

# The Impact of Online Reviews on Brand Equity

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**Abstract:** The goal of this research is to see how online consumer reviews affect brand equity. Customers of Jordanian online clothing stores make up the study population. Due to the difficulty of reaching all members of the population, an appropriate sampling approach was used, which is often used in research conditions. Appropriate sampling is a non-random sampling method that uses people who are easily accessible. A structured online survey was used to gather primary data. This survey was conducted among Jordanian customers of online clothes retailers. Customers were thus encouraged to take part in the survey by text messages, official websites, and social media channels. The research hypotheses were tested using structural equation modeling. The study results showed that the majority of online review dimensions had an impact on brand equity except for reviews time. However, social impact had the highest impact on brand equity. According to the study's conclusions, marketers must connect with internet marketing methods, particularly social media, and include them into their marketing strategy.

**Keywords:** Consumer, Online Reviews, Brand Equity

## 1 Introduction

The globe is witnessing a rising boom in the range of users and customers thru the internet, as well as an increasing number of electronic stores that sell to the final consumer [1, 2]. The presence on the Internet is of great importance in shaping the relationship between retailers and consumers, especially after the problems of the economic crisis that the world has suffered recently [3, 4, 5, 6]. Markets provide Electronic retailers have had to pay attention to website quality issues such as improving website usability, increasing accessibility, boosting access rates to their websites and maintaining customer loyalty [7, 8]. As social networks offer a set of benefits, they let businesses engage with customers and promote efficaciously, grow the persuasion of customers and grow their satisfaction to generate a competitive advantage, as it is considered suitable for customers to deal with websites [9, 10].

Because the volume of sales sold through the Internet determines the success of any online seller [3, 11, 12, 13], it is significant that online dealers inspection for critical factors which have a favourable effect on customers' intent to shop and brand loyalty. Brand value is obtained from the overall mental image of the brand that an individual has created through his perceptions [14]. Many studies have confirmed that consumers tend to believe these opinions because they are issued by ordinary people who do not have any marketing orientation and may be relatives or friends, and the Internet plays an important role in the formation of consumer perceptions and purchasing behaviour via the Internet [15, 16].

Building a sturdy brand with huge equity gives numerous benefits to organizations [17, 18]. Understanding the sources and consequences of brand equity provides information about how and where the brand adds value. Brand equity is defined as the consumer giving priority to the brand over other brands [19]. Brand

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equity consists of brand quality, loyalty, and consumer awareness [20]. Brand equity plays a vital strategic role and provides a competitive advantage in strategic management and marketing decisions [21]. It is now vital for a firm to have an appropriate place in the minds of its customers in order to achieve loyalty. One of the most important things in creating this position in the minds of buyers is brand equity. Maintaining and growing brand equity is one of the most critical concerns that must be addressed. As a result, having a comprehensive perspective on the diverse opinions regarding the variables that affect brand equity is critical in order to correctly extend brand equity. The relationship between online consumer reviews and brand equity has been studied in several studies. However, the researcher was unable to find any meaningful research that merged these two subjects, hence the goal of this study is to see how online consumer reviews affect brand equity.

## 2 Theoretical framework and hypotheses development

### 2.1 Online consumer reviews

E-branding market is described as a set of persons who share comparable interests and communicate with each other around a brand online [22]. Millennials have a tendency to be extra searching and stimulated by information approximately the brands they can get online and the interactions they have gained on social media networks [23,24]. Accordingly, millennials often browse brands' social media pages, reviews, and influencers prior to making a purchase decision. Studies highlight the importance of perceived utility to consumers as it influences consumers' interaction with online communities [25,26]. In addition to actively participating in activities that provide value [27], Electronic feedback from customers can improve community sentiment, leading to increased brand engagement and value creation [28,29,30,31].

Customers' online text feedback contains a wealth of information about their consumption experiences, as well as their views of certain service and product quality features [32]. However, as an eWOM, the process of examining online text comments is hard due to its open design, broad content, and huge number of published online reviews [33]. Online customer reviews show customers' intentions or complaints [34] and provide recommendations or warnings about future customer purchases, with the goal of providing useful information [35]. Positive and negative textual evaluations are the outcome of differing customers' perceptions and serve distinct goals as a result. Customers who are happy with a service or product are more inclined to submit positive text reviews online to talk about their experiences and recommend it to others [33]. While dissatisfaction

motivates customers to post negative text reviews online, it is one of the channels through which customers make complaints or warn customers in the future [36]. Assessing the credibility of online assessments can be defined as assessing the validity of reviews. The process by which people judge the authenticity of internet reviews is also known as the credibility of online reviews [37]. Many research suggests that not all customer evaluations or information provided on websites is advantageous [38,39]. Further, the proliferation of websites that allows customer ratings and the massiveness of evaluations could confuse customers whilst trying to investigate the offers' quality and performance earlier than buying them. A lot of studies have widely argued about the effect of customer ratings on online decisions. It demonstrated that customer ratings and evaluations impact people's purchasing behaviours and intentions, in addition to their attitudes toward the merchandise and stores.

After reviewing the literature related to online consumer reviews, the researcher found different measures. Some of them participated in a group of them, and some of them differed completely [7,40]. In line with the objectives of this research, consumer online reviews were measured through: Product knowledge, which is what is presented to the consumer from the content so that he can identify the product through the websites provided by the Internet, affects the brand and thus the user's intention to purchase the product. Social influence, which is the set of cultural and social factors that influence consumer buying behavior, whether it is online consumer assessments or online friends and family assessments, source credibility, which is the ability of an assessment or written text to provide accuracy and truthfulness in information, and its ability to provide real content that can be used as an indicator for purchasing a product [41]. Timing of reviews It is important to determine the timing of reviews because they have an important advantage in evaluating online reviews, and consumer opinions can be divided according to their timing into opinions presented before making a purchase decision, which is an important source of information, and opinions presented after the purchase experience, which is an influential text on the purchase decision for other consumers [42]. The volume of reviews for cumulative ratings has an effect on consumer buying behavior, and the amount of reviews and the volume of comments affect consumers' buying intent over the Internet. A product or service that receives a high number of reviews is perceived as popular and thus increases consumers' purchase intent [43]. Achieving the benefit: The benefit is defined as the amount of benefit achieved as a result of the customer's consumption of a specific commodity, or service and its capacity to satisfy the customers' needs and desires when consuming a specific amount of that commodity [44].

## 2.2 Brand equity

In the competitive conditions of today's markets, it has become important for organizations to create a suitable place in the minds of consumers which will create them loyal. One of the most important things that create a distinct position in the minds of consumers is the brand equity [45]. Many experts believe that a company's trademark equity is its most valuable asset, which raises the average turnover rate [46]. The mechanism of making brand equity is one of the most essential issues that firms face today, and it necessitates a lot of effort and time. This has prompted businesses to consider the aspects that shape and influence brand equity in order to build and sustain customer loyalty, as well as achieve profitability and continuity. For example, Thjomoe (1995), [47] considered brand equity as a concept in which people in business and academic research are interested because this concept enables marketers to gain a competitive advantage for successful brands. It also plays an important strategic role when used in strategic management and marketing decisions [20].

Brand equity encourages users to buy or share positive words about them [48]. When customers link a brand with advantageous experiences, they are more likely to be loyal to it and feature repurchase intentions [49] to be able to relive their previous positive experiences. Sustainability is one of the most important outcomes related to brand value, whose importance has emerged in environmental laws that organizations can no longer afford to overlook. Many researchers have presented their empirical findings about trademark ownership, but there is still a dearth of knowledge regarding what it is and how it is measured.

The Institute of Marketing Sciences defines brand equity as "the set of relationships and behaviors of the brand's customers, members of the distribution channel, and the parent company that allow the brand to gain greater volume or margins than it would without the brand name" [50]. Aaker (1992), [51] realized it as the collection of brand assets and liabilities related to a brand, its name, and slogan that collect to or deduct from the value that a product or service provides to a company. Kotler et al (2009), [52] defines it as "the differential effect that brand knowledge has on consumer response to marketing that brand". Also, they refer to it as "the added value given to products and services". [51] mentioned that "if a brand name or slogan is modified, several assets or liabilities could be affected and even lost, although some may be transferred to a new name and slogan".

A person's capacity to realize a brand or recollect its name or symbol is known as brand awareness [51]. Manago et al. (2022), [53] show that an individual's ability to remember and appreciate a brand when seen among other brands is diminished. Brand attachment is usually associated with a particular remembrance of the brand and is predominately indicated as the consumers' idea of the brand [51]. Brand associations are a core notion because they often control consumer decisions

[54]. The number and power of relations rely on consumers' understanding of all the stimuli they are exposed to [55]. The terminology of "quality" is defined as a consumer's judgment on the whole performance of a product [56]. This construct is emphatically correlated with consumers' experiences with the brand. Perceived quality and consumer interaction with the brand had the better experiences with the brand [57]. All encounters with the product/service and the brand are estimated based on the terms of perceived quality. The majority of consumers' quality rules are not "rational," rather are rely on superficial relations such as appearance, color, flavor, or function [58,59]. Oliver (1997), [60] explained brand loyalty as a powerful and unwavering obligation to reconstruct and patronize a brand, regardless of rivals' efforts to the contrary, i.e., behaviours that encourage change. However, the brand image indicates the set of relationships linked with the brand that customers keep in their memory, Brand image is referred to the customer's perceptions about the brand as reflected in brand associations held in the customer's memory.

## 2.3 Online consumer reviews and brand equity

Reviewing previous studies, it can be assumed that there are positive relationships between consumer online reviews and product reputation, mental image, and sales [61,62,63]. Favourable comments by other customers refer to product goodness and reputation. Negative responses point to a gap of confidence in the product among early adopters and motivate sales of new products [21]. Apart from rating comments, the percentage of positive and negative comments is an essential measure of overall mood or appreciation of customer ratings, and can have a substantial impact on consumer perceptions and purchasing decisions. The literature related to impression shaping indicates that when comparing negative with positive information, people pay more concern to negative information and place more weight on it while evaluating a product. According to recent analyses, the most important features that affect sales and purchasing attitudes are the result of the consistency and size of the ratings, and their impact depends on the rating view, the rating characteristics, the rating source, and the size of the comments [36]. Li et al. (2021), [64] indicated that purchase intent is a function of consumer preference for consumer ratings. The number of reviews has also been shown to have a positive effect on purchase intent [65].

Consumer online reviews and consumer loyalty have a positive relationship, as these opinions play the role of the electronic spoken word and encourage consumers to buy the product and to repeat and repurchase, which supports consumers' sense of satisfaction. With the increase in confidence in the offered opinions and their source, the state of loyalty is formed among consumers. Many studies show that online reviews have a significant impact on the perceived quality of a product, with the

consumer being able to form a complete perception of the product and imagine the level of satiation that he will receive by looking at the opinions of customers who have previously purchased the product online, with the frequency of the content of those comments varying. Studies related to consumer behavior also show that when there is a time constraint on the consumer, he tends to focus on negative information more than on positive information, and thus the process of awareness and knowledge of the product is affected. The opinions presented before the purchase decision help the consumer in the research and evaluation stage. They may have an impact by helping the consumer identify the product and build a perception of its quality level.

The customer's perceived quality of the goods they desire to buy is becoming increasingly important. When a customer reads reviews before making a purchase, he looks for consistency and agreement on a single point of view so that he can distinguish between the products that he prefers. The post-sale remarks or information that the customer sees after completing the purchase experience may aid in the improvement of the assessment process and provide him with information that aids in the interpretation and resolution of problems that may arise during the after-sales activities. He may also be influenced by the written comments and write what he thinks is congruent with them, whether negatively or favourably, based on his own experiences and comparisons to others'. Based on the above, the hypothesis of the study can be formulated as follows:

*H1: Online customer reviews has an effect on brand equity.*

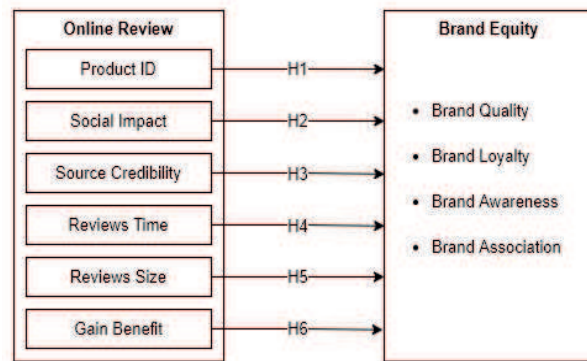
### 3 Study model

Figure.1 depicts the theoretical framework based on the study hypothesis. The study investigates the impact of online reviews on the brand equity of Jordanian clothing companies, as demonstrated in the framework. The independent variable is online reviews, while the dependent variable is brand equity.

## 4 Research methodology

### 4.1 Population and sample

To gather primary data about the impact of online review on brand equity, a standardized online survey was conducted. This survey was directed to customers of online clothing companies in Jordan. Due to the difficulty of reaching all population members, the appropriate sampling approach, which is commonly used in the research conditions, was applied. Appropriate sampling is a non-random sampling method contains of easily accessible participants. Hence, companies' customers



**Figure 1:** Research model

were invited to participate in the survey via text messages, official websites, and social media platforms. The total number of responses received was 1211 responses, which included 145 responses that did not meet the requirements of the statistical analysis as they contain missing data. Therefore, 1066 response was analyzed, which constituted 88.03% of the total responses received.

The research sample contained 31.9% male and 68.1% female. It was found that the majority of participants 45.2% were aged within the category "less than 30", followed by 29.4% of those whose age was within the category "from 40 - less than 50", then 16.8% of those whose age ranged within the category "from 30 - less than 40", and finally 8.6% of those whose age ranged within the category "50 and older". Moreover, 52.4% of the respondents were holders of a bachelor's degree, then 33.0% who held a diploma degree or less, and 14.6% who held a postgraduate degree. In terms of the monthly salary, it was found that the majority of the sample 66.4% who receive a monthly salary within the category "from 500 - less than 1000 JD", followed by 20.7% of the customers who receive a monthly salary within the category "less than 500 JD", and finally 12.9% of the customers whose monthly salary was within the category "1000 JD and more".

### 4.2 Measures

The current research was conducted through an electronic survey that was created by Google Forms and published on the websites of the targeted companies. The survey was initially prepared in Arabic and then translated into English so that respondents could choose their answers accurately. Moreover, it consisted of a section explaining its purpose and the policy of maintaining confidentiality of information, along with three sections. The first section dealt with demographic data (gender, age, qualification, monthly salary), which were ordinal variables. As for the remaining sections, they were dedicated to the major

research variables, and their responses were scaled by the five-point Likert scale as they were nominal variables as follows:

*Online review:* it was the exogenous construct in the research, which was relied on [61] to develop its items. Online review was a second-order construct of 26 observed variables, which in turn constituted six first-order constructs. Product ID was measured by four observed variables. Social impact was measured using four observed variables. Source credibility was measured through four observed variables. Reviews time was measured through four observed variables. Reviews size was measured by four observed variables. Finally, Gain benefit was measured using four observed variables.

*Brand equity:* it was the endogenous construct in the current research, which items were developed according to [66]. This variable was a second-order construct of 20 observed variables, which in turn constituted four first-order constructs. Brand quality was measured using five observed variables. Brand loyalty was measured by five observed variables. Brand awareness was measured through five observed variables. Also, Brand association was measured by five observed variables.

**Table 1:** Validity and composite reliability tests

Constructs	Items	Loadings	AVE	MSV	$\sqrt{AVE}$	C.R
Product ID (PID)	PID1	0.724	0.593	0.241	0.770	0.853
	PID2	0.834				
	PID3	0.776				
	PID4	0.743				
Social Impact (SIM)	SIM1	0.751	0.585	0.342	0.765	0.849
	SIM2	0.711				
	SIM3	0.768				
	SIM4	0.825				
Source Credibility (SCR)	SCR1	0.684	0.574	0.288	0.757	0.843
	SCR2	0.734				
	SCR3	0.813				
	SCR4	0.792				
Reviews Time (RTI)	RTI1	0.834	0.613	0.331	0.783	0.863
	RTI2	0.702				
	RTI3	0.855				
	RTI4	0.731				
Reviews Size (RSI)	RSI1	0.718	0.560	0.197	0.748	0.835
	RSI2	0.764				
	RSI3	0.739				
	RSI4	0.770				
Gain Benefit (GBE)	GBE1	0.757	0.627	0.367	0.762	0.871
	GBE2	0.803				
	GBE3	0.815				
	GBE4	0.792				
Brand Quality (BQU)	BQU1	0.856	0.602	0.464	0.776	0.883
	BQU2	0.723				
	BQU3	0.801				
	BQU4	0.775				
	BQU5	0.716				
Brand Loyalty (BLO)	BLO1	0.705	0.575	0.398	0.758	0.871
	BLO2	0.713				
	BLO3	0.782				
	BLO4	0.831				
	BLO5	0.753				
Brand Awareness (BAW)	BAW1	0.672	0.598	0.402	0.773	0.881
	BAW2	0.849				
	BAW3	0.782				
	BAW4	0.722				
	BAW5	0.828				
Brand Association (BAS)	BAS1	0.713	0.593	0.426	0.770	0.879
	BAS2	0.782				
	BAS3	0.754				
	BAS4	0.825				
	BAS5	0.771				

## 5 Research results

### 5.1 Measurement model assessment

Before conducting the research hypothesis test to verify the impact of the online review on brand equity, the measurement model was evaluated. This evaluation was applied by the confirmatory factor analysis (CFA), its results were listed in Table.1 to define the research instrument validity and reliability levels. Therefore, the convergent validity was set by the factor loadings values and the average variance extracted (AVE). Moreover, the AVE was compared with the maximum shared variance (MSV) for each latent construct. Also, the square root of AVE was compared with the intercorrelation coefficients to explain the discriminant validity. As for reliability, it was examined by McDonald’s Omega coefficients that assessed the composite reliability.

The factor loadings shown in Table.1 were within the range (0.672-0.856) which is above the minimum threshold of 0.50. Besides, the values of AVE were higher than the lower limit of 0.50 for this measure. Therefore, the convergent validity of the research instrument was checked [67,68]. Moreover, the results confirmed that the values of AVE for all latent constructs exceed the values of MSV for the same constructs, and the values of  $\sqrt{AVE}$  were higher than the values of the correlation coefficients for all research constructs. Subsequently, it can be considered that the research instrument fulfilled the discriminant validity conditions [69]. Results also

referred that the values of the McDonald’s Omega coefficients were on the scope (0.835-0.883). These values were above the lowest threshold of 0.70, thus pointing out that the measurement model was characterized by composite reliability [25,70].

### 5.2 Descriptive statistics

The descriptive statistics listed in Table.2 were extracted to determine the respondents’ perspectives about the dimensions of online review and brand equity according to values of means and standard deviations. Furthermore, the values of Pearson’s correlation coefficients provide a basis for verifying that online review dimensions did not include multicollinearity.

The results of Table.2 indicated that gain benefit (M= 3.69, SD= 0.564) ranked first with a high level. However, the rest of the online review dimensions were at a moderate level, as source credibility (M= 3.66, SD= 0.802) ranked second, followed by product ID (M= 3.62, SD= 0.841) the third, social impact (M= 3.57, SD= 0.735) ranked fourth, reviews size (M= 3.51, SD= 0.772) ranked fifth, and finally reviews time (M= 3.42, SD= 0.835) ranked sixth. The dimensions of brand equity ranged between the high and moderate levels, where brand loyalty (M= 3.76, SD= 0.894) ranked first at a high level, and brand quality (M= 3.72, SD= 0.935) ranked second at a high level also. While brand association (M= 3.65, SD=

**Table 2:** Mean, standard deviation, and correlation

Constructs	M	SD	1	2	3	4	5	6	7	8	9	10
1.PID	3.62	0.841	1									
2.SIM	3.57	0.735	0.521	1								
3.SCR	3.66	0.802	0.461	0.438	1							
4.RTI	3.42	0.835	0.413	0.502	0.437	1						
5.RSI	3.51	0.772	0.442	0.516	0.406	0.429	1					
6.GBE	3.69	0.864	0.465	0.510	0.488	0.468	0.443	1				
7.BQU	3.72	0.935	0.674	0.615	0.628	0.671	0.662	0.635	1			
8.BLO	3.76	0.894	0.635	0.597	0.602	0.640	0.653	0.618	0.682	1		
9.BAW	3.61	0.902	0.665	0.639	0.685	0.658	0.625	0.609	0.668	0.672	1	
10.BAS	3.65	0.916	0.652	0.643	0.678	0.650	0.638	0.675	0.607	0.622	0.691	1

Note: all correlation coefficients were statistically significant less than 0.05.

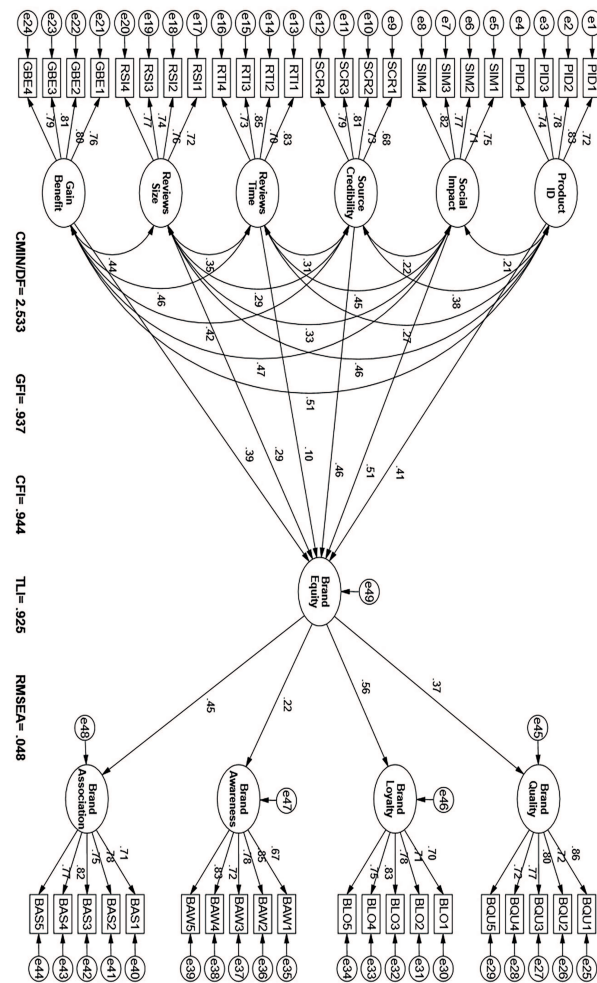
0.916) ranked third at a moderate level, and brand awareness (M= 3.61, SD= 0.902) ranked fourth and last at a moderate level.

The Pearson correlation coefficients between the online review and brand equity were within the range (0.597-0.691). In the same context, the correlation coefficients between online review dimensions ranged within (0.406-0.521). Obite et al. (2020), [71] considered that the value of the correlation coefficients between the dimensions of the independent variable that is less than 0.80 is an indication that these dimensions do not include multicollinearity. Accordingly, online review dimensions were autonomous and do not suffer from multicollinearity problem.

### 5.3 Hypothesis testing

Structural equation modeling (SEM) was used to examine the research hypotheses. This technique is based on determining the relationship between the exogenous and endogenous constructs of the research. Figure.2 illustrates the latent constructs used to identify online review and brand equity along with the model fit indicators.

The model fit indicators referred that the chi-squared ratio (CMIN/DF) was 2.533, which is less than the permissible upper limit of 3 [72]. The values of the goodness of fit index (GFI), the comparative fit index (CFI), and the Tucker-Lewis index (TLI) exceed the minimum threshold of 0.90 [73]. As for the root mean square error of approximation (RMSEA), its value was 0.048, which is less than the maximum value of 0.08 [74]. Therefore, these values show good levels of model fit. The structural equation modeling results are given along with the path coefficients which are listed in Table.3



**Figure 2:** Structural model of the impact of online review on brand equity

It is evident from the results in Table.3 that the majority of online review dimensions had an impact on brand equity except for reviews time ( $\beta= 101$ ,  $t= 5.333$ ,  $p= 0.088$ ), which had no statistically significant effect. However, social impact ( $\beta= 0.514$ ,  $t= 19.651$ ,  $p= 0.000$ ) had the largest effect, followed by source credibility ( $\beta= 0.462$ ,  $t= 17.609$ ,  $p= 0.000$ ) as the second most impacted, then product ID ( $\beta= 0.411$ ,  $t= 16.714$ ,  $p= 0.002$ ) in third place, gain benefit ( $\beta= 0.387$ ,  $t= 15.473$ ,  $p= 0.004$ ) ranked fourth, and finally reviews size ( $\beta= 0.295$ ,  $t= 13.564$ ,  $p= 0.025$ ) placed fifth in impact on brand equity.

**Table 3:** Paths effect coefficients

IV	DV	B	S.E.	$\beta$	t	P
PID	BEQ	0.702	0.042	0.411	16.714	0.002
SIM	BEQ	0.845	0.043	0.514	19.651	0.000
SCR	BEQ	0.722	0.041	0.462	17.609	0.000
RTI	BEQ	0.256	0.048	0.101	5.333	0.088
RSI	BEQ	0.529	0.039	0.295	13.564	0.025
GBE	BEQ	0.588	0.038	0.387	15.473	0.004

## 6 Discussion

During the last few years, word of mouth (WOM) has been the topic of numerous researches in the world of marketing. Personal recommendations, interpersonal communication, informal interpersonal interactions, personal communication and influence, and informal advertising were originally associated with this notion by researchers. The message being transmitted and the medium utilized for transmission must be perceived as independent of the company’s influence for a consumer to be considered a participant in a WOM-type dialogue. E-WOM can create virtual relationships and communities with an impact far beyond WOM readers and producers, creating a new kind of reality by influencing readers as they search for information online. Although the source’s experience is a critical factor in making a purchase decision, and the author’s trustworthiness is the variable that gives the reader the acknowledgment to continue buying, the reader is not concerned with the level of knowledge a commenter possesses if he or she considers them to be unreliable. Consumers or comment readers come to a conclusion based on the writer’s method, immediately ignoring some of the statements that give an impression of marketing techniques and not considering them as genuine comments intended to help the reader.

The results of the study showed that measures of online consumers’ reviews affect brand equity. The study sample confirmed that the online purchase experience is more subject to the influence of the volume of reviews, which indicates increased awareness and product recognition due to the huge volume of reviews, and it was

found that the volume of page views is important for both brand awareness and brand loyalty, the volume of page views has a greater impact than the volume of ratings for products alone. The results of the study found that those who are most informed and affected by the ratings and online reviews of customers on the Internet are young adults, and the same group tends to leave negative or positive reviews on products, and most of them are affected by the timing in which they read the comments and the opinions of people online from where they were before the purchase or use, and the volume and consistency of comments are one of the most prominent things that consumers are affected by in terms of whether the comments are consistent and most of them are positive, which contributes to creating the purchase decision and repeating it whenever the need arises. Negative online reviews also have an impact on brand equity. This finding is consistent with [75], who found that the volume and timing of online reviews significantly influence brand equity. This finding also agrees with [76].

## 7 Recommendations

Based on the findings of the study, marketers can be recommended to understand that their well-organized communication on social media, which affects e-WOM, achieves a higher percentage of brand equity, which makes customers choose these brands over others when searching for similar products. This is a very important point in research because marketers must understand the advantages that appropriate online reviews provide to their brand. Customers are exposed to continuous marketing offerings and new brands entering the market every day. Therefore, marketers must clearly communicate their values to customers in order to get a reasonable return on their investment. Since it has not been easy to reach the target groups at lower cost levels, marketers inevitably need to engage with internet marketing methods, especially social media, and adopt them into their marketing strategy.

## 8 Direction for future research

The study aimed to test the effect of online reviews on brand equity. The study was limited to clothing customers in Jordan. A study can be conducted that deals with the same variables but in other societies, such as the cosmetics industry, or the study can be conducted in other countries, due to the different purchasing habits. The study dealt with the effect of online reviews on brand equity, and a future study could be conducted to test the effect of online reviews on loyalty or mental image. The study dealt with online reviews as a tool to achieve brand equity. A research study can be conducted to test the impact of other factors on brand equity, such as brand

authenticity or digital content for promotional methods.

### Conflicts of Interests

The authors declare that they have no conflicts of interests

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