EFFECT OF WORD OF MOUTH ON CUSTOMER PRE-PURCHASE DISSONANCE, CUSTOMER SATISFACTION AND BRAND TRUST: A STUDY OF HOUSEHOLD APPLIANCES INDUSTRY IN CHINA

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ABSTRACT: *Customer satisfaction has always been a matter of great attention and it is compared with other theories to improve the performance of a company or a product. This study investigated effects of word of mouth on customer's pre-purchase dissonance, customer satisfaction and customer's trust towards a brand in mainland China for household appliances. We developed an integrated theoretical framework about consumer brands of home appliances sector commonly used by the Chinese customers. For that reason, a fully structured questionnaire from 450 respondents were collected and analyzed through uni-variate and bi-variate analyses. The results indicate that: (1) Positive word of mouth decreases the pre-purchase dissonance within the customer's mind regarding the selection of one brand among the available options and negative word of mouth increases the pre-purchase dissonance within customer's mind. (2) Positive word of mouth increases the level of customer satisfaction and negative word of mouth decreases the level of customer satisfaction. As much the word of mouth is positive as high will be customer's level of satisfaction over a particular brand. (3) Brand trust of a customer increases with positive word of mouth and decreases with negative word of mouth. (4) The customer will go in the re-thinking process as the word of mouth of the brand is negative. Thus, marketing managers should focus on word of mouth for increasing future purchase because, if word of mouth is negative, his/her trust decreases and he/she will rethink about purchase decision.*

Keywords: Customer Satisfaction, Customer Purchase Behavior, Pre-Purchase Dissonance, Word of Mouth (WOM), Brand Trust.

1. INTRODUCTION

With the passage of time, technological innovations, accelerated competitions, the target market for many organizations has been shifted to international markets, therefore, multinational organizations are hard working and spending their major budgets in researching to identify their customer's preferences, different factors that effecting customers purchase process to buy particular product or service. They also focus their target markets with different aspects like consumer behavior, market structure, brands trust, product acceptance, product adaptability and profit along with the prevailing culture in certain focused market. As customers play very important role for the organizations profitability, therefore many researches are in progress by the researchers as well as organizations to obtain customers satisfaction along with the building brand trust.

As least work has been carried out in past regarding the effects of word of mouth on pre-purchase dissonance, customer's satisfaction and brand trust in different cultures, so this research study will find out the effects of word of mouth on customers pre-purchase dissonance, customer's satisfaction and customer's brand trust and to identify reasons or factors effecting brand trust and customers satisfaction in household appliances industry in China and Pakistan. The purpose of this study is to understand the customer's preferences and interests in a specific brand and to identify the reasons or factors effecting customer's pre-purchase dissonance, customer's satisfaction and brand trust. The study focuses on customers with different cultures like in Pakistan and China, by fulfilling all requirements of compiling the research paper. Based on research in the past, the objectives are: 1) to determine the effect of word of mouth on customer's pre-purchase dissonance. 2) To determine the effect of word of mouth on customer satisfaction at any brand. 3) To determine the effect of word of mouth on customer brand trust. 4) To determine the reasons or factors that a customer's trust on a brand shows that customer is satisfied with the product. 5) To determine those options customer will choose in case of dissatisfaction.

2. LITERATURE REVIEW

A brand is defined as a name, phrase, symbol or design, symptom, or a blend of these designed to discover one seller or group of sellers of goods and services and to distinguish those from their competitors[1,2]. Brand is an identity of the manufacturer/supplier of the good/service along with offering particular features, services and advantages to the customers. Additionally, a brand is an assurance to the customers of, where the goods. service or company will appear for and the kind of understanding they will get [3] According to[4] brand is a cluster of tangible aspects (relationship, status, set of expectations) and intangible aspects (like an assurance, represented in a trademark) and if these aspects are handled suitably, will make customers satisfaction and brand value /trust. Brand is defined as an assurance about the goods and services being delivered as promised and customer satisfaction and trust on brand will be maintained if that assurance is rightly delivered by the company [5].

If the customer highly depends on a certain product and its reliability, the product credibility and success will be achieved in the target market [6]. Appropriate advertisements leads to gain product credibility in the target market, image building and reliability of the product, if it actually represents them [7]. Identifying and understanding customer's needs and preferences and making products according to these will indicate the products dependability [8]. According to [9], various brand performance measures (like how customers

will buy, which other alternative if dissatisfied) are attributed to the well-developed brand-buying ways and procedures. The major attribute is all brands performance measures tend to differ at the same time from one brand to another due to influence of big brand (large market share), also due to the repeat-buying and brand-switching as well, not due to the other brands value[10]. The customer's loyalty is not precise or unclear to a particular brand and thus show same levels of loyalty with the same market share.

While building image in the customers minds, the cultural and emotional factors should not be neglected like, celebrities from different fields. Brand is a comparison of bias in the accurate sense of presumption [11]. Therefore, the brands should be made while considering perceptions of the customers[12].

As per [13] a brand represents a status, relationship and a cluster of expectations that are assured by the company: Brand is a cluster of tangible aspects (relationship, status, set of expectations) and intangible aspects (like an assurance, represented in a trademark) and if these aspects are handled suitably, will make customers satisfaction and large brand value /trust. These values will be an encouragement to buy that product frequently. According to [14], brand is a commitment in form of the product / service associated features and satisfaction of the customers. The level of customer satisfaction is judged by the purchase/ usage of same brand of the product. If the customers do not buy frequently, and think of alternatives, it indicates the customers dissatisfaction with that same brand name [15].

The consumers and corporate brands link each other by the customers satisfaction and trust of customers on that brand [16]. To make customers loyal, companies should work and make strategies to identify customers preferences and interests, in order to avoid switching to the alternatives [17]. To maintain customers loyalty for a longer time is easier than finding out the new customers and making products according to their needs and wants[18].

Cognitive dissonance is a confusion in the customer's minds that occurs due to the confusing views, ideas and thought about a certain brand. According to the Cognitive Dissonance Theory, the needs occurrences are taken for granted due to the differences between customers attitudes and behaviors. [19] quoted from past researches that the external justification and word of mouth causes customers dissonance and motivates them towards alternatives. Customers performances and responses effect individuals' attitudes[20].. Another major factor under consideration in this paper that affects the customer satisfaction and its decision for trusting a single brand or switch to another fulfilling the same need is culture. Culture is a combination of learnt behaviors and the set of people' shared and common thoughts and manners in a certain society [21]. Culture has been discussed and explained by many researchers in past. Culture comprises of various values, ethics, morals, arts, languages, religions, rules and laws [22, 23]. explained from the past theories that culture is a timely learning process and previous culture can be neglected. As culture can't be genetic and requires many time to change, so it is long run process [24]. The basic reason for involving the factor of culture in this paper is to give an idea that customer decision making process can also

be affected by culture. Customer's pre-purchase dissonance occurs due to the different cultures mind sets and attributes[25]. As the dissonance causes confusion in the customers minds to buy different brand, so this dissonance will lead to the customer dissatisfaction. The less the customers dissonance level, the more will be the trust of the customers on that brand. Hence, there exists inverse relation between customers dissonance and the brand trust [26][1]. The customer satisfaction leads to the trust on the brand and customers loyalty level[27]

Customer satisfaction highly depends on the attributes and values a brand is promising to fulfill. It is the way of evaluating customer needs and wants to design that product accordingly. The satisfaction level varies with changing customer pre-purchase dissonance. This dissonance depends on different cultural factors. People in different cultures will have different personalities. These cultural aspects describe the dissonance level, and discouraging customers to buy product of a specific brand. While examining the pre-purchase dissonance, cultural or personality traits should not be ignored. As the cultural aspects are of great importance, so while designing products the cultural aspects of specific target market should be focused. The change in the customer satisfaction level is also due to differences in the personality traits of different people in the specific market. The satisfaction level also determines the loyalty level of the customers: The more the satisfaction level, the more will be the loyalty level. If the customers satisfaction level goes down, the customers will stop using the product and think about selecting another brand of the same product. On the basis of these ideas a conceptual model can be created that will help to understand the situation and theory much better. It will also provide other researchers a platform to think and research different aspects that are still not considered in this model (Figure.1). This model is concerned we divided the basic variables into three different groups i.e. Social factors, Market factors and Structural factors.

The brand identity and image are created by the personality and the positioning of brand. Brands are generated by brand positioning, or grouped brand values, and brand personality by making desired perceptions in the target customer minds [28]. Brands image are due to the set of beliefs, perceptions and experiences that are built in the customers minds.
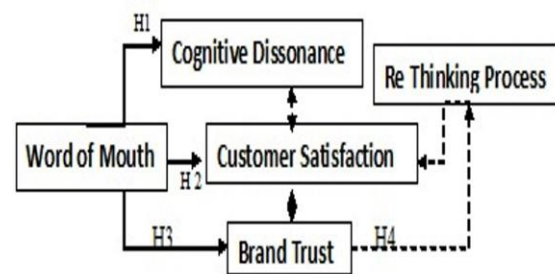
Fig. 1: Conceptual Model for Word of Mouth affecting Customers Cognitive Dissonance, Customer Satisfaction and Brand Trust

Furthermore, the brands identity is a statement or assurance made by the companies to the customers. Brand image is a

combination of features, beliefs and brand values. Brand identity is a brand's distinctive impression[28]. Creating valuable experiences causes correspondence between the brands identity and brand image. If the perception of the brand in the minds of the customers is different than what the company is offering as brand identity, the brand will not be credible. Moreover, if the brand image is boosted and the original product or service cannot deliver such image in reality, then also the consumer will be frustrated about the brand and accordingly perception would be negative. So, it is necessary that firms should focus on the brand position and brand personality that are actually basic of brand and are true to the target consumer[29].

As the Chinese philosophy suggests, Yin and Yang are two sides to each and every person and provides harmony between the two so that the individual life is balanced. Just as Yin and Yang, brain of an individual also has two hemisphere, left and right. Right Hemisphere deals with emotions, dreams and creativity, while Left Hemisphere functions the rationality and logic of the person. According to branding, Yin depicts the rational like reliability and quality, while the Yang shows the emotions like sophistication and caring. Both these sides of the brain should be working correspondingly so that the balance is created. On the basis of this concept, firms approach can be building their brand personality to attract the emotions of the consumers or their rationality, or both can be used. In this way, firms began to look at packaged consumer goods and it has evolved due to various business industries, providing many benefits.

As the loyalty and trust of the customer loyalty and trust are associated with the brands. If the customers do not buy the products on regular basis, they will switch to the alternatives (ex paint). Moreover, customers depend on the brand trust and confidence [23]. When the existing brand has nothing wrong with it and it also has developed some connections to the consumers emotionally, then customers do not think to try a new foreign brand which comes in the market. They do not even want to see it in the market[30]. As the buying power determines the customers trust on local brand. therefore its very beneficial to carry n to the local market [31]. Moreover, these brands are cheaper due to the absence of additional taxes. The low price factors like familiar, can affect the loyalty of the customers [2,32]. Local brands causes valuable brand image to the customers because of their emotional association. Emotional connections are also observed where the consumers and the brands have been together for a longer period of time.

Normally it is seen that, to enhance emotional added value, local brands uses names which include nationalistic connotation. Some of the examples may be of France's two famous detergent brands which are actually very credible detergent companies Saint Marc Benckiser and La Croix Henkel. Both are well known for their performances and products. In addition to that both of them use the religious connotation of the country (La Croix means The Cross). This also creates bonding and emotional attachment to such firms. Another good example of local brands more favorable can be of a widow who developed an emotional bond with the local bread brand because she used to have it every morning with her husband when he was alive. Local brands know a lot about society, people and have a higher awareness unlike foreign brands so they can deliver faster services and experience fewer complications [33].

McElhaney illustrated that trust can be created in three ways in rapidly changing markets which companies follow. These three includes Achieving Results, Acting with Integrity and Demonstrating Concern. Even though these three factors influence each other, the relevance and importance of these actions is always different in different scenarios[34]. These three factors help companies by playing a vital role in developing and achieving higher trust level in the customers [35]. Trust is built on the expectation that something or someone will act in the way that they need want, desire, or crave. When individuals put trust in someone or something, they believe that their expectations will be met and they will not have to deal with the disappointment of their expectations not being fulfilled. When expectations are met trust is built, while if they are unfulfilled expectations, the result will be lost trust[36]. Furthermore trustworthiness depends on an individual's norms and social structures within their society, which is based on the social and economic governance mechanisms. Individuals form their opinions to whether they will trust or not based upon the values principles or standards from their culture, class membership, family line, and their individual characteristics.

Krishnan *et al* determined that there exists a relationship between the brand trust and customers satisfaction[37]. As the fact is that if the customers is satisfied the product, he will trust more on brand, thus causing the brand success in the market. Moreover, this satisfaction will help the companies to better identification of the customers' needs, wants and their loyalty to the brands. Companies are now making strategies and working hard to keep the existing customers, so that they may no switch to the alternatives or other brands.[38] stated that attracting new customers is difficult and costly, as compared to keeping old and satisfied customers. When we see things from a different perspective, we see all the relationships can be put into circular reasoning which is known as *circle of relevance*.We say that firms act with integrity and achieve results, build trust and shows concern, these factors follow actual perception of consumers and can potentially harm the wellbeing of the company[39].

3. METHODOLOGIES AND DATA
The study uses three independent variables (customer pre-purchase dissonance, customer satisfaction and brand trust) to identify the nature and effects of word of mouth in home appliances industry in Pakistan and China, with the application of statistical tools and techniques. Since firms may believe that they are operating in a right or trustful behavior, this never states that the consumer will perceive it that way. Now a day, in international markets, brand trust is more significant, because of the competitive market place and it is easier to copy features of the already existing brands. Every facet of business is requiring higher trust, mostly in globalized competitive markets.[40]. So consumers trust is very much difficult to gain, consequently international brands need to meet or exceed the consumer's expectations even more.

According to the discussion thus far we may highlight the following research propositions:

1. How word of mouth can affect customer's pre-purchase dissonance on any brand?
2. How word of mouth can affect customer satisfaction on any brand?
3. How word of mouth can affect customer trust on any brand?
4. How a customer trust on a brand shows that customer is satisfied with the product?
5. What options will customer choose in case of dissatisfaction?

In order to answer to these questions, we may hypothesize as follows:

1. **Hypothesis 1:** Customer's Cognitive Dissonance increases with increase of negative Word of Mouth of a particular brand of product.
2. **Hypothesis 2:** Customer Satisfaction increases with increase positive Word of Mouth.
3. **Hypothesis 3**: Brand Trust increases with increase in positive Word of Mouth.
4. **Hypothesis 4:** Customer rethinking begins with decrease in Brand Trust.

This whole discussion allow us to contemplate that there is a positive association between word of mouth, pre-purchase dissonance, customer satisfaction and brand trust, the current proposed model will try to explore the strength and the nature of this relationship in a comparative perspective. As to model is concerned, we divided the basic variables into three different groups i.e. Social factors, Market factors and Structural factors. The study follows research model by the help of linear regression equation

$$\text{Log WOM} = \alpha + \beta_1 \log CD + \beta_2 \log CS + \beta_3 \log BT + \epsilon \text{ ------- (a)}$$

$$\text{Log BT} = \alpha + \beta_1 \log CE + \beta_2 \log WOM + \beta_3 \log CS + \epsilon \text{ ------- (b)}$$

(Based on W. Hassan, Muhammad A Gulzar and R. Shabbir 2014)

Here, WOM = Word of Mouth
CD = Customers Cognitive Dissonance
CS = Customers Satisfaction
CE = Customers Experiences
BT = Brand Trust
α = Constant
ϵ = Error term
$\beta_1 , \beta_2, \beta_3$ = Coefficients

Based on the research model and theoretical framework, word of mouth depends on the customers' cognitive dissonance, customer satisfaction and the brand trust. Customer satisfaction and customer cognitive dissonance depend on each other. Brands trust leads to the customers rethinking process, which ultimately compels to customers satisfaction level.

This research used the methodology of survey design to collect data. On the other hand, all the variables used in the study are derived from past researches to find out the customer attitude, level of satisfaction and level of trust towards any brand. The sample size includes 450 people of different ages, sex and social groups, working in different market structures and living different life standards in China and Pakistan, and is directly or indirectly involved in the purchase of Household Appliances. The data is collected on individual basis rather than in groups. To find the nature and extent of relationship of word of mouth, customer cognitive dissonance, customer satisfaction and brand trust, data was collected by the use of primary data, i.e., questionnaires. The questionnaires helped to find out customers' experiences, learning and attitude towards a brand and to find out customers' overall behavior towards any brand. The study focused the customers directly to get the first hand information regarding customer behaviors and experiences towards any brand.

4. FINDINGS AND ANALYSES

The questionnaire used for the collection of data, covered all the aspects of word of that can create pre-purchase dissonance in customer's mind and can effect customer satisfaction directly or indirectly. The questionnaire includes questions regarding the sex of the customer, age of the customer, customer's level of education, customer's income level for a month, customer's involvement in purchasing a home appliances product, the brand that customer use or prefer to use, customer's experience from a particular brand, customer's word of mouth about the brand in use, customer's level of satisfaction from the brand in use, customer's level of agreement about the prices offered by the particular brand, customer level of awareness about the brand in use and customer's level of trust on a particular brand. All these variables have different questions to find out the customer attitude and behavior towards a particular brand. The sample size includes 450 people of different ages, sex and social groups, working in different market structures and living different life standards in China and is directly or indirectly involved in the purchase of Household Appliances. "Table I describes the major descriptive statistics of the target market. The total sample size is consisted of 450 customers and data is collected on individual basis rather than in groups.

It describes the range of different factors under consideration, their minimum and maximum values, sum, mean, standard deviation and variance of each factor separately. The Mean value of genders participated in the collection of data is 1.38, with standard deviation of 0.486 and variance of 0.236.

Similarly if we consider the age factor of the customers, the Mean is 2.71 with standard deviation of 0.597 and variance of 0.356. The Mean value for education level is 3.00 with standard deviation of 0.389 and variance 0.151.

The Mean value for customer's occupation in the study is 3.33 with a standard deviation of 1.849 and Variance of 3.419. The Mean Value of Income level of customers is 3.10, with a standard deviation of 1.290 and variance of 1.663. The mean value for the factor of home appliances brand used by the customer is 4.54 with a standard deviation of 2.798 and variance of 7.831.

Table I: Profile of respondents (N=450)

	Mean		Std. Deviation	Variance
	Statistic	Std. Error	Statistic	Statistic
Gender	1.38	.023	.486	.236
Age	2.71	.028	.597	.356
Education level	3.00	.018	.389	.151
Occupation	3.33	.087	1.849	3.419
Income Level Per Month	3.10	.061	1.290	1.663
Purchase Home Appliances ever	1.00	.000	.000	.000
Home Appliances Brand You use	4.54	.132	2.798	7.831

Table 4.1: USAGE OF HOME APPLIANCES BRANDS IN MAINLAND CHINA (N=450)

	Mean	Std. Deviation
Brand trust	4.1813	.27381
Customer experience	3.7942	.25317
Word-of –mouth	4.2461	.45981

Table4.2: Descriptive statistic of brand trust. Customer experience and world of mouth

	Frequency	Percent
Sony	34	7.6
	140	31.1
LG	49	10.9
Hisense	34	7.6
Media	23	5.1
Konka	33	7.3
Toshiba	34	7.6
TCL	34	7.6
Changhong	69	15.3
Total	**450**	**100.0**

The table 4.1 below describes the total number of customers that use specific brands in their different home appliances and their percentage in the whole data. The brand that is most preferred and used by the customers for their home appliances in the study is Samsung with a total of 140 customers out of 450 that represents 31.1% of the total sample size Samsung is the only brand in the study that is being used by most of the customers. The other brands used by the customers with their percentage in the study are as follows. Sony is used by 34 customers out of 450 that give a total percentage of 7.6 percent of the total population under consideration. LG is used by 49 customers with a percentage of 10.9 of the sample size. Hisense is used by 34 customers with a percentage of 7.6, Media by 23 with a percentage of 5.1, Konka by 33 with a percentage of 7.3, Toshiba by 34 with a percentage of 7.6, TCL by 34 with a percentage of 7.6 also and Changhong by 69 with a percentage of 15.3 which is the second highest brand used by the customers in the study. This gives us a total of all 450 customers.

As per the factors we take under consideration, we will observe these factors by different statistical techniques in order to check their effect on Brand Trust. The mean value of Average Trust in the customer is 4.1813 and the standard deviation size is 0.27381 with the sample size of 250

customers. The mean value for average customer experience is 3.7942 with standard deviation of 0.25317 and sample size of 450 customers. The mean value for word of mouth in this analysis is 4.2461 with standard deviation of 0.45981 and sample size of 450. Table 4.2 gives us a clear view about the relationship of band trust with customer experience and word of mouth. We have segregated the above equation to check the effect of the independent variables i.e. customer experience and word of mouth on the dependent variable i.e. brand trust.

The Table 4.3 below presents our results for hypothesis 1. The dependent variable in this hypothesis is customer cognitive dissonance. The results show effect of word of mouth on customer cognitive dissonance in both China and Pakistan. The R value of word of mouth in China in this analysis is 0.857 which shows word of mouth has an impact of 85.7 percent on creation of customer cognitive dissonance in customer purchase process with alpha 2.45 which shows a significant relationship between cognitive dissonance and word of mouth in case of China.

Table 4.3.: Regression predicting hypothesis 1: relationship between customer cognitive dissonance of word of mouth

Dependent variable: Cognitive Dissonance

China				
R	0.857			
R^2	0.735**			
Adjusted R^2	0.735			
F-value	1243.59			
Predictors	**B**	**Sig.**	**T**	**VIF**
α	2.45**	.000	61.44	
WOM	0.857**	.001	35.26	1.00
*p<0.1,**p<0.05,***p<0.01*				

Table 4.4: Regression predicting hypothesis 2: Relationship between customer satisfaction and word of mouth.

Dependent variable: Customer Satisfaction

China

R	0.831			
R^2	0.691**			
Adjusted R^2	0.690			
F-value	1002.15			
Predictors	**B**	**Sig.**	**_T_**	**VIF**
α	0.877	.000	8.08	
WOM	0.831**	.000	31.65	1.00

*$p<0.1,$**$p<0.05,$***$p<0.01$*

Table 4.4 presents our results for hypothesis 2. The dependent variable in this hypothesis is customer satisfaction. The results show effect of word of mouth on customer satisfaction in both China and Pakistan. The R value of word of mouth in China in this analysis is 0.831 which shows word of mouth has an impact of 83.1 percent on customer satisfaction with alpha 0.877 which shows a significant relationship between customer satisfaction and word of mouth in case of China. Thus we can say that customer satisfaction and word of mouth has positive relationship with each other and customer satisfaction increases with increase in positive word of mouth in case of China.

Table 4.5 presents our results for hypothesis 3. The dependent variable in this hypothesis is brand trust. The results show effect of word of mouth on brand trust in both China and Pakistan. The R value of word of mouth in China in this analysis is 0.657 which shows word of mouth has an impact of 65.7 percent on brand trust in customer purchase process with alpha 2.519 which shows a significant relationship between brand trust and word of mouth in case of China. Thus we can say that brand trust and word of mouth has positive relationship with each other and brand trust increases with increase in word of mouth in case of China.

Table4.5: Regression predicting hypothesis 2: Relationship between brand trust and word of mouth

Dependent variable: Brand Trust

China

R	0.657			
R^2	0.432**			
Adjusted R^2	0.431			
F-value	340.837			
Predictors	**B**	**Sig.**	**_T_**	**VIF**
α	2.519**	.000	27.77	
WOM	0.657**	.000	18.46	1.00

*$p<0.1,$**$p<0.05,$***$p<0.01$*

5. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

Through the above analyses, we can draw the following conclusions:

(I) Positive word of mouth decreases the pre-purchase dissonance within the customer's mind regarding the selection of one brand among the available options and negative word of mouth increases the pre-purchase dissonance within customer's mind.

Companies can decrease the level of customer dissonance by creating a positive word of mouth about the product. Companies have to focus on promotional techniques in order to increase the positive word of mouth about the product. Positive word of mouth will help the customer to at least enter in the purchase process by decreasing the pre-purchase dissonance in customer's mind. Positive word of mouth can be created by different promotional activities as most of the companies are spending a lot of their revenue in promotions of their products.

(II) Positive word of mouth increases the level of customer satisfaction and negative word of mouth decreases the level of customer satisfaction. As much the word of mouth is positive as high will be customer's level of satisfaction over a particular brand.

Companies have to handle the customer satisfaction by conducting different surveys regarding the preferences of the customer. If companies will not understand the customer's needs properly, customer will be dissatisfied and switch to other brands available in the market. These surveys will help the companies to understand the customer's attitude towards the brand, customer's preferences among the brands available in the market and customer's word of mouth about the brands available. If the word of mouth about the brand is positive, it means customers are satisfied with the product but if the word of mouth is negative then the customers are not satisfied with the product and they will switch to other options available in the market.

(III) Brand trust of a customer increases with positive word of mouth and decreases with negative word of mouth.

Customer satisfaction will directly lead a customer towards trusting a brand. Companies should find out the level of customer satisfaction by observing the sales of their brand. If the sales are increasing, it means the level of customer satisfaction is also increasing. This will also increase the brand trust as well. It also indicates that the customer has good experience with the brand and promoting the product by creating positive word of mouth for the brand. The existing customers also influence the decision making of the new customers regarding the purchase of a product and can refer them to buy or not to buy a particular brand. Therefore, positive word of mouth and customer positive experience are the factors that directly affect customer satisfaction and lead the customer towards brand trust.

(IV) The customer will go in the re-thinking process as the word of mouth of the brand is negative. It can also be narrated as with the decrease in customer satisfaction, his

trust over a brand will also decrease and he will re-think to make a correct choice for the future purchase.

If the customer is not satisfied from the product or get unsatisfied after using or staying with a same brand for a long time, he will go to rethink about the decision he made about the purchase decision he made and will switch to the other options. He will keep searching for the opportunities available until the expected level of satisfaction is reached and then they will trust the brand they switch. Companies should pay attention towards the technology advancements of the products and should always improve the product as per the customer need and demand of the market.

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