

T.C.
ISTANBUL TICARET UNIVERSITY
GRADUATE SCHOOL OF FOREIGN TRADE
DEPARTMENT OF INTERNATIONAL TRADE PROGRAMME



**“HOW TO SUCCESSFULLY BUILD AND MANAGE A SUSTAINABLE ONLINE
BRANDING?”**

Master's Thesis

XHEVAT BEQIRI

Istanbul, 2022

T.C.
ISTANBUL TICARET UNIVERSITY
GRADUATE SCHOOL OF FOREIGN TRADE
DEPARTMENT OF INTERNATIONAL TRADE PROGRAMME



**“HOW TO SUCCESSFULLY BUILD AND MANAGE A SUSTAINABLE ONLINE
BRANDING?”**

Master’s Thesis

XHEVAT BEQIRI

Assoc. Prof. Evrim İldem Develi

Istanbul, 2022

TABLE OF CONTENTS	Page
Abstract.....	5
Özet.....	6
Preface.....	7
List of Tables.....	8
List of Figures.....	9
List of Abbreviations	10
INTRODUCTION	11
Literature review.....	13
Chapter one - Online branding	13
1.1. The significance of online branding.....	13
1.2. The advantages of online branding.....	16
1.3. Disadvantages of online branding.....	18
1.4. The role of images in online branding.....	18
1.5. Leadership in online branding.....	18
Chapter two - Getting started with branding.....	20
2.1. Strong brand identity.....	20
2.2. Branding starts with positioning.....	22
2.3. Choosing a position.....	22
2.4. Types of market orientation.....	23
2.5. Conveying the brand message.....	24
2.6. Naming the brand.....	26

2.6.1. The manufacturer names	29
2.6.2. Names given to fictional characters	29
2.6.3. Descriptor names	30
2.6.4. Suggestive names	30
2.6.5. Iconic names	30
2.6.6. Metaphor	31
2.7. Brand logo.....	31
2.8. Vision and mission.....	34
Chapter three – Brand management.....	36
3.1. Managing your brand.....	36
3.1.1. Traditional vs. Online Brand Management.....	37
3.2. Brand experience.....	40
3.2.1. Brand loyalty	43
3.2.2. Brand integrity	44
3.3. Online customer service.....	45
3.4. Impact of emotional text.....	49
3.5. Provide a friction free customer experience.....	50
3.6. Warehouse.....	50
Chapter four - Methodology.....	52
4.1. Universe and Sample	52
4.1.1. Rabbit Air as a Case Study	52
4.1.2. Why air purifiers?.....	54

4.1.3. Indoor air quality.....	55
4.1.4. Preventing the release of indoor pollutants	56
4.1.5. HEPA based (air) filters.....	58
4.1.6. Activated carbon (charcoal based activated carbon filters).....	60
4.2. Data Collection Instruments	62
4.2.1. Secondary Data.....	62
4.2.2. Primary Data.....	62
4.2.2.1. Semi-structured interviews.....	63
4.2.2.2. Research participants and semi-structured interview questions and answers.....	63
4.2.2.2.1 Company owner's questions and answers.....	63
4.2.2.2.2.. Brand strategy's questions and answers.....	65
4.2.2.2.3. Team lead's questions and answers.....	67
4.2.2.2.4. Health market lead's questions and answers.....	70
4.3. Interpretation of the results of the Study.....	72
Conclusion	79
REFERENCES	83

Abstract

Online branding is a marketing strategy that uses the internet to place a company's brand in the market. Because most online company start-ups fail, this is both an opportunity and a challenge. The following research aims to provide a road map to successful online branding. Success does not come by chance. Therefore, semi-structured interviews were held with key executives of Rabbit Air, one of the fastest-growing companies in the United States. According to the study's findings, in order to build a successful online business, customers must first be provided with a product that adds value to their lives; second, a strong brand identity must be established; and third, outstanding customer service and a satisfying customer experience must be provided. Overall, we conclude that a brand must make a difference in the lives of its consumers and eliminate any needless friction during its customer experience by automating and streamlining the workflow.

Keywords: Online Branding, Online Customer Service, Customer Experience, Rabbit Air

ÖZET

Çevrimiçi markalaşma, bir şirketin markasını pazarda konumlandırmak için interneti kullanan bir pazarlama yaklaşımıdır. Online şirket girişimlerinin çoğu başarısız olduğundan, bu yaklaşım hem bir fırsat hem de bir zorluktur. Bu çalışma, başarılı çevrimiçi markalaşmaya giden bir yol haritası sunmayı amaçlamaktadır. Başarı tesadüf değildir. Bu nedenle, Amerika Birleşik Devletleri'nin en hızlı büyüyen şirketlerinden biri olan Rabbit Air'in kilit yöneticileri ile yarı yapılandırılmış görüşmeler yapılmıştır. Araştırmanın bulgularına göre, başarılı bir online işi kurmak için müşterilere öncelikle hayatlarına değer katan bir ürün sunulmalı; ikincisi, güçlü bir marka kimliği oluşturulmalıdır; ve üçüncüsü, üstün müşteri hizmeti ve tatmin edici bir müşteri deneyimi sağlanmalıdır. Sonuç olarak, bir markanın tüketicilerinin yaşamlarında bir fark yaratması ve iş akışını otomatikleştirip kolaylaştırarak müşteri deneyimi akışını bozabilecek gereksiz engelleri ortadan kaldırması gerekmektedir.

Anahtar Kelimeler: Online Markalaşma, Online Müşteri Hizmetleri, Müşteri deneyimi, Rabbit Air

Preface

My success is only by Allah. Quran 11:88.

The following research aims to offer guidelines for achieving success with your online branding.

To my thesis advisor, Assistant Professor Evrim Ildem Develi, I extend my heartfelt appreciation. Sincere gratitude is conveyed to her for her great contributions of guidance, constructive comments, kind support, and counsel throughout this thesis. She consistently responded to my emails promptly. Thank you for accepting me as your student. Thank you to Istanbul Ticaret University for giving me the chance to finish my thesis successfully and for the learning experience from the exceptional professors in my master's program.

I am fortunate and delighted to have worked with research assistant Şüheda Baran. She was an incredible asset from day one, at times responding to emails late at night or early in the morning with an outstanding level of professionalism. She adds value to Istanbul Ticaret University.

Thank you to the interviewees: Edwin Cheung, the owner of Rabbit Air; Olivia Raya, my trainer and team leader at Rabbit Air; and Tamina Park, who took time out of their busy schedules to participate in my study and make this project possible. "Thank you" does not express how thankful I am for your support throughout the years, Edwin. It is a privilege to work under your leadership and for a prosperous company like Rabbit Air. Working for a supervisor whose skills and abilities are noteworthy is a fantastic opportunity, Olivia. I am grateful to all of you for everything.

Words cannot express how much my mother means to me; her unwavering love and confidence-inspiring support keep me motivated and confident. My late father would have been proud of me, and I owe all of my achievements and success to my parents. I adore them endlessly.

I appreciate all those who have contributed to my accomplishments.

Xhevat Beqiri

Istanbul, August 1, 2022

LIST OF TABLES

Page

Table 1. World Internet Users and Population Stats (2022).....	14
--	----



LIST OF FIGURES	Page
Figure 1. 2015-2025 Global E-Commerce Percentage of Total Retail Sales (2022).....	15
Figure 2. Barbara F. Schenck's summary of the branding process (2013).....	21
Figure 3. Sustainable Brand Value Synergy (2010).....	26
Figure 4. Hierarchical structure necessary for optimal brand selection (2013).....	28
Figure 5. Online brand management framework (2016).....	39
Figure 6. Top Drivers of Air Purifiers (2022).....	53
Figure 7. Allergen reduction test (2022).....	54
Figure 8. Main pollution sources at home (2021).....	56

LIST OF ABBREVIATIONS

Bizrate: A marketing research company.

Clootrack: Real-time customer experience analytics to decrease churn.

HEPA: High-Efficiency Particulate Air (Filter).

HVAC: Controls the temperature, humidity, and purity of the air in an enclosed place.

IAQ: Indoor Air Quality

Nasdaq: An American stock exchange.

PM: Particulate matter refers to airborne solid particles and liquid droplets.

Qualtrics XM Institute: An institute that helps develop Experience Management programs.

Rabbit Air: An air purifier brand in the USA.

Servqual: A research instrument to measure service quality as perceived by the customer.

INTRODUCTION

In 2020–2021, the consumer experience ecosystem underwent significant transformations. The epidemic drove many companies to adapt an internet presence to their business, demonstrating that a thorough understanding of the digital landscape can lead to significant success in the commercial sector. However, there are diverging opinions and a scarcity of data on how to thrive with online branding in a rapidly changing industry. The purpose of this research is to identify and assess the most important aspects of successful online branding.

A large number of businesses operating in the modern marketplace are more seller-centric, and their management still adheres to the traditional concept that maximizing shareholder value comes first. To achieve this result, we must return our attention to the reason we are in business: our consumers.

Customers have the ability to get pre-sale information, touch and feel the product, and receive immediate delivery while shopping at a traditional brick-and-mortar store, but this is not the case with internet branding. As a direct consequence of this, companies discover that they are unprepared with regard to the new online business environment's skill-building plans and approaches, and as a result, around 95% of them fail (Emmer, 2020). This needs to be addressed by making the website customer-focused and providing appropriate, high-quality images of the products. Indeed, we must master the fundamentals, which include the product, the website, payment integration, shipping, and packaging, since each experience and touch point plays a distinct function and back it up with exceptional customer service. They need to be able to function successfully alone and connect with each other harmoniously.

Considering the paucity of research on how to build a successful internet brand, this study provides real-world value recommendations from semi-structured interviews with Rabbit Air key personnel and other experts on how to succeed by coming up with a product that adds value to customers and improving the customer experience with a customer-first brand culture, remarkable customer experience, and removing any unnecessary obstacles that disrupt the customer's flow.

In the first chapter, a literature review of the significance of online branding, its advantages, disadvantages, and the role of images and leadership in online branding is presented. The second chapter will go through brand identity, positioning, market orientation, naming the brand, logo, vision, and mission. In Chapter three, we will discuss brand management, brand experience, and the role of customer service as a company's frontline representatives. As Rabbit Air has been chosen as a study case for this research, the fourth chapter will concentrate on air purifiers, semi-structured interview questions and answers, and their interpretation. The conclusion and recommendations for future research are presented at the end.

LITERATURE REVIEW

CHAPTER ONE – ONLINE BRANDING

In this chapter, a description of online branding, the internet's continuous expansion, and a literature review on the significance and future of online branding, its advantages, downsides, and the function of images in online branding are presented.

1.1. The Significance of Online Branding

Wallace (2011) describes online branding as a brand management method that leverages the Internet and social media platforms to portray a firm in the marketplace. Online branding is increasingly and steadily displacing traditional branding procedures. Kousalyadevi, G. (2022). Since the mid-1990s, when the internet began to grow, online branding has become an essential part of doing business. (Eid et al., 2011).

Access to the internet has been available to the general public for about 30 years. At least one billion users search the internet each and every day for a wide variety of names of people, businesses, and products. According to research carried out by Google, more people in the world have access to a smartphone than have access to a toothbrush. This is a global trend.

WORLD INTERNET USAGE AND POPULATION STATISTICS 2022 Year-Q1 Estimates						
World Regions	Population (2022 Est.)	Population % of World	Internet Users 31 Dec 2021	Penetration Rate (% Pop.)	Growth 2000-2022	Internet World %
Africa	1,394,588,547	17.6 %	601,327,461	43.1 %	13,220 %	11.5 %
Asia	4,350,826,899	54.8 %	2,790,150,527	64.1 %	2,341 %	53.1 %
Europe	841,319,704	10.6 %	743,602,636	88.4 %	608 %	14.2 %
Latin America / Carib.	663,520,324	8.4 %	533,171,730	80.4 %	2,851 %	10.1 %
North America	372,555,585	4.7 %	347,916,694	93.4 %	222 %	6.6 %
Middle East	268,302,801	3.4 %	205,019,130	76.4 %	6,141 %	3.9 %
Oceania / Australia	43,602,955	0.5 %	30,549,185	70.1 %	301 %	0.6 %
WORLD TOTAL	7,934,716,815	100.0 %	5,251,737,363	66.2 %	1,355 %	100.0 %
NOTES: (1) Internet Usage and World Population Statistics estimates are for January 31, 2022. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the United Nations Population Division . (4) Internet usage information comes from data published by Nielsen Online , by the International Telecommunications Union , by GfK , by local ICT Regulators and other reliable sources. (5) For definitions, navigation help and disclaimers, please refer to the Website Surfing Guide . (6) The information from this website may be cited, giving the due credit to www.internetworldstats.com . Copyright © 2022, Miniwatts Marketing Group. All rights reserved worldwide.						

Table, 1. World Internet Users and 2022 Population Stats

Source: Internet world stats, 2022

The data in Table 1 illustrate the significance of the internet in today's world as well as the critical need for businesses to have a presence in a specific market known as the online market.

According to Statista, a German market and consumer data company, the number of global digital buyers increased to over 2.14 billion in 2021 from 1.32 billion global digital buyers in 2014. This accounts for almost a quarter of the total population of the planet.

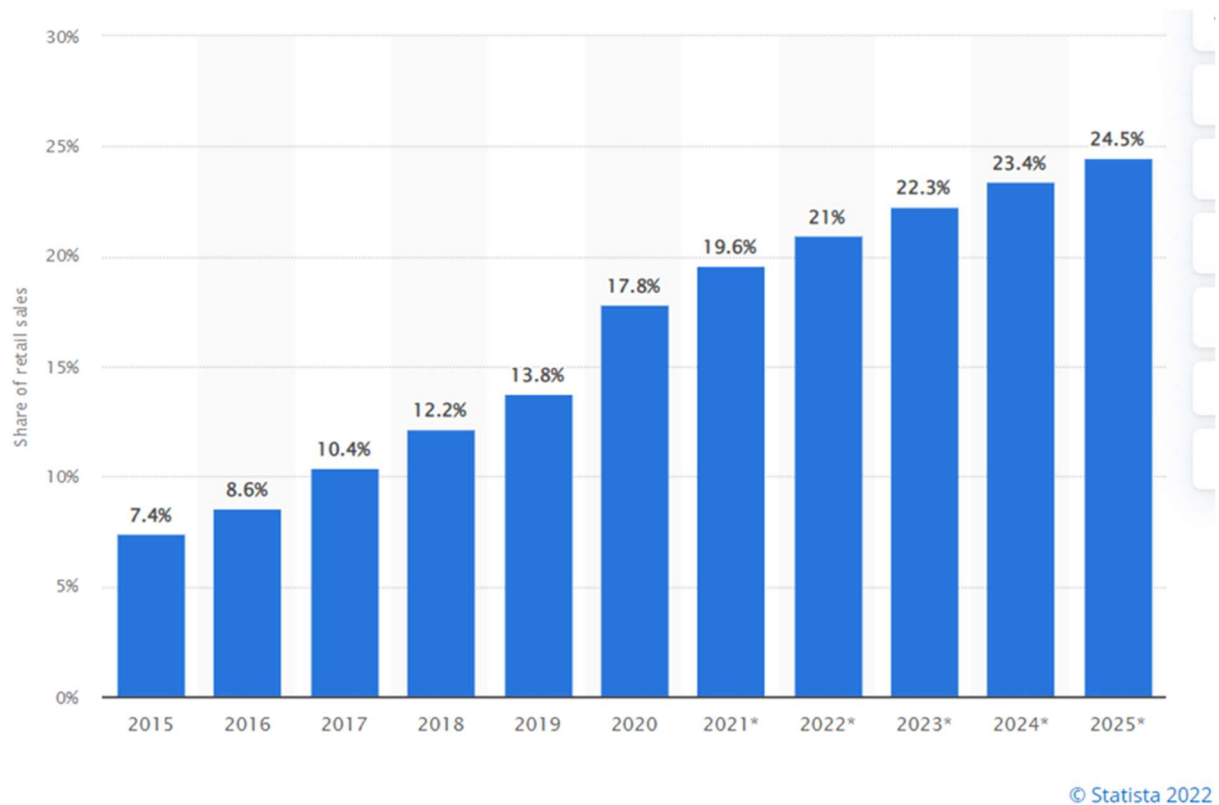


Fig. 1. 2015-2025 Global E-Commerce Percentage of Total Retail Sales

Source: Coppola, 2022

Kitonyi, N. (2017) is quoted by Padalka, (2021) as predicting that 95 percent of all purchases would be performed online by 2040, according to NASDAQ, one of the three major US stock exchanges. In other words, essentially all business will be conducted online within the next two decades. It is anticipated that mobile devices will also account for the majority of internet sales. As a result, as we watch businesses move on a massive scale to the internet, the importance of branding will only grow (Clauser, 2001).

This does not mean that people will abandon physical stores anytime soon. However, it is critical to adapt to the growing popularity of online shopping.

Businesses now have the opportunity to expand their worldwide reach and more effectively grow their brands online thanks to the proliferation of connectivity provided by the Internet.

(Smith, 2008). Online branding becomes more crucial in an environment characterized by decreasing opportunities for face-to-face connection with customers and an increased reliance on electronic means for conveying information about the products' qualities and characteristics (Chiang, Lin, & Wang, 2008).

1.2.The advantages of online branding

Because websites are used by both individuals and businesses to promote the services and goods associated with a brand, the creation of a website is an essential component of internet branding. William, J (2005).

Advocates of the significance of online branding (Bergstrom, 2000; Goldsmith, 2001; L. Mitchel, 2000; Ries, A., & Ries, L. (2000); Carpenter, 2000) are of the opinion that in the extremely competitive internet market, developing and improving a company's online brand is absolutely necessary.

For example, Berry (2000) claims that strong online brands not only boost customers' trust in physically invisible products or services but also help purchasers better envision and comprehend what it is that they are buying.

In this context, the observations made by Carpenter (2000) are quite illuminating: The massive increase in the number of websites available has led to frustration and uncertainty on the part of the regular internet user. Customers who are overwhelmed by the variety of choices available to them will gravitate toward the alternatives that are most comfortable for them. They will develop relationships with particular web companies and continue to do business with those brands on a regular basis. Customers' and businesses' relationships will strengthen rather than weaken as a result of increased online competition for businesses that have already built strong digital brands, as the number of businesses operating online continues to increase. There has been a shift of power toward companies that have significant brand recognition.

The remarkable expansion in the number of sites available has left the typical internet user feeling overwhelmed and confused as a result of the vast selection available. When confronted with a plethora of options, clients are likely to gravitate toward what is familiar

and comfortable for them. They will cultivate relationships with particular online brands and conduct repetitive commercial transactions with those brands. Those firms that have built strong internet brands will see their customer-company relationships strengthened as a result of the expansion of online enterprises. The power is shifting to those businesses that have established themselves as reputable brands.

Dayal, Landesberg, & Zeisser (2000) tend to agree that for internet companies to be successful, they must be entirely online, also known as digital brands, which might give a sense of familiarity, comfort, and closeness to customers. They believe that this will be necessary in order for online businesses to be successful. This makes perfect sense when taking into account the fact that clients are faced with a plethora of comparable products from which to choose, as well as the fact that they are confused by contradictory marketing messages (Mitchel, 2000).

According to Tarhini et al. (2018), who cite Lim (2015), most customers have realized how important online shopping is to them in their daily lives, including the ability to circumvent limits imposed by time and space, affordable prices, expert assistance, individualized service, and greater access to information.

By reducing restrictions related to time and place, consumers will have improved access to shopping experiences that are more efficient, expedited, and simplified. (Prasad & Aryasri, 2009; Soopramanien & Robertson, 2007). Convenience was considered one of the most important factors in defining the customer's experience when it came to online shopping, according to Schaupp and Belanger's (2005) findings. People also save time by buying online since they do not have to travel to physical stores or boutiques or wait in line at such locations (Huseynov & Yldrm, 2016). They could rather do their research using search engines such as Google.

According to research conducted by S. I. Wu (2003), the advantages of making purchases online include convenience, the flexibility of choice, information, site design, and business name. Customers were most motivated to purchase online because it offered them higher levels of convenience than traditional shopping methods. On the other hand, buying online is not the same as making a purchase at a traditional brick-and-mortar retail store.

1.3. Disadvantages of online branding

Customers are only able to read about and view items when they purchase online since the user interface does not permit them to touch, feel, or try the products, which limits their overall perception of the item (Bhatnagar & Ghose, 2004). Customers who buy online do not have the opportunity to see the goods, touch them, or smell them prior to making a purchase (Al-Debei et al., 2015). Concerns over the quality of products, the confidentiality of their payment information, and the security of their personal information are common among online customers. According to Kim and Benbasat (2003), personal information, product quality, price, customer service, and shop presence can all contribute to a lack of confidence in a business.

1.4. The role of images in online branding

Considering that customers cannot physically see or touch the products, it is crucial to build an excellent online store. According to Pairin and Keng (2003), because of the perceptual nature of the web, consumers want to see as many details as possible about a particular product, and they should be presented with an accurate and comprehensive portrayal of the product. Several design standards for e-commerce website product information are provided by (Xiaowen & Gavriel, 2003). This involves making sure that the product descriptions are accurate, consistent, and comprehensive. According to Junaini and Sidi (2005), a well-designed e-commerce website interface (Callahan & Koenemann, 2000) with aesthetics, attractiveness, and interaction as the primary design aspects can boost customer satisfaction and encourage customers to purchase the goods. These two researchers cited the work of Cahillan and Koenemann (2000) as their primary source of information. According to research conducted by Liang & Lai (2002), customers are more likely to buy from e-commerce websites if the photos and design of the store are of high quality.

1.5. Leadership in online branding

Epure et al. (2017) found that there is a significant relationship between a company's level of branding success and the quality of its leadership. Although all companies put in the effort, time, and resources necessary to build a powerful brand at the management level, the most

successful companies are the ones that have exceptional leadership. Previous research has identified two topics of great interest: "leadership brand" and "brand leadership." The concept of a "leadership brand" suggests that businesses first imagine the positioning of their brand and then groom management talent or leaders with certain characteristics fit for the intended brand image (Ulrich and Smallwood, 2007). The second concept "brand leadership," generally refers to the function that a brand plays in the process of strategic differentiation, which helps a company become the leader in its market [Keller & Kotler, 2006]. According to the research of Novitasari et al. (2022), a positive and significant impact on a company's ability to retain and grow its client base is directly correlated to the degree to which the company excels at exhibiting the characteristics of a market-leading brand. These characteristics include quality, value, innovation, and popularity (2022).

CHAPTER TWO – GETTING STARTED WITH BRANDING

This chapter will discuss the advantages of strong brand identity; selecting a position in the marketplace; brand positioning techniques; types of market orientation; communicating the brand message; naming the brand; the brand logo; and a company's vision and mission.

2.1. Strong brand identity

According to Kapferer (2012), distinction, timelessness, homogeneity, value, authenticity, and brand acceptability are all results of having a strong brand identity. Developing a brand-driven culture takes time, determination, and thoughtfulness. Intangible outcomes include more pleased consumers, less price sensitivity, fewer customers abandoning, a larger proportion of customers' wallets, more recommendations, and more recurring business (Knapp, 2000). Customers value their relationships with their branded items and with the marketing agents and institutions that own and run the brand (McAlexander, Schouten, & Koenig, 2002). The brand identity must reflect the company's business strategy and commitment to investing in programs to deliver the brand's promise to customers (Aaker and Joachimsthaler, 2000).

A brand is a unique name and/or symbol (like a logo, trademark, or package design) used to identify and set apart the goods or services of one seller or a group of sellers from those of competitors (Ghodeswar, 2008). A brand, therefore, informs the buyer about the origin of the product and protects both the customer and the producer from rivals who may seek to sell items that look identical (Aaker, 1991). Strong brands provide long-term growth, greater sustainable profitability, and enhanced asset value through competitive differentiation, premium pricing, superior sales volumes, economies of scale and lower costs, and increased demand security (Temporal, 2000).

The "promise" of a brand is the essence of the practical and emotional benefits customers might expect from a brand's products and services. It symbolizes the company's heart, soul, and character (Knapp, 2000).

Successful brands are those that are able to successfully adapt to their environment and endure and thrive in the face of competition over the long run (Ghodeswar, 2008).

One of the most crucial components of building a successful brand is knowing how to construct a brand identity, which involves communicating the business's values effectively (Aaker, 1996). Companies with a consistent, unique, and relevant brand identity may gain market share, provide value with their products and services, and charge a premium price (Hardy, Schmitt, & Simonson, 1999).

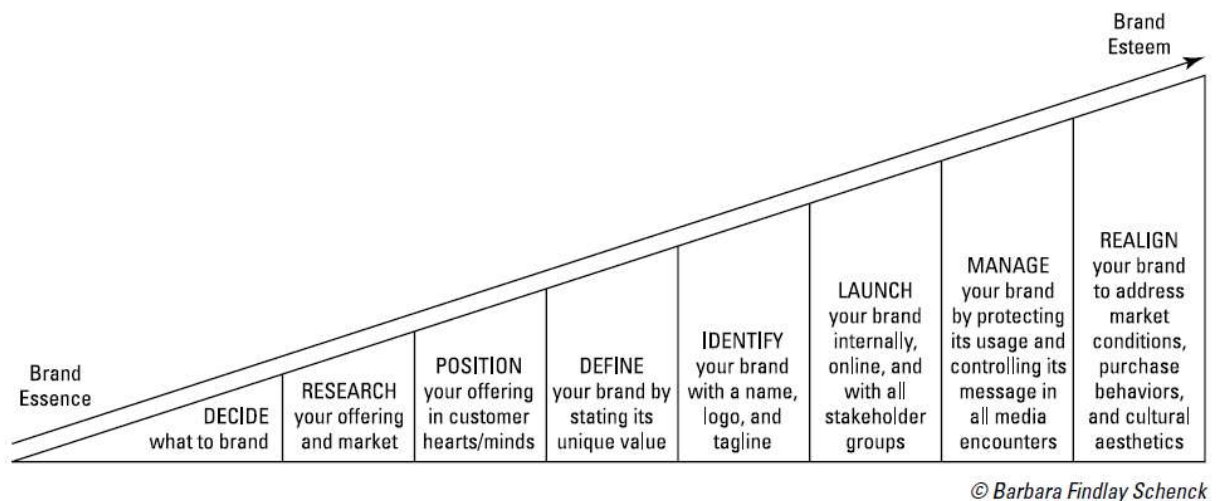


Fig 2. Barbara F. Schenck's summary of the branding process

Source (Chiaravalle & Findlay, 2013)

According to Chiaravalle & Findlay (2014), brands are not logos. A logo is a symbol that identifies a brand. A brand is not the appearance, the words, or even the products offered. A brand is what people have confidence in and feel it stands for. A brand is an assurance.

Branding can make or break a product. Nandan (2005) believes that a strong brand image is a powerful asset and makes consumers confident that the firm is reliable. According to (2002), a brand should reflect the benefits and expectations of the consumers. A brand, from the consumer's perspective, is the whole aggregate of all their experiences, and it is formed at all points of interaction with the customer. Kapferer, 2004). A brand's personality delivers a more valuable competitive advantage than any practical element (Sherrington, 2003).

2.2. Branding starts with positioning

Positioning is the process of identifying an unsatisfied customer's desire or need and addressing it with an appropriate solution. Establishing the market position of a product or service often takes a long time and a lot of funding for product development, customer support, marketing, and management. For companies to be successful in this endeavor, their market orientation, and market positioning must be in sync (Fuchs & Diamantopoulos, 2010; Ries & Trout, 2001). Positioning affects a firm's long-term competitive advantage if implemented correctly (Hooley, Greenley, Fahy, & Cadogan, 2001; Kotler & Armstrong, 2018). Superior performance, including profits (Y. Suzuki, 2000), is considered to be correlated with effective positioning (Hooley et al., 2001). To differentiate themselves in the increasingly competitive B2B industry, firms must first gather information about their rivals' and customers' demands, then build a value proposition that stands out in consumers' eyes (Iyer, Davari, Zolfagharian, & Paswan, 2019). Understanding the impact of attaching a brand to another person, location, thing, or brand on its prospective buyers is crucial in a networked economy (Kevin Lane Keller, 2003).

According to Temporal (2000), branding should deliver psychological value to products, services, and companies in the form of intangible benefits, including psychological connections, beliefs, values, and attitudes.

Positioning is a market-based organizational capacity that may provide companies an edge in the market (Iyer et al., 2019).

2.3. Choosing a position

The target market that a company chooses to focus on, as well as the competitive advantage that the company hopes to establish for itself in the industry, both contribute to the competitive positioning that the company ultimately settles on (Hooley, Broderick, & Möller, 1998). Under the value for money or cost leadership positioning strategy, the business uses marketing tactics and procedures to provide market-attractive offers with lower internal costs. As part of its appealing positioning approach, the business emphasizes the elegance and beauty of its market offers, as well as the product's capacity to provide clients with value (Blankson & Kalafatis, 2007), encouraging them to make a purchase (Arnott, 1992).

Positioning strategies and operationalization

Positioning strategies	Scale items
Top of the range	upper class, top of the range, status, prestigious, posh
Service	impressive service, personal attention, consider people as important, friendly
Value for money	reasonable price, value for money, affordability
Reliability	durability, warranty, safety, reliability
Attractiveness	good aesthetics, attractive, cool, elegant
Country of origin	patriotism, country of origin
Brand name	the name of the offering, leaders in the market, extra features, choice, wide range
Selectivity	selective in the types of customers, high principles

Source: Blankson and Kalafatis (2004)

2.4. Types of market orientation

Proactive market orientation (henceforth, PMO) focuses on discovering and fulfilling latent or tacit client demands. The PMO identifies future consumer demands and market opportunities (Iyer et al., 2019). PMO is based on research, represents an attitude of continuous learning, and is frequently pushed by market forces (Narver, Slater, & MacLachlan, 2004). Higher degrees of product market orientation (PMO) indicate that a company is more likely to guide its consumers to discover new or untapped requirements that may be satisfied via the development of future products (Lamore, Berkowitz, & Farrington, 2013). So, PMO makes it easier to use competitive strategies like quality or design-based differentiation, which focus on market research, finding opportunities, and taking calculated risks (Voola & O'Cass, 2010).

Responsive market orientation (henceforth, RMO) focuses on recognizing and accommodating existing client demands (Slater & Narver, 1998; Saini & Johnson, 2005). Some writers suggest that RMO reduces the likelihood of developing innovative solutions (Berghman, Matthyssens, & Vandenbempt, 2006; Herhausen, 2016; Narver et al., 2004). However, without RMO, businesses are less likely to satisfy urgent client demands, jeopardizing their existing profitability. RMO aligns with the brand management concept of consistency, which is vital (Urde, 2016).

Construct	Item
Proactive market orientation	We help our customers anticipate developments in their markets. We continuously try to discover additional needs of our customers of which they are unaware. We incorporate solutions to unarticulated customer needs in our new products and services. We brainstorm on how customers use our products and services. We innovate even at the risk of making our own products obsolete. We search for opportunities in areas where customers have a difficult time expressing their needs. We work closely with lead users who try to recognize customer needs months or even years before the majority of the market may recognize them.
Responsive market orientation	We extrapolate key trends to gain insight into what users in a current market will need in the future. We constantly monitor our level of commitment and orientation to serving customer needs. We freely communicate information about our successful and unsuccessful customer experiences across all business functions. Our strategy for competitive advantage is based on our understanding of customers' needs. We measure customer satisfaction systematically and frequently. We are more customer-focused than our competitors. I believe this business exists primarily to serve customers.
Quality-based differentiation	Data on customer satisfaction are disseminated at all levels in this business unit on a regular basis. Quality of your product Enforcing strict product quality control procedures Innovation in manufacturing/service process Specific attempts to insure a pool of highly trained experienced personnel
Design-based differentiation	Extensive customer service capabilities Capability to provide specialty features/services Refining existing features/products Products/Services in high-priced segments
Brand image based differentiation	New product development Advertising above industry average Efforts to build reputation Efforts to enhance quality of advertising Influencing channels of distribution Building brand identification
Price-based differentiation	Innovations in marketing techniques and methods Major efforts to insure availability of raw materials Operating efficiency of the business unit Continuing, overriding concern for cost reduction Maintaining high inventory levels
Undifferentiation strategy	Imitating competitor product/service features Undercutting competition on price Matching competitor capabilities
Brand performance	Image Awareness Market Share Net Profit Margin
Competitive intensity	Competition in our industry is cut-throat. There are many "promotion wars" in our industry. Anything that one competitor can offer, others can match readily. Price competition is a hallmark of our industry. We hear of a new competitive move almost every day. Our competitors are relatively strong.
Market turbulence	Our customers' preferences are constantly changing. Our customers tend to look for new products all the time. We are witnessing demand for our products and services from customers who never bought them before. New customers tend to have product-related needs that are different from those of our existing customers. Our customers' future preferences are unpredictable.

Source: Iyer et al., (2019)

2.5. Conveying the brand message

The brand positioning strategy puts the brand identity and communication topics in order of significance. This lets the company set communication goals, such as the type of message to send, how to make the brand stand out, and what themes will appeal to the target customers. These channels include direct marketing, direct advertising, sales promotion, sponsorships,

endorsements, public relations, the Web, and integrated brand communications to place businesses in customers' thoughts. Other major channels of communication include integrated brand communications and the Internet. Brands that are established to last via the creative and strategic repetition of themes across a variety of media platforms are more likely to be successful (Ghodeswar, 2008). When it comes to developing brands, the hurdles that businesses confront are as follows: to be noticed and remembered; to influence perceptions; to reinforce attitudes; to create meaningful customer connections; and to be noticed and remembered (Aaker and Joachimsthaler, 2000).

A brand consists of the actual products and the imaginary images connected with the brand. To create more effective advertising, one must first have a comprehensive grasp of all of the factors that might have an effect on the brand, such as emerging patterns in consumer behavior, new forms of competition, and emerging innovations in technology (Parameswaran, 2001).

Visual communication is a bridge that may be utilized to solve the problem of contact in society, including delivering messages from producers to the audience, Soewardikoen, (2019).

The primary goal of visual communication is to produce structures that are not only aesthetically pleasing but also useful and structured for the many groupings of graphic components that are being communicated. For this reason, we should always begin by specifying what should be presented by any message, so that it may be integrated and accomplished through the use of visual communication (Sutoyo & Farhia, 2021).

Four characteristics may be used to develop an effective brand identity (Burmam, Halaszovich, & Hemmann, 2012):

- Reciprocity – an organization's identity can only be formed by differentiating itself from rival brands.
- Consistency – all internal and external actions must be consistent and free of contradiction.
- Continuity – The establishment of brand identity necessitates time and continuity with relation to brand philosophy.

- Individuality – Consumers must recognize specific brand characteristics as distinctive in comparison to competitor brands.

The brand, in its role as a symbol, encompasses all of the visually related aspects that work together to enable the identification of the presence of the brand. As shown in Figure 3, authentic brand interaction and continuous actions have the potential to be incorporated as brand values.

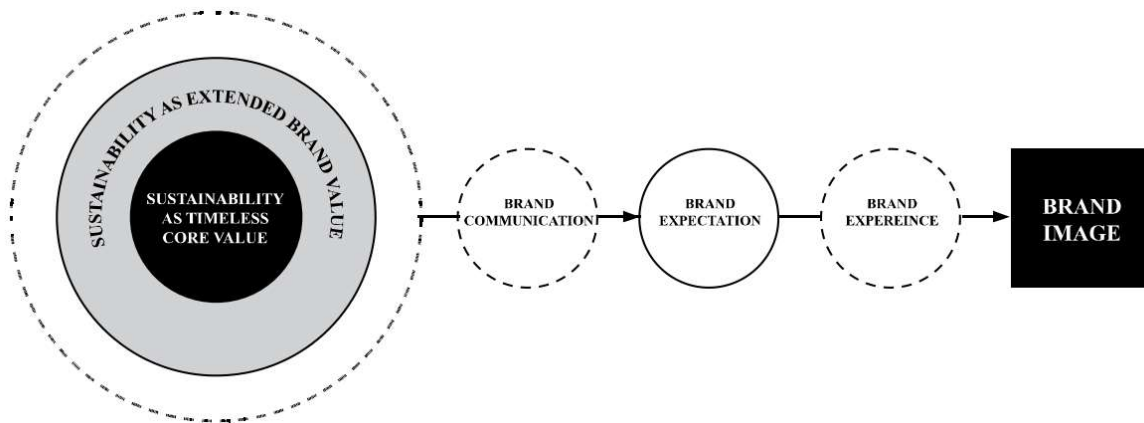


Figure 3. Sustainable Brand Value Synergy

Source: (Meffert, Rauch, & Lepp, 2010)

2.6. Naming the brand

The idea behind a brand is hidden in the brand name, which is also the basis of the brand's image (Smith & Aaker, 1992). Brands may be compared to road signs in that they provide customers with instructions on quality, assurance, and other information that is designed to help them when making a purchasing decision (Melewar, Alwi, Hsu, & Lin, 2013). In general, customers rely on such assistance when they are just familiar with the brand names

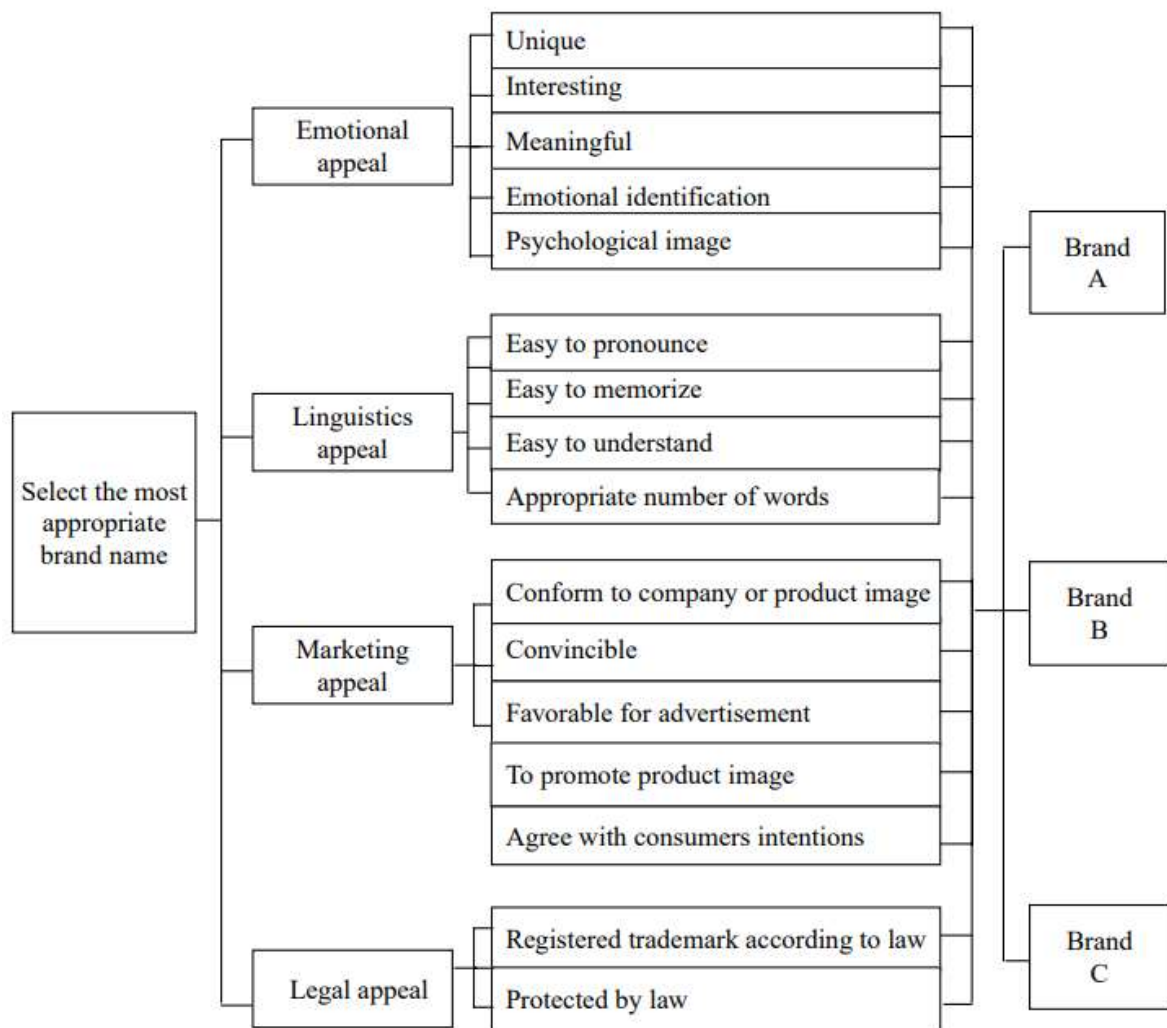
and do not have an adequate understanding of the product's functions or the professional manufacturing procedures (Teas and Terry, 1996).

A company's brand name, one of its most valuable assets, may influence consumers' opinions of the product and their buying decisions (Aaker and Keller, 1990). Because of this, choosing a brand name is one of the most essential marketing decisions a business can make, and it is frequently the central focus of introductory marketing programs (Keller, 1993). Howard et al. (1995) discovered that remembering the name of a product helps with a purchase request for that product. Several characteristics of an effective brand name have been established via research on brand naming. Robertson, (1989) suggested that a strategically desirable brand name be simple, unique, meaningful, and linked to the product class.

Robertson (1989) considers brand memorability to be one of the most important aspects of an appealing brand name, as well as a precondition for subsequent information processing and effective brand positioning (Aaker, 1991). (Meyers-Levy, 1989) discovered that brand names with low-frequency terms and/or distinctive connections are highly memorable in this aspect.

The process of choosing a brand name for a company is difficult and usually involves the owner's personal preferences. (Melewar et al., 2013) use the example of a well-known Taiwanese beverage company in their research to illustrate how the suggested approach may be applied to the challenge of choosing a name for the brand.

Figure 4: Hierarchical structure is necessary for optimal brand selection.



Source: (Melewar et al., 2013)

In research that was published not too long ago, the authors pointed out that the name of the product's brand is one of the variables that influence consumers to move from one product brand to another (Vani & ., 2010). Therefore, switching brands may occur if there is no understanding of the presence of such items with mutated brand names as well as obviously owing to both reduced attention and orthographical similarity among brand names (Chowdhury et al. 2012).

Visual attention is an essential component in the process of recognizing the visual environment. During the process of recognition, attention helps pick up and focus on

particular things (Wedel & Pieters, 2006). When many items are presented at the same time, they compete with one another for brain representation, which has the potential to shift attention (Duncan, 1996; Lamberts, 2000).

Brands are as recognizable as celebrities. Brands like Coca-Cola®, Apple®, Kleenex®, Calvin Klein®, Chanel®, McDonald's®, and Ivory Soap®, among others, have become household names. This degree of identification would not have been feasible if they were simply referred to as sodas, hamburgers, running shoes, laptops, etc. These brand names are crucial to establishing the products' identities and, thus, their "meaning codes." Brand names have grown so vital to the marketing industry that they are now vigorously protected by law (Danesi, 2011).

According to Danesi (2008), the process of naming brands may be divided into a number of general categories that reflect the underlying psychology of the nomination procedure.

These generic categories include manufacturer names, fictitious character names, descriptor names, suggestive names, and symbolic names as briefly explained below.

2.6.1. The manufacturer names

The reputation of the company that makes a product carries with it a code of implications that are associated with a feeling of tradition, dependability, trust, and artistry (according to product). The names Armani®, Ferrari®, Calvin Klein®, and Gucci®, amongst others, are all instances of names that invoke this code. According to research conducted in the field of marketing, the production of luxury goods with the manufacturer's name in the brand name has led to the development of a "cult of connoisseurship," in which the brand name serves as a symbolic medium for customers to communicate their individuality as well as their knowledge of class and lifestyle (Klein, 2000; Wheeler, 2003).

2.6.2. Names given to fictional characters

Products such as Mr. Clean®, Barbie®, and Betty Crocker® are named after imaginary characters. These names connote attributes like cleanliness or idealized American ladies, which the image represents.

2.6.3. Descriptor names

Descriptors are words or phrases that describe a product (such as what the product allows users to accomplish with it). One descriptive name indicates the product's composition, as in Frogurt (= Frozen + Yogurt) and Go-Gurt (= Go + Yogurt). Toponymic descriptors identify the geographical region (or country) from where a product originates or where a firm is located; examples include American Bell®, Bank of America®, and Western Union®.

On the other hand, the vast majority of descriptor names explain what the product is meant to do, such as Air Fresh® (which is an air freshener), Bug Off® (which is an insect repellent), Close-Up Toothpaste® (which is a dentifrice), Drip-Dry® (which is a spray), Easy Wipe® (which is a cleaning cloth), Easy-Clean® (which is a cleaner), Kleenex® (which is tissue), Les (garments).

2.6.4. Suggestive names

When a name makes a hint at a certain way of life or a psychological area to connect with the customer, it is said to be suggestive.

Names that imply something are useful from a semiotic point of view because they relate items to human life patterns and cultural symbols. Automobiles with names derived from animals, such as the Mustang®, the Jaguar®, the Cougar®, and so on, give the impression that operating the vehicle requires the driver to exhibit animal-like characteristics. For example, the name Jaguar® conjures images of a large and powerful beast, while the name Cougar® suggests an animal that is both fast and exotic.

2.6.5. Iconic names

The category of suggestive names includes a subtype that might be described as iconic names. A visual icon is something like the Apple logo since it visually displays the thing it stands for, which in this case is an apple.

2.6.6. Metaphor

The majority of the aforementioned tactics may, in all honesty, be categorized as being analogous to labels given to metaphors. Cars with names like (Beetle®, Colt®, Cougar®, Viper®, Mustang®, Cobra®) reflect a long-standing notion of the vehicle as a replacement for animals in the role as a transporter of humans.

In one of her observations, Alina Wheeler (2003:2) said, “Products are created in the factory; brands are created in the mind.”

When a manufacturer gives a product a name, they are, in effect, conferring upon the object the same types of connotations that are reserved for humans. One may say that giving a product a name “humanizes” it from a psychological point of view (Danesi, 2011).

2.7. Brand Logo

Logos can be seen on signage, goods, webpages, commercials, posters, business cards, stationery, autos, and retail businesses (Bottomley & Doyle, 2006; Henderson & Cote, 1998).

Consumers’ attention can be successfully captured by using visual signals (Cian, Krishna, & Elder, 2014; Finn, 1988; Pieters & Wedel, 2004; Pieters, Wedel, & Batra, 2010). In other words, logos may function as a visual indicator and aid consumers in identifying the company, therefore distinguishing it from its competitors (MacInnis, Shapiro, & Mani, 1999). As clients get familiar with logos, their evaluations of companies improve (Janiszewski & Meyvis, 2001). As a consequence, consumers become more connected with a firm whose logo is more easily recognized, and these devoted consumers contribute to the company's financial success (Park, Eisingerich, Pol, & Park, 2013).

Due to the benefits of logos, businesses invest a substantial amount of effort and money to create effective logos (Rubel, 1994).

According to prior research, the image of a company can be affected by three distinct factors: how stakeholders perceive a company's market actions (also known as organizational behavior), how a company communicates its messages to stakeholders (also known as

communication), and how a company visually represents itself (also known as symbolism) (C. B. M. van Riel & Balmer, 1997). The function of symbolism has gotten increasing attention, despite the fact that each of the three components is essential because it has the potential to boost a company's exposure while also playing a part in communication with stakeholders (van Riel & Balmer, 1997). As a direct consequence of this, business professionals and academics alike have begun to focus their attention on the significance of a company's visual identity (Baker & Balmer, 1997; C. J. Fombrun & Rindova, 1998; Melewar, 2001; van den Bosch, de Jong, & Elving, 2006).

(Mitchell & Olson, 1981; Peracchio & Meyers-Levy, 2005) found that the use of visual cues has a favorable effect not just on persuasion but also on attention and engagement (Finn, 1988; Pieters & Wedel, 2004; Pieters et al., 2010).

Individuals have a tendency to process a stimulus more fluently in the future as a result of repeated exposure to the stimulus, which is referred to as processing fluency. A representation of the stimulus in memory is formed when an individual is repeatedly exposed to the stimulus (Jacoby, Kelley, & Dywan, 1989; Mandler, Nakamura, & van Zandt, 1987; ZAJONC, 1968). The “subjective feeling of ease with which people absorb information” is what's meant to be understood by the term “processing fluency” (Alter & Oppenheimer, 2009).

In the context of logo perception, two types of processing fluency are relevant: perceptual fluency and conceptual fluency (Janiszewski & Meyvis, 2001; Miceli, Scopelliti, Raimondo, & Donato, 2014). Perceptual fluency occurs when consumers develop a feature-based memory representation of a stimulus, resulting in quicker processing later (Bornstein & D'Agostino, 1994; Jacoby et al., 1989; Shapiro, MacInnis, & Heckler, 1997).

Conceptual fluency is a phenomenon in which consumers create a meaning-based representation of a stimulus and then experience faster processing when viewing the input again (MacInnis et al., 1999; Shapiro et al., 1997).

As described in the last section, companies must design and select their logos (including specific logo elements) in order to effectively connect with customers (Foroudi, Melewar, & Gupta, 2017).

According to Schertzer (2010), graphical logos are the most effective, while abstract logos are the least. In addition, Buttle & Westoby (2006) advocated the combination type as the most effective use of visual representation types. For a better understanding of its function, Henderson, Giese, & Cote (2004) proposed four qualities of first impression: pleasant (e.g. liked, warm, and attractive), engaging (e.g. fascinating and emotional), comfortable (e.g. calm, formal, honest, familiar, and mainstream), and noticeable (e.g. strong and masculine). For instance, (Grohmann, Giese, & Parkman, 2013) investigated how font attributes influence consumers' perceptions of brand personality. They discovered that naturalness, harmony, and flourish are the most essential font characteristics for determining the personality of a brand.

According to Jiang, Gorn, Galli, & Chattopadhyay (2016), circular forms are connected with the experience of "softness," whereas angular forms are associated with the impression of "hardness." Moreover, (Lieven, Grohmann, Herrmann, Landwehr, & van Tilburg, 2015) found that a heavier, more angular logo enhanced brand masculinity, whereas a smaller, more rounded logo enhanced brand femininity.

Another line of investigation investigated the effect of logo symmetry or asymmetry on brand personality and brand value. For instance, (Bajaj & Bond, 2018) found that asymmetry in logo design is linked to brand excitement. (Wang & Li, 2017) evaluated the influence of app visual elements on customer downloading behavior and discovered that a slightly asymmetrical design increased the number of downloads of applications with an asymmetrical design.

Businesses can use color to successfully communicate their desired image to customers (Bottomley & Doyle, 2006; Labrecque & Milne, 2012). Prior color psychology research has demonstrated that colors may be linked to emotions (Jacobs, Keown, Worthley, & Ghymn, 1991). In addition, Whitfield and Wiltshire (1990) observed that people often prefer colors in descending order; for instance, blue is the most popular color, followed by green, purple, red, and yellow. Color-emotion associations and hue preferences can vary between cultures. For instance, Madden et al. (2000) conducted studies in eight countries to examine cross-cultural patterns in color meaning associations and color preferences. They discovered that

preferences and color meanings for blue, green, and white are consistent across eight countries (including Austria, Brazil, Canada, China, Colombia, Hong Kong, Taiwan, and the United States), whereas black and red meanings vary significantly, despite being popular in all eight countries. The findings indicate that companies with warm-colored logos and simple designs are associated with lower earnings management levels and greater firm value (T. Chen, 2016).

Sundar & Noseworthy (2014) explored the relationship between package logo placement and brand preference in further detail and concluded that individuals preferred more powerful corporations whose logos are placed high on packages. They hypothesized that a strong conceptual association between strength and height (i.e., the perception that powerful objects are on top) might result in a fluency effect that impacts consumer decisions based on the position of the logo on the packaging.

Customers and organizations may be charmed by animated logos in the context of an emerging buying environment that includes more screen-based media and mobile Internet-enabled devices (Guido, Pichierri, Nataraajan, & Pino, 2016; Rapp et al., 2013). According to Brezel and Hagtvedt (2016), an animated logo might be a marketing approach that leads to the formation of more vivid brand identities. It was observed that agent-animated logos, which connote the sense that the entity moves of its own volition, elicit more positive customer attitudes toward dynamic organizations (such as firms in the entertainment sector), while object-animated logos produce less favorable views toward stable firms. This was discovered by comparing agent-animated logos to object-animated logos, which entail non-lifelike motion (e.g., firms in the insurance industry).

2.8. Vision and mission

According to Bowen (2018), both vision and mission statements are essential to the success of a business because they give guidance based on its underlying ethical principles. Vision statements guide the long-term goals that determine where a company wants to be with respect to its rivals in the future. In addition to emphasizing the company's principles, a company's mission statements are clearer and more specific, addressing its competitive edge, distinctive skills, and services compared to competitors.

According to the authors (Larwood, Falbe, Kriger, & Miesing, 1995), "vision," according to the authors, is a pattern of organizational principles that serves as the basis for an organization's unique future visionary blueprint.

The strategic strengths of an organization form the fundamental building blocks of a vision statement, and the firm's fundamental ethical ideals are essential to determining how it views itself in relation to the competitive market. According to Bowen, Hung-Baesecke, and Chen (2016), values are a description of the fundamental concepts that serve as the basis for every decision and rank the considerations in order of priority.

Through qualitative research, discussion forums, employee surveys, and anonymous feedback forms, it is possible to acquire valuable insight into how employees at all levels of an organization perceive the business's desired aspirational goal. Talbot (2000) refers to employee inclusion as the "golden rule" since it is of such critical importance. According to this guideline, everyone who will be affected by a decision should participate in the decision-making process whenever it is practical to do so.

According to Cornelissen (2007), a vision or strategic intent is the projected future state of the firm, and "it is an aspirational view of the general direction the business plans to go, as declared by top management, and demands the efforts and commitment of organization members." Numerous studies (e.g., Oswald, Mossholder, & Harris, 1994) indicate that during periods of organizational change, transition, or environmental instability, it is crucial to have a clearly expressed and well-defined vision.

Vision statements are, by definition, ambitious and utopian; in some cases, they can even be described as radical, as they may call for the reform or change of entire industries. Bill Gates, the founder of Microsoft, envisioned placing a computer on every desk in the United States when he founded the firm (Borden, 1997). Now it is evident how potent that vision truly was.

Having a mission statement is crucial (Bowen, 2018). Every company, regardless of size or industry, must make a concerted effort to undertake research, develop, and institutionalize a mission statement. There is no exception to this rule.

CHAPTER THREE – BRAND MANAGEMENT

This chapter will discuss brand management, the distinction between traditional and online brand management, brand experience, brand loyalty and integrity, the role of customer service as a company's frontline representatives, the impact of the emotional text, providing frictionless customer experience, and finally the warehouse.

3.1. Managing the brand

It is difficult to believe that the early Internet was intended to serve two purposes: (1) as a mechanism for the military to communicate and (2) as a tool for academics to experiment with new communication methods. Today, the Internet is a phenomenon that has resulted in a tremendous expansion in consumer access, usage, and online content. Because the Internet is always evolving, businesses want clear and unambiguous instructions for managing their brands on the Internet (Bandyopadhyay & Serjak, 2008).

Brand management refers to the marketing strategies aimed at conserving, enhancing, and expanding brand value and reputation through time. A competent brand management strategy facilitates the formation and maintenance of stronger links with the target audience. A devoted customer base increases a company's reputation and product quality, increasing revenue and brand value.

The vast majority of marketing researchers are of the opinion that a substantial divide can be seen between the identity or image of a firm and the reputation of that company. Corporate image can be defined as the most recent perceptions that the public has of a brand (Balmer 1998), or as the overall impression that an organization creates with such public (Dowling 1994). On the other hand, the term “corporate reputation” refers to the value judgements that have been built up through time on the attributes, trustworthiness, and dependability of a firm (Balmer, 1998; C. Fombrun & van Riel, 1997). This suggests that a company's reputation is more enduring than its image and cannot be created or altered as quickly as its image (Markwick & Fill, 1997). In a similar vein, it needs care and attention over time (Bennett & Kottasz, 2000).

According to de Chernatony (1999), effective brand management may assist in closing the gap that exists between the image or identity of a business and its reputation.

Brand management involves building and sustaining a strong brand to the maximum extent feasible—offering customers value and ensuring that the promise is fulfilled, beginning with the product's conception and continuing through its production, selling, servicing, and advertising phases. As a result of technological advances, the brand manager is now able to assess the significance of the company's most valuable consumers and design strategies for their brand and product commitment. The necessity of addressing each consumer as a person is emphasized by brand management (Bandyopadhyay & Serjak, 2008).

3.1.1. Traditional versus Online Brand Management

There's a knowledge gap between a brand's traditional marketing techniques and online marketing. Online marketing is here to stay, so it's crucial to understand the distinctions between traditional and online brand management. The exhibit below lists the differences.

Traditional Brand Management	Online Brand Management
- Concentrated efforts on planning new product campaigns, promotional activities, and advertising. - Focus lies with the product and the profit - Primarily involved in the marketing of one particular line of product – the Marketing Strategist would use a product branding strategy - Long-term investment in spending on advertising, promotion and packaging - Reliance on tangible collateral should BM fail - Marketing is getting more and more expensive and less effective - Overt marketing messages - Treating the customer in a undifferentiated manner - Complicate the customer's life by using various vehicles to market the product, such as sales, promotional activities, coupon distribution, etc	- Fluid strategies regarding new product campaigns and advertising with a focus on attracting the right target market - Focus is on building a relationship with the customer - Corporate branding as opposed to product branding is emphasized – specifically in high-tech branding - Unknown time investment in spending on advertising and promoting via the Internet - Lack of tangible collateral should BM attempt fail - Delivering better service than the customer expects by creatively meeting customer needs - Attracting customers without overt marketing - Exploiting the individual interests of the customer - Simplify the customer's life by channeling communication into a single, focused, response mechanism – engineered for the individual - One-stop shop approach with a single billing

The difference between traditional brand management and online brand management.

Source: (Bandyopadhyay & Serjak, 2008)

Customers prefer to select a provider that reflects a set of values or characteristics that are relevant, transparent, and dependable, as fresh options are made accessible to them every day by a vast number of unidentified providers from across the world (Bergstrom, 2000).

If these are handled well, it might help the company stand out, remain relevant, and cultivate customer connections (Otim & Grover, 2006).

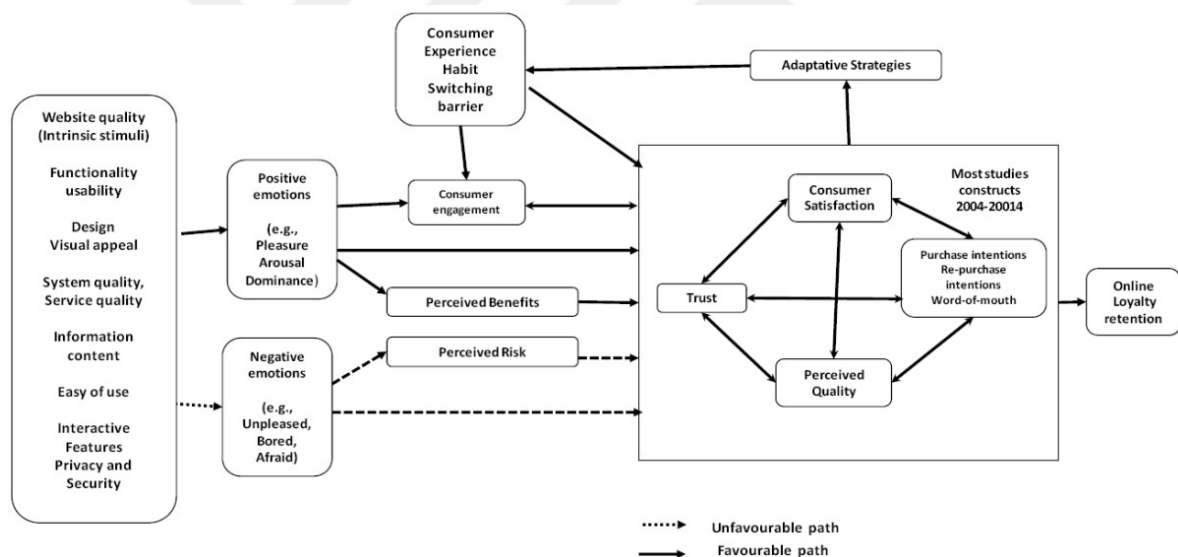
According to Leone et al. (2006), it is wrong to dismiss the importance that successful brand management plays in establishing long-term profit streams for manufacturers or merchants. Effective brand management is a must.

Customer retention is necessary to balance the expenses associated with acquiring new customers and to boost revenues. Profits grow from 25% to 95% for every 5% improvement in customer retention rates (Frederick F. Reichheld & Schefter, 2000).

Based on the most important findings that (Delgado-Ballester & Hernández-Espallardo, 2008) came up with, it can be determined that the thoughts, feelings, and plans of customers are the most important components in building online brands. According to other academics, such as da Silva & Alwi (2008), the brand qualities and assets that emerge for the online environment include personalization, customer support, security, and usability.

Trust is the best predictor of online brand loyalty and customer quality evaluation. An unfavorable website evaluation may lead to bad feelings, perceived danger and eventual issues, insecurity, and an overall poor evaluation of the products/brands and even the system (see Figure 6).

Figure 5. Online brand management framework.



Source: (Bilro & Loureiro, 2016)

(Bilro & Loureiro, 2016), suggest the following six online brand manager principles:

1. Dependability and honesty in dealings (not promising what cannot be met).
2. Be straightforward and clear about the information provided.
3. Responsiveness (responding at the appropriate time and providing the service at the agreed-upon time).

4. Usability (create easy-to-use websites or online pages).
5. Create new entertainment and run specials to keep customers interested.
6. Maintain a constant dialogue with the clientele in order to predict their patterns of behavior.

3.2. Brand experience

The world's most valuable assets are those companies that give enjoyable experiences to their consumers, with Amazon now ranking in the top 100 worldwide brands in terms of brand value (Zha, Melewar, Foroudi, & Jin, 2020). Modern brand management now places a strategic emphasis on the brand experience as a vital marketing tool (Shamim & Mohsin Butt, 2013).

Academics and industry experts have been concerned with customer value that transcends functional features and benefits for a considerable amount of time, which has led to the establishment of a paradigm of brand and customer experience (B. H. Schmitt & Rogers, 2008). According to this emerging trend in consumer behavior and marketing, customers are no longer acquiring just products and services but also the experience connected with what is being delivered (Morrison & Crane, 2007).

Since Holbrook and Hirschman's (1982) experiential theory of consumption and Pine and Gilmore's (1998) introduction of the "experience economy," numerous experience categories have made their way into the marketing and management literature. Experience has been researched in a variety of contexts and at various phases of the consumer life cycle, resulting in the creation of a range of conceptual frameworks. Consumption experience (Holbrook and Hirschman, 1982), service experience (Hui and Bateson, 1991), shopping experience (Kerin et al., 1992), product experience (Hoch, 2002), customer experience (Gentile, Spiller, & Noci, 2007), and brand experience are some of the frameworks that fall under this category (Brakus et al., 2009).

Brands have typically placed a low priority on managing brand-customer interactions and emotional qualities (Iglesias, Singh, & Batista-Foguet, 2011). However, businesses' capacity to develop experiences for customer touchpoints that are visually pleasing, engaging,

multisensory-appealing, and inspirational is mostly what differentiates them from their competition (Brakus et al., 2009; Iglesias et al., 2011). In brand literature, the evolution of customer-brand connection has been a focal point of a long-standing customer-brand relationship, in which a brand functions as a mechanism that propels both the consumer and the firm (Fournier, 1998).

According to (Şahin, Zehir, & Kitapçı, 2011) brand experience (BE) is a primary stimulant of this relationship, and brand loyalty is the biggest reward.

Emotional brand attachment (EBA) is a relatively new marketing concept that captures a wide range of feelings between the client and the brand (Hemsley-Brown & Alnawas, 2016; Thomson, MacInnis, & Park, 2005).

According to the definitions, customer experiences are the result of a series of interactions that take place between customers and some aspect of an organization (Biedenbach & Marell, 2010; Frow & Payne, 2007). Additionally, experiences can be sparked by either direct interactions with a product or service (like using the product or calling a brand's call center) or by indirect contact with a company (for example, advertisements, third-party sources) (Meyer and Schwager, 2007; Walter et al., 2010).

(Mosley, 2007) says that interacting with a product brand is easier than interacting with a service brand because it doesn't require as much interpersonal complexity or quality of relationship.

Consumer and marketing research shows that experiences occur when customers seek for, acquire, and consume products (Arnould, Price, and Zinkhan, 2002; J. Joko Brakus, Schmitt, and Zhang, 2008).

Product experiences occur when customers engage with products, such as when they search for, examine, and evaluate items (Hoch, 2002). A consumer has a shopping and service experience when they engage with a store's physical environment, people, and policies and procedures (Hui & Bateson, 1991; Kerin, Jain, & Howard, 1992).

Searching, buying, and consuming brands exposes customers to practical product qualities. However, they're also exposed to brand-specific stimuli, like colors (Bellizzi & Hite, 1992;

Gorn, Chattopadhyay, Yi, & Dahl, 1997), shapes (Veryzer & Hutchinson, 1998), typefaces, background design elements (Mandel & Johnson, 2002), catchphrases, mascots, and brand characters (Bellizzi and Hite 1992; Gorn et al. 1997).

According to Dibb et al. (2006), services are often distinguished by a greater emphasis placed on client-based relationships and consumer engagement.

Brakus et al. (2009) found that a favorable brand experience affects brand personality, satisfaction, and loyalty. Their most extensive and overarching theoretical rationale for this effect is that experiences have value; hence, more intense experiences result in greater degrees of satisfaction. They also claim that customers want to repeat satisfying interactions, suggesting that great customer experiences boost customer loyalty.

In this context, the term “brand satisfaction” refers to “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its consumption.” Consumer satisfaction is synonymous with brand satisfaction in this context (Tse & Wilton, 1988).

Most people adopt Oliver's (1999) definition of loyalty: "a firmly held commitment to rebuy or patronize a favored product/service regularly in the future, producing recurrent same-brand or same-brand-set purchases."

Brand experiences are the thoughts, feelings, and actions that are evoked by a brand's design, branding, packaging, messaging, and places. These are known as brand experiences (J. Josko Brakus, Schmitt, & Zarantonello, 2009).

Cognitive scientists have studied "mental modules," customized computer systems that respond to inputs and execute specific tasks. (Fodor 1998). Pinker & Fodor (2005) specify four mental modules that generally correspond to Dewey's (1922) experiences: sensory perception, feelings and emotions, creativity and reasoning, and social interactions.

Take a glance at "manufactured experiences" in stores and at events (Pine II, Joseph B., & Gilmore, 2019). They define aesthetic (including visual, aural, olfactory, and tactile components), educational, entertaining, and escapist experiences for a variety of settings.

According to B. Schmitt (1999), there are five experiences: perception, emotion, thought, action, and interaction. Aspects of aesthetic and sensory experience comprise the sensory experience. According to modern research on consumer behavior (Richins, 1997), the feeling experience consists of emotions and moods. Both convergent/analytical and divergent/creative thought are components of the thought experience. The combination of motor activity and behavioral experiences is known as "act experiences." The connect experience also pertains to social experiences, such as membership in a reference group.

Nowadays, customers are more interested in collecting memories than in collecting stuff (Mostafa & Kasamani, 2021).

Pleasant experiences affect 65 percent of customers throughout their purchasing journey, according to eMarketer (2020).

The brand experience realm is still in its early stages (Shahzad, Bilal, Xiao, & Yousaf, 2019). (H. J. Lee & Kang, 2012) defined experience as customers' insights formed while interacting with the entire brand.

However, (Das, Agarwal, Malhotra, & Varshneya, 2019) proposed that multiple visual cues, such as logos, designs, forms, colors, and other factors that comprise brand identity, influence consumers.

3.2.1. Brand loyalty

A brand experience is the result of stimuli that arouse consumers' excitement and delight; as a result, customers will be driven to repeat such experiences frequently throughout time (Ong, Lee, & Ramayah, 2018). Furthermore, "brand experience should influence both past-directed satisfaction assessments and future-directed consumer loyalty" (Brakus et al., 2009). As a result, customers are more likely to purchase items from this brand again, recommend it to others, and are less likely to purchase from competitors (Yu, Yuan, Kim, & Wang, 2021; Oliver, 1997).

Furthermore, (Kang, Manthiou, Sumarjan, & Tang, 2017) asserted that brand experience is a critical aspect in creating and maintaining corporate success as well as in developing long-term relationships with customers. Furthermore, previous research found a substantial

favorable relationship between BE and loyalty (Ong et al., 2018; Sahin et al., 2011). Finally, the influence of BE on brand loyalty is significant (Brakus et al., 2009; Huang, 2017).

Brand love is also crucial in the present market dynamics (Ferreira, Rodrigues, & Rodrigues, 2019), and it is a recently applied notion in recent research investigations (Bairrada, Coelho, & Coelho, 2018).

The construct of brand experience and brand love were previously measured in Europe using a variety of concepts, including brand loyalty, customer engagement, favorable word of mouth, and customer loyalty (AŞKIN & İPEK, 2016; Bıçakcıoğlu, İpek, & Bayraktaroğlu, 2018).

According to (Bıçakcıoğlu et al., 2018), brand experiences have a favorable impact on brand love.

Brand personality is one of the most researched structures of brand associations (Aaker, 1997). Consumers attach human traits to products, resulting in a brand personality with five dimensions: honesty, enthusiasm, competence, sophistication, and roughness (Aaker 1997).

Brand love is "the strength of a happy customer's emotional attachment to a particular brand name." (Carroll & Ahuvia, 2006).

Numerous experts are willing to look at how much consumers favor authentic brand offers that enhance their brand experiences (Taheri, Farrington, Curran, & O’Gorman, 2018).

3.2.2. Brand Integrity

Authenticity is a person’s perception of what is true, real, or sincere (Grayson & Martinec, 2004; Southworth & Ha-Brookshire, 2016). The literature places emphasis on two approaches to authenticity: (1) a method that is impartial and gives facts to customers so they may evaluate a brand’s authenticity (Grayson & Martinec, 2004; Zhang & Merunka, 2015); and (2) the subjective approach, which views the creation of authenticity as being impacted by the interests, knowledge, personal preferences, and interpretation of consumers (Napoli, Dickinson, Beverland, & Farrelly, 2014).

Gilmore and Pine (2007) assert that improved brand performance results in customers' having pleasant brand experiences, which raises the brand's perceived authenticity. Authenticity is a key result of brand experience that leads to long-term success for a brand. Consistency across all aspects of the brand experience makes companies more authentic (Robbins et al., 2009).

By giving the brand authenticity from its start and history, its founders' vision, and its corporate culture, it may establish strong emotional ties with its customers and brand love (Batra et al., 2012).

In order to be considered authentic, a brand must consistently uphold its distinctive and reliable reputation. It keeps its word to gain customers' confidence, increasing their value and evoking favorable feelings (Fritz, Schoenmueller, & Bruhn, 2017; Jian, Zhou, & Zhou, 2019). According to (Riivits-Arkonsuo, Kaljund, & Leppiman, 2014), one of the essential elements of a brand experience that had a favorable impact on customer emotions was authenticity.

Positive brand experiences lead to authentic brand characteristics and consistent brand behavior (i.e., intellectual, behavioral, affective, and sensory).

3.3. Online Customer Service

Growing internet use has boosted the demand for online customer support (Bedué, Graef, Klier, & Zolitschka, 2018). Because of the rising popularity of online purchasing, there is a greater demand for customer support that may be offered online. (Froehle, 2006; Jin & Oriaku, 2013), which may allow customers greater flexibility while saving corporations money (Jin & Oriaku, 2013).

According to a recent Qualtrics XM Institute study conducted in the United States, more than half (53 percent) of consumers have reduced their spending as a result of a single negative experience with a company, and businesses worldwide stand to lose \$4.7 trillion in consumer spending as a result of poor customer experiences (Petersen, 2021).

A survey conducted by Forrester (2016) revealed that 53 percent of individuals in the United States will not make a purchase if the response to a request for expert knowledge is erroneous,

inconsistent, or not supplied on time. According to a McKinsey & Company (2016) survey, 75% of online customers expect support within five minutes.

Customer service is described as a series of activities meant to enhance customer satisfaction (Turban, Lee, King, McKay, & Marshall, 2008). Pre-transaction service, transaction service, and post-transaction service are all instances of customer service (A. C. R. van Riel, Semeijn, & Pauwels, 2004).

According to (F. F. Reichheld & Sasser, 1990), businesses that develop strong customer relationships may improve their profitability by more than 60%.

Support Online Excellence is how well a website enables shopping, purchasing, and delivery. (Zeithaml, Parasuraman, & Malhotra, 2002).

Companies that prioritize the customer experience see a rise in customer lifetime value and a decline in turnover. Putting the consumer first and at the center of the business creates an unforgettable experience and fosters long-lasting partnerships. Customer service refers to the quality of service provided during and after a transaction, as well as the refund and return policies (Blut, 2016). Internet-based enterprises frequently employ real-time media such as live chat, an online support desk, and social networking websites (Turel & Connelly, 2013).

According to Kotler and Keller (2006), customer happiness is determined by how a consumer feels during the purchasing transaction. It has a significant impact on future behavior, such as whether a buyer will buy something online again or remain loyal to a business (Pereira, Salgueiro, & Rita, 2016).

WOM is product information customers share (Solomon, 2015). WOM is more credible and trustworthy than other communication methods through formal marketing channels since consumers respond to the word of people they know (Wu, Hwang, Sharkhuu, & Tsogt-Ochir, 2018); Tuten and Solomon, 2015).

According to (Hsin Chang & Wang, 2011), while not all happy customers spread positive word of mouth about services, disgruntled customers are more likely to inform others about their unfavorable experiences. Organizations' systematic efforts to delight their customers, according to (Dixon, Freeman, & Toman, 2010), do not pay off. Businesses should instead

focus on decreasing consumer effort and avoiding unpleasant encounters, especially since bad experiences undermine client loyalty and word-of-mouth more than good ones. The findings of (Følstad & Kvale, 2016) also strongly support one of (Dixon et al., 2010) key ideas that service recovery may be detrimental to the consumer and the service-provider relationship. “Service recovery” refers to what a service provider undertakes to compensate for the consequences of unanticipated events that occur throughout the course of a service operation.

Understanding and empathizing with the consumer by discovering ways to reduce their efforts while enhancing their value is critical since they are investing in a product they cannot see or touch. Previous studies on face-to-face customer service have revealed that the individuals delivering this sort of service engage in emotional labor (Hochschild A, 1983), which is a phrase used to describe jobs that need certain sentiments to be expressed to consumers or clients as part of the work tasks (Miller, 2015).

According to existing data, people who are emotionally intelligent have a greater ability to retain positive feelings even while under stress (Barrett, Gross, Mayne, & Bonanno, 2001). People who are physically stronger and more emotionally intelligent tend to be more successful in service sectors such as real estate and insurance (Kidwell, Hardesty, Murtha, & Sheng, 2011).

To create their own online enterprises, managers need to carefully examine the quality of e-services. According to (Rita, Oliveira, & Farisa, 2019), if a company wants to provide high-quality services, it should have a fantastic website design with enough information, visually appealing content, convenient payment choices, easy-to-read material, discounts, and/or special offers, and a fast loading speed.

Accessibility, reliability, ease of use/availability, interactivity, responsiveness/efficiency, security/privacy, and security/privacy are six factors that affect the quality of an e-service (Z. Huang, Luo, & Wang, 2019).

- **Accessibility (PA)**

The term “accessibility” refers to the site’s ability to provide a succession of entrances (menus, buttons, links, etc.) to address problems during the pre-transaction, transaction, and post-transaction processes. One of the most essential elements that clients consider when choosing online customer service is clarity (Ibrahim, Joseph, & Ibeh, 2006; Joseph, McClure, & Joseph, 1999; O’Neill, Wright, & Fitz, 2001; A. C. R. van Riel, Semeijn, & Pauwels, 2004).

- **Reliability (RE)**

SERVQUAL’s reliability dimension relates to the capacity to reliably and accurately execute the service commitment. The first component of reliability is that website operations such as search engines, payment instruments, and so on are dependable. The other indicates that the website’s service commitment, financial information, product information, and other essential information are trustworthy (O’Neill et al., 2001; Sohn & Tadisina, 2008; A. C. R. van Riel et al., 2004; Yang, Peterson, & Cai, 2003).

- **Usability and accessibility (EOU)**

The impression of EOU is an important factor in users’ decisions about whether or not to accept customer service (Ibrahim et al., 2006; Ladhari, 2010; Sohn & Tadisina, 2008; Zavareh et al., 2012). Good online customer service should be provided to the user in the following ways: 1) the ability to easily find related information; 2) the search engine’s ability to provide a user-friendly interface and fast search; and 3) the ease with which users can operate and move between pages.

- **Interactivity (INT)**

Strong interactivity implies active consumer involvement in the service process (Jayawardhena & Foley, 2000; Yang, Cai, Zhou, & Zhou, 2005). The interactivity dimension includes the following: the website has good interactive performance for customer service; the website has clear instructions for customer service; the customer knows what information is needed; the website allows for good two-way communication in the customer service

process; the website has an instant communication tool to respond quickly to customer requests; the customers can benefit from communicating with other customers.

- **Responsiveness/efficiency (EFF)**

The faster and more precise the response of online customer service, the greater the customer satisfaction (Joseph et al., 1999; O'Neill et al., 2001; Santos, 2003; A. C. R. van Riel et al., 2004).

- **Security/privacy (PRI)**

The SERVQUAL security component derives from the Assurance dimension, which refers to employees' knowledge, etiquette, and capacity to demonstrate confidence and dependability.

3.4. Impact of Emotional Text

Online customer service chat as a text-based interaction depicts a salesperson who may assist, advise, encourage, and support the consumer. Hynes, et al. (2006).

According to the notion of Social Information Processing (SIP), when Face-to-Face (FtF) indications are unavailable, we rely on any social cues that may be extracted from the communication's content. Due to the lack of auditory and tactile signals in text-based discussions, little textual cues such as word choice, punctuation, emoticons, and typos may stand out (Derks, Bos, & von Grumbkow, 2008; Lea & Spears, 1992; Walther & D'Addario, 2004).

In emotional writing, the use of smiling faces, capitalization, and exclamation marks may indicate spontaneity or an outgoing character. Incorrect spelling and grammatical errors may be indicative of carelessness or even incompetence (Lea & Spears, 1992).

According to L. Zhang et al. (2011), as emotive language adds emotional resonance to text-based interactions, these additional cues may play a significant role in impression formation.

Consequently, consumers will evaluate the character attributes of service representatives who employ emotional language more favorably than those who do not.

3.5. Provide A Friction-Free Customer Experience

“Customers have an issue or a need that must be fulfilled, and they aren’t seeking an experience at all.” They just want their problem handled and believe that the company’s product or service can accomplish it. But guess what? If the problem could be handled magically and without any effort on the part of the customer, that would be the “greatest” customer experience for that consumer. So, in 99 percent of client encounters, the fundamental assessment of quality is whether there is any unnecessary “friction” in that experience. Is it necessary for a client to go to any trouble, spend unnecessary time, or suffer any more expenses in order to address their problem? That is why, for nearly any organization today, identifying and eliminating friction should be the first step in enhancing their customer experience. Peppers (2022).

There should be no mismatch between the brand promise and reality, nor should there be a gap between sales and service for a wonderful customer experience. A brand experience is more than simply the product. A brand experience is more than just the convenience of visiting a purchasing site. It covers elements that the brand can not always directly affect, such as customer shipping. real inventory availability, but for customers, it’s one experience.

3.6. Warehouse

A fantastic product at a great price that is delivered late or damaged is a poor customer experience for the brand, even if it is not to blame (Schreiner, 2022). Brands should be built with the consumer in mind, and every department (particularly customer service and warehouse clerks) should be educated to collaborate and interact smoothly in order to give a customer-centric approach and guarantee that customers can easily access and utilize the items.

A warehouse's objective is to assure customer satisfaction by making the best use of its resources and ensuring that customers receive the necessary items in great shape, on time, and in the right place (Frazelle, 2002).

According to Heragu et al. (2005), a warehouse is responsible for activities such as temporary storage, product protection, ensuring that specific customer orders are met, packing goods, providing after-sales service, repair work, testing, safety inspections, just-in-time (JIT) sequencing, and setting up. According to (Gu, Goetschalckx, & McGinnis, 2007), the four most crucial duties of a warehouse are to receive, pick, store, and distribute items.

In order to complete the client's order on time, a reliable information and communication system must be in place between the customer service department and the warehouse. The picking information required by the picker comprises order amounts and SKUs to be picked, as well as the destination. Furthermore, the picker must be familiar with the picking areas and the order in which they must be visited. Picking operations may be improved by utilizing a variety of information systems and methods (for example, picked by label, bar codes, radio terminals, pick by light, put to light, and speech technologies) (Rushton et al., 2006).

It is not always necessary to deliver the best, but rather to constantly deliver the good.

“People attempt to prioritize each touchpoint.” and make every effort to provide a great customer experience. That is the most serious mistake you can make. What you might strive to do here is select the touchpoints that support what your brand is all about. And you can effectively support those in a way that sets you apart from the competition. So, choose the experiences and focus on them in terms of your business model that underlie what your brand is all about and where you're seeking to develop a competitive edge (Bridwell, 2022).

CHAPTER FOUR - METHODOLOGY

As Rabbit Air has been chosen as a case study for this research, the fourth chapter will concentrate on indoor air quality, air purifiers and the necessity for them, Rabbit Air, HEPA filters, Activated Carbon filters, data collection, semi-structured interview questions and answers, and their interpretation.

4.1. Universe and sample

The primary trends in the air purifier market in the United States are the creation of new products; increased awareness of the importance of health; an improvement in the standard of life; and rising levels of disposable income. The following companies are known to be among the top 10 in the air purifier market in the United States: Austin Air Systems Ltd., IQAir North America, Inc., Blueair Inc., Honeywell International, Inc., Whirlpool Corporation, Rabbit Air, Sharp Electronics Corporation, Winix America Inc., Coway USA Inc., and Alen Corporation, Techsciresearch (2022).

4.1.1. Rabbit Air as a case study

Case study is defined by Creswell (2009) as "the in-depth examination of a program, an event, an activity, a process, or one or more individuals by a researcher."

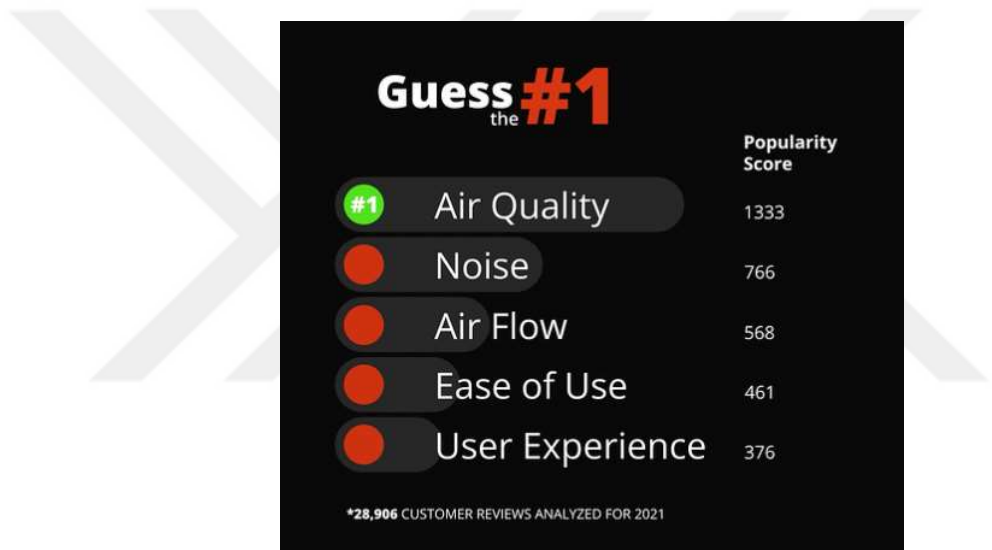
The universe of this research comprises the key personnel of Rabbit Air. The selection of Rabbit Air is based mostly on the company's industry-leading products and exceptional quality of service provided to customers online making it one of the most successful online brandings in the United States.

Rabbit Air is a company that specializes in air purifiers. Located in Los Angeles and established in 2004, it is currently regarded as one of the most rapidly expanding businesses in the United States. Inc. magazine gave it that ranking from 2009 all the way through 2022.

For several consecutive years, Rabbit Air has been a Bizrate® Circle of Excellence® Platinum Award winner—the outcome of verified online consumers' feedback on excellent online service and experiences.

When more than 28,000 evaluations of different air purifier products were analyzed by Cloomtrack (2022), five distinct elements emerged as the most important markers of consumer satisfaction in the air purifier sector.

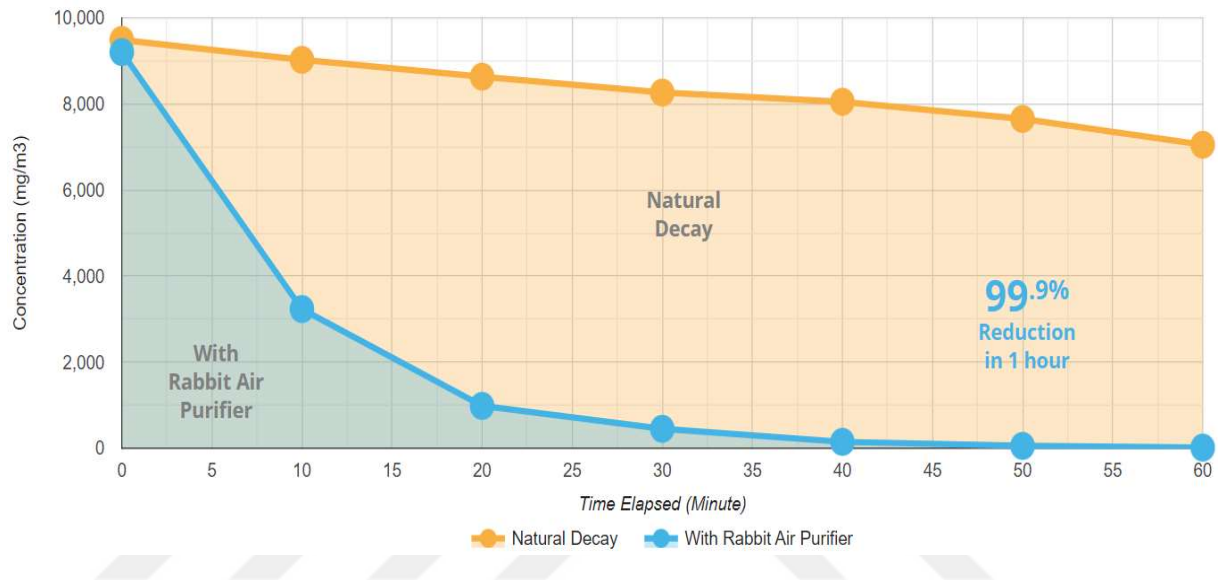
Figure 6. Top Drivers of Air Purifiers



Source: Identity Emerging Customer Experience Signals in the Air Purifiers Industry (2022).

When it comes to air quality, Rabbit Air's revolutionary BioGS HEPA filtration technology expands and improves on regular HEPA by trapping particles as fine as 0.1 microns in size at 99 percent efficiency. Traditional HEPA filters might let bacteria and viruses grow over time, but Rabbit Air’s BioGS HEPA filters trap and reduce common allergens and bacteria that get stuck on the filter to help the filter work as well as possible and last longer.

Figure 7. Allergen reduction test



Source: Allergen reduction testing performed by IBR Laboratories

All Rabbit Air products are Energy Star-accredited and extremely energy-efficient. Their Brushless Direct Current (BLDC) air purifiers are quiet in operation and even silent at the lowest speed. The lack of motor brushes makes their motor a more efficient unit. Rabbit air ultra-quiet air purifiers have a lower maximum noise level than competing HEPA-based air purifiers, even while operating at the highest fan speed. They are easy to install and operate. Rabbit Air MinusA2 Ultra Quiet Air Purifier is rated as the best overall air purifier by New York magazine Cheslaw (2022). Additionally, all current Rabbit Air purifier models are certified Zero Ozone by Intertek.

4.1.2. Why Air Purifiers?

World Health Organization states that air pollution and human exposure to poor air quality are currently the most serious environmental threats to public health all over the world (World Health Organization, 2016). According to findings from recent research, air pollution is the cause of one death out of every ten that takes place over the entire globe.

Higher levels of outdoor PM₁₀, NO₂, and CO were found to be significantly associated with significantly higher rates of patients seeking treatment in the emergency room for upper respiratory infections and COPD (Chronic Obstructive Pulmonary Disease) in a study that analyzed data from 4 million emergency room visits in Atlanta hospitals (Peel et al., 2005). Certain people may have a harder time breathing as a result of inhaling airborne mold, pollen, or algae since these particles are abundant in the air. Increased outdoor mold concentrations have been associated with increased rates of asthma mortality (Targonski et al., 1995) and asthma incidence (Neas et al., 1996; Delfino et al., 1997; Dales et al., 2004) in young children and young adults. This association was made by Targonski et al. in 1995. These experiments were carried out in natural settings that contained substantial amounts of mold.

It's possible that having even a brief encounter with traffic pollution might raise your chance of having a heart attack. In research that was carried out in Germany on 691 people who had suffered nonfatal heart attacks, it was discovered that the probability of having a heart attack was found to be 2.9 times (P 0.0001) higher within one hour of exposure to traffic compared to periods more than six hours after the previous exposure to traffic. The research was carried out on people who had suffered heart attacks in the past (Peters et al., 2004). According to studies carried out in Finland and Turkiye (Jaakkola et al., 1991; Keles & Ilicali, 1998), the likelihood of a child having breathing issues is approximately two times higher in cities with high levels of air pollution than it is in locations with lower levels of pollution.

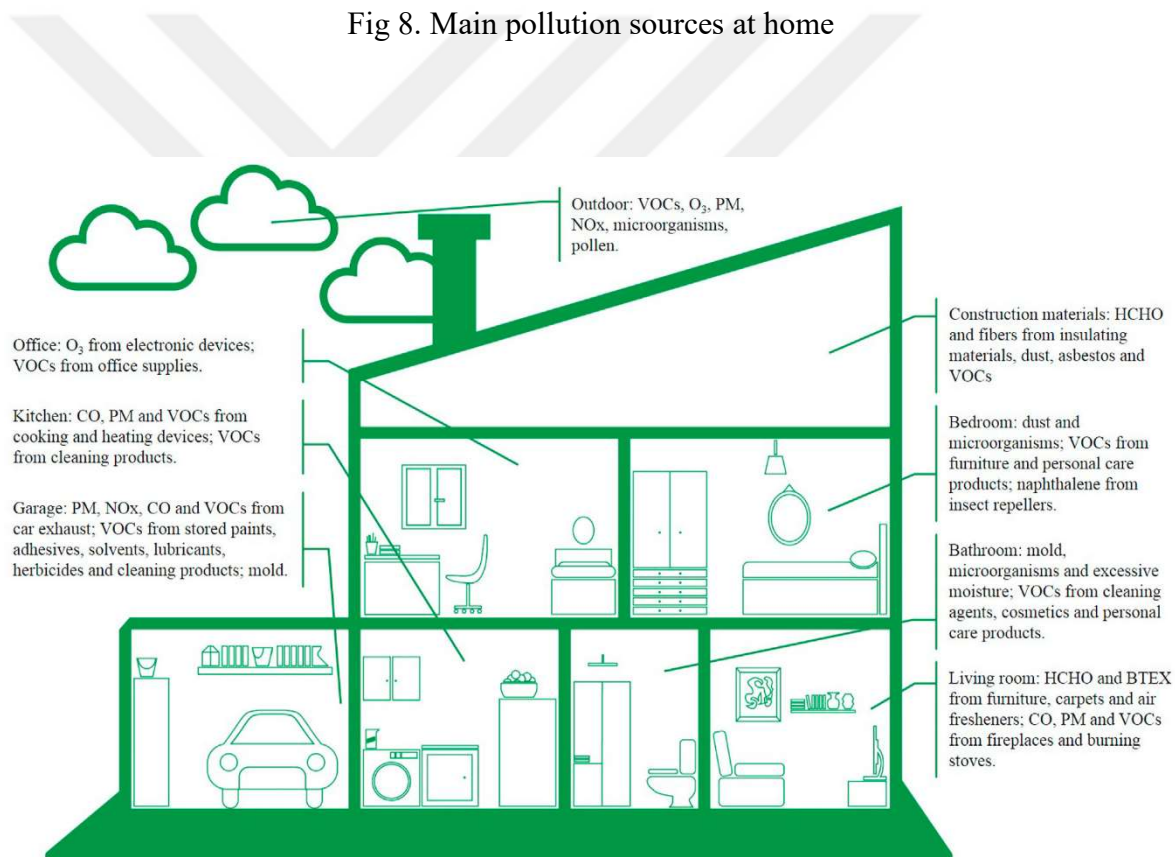
4.1.3. Indoor air quality

A recent study found that cooking, heating, and lighting with solid fuels causes nearly 3 billion people throughout the world to be subjected to unhealthy levels of poor indoor air quality (IAQ) on a daily basis. According to the findings of this study, indoor air pollution is a significant factor in worldwide morbidity and mortality rates, and it has considerable effects on the respiratory and cardiovascular systems (Royal College of Physicians, 2016). The most common types of indoor air pollutants that have been investigated are particulate matter, volatile inorganic chemicals, and volatile organic compounds. The most commonly reported figure corresponds to the concentration of particles with a mean diameter of less than 2.5 mm

(PM_{2.5}) (González-Martín et al., 2021). This is despite the fact that particulate matter is frequently classified based on size.

Indoor sources of particulate matter include combustion-based appliances such as ovens, heaters, and stoves; cigarette smoke and fires; and ventilation, which brings in particulate matter from the outdoors. Interactions between ozone and volatile organic compounds can also produce PM (Carazo Fernandez et al., 2013; European Environment Agency, 2017; Royal College of Physicians, 2016; SCHER, 2007).

Fig 8. Main pollution sources at home



Source: Gonzales et al. (2021).

4.1.4. Preventing the release of indoor air pollutants

Ventilation is the most straightforward method for avoiding the accumulation of toxins within a building. Increasing the pace at which air is exchanged with the outside often results

in a decrease in the amount of pollution found within a building, provided that the quantities of pollutants found outside are not severe (such as in areas with intense traffic or industrial activity). According to González-Martín et al. (2021), mechanical ventilation systems bring in fresh air from the outside, therefore diluting the amount of contaminants that are present in the interior air.

Because secondhand smoke from tobacco includes a wide array of toxic chemicals in extremely high quantities, bans on smoking are another preventative measure that is useful. The implementation of smoking restrictions in public places has led to consistent improvements in indoor air quality (Kotzias et al., 2005).

Last but not least, efficient management of relative humidity and temperature is essential for cutting down on the organic pollutant emissions that come from interior materials. According to Kotzias et al. (2005), poor indoor air quality can also be produced by other objects that burn, such as candles or incense.

Common construction components give off trace amounts of volatile organic compounds (VOCs). In paints, glues, plastics, and other construction materials, volatile organic compounds (usually BTEX) are utilized either as solvents or as additives. Utilizing low-emitting materials such as better plastics and paints (phenol resins instead of urea resins, polyurethane coatings, and so on) as well as solid wood or antique furniture might help to prevent some of these emissions from being released into the atmosphere (Carazo Fernandez et al., 2013; Environmental Protection Agency, 1995; Kotzias et al., 2005; Wei et al., 2015).

Products used for cleaning and personal care are the source of a wide variety of pollutants found within the home. Some compounds, including limonene and pinene, are used as scents in a wide variety of products, including cosmetics, deodorants, cleaning supplies, and even food (Carazo Fernandez et al., 2013; Kotzias et al., 2005; SCHER, 2007). Utilizing household goods in accordance with the directions (enough ventilation, no mixing, careful attention to warnings) can lessen pollution levels.

4.1.5. HEPA-based (air) filters

Mechanical filtration is the simplest and most common way to get rid of PM. It works by forcing air through a fibrous material that traps pollutants. High-Efficiency Particulate Air is what “HEPA” stands for. HEPA filters are one of the only ways to filter out even the smallest particles. They are often used in controlled environments around the world, such as hospital operating rooms, intensive care units (ICUs), incubators, medical laboratories, and other high-tech research and manufacturing facilities.

In addition to removing particle matter, air purifiers with high-efficiency particulate air (HEPA) filters also eliminate airborne germs (Guo, Xiong, Kang, Xiang, & Qin, 2020).

Since the first outbreaks of COVID-19, there has been a lot of discussion about what steps need to be taken to prevent the spread of coronavirus indoors. This includes the following settings: the classroom, the office, a restaurant, a hair salon, public transportation, aircraft cabins, and your family doctor’s office. There are three potential modes of transmission for SARS-CoV-2 (Lidia Morawska et al., 2020):

- 1) direct transmission of virus-carrying droplets when in close proximity by coughing, sneezing, or talking (Chen, Zhang, Wei, Yen, & Li, 2020);
- 2) indirect transmission via deposited or transmitted infectious droplets via surfaces; and
- 3) airborne transmission through virus-carrying small airborne droplets (also named “aerosols”) emitted by infected individuals (Prather et al., 2020).

For the third mode of transmission, airborne transmission, it has been recommended (e.g. Refs. (ASHRAE, 2020; Lidia Morawska et al., 2020; REHVA, 2020) to do the following in order to reduce the risk of airborne transmission: a) to provide adequate and effective ventilation (that supplies clean outdoor air and minimizes recirculating air); and b) to supplement general ventilation with airborne infection controls such as local exhaust, high efficiency air filtration, and/or germicidal ultraviolet lights in ventilation systems.

Bag filters are used to remove tiny particles (PM_{2.5}: 2.5 µm, which can reach the lung cells), while cassette filters or absolute filters are used to remove mostly coarse particles (PM₁₀: 10

µm). Air cleaning in most systems involves filtering the air of particles (dust: 0.01–200 µm). In addition, HEPA (High-Efficiency Particulate Air) and ULPA (Ultra-Low Particulate Air) filters can be utilized for the removal of ultrafine or nanoparticles (less than 0.1 micrometers in size), such as bacteria and viruses, which are so small that they are able to pass through the membranes of our lung cells (Liu et al., 2017 & Bluysen (2019).

SARS-CoV-2 has a diameter of approximately 100 nm (0.1 µm), which corresponds to its size. It does not exist “naked,” but rather it is surrounded by or immersed in a fluid that is predominantly composed of water. When a person breathes out, talks, or sneezes, a wide variety of droplets are released into the atmosphere (L. Morawska et al., 2009). Some of these droplets are extremely small and airborne (aerosols), while others are bigger and heavier.

The portable HEPA air purifier reduces aerosol dispersion using two separate mechanisms: (a) by eliminating particles from the air, and (b) by establishing a negative pressure across the plastic barrier (Mousavi, Godri Pollitt, Sherman, & Martinello, 2020).

Microbes in the air might be transferred to the air purifier’s HEPA filter. (K. Suzuki et al., 2003) collected swab samples from the air purifier filters in the homes of seven children with varicella who were otherwise healthy. On day 319, they identified the varicella-zoster virus in 29 percent of air purifier filters. (Note that Rabbit Air HEPA filters are designed with a specific fiber material that prevents this from happening.)

Bacteria are the predominant microorganisms in interior environments (Zhai et al., 2018), and variations in building design, ventilation, and environmental parameters (Dannemiller, Gent, Leaderer, & Peccia, 2016; Kembel et al., 2012; Meadow et al., 2014) can alter indoor bacteria.

The type of filter used, its composition, and the volume of air that passes through it all have an impact on the amount of particulate matter (PM) that is removed (Harriman et al., 2019; Luengas et al., 2015). It is necessary to replace these filters regularly in order to preserve the effectiveness of capture, avoid the re-emission of pollutants, and prevent the development of microbes on the organic matter that is captured in the filter material (Guieysse et al., 2008).

Electronic filters have less effectiveness than mechanical filters do, ranging anywhere from 14.5% to 67.7% for various PM size ranges (Zeng et al., 2020). The removal of harmful particles from the environment is referred to as “air-filtering” (Löffler, 1974). Bennett (2012): The nuclear industry was the first to implement the use of HEPA filters in order to control the release of radioactive aerosols. HEPA filters were created to suit the high needs for air quality in a range of sectors, including the fabrication of semiconductors, the settings of airplanes, pharmaceutical processing, bioengineering, hospitals, and airline cabin air systems (Lushinikov, 1997; Hutten & Wadsworth, 2007; Sutherland, 2008; Xu & Zhou, 2014).

Experiments have revealed that portable HEPA purifiers have the capacity to eradicate airborne SARS-CoV-2 and augment bigger decontamination methods such as ventilation via in-house HVAC systems. This is due to the fact that these purifiers have HEPA filters (Liu et al., 2022).

4.1.6. Activated Carbon (Charcoal Based Activated Carbon Filters)

Activated carbons are multifunctional adsorbents. Because they have a large surface area, a microporous structure, and high surface reactivity, they are good at adsorbing. Therefore, they are used to purify, decolorize, deodorize, dechlorinate, separate, and concentrate in order to allow for recovery, as well as to filter, eliminate, or change dangerous components from gases and liquid solutions (Bansal & Goyal, 2005). In its broadest sense, activated carbon refers to processed amorphous carbon-based products. It is not entirely amorphous; it possesses a microcrystalline structure. Activated carbons have high porosity and interparticle surface area. Carbonization of carbonaceous raw materials at temperatures below 800 °C and activation are the two main phases in its production. Thus, any carbonaceous material may be turned into activated carbon. However, the final product's qualities will vary depending on the nature of the raw material utilized, the nature of the activating agent, and the circumstances of the carbonization and activation processes (Bansal & Goyal, 2005).

The term "volatile organic compounds" (VOC) refers to a class of chemical contaminants that are distinguished by their ability to boil at temperatures ranging from 50 to 260 °C (Quality, W. I. A. 1989). Volatile organic compounds are a highly diverse class of chemical

contaminants, as evidenced by the fact that anywhere from fifty to three hundred different compounds may be present in non-industrial indoor air environments (Gallego, Roca, Perales, & Guardino, 2011, 2009). Even at low concentrations, volatile organic compounds (VOCs) are capable of acting as irritants to the human body and having a detrimental impact on one's health (Ashmore & Dimitroulopoulou, 2009; Bernstein et al., 2008; Xu et al., 2010). This is especially true for the subset of the population that is the most vulnerable to the impacts of these pollutants. Their presence, linked to poor IAQ, causes discomfort and olfactory annoyance (P. Wolkoff, Wilkins, Clausen, & Nielsen, 2006; Xu et al., 2010). One of the most important ways to improve IAQ is to purify the air within the building. Indoor air may be cleaned by eliminating impurities. When other methods, such as increasing ventilation rates, are not appropriate (Haghighat et al., 2008; C. S. Lee, Farant, Haghighat, & Talab, 2006; Peder Wolkoff, 2013), or when modest quantities of volatile organic compounds (VOC) influence building residents (for example, symptoms of sick building syndrome).

Prior research has shown that granular activated carbon beds Weschler et al., (1992) or activated carbon filters (Gundel et al., 2002; Bekö, Clausen, & Weschler, 2008) may be particularly successful in eliminating ozone from an airstream for a longer period of time.

The improvement of air quality has been beneficial to the general public's health in nations with a higher standard of living (Health Effects Institute, 2019; Pope, Ezzati, & Dockery, 2009; Schraufnagel et al., 2019). However, progress toward cleaner air throughout the world has not been uniform. More than ninety percent of the world's population breathes in quantities of fine particulate matter (PM 2.5) that are higher than the recommended level established by the World Health Organization, and air pollution continues to be the main cause of disease and early mortality (Health Effects Institute, 2019).

It will take several decades until the adverse effects of pollution on people's health all around the world are reduced to acceptable levels Fenger (1999). The majority of people's time is spent inside buildings (Leech, Nelson, Burnett, Aaron, & Raizenne, 2002). Particles can be removed from the air within a building either by installing air purifiers as part of the heating, ventilation, and air conditioning (HVAC) system or by using portable air purifiers that operate independently from the HVAC system. The vast majority of research has

concentrated on mechanical filtration utilizing high-efficiency particulate air/arresting (HEPA) filters. These filters remove at least 99.97 percent of particles 0.3 millimeters in size and have been shown to reduce indoor PM2.5 concentrations and improve subclinical cardiopulmonary health parameters (Allen & Barn, 2020).

4.2. Data collection instruments

This study's data was gathered through qualitative research methods, specifically the semi-structured interview technique. The interview consists of four sections. In the first one, there are questions and answers for the company owner and the founder of Rabbit Air. The questions in the second section are on brand strategy. The third section has questions and answers for the Rabbit Air team leader, while in the fourth section, questions for the health market lead are presented.

4.2.1. Secondary Data

The secondary data sets that were considered for this research may be viewed in the literature review of the aforementioned chapters. Online branding is broken down into its component elements, including its definitions and the most crucial aspects.

4.2.2. Primary Data

In recent years, it has been discovered that qualitative research is more valuable than was previously believed, and as a result, it has begun to be favored intensively, Erkesim (2021).

Interviews in qualitative research are defined by Sewell (n.d.) as "attempts to grasp the world from the participant's point of view, to unfold the significance of people's experiences, and to unveil their lived reality before scientific explanations." This definition comes from a scholarly perspective. As has been acknowledged by a number of different academics, the qualitative interview is an essential part of the data gathering process (Gill, Stewart, Treasure, & Chadwick, 2008).

In spite of the various difficulties associated with qualitative interviews, their potential to engage participants in order to gain a more in-depth knowledge of the topic under study makes them exceptional (Adhabi & Anozie, 2017).

4.2.2.1. Semi-structured interviews

In this research project, one of the qualitative research approaches known as semi-structured interviews served as the primary data collection tool. Semi-structured interviews are thought to have more potential than other types of interviews because they allow researchers to get in-depth information and evidence from interviewees while taking the focus of the study seriously.

As one of the firms in the United States that is expanding at the quickest rate, Rabbit Air was a great choice to consult in order to acquire recommendations from real-world experts on how to establish and maintain a prosperous online brand.

4.2.2.2. Research Participants and Semi-Structured Interview's Questions and Answers

Edwin Cheung, The Company Owner of Rabbit Air, an air purifier brand in the USA.

Olivia Raya, Team Lead and Trainer at Rabbit Air

Tamina Park, In Charge of the Health Market at Rabbit

4.2.2.2.1. Company Owners' Questions and answers:

This section was conducted with the founder of Rabbit Air, Edwin Cheung. The following is a collection of recommendations tailored exclusively for online entrepreneurs and those just starting out in business.

1. What motivated you to start the Rabbit Air company?

I want to be financially independent.

2. What advice would you give to someone who wants to open an online company?

Work hard. Fail fast. Learn from your mistakes. Move on and improve.

3. What are some tips for building a unique and successful online brand?

Be true to my mission. Develop trust and provide value for your customers. Don't try to please all customers. Find your niche and focus on your own customer base.

4. What are the biggest mistakes first-time entrepreneurs can make?

Don't have the essential skills before starting a business.

5. How do you select your employees?

Ideally, we hire team members who demonstrate some or all of our company's core values and fit our culture.

6. If you had the chance to start your company over again, what would you do differently?

I believe every experience, good or bad, is a learning lesson and a chance to improve. I don't think I'll do anything significantly different.

7. How have your priorities changed from when you first started Rabbit Air?

When we first started, it was all about survival. After the business was financially stable and had more resources, we shifted the priorities to product development, team culture, and optimizing workflow.

8. How did you handle fast growth and scale your business?

First, choose key partners that have the capability to meet the demand spike. For example, fulfillment centers that have enough space and manpower. The factory that can produce the products on short notice. Second, automate and simplify workflow so our team can handle the growth and demand spike. Third, plan ahead and anticipate the business activities in the next few years.

9. How do you stay on top of air purifier industry trends?

Listen to customers' needs. Talk to research institutions and universities about new technologies.

10. How do you manage to maintain the continuity of Rabbit Air even during the coronavirus?

Luckily, most of our team had experience working remotely before the pandemic, so the transition was much smoother. For example, we used Google Meet for our monthly company meeting even before the pandemic.

4.2.2.2.2. Brand Strategy Questions and Answers:

Edwin Cheung, the Rabbit Air founder, also agreed to address questions about brand strategy. The most efficient techniques to raise consumers' awareness of a brand are discussed, along with the fundamentals of creating a successful online brand in its formative stages.

1. How would you define brand management and its importance in a business?

A brand is a representation of who you are as a company or an organization. The brand has to be constant and deliver the same experience for its customers each and every time. If you can do that, you have a brand. Brand management is all about company culture. All team members have to know what they have to do to represent the brand and why they have to do it.

2. What are the key points of an online brand at the establishment stage?

For a direct-to-consumer brand, I think it is very important to build your fan base at an early stage. The strategy will be different depending on many factors, such as product type, price range, etc. How does the founder get the raving fans to support them in the beginning? That's the main problem they have to solve before starting a business.

3. What are the most effective marketing strategies for an online company like Rabbit Air?

There are no most effective marketing strategies since they change rapidly. Whatever strategies that are effective will be learned by your competitors and become less effective. You have to be creative and constantly look for new ways.

4. Which areas would you prioritize if faced with a budget cut for branding and marketing activities?

Whatever marketing activities that have a lower ROI have to go first.

5. What are the most effective ways to increase brand awareness?

For Rabbit Air, the most effective way to increase brand awareness is through word-of-mouth marketing. It is very effective nowadays with social media to boost the exposure of a genuine testimonial by a real customer who found your product incredibly useful and enjoyed their customer experience.

6. If you could choose one type of marketing to support brand awareness activities, which would it be and why?

It is not a good idea to choose one type of marketing since it is much more effective if customers can learn about your product through different touchpoints.

7. What is the best strategy to shape the clients' perceptions of your brand?

If your product or service is 10x better than your competitors' and your product or service is in high demand, you'll have very good brand recognition.

8. What marketing tactics do you find most effective for reaching new customers?

For Rabbit Air, the most effective way to reach a new customer is through word-of-mouth marketing. Most of the other ways are not cost-efficient. Therefore, customer service is extremely important for building our fan base.

9. How to bring traffic to your website?

There are so many ways. Common ways are Google search marketing, ads on Amazon, social media marketing, influencer marketing, TV & radio ads, podcast marketing, print ads, tradeshow, and events. There are many creative ways, but it depends on the industry.

11. How do you know when a branding strategy isn't working?

You have to define the metrics and measure the performance of each strategy based on the pre-defined metrics. Those strategies that underperform need to be fine-tuned or cut.

4.2.2.2.3. Team Lead's Questions and Answers:

In this interview with Olivia Raya, the Customer Service Team Lead & Trainer at Rabbit Air, topics including how to develop a strong team, increase productivity, and the effects of working remotely are explored.

1. What is the difference between a team leader and a team manager?

I think of the phrase "so as I say and not as I do." A team leader is an example of what it is to be a great team member. As a CS team lead, I answer phone calls, chats, and emails just like all other members of the team. I encourage my team to give suggestions on how to improve our customer service and training procedures. In my opinion, a manager is someone who is disconnected from the team and does not participate in the same activities as his or her team members.

2. What are your tips for building a great team?

Hire the right talent that shares the same company values. That's most important. You can train people how to answer phone calls, send emails, and process warranty cases, but you cannot teach empathy. I hire team members who are grateful and reliable. I hire those who I feel would work well in a team. I create a more relaxed environment, which makes the team feel less tense. Stress levels go down and we have fun and laugh. When our team is happy, our customers are happy.

3. What techniques do you use to support underperforming employees?

I try to not make a "big deal" about a mistake or two, but if it happens more frequently, I take that team member aside and talk to them. I ask about what was going on in their personal lives to see if there is something that is affecting their performance. Sometimes it's stress, anxiety, or a tragedy that's causing work performance to drop. I may suggest that team members take some time off or work fewer hours so that they can focus on their personal challenges. If someone is not proactive at work, I will pay close attention and give deadlines to help motivate. I also praise as much as possible.

4. How do you boost productivity with your team without causing burnout?

I don't understaff as that can cause major burnout. I also have to be careful about not overstaffing because our team can lose motivation when they are bored. I assign projects to certain team members based on their skill set and talents. I praise our team as often as possible.

5. How do you encourage company culture?

I constantly remind our team to adhere to our company and customer service core values. Sometimes we lose sight of them, and it's always good to revisit them. Having a monthly company and a weekly CS meeting keeps us connected. Not to mention, our virtual office (Pesto).

6. How would you motivate a team member who seems discouraged to work hard?

Sometimes motivation stems from boredom, and assigning projects can definitely help with that. People want a purpose in what they do, and when I overstaff, you will see productivity drop.

7. How has remote work impacted your team for the better or for worse?

I feel like our team is even more productive than ever. The pandemic brought us closer together, and we introduced a virtual office right before it began. I feel close to my teammates and I can gauge how they are doing psychologically. If someone is not feeling well, he/she is less likely to call out sick for work. People are generally not late to work because there

isn't really a good excuse to. We were also able to hire internationally through a freelancing site, Upwork, which makes expanding our team incredibly convenient.

8. How do you avoid micromanaging?

I have to "nitpick" certain mistakes, but I give a lot of room to breathe when it comes to decisions that are made in the best interest of the customer. I empower our team to make decisions based on what they feel is fair. Sometimes, when I point out mistakes, rather than acting in an accusatory manner, I will ask why they did what they did. Sometimes is better to ask before telling the team member what they did wrong. You want to give them the opportunity to validate why they made the mistake.

9. How do you manage customers giving negative social media reviews about your products?

It's part of doing business and we remain professional. We do our best to contact the customer and make it a more pleasant experience for them. All feedback is welcome, as it helps us get better. It creates a learning opportunity for us.

10. How would you mitigate a dispute between two team members who disagree over their responsibilities?

This has happened on multiple occasions. I always let our team members' voices be heard, and I never pass judgment. I listen to all parties before coming up with a solution. In some cases, feelings are hurt and I ask that both team members talk it through and give the appropriate apology. I make a decision on who should take over the task based on talent. It will relieve one party of the responsibility and give the other the opportunity to succeed in that task.

11. What metrics do you use to evaluate team performance?

We do not focus heavily on metrics, but they give us an idea of where we can improve as individuals and as a team. In my opinion, our survey rating is the most important metric. Our goal is to serve and make a great experience for the customer, and a post-call and pot-chat survey will give the customer the chance to speak his/her mind. I don't focus on the number,

per se, but I read the comments. A good rating could still include less favorable comments and vice versa. So, I don't put a heavy focus on the score because the score does not tell us what caused it. The comments do

Other metrics such as missed call percentage, how fast we pick up the call, and how fast we answer emails are important to give us an idea of how proactive our team is, and if we see unfavorable scores, we find the root cause. It could be something other than a team member being less proactive. It could be an issue with the phone or email software we use.

4.2.2.2.4. Health marked lead questions and answers:

The benefits of using an air purifier are discussed in this interview with Tamina Park, who is the health market lead at Rabbit Air. Additionally, the most essential characteristics of air purifiers are highlighted.

1. Please tell me a little bit about yourself and your history with allergists since you have been in charge of the health market for Rabbit Air.

I have accounts in the Los Angeles area, the Bay Area, and the Tri-state area. My responsibilities include contacting the offices to ensure that they have enough materials to pass out to patients and also visiting offices to maintain the air purifiers. I also attend allergy and health meetings to promote our air purifiers and their benefits to patients with doctors.

2. What are the benefits of air purifiers?

There are many benefits to air purifiers, including the reduction of airborne pollutants and helping patients keep a cleaner home. Many patients who use air purifiers have given feedback that their homes are fresher and their allergy symptoms have been reduced.

3. How do Rabbit Air purifiers help with allergies?

As an environmental control product, Rabbit Air purifiers help to trap airborne pollutants and minimize household contaminants such as dust, pet dander, mold spores, and odors, to name a few.

4. Can air purifiers make allergies worse?

Please elaborate. While the benefits are greater, there have been instances where customers have complained of the filters off-gassing, which caused their allergies to increase. If this is the case, we ask that the filters be aired out, which usually resolves the issue.

5. How does using medication and using air purifiers affect allergy sufferers and what are the differences between the two?

From my conversations with doctors, air purifiers are usually the more effective treatment since removing the environmental concern with the help of an air purifier will help to reduce their allergy symptoms. Medicine alone may take care of the symptoms as well, but the pollutants will still be in their environment.

6. Are air purifiers helpful for people with multiple chemical sensitivities?

Please elaborate. Air purifiers with a charcoal filter may help as they can trap and absorb chemicals, toxins and VOCs.

7. Which is better for allergies, air purifiers or humidifiers?

Air purifiers, since humidifiers are meant to increase moisture in the air.

8. Do air purifiers remove moisture from the air?

Yes, as moisture can be considered a particle, air purifiers may trap moisture.

9. How do you know if someone needs an air purifier?

Usually, a doctor will recommend an air purifier to a patient who has allergies to something in their home, whether it's dust, pet allergies, chemicals, etc. But anyone can benefit from an air purifier as it can help to reduce airborne pollutants.

10. What qualities should an allergy sufferer look for in an air purifier?

The most important technology is a HEPA filter that is able to trap 99.97% of air pollutants at 0.3 microns. Some other qualities are a Charcoal-Based Activated Carbon filter, an air purifier with a long filter life, quietness, and a company that has strong customer support.

4.3. Interpretation of the Results of this Study:

In this chapter, there will be given interpretations of the results.

- **Achieving Financial Independence**

One of the most successful strategies for achieving financial independence is to make an investment in a business that will provide passive income. Achieving this goal does not happen overnight; it takes time and commitment. However, once this objective has been accomplished, one can choose how to spend their time, experience a significant decrease in stress, the quality of their relationships will improve, and the overall quality of their life will get better.

- **Having the Essential Business Skills**

It is critical to have the necessary skills before starting a business. The big picture needs to be seen by establishing a mission and vision for the company, having a good understanding of finances, being a thought leader, being emotionally intelligent, being good at time management, having adequate communication skills, and having a firm grasp on technology.

As human beings, we are prone to errors on occasion. There is no one who is immune to making mistakes. With the right approach, our mistakes may teach us valuable lessons. Mistakes might reveal something we didn't know, enhance our understanding, and inspire us to make better decisions. Making mistakes is a necessary part of learning, and it is critical to learn from them, move on, and progress. Every experience is a chance to learn something new and improve.

- **Building a Team**

After the product that will be introduced to the market has been chosen, the next step is to assemble a team that can effectively represent the principles of your business. It is impossible for a single individual to do everything, as there is no such thing as Superman.

The value of a good team cannot be overstated. Creating a great team necessitates at least two steps: Having the ability to set a clear vision for the team and having emotional intelligence by establishing a system in which everyone's work is based on their talents and

where they engage with each other with the least amount of friction possible. Every thriving company has a dedicated staff working behind the scenes to make it a success.

- **Product Development**

If a company wants to go from the stage of merely surviving to that of thriving, it has no alternative but to expand and develop. It is essential to have product development strategies in order to bring value to consumers and to ensure that the final products are of the highest possible quality before they are released onto the market. In addition, having these strategies can help provide value to your current customers. If the new product does not add value to the customer's life, the customer has no reason to spend their money on the new product. It is easier to come to the best judgments about product development if one listens to the needs and feedback of customers. Feedback is a gift. This will help keep the present clients while also attracting new ones, and it will also help prevent possible crises in the form of negative reviews on social media.

- **Improving Workflow**

Improving workflow is one of the best methods to enhance productivity and do more with fewer resources. The workflows must be made so that the job gets done in as few steps as possible. This may be achieved by eliminating distractions and tasks that do not add to the total productivity; simplifying the exchange of information so that decisions can be made more promptly, and examining the procedures on a regular basis to determine where they might be optimized.

- **Choosing the Right Business Partners**

The success or failure of a small business is determined by the partners it chooses. It is of the utmost importance to collaborate with a manufacturing facility that is capable of producing the goods in a fast manner, as well as fulfillment centers that have the space and sufficient employees to deal with spikes in demand. To give the customer the best possible experience, the workflow between the front-liners of the business (customer service) and the warehouse, as well as with the shipping carrier, should be automated and streamlined.

- **Everyone Cannot Be Satisfied**

Some consumers will not be satisfied no matter how hard you try to provide them with excellent customer service, even if you are able to provide the very finest assistance that one is able to provide. You are going to run yourself into the ground and eventually lose the enthusiasm you have for your company if you spend so much time concentrating on attempting to please everyone. The sweet spot needs to be found, and one should concentrate on building up their own consumer base. The time invested in offering services of high quality to our ideal client helps our company with its long-term growth, which enables us to concentrate on creating a long-lasting and thriving business.

- **Consistency**

Success or failure may be contingent on our consistency. Consistency is essential for maintaining the integrity of a brand image. Consistency with a brand can be hard to achieve, so it's important to pay attention to it from the start.

When it comes to visual branding, consistency is vital. Changing colors, graphics, and fonts on a regular basis might make our brand look amateurish and even unbelievable. It's the same idea as being a good example for our team: one needs to show that they live up to their own high standards. Why should a client choose our business if one doesn't even use their own services?

In business, being consistent builds trust. If one wants to be known for something, they have to do it enough times in the same way for people to notice. People put their faith in businesses that have shown they can be trusted.

Customer retention improves with consistency. When always the same level of service is given to the clients, they know what to expect from us.

Perfect is the enemy of good. Be good, but be consistent.

- **Creating Raving Fans**

The basic strategy of any top organization—any business that actually outperforms its competitors and generates tremendous customer loyalty—is to foresee and address customer needs in ways that no one else is. These are the businesses that understand how to turn customers into raving fans.

Raving fans are more than simply customers. They are completely fascinated with a brand or company. They promote their items on social media, refer them to their coworkers, and always return to the brand when a replacement or further service is required. Raving fans tell others about the products or services with passion. The focus on raving fans can really change the way a business works, since raving fans will not only stick with that brand but also become brand advocates who bring in new customers.

Begin with your company values and an exciting vision statement that will inspire everything your business does.

- **Customer service**

Because most consumers will not know exactly what they want from a product or service, offer guidance rather than information.

"Deliver beyond your promises."

Without effective customer-centered structures in place, customer service will remain a theory, so create a system that allows you to consistently meet customer needs.

- **Word-of-Mouth Marketing**

Word-of-mouth marketing, also known as WOM marketing, is when a consumer's interest in a product or service offered by a company is represented in their everyday conversations. To put it another way, word-of-mouth marketing occurs when customers talk about a product or service offered by a company to their friends, family members, and other people with whom they have close ties. It's no surprise that the importance of WOM (word of mouth) was repeatedly highlighted.

The following data pertaining to WOM in the year 2022 can be considered:

- Every day, 23% of us engage in conversations about our favorite items with family and friends.
- At least once a week, 78 percent of us tell others about our favorite experiences.
- When a friend or family member recommends a brand, 88 percent of consumers are more likely to trust it.
- Word-of-mouth is the most common way to recommend a business (#1), followed by Facebook, Google, and Twitter.
- Electronic word-of-mouth generates \$6 trillion in yearly worldwide sales and accounts for 13% of all sales.
- 64% of marketers say that word-of-mouth marketing is the most effective form of marketing.
- WOM marketing is used by 83 percent of marketers to boost brand recognition and the number of referred clients.
- 90% of all purchases are influenced directly by word of mouth.
- Word-of-mouth marketing is five times more successful than sponsored advertising and leads to five times more sales.
- User-generated content and internet word-of-mouth are trusted by 92 percent of the world's consumers more than advertising. This should not be neglected. If word-of-mouth advertising thrives, it has the potential to be the most powerful marketing tactic implemented. WOM builds trust, which drives consumer decisions, and it's a low-cost way to boost sales.

By exceeding customers' product expectations, providing exceptional customer service, and providing exclusive information, companies may improve word-of-mouth marketing.

- **The Team Leader**

Setting a good example as a team leader or manager is critical. Leading by example is often defined as acting in a way that shows others how to act. In other words, what is done, rather than what is said, serves as a model for others. When one shows others the way, it's easy for them to follow. People can look at you and think, "Well, if he can do it, I can do it, too."

When the staff realize that the leader is willing to deal with a client issue successfully, it inspires more confidence in them regarding his ability to lead the business. In addition to this, they improve their ability to cope with similar issues as they arise at their desk.

Despite the fact that the client is always right, the team comes first every time. This might seem like a contradiction, but what it really means is that employees are not to be undervalued. Even though one has to deal with customer issues in a way that solves problems, a team member is never to blame. Putting the team first builds loyalty.

● **Air Purifiers**

People feel safest at home, but with pollution increasing, this may no longer be the case. Indoor air is worse than outside air. Because people spend 90% of their time inside, pollutants cause a variety of health issues such as asthma, respiratory difficulties, and skin irritations. The increasing amount of emissions and their harmful influence on health necessitates the installation of an air purifier in every household. HEPA air purifiers capture and retain even the smallest particles, making your indoor air safe.

Living near a construction site may harm a home's air quality. Construction dust and pollution cause watery eyes and sinus problems.

Small dust particles in houses have also been linked to lung problems and emphysema illness. The abrasive sand particles cause physical harm to the lungs and mucous membranes that line the respiratory system, allowing us to live a healthy existence.

Mold grows in stone and untreated wood structures, especially when there is water damage. If breathed, the black mold, commonly known as (Stachybotrys), can cause severe allergic responses.

Pregnant women are especially sensitive to indoor air pollution. The presence of germs and foreign particles has a harmful influence on the unborn baby.

Secondhand smoking, transportation, and industrial pollution can contribute to a variety of ailments, including bronchitis and tumors. Furthermore, if a smoker smokes at home, putting an air purifier in their room helps protect a nonsmoker from second-hand smoke.

Filtering pollen, pet dander, and dust mites, which are the major allergy causes, is another advantage of utilizing an air purifier with a true HEPA filter. The carbon filter (a charcoal-based activated carbon filter) helps get rid of odors and chemicals. Air purifiers provide peaceful white noise that aids sleep, they reduce stress by removing pollutants from the air (which increase stress levels), and they reduce the risk of infection from bacteria in the air (of which there are over 1800 types).

CONCLUSION

It is evident that commerce is quickly transitioning to e-commerce.

At least one billion users search the internet each and every day for a wide variety of names of people, businesses, and products. According to NASDAQ, by 2040, 95 percent of all purchases will be made online. This does not mean that people will abandon physical stores anytime soon. However, it is critical to adapt to the growing popularity of online shopping. According to Lim (2015), most customers have understood how significant internet shopping is to them in their daily lives, including the opportunity to bypass time and space constraints, affordable prices, expert support, personalized service, and increased access to information. However, customers who shop online are only able to read about and view products because the user interface does not allow them to touch, feel, or try the products, which limits their overall perception of the item (Bhatnagar & Ghose, 2004). According to Pairin and Keng (2003), because of the perceptual nature of the web, consumers want to see as many details as possible about a particular product, and they should be presented with an accurate and comprehensible description of the product.

Branding begins with the identification of an unmet client demand or need and the development of a viable solution.

Selecting a brand name is one of the most essential marketing decisions a company can make. Giving a business a name is similar to giving it a soul since, from a psychological point of view, it "humanizes" the product and provides customers with assurance, quality instructions, and other information that assists them in making a purchasing decision. The brand's identity and what it stands for can be visually communicated through the company's logo, which serves as its "face." Every organization, regardless of size or industry, must develop a strategic mission and vision statement. The mission statement provides the organization with a clear and effective decision-making framework, whereas the vision statement ensures that all choices are related to the firm's goals.

A successful online business must provide a product that adds value to clients and display that product digitally in a clear and informative manner. Strong e-brands make it easier for customers to trust products or services they haven't seen in person and help them visualize

and understand what they're buying. This is made feasible by the use of a high-quality website and excellent customer service.

During the preliminary stages of developing your online brand, "it is very important to build your fan base at an early stage. The strategy will be different depending on many factors, such as product type, price range, etc. How does the founder get the raving fans to support them in the beginning? That's the main problem they have to solve before starting a business. Choose key partners that have the capability to meet the demand spike. For example, fulfillment centers that have enough space and manpower, the factory that can produce the products on short notice. Second, automate and simplify workflow so our team can handle the growth and demand spike. Third, plan ahead and anticipate the business activities in the next few years. For Rabbit Air, the most effective way to reach a new customer is through word-of-mouth marketing. Most of the other ways are not cost-efficient. Therefore, customer service is extremely important for building our fan base. Be true to your mission. Develop trust and provide value for your customers. Don't try to please all customers. Find your niche and focus on your own customer base." E. Cheung, personal interview, May 24, 2022), the company owner of Rabbit Air.

Despite the fact that all businesses put in the work, time, and money required to develop a strong brand at the management level, the most successful businesses are those with exceptional leadership. Brand management refers to marketing methods focused on preserving, enhancing, and enhancing brand value and reputation over time. "Hire the right talent that shares the same company values. That's most important. You can train people how to answer phone calls, send emails, and process warranty cases, but you cannot teach empathy. I hire team members who are grateful and reliable. I hire those who I feel would work well in a team. I create a more relaxed environment, which makes the team feel less tense. Stress levels go down and we have fun and laugh. When our team is happy, our customers are happy," O. Raya, personal interview, March 31, 2022) team lead and trainer at Rabbit Air.

Although technology serves as a conduit, the experiences are entirely human. Consequently, customer service should be empathetic while still being pleasant and efficient, thinking

beyond their task and personalizing each client's experience. Customers must be the central focus of business operations, and everything that interferes with their experience must be found and fixed.

Customers are no longer just buying goods and services; they are also buying the experience that comes with them. The importance of brand experience is unparalleled, and "customer satisfaction" is synonymous with brand experience satisfaction and customers are more likely to purchase items from this brand again, recommend it to others, and are less likely to purchase from competitors (Yu, Yuan, Kim, & Wang, 2021; Oliver, 1997). A brand experience goes beyond the quality of a product or the usability of a website. It includes factors that the brand cannot always directly control, such as transportation or stock availability. All of this is a single experience for customers.

According to a recent Qualtrics XM Institute study conducted in the United States, more than half of consumers (53 percent) have reduced their spending as a result of a single negative experience with a company, and businesses globally stand to lose \$4.7 trillion in consumer spending as a result of poor customer experiences (Petersen, 2021).

A brand's product must deliver value to customers while also solving a problem. The World Health Organization states that air pollution and human exposure to poor air quality are currently the most serious environmental threats to public health all over the world (World Health Organization, 2016). According to findings from recent research, air pollution is the cause of one death out of every ten that takes place over the entire globe. Rabbit Air purifiers are of the highest standard of quality, and the company's performance is consistently outstanding. Rabbit Air's entire product line is Energy Star-certified and exceptionally energy-efficient. Their Brushless Direct Current (BLDC) air purifiers run quietly, and even silently at low speeds. Because there are no motor brushes, their motor is more efficient. Furthermore, Intertek has certified all current Rabbit Air purifier models as Zero Ozone. True HEPA filters manufactured by Rabbit Air are designed to inhibit the growth of bacteria and viruses on the filters themselves. Because of this, the filter will continue to function at its maximum efficiency for a greater length of time. The most important technology to look for in an air purifier is a HEPA filter that is able to trap 99.97% of air pollutants at 0.3 microns.

Some other qualities are a Charcoal-Based Activated Carbon filter, an air purifier with a long filter life, quietness, and a company that has strong customer support. T. Park, personal interview, May 09, 2022), in charge of the health market at Rabbit Air. Overall, exceptional customer service or quality care generates repeat business and profitability. It is essential for a company and not a "nice to have."

As with every study, there are limitations that must be taken into account. First, this study relied on a single company, so the conclusions are relatively limited and cannot be generalized, despite the fact that this is one of the most famous companies in the air purifier industry. Second, when it comes to online branding, research focuses mostly on western trends, which may not apply to every region of the globe.

For future studies more study on the following two critical components is necessary to have a better understanding of online branding: Legally defending your brand and protecting the data on your website, Therefore, while registering your brand name, think on a grand scale, seek the advice of industry experts, and check to see if the domain is available. Test the relevance and acceptance of your brand name in other cultures and languages, particularly in the cultures of countries in which you intend to build clusters of clients. This is an important step to take if you aim to expand your business overseas. Additionally, the technical features of the website, such as its user interface design, content, payment methods, user friendliness, and so on. Customers and customer support representatives should be able to navigate the website and place orders with ease.

REFERENCES

- Aaker, D.A. (1991), *Managing Brand Equity*, The Free Press, New York, NY, pp. 7, 39, 61, 110
- Aaker, D.A. (1996), *Building Strong Brands*, The Free Press, New York, NY, pp. 35, 71
- Aaker, D.A. and Joachimsthaler, E. (2000), *Brand Leadership*, The Free Press, New York, NY, pp. 13, 27, 40, 48
- Aaker, D.A. and Keller, K.L. (1990), "Consumer evaluations of brand extensions", *Journal of*
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3).
<https://doi.org/10.2307/3151897>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5). <https://doi.org/10.1108/IntR-05-2014-0146>
- Allen, R. W., & Barn, P. (2020). Individual- and Household-Level Interventions to Reduce Air Pollution Exposures and Health Risks: a Review of the Recent Literature. *Current Environmental Health Reports*, Vol. 7. <https://doi.org/10.1007/s40572-020-00296-z>
- Alter, A. L., & Oppenheimer, D. M. (2009). Uniting the tribes of fluency to form a metacognitive nation. *Personality and Social Psychology Review*, 13(3).
<https://doi.org/10.1177/1088868309341564>
- Arnott, D. C. (1992). *Bases of Financial Services Positioning in the Personal Pension, Life Assurance, and Personal Equity Plan Sectors*. The University of Manchester (United Kingdom).
- Arnould, E. J., Price, L., & Zinkhan, G. M. (2002). *Consumers*. McGraw-Hill/Irwin.
- Ashmore, M. R., & Dimitroulopoulou, C. (2009). Personal exposure of children to air pollution. *Atmospheric Environment*, 43(1).
<https://doi.org/10.1016/j.atmosenv.2008.09.024>

- ASHRAE. (2020). ASHRAE Position Document on Infectious Aerosols. Ashrae, (14 April).
- AŞKIN, N., & İPEK, İ. (2016). The Mediating Role of Brand Love on the Relationship between Brand Experience and Brand Loyalty. *Ege Akademik Bakış Dergisi*, 16(1).
- Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52(3–4). <https://doi.org/10.1108/EJM-02-2016-0081>
- Bajaj, A., & Bond, S. D. (2018). Beyond beauty: Design symmetry and brand personality. *Journal of Consumer Psychology*, 28(1). <https://doi.org/10.1002/jcpy.1009>
- Baker, M. J., & Balmer, J. M. T. (1997). Visual identity: trappings or substance? *European Journal of Marketing*, 31(5/6). <https://doi.org/10.1108/eb060637>
- Balmer, J. M. T. (1998). Corporate Identity and the Advent of Corporate Marketing. *Journal of Marketing Management*, 14(8). <https://doi.org/10.1362/026725798784867536>
- Bandyopadhyay, S., & Serjak, R. (2008). Key success requirements for online brand management. In *Contemporary Research in E-Branding*. <https://doi.org/10.4018/978-1-59904-813-0.ch001>
- Bansal, R. C., & Goyal, M. (2005). Activated carbon adsorption. In *Activated Carbon Adsorption*. <https://doi.org/10.1680/bwtse.63341.147>
- Barrett, L. F., Gross, J. J., Mayne, T. J., & Bonanno, G. A. (2001). Emotional intelligence: A process model of emotion representation and regulation. In *Emotions: Current issues and future directions*.
- Batra, R., Ahuvia, A. and Bagozzi, R.P. (2012), “Brand love”, *Journal of Marketing*, Vol. 76
- Bedué, P., Graef, R., Klier, M., & Zolitschka, J. F. (2018). A novel hybrid knowledge retrieval approach for online customer service platforms. 26th European Conference on Information Systems: Beyond Digitization - Facets of Socio-Technical Change, ECIS 2018.

- Bellizzi, J. A., & Hite, R. E. (1992). Environmental color, consumer feelings, and purchase likelihood. *Psychology & Marketing*, 9(5). <https://doi.org/10.1002/mar.4220090502>
- Bennett, A. (2012). Standards and testing: Meeting standards in filter media. *Filtration and Separation*, 49(2). [https://doi.org/10.1016/S0015-1882\(12\)70107-6](https://doi.org/10.1016/S0015-1882(12)70107-6)
- Bennett, R., & Kottasz, R. (2000). Practitioner perceptions of corporate reputation: an empirical investigation. *Corporate Communications: An International Journal*, 5(4). <https://doi.org/10.1108/13563280010357349>
- Berghman, L., Matthyssens, P., & Vandenbempt, K. (2006). Building competences for new customer value creation: An exploratory study. *Industrial Marketing Management*, 35(8). <https://doi.org/10.1016/j.indmarman.2006.04.006>
- Bergstrom, A. (2000). Cyberbranding: Leveraging your brand on the Internet. *Strategy & Leadership*, 28(4). <https://doi.org/10.1108/10878570010378645>
- Bernstein, J. A., Alexis, N., Bacchus, H., Bernstein, I. L., Fritz, P., Horner, E., ... Tarlo, S. M. (2008). The health effects of nonindustrial indoor air pollution. *Journal of Allergy and Clinical Immunology*, 121(3). <https://doi.org/10.1016/j.jaci.2007.10.045>
- Berry, L.L. (2000), "Cultivating service Brand equity", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 128-137.
- Bhatnagar, A., & Ghose, S. (2004). Segmenting consumers based on the benefits and risks of Internet shopping. *Journal of Business Research*, 57(12 SPEC.ISS.). [https://doi.org/10.1016/S0148-2963\(03\)00067-5](https://doi.org/10.1016/S0148-2963(03)00067-5)
- Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications*, 24(8). <https://doi.org/10.1080/13527266.2016.1244108>
- Biedenbach, G., & Marell, A. (2010). The impact of customer experience on brand equity in a business-to-business services setting. *Journal of Brand Management*, 17(6). <https://doi.org/10.1057/bm.2009.37>

- Bilro, R. G., & Loureiro, S. M. C. (2016). Framework for success of online brand management: A systematic literature review. *World Review of Entrepreneurship, Management and Sustainable Development*, 12(2–3). <https://doi.org/10.1504/WREMSD.2016.074968>
- Blankson, C., & Kalafatis, S. P. (2004). The Development and Validation of a Scale Measuring Consumer/Customer-Derived Generic Typology of Positioning Strategies. *Journal of Marketing Management*, 20(1–2). <https://doi.org/10.1362/026725704773041113>
- Blankson, C., & Kalafatis, S. P. (2007). Congruence between positioning and brand advertising. *Journal of Advertising Research*, 47(1). <https://doi.org/10.2501/S0021849907070080>
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 92(4). <https://doi.org/10.1016/j.jretai.2016.09.002>
- Bluyssen, P. M. (2019). All you need to know about air conditioning: the how and why of heating, ventilating and air conditioning in a nutshell. Delft Academic Press.
- Borden, S. M. (1997). Define your own mission, vision and values. *Journal of Management in Engineering*, 13(1), 7-8.
- Bornstein, R. F., & D'Agostino, P. R. (1994). The Attribution and Discounting of Perceptual Fluency: Preliminary Tests of a Perceptual Fluency/Attributional Model of the Mere Exposure Effect. *Social Cognition*, 12(2). <https://doi.org/10.1521/soco.1994.12.2.103>
- Bottomley, P. A., & Doyle, J. R. (2006). The interactive effects of colors and products on perceptions of brand logo appropriateness. *Marketing Theory*, 6(1). <https://doi.org/10.1177/1470593106061263>
- Bowen, S. A. (2018). Mission and Vision. In *The International Encyclopedia of Strategic Communication*. <https://doi.org/10.1002/9781119010722.iesc0111>

- Bowen, S. A., Hung-Baesecke, C. J. F., & Chen, Y. R. R. (2016). Ethics as a precursor to organization–public relationships: Building trust before and during the OPR model. *Cogent Social Sciences*, 2(1). <https://doi.org/10.1080/23311886.2016.1141467>
- Brakus, J. Josko, Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3). <https://doi.org/10.1509/jmkg.73.3.52>
- Brakus, J. Joško, Schmitt, B. H., & Zhang, S. (2008). Experiential attributes and consumer judgments. In *Handbook on Brand and Experience Management*. <https://doi.org/10.4337/9781848446151.00022>
- Brasel, S. A., & Hagtvedt, H. (2016). Living brands: consumer responses to animated brand logos. *Journal of the Academy of Marketing Science*, 44(5). <https://doi.org/10.1007/s11747-015-0449-2>
- Bridwell, H. (2022), Customer Experience Challenges and Solutions by CX Experts. P. 58 <https://resources.clootrack.com/customer-experience-challenges-by-102-cx-experts-0>
- Burmam, C., Halaszovich, T., & Hemmann, F. (2012). Identitätsbasierte Markenführung. In *Identitätsbasierte Markenführung*. <https://doi.org/10.1007/978-3-8349-3707-0>
- Buttle, H., & Westoby, N. (2006). Brand logo and name association: It's all in the name. *Applied Cognitive Psychology*, 20(9). <https://doi.org/10.1002/acp.1257>
- Callahan, E., & Koenemann, J. (2000). *A comparative usability evaluation of user interfaces for online product catalog*. <https://doi.org/10.1145/352871.352893>
- Carazo Fernandez, L., Fernandez Alvarez, R., Gonzalez-Barcala, F.J., Rodríguez Portal, J.A., 2013. Indoor air contaminants and their impact on respiratory pathologies. *Arch. Bronconeumol.* 49, 22e27. <https://doi.org/10.1016/j.arbr.2012.11.004>.
- Carpenter, P. (2000). eBrands: Building an Internet Business at Breakneck Speed (Интернет-бренды: создание электронного бизнеса с головокружительной скоростью).
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, Vol. 17. <https://doi.org/10.1007/s11002-006-4219-2>

- Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative and Mixed Method Approaches* (3rd Ed.). Los Angeles: SAGE Publications.
- Chen, T. (2016). Logo colour, earnings management and firm value. *Prague Economic Papers*, 25(4). <https://doi.org/10.18267/j.pep.570>
- Chen, W., Zhang, N., Wei, J., Yen, H. L., & Li, Y. (2020). Short-range airborne route dominates exposure of respiratory infection during close contact. *Building and Environment*, 176. <https://doi.org/10.1016/j.buildenv.2020.106859>
- Chiang, I. P., Lin, C. Y., & Wang, K. M. (2008). Building online brand perceptual map. *Cyberpsychology and Behavior*, 11(5). <https://doi.org/10.1089/cpb.2007.0182>
- Chiaravalle, B., & Findlay, B. (2013). Branding for dummies. In *Revista digital de diseño*.
- Chiaravalle, B., & Schenck, B. F. (2014). *Branding for dummies*. John Wiley & Sons.
- Chowdhury, A., Karmakar, S., Reddy, S. M., Sanjog, J., Ghosh, S., & Chakrabarti, D. (2012). Visual attention analysis on mutated brand name using eye-tracking: a case study. *World Academy of Science, Engineering and Technology International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 6(8), 1132-1135.
- Cian, L., Krishna, A., & Elder, R. S. (2014). This logo moves me: Dynamic imagery from static images. *Journal of Marketing Research*, 51(2). <https://doi.org/10.1509/jmr.13.0023>
- Clauser, R. C. (2001). Offline rules, online tools. *Journal of Brand Management*, 8(4). <https://doi.org/10.1057/palgrave.bm.2540028>
- Clootrack, (2022). Available at <https://www.clootrack.com/blogs/customer-experience-air-purifiers-industry?hsLang=en>
- Cornelissen, J. (2007). Corporate Communications: Theory and Practice. *Strategic Direction*, 23(8). <https://doi.org/10.1108/sd.2007.05623hae.001>

- da Silva, R. V., & Alwi, S. F. S. (2008). Online brand attributes and online corporate brand images. *European Journal of Marketing*, 42(9–10). <https://doi.org/10.1108/03090560810891136>
- Dales RE, Cakmak S, Judek S, Dann T, Coates F, Brook JR, et al. Influence of outdoor aeroallergens on hospitalization for asthma in Canada. *J Allergy Clin Immunol* 2004;113:303–6.
- Danesi, M. (2011). What's in a brand name? A Note on the onomastics of brand naming. *Names*, 59(3). <https://doi.org/10.1179/002777311X13082331190119>
- Danesi, Marcel. 2008. *Why It Sells: Decoding the Meanings of Brand Names, Logos, Ads, and Other Marketing and Advertising Ploys*. Lanham: Rowman & Littlefield.
- Dayal, S., Landesberg, H. and Zeisser, M., (2000), “Building Digital Brands”, *The McKinsey Quarterly*, Vol. 2, pp. 42.
- Daniela Coppola (2022, May 27th) *E-commerce as share of total retail sales worldwide 2015-2025* [Infographic]. Statista. <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>
- Dannemiller, K. C., Gent, J. F., Leaderer, B. P., & Peccia, J. (2016). Influence of housing characteristics on bacterial and fungal communities in homes of asthmatic children. *Indoor Air*, 26(2). <https://doi.org/10.1111/ina.12205>
- Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment?: A mediated-moderation model of brand passion and perceived brand ethicality. *Journal of Business Research*, 95. <https://doi.org/10.1016/j.jbusres.2018.05.026>
- de Chernatony, L. (1999). Brand Management Through Narrowing the Gap Between Brand Identity and Brand Reputation. *Journal of Marketing Management*, 15(1–3). <https://doi.org/10.1362/026725799784870432>

- Delfino RJ, Zeiger RS, Seltzer JM, Street DH, Matteucci RM, Anderson PR, et al. The effect of outdoor fungal spores concentrations on daily asthma severity. *Environ Health Perspect* 1997;105:622–35.
- Delgado-Ballester, E., & Hernández-Espallardo, M. (2008). Building online brands through brand alliances in internet. *European Journal of Marketing*, 42(9–10). <https://doi.org/10.1108/03090560810891091>
- Derks, D., Bos, A. E. R., & von Grumbkow, J. (2008). Emoticons and online message interpretation. *Social Science Computer Review*, 26(3). <https://doi.org/10.1177/0894439307311611>
- Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2006) *Marketing. Concepts and Strategies*. Boston,
- Dixon, M., Freeman, K., & Toman, N. (2010). Stop trying to delight your customers. *Harvard Business Review*, 88(7–8).
- Dixon, M., Freeman, K., & Toman, N. (2010). Stop trying to delight your customers. *Harvard Business Review*, 88(7–8).
- Dowling, G. R. (1994). *Corporate reputations: strategies for developing the corporate brand*. Kogan Page.
- Duncan, J. (1996). Cooperating brain systems in selective perception and action. *Attention and Performance*, 16. <https://doi.org/10.7551/mitpress/1479.003.0033>
- Eid, R., al Sharief, R. Y., & Hussein, L. (2011). Factors Affecting the Success of Online Branding. *International Journal of Online Marketing*, 1(4). <https://doi.org/10.4018/ijom.2011100102>
- eMarketer (2020), “Now is the time to build strong customer connections”, available at: <https://www.emarketer.com/content/now-is-the-time-to-build-strong-customer-connections-sponsored-content> (accessed 2 June 2020).

- Emmer, M. 95 Percent of New Products Fail. Here Are 6 Steps to Make Sure Yours Don't. Retrieved 7 February 2020, from <https://www.inc.com/marc-emmer/95-percent-of-new-products-fail-here-are-6-steps-to-make-sure-yours-dont.html>
- Erkesim, D. U., & Yıldırım, F. Uluslararası Ticarete Ürün Geliştirme Sürecinin Önemi: Teknoloji Kullanımı Yüksek/Düşük Üretim Pazarlarında Nitel Bir Araştırma. *İstanbul Ticaret Üniversitesi Girişimcilik Dergisi*, 5(10), 136-144.
- European Environment Agency, 2017. Air Quality in Europe d 2017 Report. <https://doi.org/10.2800/850018>
- Epure, M., & Bucea-Manea-Țoniș, R. (2017). Branding and Leadership in the context of Circular Economy. *Procedia of Economics and Business Administration*, 163-172.
- Fenger, J. (1999). Urban air quality. *Atmospheric environment*, 33(29), 4877-4900.
- Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand Love as Mediator of the Brand Experience-Satisfaction-Loyalty Relationship in a Retail Fashion Brand. *Management and Marketing*, 14(3). <https://doi.org/10.2478/mmcks-2019-0020>
- Finn, A. (1988). Print Ad Recognition Readership Scores: An Information Processing Perspective. *Journal of Marketing Research*, 25(2). <https://doi.org/10.2307/3172648>
- Fodor, J. (1998). *In critical condition: Polemical essays on cognitive science and the philosophy of mind*. The MIT Press.
- Følstad, A., & Kvale, K. (2016). Delightful or Efficient? How Service Recovery Affects Customer Experience. *ServDes.2016 Service Design Geographies; Proceedings from the Fifth Conference on Service Design and Service Innovation; Copenhagen 24-26 May 2016.*, (125).
- Fombrun, C. J., & Rindova, V. (1998). Reputation Management in Global 1000 Firms: A Benchmarking Study. *Corporate Reputation Review*, 1(3). <https://doi.org/10.1057/palgrave.crr.1540044>
- Fombrun, C., & van Riel, C. (1997). The Reputational Landscape. *Corporate Reputation Review*, 1(2). <https://doi.org/10.1057/palgrave.crr.1540024>

- Foroudi, P., Melewar, T. C., & Gupta, S. (2017). Corporate Logo: History, Definition, and Components. *International Studies of Management and Organization*, 47(2). <https://doi.org/10.1080/00208825.2017.1256166>
- Forrester (2016). Your Customers Don't Want To Call You For Support.
URL:https://www.forrester.com/blogs/16-03-03-your_customers_dont_want_to_call_you_for_support/
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4). <https://doi.org/10.1086/209515>
- Frazelle, E. (2002a) *Supply Chain Strategy: The Logistics of Supply Chain Management*, McGraw-Hill, New York.
- Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, 51(2). <https://doi.org/10.1108/EJM-10-2014-0633>
- Froehle, C. M. (2006). Service personnel, technology, and their interaction in influencing customer satisfaction. *Decision Sciences*, 37(1). <https://doi.org/10.1111/j.1540-5414.2006.00108.x>
- Frow, P., & Payne, A. (2007). Towards the 'perfect' customer experience. *Journal of Brand Management*, 15(2). <https://doi.org/10.1057/palgrave.bm.2550120>
- Fuchs, C., & Diamantopoulos, A. (2010). Evaluating the effectiveness of brand-positioning strategies from a consumer perspective. *European Journal of Marketing*, 44(11). <https://doi.org/10.1108/03090561011079873>
- Gallego, E., Roca, F. J., Perales, J. F., & Guardino, X. (2011). Assessment of Chemical Hazards in Sick Building Syndrome Situations: Determination of Concentrations and Origin of VOCs in Indoor Air Environments by Dynamic Sampling and TD-GC/MS Analysis. In *Sick Building Syndrome*. https://doi.org/10.1007/978-3-642-17919-8_16

- Gallego, E., Roca, X., Perales, J. F., & Guardino, X. (2009). Determining indoor air quality and identifying the origin of odour episodes in indoor environments. *Journal of Environmental Sciences*, 21(3). [https://doi.org/10.1016/S1001-0742\(08\)62273-1](https://doi.org/10.1016/S1001-0742(08)62273-1)
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5). <https://doi.org/10.1016/j.emj.2007.08.005>
- Ghodeswar, B. M. (2008). Building brand identity in competitive markets: A conceptual model. *Journal of Product & Brand Management*, 17(1). <https://doi.org/10.1108/10610420810856468>
- Goldsmith, R. E. (2001). *eBrands: Building an Internet Business at Breakneck Speed*. Boston, MA : Harvard Business School Press 2000 . x + 301 pp, ISBN: 0-87584-929-6 US\$25.95 . *Journal of Product & Brand Management*, 10(1). <https://doi.org/10.1108/jpbm.2001.10.1.65.1>
- Gonzalez-Martin, J., Kraakman, N. J. R., Perez, C., Lebrero, R., & Munoz, R. (2021). A state-of-the-art review on indoor air pollution and strategies for indoor air pollution control. *Chemosphere*, 262, 128376.
- Gorn, G. J., Chattopadhyay, A., Yi, T., & Dahl, D. W. (1997). Effects of color as an executional cue in advertising: They're in the shade. *Management Science*, 43(10). <https://doi.org/10.1287/mnsc.43.10.1387>
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2). <https://doi.org/10.1086/422109>
- Grohmann, B., Giese, J. L., & Parkman, I. D. (2013). Using type font characteristics to communicate brand personality of new brands. *Journal of Brand Management*, 20(5). <https://doi.org/10.1057/bm.2012.23>

- Grundey, D. (2002). Prekės ženklo formavimas ir prekės identifikavimas: strategijų parinkimas ir vertinimas. *Ekonomika*, 57. <https://doi.org/10.15388/ekon.2002.16972>
- Gu, J.X., Goetschalckx, M. and McGinnis, L.F. (2007) ‘Research on warehouse operation: a comprehensive review’, *European Journal of Operational Research*, Vol. 177, No. 1, pp.1–21.
- Guido, G., Pichierri, M., Natarajan, R., & Pino, G. (2016). Animated logos in mobile marketing communications: The roles of logo movement directions and trajectories. *Journal of Business Research*, 69(12). <https://doi.org/10.1016/j.jbusres.2016.06.003>
- Guieysse, B., Hort, C., Platel, V., Munoz, R., Ondarts, M., Revah, S., 2008. Biological treatment of indoor air for VOC removal: potential and challenges. *Biotechnol. Adv.* 26, 398e410. <https://doi.org/10.1016/j.biotechadv.2008.03.005>
- Guo, J., Xiong, Y., Kang, T., Xiang, Z., & Qin, C. (2020). Bacterial community analysis of floor dust and HEPA filters in air purifiers used in office rooms in ILAS, Beijing. *Scientific Reports*, 10(1). <https://doi.org/10.1038/s41598-020-63543-1>
- Gundel, L. A., Sullivan, D. P., Katsapov, G. Y., & Fisk, W. J. (2002). A pilot study of energy efficient air cleaning for ozone.
- Haghighat, F., Lee, C. S., Pant, B., Bolourani, G., Lakdawala, N., & Bastani, A. (2008). Evaluation of various activated carbons for air cleaning - Towards design of immune and sustainable buildings. *Atmospheric Environment*, 42(35). <https://doi.org/10.1016/j.atmosenv.2008.07.061>
- Hardy, T., Schmitt, B., & Simonson, A. (1999). Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image. *Design Issues*, 15(1). <https://doi.org/10.2307/1511791>
- Harriman, L., Stephens, B., Brennan, T., 2019. New guidance for residential air cleaners. *ASHRAE J.* 61, 14e23.

- Health Effects Institute. (2019). State of Global Air 2019. Health Effects Institute.
https://doi.org/https://www.stateofglobalair.org/sites/default/files/soga_2019_report.pdf
- Hemsley-Brown, J., & Alnawas, I. (2016). Service quality and brand loyalty: The mediation effect of brand passion, brand affection and self-brand connection. *International Journal of Contemporary Hospitality Management*, 28(12).
<https://doi.org/10.1108/IJCHM-09-2015-0466>
- Henderson, P. W., & Cote, J. A. (1998). Guidelines for selecting or modifying logos. *Journal of Marketing*, 62(2). <https://doi.org/10.2307/1252158>
- Henderson, P. W., Giese, J. L., & Cote, J. A. (2004). Impression management using typeface design. *Journal of Marketing*, Vol. 68. <https://doi.org/10.1509/jmkg.68.4.60.42736>
- Heragu, S.S., Du, L., Mantel, R.J. and Schuur, P.C. (2005) 'Mathematical model for warehouse design and product allocation', *International Journal of Production Research*, Vol. 43, No. 2, pp.327–338.
- Herhausen, D. (2016). Unfolding the ambidextrous effects of proactive and responsive market orientation. *Journal of Business Research*, 69(7).
<https://doi.org/10.1016/j.jbusres.2015.10.139>
- Hoch, S. J. (2002). Product Experience is Seductive. *Journal of Consumer Research*, 29(3).
<https://doi.org/10.1086/344422>
- Sewell, M. (n.d). The use of qualitative interviews in evaluation. *The University of Arizona*.
<https://cals.arizona.edu/sfcs/cyfernet/cyfar/Intervu5.htm>
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2).
<https://doi.org/10.1086/208906>
- Hooley, G., Broderick, A., & Möller, K. (1998). Competitive positioning and the resource-based view of the firm. *Journal of Strategic Marketing*, 6(2).
<https://doi.org/10.1080/09652549800000003>

- Hooley, G., Greenley, G., Fahy, J., & Cadogan, J. (2001). Market-focused Resources, Competitive Positioning and Firm Performance. *Journal of Marketing Management*, 17(5–6). <https://doi.org/10.1362/026725701323366908>
- Hoschchild A. (1983). *The Managed Heart: Commercialization of human feeling: The Managed Heart*.
- Howard, D.J., Gengler, C. and Jain, A. (1995), “What’s in a name? A complimentary means of
- Hsin Chang, H., & Wang, H. W. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Online Information Review*, 35(3). <https://doi.org/10.1108/14684521111151414>
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5). <https://doi.org/10.1108/MD-10-2015-0465>
- Huang, Z., Luo, Y., & Wang, D. (2019). Online customer service quality of online shopping: evidence from Dangdang.com. *Cluster Computing*, 22. <https://doi.org/10.1007/s10586-018-2565-5>
- Hui, M. K., & Bateson, J. E. G. (1991). Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experience. *Journal of Consumer Research*, 18(2). <https://doi.org/10.1086/209250>
- Huseynov, F., & Yildirim, S. Ö. (2016). Internet users’ attitudes toward business-to-consumer online shopping: A survey. *Information Development*, 32(3). <https://doi.org/10.1177/0266666914554812>
- Hutten, I. M., & Wadsworth, L. (2007). Handbook of nonwoven filter media. In *Handbook of Nonwoven Filter Media*. <https://doi.org/10.1016/B978-1-85617-441-1.X5015-X>
- Hynes, G. E., Stretcher, R., & Turri, A. M. (2006). The Importance of Interpersonal Communication Skills for Successful Live Chat in eCommerce. *Association of Business Information Systems*.

- Ibrahim, E. E., Joseph, M., & Ibeh, K. I. N. (2006). Customers' perception of electronic service delivery in the UK retail banking sector. *International Journal of Bank Marketing*, 24(7). <https://doi.org/10.1108/02652320610712094>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8). <https://doi.org/10.1057/bm.2010.58>
- Ceslaw,(2022).https://nymag.com/strategist/article/best-air-purifier.html?itm_source=search&itm_medium=article&itm_campaign=air%20purifier
- Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2019). Market orientation, positioning strategy and brand performance. *Industrial Marketing Management*, 81. <https://doi.org/10.1016/j.indmarman.2018.11.004>
- Jaakkola JJ, Paunio M, Virtanen M, Heinonen OP. Low-level air pollution and upper respiratory infections in children. *Am J Publ Health* 1991;81:1060–3
- Jacobs, L., Keown, C., Worthley, R., & Ghymn, K. I. (1991). Cross-cultural colour comparisons: Global marketers beware!. *International marketing review*.
- Jacoby, L. L., Kelley, C. M., & Dywan, J. (1989). Memory attributions. *Varieties of Memory and Consciousness Essays in Honour of Endel Tulving* (1989), 57(2).
- Janiszewski, C., & Meyvis, T. (2001). Effects of brand logo complexity, repetition, and spacing on processing fluency and judgment. *Journal of Consumer Research*, 28(1). <https://doi.org/10.1086/321945>
- Jayawardhena, C., & Foley, P. (2000). Changes in the banking sector - The case of Internet banking in the UK. *Internet Research*, 10(1). <https://doi.org/10.1108/10662240010312048>
- Jian, Y., Zhou, Z., & Zhou, N. (2019). Brand cultural symbolism, brand authenticity, and consumer well-being: the moderating role of cultural involvement. *Journal of Product and Brand Management*, 28(4). <https://doi.org/10.1108/JPBM-08-2018-1981>

- Jiang, Y., Gorn, G. J., Galli, M., & Chattopadhyay, A. (2016). Does your company have the right logo? How and why circular- and angular-logo shapes influence brand attribute judgments. *Journal of Consumer Research*, 42(5). <https://doi.org/10.1093/jcr/ucv049>
- Jin, Y., & Oriaku, N. (2013). E-service flexibility: Meeting new customer demands online. *Management Research Review*, Vol. 36. <https://doi.org/10.1108/MRR-08-2012-0189>
- Joseph, M., McClure, C., & Joseph, B. (1999). Service quality in the banking sector: The impact of technology on service delivery. *International Journal of Bank Marketing*, 17(4). <https://doi.org/10.1108/02652329910278879>
- Junaini, S. N., & Sidi, J. (2005). Improving product display of the e-commerce website through aesthetics, attractiveness and interactivity. *4th International Conference on Information Technology in Asia (CITA05)*.
- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (Rebecca). (2017). An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry. *Journal of Hospitality Marketing and Management*, 26(1). <https://doi.org/10.1080/19368623.2016.1172534>
- Kapferer, J. N. (2004). Brand NEW world, brand equity. *The Economic Times*, June, 30(7).
- Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan page publishers.
- Karvonen, K. (2000). The beauty of simplicity. *Proceedings of the Conference on Universal Usability*. <https://doi.org/10.1145/355460.355478>
- Keles N, Ilicali C. The impact of outdoor pollution on upper respiratory disease. *Rhinology* 1998;36:24–7
- Keller, K.L. (1993), “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Keller, K. L. and P. Kotler, (2006). *Marketing Management*. (12th Ed.). New Jersey: Pearson Prentice Hall.

- Kembel, S. W., Jones, E., Kline, J., Northcutt, D., Stenson, J., Womack, A. M., ... Green, J. L. (2012). Architectural design influences the diversity and structure of the built environment microbiome. *ISME Journal*, 6(8). <https://doi.org/10.1038/ismej.2011.211>
- Kerin, R. a, Jain, A., & Howard, D. J. (1992). Store shopping experience and consumer price-quality-value perceptions. *Journal of Retailing*, Vol. 68.
- Kevin Lane Keller. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*, 29(4).
- Kidwell, B., Hardesty, D. M., Murtha, B. R., & Sheng, S. (2011). Emotional intelligence in marketing exchanges. *Journal of Marketing*, 75(1). <https://doi.org/10.1509/jmkg.75.1.78>
- Kim, D., & Benbasat, I. (2003). TRUST-RELATED ARGUMENTS IN INTERNET STORES : A FRAMEWORK FOR EVALUATION. *America*, 4(2).
- Kitonyi, N. (2017). Online shopping and e-commerce statistics. Retrieved from <https://www.nasdaq.com/articles/uk-online-shopping-and-e-commerce-statistics-2017-2017-03-14>.
- Klein, Naomi. 2000. No Logo: Taking Aim at the Brand Bullies. Toronto: Alfred A. Knopf, 2000.
- Knapp, D.E. (2000), *The Brand Mindset*, McGraw-Hill, New York, NY, pp. 33, 36, 103
- Kotler, P., & Armstrong, G. (2018). Kotler & Armstrong, Principles of Marketing | Pearson. In Pearson.
- Kotler, P.T., Keller, K.L., 2006. *Marketing Management*. Pearson Prentice Hall,
- Kotzias, D., Koistinen, K., Kephelopoulos, S., Schlitt, C., Carrer, P., Maroni, M., Jantunen, M.J., Cochet, C., Kirchner, S., Lindvall, T., Mclaughlin, J., Mølhave, L., de Oliveira Fernandes, E., Seifert, B., 2005. The INDEX project. In: *Critical Appraisal of the Setting and Implementation of Indoor Exposure Limits in the EU*. Ispra (Italy)

- Kousalyadevi, G. (2022). Online Branding–Effectiveness and Future Trends. *Journal of Positive School Psychology*, 6(3), 7173-7183.
- Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: The importance of color in marketing. *Journal of the Academy of Marketing Science*, 40(5). <https://doi.org/10.1007/s11747-010-0245-y>
- Ladhari, R. (2010). Developing e-service quality scales: A literature review. *Journal of Retailing and Consumer Services*, 17(6). <https://doi.org/10.1016/j.jretconser.2010.06.003>
- Lamberts, K. (2000). Information-accumulation theory of speeded categorization. *Psychological Review*, 107(2). <https://doi.org/10.1037/0033-295X.107.2.227>
- Lamore, P. R., Berkowitz, D., & Farrington, P. A. (2013). Proactive/responsive market orientation and marketing - Research and development integration. *Journal of Product Innovation Management*, 30(4). <https://doi.org/10.1111/jpim.12024>
- Larwood, L., Falbe, C. M., Kriger, M. P., & Miesing, P. (1995). Structure And Meaning Of Organizational Vision. *Academy of Management Journal*, 38(3). <https://doi.org/10.5465/256744>
- Lea, M., & Spears, R. (1992). Paralanguage and social perception in computer-mediated communication. *Journal of Organizational Computing*, 2(3–4). <https://doi.org/10.1080/10919399209540190>
- Lee, C. S., Farant, J. P., Haghighat, F., & Talab, B. Y. (2006). Experimental evaluation of the performance of gas-phase air filters using a dynamic closed-loop test system. *ASHRAE Transactions*, 112 PART 2.
- Lee, H. J., & Kang, M. S. (2012). The effect of brand experience on brand relationship quality. *Academy of Marketing Studies Journal*, 16(1).
- Leech, J. A., Nelson, W. C., Burnett, R. T., Aaron, S., & Raizenne, M. E. (2002). It's about time: A comparison of Canadian and American time-activity patterns. *Journal of*

- Exposure Analysis and Environmental Epidemiology, 12(6).
<https://doi.org/10.1038/sj.jea.7500244>
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006). Linking brand equity to customer equity. *Journal of Service Research*, Vol. 9. <https://doi.org/10.1177/1094670506293563>
- Liang, T. P., & Lai, H. J. (2002). Effect of store design on consumer purchases: An empirical study of on-line bookstores. *Information and Management*, 39(6). [https://doi.org/10.1016/S0378-7206\(01\)00129-X](https://doi.org/10.1016/S0378-7206(01)00129-X)
- Lieven, T., Grohmann, B., Herrmann, A., Landwehr, J. R., & van Tilburg, M. (2015). The effect of brand design on brand gender perceptions and brand preference. *European Journal of Marketing*, 49. <https://doi.org/10.1108/EJM-08-2012-0456>
- Lim, W. M. (2015). Antecedents and consequences of e-shopping: An integrated model. *Internet Research*, 25(2). <https://doi.org/10.1108/IntR-11-2013-0247>
- Limited, Harlow
- Liu, D. T., Phillips, K. M., Speth, M. M., Besser, G., Mueller, C. A., & Sedaghat, A. R. (2022). Portable HEPA Purifiers to Eliminate Airborne SARS-CoV-2: A Systematic Review. *Otolaryngology - Head and Neck Surgery (United States)*, Vol. 166. <https://doi.org/10.1177/01945998211022636>
- Liu, G., Xiao, M., Zhang, X., Gal, C., Chen, X., Liu, L., ... Clements-Croome, D. (2017). A review of air filtration technologies for sustainable and healthy building ventilation. *Sustainable Cities and Society*, Vol. 32. <https://doi.org/10.1016/j.scs.2017.04.011>
- Löffler, F. (1974). Air filtration. Von C. N. Davies . Academic Press Inc., London 1973. Aulf., X 171 Ss., zahlr. Abb., £4.00 . *Chemie Ingenieur Technik*, 46(8). <https://doi.org/10.1002/cite.330460823>
- Luengas, A., Barona, A., Hort, C., Gallastegui, G., Platel, V., Elias, A., 2015. A review of indoor air treatment technologies. *Rev. Environ. Sci. Biotechnol.* 14, 499e522. <https://doi.org/10.1007/s11157-015-9363-9>.

- Lushnikov, A. (1997). Igor' Vasilievich Petryanov-Sokolov (1907–1996). *Journal of Aerosol Science*, 28(4). [https://doi.org/10.1016/s0021-8502\(96\)00473-9](https://doi.org/10.1016/s0021-8502(96)00473-9)
- MacInnis, D. J., Shapiro, S., & Mani, G. (1999). Enhancing Brand Awareness Through Brand Symbols. *Advances in Consumer Research*, 26.
- Madden, T. J., Hewett, K., & Roth, M. S. (2000). Managing images in different cultures: A cross-national study of color meanings and preferences. *Journal of international marketing*, 8(4), 90-107.
- Mandel, N., & Johnson, E. J. (2002). When Web pages influence choice: Effects of visual primes on experts and novices. *Journal of Consumer Research*, 29(2). <https://doi.org/10.1086/341573>
- Mandler, G., Nakamura, Y., & van Zandt, B. J. S. (1987). Nonspecific Effects of Exposure on Stimuli That Cannot Be Recognized. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 13(4). <https://doi.org/10.1037/0278-7393.13.4.646>
- Markwick, N., & Fill, C. (1997). Towards a framework for managing corporate identity. *European Journal of Marketing*, 31(5/6). <https://doi.org/10.1108/eb060639>
- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1). <https://doi.org/10.1509/jmkg.66.1.38.18451>
- McKinsey & Company (2016). Customer experience. Creating value through transforming customer journeys. URL: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/customer-experience-creating-value-through-transforming-customer-journeys>
- Meadow, J. F., Altrichter, A. E., Kembel, S. W., Kline, J., Mhuireach, G., Moriyama, M., Bohannon, B. J. M. (2014). Indoor airborne bacterial communities are influenced by ventilation, occupancy, and outdoor air source. *Indoor Air*, 24(1). <https://doi.org/10.1111/ina.12047>

- Meffert, H., Rauch, C., & Lepp, H. L. (2010). Sustainable Branding — mehr als ein neues Schlagwort?! *Marketing Review St. Gallen*, 27(5). <https://doi.org/10.1007/s11621-010-0075-9>
- Melewar, T. C. (2001). Measuring visual identity: A multi-construct study. *Corporate Communications: An International Journal*, 6(1). <https://doi.org/10.1108/13563280110381206>
- Melewar, T. C., Alwi, S., Hsu, P. F., & Lin, F. L. (2013). Developing a decision model for brand naming using Delphi method and analytic hierarchy process. *Asia Pacific Journal of Marketing and Logistics*, 25(2). <https://doi.org/10.1108/13555851311314013>
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard business review*, 85(2), 116.
- Meyers-Levy, J. (1989). The Influence of a Brand Name's Association Set Size and Word Frequency on Brand Memory. *Journal of Consumer Research*, 16(2). <https://doi.org/10.1086/209208>
- Meyers-Levy, J., & Peracchio, L. A. (1995). How the use of color in advertising affects attitudes: The influence of processing motivation and cognitive demands. *Journal of Consumer Research*, 22(2), 121-138.
- Miceli, G. N., Scopelliti, I., Raimondo, M. A., & Donato, C. (2014). Breaking through complexity: Visual and conceptual dimensions in logo evaluation across exposures. *Psychology and Marketing*, 31(10). <https://doi.org/10.1002/mar.20741>
- Miller, K. (2015). Organizational Communication: Approaches and Processes. In *Reputation Management: The Key to Successful Public Relations and Corporate Communication*.
- Miniwatts Marketing Group. World Internet Users and 2022 Population Stats, <https://www.internetworldstats.com/stats.htm>. Page updated June 15, 2022.
- Mitchell, A. A., & Olson, J. C. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18(3). <https://doi.org/10.1177/002224378101800306>

- Mitchell, L. (2000). Branding equals smart e-business. *Infoworld*, 21, 47-48.
- Morawska, L., Johnson, G. R., Ristovski, Z. D., Hargreaves, M., Mengersen, K., Corbett, S., ... Katoshevski, D. (2009). Size distribution and sites of origin of droplets expelled from the human respiratory tract during expiratory activities. *Journal of Aerosol Science*, 40(3). <https://doi.org/10.1016/j.jaerosci.2008.11.002>
- Morawska, Lidia, Tang, J. W., Bahnfleth, W., Bluyssen, P. M., Boerstra, A., Buonanno, G., Yao, M. (2020). How can airborne transmission of COVID-19 indoors be minimised? *Environment International*, Vol. 142. <https://doi.org/10.1016/j.envint.2020.105832>
- Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*, 14(5). <https://doi.org/10.1057/palgrave.bm.2550080>
- Mosley, R. W. (2007). Customer experience, organisational culture and the employer brand. *Journal of Brand Management*, 15(2). <https://doi.org/10.1057/palgrave.bm.2550124>
- Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4). <https://doi.org/10.1108/APJML-11-2019-0669>
- Mousavi, E. S., Godri Pollitt, K. J., Sherman, J., & Martinello, R. A. (2020). Performance analysis of portable HEPA filters and temporary plastic anterooms on the spread of surrogate coronavirus. *Building and Environment*, 183. <https://doi.org/10.1016/j.buildenv.2020.107186>
- Nandan, S. (2005). An exploration of the brand identity–brand image linkage: A communications perspective. *Journal of Brand Management*, 12(4). <https://doi.org/10.1057/palgrave.bm.2540222>
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6). <https://doi.org/10.1016/j.jbusres.2013.06.001>

- Narver, J. C., Slater, S. F., & MacLachlan, D. L. (2004). Responsive and proactive market orientation and new-product success. *Journal of Product Innovation Management*, 21(5). <https://doi.org/10.1111/j.0737-6782.2004.00086.x>
- Neas LM, Dockery DW, Burge H, Koutrakis P, Speizer FE. Fungus spores, air pollutants, and other determinants of peak expiratory flow rates in children. *Am J Epidemiol* 1996;143:797–807, No. 2, pp. 1-16.
- Novitasari, D., Napitupulu, B. B. J., Abadiyah, S., Silitonga, N., & Asbari, M. (2022). Linking between Brand Leadership, Customer Satisfaction, and Repurchase Intention in the E-commerce Industry. *International Journal of Social and Management Studies*, 3(1), 280-289.9
- O'Neill, M., Wright, C., & Fitz, F. (2001). Quality evaluation in on-line service environments: An application of the importance-performance measurement technique. *Managing Service Quality: An International Journal*, 11(6). <https://doi.org/10.1108/EUM000000000006519>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(SUPPL.). <https://doi.org/10.2307/1252099>
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7). <https://doi.org/10.1080/19368623.2018.1445055>
- Oswald, S. L., Mossholder, K. W., & Harris, S. G. (1994). Vision salience and strategic involvement: Implications for psychological attachment to organization and job. *Strategic Management Journal*, 15(6). <https://doi.org/10.1002/smj.4250150605>
- Otim, S., & Grover, V. (2006). An empirical study on Web-based services and customer loyalty. *European Journal of Information Systems*, 15(6). <https://doi.org/10.1057/palgrave.ejis.3000652>
- Padalka, A., Gribincea, A., Lesik, I., Semenda, O., & Barabash, O. (2021). Consumer protection when purchasing goods on the internet.

- Pairin, K., & Keng, S. (2003). Creating a virtual store image. *Communications of the ACM*, 46(12). <https://doi.org/10.1145/953460.953504>
- Parameswaran, M. G. (2001). FCB Ulka Brand Building Advertising: Concepts and Cases. Tata McGraw-Hill Education.
- Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). The role of brand logos in firm performance. *Journal of Business Research*, 66(2). <https://doi.org/10.1016/j.jbusres.2012.07.011>
- Peel J, Paige T, Klein M, Metzger KB, Flanders WD, Todd K, et al. Ambient air pollution and respiratory emergency department visits. *Epidemiology* 2005;16:164–74
- Peppers, D. (2022), Customer Experience Challenges and Solutions by CX Experts. P. 54 <https://resources.cloutrack.com/customer-experience-challenges-by-102-cx-experts-0>
- Peracchio, L. A., & Meyers-Levy, J. (2005). Using stylistic properties of ad pictures to communicate with consumers. *Journal of Consumer Research*, 32(1). <https://doi.org/10.1086/429599>
- Pereira, H. G., Salgueiro, M. de F., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30. <https://doi.org/10.1016/j.jretconser.2016.01.003>
- Peters A, Von Klot S, Heier M, Trentinaglia I, Hormann A, Wichmann E, et al. Exposure to traffic and the onset of myocardial infarction. *N Engl J Med* 2004;351:1721–30.
- Petersen,(2021). <https://finance.yahoo.com/news/poor-customer-threatens-4-7-133000803.html#:~:text=9.5%25%20of%20revenue%20is%20at%20risk%20due%20to%20bad%20experiences&text=A%20recent%20Qualtrics%20XM%20Institute,du e%20to%20poor%20customer%20experiences>.
- Pieters, R., & Wedel, M. (2004). Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects. *Journal of Marketing*, 68(2). <https://doi.org/10.1509/jmkg.68.2.36.27794>

- Pieters, R., Wedel, M., & Batra, R. (2010). The stopping power of advertising: Measures and effects of visual complexity. *Journal of Marketing*, 74(5). <https://doi.org/10.1509/jmkg.74.5.48>
- Pine II, Joseph B., Gilmore, J. H. (2019). The Experience Economy. Work Is Theatre and Every Business a Stage. *Journal of Environmental Radioactivity*, 196(kommunikation og relation i arbejdet med mennesker).
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4).
- Pinker, S., & Fodor, J. (2005). So how does the mind work? *Mind and Language*, Vol. 20. <https://doi.org/10.1111/j.0268-1064.2005.00274.x>
- Pope, C. A., Ezzati, M., & Dockery, D. W. (2009). Fine-Particulate Air Pollution and Life Expectancy in the United States. *New England Journal of Medicine*, 360(4). <https://doi.org/10.1056/nejmsa0805646>
- Prasad, Ch. J. S., & Aryasri, A. R. (2009). Determinants of Shopper Behaviour in E-tailing: An Empirical Analysis. *Paradigm*, 13(1). <https://doi.org/10.1177/0971890720090110>
- Prather, K. A., Marr, L. C., Schooley, R. T., McDiarmid, M. A., Wilson, M. E., & Milton, D. K. (2020). Airborne transmission of SARS-CoV-2. *Science*, Vol. 370. <https://doi.org/10.1126/science.abf0521>
- Quality, W. I. A. (1989). Organic Pollutants, EURO Reports Studies 111. Copenhagen: World Health Organization.
- Rapp, J. T., Swanson, G., Sheridan, S. M., Enloe, K. A., Maltese, D., Sennott, L. A., ... Lanovaz, M. J. (2013). Immediate and Subsequent Effects of Matched and Unmatched Stimuli on Targeted Vocal Stereotypy and Untargeted Motor Stereotypy. *Behavior Modification*, 37(4). <https://doi.org/10.1177/0145445512461650>
- REHVA. (2020). REHVA COVID-19 Guidance Document. In European University Institute (Vol. 2020).

- Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*, 68(5).
- Reichheld, Frederick F., & Schefter, P. (2000). The Economics of E-Loyalty. *Harvard Business Review*.
- Richins, M. L. (1997). Measuring Emotions in the Consumption Experience. *Journal of Consumer Research*, 24(2). <https://doi.org/10.1086/209499>
- Ries, A., & Trout, J. (2001). Positioning: The Battle for Your Mind: In McGraw-Hill Professional.
- Riivits-Arkonsuo, I., Kaljund, K., & Leppiman, A. (2014). Consumer journey from first experience to brand evangelism. *Research in Economics and Business: Central and Eastern Europe*, 6(1).
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10). <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Robbins, D., Colligan, K., & Hall, J. (2009). Brand authenticity: a new way forward in customer experience management. *MI, Second To None*, 1-16.
- Robertson, K. (1989), "Strategically describe brand name characteristic", *Journal of Consumer*
- Royal College of Physicians, 2016. Every Breath We Take: the Lifelong Impact of Air Pollution. Report of a working party, London.
- Rubel, E. A. (1994). Trademarks and the press: A year in review. *Editor & Publisher*, 127(50), 6-8.
- Rushton, A., Oxley, J. and Croucher, P. (2006) *The Handbook of Logistics and Distribution Management*, 3rd ed., Kogan Page, London.

- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Saini, A., & Johnson, J. L. (2005). Organizational capabilities in e-commerce: An empirical investigation of e-brokerage service providers. *Journal of the Academy of Marketing Science*, 33(3). <https://doi.org/10.1177/0092070305276150>
- Santos, J. (2003). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3). <https://doi.org/10.1108/09604520310476490>
- Schaupp, L. C., & Bélanger, F. (2005). A conjoint analysis of online consumer satisfaction1. *Journal of electronic commerce research*, 6(2), 95.
- Schechter, A. H. (2010). Measuring the Value of Corporate and Brand Logos. *Design Management Journal (Former Series)*, 4(1). <https://doi.org/10.1111/j.1948-7169.1993.tb00124.x>
- SCHER, 2007. Opinion on Risk Assessment on Indoor Air Quality.
- Schmitt, B. (1999). *Experiential marketing, How to get customers to sense, feel, think, act, and relate to your company and brands*. New York.
- Schmitt, B. H., & Rogers, D. L. (2008). Handbook on brand and experience management. In *Handbook on Brand and Experience Management*. <https://doi.org/10.4337/9781848446151>
- Schraufnagel, D. E., Balmes, J. R., de Matteis, S., Hoffman, B., Kim, W. J., Perez-Padilla, R., ... Wuebbles, D. J. (2019). Health benefits of air pollution reduction. *Annals of the American Thoracic Society*, Vol. 16. <https://doi.org/10.1513/AnnalsATS.201907-538CME>
- Schreiner, W. (2022), Customer Experience Challenges and Solutions by CX Experts. P. 15 <https://resources.clootrack.com/customer-experience-challenges-by-102-cx-experts-0>

- Sevener, Z. (2003). *A semantic differential study of the influence of aesthetic properties on product pleasure*. <https://doi.org/10.1145/782928.782938>
- Shahzad, M. F., Bilal, M., Xiao, J., & Yousaf, T. (2019). Impact of smartphone brand experience on brand equity: With mediation effect of hedonic emotions, utilitarian emotions and brand personality. *Journal of Islamic Marketing*, 10(2). <https://doi.org/10.1108/JIMA-04-2017-0045>
- Shamim, A., & Mohsin Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25(1). <https://doi.org/10.1108/13555851311290957>
- Shapiro, S., MacInnis, D. J., & Heckler, S. E. (1997). The effects of incidental ad exposure on the formation of consideration sets. *Journal of Consumer Research*, 24(1). <https://doi.org/10.1086/209496>
- Sherrington, M. (2003). Added value: The alchemy of brand-led growth. In *Added Value: The Alchemy of Brand-Led Growth*. <https://doi.org/10.1057/9780230513488>
- Slater, S. F., & Narver, J. C. (1998). Customer-led and market-oriented: Let's not confuse the two. *Strategic Management Journal*, 19(10). [https://doi.org/10.1002/\(SICI\)1097-0266\(199810\)19:10<1001::AID-SMJ996>3.0.CO;2-4](https://doi.org/10.1002/(SICI)1097-0266(199810)19:10<1001::AID-SMJ996>3.0.CO;2-4)
- Smith, D. C., & Aaker, D. A. (1992). Managing Brand Equity: Capitalizing on the Value of a Brand Name. *Journal of Marketing*, 56(2). <https://doi.org/10.2307/1252048>
- Smith, J. (2008). Online: Where context is king.
- Soewardikoen, D. W. (2019). *Metodologi Penelitian: Desain Komunikasi Visual*. PT Kanisius.
- Sohn, C., & Tadisina, S. K. (2008). Development of e-service quality measure for internet-based financial institutions. *Total Quality Management and Business Excellence*, 19(9). <https://doi.org/10.1080/14783360802224412>
- Solomon, M.R., 2015. *Customer Behavior: Buying, Having, and Being*. Pearson Education

- Soopramanien, D. G. R., & Robertson, A. (2007). Adoption and usage of online shopping: An empirical analysis of the characteristics of “buyers” “browsers” and “non-internet shoppers.” *Journal of Retailing and Consumer Services*, 14(1). <https://doi.org/10.1016/j.jretconser.2006.04.002>
- Southworth, S. S., & Ha-Brookshire, J. (2016). The impact of cultural authenticity on brand uniqueness and willingness to try: The case of Chinese brands and US consumers. *Asia Pacific Journal of Marketing and Logistics*, 28(4). <https://doi.org/10.1108/APJML-11-2015-0174>
- Sundar, A., & Noseworthy, T. J. (2014). Place the logo high or low? Using conceptual metaphors of power in packaging design. *Journal of Marketing*, 78(5). <https://doi.org/10.1509/jm.13.0253>
- Sutherland, K. (2008). *Filters and Filtration Handbook*, Fifth Edition. In *Elsevier*.
- Sutoyo, S., & Farhia, Y. (2021). The synergy of visual communication and sustainability as brand value. *IOP Conference Series: Earth and Environmental Science*, 729(1). <https://doi.org/10.1088/1755-1315/729/1/012079>
- Suzuki, K., Yoshikawa, T., Ihira, M., Ohashi, M., Suga, S., & Asano, Y. (2003). Spread of varicella-zoster virus DNA to the environment from varicella patients who were treated with oral acyclovir. *Pediatrics International*, 45(4). <https://doi.org/10.1046/j.1442-200X.2003.01746.x>
- Suzuki, Y. (2000). The effect of airline positioning on profit. *Transportation Journal*, 39(3).
- Taheri, B., Farrington, T., Curran, R., & O’Gorman, K. (2018). Sustainability and the authentic experience. Harnessing brand heritage—a study from Japan. *Journal of Sustainable Tourism*, Vol. 26. <https://doi.org/10.1080/09669582.2017.1310867>
- Talbot, M. (2000). *Make Your Mission Statement Work: How to identify and promote the values of your organisation*. How To Books.
- Targonski P, Persky V, Ramakrishnan V. Effect of environmental molds on risk of death from asthma during the pollen season. *J Allergy Clin Immunol* 1995;95:955–61.

- Tarhini, A., Alalwan, A. A., Al-Qirim, N., Algharabat, R., & Masa'deh, R. (2018). An Analysis of the Factors Influencing the Adoption of Online Shopping. *International Journal of Technology Diffusion*, 9(3). <https://doi.org/10.4018/ijtd.2018070105>
- Teas, R.K. and Terry, H.G. (1996), "Demystifying brand equity", *Marketing Research*, Vol. 8 No. 2, pp. 24-9.
- Techsciresearch (2022): URL;
<https://www.techsciresearch.com/report/us-air-purifier-market/3711.html>
- Temporal, P. (2000). Branding in Asia: The creation, development, and management of Asian brands for the global market. Wiley.
- The 11 Immutable Laws of Internet Branding. (2001). *Journal of Consumer Marketing*, 18(5). <https://doi.org/10.1108/jcm.2001.18.5.449.4>
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1). https://doi.org/10.1207/s15327663jcp1501_10
- Tse, D. K., & Wilton, P. C. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Marketing Research*, 25(2). <https://doi.org/10.2307/3172652>
- Turban, E., Lee, J. K., King, D., McKay, J., & Marshall, P. (2008). *Electronic Commerce: a managerial perspective 2008. Commerce A Managerial Perspective* (5th Ed.
- Turel, O., & Connelly, C. E. (2013). Too busy to help: Antecedents and outcomes of interactional justice in web-based service encounters. *International Journal of Information Management*, 33(4). <https://doi.org/10.1016/j.ijinfomgt.2013.03.005>
- Tuten, T.L., Solomon, M.R., 2015. *Social Media Marketing*, second ed. SAGE Publication
- Urde, M. (2016). The brand core and its management over time. *Journal of Product and Brand Management*, 25(1). <https://doi.org/10.1108/JPBM-05-2015-0875>
- Ulrich D and Smallwood N, (2007). Building A Leadership Brand. *Integral Leadership Review*. Vol VII, No. 4

- Van den Bosch, A. L. M., de Jong, M. D. T., & Elving, W. J. L. (2006). Managing corporate visual identity: Exploring the differences between manufacturing and service, and profit-making and nonprofit organizations. *Journal of Business Communication*, 43(2). <https://doi.org/10.1177/0021943605285476>
- Van Riel, A. C. R., Semeijn, J., & Pauwels, P. (2004). Online travel service quality: The role of pre-transaction services. *Total Quality Management and Business Excellence*, Vol. 15. <https://doi.org/10.1080/1478336042000183578>
- Van Riel, C. B. M., & Balmer, J. M. T. (1997). Corporate identity: the concept, its measurement and management. *European Journal of Marketing*, Vol. 31. <https://doi.org/10.1108/eb060635>
- Vani, G., & . N. P. (2010). Toothpaste Brands –A Study of consumer behavior in Bangalore city. *Journal of Economics and Behavioral Studies*, 1(1). <https://doi.org/10.22610/jebs.v1i1.212>
- Veryzer, R. W., & Hutchinson, J. W. (1998). The influence of unity and prototypicality on aesthetic responses to new product designs. *Journal of Consumer Research*, 24(4). <https://doi.org/10.1086/209516>
- Voola, R., & O’Cass, A. (2010). Implementing competitive strategies: The role of responsive and proactive market orientations. *European Journal of Marketing*, 44(1–2). <https://doi.org/10.1108/03090561011008691>
- Wallace, C. (5). Key Strategies To Build Your Brand Online/Christopher Wallace. *URL: <http://searchengineland.com/5-keystrategies-to-build-your-brand-online-39420>*.
- Walther, J. B., & D’Addario, K. P. (2001). The impacts of emoticons on message interpretation in computer-mediated communication. *Social Science Computer Review*, 19(3). <https://doi.org/10.1177/089443930101900307>
- Wang, M., & Li, X. (2017). Effects of the aesthetic design of icons on app downloads: evidence from an android market. *Electronic Commerce Research*, 17(1). <https://doi.org/10.1007/s10660-016-9245-4>

- Wedel, M., & Pieters, R. (2006). Eye tracking for visual marketing. *Foundations and Trends in Marketing*, 1(4). <https://doi.org/10.1561/17000000011>
- Wei, W., Ramalho, O., Mandin, C., 2015. Indoor air quality requirements in green building certifications. *Build. Environ.* 92, 10e19. <https://doi.org/10.1016/j.buildenv.2015.03.035>
- Weschler, C. J., Shields, H. C., & Naik, D. V. (1992). An evaluation of activated carbon filters for the control of ozone, sulfur dioxide, and selected volatile organic compounds. In *Proceedings of IAQ* (Vol. 92, pp. 233-241).
- Wheeler, Alina. 2003. *Designing Brand Identity*. New York: John Wiley & Sons.
- Whitfield, T. W., & Wiltshire, T. J. (1990). Color psychology: a critical review. *Genetic, Social, and General Psychology Monographs*, Vol. 116.
- Williams, John (4 September 2005). "3 Steps to Branding Your Website". *Entrepreneur*. Retrieved 21 February 2014.
- Wolkoff, P., Wilkins, C. K., Clausen, P. A., & Nielsen, G. D. (2006). Organic compounds in office environments - Sensory irritation, odor, measurements and the role of reactive chemistry. *Indoor Air*, Vol. 16. <https://doi.org/10.1111/j.1600-0668.2005.00393.x>
- Wolkoff, Peder. (2013). Indoor air pollutants in office environments: Assessment of comfort, health, and performance. *International Journal of Hygiene and Environmental Health*, Vol. 216. <https://doi.org/10.1016/j.ijheh.2012.08.001>
- World Health Organization, 2016. *Ambient Air Pollution: A Global Assessment of Exposure and Burden of Disease*.
- Wu, J. J., Hwang, J. N., Sharkhuu, O., & Tsogt-Ochir, B. (2018). Shopping online and off-line? Complementary service quality and image congruence. *Asia Pacific Management Review*, 23(1). <https://doi.org/10.1016/j.apmr.2017.01.004>
- Wu, S. I. (2003). The relationship between consumer characteristics and attitude toward online shopping. *Marketing Intelligence & Planning*, 21(1). <https://doi.org/10.1108/02634500310458135>

- Xiaowen, F., & Gavriel, S. (2003). Customer-centered rules for design of E-commerce web sites. *Communications of the ACM*, 46(12). <https://doi.org/10.1145/953460.953518>
- Xu, Y., Raja, S., Ferro, A. R., Jaques, P. A., Hopke, P. K., Gressani, C., & Wetzel, L. E. (2010). Effectiveness of heating, ventilation and air conditioning system with HEPA filter unit on indoor air quality and asthmatic children's health. *Building and Environment*, 45(2). <https://doi.org/10.1016/j.buildenv.2009.06.010>
- Xu, Z., & Zhou, B. (2014). Fundamentals of air cleaning technology and its application in cleanrooms. In *Fundamentals of Air Cleaning Technology and Its Application in Cleanrooms* (Vol. 9783642394140). <https://doi.org/10.1007/978-3-642-39374-7>
- Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. *Information & Management*, 42(4). <https://doi.org/10.1016/j.im.2004.03.001>
- Yang, Z., Peterson, R. T., & Cai, S. (2003). Services quality dimensions of Internet retailing: An exploratory analysis. *Journal of Services Marketing*, 17(7). <https://doi.org/10.1108/08876040310501241>
- Yu, X., Yuan, C., Kim, J., & Wang, S. (2021). A new form of brand experience in online social networks: An empirical analysis. *Journal of Business Research*, 130. <https://doi.org/10.1016/j.jbusres.2020.02.011>
- ZAJONC, R. B. (1968). ATTITUDINAL EFFECTS OF MERE EXPOSURE. *Journal of Personality and Social Psychology*, 9(2 PART 2). <https://doi.org/10.1037/h0025848>
- Zavareh, F. B., Ariff, M. S. M., Jusoh, A., Zakuan, N., Bahari, A. Z., & Ashourian, M. (2012). E-Service Quality Dimensions and Their Effects on E-Customer Satisfaction in Internet Banking Services. *Procedia - Social and Behavioral Sciences*, 40. <https://doi.org/10.1016/j.sbspro.2012.03.213>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, Vol. 30. <https://doi.org/10.1177/009207002236911>

- Zeng, Y., Xie, R., Cao, J., Chen, Z., Fan, Q., Liu, B., Lian, X., Huang, H., 2020. Simultaneous removal of multiple indoor-air pollutants using a combined process of electrostatic precipitation and catalytic decomposition. *Chem. Eng. J.* 388,124219. <https://doi.org/10.1016/j.cej.2020.124219>
- Zha, D., Melewar, T. C., Foroudi, P., & Jin, Z. (2020). An Assessment of Brand Experience Knowledge Literature: Using Bibliometric Data to Identify Future Research Direction. *International Journal of Management Reviews*, 22(3). <https://doi.org/10.1111/ijmr.12226>
- Zhai, Y., Li, X., Wang, T., Wang, B., Li, C., & Zeng, G. (2018). A review on airborne microorganisms in particulate matters: Composition, characteristics and influence factors. *Environment International*, Vol. 113. <https://doi.org/10.1016/j.envint.2018.01.007>
- Zhang, L., Erickson, L. B., & Webb, H. C. (2011). Effects of “emotional text” on online customer service chat.
- Zhang, M., & Merunka, D. (2015). The impact of territory of origin on product authenticity perceptions: An empirical analysis in China. *Asia Pacific Journal of Marketing and Logistics*, 27(3). <https://doi.org/10.1108/APJML-12-2014-0180>

Semi-structured Interview Sources:

E. Cheung, personal interview, May 24, 2022), the company owner of Rabbit Air

O. Raya, personal interview, March 31, 2022) team lead and trainer at Rabbit Air

T. Park, personal interview, May 09, 2022) in charge of the health market at Rabbit Air