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## MAPPING IDEA & LITERATURE FORMAT

# Antecedents and Consequences of Brand Image and Customer Satisfaction on Smartphone Purchase Decisions

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**Abstract** This research results in a study showing that the strength of a product's brand affects job pursuits. The results of this study also rely on digital marketing in its business which has an increasingly significant impact on promotion and positioning. The results of this study can also show that celebrity trust has a positive effect on brand credibility, and this effect is moderated by consumer ethnicity, without the influence of age or gender. Based on the study results, it is concluded that this approach presents the possibility of smartphone-based colorimetric detection in practical applications. And the results also confirm a positive direct and indirect relationship between online destination brand experience (BE), perceived online destination brand credibility (PODBC), and user behavioral intentions towards destinations (recommend). Mapping article use 20 of manuscript form scopus databased index in year 2020. The proposition in this mapping are H1: The reference group positively and significantly affects consumer purchasing decisions. H2: Reference groups can be a part that can construct latent variables of external factors. H3: External factors have a positive and significant effect on brand image. H4: External factors positively and significantly impact consumer purchasing decisions. H5: Brand image has a positive and meaningful direct relationship with consumer purchasing decisions. H6: Customer satisfaction directly, positively, and meaningfully correlates with consumer purchasing decisions. H7: The reference group variable is the variable that has the most dominant influence on consumer purchasing decisions.

**Keywords:** Smartphone, Brand Image, References Group, Customer Satisfaction, Purchase Decision

**JEL Classification Code:** M30, M31, C44, D11

## 1. INTRODUCTION

Currently, the development of the population is relatively rapid, and the variety of work activities of each person allows all these activities to be carried out quickly. Supporting facilities are needed; for example, a communication tool is none other than a smartphone. Smartphones as communication tools are booming now and are used by the community. With the existence of smartphones, communication between each other is straightforward. The smartphone has also been designed in such a way to be used according to needs. It is undeniable that smartphones are one of the fastest-growing technological mediums. Look at the last few years; smartphones have experienced a tremendous leap, especially hardware. If we make an analogy, then the development of technology is indeed unpredictable. Mobile phones, such as smartphones, are electronic devices that are now widely owned, and even per person, can have more than one smartphone with different brands for different functions. Generally, people will buy a smartphone from a well-known brand. There are various reasons why a good smartphone has become the leading choice for consumers, starting with the quality, which can be proven because these qualities make the phone durable and create a sense of satisfaction among customers. The second is prestige; many people currently prefer to prioritize importance over what is most needed. This causes people to be willing to spend more money than what is required to get what they want, including cell phones. Because products issued by well-known brands certainly have higher prices than others, many

consumers choose to buy these phones because of prestige. One of the smartphones, the most superior iPhone, is accompanied by technological advances that are increasingly sophisticated and increasingly varied, which makes the iPhone increasingly in demand, especially among young people. iPhone smartphones can target almost all market segments, be it based on age, gender, or the profession of consumers. This can be seen in terms of the quality of smartphone products. Consumer desires dictate that the iPhone has quite different characteristics and various specifications. A good brand image based on the public's point of view can create perceptions in purchasing decisions. Now, the existence of a brand is fundamental. Brands are no longer just names or symbols. Brands have become a differentiator of a product from other products in the commodity wilderness and confirm the perception of quality. Someone buys because of a brand's influence, and this perception is not just about goods or services. But also the perception of the quality and prestige achieved (Diab, 2009). So if a brand is already known and has been embedded in the minds of consumers, there is a specific association with the brand so that the brand can be easily distinguished from other brands. In the minds of consumers, the brand is perceived as having high quality and successfully making. If consumers are satisfied and loyal, the brand has a high enough brand image. On the other hand, by definition and concept in marketing activities, reference groups include individuals or groups who influence our opinions, beliefs, attitudes, and behavior. They often become role models and inspirations for potential customers. Marketers view reference groups as vital because they influence how consumers interpret information and purchase decisions. The reference group affects the type of product purchased and the product brand to be selected. In many facts, the presence of reference groups is essential in supporting consumer purchasing decisions. Organizational factors in helping purchasing decisions are also influenced by the strategy and implementation of the company's design itself. Of course, by looking at various factors, one of which is external factors. External factor assessment, also known as an environmental scan, identifies opportunities and threats in the current environment and anticipates ecological changes in the future.

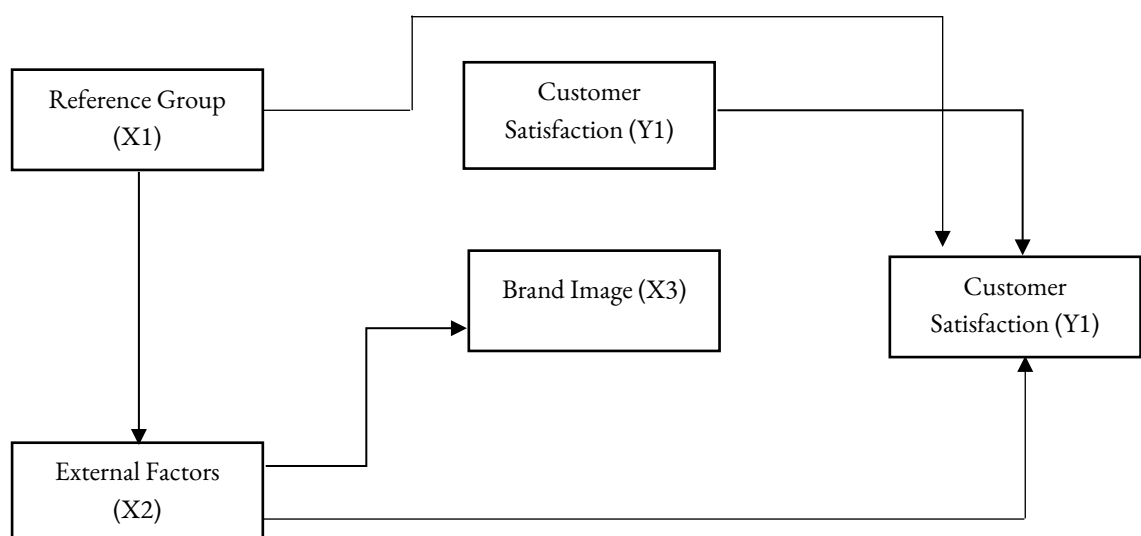
The measurement of the company's external factors is essential so that the company's business continuity can be optimal. To win and retain customers, a strategy that requires commitment, both funds, and human resources, is needed so that the products offered to follow customer desires to provide customer satisfaction. For companies to increase and retain customers, one of them is by providing customer satisfaction and being a distinguishing feature of the product from competing products. This can also be done by developing a product differentiation strategy to provide a service value that is different from competitors, and this situation can increase customer satisfaction (Parasuraman, 1998). In creating customer satisfaction, the company must be able to increase customer value or brand image. Customer satisfaction can be made through customer value and the brand image of its customers. The better the customer's assessment and painting, the higher the customer satisfaction. High customer satisfaction also cannot be separated from the company's internal support, especially support from its human resources (Sin et al., 2002). Tambunan & Widiyanto, (2012) stated that without a strong brand image, it is complicated for a company to attract consumers to make purchasing decisions because consumers are still unsure about the product. In the same way, for example, increasing customer satisfaction and using the right strategies to build a positive brand image can lead to consistent sales and make product launches more successful. So companies need to maintain and have a brand image to attract new customers and retain existing customers. Because in the end, consumer purchasing decisions can be seen as a process where consumers will evaluate products by looking at the strength of sharing product attributes and the image possessed by the product.

## 2. Literature Review Procedure

The results of research conducted by Bazi et al. (2020) using the Brand Experience Theory approach show that customers engaging with brands on social media is very important for social media managers. However, there is still a lack of in-depth studies on the drivers of consumer engagement with luxury brands. The results of this study also indicate, that the results may not be generalizable "to other types of brands (e.g., luxury products, fast-moving consumer goods, cars, etc.). Mitra & Jenamani, (2020) stated in their research that brand image is understood in the minds of consumers. Consumers through the liking, strength, and uniqueness of brand associations. The results also show that if reviews are

filtered based on their quality, they can be improved. Kolbl et al. (2020) stated that brand warmth consistently and positively impacts functional and emotional values. The results also show that the effect of brand stereotype warmth on practical, emotional, and social values has the same magnitude (in sampling error). Then according to research Yuan et al. (2020), the Theory of customer engagement shows that the influence of consumer online brand community involvement (OBCE) during a product hazard crisis on cognitive responses and behavioral reactions to the affected super brand recovery efforts. The results showed that OBCE had a direct or indirect effect on repurchase intentions through the mediation of consumer forgiveness. According to Ki et al. (2020), the Human brand theory approach is used. The results showed that the positive emotions formed with SMIs were transferred to SMI support and positively influenced followers to acquire products/brands recommended by SMIs. Jiménez-Barreto et al. (2020) In his research, although concepts such as brand experience and online brand credibility are fundamental in destination marketing strategies, no previous studies have analyzed their relationship and influence on tourist behavior. This study confirms a positive direct and indirect relationship between online destination brand experiences (PODBC) and users' behavioral intentions towards destinations (intentions to visit/recommend). Research conducted by Tóth et al. (2020) shows that preference differences are essential in supplier pre-selection between managers in small versus large customer firms. While generally more complex corporate online references tend to be preferred in small and large SMEs, less elaborated references appear to suffice in the case of small SMEs, as long as they appear in combination with word-of-mouth recommendations. Then, Do et al. (2020) show that positive changes result in perceived value, leading to higher patronage intentions and word of mouth referrals. Marques et al. (2020) stated that MPR successfully transferred most of the brand equity to the new brand image. Using elements of the previous PLB image as the basis for the brand image in a rebranding exercise is an effective way to balance the need for innovation while preserving the essence and value of the brand. The study results by J. Kim et al. (2020) state that the estimation results show that in South Korea, the brand is the essential attribute of smartphones, and Apple is the strongest in brand loyalty. Whether consumers who are current Apple smartphone owners continue to retain the same brand in their subsequent purchases depends on their brand loyalty and the satisfaction of their highly innovative counterparts who currently own Apple.

This study uses a bibliometric literature review approach with a sample mapping literature of 20 articles from 2020 year under the Scopus indexed journal Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3 and figure 1.



**Figure 1: Conceptual Framework**

### 3. Conclusion and Proposition

- H1: The reference group positively and significantly affects consumer purchasing decisions.
- H2: Reference groups can be a part that can construct latent variables of external factors.
- H3: External factors have a positive and significant effect on brand image
- H4: External factors positively and significantly impact consumer purchasing decisions.
- H5: Brand image has a positive and meaningful direct relationship with consumer purchasing decisions.
- H6: Customer satisfaction directly, positively, and meaningfully correlates with consumer purchasing decisions.
- H7: The reference group variable is the variable that has the most dominant influence on consumer purchasing decisions.

**Table 1: Mapping Literature**

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
<p>The interactive effects of product and brand portfolio strategies on brand performance: Longitudinal evidence from the U.S. automotive industry .</p> <p>(Kirca et al., 2020)</p>	<p>Problems regarding endogeneity, brand-level fixed effects, heteroskedasticity and serial correlation within parent brands (Feng et al., 2015; Roodman, 2009)</p>	<p>This study examines how product portfolio and branding decisions affect brand performance (unit sales and market share).</p>	<ul style="list-style-type: none"> <li>• Product portfolio</li> <li>• strategy Brand</li> <li>• portfolio strategy</li> <li>• Brand performance</li> <li>• Dynamic panel data model</li> <li>• U.S. automotive industry</li> </ul>		<p>This paper aims to develop a theoretical background to identify: 1) the important channels of ‘university-developed technology’ acquisition and qualitativthe present study discovers critical managerial trade-offs between product and brand portfolio decisions, as product and brand portfolio decisions are intertwined and a careful ex- amination of the existing product and brand portfolio characteristics seem to be warranted to maximize brand performance.</p>
<p>Becoming a more attractive supplier by managing references – The case of small and medium-sized enterprises in a digitally enhanced business environment (Tóth et al., 2020)</p>	<p>The study takes on a mixed methods design combining qualitative interviews and focus groups with an experimental approach; both conducted with managers from SMEs based in the United Kingdom.</p>	<p>Our study makes important contributions to the literature on partnering attractiveness from an SME perspective and adds meaningfully to the discussions on reference management.</p>	<ul style="list-style-type: none"> <li>• Corporate online references</li> <li>• Referrals</li> <li>• Testimonials</li> <li>• Word-of-Mouth (WOM)</li> <li>• Supplier pre-selection</li> <li>• Supplier attractiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Within the theoretical orbit of attractiveness, the purpose of this study is to investigate the impact of corporate online references, Word-of-Mouth recommendations, and firm size on customer intention to initiate the business</li> </ul>	<p>Results indicate important preferential differences in sup- plier pre-selection between managers in small versus large customer firms. While generally more elaborated corporate online references tend to be preferred across small and large SMEs, less elaborated references appear sufficient in the case of small SMEs, as long as they occur in combination with a Word-</p>



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
				relationship with the supplier.	of-Mouth re-commendation.
Customers' motivation to engage with luxury brands on social media  (Bazi et al., 2020)	The study identifies 13 motivations grouped into six macro-dimensions: perceived content relevancy (brand news, post quality, and celebrity endorsement), brand-customer relationship (brand love, and brand ethereality), hedonic (entertainment), aesthetic (design appeal), socio-psychological (actual self-congruency, status signaling, and enhance and maintain face), brand equity (perceived brand quality), and technology factors (ease of use and convenience).	This study helps marketing managers of luxury brands to understand how they can improve engagement with their customers.	<ul style="list-style-type: none"> <li>• Customer engagement</li> <li>• Motivation</li> <li>• Social media</li> <li>• Luxury brands</li> <li>• Qualitative research</li> </ul>	<ul style="list-style-type: none"> <li>• Social Exchange theory</li> <li>• Self-determination theory</li> <li>• Brand Experience Theory</li> </ul>	Results may not be generalizable “to other types of brands (e.g. luxury products, fast moving consumer goods, cars, etc.)”
The interplay between social media communication, brand equity and brand engagement in tourist destinations: An analysis in an emerging economy  (Huerta-Álvarez et al., 2020)	The present paper presents an analysis of how – and to what extent – social media communication, both controlled and uncontrolled by the destination organization, has an impact on destination brand equity and destination brand engagement.	The implications of our research, presented at the end of the paper, are of interest – both as a contribution to the literature and from the perspective of tourist destination management – and can serve to aid the economic and social development of emerging economies.	<ul style="list-style-type: none"> <li>• Customer-based destination brand equity</li> <li>• Social media communication</li> <li>• Brand engagement</li> <li>• Tourist destination</li> <li>• Emerging economy</li> </ul>	<ul style="list-style-type: none"> <li>• Following the presentation of methodology and results, the final section of the paper provides a theoretical discussion, key re-commendations for management, and conclusions.</li> </ul>	Results, the final section of the paper provides a theoretical discussion, key re-commendations for management, and conclusions.
The Use of Computer Vision to Analyze Brand-Related User Generated Image Content  (Nanne et al., 2020)	The increasing popularity of visual-oriented social media platforms, the prevalence of visual brand-related User Generated Content (UGC) have increased.	As it became easier to create brand-related content and distribute it to a large audience, consumers have become active branding agents (Hennig-Thurau, Hofacker, and Bloching 2013).	<ul style="list-style-type: none"> <li>• Visual brand-related UGC</li> <li>• Computer vision</li> <li>• Pre-trained computer vision</li> <li>• Image mining</li> <li>• Automated content analysis</li> </ul>		The results of the label evaluation procedure are quantitatively assessed and complemented with four concrete examples of how the output of computer vision can be used to analyze visual brand-related UGC. Results

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					show that computer vision can yield various marketing insights. Moreover, we found that the three tested computer vision models differ in applicability. Google Cloud Vision is more accurate in object detection, whereas Clarifai provides more useful labels to interpret the portrayal of a brand. YOLOV2 did not prove to be useful to analyze visual brand-related UGC. Results and implications of the findings for marketers and marketing scholars will be discussed. © 2019 Direct Marketing Educational Foundation, Inc. dba Marketing EDGE. All rights reserved.
Proposing a new framework for personal brand positioning  (Shafiee et al., 2020)	To measure and evaluate the indexes of framework dimension, a questionnaire was given to and completed by 200 experts in branding field. Questionnaire reliability was measured to be 0.854 by Cron- bach's alpha. To evaluate the validation of the questionnaire, content validation method was used. The data was analyzed using structural equations modeling and LISREL software to represent the final frame- work.	To achieve this aim, a desk research was performed using meta/synthesis and experts' poll to extract effective factors and indexes including strategy-based, capability-based, differentiation-based, audience-based, and performance-based dimen- sions.	<ul style="list-style-type: none"> <li>• Personal branding</li> <li>• Personal brand</li> <li>• Brand positioning</li> <li>• Personal brand positioning</li> </ul>		The results showed that the framework is well fitted for determining personal brand positioning and the pertaining indexes.
Role of consumption values	How the consumption values of luxury brands lead to their patronage. We	Marketers should increase the value of the luxurious consumption experience and create	<ul style="list-style-type: none"> <li>• Luxury consumption value</li> </ul>	<ul style="list-style-type: none"> <li>• In the innovation diffusion theory,</li> </ul>	These results are consistent with the importance of



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in the luxury brand experience: Moderating effects of category and the generation gap  (Han & Kim, 2020)	examined the effects of functional, symbolic, experiential, and zero-moment-of-truth (ZMOT) values on patronage intention through the emotional response process of flow and compatibility using the stimulus–organism–response framework.	different values for various consumer groups and categories to expand luxury brands.	<ul style="list-style-type: none"> <li>• S–O–R framework</li> <li>• Millennial cohorts</li> </ul>	Rogers (2010) defined compatibility as the extent to which innovation is perceived as being consistent with existing rights, current business practices, and past experiences of latent consumers.	experiential value for millennial cohorts.
From whom do we learn group norms? Low-ranking group members are perceived as the best sources.  (Dannals et al., 2020)	Social norm perception is ubiquitous in small groups and teams, but how individuals approach this process is not well understood.	When individuals wish to perceive descriptive social norms in a group or team, whose advice and behavior do they prefer to rely on? Four lab studies and one field survey demonstrate that when individuals seek information about a team’s social norms they prefer to receive advice from lower-ranking individuals (Studies 1–4) and give greater weight to the observed behavior of lower-ranking individuals (Study 5).	<ul style="list-style-type: none"> <li>• Social norms</li> <li>• Hierarchical rank</li> <li>• Advice seeking</li> </ul>	<ul style="list-style-type: none"> <li>• Research and theory on organizational culture has often demonstrated that higher-ranking individuals play a disproportionate role in shaping, maintaining or changing organization’s norms and values (O’Reilly &amp; Chatman, 1996; Schein, 1996).</li> </ul>	Results from correlation (Study 3) and moderation (Study 4) approaches suggest this preference stems from the assumption that lower-ranking team members are more attentive to and aware of the descriptive social norms of their team. Alternative mechanisms (e.g., perceived similarity to lower-ranking team members, greater honesty of lower-ranking team members) were also examined, but no support for these was found.
The effects of possession- and social inclusion-defined materialism on consumer	From a marketing and retailing perspective, the spending pattern of consumers often correlates with the personal values that they hold (Brown et al., 2016; Flynn et al., 2016). In recent years, consumers have increased their	The paper builds on and extends the current understanding of materialism by investigating the effects of two forms of materialism (i.e., possession- and social inclusion-defined) on consumer behavior (i.e., purchase and patronage) toward products of different	<ul style="list-style-type: none"> <li>• Materialism</li> <li>• Possession</li> <li>• Social inclusion</li> <li>• Product category</li> <li>• Product type</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Theory</li> </ul>	The paper finds that possession- and social inclusion-defined materialism have no significant effects on the individual and group



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behavior toward economical versus luxury product categories, goods versus services product types, and individual versus group marketplace scenarios  (Lim et al., 2020)	spending, especially with respect to luxury products, in order to match the lifestyles they aspire to as well as their socioeconomic needs, which suggests greater uptake and importance of materialistic values (Gutiérrez-Nieto et al., 2017; Sun et al., 2017).	categories (i.e., economical versus luxury) and types (i.e., goods versus services) in different marketplace scenarios (i.e., individual versus group).	<ul style="list-style-type: none"> <li>Marketplace scenario.</li> </ul>		patronage of economical and luxury services. The paper concludes with the implications of these findings for theory, practice, and future research.
The impact of brand portfolios on organizational attractiveness  (Brunner & Baum, 2020)	In this paper, we observe the effectiveness and boundary conditions of portfolio advertising, i.e. an advertisement in which a corporate brand is presented with its product brand portfolio or a part of it, in the context of recruitment.	we argue that using a brand portfolio is generally more effective for creating organizational attractiveness than merely advertising a single corporate brand.	<ul style="list-style-type: none"> <li>Portfolio advertising</li> <li>Organizational attractiveness</li> <li>Signaling theory</li> <li>Brand portfolio</li> <li>Person-organization fit</li> <li>Employer branding</li> </ul>	<ul style="list-style-type: none"> <li>By drawing on signaling theory, we argue that using a brand portfolio is generally more effective for creating organizational attractiveness than merely advertising a single corporate brand.</li> </ul>	The results of their studies demonstrated that product brand strength affects job pursuits, both directly and indirectly. In terms of indirect effect, product brands allow students to derive inferences about a corporate brand (Kim et al., 2010).
The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro  (Melović et al., 2020)	Assesses the ways in which digital transformation in Montenegro influences the use of digital marketing in business, determining the impact of this concept on promotion and brand positioning, i.e. electronic business development through electronic services.	This facilitates the integrated analysis of the context of electronic business, thus providing innovative and value-creating insights for Montenegro – a transition country.	<ul style="list-style-type: none"> <li>Digital transformation</li> <li>Digital marketing</li> <li>electronic services</li> <li>Brand</li> <li>Electronic business</li> <li>Montenegro.</li> </ul>		Results showed that the more a company relies on the use of digital marketing in its business, the more significant its impact on promotion and brand positioning.

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<p>Smartphone-based image analysis coupled to paper-based colorimetric devices</p> <p>(D. Kim et al., 2020)</p>	<p>Advancements in technology have led to the use of smartphones as biosensor detectors. However, it is difficult to obtain stable color information of colorimetric sensors using multiple smartphones owing to different light conditions and image correction operations. In this study, we attempted color detection of the colorimetric paper chip using smartphone-embedded light-emitting diode (LED) and simple transformation calculation. This method enables the acquisition of stable color information using different smartphones by reducing the influence of external light sources.</p>	<p>This method enables the acquisition of stable color information using different smartphones by reducing the influence of external light sources. Moreover, we studied characteristics such as convergence and distinction of detection result details by the manufacturers and smartphones.</p>	<ul style="list-style-type: none"> <li>• Colorimetric</li> <li>• Detection</li> <li>• Glucose</li> <li>• Smartphone</li> <li>• Paper chip</li> </ul>		<p>Based on our results, we conclude that this approach presents the possibility of smartphone-based colorimetric detection in practical applications.</p>
<p>Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility</p> <p>(Hussain et al., 2020)</p>	<p>The use of celebrity endorsers is one of the most popular strategies used by advertisers. Celebrities can bring visibility to advertisements and break through the clutter of competing brands. Firms invest substantial amounts of money to gain consumers' attention and to acquire a competitive position in the market.</p>	<p>This study aims to fill a gap in knowledge by examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility, both directly and based on the moderating variables of age, gender and ethnicity. The research has three objectives: (i) to explore the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility; (ii) to explore the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility, based on the moderating effects of consumer demographics; and (iii) to explore the effects of the other constructs on each other. A survey of 625 respondents was conducted in London.</p>	<ul style="list-style-type: none"> <li>• Celebrity trust</li> <li>• Cognitive trust</li> <li>• Affective trust</li> <li>• Advertising credibility</li> <li>• Brand credibility</li> <li>• Corporate credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Previous researchers using signalling theory have studied the credibility of various sources (Ghorban &amp; Tahernejad, 2012; Karanges et al., 2018; Ohanian, 1991).</li> </ul>	<p>The results show that celebrity trust has a positive effect on both advertising credibility and brand credibility, and that these effects are moderated by consumers' ethnicity, with no effects of age or gender. The significant implications for managers and researchers are highlighted.</p>
<p>Target groups for organic wine: The importance of</p>	<p>The production of grapes and wine causes many environmental is-sues.</p>	<p>The aim of this contribution was to analyse the wine preferences of organic food consumers and identify promising new target groups for organic wine.</p>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• Wine Food</li> <li>• Latent class analysis</li> <li>• Mixed logit model</li> </ul>	<ul style="list-style-type: none"> <li>• Choice experiments are based on Lancaster's</li> </ul>	<p>The comparison between the results of the choice experiments and the participants' stated normal</p>

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segmentation analysis  (Janssen et al., 2020)			<ul style="list-style-type: none"> <li>Choice experiments</li> </ul>	Consumer Theory (Lancaster, 1966) according to which the utility consumers derive from a product stems from its single attributes.	purchase behaviour suggested there is growth potential for organic wine. Apparently, consumers of organic food would buy more organic wine if their preferred type and variety of conventional wine would be available in organic quality at similar price levels.
Why tourists engage in online collective actions in times of crisis: Exploring the role of group relative deprivation  (Zhai et al., 2020)	Social media platforms empower tourists to engage in secondary crisis communication and even take collective action against destinations. Such online actions result in challenges for tourism destinations related to crisis management and image restoration, especially for human-induced tourism crises caused internally by managerial or institutional faults.	This study aims to understand the cognitive, emotional, and behavioral mechanisms of tourists' secondary crisis communications.	<ul style="list-style-type: none"> <li>Group relative deprivation</li> <li>Group-based anger</li> <li>Destination trust</li> <li>Collective online actions</li> <li>Secondary crisis communication</li> <li>Crisis management</li> </ul>	<ul style="list-style-type: none"> <li>Based on the theory of relative deprivation and examining the reputation crisis of Snow Town as a case, this study aims to understand the cognitive, emotional, and behavioral mechanisms of tourists' secondary crisis communications.</li> </ul>	The results show that group relative deprivation perceived by tourists can elicit their group-based anger and distrust toward the destination and can also lead to online collective action and offline behavioral intentions (here, negative travel intention). Additionally, the results show a reverse influence of aim-oriented and behavior-oriented online collective actions on travel intentions and that aim-oriented actions positively mediate anger and travel intentions. This study provides new insights into how a personal incident evolves to become a tourism crisis during social-media communications and

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
					discusses managerial implications for crisis management and post-crisis marketing.
<p>Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination</p> <p>(Jiménez-Barreto et al., 2020)</p>	<p>The interactions that take place on these online platforms (e.g., blogs, social media, and websites) shape so-called "pre-experiences" with the destination, considered to be fundamental in generating tourists' motivations to visit (Buhalis &amp; Law, 2008).</p>	<p>This paper develops a multimethod approach using a projective technique, an online experiment, and a multigroup analysis with five official destination platforms (the website, Facebook, Instagram, Twitter, and YouTube).</p>	<ul style="list-style-type: none"> <li>• Brand experience</li> <li>• Destination brand</li> <li>• Destination website</li> <li>• Destination social media</li> <li>• Destination credibility</li> </ul>	<ul style="list-style-type: none"> <li>• The narrative examination employs the directed content-analysis approach, wherein the analysis starts by using a theory or relevant research findings as guidance for the determination of the initial codes of the concept studied (Hsieh &amp; Shannon, 2005). This is useful when the primary objective is to further refine, extend, and enrich a specific concept or theory (Hsieh &amp; Shannon, 2005).</li> </ul>	<p>The results confirm positive direct and indirect relationships among online destination brand experience (BE), perceived online destination brand credibility (PODBC), and users' behavioral intentions toward the destination (intentions to visit/recommend).</p>
<p>Analysis of SMEs as a target group for research institute services</p> <p>(Ranke et al., 2020)</p>	<p>Megatrends as globalization, individualization and digitization lead to ongoing challenges for enterprises.</p>	<p>To overcome these limits, many SMEs cooperate with research institutes.</p>	<ul style="list-style-type: none"> <li>• SMEs</li> <li>• Research institutes</li> <li>• Product development</li> <li>• Cooperation</li> </ul>		<p>The concept of Personas is used to cluster types of SMEs and describes their characteristics in the development process and their expectations when collaborating with research institutes.</p>



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency  (Chae et al., 2020)	The 'trading-up' phenomenon indicates consumers' tendency to attain achievement by consuming products with higher emotional value (Silverstein & Fiske, 2003).	This study examined the product characteristics of the LES (Limited Edition Shoes) and confirmed the structural relationship between perceived value, brand trust, and purchase intention.	<ul style="list-style-type: none"> <li>Limited Edition Shoes (LES)</li> <li>Limited Edition Product (LEP)</li> <li>Perceived value</li> <li>Types of scarcity message</li> <li>Purchase intention</li> </ul>		The outcome showed that the various characteristics of the LES are associated with uniqueness, self-expression, and investment.
Relationship factors and firms' willingness-to-pay: A comparison of east-west settings  (Nyadzayo et al., 2020)	Drawing upon the relationship marketing (RM) paradigm, we posit that SCA influences WTP via calculative commitment and relationship quality (RQ). A survey involving executives from Australian (n = 336) and Chinese (n = 360) firms was conducted to test the theoretical model. The findings reveal that the effect of SCA on WTP is mediated by RQ and calculative commitment among Chinese firms. Among Australian firms, however, the effect of SCA on WTP is mediated only by RQ and not calculative commitment.	The aim of this study is to examine the underlying mechanism that explains the effects of supplier firms' sustained competitive advantage (SCA) on customer firms' willingness-to-pay a price premium (WTP) across Eastern and Western settings	<ul style="list-style-type: none"> <li>Cross-cultural</li> <li>Relationship quality</li> <li>WTP</li> <li>Relationship marketing</li> <li>Emerging markets</li> </ul>	<ul style="list-style-type: none"> <li>Western B2B partnerships, thereby making a unique contribution to the literature on RM theory.</li> </ul>	These studies find that a buyer's lack of commitment to a supplier could produce negative relationship outcomes such as reduced WTP, weakened perception of supplier innovativeness, and doubts about long-term partnership prospects. Hence, this pattern of results warrants further investigation from a specifically cross-cultural perspective for at least two reasons.
Dual isotope ratio normalization of nitrous oxide by bacterial denitrification of USGS reference materials  (T. Kim et al., 2020)	Nitrous oxide (N <sub>2</sub> O) is a major greenhouse gas that has various natural and anthropogenic sources.	Constructing a fingerprint of the isotope ratios of various comparable emission sources that can be used as a reliable basis for mixing models is important.	<ul style="list-style-type: none"> <li>Isotope ratio mass spectrometry</li> <li>δ<sup>15</sup>N</li> <li>δ<sup>18</sup>O</li> <li>Bacterial denitrification</li> <li>Multipoint normalization</li> <li>Uncertainty assessment</li> </ul>		The reproducibility of the He-diluted N <sub>2</sub> O gas measurements resulted in 0.063‰ (δ <sup>15</sup> N) and 0.075‰ (δ <sup>18</sup> O) due to additional sources of uncertainty in the vials used for autosampling and in the general preconcentration process.

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