

# REVIEWS OF BRAND EQUITY FOR ONLINE RETAILERS

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## Abstract

In this era, the study of brand equity for online retailers is essential for marketing strategy development. However, due to a lack of consensus about the definition and conceptualization of brand equity, studies on brand equity for online retailers remain ambiguous. This study aims to identify the general viewpoint of brand equity for use with online retailers, as well as exploring the various brand equity models which have been used for online retailers in previous studies published from 2002-2020. The findings conclude that there are various conceptualizations of brand equity for online retailers; however, they are based on the consumer perception of the online retailers' brands. There are two concepts of brand equity for online retailers: utilizing traditional brand equity models and creating new models specifically for the online context. Aaker's brand equity model, i.e., one of the traditional brand equity models, has been employed most frequently in previous studies as it is a well-established model and appropriate for the study context of online retailers. The current study provides a discussion and recommendations regarding the existing theoretical models for future online retail brand equity studies, while also enriching the body of knowledge on brand equity.

**Keywords:** online retailers, online shopping, brand equity, online retail brand equity, online brand equity

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## **1. INTRODUCTION**

Online shopping is one of today's most popular online activities, with a value of 4.28 trillion US dollars in 2020, and forecasted to grow to 5.4 trillion US dollars by 2022 (Statista, 2021). As a result, online retailers now focus less on technology-centric activities, giving greater preference to direct sales and brand equity (Hansen & Tambo, 2015). Nevertheless, prior research has indicated that pioneering E-marketplaces in developing countries lack a suitable value proposition that can attract buyers and sellers in their E-business models (Effah, 2014). However, brand equity can develop value components and strategies for retailers (Jara & Cliquet, 2012) while also creating value-added constructs for consumers (Frank & Watchravesringkan, 2016). Moreover, due to its effectiveness in preventing brand replication by competitors (Kim et al., 2002), brand equity is essential for sustaining an online retailer's competitive advantage (Butt et al., 2018).

Due to the lack of a universal definition for brand equity (Christodoulides et al., 2006; Roldan, 2013; Zhou et al., 2017), various conceptualizations of brand equity for online retailers and online services have depended upon brand scholar aspects (Christodoulides et al., 2006). Notably, the brand equity model, which implies a theoretical conceptualization model or basic pillars (Taleghani & Almasi, 2012) drawn from brand equity by brand scholars (Crescitelli & Figueiredo,

2009), does not have a unity model for the online context (Christodoulides et al., 2006; Subhadip & Jain, 2011). Therefore, both the traditional brand equity models, proposed by Aaker and Keller, have been extensively used in the context of online business (Rios & Riquelme, 2008; Yoo & Donthu, 2001). However, due to the nature of the Internet, the components of a website (such as security assurance, navigation, and accessibility) involve online brands more than tangible products (Rios & Riquelme, 2008). Hence, arguments posit that online retail brand equity should be different from traditional brand equity (Christodoulides et al., 2006; Liyin, 2009; Na & Marshall, 2005; Page & Lepkowska-White, 2002; Rios & Riquelme, 2008; Simmons et al., 2010; Subhadip & Jain, 2011; Zhou et al., 2017).

Consequently, the current study aims to find a common viewpoint among the various definitions of brand equity for use with online retailers, and explores the brand equity models which have been used for online retailers in previous studies, to enrich and support the existing body of knowledge. The current study also investigates the justifications for the usage of specific brand equity models in previous studies, to enhance this area of knowledge towards developing more suitable brand equity models in the future. Finally, the current study aims to answer the following research questions:

1. What is the common viewpoint of brand equity for online retailers, used in previous studies?

2. Which brand equity models for online retailers were employed in previous studies, and what are the differences between the concepts of these models?
3. What are the justifications for using a particular brand equity model, in previous studies related to online retailers?

## **2. METHODOLOGY**

In the current study, previous studies published from 2002 to 2020, were gathered and synthesized from five databases, namely Emerald, ScienceDirect, ProQuest, Google Scholar, and Thaijo, by employing the criterion of brand equity for online retailers or related content. Previous studies on brand equity in physical and traditional stores were not selected; however, the studies of brand equity for multi-channel distributions with a specific focus on online retailers were accepted. The current study also focused on prior studies published in English or Thai.

## **3. RESULT OF THE LITERATURE REVIEW**

### **3.1 Brand Equity: Definition and Concept**

Although there is no unanimous definition or measurement for brand equity (Chieng & Lee, 2011; Christodoulides et al., 2006; Roldan, 2013), scholars have identified various types of brand equity (Motameni & Shahrokhi, 1998), such as market brand equity (MBE) (Shuv-

Ami, 2016), employee-based brand equity (EBBE) (King & Grace, 2010), global perspective brand equity (Motameni & Shahrokhi, 1998), and visitor-based brand equity (Manthiou et al., 2014).

The financial-based brand equity (FBBE) perspective and customer-based brand equity (CBBE) perspective are the most widely used in brand equity studies (Chieng & Lee, 2011; Nguyen et al., 2013). The FBBE perspective evaluates brand equity in terms of the financial value of the brand to the business (Nguyen et al., 2013; Thu & Nhung, 2019). Anderson (2011) defines brand equity as the perpetual brand value, referring to the financial value gained from consumers' responses to the brand. Simon and Sullivan (1993) identify brand equity as the incremental cash flow that a company gains from the brand, by comparing the branded product with the unbranded product.

Meanwhile, the CBBE perspective evaluates brand equity in terms of consumer familiarity, associations, and consumer knowledge of the brand (Tong & Hawley, 2009). For example, Aaker (1991) illustrates brand equity as the set of brand assets and liabilities associated with the brand, which provide added value to products or services. Likewise, Keller (1993) defines brand equity as the impact of marketing on the brand, making it identifiable to consumers. Furthermore, Mohd et al. (2007) define brand equity as a preference for a specific brand over others with similar product levels and purchase

intentions.

Some scholars provide definitions of brand equity from both the FBBE and CBBE perspectives. For example, Kotler et al. (2012) interpret brand equity as the added value that exposes the consumers' feelings, perceptions, and behavior concerning a brand, which can reveal the market share, profitability, and pricing of the brand. Likewise, Feldwick (1996) interprets brand equity as the properties and items that show value in the balance sheet, the assessment of the power of the brand attachment, and the consumer's belief of the brand. Moreover, Wood (2000) interprets brand equity as an added value that concerns both the relationship between the brand and consumer (definitions of consumer-orientation) and some matters that relate to the owner of the brand (definitions of company-orientation).

### **3.2 Definitions and Common Viewpoints of Brand Equity for Online Retailers**

A literature review of the previous studies on brand equity for online retailers, published between 2002 and 2020, is presented in Table 1. Several common viewpoints were found among the various concept names and definitions.

Firstly, there is no mention of a definition for the brand equity of online retailers in terms of the FBBE perspective. Instead, all the available definitions are based on the CBBE perspective. Almost all the empirical studies are based on the concept of

CBBE, which presents the relationship between online brand retailers and their customers. Marketing studies generally focus on CBBE more than FBBE, as the latter is specific to consumer behavior and can benefit brand strategy implementations (Subhadip & Jain, 2011). Although the CBBE perspective is also broadly utilized in brand management (Sontaite-Petkeviciene, 2020), comprehension and measurement of brand equity in the online business context is limited (Subhadip & Jain, 2011). Consequently, online retailers have decided to adopt the CBBE perspective as it is particularly appealing in terms of online shopping (Sontaite-Petkeviciene, 2020).

The current study defines the common concept of brand equity for online retailers as the value that consumers perceive from online retailer brands. Therefore, it is consistent with the general definition of brand equity, i.e. the added value of a product or service (Aaker, 1991; Kotler et al., 2012; Wood, 2000). However, brand equity for online retailers has a specific scope in the context of online retail.

### **3.3 Brand Equity Models for Online Retailers: Concepts and Differences**

The current study also explores the brand equity models used for online retailers in previous studies published between 2002 and 2020, as presented in Table 1. This exploration reveals that there are two concepts of brand equity model employed for

online retail. The first concept is that the brand equity model for online retailers is similar to that of physical retailers. Therefore, scholars in this school of thought, have applied the brand equity model of physical retailers to the online retail context, such as Aaker's brand equity model (Aulia & Briliana, 2017; Balaghi, 2014; Balderaz, 2020; Butt et al., 2018; Chaiyanan, 2009; Chakraborty, 2019; Meearsa & Laksitamas, 2016; Quan et al., 2020; Sandhe, 2020; Suaib, 2016; Thu & Nhung, 2019; Zavodnikova, 2017), the CBBE model by Keller (Kim et al., 2002; Zhou et al., 2017), Yoo's brand equity model (Butt et al., 2018), and Pappu and Queste's brand equity model (Çemberci et al., 2013).

The second concept is that the brand equity model of online retailers is different from the brand equity of physical stores. Therefore, the scholars in this school of thought employ unique brand equity models developed for online retailing such as the Online Retail/Service (ORS) brand equity (Rezaei & Valaei, 2017; Subhadip & Jain, 2011), the Rios and Riquelme brand equity model (Rana et al., 2019), and the development of new own-brand equity scales (Sontaite-Petkeviciene, 2020).

However, the most widely adopted brand equity model for studies on online retailers is Aaker's brand equity model, which is broadly used in various marketing studies not specific to online business. Additionally, scholars have adopted different dimensions of Aaker's brand equity model. Some adopted four out of the five dimensions of Aaker's

brand equity model, namely brand awareness, brand associations, perceived quality, and brand loyalty (Balaghi, 2014; Balderaz, 2020; Chaiyanan, 2009; Meearsa & Laksitamas, 2016; Sandhe, 2020; Suaib, 2016), while others adopted only three dimensions of the model, such as Zavodnikova (2017), who employed brand associations, perceived quality, and brand loyalty. Meanwhile, Chakraborty (2019) and Quan et al. (2020) selected the three dimensions of brand awareness, brand associations, and perceived quality in their study, while Aulia and Briliana (2017) adopted brand associations, brand awareness, and brand loyalty as their research variables.

### **3.4 Justifications of Brand Equity Models in Previous Studies**

The current study also investigates the justifications of the reviewed studies for using particular brand equity models, as presented in Table 1. Most scholars utilized Aaker's brand equity model for online retail studies, as it is well-established and sufficient for explaining the value of the online brand in terms of its impacts on online shoppers (Balderaz, 2020; Chaiyanan, 2009; Chakraborty, 2019; Sandhe, 2020; Zavodnikova, 2017). In addition, the CBBE perspective is essential for brand success; however, existing literature on the usage of the CBBE perspective in electronic retailing (e-tailing) is limited. Aaker's brand equity model is broadly utilized in the CBBE study context. Therefore,

**Table 1 Previous Studies on Brand Equity for Online Retailers**

Author	Name of Concept	Definition of Concept	Source of Brand Equity	Specific for Online Business	Empirical Study	Type of Online Retail	CBBE	Justification of Usage
Sontaite-Petkeviciene (2020)	Consumer -Based Brand Equity	Essential elements for making differentiated brands, impulsion customer equity, measuring the performance of the brand, and obtaining a competitive advantage.	31 new dimensions	Yes	Yes	Online Grocery Store	Yes	CBBE is a specific context depending on the industry. Therefore, brand equity for online grocery should differ from others.
Balderaz (2020)	Consumer -Based Brand Equity	Value which the consumers attach to the brand.	Aaker (1991) (4 dimensions)	No	Yes	Online Store	Yes	Aaker's brand equity model is frequently used in CBBE studies.
Sandhe (2020)	Overall Brand Equity	Additional value of products and services.	Aaker (1991) (4 dimensions), Attitude, and Purchase Intention.	No	Yes	Online Store (Amazon and Flipkart)	Yes	Value of brand is evaluated by Aaker's brand equity model, attitude and purchase intentions.
Quan et al. (2020)	Website Brand Equity	Knowledge of specific website brands in the context of virtual online markets.	Aaker (1991) (3 dimensions)	No	Yes	Online Store	Yes	Three brand equity dimensions related to the scope of the pure website brand.
Rana, Bhat, and Rani (2019)	Online Brand Equity	Actual value that a brand creates through consumers' minds, impacting their consumption behavior in the online context.	Rios and Riquelme (2008)	Yes	Yes	Online Store and Travel Website	Yes	Determinants of online brand equity are deep-rooted and can emphasize consumers' cognitive process.

**Table 1 Previous Studies on Brand Equity for Online Retailers (Continued)**

<b>Author</b>	<b>Name of Concept</b>	<b>Definition of Concept</b>	<b>Source of Brand Equity</b>	<b>Specific for Online Business</b>	<b>Empirical Study</b>	<b>Type of Online Retail</b>	<b>CBBE</b>	<b>Justification of Usage</b>
Chakraborty (2019)	Brand Equity	Brand value in the consumers' minds.	Aaker (1991) (3 dimensions)	No	Yes	E-commerce on Facebook	Yes	Three brand equity dimensions related to the scope of the study.
Thu and Nhung (2019)	Consumer-Based Brand Equity	Consumer mindset of perceived value comparing a particular brand with an unbranded product or service.	Aaker (1991) (4 dimensions)	No	Yes	Online Store	Yes	Literature on CBBE in e-tailing is limited.
Butt et al. (2018)	Consumer-Based Electronic Retail Brand Equity	Co-creation through the interaction between a retailer and consumer.	Yoo et al. (2000)	No	Yes	E-Retailing Website	Yes	Explicit conceptualization and empirical study of this brand equity is limited in the online context.
Rezaei and Valaei (2017)	Online Brand Equity (ORS)	Construct which is composed of emotional connection, trust, responsive service nature, fulfillment, and online experience.	Christodoulides et al. (2006)	Yes	Yes	Online Store and Apps store	Yes	Related studies on ORS brand equity are limited.
Zavodnikova (2017)	Retail Brand Equity	Associated value between the consumer and the brand of a retailer.	Aaker (1991) (3 dimensions)	No	Yes	Multi-channel Grocery Retail	Yes	Aaker's model is well-established, has approved scales and is frequently employed.

**Table 1 Previous Studies on Brand Equity for Online Retailers (Continued)**

<b>Author</b>	<b>Name of Concept</b>	<b>Definition of Concept</b>	<b>Source of Brand Equity</b>	<b>Specific for Online Business</b>	<b>Empirical Study</b>	<b>Type of Online Retail</b>	<b>CBBE</b>	<b>Justification of Usage</b>
Zhou et al. (2017)	Consumer-Based Online Brand Equity	Attitudes toward online retailers derived from information gathered from micro-blogs.	Keller (1993)	No	Yes	Online Retailers Micro-Blogs	Yes	Concept of brand equity relates to the study scope, which examines the information value on consumer purchase intentions.
Aulia and Briliana (2017)	Brand Equity	Intrinsic value of a recognized brand name.	Aaker (1991) (3 dimensions) and Brand Image	No	Yes	Online Fashion Marketplace	Yes	Aaker's model can explain how brand equity creates value.
Meearsa and Laksitamas (2016)	Brand Quality Equity	Association between the consumer and the brand of the online site and its effect as reflected through the brand.	Aaker (1991) (4 dimensions)	No	Yes	E - marketplace	Yes	Existing literature on brand quality equity in the e-marketplace is limited.
Suaib (2016)	Brand Equity	Variable that determines customer satisfaction.	Aaker (1991) (4 dimensions)	No	Yes	E-commerce Platform (B2B and C2C)	Yes	Previous studies employed these brand equity dimensions to investigate consumer satisfaction.

**Table 1 Previous Studies on Brand Equity for Online Retailers (Continued)**

<b>Author</b>	<b>Name of Concept</b>	<b>Definition of Concept</b>	<b>Source of Brand Equity</b>	<b>Specific for Online Business</b>	<b>Empirical Study</b>	<b>Type of Online Retail</b>	<b>CBBE</b>	<b>Justification of Usage</b>
Balaghi (2014)	Website Brand Equity	Combination of assets and liabilities associated with the brand and logo of a website that influences the product and service value.	Aaker (1991) (4 dimensions)	No	Yes	Online Shopping Website	Yes	N/A
Çemberci et al. (2013)	Retailer Brand Equity	Associated value between the consumer and the name of a retailer.	Pappu and Quester (2006)	No	Yes	Online Store	Yes	Concept and dimensions of retailer brand equity relate to the retail store research stream.
Subhadip and Jain (2011)	Online Retail Service Brand Equity (ORS)	Value of brand as perceived by consumers.	Christodoulides et al. (2006)	Yes	Yes	Online Store	Yes	To test the validity of the ORS brand equity scale in a different country.
Chaiyanan (2009)	Consumer Perceived Online Brand Equity	Perception of the online brand retailer from the consumers' perspective.	Aaker (1991) (4 dimensions)	No	Yes	E-market place	Yes	Aaker's model relates to the scope of the study.
J. Kim et al. (2002)	Brand Equity Online	Set of brand assets and liabilities associated with a brand that provides added value to products or services, creating value for consumer choices.	Keller (1993)	No	No	Pure-Play B2C Retailers and Services	Yes	Keller's model is appropriate for the B2C business context as it impacts consumer awareness and brand knowledge.

employing Aaker’s brand equity model can enrich the literature on the CBBE perspective in the online context (Meearsa & Laksitamas, 2016; Thu & Nhung, 2019).

Nonetheless, scholars who employed specific brand equity for online retailers tended to employ a more specific context of online brand equity. For example, Rana et al. (2019) and Sontaite-Petkeviciene (2020) developed a brand equity model for online grocery retail because the CBBE perspective is a specific context that depends on industry type. Besides this, Subhadip and Jain (2011) conducted an empirical study utilizing the application of brand equity for online retail in different cultural contexts.

### 3.5 Source of Brand Equity Models for Online Context

From the literature review and summary presented in Table 1, the source of brand equity models for online retailers adopted in the studies of various scholars, could be identified. The previously adopted brand equity models are as follows:

#### 3.5.1 Aaker’s Brand Equity Model

The brand equity model composed by Aaker has high dominance in the previous literature (Hanaysha & Abdghani, 2013). It consists of brand loyalty, brand name awareness, perceived brand quality, brand associations, and other proprietary brand assets such as

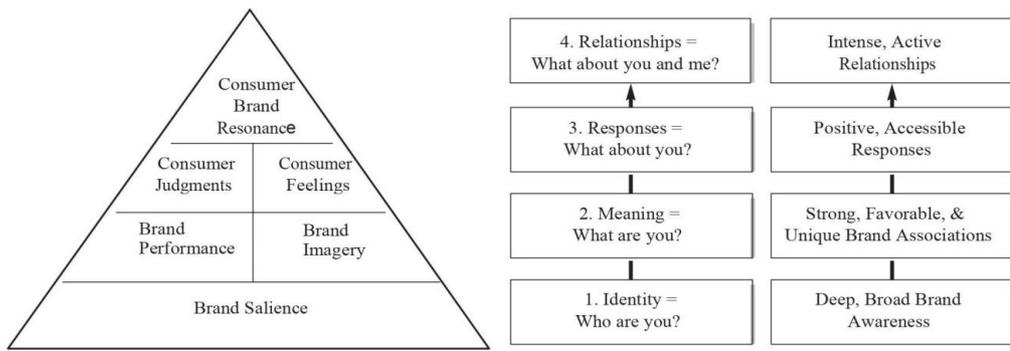


**Figure 1:** Aaker’s brand equity model  
**Source:** Aaker, (1991), p.28

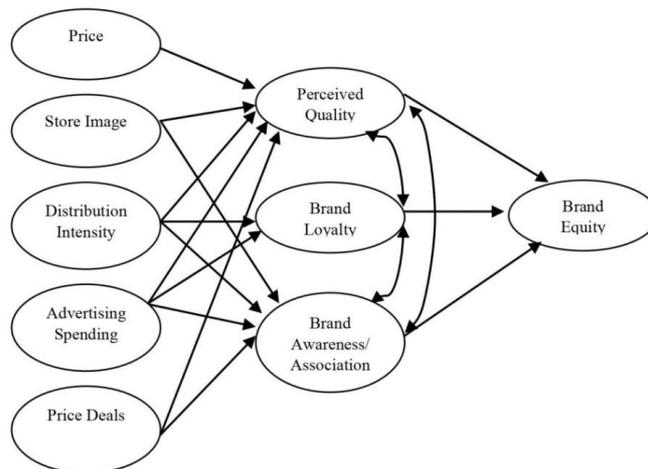
trademarks, patents, and channel relationships (Aaker, 1991). The first four factors (brand loyalty, brand name awareness, perceived brand quality, and brand associations) tend to concentrate on a product-centric concept; however, the last factor (other proprietary brand assets) highlights the service aspect (Hinestroza & Lions, 2017), as shown in Figure 1.

### 3.5.2 Customer-Based Brand Equity Model by Keller

Kevin Lane Keller developed the customer-based brand equity (CBBE) model in 1993, defining brand equity as the “differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 2013, p.2 ). The CBBE model by Keller assists brand building via four steps: (1) setting up a suitable brand



**Figure 2:** Customer-Based Brand Equity Pyramid  
**Source:** Keller (2001), p.7



**Figure 3:** Marketing Mix Elements and Brand Equity  
**Source:** Yoo et al. (2000)

identity, (2) building a proper brand definition through powerful, favorable, and exclusive brand associations, (3) obtaining positive and reachable brand responses, and (4) building relationships between the brand and its customers, as shown in Figure 2.

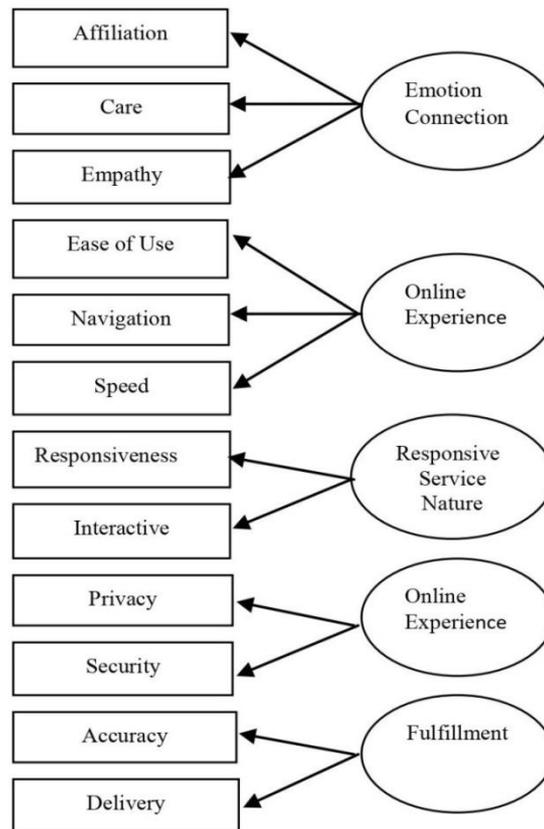
### 3.5.3 Yoo et al.'s Brand Equity Model

The implementation of marketing strategies significantly impacts brand equity as it reflects the investment in marketing efforts through the brand.

However, Aaker's brand equity model is not concerned with marketing impacts (Yoo et al., 2000). Therefore, Yoo et al.(2000) proposed a brand equity framework that integrates the marketing elements (price, store image, distribution intensity, price deals, and advertising spending) with Aaker's brand equity model, as shown in Figure 3.

### 3.5.4 Online Retail / Service (ORS) Brand Equity Model

Traditional brand equity is not concerned with the impact of the



**Figure 4:** Online Retail / Service (ORS) Brand Equity

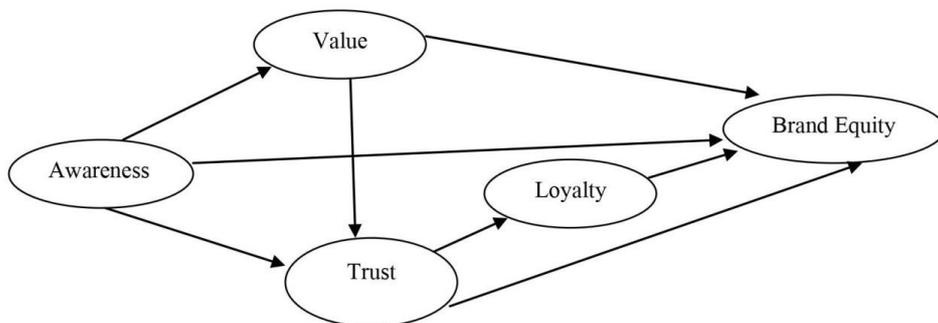
**Source:** Christodoulides et al. (2006)

Internet, and previous studies on brand equity for online retailers are limited, particularly those that employ brand equity models specific to online business (Christodoulides et al., 2006). Hence, Christodoulides et al. (2006) conducted an empirical study for developing a brand equity model specifically for online retail or online service known as online retail /service (ORS) brand equity. ORS brand equity consists of five antecedents: Emotional Connection, i.e. the relationship between the brand and the consumer; Online Experience, i.e. the consumers' experiences with the brand in real-time; Responsive Service Nature, i.e. the service and feedback of systematic support which facilitates customers in using the online site; Trust, i.e. the consumers' confidence regarding brand reliability and situational intentions; and Fulfillment, i.e. order fulfillment which involves the product's full

delivery (Christodoulides et al., 2006), as shown in Figure 4.

### 3.5.5 Pappu and Quester's Brand Equity Model

Due to the lack of empirical studies confirming the similarity between brand equity and retailer brand equity, Pappu and Quester (2006) proposed the Retailer Equity model, which is an improvement of Asker's brand equity model (1991) that is different in several aspects. Retailer Equity is comprised of four dimensions: Retailer Awareness and Retailer Associations have similar definitions to those proposed by Aaker (1991), whilst Retailer-Perceived Quality focuses on retailer quality as perceived by consumers (Pappu & Quester, 2006). Finally, Retailer Loyalty is not defined based on consumer behavior, but rather on the intention to purchase from a particular store as a first choice (Pappu & Quester, 2006).



**Figure 5:** Antecedents of Rios's Brand Equity  
**Source:** Rios and Riquelme (2008)

### **3.5.6 Rios's Brand Equity Model**

Trust must be emphasized more in online business as higher consumer trust leads to greater brand patronage and brand equity (Rios & Riquelme, 2008). Therefore, Rios and Riquelme (2008) developed a model for the brand equity of online companies from traditional brand equity models; however, they interpreted brand associations in terms of trust and perception of value. Rios's brand equity model consists of brand awareness, perception of value, trust, and brand loyalty, as shown in Figure 5.

## **4. DISCUSSION AND RECOMMENDATIONS**

From the results of the literature review, although brand equity has attracted the attention of business organizations for decades (Hanaysha & Abdghani, 2013), studies that focus on online retail brand equity remain limited (Christodoulides et al., 2007; Thu & Nhung, 2019). Thus, the current study provides discussions and recommendations for the development of brand equity measurements for online retailers for use in future studies, as follows:

Firstly, it was found that the most common viewpoint of brand equity for online retailers is based on the CBBE perspective. Studies on brand equity for online retailers in terms of the FBBE perspective are more limited (Subhadip & Jain, 2011). However, brand equity influences the value of stocks (Hinestroza & Lions, 2017), while many online retailers are

also listed on stock markets such as Amazon, eBay, and JD.com (Luke, 2020). The value of online retail brands may impact stockholders and funding for investing in online retail brands. Consequently, future studies on online retailer brand equity in terms of the FBBE perspective should be carried out.

Secondly, it was found that Aaker's brand equity model was the primary model employed in previous studies as its concept is appropriate for online retailers (Aulia & Briliana, 2017; Chaiyanan, 2009; Zavodnikova, 2017). Nevertheless, some scholars criticized the performance of Aaker's brand equity model in online retail studies. For example, Christodoulides et al. (2015) revealed that Aaker's brand equity model has poor discriminant validity for brand associations and brand awareness in the UK and Germany, as well as for brand loyalty, perceived quality, and brand associations in Greece and Germany; hence, Aaker's brand equity model is not sacrosanct in discriminant validity issues in the global context. Villiers et al. (2012) investigated the antecedents which influence online brand equity in South Africa, finding that a significant direct relationship between brand awareness and online brand equity could not be confirmed. Moreover, the study of the impact of Aaker's brand equity model on E-marketplaces in Thailand revealed that two dimensions of Aaker's brand equity, i.e. brand awareness and perceived quality were not relevant to E-marketplace brand equity (Meearsa & Laksitamas, 2016).

The application of Aaker's brand equity model in online retail studies might not have been justified; therefore, a comparative performance study between Aaker's brand equity model and other specific online brand equity models is required to identify a more suitable model for future studies.

The primary justification of using Aaker's brand equity model in the previous studies of online retailers is that it has been utilized before and that it is considered appropriate for the online context. However, the dimensions of Aaker's brand equity employed in previous studies are varied. This may lead to debate regarding the appropriate dimensions of Aaker's brand equity to be used in the online retail context. Hence, the performance of the selected dimensions of Aaker's brand equity for online retailers should also be taken into consideration in future investigations.

The CBBE perspective is a specific context that depends on the industry in question; therefore, brand equity for online business should be detailed by store categories (Sontaite-Petkeviciene, 2020). However, the current study found that the scope of online retail categories was not broad enough in the previous studies, although some online retailer categories emerged due to the boom in online shopping such as social commerce (Erdoğmuş & Tatar, 2015), E-marketplaces (Mearsa & Laksitamas, 2016), internet auction websites (Haruvy & Leszczyc, 2009), and group buying websites (Mendes Filho et al., 2016). Hence, further

studies on brand equity in specific categories of online retail may be required to fulfill and update the area of study following the world-changing phenomenon.

Finally, consumer behaviors are influenced by the internet; therefore, the old contribution of consumer behavior may not be justified in the context of a new format of behavior (Balaghi, 2014). Moreover, the empirical study confirms that situation factors impact online shopping behavior (Pandey & Parmar, 2019). The COVID-19 pandemic has caused significant changes in consumer behavior, especially in the context of online shopping, making many scholars curious about the effect of the pandemic on consumer behavior (Mehta et al., 2020; Sheth, 2020). Therefore, future studies on brand equity for online retailers during and after the COVID-19 pandemic may require more analysis to be comprehended and utilized on a global front.

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