor that causes them to be more willing to purchase a brand. Thus, E-WOM has a direct impact on the willingness to purchase something as well as the indirect impact in the form of the perceived brand image and the familiarity with the brand.

Taking these factors into consideration, therefore, indicates that it isn't a single decision that takes place but a combination of both external and internal factors, such as a combination of word-of-mouth and internal (brand perception and brand familiarity) feelings that a consumer holds about the brand.

Hypothesis Development

To help customer want to buy more, businesses need to know what really makes people decide to make a purchase, especially when shopping online. One of the most important things is electronic word of mouth, or E-WOM, which lets consumers see reviews, get recommendations, and read about others' experiences. E-WOM is usually seen as more trustworthy than regular ads because it comes from real customer experiences (Reyes-Menéndez, Saura & Martínez-Navalón, 2019). Positive word-of-mouth can lower uncertainty, create trust, and make people have a better opinion of a product, which makes them more likely to buy it.

Based on this, the following hypothesis is proposed:

H1: E-WOM positively affects purchase intention

Brand image helps shape what consumers like and prefer. Brand image shows how customers see and feel about a brand, including things like quality, reliability, and prestige (Kotler & Keller, 2016). A good, positive brand image helps a product stand out and makes customers feel more sure about choosing it. When people think well of a brand, they tend to like the product more and are more willing to buy it. Earlier research shows that a strong brand image can make people more likely to buy a product, and this effect is both positive and important (Wu & Wang, 2014; Elseidi & El-Baz, 2016). Additionally, the study by Jalilvand and Samiei in 2012 also showed that a strong brand image helps build consumer trust and directly affects their decision to purchase. These results show that how a brand is seen by people plays a big role in whether they want to buy its products.

Therefore, the following hypothesis is proposed:

H2: Brand image has a positive effect on purchase intention.

Moreover, knowing a brand helps shape how people make buying decisions. Brand awareness means how well people can remember and recognize a brand in different situations, according to Bergkvist and Taylor in 2022. When a brand is more well-known, people are more likely to remember it and think of it when they are buying something. When people know a brand well, they usually feel more sure about buying from it, which makes them more likely to make a purchase.

Thus, the following hypothesis is proposed:

H3: Brand awareness positively affects purchase intention.

The research model that came out of the proposed hypothesis is as follows:

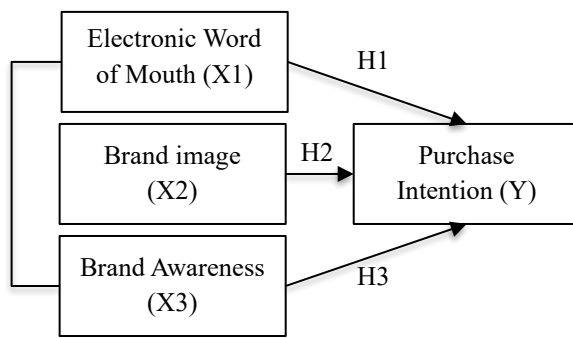


Figure 1. Research Framework

This model shows how e-WOM directly affects the intention to buy (H1), how brand image influences the intention to buy (H2), and how brand awareness impacts the intention to buy (H3). This shows that what people want to buy depends on both things outside their control, like information they get from others online, and things inside their mind, like how they feel about a brand and how well they know it.

Method

This study uses a quantitative approach to look at how electronic word-of-mouth, brand image, and brand awareness affect the intention to make a purchase. The data was collected using purposive sampling, i.e., individuals were selected according to some particular criteria. The respondents were individuals in Cimahi City who were aware of the Adidas Samba shoes, and had searched information on the internet or read reviews about the shoe. The rules that were followed to select the respondents included as follows: first, the respondents were required to be 17 years or older, second, they should be in Cimahi City, third, they must have heard of Adidas Samba shoes, fourth, they must have read online reviews, or social media posts, and/or other digital information about Adidas Sambas, and fifth, they should be interested in, or intended to purchase shoes

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they are influenced by both external and internal factors such as what they read about a product on the Internet, and internal factors such as their perceptions of a brand and their familiarity with it.

A structured questionnaire was used in the collection of data and administered to the respondents. All the variables were measured on a Likert scale ranging between 1 and 5 where 1 is Strongly Disagree and 5 is Strongly Agree. The research questions in the questionnaires were borrowed in previous studies to ensure that they are correct and reliable.

E-WOM variable was quantified by considering variables such as the number of reviews, the tone of the reviews and the credibility of the sources. Brand image was determined by examining such aspects as the perception of how good people believe the brand to be, level of trust they have in the brand, the positive things they associate with the brand and what the people feel about the overall position of the brand. Brand awareness was assessed by examining such variables as the extent to which individuals are familiar with the brand, the extent to which they can recall the brand, the extent to which they can recall the brand under particular circumstances and their general awareness of the brand. Purchase intention was determined by observing factors such as likelihood of someone to transact, how they discuss the product with others, their preference to the product and how they are interested in learning more about the product.

This paper analyzed the data with the help of SPSS, a statistical software package. Analysis was divided into a number of steps. To begin with, a descriptive analysis was conducted to summarize the characteristics of the individuals that participated and the various factors under research. Secondly, experiments were conducted to determine whether the instruments used to measure objects are functioning properly and produce the same results each time. Third, the classical assumption tests were conducted to meet the criteria required to do the regression analysis, including the examination of normality, multicollinearity, and heteroscedasticity. Lastly,

a multiple linear regression analysis was conducted to examine the effect of E-WOM, brand image and brand awareness on purchase intention.

Finally, a multiple linear regression analysis was done to look at how E-WOM, brand image, and brand awareness affect purchase intention. T-tests were applied to test the individual effect of each of the variables and F-tests were applied to test the overall effect of all of the variables combined. This perspective of the world provides a complete picture of how the various factors interrelate with each other in the research plan.

Results and Discussion

Result

This study included 120 people who fit certain conditions: they had known about Adidas shoes for at least a year and had seen Adidas products at least three times in the last year. All the people who answered lived in Cimahi City and had bought Adidas products before.

Table 1. Respondent Demographic Characteristics

Characteristics	Category	Percentage (%)
Gender	Male	57.5
	Female	42.5
Age	17-22 years	75
	23-27 years	11.67
	28-34 years	13.33
Occupation	Student	75
	Private Employee	12.5
	Entrepreneur	5.8
	Civil Servant	2.5
	Others	4.2
Income	Rp1,500,000 - Rp2,000,000	38.3

Sources: Data Processed by Author

All the people who took part in the study fit the research requirements: they had seen information about Adidas Sambas on social media and had bought Adidas shoes at least one time. This shows that the people who answered were suitable for the study and had enough experience with the subject being researched.

Table 2. Descriptive Analysis of Variables

Variable	Average Score	Category
E-WOM	4.43	Very Good
Brand Image	4.30	Very Good
Brand Awareness	4.26	Very Good
Purchase Intention	4.05	Good

Sources: Data Processed by Author

The findings show that people think all the factors are good. Electronic Word of Mouth, or E-WOM, got the highest average score, showing that information and reviews found online have a big impact on how consumers view products or services. The brand image and brand awareness were also praised a lot, showing that the Adidas Samba is widely known and connected with good feelings towards the brand. Purchase intention is considered good, but it has the lowest average score, which means that having a positive view of something doesn't always lead to a strong desire to buy it.

Table 3. Validity and Reliability Test

Variable	Validity	Cronbach's Alpha	Reliability
E-WOM	Valid	0.812	Reliable
Brand Image	Valid	0.845	Reliable
Brand Awareness	Valid	0.831	Reliable
Purchase Intention	Valid	0.798	Reliable

Sources: Data Processed By Author

Validity and reliability tests done with SPSS show that every question in the questionnaire is valid because the correlation scores are higher than the *t*-table value of 0.1793. All the variables are dependable, and their Cronbach's alpha scores are higher than 0.60, showing that the measurement is consistent.

Additionally, the classical assumption tests show that the regression model satisfies all the necessary conditions. The normality test shows the data follows a normal distribution, and the multicollinearity test shows the independent variables are not correlated with each other (tolerance values are above 0.10 and VIF values are below 10). The test for

heteroscedasticity shows that there are no problems with variance because all the significance values are higher than 0.05.

a significant effect on purchase intention. However, H2 and H3 are supported, which means that brand image and brand awareness

Table 4. Classics Assumption Test

Test	Indicator	Result	Description
Normality Test	Data distribution	Normal	Assumption fulfilled
Multicollinearity Test	Tolerance > 0.10	Fulfilled	No multicollinearity
	VIF < 10	Fulfilled	No multicollinearity
Heteroscedasticity Test	Sig. > 0.05	Fulfilled	No heteroscedasticity

Sources: Data Processed By Author

The study used multiple linear regression to look at how different variables are connected, and the findings are shown in Table 5.

Table 5. Multiple Linear Regression Results

Variable	B	t-test	Sig
Constant	-1.964	-0.804	0.403
E-WOM	0.119	0.857	0.393
Brand Image	0.286	2.218	0.028
Brand Awareness	0.655	5.583	0.001

Sources: Data Processed By Author.
Dependent variable: Purchase intention

Based on Table 1, the regression equation is as follows:

$$Y = -1.964 + 0.119X_1 + 0.286X_2 + 0.655X_3$$

The findings show that electronic word of mouth (e-WOM) has a positive effect on the intention to make a purchase, but this effect is not statistically significant ($t = 0.857$; $sig = 0.393$, which is greater than 0.05). Brand image has a positive and important effect ($t = 2.218$; $sig = 0.028 < 0.05$). Brand awareness also has a positive and important effect, and it is the strongest among all factors ($t = 5.583$; $sig = 0.001 < 0.05$).

Also, the test done at the same time shows that all the independent variables together have a strong impact on the intention to buy ($F = 35.599$; $sig. = 0.001$, which is less than 0.05). The R squared value is 0.479, which shows that E-WOM, brand image, and brand awareness together account for 47.9% of the changes in purchase intention. The other 52.1% is caused by factors that weren't looked at in this study

In term of hypotesis testing, the H1 is not supported because E-WOM does not have

have a strong positive effect on the intention to buy. These results show that businesses need to work on improving their brand's image and how well it is known to help people buy Adidas Samba shoesbuy Adidas Samba shoes.

Discussion

Based on the results of the hypothesis test, there isn't enough evidence to say that H1 is true. This means that electronic word-of-mouth does not strongly or positively influence the intention to make a purchase. Even though people in Cimahi City see reviews, comments, and recommendations about Adidas Samba shoes online, this result shows that these things don't strongly affect their decision to buy the shoes. This might be due to the fact that customers tend to rely on how they feel about a brand such as their perception of a brand and familiarity more than the information provided by external sources.

This finding does not correlate with the previous researches. Indicatively, a 2018 study by Yusuf, Che Hussin and Busalim found out that electronic word of mouth positively and significantly influences intention to make a purchase. Likewise, Subana and Kerti (2019) have discovered that E-WOM can significantly influence the desire to purchase something. The difference in results could be because of different people studied, different traits of those who responded, or how customers act in various situations.

The findings of H2 test have made it clear that null hypothesis, H0, is rejected. This demonstrates that a positive brand image actually contributes to raising the likelihood that one will purchase a product. It implies that the individuals who believe that Adidas Samba shoes are of good quality, unique and that

something good is associated with them will tend to desire to purchase them. The great brand image makes the consumer more trusting and less concerned, thereby making him/her more comfortable when making purchasing decisions.

This observation confirms previous research (Hien, Phuong, Tran & Thang, 2020) that revealed the positive and significant impact of brand image on the intention to purchase. It demonstrates that individuals tend to prefer the brands with high reputation and those that can be viewed as reliable and helpful.

Based on the H3 test results, H0 is rejected indicating that brand awareness positively and significantly influences the intention to make a purchase. This implies that the larger the number of individuals learn about Adidas Sambas, the higher the chances they might consider purchasing the shoe and buy it. A recognizable brand that is memorable will be picked by individuals as the first choice in decision making.

This finding is consistent with a 2022 study by Irdasyah, Risqiani, and Margaretha that found brand awareness to positively influence the intention to buy. The research points out that being familiar with a brand assists in forming what consumers prefer and are more inclined to purchase it.

Conclusion & Suggestion

Conclusion

This research investigates the impact of electronic word-of-mouth (E-WOM), brand image, and brand awareness on the purchasing intentions for Adidas Samba shoes in Cimahi City. The results suggest that brand image and brand awareness both have a positive and significant impact on the intention to purchase, whereas E-WOM does not show a significant effect.

These results imply that consumers tend to depend more on their perceptions and familiarity with the brand when making buying decisions. A robust brand image fosters consumer trust and leads to a favorable assessment of the product, whereas high brand

awareness guarantees that the brand is easily identifiable and becomes the preferred option. In summary, this research underscores the necessity of enhancing brand image and awareness as essential strategies for boosting purchase intention, especially in competitive market.

Suggestions

Based on the findings of this study, one can suggest a number of recommendations related to the managerial implications and future research.

Managerially, it is recommended that organizations and more so Adidas should strengthen their brand image and their brand awareness since this has been found to have a significant impact on purchase intentions. This can be achieved through maintaining the quality of products, enhancing brand recognition and creating marketing programs that are attractive and relevant to the target consumers, especially those in Generation Z.

In addition, increasing brand awareness via social media, collaborations and influencer marketing can also increase brand awareness and make products more memorable to consumers.

Although Electronic Word of Mouth (E-WOM) did not play a huge role in this study, online reviews and customer feedbacks should be managed and monitored by companies. Trust can be established and favorable long-term brand perception can be reinforced by positive online interactions, interesting content and genuine reviews and testimonials. Nevertheless, this research has a number of limitations. To begin with, the study was restricted to the respondents in Cimahi City which might not be reflective of consumer behaviour in other areas. Secondly, the paper has only looked at three independent variables E-WOM, brand image and brand awareness. Purchase intention may also be influenced by other factors like the perception of price, product quality and lifestyle. Thirdly, quantitative methodology might fail to provide a more in-depth understanding of consumer motivations and perceptions. Thus, it is suggested that further studies should be

conducted, with a larger sample, more variables and mixed methods design, to receive more detailed findings.

It can be recommended that future studies should expand the scope of the study and include a bigger and more diverse sample of regions. Researchers could also include an additional number of variables such as price perception, product quality, lifestyle, and social influence to obtain a comprehensive view of the factors influencing the purchase intention. Further research would also be able to examine the effects of mediating or moderating variables to gain more information about consumer behaviour.

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