



**“Determinants of Online Purchase Intention with the mediating effects of Brand Image”  
The study on female students of KASBIT**

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**Abstract:**

In modern electronic era, the globalization has incredible changes. The biggest exchange organizations have been running within the final decade with mechanical changes. Shopping or showing online is the utilize of development (i.e., PC) to way better advance execution. The researcher analyzing the impact of brand identity that playing a vital role of mediation on the factors of independent variables i.e. CSR, Celebrity endorsement, Trust, Relationship and Quality which having direct and indirect which ultimately positive and negative impact on the online buying intension. The research will find the behavioral factor of female’s online intension that increase the overall the image and give the loyalty and satisfaction to the brand. Particularly, making connection to aim the buying goals and the intension which increase the Brand Image in the consumers mind. The main purpose of the study is to relate the new trends of online purchasing which associate with the intension and the brand image that is connected to the independent elements to make the retailer aware of the targeted audience which study impression on overall intension that in how many ways can be maintained and gain the satisfaction and loyalty containing strong individual sector. The data has been collected through the questionnaire using Cluster and Convenient sampling that given to the females of KASBIT to look the reactions of 500 students that give the assurance of positive and negative waves, using Smart PLS and excel apply sheet for the testing to obtain the opinion of the females students that directly giving profits to the retailer through social media. The following research is based on Quantitative method using numerical information are subdivided into discrete and continuous estimations

**Keywords:** Online Purchase intension, Brand Image, CSR, Trust, Celebrity endorsement, Quality, Relationship, Brand loyalty and satisfaction, retailer.

**Introduction:**

With the quick advancement of science and innovation, the notoriety of individual computer and wide application of arrange innovation, coordination’s and installment disobedient are much more progressed, people's acknowledgment of online shopping is expanding and the piousness of online shopping moreover encompasses an extraordinary enhancement. Subsequently, the extent and scale of online shopping increment year by year.

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It's getting to be the trend of this period and presently gotten to be the foremost inclination mode of purchasing. The shopper conduct is presently directed through the social media campaigns which effect on online buy eagerly or e- retailing (López, Alberto & Castaño, Raquel, 2019). Brand, as the essential of organize benefit showcasing within the 21st century, is the vital component to seize showcase first chance for enterprises. The great brand picture plays an awfully vital within the handle of shoppers online shopping for brand picture will have a noteworthy impact whether on obtaining handle or the behavior of customer acquiring which having the mediator effect on purchase intension.

Subsequently, brand building and administration are the essential course of advancement for the online acquiring stage. The behavior of buyers is judged through comments and likes on the post of the taking after item. Individuals adore to haphazardly scrolling Face book which is presently an enslavement sort of component beneath the mental terms (Alarcon-del-Amo & Lorenzo-Romero, 2014). Brand image is relatively a current opinion of customers considering a brand. It means what the brand basically is designed for. This is a firm collection of beliefs about a specific brand. As focused, it is nothing but the consumer's viewing perception of the item. In all domestic and foreign research into the influence of the BI operation the intention of online shopping, most examinations operation lack partial factors systematically and fully quantitative analysis methods, so it is difficult to give a clear direction of adjustment of the brand strategy. For example, the article takes cosmetics as an example and examines the connotation and characteristics of the brand image from the perspective of consumer goods online shopping, it analyzes the factors influencing operation brand choice in online shopping, as well as the correlation of these factors' operation the intention of online shopping. This idea of friends or enemies shows the direct relationship between social media scraper, the fame of social media, the brand image of an item, the calculated perceived loyalty and the social interaction operation can influence the intentions of the online purchase. Female gender is defined more specifically if the pass-on is interested in purchases and the male gender is more active in sales. This offers additional benefits for access to extensive and different information sources and opportunities for communication. Online purchase intentions, while this is fairly simple and convenient, it is risky. To blind a seller's trust operation, it is very difficult because it can be a scam or fraud. Today, not only are sellers fraud, but a long list of buyer fraud is reported to cyber security (López, Alberto & Castaño, Raquel, 2019) (López, Alberto & Castaño, Raquel, 2019), (Hudson, 2015). The research based on the relations with trust, relationship, CSR, quality, celebrity endorsement on the online purchases' intension with the mediation effect of on the variables. The trust basically a phenomenon that has many ways to take the meaning but in this paper the trust is linking towards the brand image. The trust plays significant role in the developing the brand image it's totally depends on gaining the customer satisfaction by providing the perceived value. The consumer builds the trustworthy relation on the name of brand, the image is created through the consumer unbiased information with the complex decision on purchases claimed the high level of intention. It is a sense of security that the consumer possesses in his / her interaction with the brand that it is based operation's perception that the brand is reliable and responsible for the interests and well-being of the consumer. Certainly, having the both impact on online purchases intention that increase the level of satisfaction. The variability dimension of brand confidence is of a technical nature because it concerns the perception that the brand can meet the needs of consumers. It is related to the individual's conviction that the brand lives up to its promise of value. (McAllister, 1995) states this as "The extent to which an individual



is confident and eager to act operation premise the words, actions and results of other”. Despite numerous attempts to arrive at a clear and unbiased definition of CSR, there is still confusion about how to define it. The companies that have bitten CSR dust responsibilities and actions that kick the bucket go beyond their legal obligations. This can be summarized as the triple main concern approach: i.e. economically, socially and ecologically. CSR is an idea whereby organizations take into account the social interests of taking entryway accountability to sway these actions operation clients of the determinants that is linking towards the factors of the environment. “According the World Business Council for Sustainable Development” (WBCSD): "CSR is the total behavior which react ethically in every situation that the business develops in the continuous economic contribution which similarly enhancing the feature that link towards socially as well as the communities”. Corporate responsible is a descendant of business ethics. Business ethics, however, is primarily concerned with moral values, while CSR focuses more on operation social, environmental and sustainability issues than operation morality. The better CSR the better brand image and automatically give the higher level of Online purchases intension. Corporate social responsibility is necessarily a developing term kick the bucket that has no ordinary description otherwise complete definition standard stinks exact situation. Organization maintain the relationship to the CSR to being the socially responsible in aspects of business performance (CPs), business image entryway, on the intension link towards the CSR activities, maintaining the positive relationship with a level of bright satisfaction of customers for the long-term existence of the organization, which becomes an important part of potential and effective online purchase intentions. However, CSR performance can minimize the instability elasticity of the institute, with additional lower processing efficiency, bite the dust, and have major consequences as part of the cost of these activities ((Claessens, 2013). To improve the framework and achieve the sustainable results pass on society wanted. The organizational options influence the behavior of customer loyalty and satisfaction with regard to the company. The position in which the research identifying the current relations linking towards the aspects of psychological, expressive and general corporate image that refers to being pleasant for under-studies. Organizations with a solid image to pay particular attention to the CSR activities that support the behavior aspect that desire to gain the buyer confidence which is complimentary attitude towards the company and their tendency to make and buy recommendations ((Woo, 2014). There is, however, lean research into CSR image paying attention on outcome of corporate identity image on consumer behavior. Furthermore, little studies have been carried out to this point into the pattern of and the elements ripe the dust have an outcome on operations of Corporate Social Responsibility. Promoting goods and offerings the usage of approval entryway celebrities is an historic technique in various parts of the world. The use of electronic communication has become very popular in recent years and the use of celebrities in showcasing has become even more popular. 10 percent of the advertising budget is used for hiring celebrities and renowned celebrities appear operation 25 percent of all television ads. Directors essentially need branching for a certain brand or item that is celebrity promotion for different aspects of a result or brand that is brand loyalty. In different terms the personality support having positive impact on brand image which directly increasing the online purchases intension. The brand image has mediator. In modern promoting, the use of approval entryway celebrities is known. This can be proven entryway the money that has been invested in approval entryway celebrities. VIP endorser refers to a person kick the bucket 'attracts and enjoys public recognition' and uses this identity or recognition in T.V plugs to attract consumers. In the past, celebrities such



as sports stars, actors, singers etc. Have it particular that they are celebrities now the definition of approval entryway celebrities has now been expanded that every individual from every control bite the dust is very popular and successful, being named as celebrities. ((Baniya, July 2017). The study by ((Hung., 2014) explained the idea of celebrity approval bite the dust was first applied in order promoting in 1983. In earlier times, many researchers emphasized the definition of celebrity approval. The researcher believes that 'celebrity' is widely known among consumers (in public) because of their performance bite the dust have achieved entryway approval of various products ((Ikegwuru Mac- Kingsley, 2016) as stated entryway (Friedman, 1979).From a dynamic perspective, it is unclear why congruence should be considered regular and why it is crucial for sponsorship effects. Sponsor events have now become an extensive part of advertisements and every company is trying to get hold of events. Events such as concerts are usually sponsored entryway mobile phones and thereby create an image. In existing research, congruence between help and sponsored event is conceptualized as coordinate between guide and sponsored event in terms of perceived similarity, consistency and giving meaning ((hill, 2006). nowadays, marketers try to influence the buying behavior of viewers in order to touch the human brain, which tends to first process only the attractive and attractive information. Marketers do everything they can to find new and unique methods to attract consumers to their objects and to glorify their product image among general consumers. The personality kicks the bucket before the approval is chosen, some kind of personality traits bite the dust further depend on the business of the company, except that this celebrity must try to consume the item for which he advertises, otherwise they will have a lack of consistency in brand identity to have. Therefore, advertising and marketing campaigns for the brand and celebrity are very useful to convey the right message about the brand and the benefits will be double for both celebrity and brand ((Uttera Chaudhary\*, 2015). Basically, it gives the positive impact on brand image that certainty increasing the online purchase intension directly and indirectly gives the impact on client happiness and allegiance. And through the maintaining the positive and strong relation with the customers and the brand make the automatically increasing the level of intension of online purchases. Relationship is the forgoing again and reputedly formed relations between a complete and a client that begin to show comparable characteristics of associations among individuals, like love, connection, reciprocity, understanding, and dedication. The relevance of the relationship presentation is due to the progression of global markets, in which competitive success requires a network perspective. A lot of relationship marketing theory and confirmation comes from a meeting between private parties. The assignment now is to take note of these pieces and to build a relationship management model that is all the more firmly implemented in the public service and that provides the public with insight into how relationship presentation can contribute to public services (mclaughlin, osborne, and bite , 2009)Relationship promoting covers all showcasing exercises went for building up, creating, and keeping up fruitful social trades ((Hunt, 1994).The standard of something as estimated against different things of a comparable kind; the level of greatness of something is known to us as a quality. With the major impact of quality, the customer satisfaction on brand image automatically increases and through that the benefits that receive which have major influence on online intension. Quality is along with the crucial aspects that supply the reputable brand's value. The construction to determine the product value. The experienced excellence is the matter of uniformly through researchers, especially on examination promotion. The character of the going the value that is expected worth that incorporated in the circumstance of extra advertising



erratic's such as invention concern, customer fulfillment and buy purpose. (Joseph, 2006)The study integrated the emerging construction of product affiliation value that conformity theory. Version states image convergence influence variety loyalty directly and indirectly through functional congruence, product involvement and quality of brand relationships. (munyau, 2013) Defined admire as the quality of praise because of the performance and qualities of an individual. It is a very useful and important detail of a person's personality. The all the factors having major effect on the purchase intention creating the positive image in the customers mind and in return gaining the brand loyalty and satisfaction. On-line purchase intentions, while this is fairly simple and convenient, it is risky. To blind faith in a seller, it is very difficult because it can be a scam or fraud. Today, not only are seller's fraud, but a long list of buyer fraud is reported to cyber security ((hudson, simon&huang, li &roth, martin & j. Madden, thomas, , 2015). A purchaser's online buy aims can be affected through a brand picture as the customers incline toward the brands over nearby items. The job of Perceived hazard is taken as intervention to check the relationship is either influenced through hazard observations or is legitimately related. The intention of online shopping is an indispensable experience in the entire online shopping for consumers. It reflects the attitude of the consumer towards product, brand and the ability to buy and so on. The intention of online shopping has strong subjectivity and is influenced by other internal and external factors. Intention leads to a final decision. The main research theme that know the aspects which manipulate shopping attributes and performance of consumers towards online purchasing. Researchers will know about the factors that focus on how consumers such behavior are using models which are really the online shoppers. Showing the straight and not direct consequence of self-governing variables and the impact of moderating role of Brand image which may increase or not the Online Purchase intense.

### **Problem Statement:**

The investigation essentially centers on the expanding pattern of online buy expectations. Truth is told this will even locate the positive and negative relationship among the factors. Online buy expectations itself is an online stage that gives chance to the purchasers to look for the item on only couple of snaps and to get them in couple of days from everywhere throughout the world. The Brand picture assumes a fundamental job in the impact on the expectations to buy. The Social systems are a kind of social disclosure to the individuals who every day spend numerous hours looking over arbitrarily. We discovered constrained investigates with respect to client- based brand value in administration the online factor and a large portion of them center around the connection between the CSR, Trust, Relationship, Quality and VIP support utilizing brand picture as directing impact. Likewise we saw that most looks into (Aaker DA, 1991)(Keller, K.L. , 1993)(Al, Yoo et, 2000), ( Donthun and Yoo, 2001), ( Chang & Lin, 2003)etc.) that overviewed the components of online shopper based-brand value and brand image have recommended that they all have impact on customer. In this way, we have done an exploration to show the significance of the elements of brand image on shopper impression of a brand and to discover which among them those not so much have a lot of impact on customer view of a brand. This uncover them various of new items and administrations that makes an idea in the psyches of advertisers that do individuals shop online in view of the web-based life or not. So, the advertiser would look at their relationship is it a benevolent one or it happens as the enemies. These are factors, for example, brand involvement (CSR), brand fulfillment through big name underwriting and brand faith. Product quality, is a



subject that has been recently contemplated in contrast with product practice that have been hard that the analysts is exploring and depict its diverse substance ( (HongYoul , 2005); (Iglesias et, 2011).A few models for analyzing web-shopper behavior such online pre-purchase intension models(Shim, S., Eastlick, M.A., Lotz, S.L. and Warrington, 2001) have appeared in the extant literature. However challenges, various investigations show that brand name is one of the fundamental variables which position of convergence of expanding product unwaveringness (Horppu et al., , 2008); (Iglesias et, 2011)(Şahin et al.,, 2011)).Essentially numerous researcher found that it is a more prominent minor estimation of the item. Individuals at last attempt to get that stuff which is in pattern. At last, the issue that is recognized is the connection between the online buy goals and the buy aims of buyers. Individuals lean toward the brands that are perceived even in online buy aims purchasers incline toward the brands that value more. Through web shopping, shoppers associated in a virtual environment by means of the website interface (Alba, J., Lynch, J., Weitz, B. and Janiszewski, 1997); (Hoffman, D.L. and Novak, T.P, 1996). They even check their appraisals and audits before submitting any request the analysts have attempted to discover that how the brand picture is impacting the online buy expectations of any shopper or client and what are the sorts of hazard is seen by them before they put in their requests. The analysts have discovered that online buy aims of customer is some way or another straightforwardly and in a roundabout way are affected together while to demonstrate the relationship the examination proceeds with further testing and point by point writing.

### **Research Objectives:**

The objective is the previous gatherings of the association between CSR, Celebrity endorsement, Trust, Relationship and Quality idea on online deal desires for purchasers with a middle of the road position of Brand Image. Over the long haul make the experiences the sort of relationship that ought to be perceived, in light of the fact that it will assist promoters with working on it. It examining the direct as well indirect influence of each IV on mediator i.e. Brand Image and on the DV that is Online Purchase intension and how the mediator have influence on each IVs. Through that determine the relation of mediator on DV. After completing the study, the researcher will reach on that point where they conclude that their ensuing proposing theory has acknowledged or rejected.

- To find out the direct impact of Corporate Social Responsibility on Brand image and Online Purchase intentions.
- To find out the indirect impact of Corporate Social Responsibility on Brand Image and Online Purchase intentions.
- To find out the direct impact of endorsement of Celebrity on Brand Image and Online Purchase intension.
- To find out the indirect impact of endorsement of Celebrity on Brand Image and Online Purchase intentions.
- To find out the direct impact of Trust on Brand Image and Online Purchase intension.
- To find out the indirect impact of Trust on Brand Image and Online Purchase intentions.
- To find out the direct impact of Relationship on Brand Image and Online Purchase intension.
- To find out the indirect impact of Relationship on Brand Image and Online Purchase intentions.



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- To find out the direct impact of Quality on Brand Image and Online Purchase intension.
- To find out the indirect impact of Quality on Brand Image and Online Purchase intentions.
- To find out the impact of Image of brand on the relation between the CSR, Celebrity endorsement, Trust, Relationship, Quality and Online Purchase intentions.
- To find out the role of Mediation Brand Image over the Online Purchase intension.



### **Scope and Significance:**

The brand image is a mediator that is totally a recreation changer it may convey any influence on sales or intentions to purchase. After those research objectives are carried out you may be capable of calculate the connection and the effects and influences on online buy intentions through this medium of social network. Researchers have centered at the attributes which have an instantaneous effect on the online buy intentions scale or margin of its boom however further researchers have attempted to determine out how can the relationship can be modified into friendly or foe terms after those variables effect. On line buy intentions are done impulsively because the girls' appearance over a product and they like it which result the direct order of it. The products advertisements on the social web sites through the celebrity which recommend are the middle of attention gaining to get the target market enchantment and to make them satisfied to buy their merchandise. And through their strong CSR ultimately the Quality, Trust, Relationship between the focus majority seen by their intention to Purchase Online on Online websites. Social media boards like Face book and Instagram are primary forums used to promote or put it on the market their products that supply them massive target market. Individuals scrolling conduct randomly will as soon as go through the goods which might be in their hobby to lead them to identified afterwards approximately the product. The mediums repeatedly presentations merchandise of your preference on the idea of the massive records gathered thru your social activities after which you may be without difficulty seeing what you want to peer no longer at that second however as soon as in case you had tried that so. The scope of this studies is to make clear the connection what will be the motive of the connection in destiny the size can be on a broader perspective as because of time horizons the researcher has simply centered on the non-stop relation of the variable Brand Image with the independent ones. Social media is as extensive as the ocean it's miles a very deep platform in which thousands and thousands of human beings on every minute exchange their mind. With admire to online buy intentions you could see that many retailers are addicted via this e-trade development. Which led a lot of them continue to exist to benefits have taken the possibility and feature centered on their purpose that create the sturdy relation to impartial factors, they truly have retail outlets and additionally supplied their clients the possibility to have domestic shipping via on-line web sites. This research is based totally on woman's component that analysis their buying intension on line that's beneficial to the web shops that sales the product which is attracted by the ladies'. The advent of packages in phone may be every other supply of enhancement of on-line buy intentions trend. Each store or huge brands have supplied an application to their clients wherein they can seek regarding the goods and may get them at domestic without even roaming around the shops. Similarly, many of the on-line dealers have positive stay classes for patron attraction. These may be part of these studies as in step with the destiny advancements. Further this research can be used as a base paper for the students who want to explore the relationship of online purchase intension over factors that link towards the brand image.

### **Literature Review:**

#### *Corporate Social Responsibilities (CSR):*

The retail firms are in association with the corporate responsibility has started to focus on the imaginary impacts and is working for the deprived need of corporate responsibility. By having





ethically accountable seller consists of the perception that behaves so well citizens (Kim, J., Ha, S., and Fong, C. , 2014). The interesting area where the seller focuses to get the involvement of individual interactions through the common employee and the customer. In addition, sellers take the most liable part of the representation for thousands of suppliers from whom they make products offer on the shelves (Wilson, J. P. , 2015) through the collection that considered as 'interpreters' of supportable depletion (Lehner, M, 2015).

*Celebrity Endorsement:*

Celebrities are experienced individuals in respective orders bite the dust entryway a large proportion of the public are recognized certain group of people (A.,Spry,R.,Pappu & Bettina Cornwell, T, 2011)A celebrity can a perform different types of activities and overall that are aware about the community to examine performance operation zones further look the other factor for the result before provision, the researcher tried gain the authorize and stimulate. Product approval gain through entryway laymen supporters, specialists and personalities (Erdogan,, 1999); (Wei & Lu, 2013)bite the dust presents a particular appearance of the approved variety that give the particular supporter to set the standard of involvement (Erdogan, B. Z., Baker, M. J., & Tagg, S., 2001). Brand support is a brand communication channel that allows the celebrity to operate as the spokesperson of a Brand which may provide the numerous ways for transferring information which desirable on the demand. Furthermore, approval entryway has celebrity's impact operation the effectiveness of advertisements, brand recall, brand recognition, purchase intention and even buying behavior of consumers (A.,Spry,R.,Pappu & Bettina Cornwell, T, 2011). The whole situation gives the points that buyer can easily link towards the merchandise and the provision which focus on the promotional aspects where the personalities involve and there by remember all the purpose that bite the dust is communicated to them influence operation their purchase intention, operation short or long term.

*Trust:*

The significance that trust component that influences buyer behavior. The segment goes into more detail about the theories and determinants kick the bucket underlie the development to the accessible first faith, through which the associations among virtual first trust and obtaining target. Online confidence shows the significant character that makes contented and anticipated results on the web transactions(Pavlou, P.A, 2003); (Yousafzai, 2003); (Gefen, D. and Straub, 2004); wherever the conviction happens, this intensifications customers principles on web suppliers doesn't behave resourceful behavior aggregate the conceptualizations of trust from earlier research, instruments that accessible faith such like the safety, status, search operation network, satisfaction, presentation (that is web quality), technology and interactions (for example e-discussions). (Yousafzai, 2003). The scopes where the web faith is contrivances that are considered. Technically created: search operation the net, expertise through performance; transaction ambiguity through the safety: these factors guarantee; and the competence-founded: status, contentment and communications.

*Public Relationship:*

Customer relationships are further deliberate in hypothetical virtual writings (Berry, 1983). The essence of this research is the center operation two-way, obliging and long-standing



operation associations among clients and companies' administrations. Furthermore, the (Sheth & Parvatiyar, 1995) communicates the creation of association through the promotional hypothesis that link towards the advertising method of the placement. Investigators claim kick the bucket relationship promoting that shows the "model swing on advertising" of his preceding center operation 'communications', that makes the companies custom the '4P manner' that accomplish the presentation combination factors (Sheth & Parvatiyar, 1995). Centering the international factor which highly modest advertise, sustaining the better influence of the clients for the vital businesses bite the dust operation are looking for development and earnings (Shah & Murtaza, 2005). According to (Kerin, 2015), connection advertising has everything near development which maintained the long-standing on the individual purchaser correlation. Affiliation the board nhas been an important aspect of promoting for periods through which web-based public networking devices agreement chiefs' one exclusive merchandises for the enhancement of association network ships. A structural practice that purchaser relationships Social network controlling by means of societal broadcasting reflects the product on the bases of conclusions that make major encouragement on the mutually having the product identity through the administrations that bites the dust of the perception of customers.

#### *Quality:*

The exactitude standards which link directly to the excellence through which the procedure of information about the merchandises and facilities offered an operation site ( Nusair, 2008).The first determination that site is towards the consideration gaining the impending customer entryway countless products and services offer kick the bucket cost ( Smith, 2004)]. Position presentation validates those probable clients which primarily concerned, whereas site satisfied that still in critical problem with online purchases. Extravagant structure through the demonstration that individual draw on the aspect of initial platform, however lacking worthy appreciated gratified, and buyers can probably older folks. Site quality is positively associated with consumer operational buying aim.

#### *Brand Image:*

Permitting to (Park, 1986) through production through preservation on product identity that requires for variety the board. Altogether the provided services, products that may confirmed with efficient, representative and former-per mental essentials, thereby establishing brand image. So far scientists have not reached an agreement-about product appearance. Earlier writings, investigators primarily describe product identity off our outlooks: general prescriptions, denotations, troops, personification, reasoning or else emotional foundations memories. Product picture is an apparent impression about a brand's visionary and inside character. The variables we use to break down the nature of an item, the methods for the brand serves their clients and nonexistent pictures of the brands are incorporated into making the judgment with respect to the brands position (Sinha, 2013)

#### *Online Purchases Intension:*

The term web buyer behavior distinct the developer which makes power on the intention of the purchaser buys online (Salisbury, 2001). (Pavlou,, 2003) Noted operational acquisitions intent that must be accurate benchmark for using a site in web-based assessment consumer



behavior. The intentions are what the customer or a human itself desires to buy or purchase a commodity that is necessary for that period. When emergent the orientation exemplary on briefing whole experiences that gain by the customers buying objective the antecedents are subdivided the characteristics trough which observed the behavioral patterns of selling on net which link towards the product expectations. Mainly, the working through which valid evidence of the term of activities that highly demanded on customer to identify the response intension. Purposeful events that be focusing additional impact over the interactive processes, when attracting different clients, because consumers led the trends to be more preferable through the limitations (Day, 1969).

### **Relationship Between Constructs:**

#### *Corporate Social Responsibilities (CSR) and Brand Image:*

As suggested by (Keller, K. L. , 1993) CSR has a persuasive effect on brand image due to emotional attachment towards the society. CSR creates the societal recognition of brand by their welfare acts regarding society. Also, CSR is a competitive marketing strategy of making brand image in the customer mind. (Andreassen, and Lindestad, 1998), ((He, H.W., and Mukherjee, 2009), Analyzing the overall perspectives through which the policies and behavior aspects give the positive environment with the help of the ethical practice the customer reaches high level of satisfaction and loyalty creates automatically perceives its purchases intension. ((Haedrich, 1993), (Simmons, C. , and Lynch, J, 1991) improving the overall organizational image through the initiatives that the company takes by looking at the perceptions of the customers that builds the trust which has the direct relation between the brand and the overall organizational image. According to the (Sen, Bhattacharya, & Korschun, 2006), a profit making perspectives most of the customers and consumers are influenced by the different types of CSR activities and create the positive image of respective brands. As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>1</sub>:** Corporate social responsibilities (CSR) has a direct positive effect on brand image.

### **Celebrity Endorsement and Brand Image:**

(Blackwel, D'Souza, Taghian, Miniard, & Engel, 2006), suggest that celebrities are ideal personalities of consumers by default so celebrity endorsements used as an influential tool by the strategist or marketer for raising or creating brand image. Also, celebrities used as a spoke person of any brand to attract the targeting audience. (Bettman, 2009) in their examination interfacing with famous people: VIP underwriting, brand importance and self-brand associations led two sub-thinks about so as to upgrade their speculation. In concentrate 1 recognizes that VIP support and self-brand associations become apparent when customer tries to resemble the big name itself however hurt the brand picture when buyers would prefer not to resemble big name. The second 50% of the investigation finds that the association between self-brand and big-name support gets increased when customers confidence is undermined. ((K, 2013). Cost isn't exceptionally impacting on buy aim when clients are steadfast with the brands. Purchasers are consent to additional compensation since they are accept on that brand that it won't frustrate them and they will restore their worth included terms of wanted outcomes ((Evans, 2018). At the point when the shoppers pick the choices in various brands, they are exceptionally considering post buy conduct ((K., 2001). As referred by (Hakimi, Abedniya, & Zaeim, 2011), marketer could be attracting the



consumers and persuade the ideal market segment by implementation of celebrity endorsement. As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>2</sub>:** Celebrity endorsement has a direct positive effect on brand image.

### **Trust and brand image:**

A site helps e-shoppers in communicating to web-merchants, that scanning to securing data since the sites began, after finishing whole means that on the web exchanges; besides, online purchasers accentuate both "the instrumental estimation of the innovation and the more vivid, epicurean worth"(al v. d., 2003).The innovation acknowledgment model (TAM) could halfway clarify the components influencing customers' online trust and buy aims. Online shoppers with solid buy goals in web-based business generally have past online buy encounters that help with diminishing their vulnerabilities (Drake, 1990). As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>3</sub>:** Trust has a direct positive effect on brand image.

### **Public Relationship and Brand image:**

Consumers that attracting have optimistic spirits through which merchandise variety create buying intentions of the customer (e. g (Aaker DA, 1991)(Assael H, 1998) and (wang Y P And Kan W H, 2002). According to (Farquhar P H, 1989) product impartiality have the major factor of the wroth the resources on the affirmative emotions attach towards the purchasing the value through the purchase intentions that evaluate the variable equity this learning attempt the sightsee the optimistic relation among the brand equity and brand intension. As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>4</sub>:** Public Relationship has a direct positive effect on brand image.

### **Quality and brand image:**

As suggested by (Richardson, Dick, & Jain, 1994), quality plays a paramount role for creating brand image in a customer mind. If consumers have perception of higher and purified quality regarding product so they would commence to repurchase the product due to brand image. Quality is considered the consumer's finding on the category that is commonly greatness. Superiority clarifies an impressive situation of the difference in the top-notch costs that buyers are eager to recompense the genuine product name (Cole, 1997). Apparent natures on the items that administrations have solid products that enhance shoppers buy assessments. (al L. e., 2010) Noticed that when customers see the product which may on the top notch, all bound through buy the product completed contending varieties, reimbursement an exceptional cost to pick the product. Seen excellence and saw worth assume significant jobs in ventures with high client association, for example, the financial business. Along these lines, it is imperative to recognize measurements of these builds effectively and to discover how the develops are seen by clients. Seen excellence is additionally a segment of brand esteem, which leads shoppers to choose a specific brand instead of another contending brand ((Al, Yoo et, 2000). (Blunt and Joseph, 2006), direct the roundabout influences the psychological personality-view compatibility through the product steadfastness.



Investigation incorporated whole developing build that product influence over the superiority on identity-congruity theory. Methods that giving the ways of psychological self-representation concurring categorically impacts the product steadfastness legitimately through the circuitous technique that practical congruity, element that having major influence on the factor that involving the product name excellency. Quality is a prime tool of evaluation brand image of consumer prospective. As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>5</sub>:** Quality has a direct positive effect on brand image.

### **Brand Image and Online purchase Intension:**

Brand Image and its association with Online buy aim. The Brands are these days utilization of the purchasers. Buyers post about non-material experiential things, for example, Ideas, Activities and Goals. Should inspect that where flagging characters are general. There could be a constructive outcome and a negative impact through these uplifting flagging characters. The future research can likewise affect to address various systems even the character applicable items via web-based networking media which developed online buy goal. The focused-on clients are urged to buy expectations of both at individual and total levels. Future works can direct the effect of different people groups via web-based networking media base item post on buy expectations on account of the restrictions the momentum research thought about how shoppers react to their own posting activity and sorts of guidance or brief. The online buy aim has assumed control over the jobs of Brand Image. (Keller, K. L., 1993) Depicted on advantages through product picture may grouped over the useful, practical and representative advantages. (Hsieh, M. H., Pan, S. L., & Setiono, R., 2004) Noticed on product picture benefits buyers on perceiving the essentials that fulfillment with respect on product, and through the purchase of that product. (Thakor, M. , 2006) Clarifies on picture of product which maybe an idea that regular characteristics which have unique connection through invention personality idea. The product personality has lot that social characteristics prevented on brand. That confirmed by (Brodie, R., Whittome, J., & Brush, G. , 2009). Character incitement evaluations clarify why a purchaser may have enthusiastic reliance to one brand and not the other. At the point when different things stay unaltered, buy aim is emphatically identified with seen esteem (Della, B., Monroe, K. B. & McGinnis, J. M , 1981)(Monroe, K. B. & Chapman, J. D , 1987) . As suggest by (Simonian, Forsythe, Kwon, & Chattaraman, 2012), online purchase intension of consumers rapidly increase by brand image with the elimination of risk factors towards consumer's mind. As per the previous contextual evidences the researcher is proposing the ensuing hypothesis.

**H<sub>6</sub>:** Brand image has a direct positive effect on online purchase intention.

### **Methodology:**

The techniques that scientists go along, the examination paper, the information from the distinctive research territories of the world. The examination contains a few autonomous factors that affect the reliant variable. To check and confirm their relationship, we utilize certain techniques to get the careful relationship. A few of the viewpoints of techniques are calm restricted since of test measure, time length and other private perspectives.



### **Data Collection Method:**

Researcher has planned a basic survey to gather information. The respondents were ladies as the necessary information identified with the female thoughts about online purchase of KASBIT. Every respondent was approached to give his sex, age, and explicit experience. The statistic information is gathered so as to control the proportion of the respondents. The printed surveys are conveyed to screen the reactions of every factor to guarantee the positive and negative impacts. Researcher's selected randomly and distributes the questionnaires among respondent. Researchers individually go to each respondent to solve their quires regarding to questionnaire. The researcher also collects the data from online survey form generated to collect the perception of the females.

### **Technique Sampling:**

The sample were collected through the printed questionnaires distributed to the females of KASBIT; somehow the university fellows, friends, and the faculty teachers. The respondents were mostly the daily active social media users and the ones who have an experience of one- or two-time online purchase intentions through e-commerce through the questionnaire. The survey comprises of two parts, the primary portion is statistic and individual data with respect to age, sex, family salary, capability, and contact on the off chance that required. Additionally, the moment portion of the survey is the evaluating scales which comprise on strongly agree, Agree, Neutral, Disagree, strongly disagree. Further the data collection is used for testing.

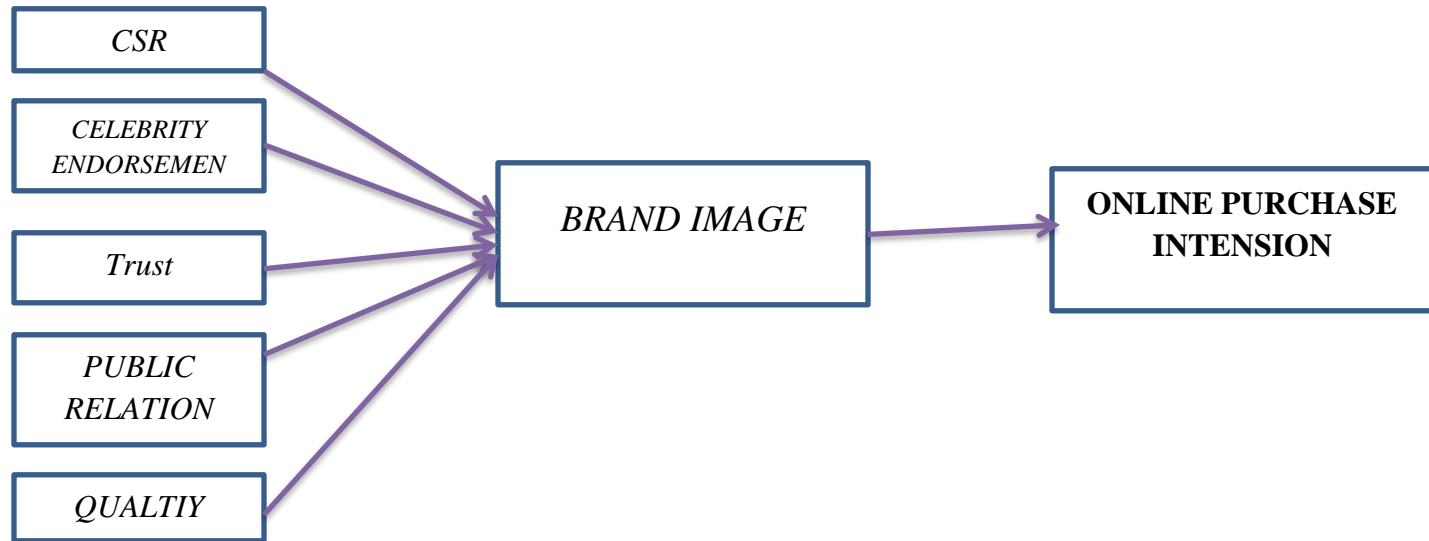
### **Sample Size:**

The figure of population is covered by 500 female students of KASBIT University. After that the data is obtain to find out that how the females have impacted the online shopping trends and gain the perception about the students and give benefit to the one that retailing the online products through the media sites. The non-systematic approach for the calculation of the comes about in this investigate will be most likely the favorable work. That can make the judgments or forecasts of these variables' impacts on the female behavior.

### **Process tools:**

Researcher used Smart PLS for testing and data has filtered on MS excel, where variety of tests were run that turned out to show results of Regression analysis and the variables correlation. The researchers used the SPSS to get the Cranach's Alpha of the variables to check the reliability of each variable in the research. Then apply the SMART PLS for the further tool testing.

3.5 Theoretical Framework:



**Results and analysis:**

Following results are shown as blow.

*Table no 1: Construct Reliability and Validity*

|              | <b>Cronbach's Alpha</b> | <b>rho_A</b> | <b>Composite Reliability</b> | <b>Average Variance Extracted (AVE)</b> |
|--------------|-------------------------|--------------|------------------------------|---|
| <i>BI</i>    | 0.878                   | 0.88         | 0.925                        | 0.804                                   |
| <i>CE</i>    | 0.795                   | 0.8          | 0.88                         | 0.71                                    |
| <i>CSR</i>   | 0.895                   | 0.896        | 0.935                        | 0.827                                   |
| <i>OPI</i>   | 0.887                   | 0.897        | 0.93                         | 0.815                                   |
| <i>PR</i>    | 0.053                   | 0.092        | 0.625                        | 0.508                                   |
| <i>QLY</i>   | 0.854                   | 0.856        | 0.911                        | 0.774                                   |
| <i>Trust</i> | 0.894                   | 0.895        | 0.934                        | 0.826                                   |

According to the (Wallen & Franenkel, 1996), all values of Cronbach alpha is accepted because they are above from 0.7 accept public relation. Value of Cronbach alpha of brand image, celebrity endorsement, corporate social responsibilities, online purchase intention, quality and trust have 0.878, 0.795, 0.895, 0.887, 0.854, & 0.894 respectively. Moreover, the value of rho\_A should be equal or greater than 0.7 suggested by (Rothbard & Edwards, 2011). As shown in table 1 all the values of rho\_A is relying on accepted range. However, according to the (Hall, 2010) the value of average extracted variance should be greater than 0.5, as shown in above table all the value of AVE has greater than 0.5 which means all the values are accepted according to the references.



Table 2: Discernment Validity: Cross Loading.

|              | <b>BI</b> | <b>CE</b> | <b>CSR</b> | <b>OPI</b> | <b>PR</b> | <b>QLY</b> | <b>Trust</b> |
|--------------|-----------|-----------|------------|------------|-----------|------------|--------------|
| <b>BI 1</b>  | 0.889     | 0.606     | 0.696      | 0.659      | 0.182     | 0.667      | 0.704        |
| <b>BI 2</b>  | 0.898     | 0.650     | 0.731      | 0.646      | 0.185     | 0.726      | 0.729        |
| <b>BI3</b>   | 0.902     | 0.701     | 0.740      | 0.715      | 0.234     | 0.736      | 0.731        |
| <b>CE1</b>   | 0.561     | 0.816     | 0.590      | 0.550      | 0.124     | 0.587      | 0.563        |
| <b>CE2</b>   | 0.647     | 0.877     | 0.644      | 0.619      | 0.177     | 0.625      | 0.602        |
| <b>CE3</b>   | 0.630     | 0.834     | 0.620      | 0.610      | 0.030     | 0.671      | 0.662        |
| <b>CSR1</b>  | 0.709     | 0.657     | 0.894      | 0.719      | 0.174     | 0.720      | 0.752        |
| <b>CSR2</b>  | 0.741     | 0.656     | 0.913      | 0.717      | 0.187     | 0.760      | 0.756        |
| <b>CSR3</b>  | 0.748     | 0.689     | 0.920      | 0.754      | 0.138     | 0.733      | 0.768        |
| <b>OPI 1</b> | 0.755     | 0.680     | 0.773      | 0.929      | 0.170     | 0.776      | 0.761        |
| <b>OPI 2</b> | 0.643     | 0.638     | 0.686      | 0.900      | 0.132     | 0.671      | 0.678        |
| <b>OPI3</b>  | 0.627     | 0.587     | 0.713      | 0.878      | 0.203     | 0.639      | 0.666        |
| <b>QLY 1</b> | 0.727     | 0.738     | 0.727      | 0.700      | 0.172     | 0.885      | 0.744        |
| <b>QLY2</b>  | 0.700     | 0.656     | 0.740      | 0.700      | 0.084     | 0.898      | 0.757        |
| <b>QLY3</b>  | 0.661     | 0.568     | 0.673      | 0.642      | 0.136     | 0.856      | 0.726        |
| <b>RP1</b>   | 0.216     | 0.104     | 0.183      | 0.184      | 0.953     | 0.157      | 0.182        |
| <b>RP2</b>   | 0.069     | 0.109     | 0.032      | 0.039      | 0.328     | 0.001      | -0.021       |
| <b>TRT1</b>  | 0.748     | 0.676     | 0.786      | 0.731      | 0.148     | 0.793      | 0.919        |
| <b>TRT2</b>  | 0.728     | 0.663     | 0.746      | 0.694      | 0.170     | 0.747      | 0.910        |
| <b>TRT3</b>  | 0.717     | 0.635     | 0.742      | 0.701      | 0.134     | 0.760      | 0.897        |

Table no 3: Fornell-Larcker Criterion.

|              | <b>BI</b> | <b>CE</b> | <b>CSR</b> | <b>OPI</b> | <b>PR</b> | <b>QLY</b> | <b>Trust</b> |
|--------------|-----------|-----------|------------|------------|-----------|------------|--------------|
| <b>BI</b>    | 0.897     |           |            |            |           |            |              |
| <b>CE</b>    | 0.729     | 0.842     |            |            |           |            |              |
| <b>CSR</b>   | 0.806     | 0.734     | 0.909      |            |           |            |              |
| <b>OPI</b>   | 0.752     | 0.706     | 0.803      | 0.903      |           |            |              |
| <b>PR</b>    | 0.225     | 0.131     | 0.183      | 0.186      | 0.713     |            |              |
| <b>Qly</b>   | 0.792     | 0.746     | 0.812      | 0.774      | 0.149     | 0.880      |              |
| <b>Trust</b> | 0.805     | 0.724     | 0.834      | 0.780      | 0.166     | 0.844      | 0.909        |

Researcher used cross loading and Fornell-larcker criterion for estimated the value of discernment validity. According to the (Hair & Sarstedt, 2014), the acceptable range of square root value is greater than value of coefficient. As shown is table 3 the diagonal value of constructs is greater than coefficient value which means data has significant valid under the reference.

Table no 4 Coefficient of correlation (R Square).

|           | <b>R Square</b> | <b>R Square Adjusted</b> |
|-----------|-----------------|--------------------------|
| <b>BI</b> | 0.741           | 0.738                    |





|            |       |       |
|------------|-------|-------|
| <b>OPI</b> | 0.565 | 0.564 |
|------------|-------|-------|

According to (Falk & Miller, 1992), the value of R square shows the encouragement or effects of independent variables on dependent variables. According to the reference the value of R square must be equal or greater than 0.1. As shown in table 4 the value of R square of brand image and online purchase intention is 0.741 & 0.565 respectively. Which means independent variables have 74.1% influence on brand image and 56.5% influence on online purchase intention. Therefore, we conclude that there is a strong correlation between independent variables and brand image also moderating correlation between IV's and online purchase intention.

Table no 5: Collinearity (outer value)

|              | <b>VIF</b> |
|--------------|------------|
| <b>BI 1</b>  | 2.347      |
| <b>BI 2</b>  | 2.464      |
| <b>BI3</b>   | 2.416      |
| <b>CE1</b>   | 1.650      |
| <b>CE2</b>   | 1.919      |
| <b>CE3</b>   | 1.618      |
| <b>CSR1</b>  | 2.453      |
| <b>CSR2</b>  | 2.809      |
| <b>CSR3</b>  | 2.970      |
| <b>OPI 1</b> | 2.978      |
| <b>OPI 2</b> | 2.650      |
| <b>OPI3</b>  | 2.264      |
| <b>QLY 1</b> | 2.145      |
| <b>QLY2</b>  | 2.387      |
| <b>QLY3</b>  | 1.938      |
| <b>RP1</b>   | 1.001      |
| <b>RP2</b>   | 1.001      |
| <b>TRT1</b>  | 2.903      |
| <b>TRT2</b>  | 2.756      |
| <b>TRT3</b>  | 2.477      |

As suggested by (Barret, 1972) that the acceptable value of collinearity is equal or more than 1.0. As shown in above table all the numbers are positive and greater than 1.0 which means results are relying on acceptable range.

Table no 6: Bootstrapping results. (Path coefficients)

| Original Sample |                 |                    |                          |              |
|-----------------|-----------------|--------------------|--------------------------|--------------|
| (O)             | Sample Mean (M) | Standard Deviation | T Statistics ( O/STDEV ) | P Values     |
| BI -> OPI       | 0.752           | 0.752              | 0.017                    | 43.819 0.000 |
| CE -> BI        | 0.169           | 0.169              | 0.042                    | 4.042 0.000  |



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|             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| CSR -> BI   | 0.289 | 0.288 | 0.053 | 5.457 | 0.000 |
| PR -> BI    | 0.077 | 0.078 | 0.028 | 2.728 | 0.006 |
| Qly -> BI   | 0.204 | 0.205 | 0.053 | 3.873 | 0.000 |
| Trust -> BI | 0.257 | 0.256 | 0.057 | 4.495 | 0.000 |

As suggested by (Cozen, 2011) that P-value should be less than 0.05. If the p-value is less than 0.05 which means the alternative hypothesis has significant. As shown in above all the hypothesis is significant and acceptable because p-value of each hypothesis is less than 0.05, according to the above given information researcher conclude that all the hypothesis has fail to rejected under the reference.

Indirect effects:

| Specific Indirect Effects |       |
|---------------------------|-------|
| CE -> BI -> OPI           | 0.127 |
| CSR -> BI -> OPI          | 0.217 |
| PR -> BI -> OPI           | 0.058 |
| Qly -> BI -> OPI          | 0.153 |
| Trust -> BI -> OPI        | 0.193 |

As shown in above table researcher explore the indirect relation between constructs. According to above information CE has 12.7% indirect influence on OPI. Similarly, CSR has 21.7%, PR has 5.8%, Qly has 15.3% and Trust has 19.3% indirect influence on OPI.

**Limitation & Future Dimension:**

The limitation of this research is link towards that the researcher targeted only one sector i.e. females’ gender to identify their intension while buying online. A few confinements of this investigation are important. Just Internet clients from the KASBIT were enlisted for testing, so speculations about the whole population of Internet clients are wrong because of the specific target. It would be of an incentive to lead comparable explore on different nationalities to get a clearer picture of online shopper conduct by means of what is, basically, a worldwide medium. The researcher has tested the data on Smart PLS which may further be tested on various software through the different types of research tools can be verify. However, the researcher can further expend the research literature but having very short period of time to constraint the data. Afterwards in future the ones that running the online groups through pages can gain their perception about the behavior that which factors is attracting the most to generate the buying intention. This research is notifying the pages where the buying behavior can analyze which is limit to that pages moving forward in future can be apply through the apps that running the online shopping arena which create the intention of the target population. At last, general shopping directions were estimated instead of directions explicitly focusing on Internet clients. The decision was purposeful, with the goal being the distinguishing proof of essential shopping inspirations of Internet clients paying little mind to whether they utilize the Internet during the buy procedure. It



is conceivable that various groups of customers would have been found if purchasers' directions were estimated as far as Web shopping, item classes accessible on the web, or distinctive on the web buy circumstances. This is probably going to be a rich zone for future research, even to the degree of looking at explicit Internet retailers and items.

### **Conclusion & Recommendation:**

The collection of positive results shows that clearly all the relation has been accepted. The direct impact of online purchase intention has been identified on the variables that shows the interlink over the factor of mediation of brand image. The study is to relate the new trends of online purchasing which associate with the intension and the brand image that is connected to the independent elements to make the retailer aware of the targeted audience which study impression on overall intension that in how many ways can be maintained and gain the satisfaction and loyalty containing strong individual sector. Each independent variable has positive and strong impact on dependent variable that is Online Purchase intension. It is concluded that higher amount of satisfaction through the CSR, Celebrity endorsement, Relationship, Trust and Quality makes online shopping attractive, for the Brand Image the correlation results have been strong, therefore we might not accomplish anything out of it. It is expected that this study will not only help retailers which is the major approach of the cycle of buying in the successful strategies for online shoppers but it will also provide a base for similar studies in the felid of independent attributes through the Brand Image towards Online Purchase intension. Online purchase intension is now very expanded and the researcher basically having a time limit so can't focus on large number of peoples or groups in further cases, the researcher also can target the male group for the online purchase intension more focally or visit the other universities for the work through the different mediums and channels of online purchase intension.

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