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***Impact Of Customer Experience, Customer Involvement and Brand Name on
Customers Purchase Intention in The Auto Mobile Industry of Pakistan with
The Mediating Effect of Perceived E-WOM Credibility***



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Abstract

The primary objective of this research is to identify the relationship between customer experience, customer involvement, brand name, perceived e-WOM credibility, and customer purchase intention. This study has considered customer experience, customer involvement, brand name as the independent variables, perceived e-WOM credibility as a mediator, whereas customer purchase intention has been considered as the dependent variable. Quantitative method of research was used, and convenience sampling was utilized. Questionnaire was the data collection instrument used to gauge the responses of a sample of 200 respondents. To analyze the data gathered from the respondents, several statistical instruments like reliability, correlation, mediation and regression analysis have been used. The research findings uncovered empirical results which indicate that customer experience, customer involvement, and brand name are positively correlated with perceived e-WOM credibility. In addition, correlation analysis has shown that perceived e-WOM credibility is positively correlated with customer purchase intention. In addition, regression analysis has proved a significant relationship between customer experience, customer involvement, and brand name, perceived e-WOM credibility and customer purchase intention. Furthermore, mediation analysis has proved the significant mediating effect of perceived e-WOM credibility in relationship between customer experience, customer involvement, and brand and customer purchase intention in the automobile industry of Pakistan.

Key Words: Customer Experience, Customer Involvement, Brand Name, Perceived E-WOM Credibility, Customer Purchase Intention, etc.

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