How Does Social Media Marketing Efforts, Electronic Word of Mouth and Consumer Brand Identification Leads Consumer to Pay a Premium Price

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Abstract. The main drive of this research was to study the practices of marketing that include social media marketing, electronic word of mouth and consumer brand identification while exploring the influence on customer willingness to pay premium price within food industry by mainly focusing on coffee shops of the twin cities (Rawalpindi and Islamabad), Pakistan. The significance of this research is the identification of critical high performance marketing strategies for customer satisfaction within a Pakistani context by comparing a total of 10 local and international coffee shop outlets within Rawalpindi and Islamabad, Capital Territory. Data collection method was quantitative through detailed questionnaires for an overall sample size of 250 respondents. The critical business areas were, therefore, customized to incorporate data collection from customers to ascertain preference and satisfaction of local or international coffee shop outlets. Additionally, the marketing high performance data was also collected qualitatively through Electronic Word of Mouth (EWOM) from social media platforms of different coffee shops online pages, thus it was proved that social media marketing efforts have an indirect or moderate relationship with premium price products because social media marketing does not influence the consumer's purchase decision and willingness to pay premium price, but it may only enhances the Customer-Brand Identification or help generating electronic word of mouth. whereas, the food industry in Pakistan also showed a positive relationship between the consumer brand identification and customer's willingness to pay premium price because when consumers regularly purchases products from a brand they are likely to become brand loyal, and the factor that is most effective is e-WOM influencing brand image, Thus this study shows the positive relationship between the EWOM and customers' willingness to pay premium price. In this study it becomes clear that customer's purchase decision is positively affected by the EWOM & CBI. Whereas, Social Media Marketing efforts helps in creating awareness and in enhancing the EWOM and CBI, not directly influencing the customer to pay premium.

Key words: Social media marketing, Consumer-Brand Identification, Electronic word of mouth, price premium, luxury food brands, coffee-shops.

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1 Introduction

Over the recent years the food industry has experienced a prosperous growth and due to this quick development the industry has become increasingly competitive. In such a domain, the brands are concerned about increasing, maintaining the market share and achieving pricing competition. It is generally perceived by the customers that the international food chains have better performance due to better customer and company's communication. Thus, the national food chains are also moving towards electronic media to enhance their communication.

The communication between the organization and their stakeholders has been transformed due to social media technologies. To discover new customers and keep up existing ones online networking is an increasingly productive instrument. Now, social media is considered to be very dynamic as there are rapid variations to be encountered in trends, consumer profiles and their needs. New marketing tools target market in which customer is quite different than before which may be referred as "new customer". They are more demanding, more sophisticated and educated than ever before. The expression "new" is used here because in today's dynamic marketing sector, it is very challenging to satisfy this type of consumers. Thus, it seems that traditional marketing has been replacing as it turns out that they are not any more efficient in satisfying the needs and wants of this growing segment. Processes of consumer's identification to brand have an important force upon a person's actions that include: consumer's purchase decision (Ahearne et al., 2005), product preferences Tildesley and Coote (2009), loyal consumer Bhattacharya and Chiesa (1995); Kim et al. (2001), brand community wisdom and promise to the brand Casaló et al. (2008), likelihood of purchase is the result of consumer's satisfaction Kuenzel and Halliday (2008), word of mouth Del Rio et al. (2001); Kim et al. (2001); Kuenzel and Halliday (2008) and consumer's willingness to give a price premium Del Rio et al. (2001).

Referring to Rapp et al. (2013) about 88 percent of the companies has already initiated to use social media websites for their marketing strategies. Social media marketing increases consumer brand relationships and enhances consumer brand identification. An emotional and mental alliance by the customer's dedication mirrors the amount to which a brand is positively settled in as the main sufficient decision inside a fabricated products class (Warrington and Shim, 2000). Brand loyalty often leads to consumer brand identification. When a customer repeatedly purchases a product due to its quality and taste the customer is likely to participate in the promotion of product by providing a positive feedback thorough word of web on platform based on social media. Consumers identify themselves to certain brands and built their brand identity. Brand loyalty with the reference to the behavioral perspectives represents and reflect largely in the frequent purchasing of a brand as well as customer's requirement to decrease effort and to make easy the process of decision making. A consumer dominated channel for the scattering of product or service information by senders who are self-sufficient of the market is called Word of mouth (WOM). EWOM also plays an important role to attract customers towards the brand. It in- creases consumer's enthusiasm to pay high price to the brand. EWOM help consumers to make pre-purchase decisions.

1.1 Significance & Objectives

As the result of extensive use of internet and mobile platforms, it is manifest that throughout all the stages in food industry market players are developing strategies for maximizing their completive advantage by being more noticeable to consumers. This study clearly portrays to how the consumers are now increasingly using online platforms for planning their outings for

which marketing field is becoming gradually more dominant. In particular, we aim to outline the key components of a proposed framework and the supportive tools that have been designed and examined in view to developing and implementing marketing tools as an attraction in varying the customer's decision making. This paper further intends to hypothesize recommendations and course of actions in developing and marketing the scope of premium brands in Pakistan. Proposals for future research will also be outlined. Following are the aims and objective we intend to achieve regarding in respect to our research are to:

- Explore the social media marketing effect on consumer choice to pay premium price.
- Explore the eWOM on consumer behavior to pay premium price.
- Explore the association between the consumer brand identification and premium price .

This study indicates customers who are respected to have high brand affiliation, being affected by the quality standard and brand they are purchasing will pay a value premium for the item or administration they are happy with (Gottlieb et al., 2011). A few researchers Campbell et al. (2014); Goldenberg et al. (2000) have additionally connected confidence to sumptuous practices. With such conditions being widespread, it is sheltered to reason that customers' readiness to purchase at premium expenses can be determined independent from anyone else regard since obtaining at premium cost can be out of extravagance (Rao and Bergen, 1992). Furthermore, a few researchers have proposed a connection between value premium and customer brand distinguishing proof.

In this study, Social media marketing effort is taken into account to convert social communication into unmistakable showcasing results. Indeed, there is a social measurement in electronic word of mouth that shouldn't be ignored, because that can create consumer's emotional bonds with a brand. This measurement has a few particularities, as it includes strategies for co-creation. It's less governed by marketing managers than social media efforts, therefore requiring special skills. Social media marketing efforts are vital as they have a really massive impact on patrons' behavior.

On the basis of literature there were some findings that state that social media marketing and electronic word of mouth have a significant effect on buyer's purchase decision possibly directly or indirectly by influencing consumer's trust. To discover these and recommend the appropriate theory, after the literature review, hypotheses and Research methodology along with statistical results are discussed. Finally it is outlined through discussion and suggestions for research and practice.

2 Literature Review

2.1 Premium Price

When the companies want to charge greater prices than their competitors for the products they offer, they use a premium pricing strategy. Their point is to construct an observation that the items have a higher incentive than contending items on account of their high costs. There is a psychology of price that you get what you pay for. There is a segment in the market place where people make buying decisions based on price. Most of the customers have this perception that if it costs a lot it must be a good quality product. If we look at the current scenario of food industry people prefer clean hygienic place to eat at regardless of what price they are charging.

The organizations are certain that the purchasers don't query or attempt to make sense of if the item really stands a brilliant thing. The directors of the promoting will cause the purchasers to believe in that the brand name is adequate to give a certification to them that the item is prevalent than their rival's. When the amount that customers are ready to pay for products from the brand is greater than the sum they are ready to pay for similar product from another brands, then a Brand obtains premium price (Aaker, 1992). Premium prices play important role in brand strength and customer relation with the brand.

Various studies have been conducted to study the impact of premium price strategy practices being used in the Enterprises in other Asian countries, in order to find the link between customer mentality and premium price strategy quantitative analysis. The results have revealed a positive impact between these two factors. The findings also displayed certain pricing practices such as discount; offers have a positive impact on the consumer mindset. The other successful firms in Asia and other continents adopt premium pricing practices that allow these firms to be more flexible and cope with the challenges of changing business environment (Gao, 2010). Moreover, another study conducted on the small firms of UK indicated that market related factors and business factors has an enormous effect on the manners by which high pricing practices are being adopted in the small firms. Also, implementation of other programs related to pricing practices has become a vital part and there is a major impact of it on customer satisfaction in the firms so the organization becomes more responsive to the changes in market and understands customer demands in a better way because of high insecurity (Bacon and Stewart, 2006; Wu and Chen, 2014).The premium pricing strategy is a motivator for the customers consumers which significantly affects their execution and results. A larger part of the fast food restaurant/outlets asserted that they have a policy of setting price targets whether local or international, which they trust produces positive vitality and aide the customers towards creating an image in their mind towards the brand. Premium price seems to have a significant place in branding theory, but there is still somewhat slight systematic research on which specific brand image elements build premium prices. This applies to other markets as well as food industry.

2.2 Social Media Marketing Efforts

Social media marketing enables familiar associations through brands with a communication which goes in two ways (Kim et al., 2012). Social media helps marketers getting opportunities to reach their customers and build more personal relationship with them. Social media marketing has a big impact on the way of how the brand is created and consumed, shaping the brand image and value virtually online, when a customer values or feels a stronger bond with a specific product's brand, their readiness to pay greater price is enhanced (Horváth and Van Birgelen, 2015). The Social media does more than just increasing the traffic. Relationship building is the key benefit of Social media they build the trust and then the trust builds the sales. Just imagine being able to chat with your customers directly on a daily basis. It helps reaching the exact audience that our corporate is targeting is on the social media. It gets easier to find them grounded on what they are talking about and the data that is linked to their profiles. This is a very big advantage for brands with an upper or local market. Let's check this out. It's cheaper to make a post on social media than to print flyers. It's easy to reach more people through Face book ad campaigns than billboards. YouTube is more cost efficient than network TV advertisements. Social media is an epic way to be used as a tool to create great word of mouth about a brand. The good contents go viral in no time and reach millions of people so quickly. Similarly, the great promotions & contests get the word out very quickly. Social media

helps us to market our industry to millions of people around the world at any time. Without any limited boundary, location, demographic, or the type of the consumer. Your reach grows larger each time when someone shares your post. The expansion of social media has produced fervor among the marketers. Even more than 66% of organizations are utilizing social media in favor of showcasing along with administration (Ma et al., 2017). Distinguishing immense array of data content and the straightforwardness of social media stages, firms screen and break down these sites to measure view of customers. The firms are getting to be proactive by means of service interference. Organizations, for example, Dell, Comcast what's more, Verizon all have customer facing facades on stages, for example, Twitter and some with likewise committed administration staff for treatment to client protests (Ma et al., 2017). Social media has turned out to be the most favored media around the world and has seen impacting customer conduct. It also gives real data from over the world and empowers clients to do correlations and connections (powerful two different ways correspondence). This media has empowered individuals from anyplace to get to supermarkets and bathrooms with no time requirement through electronic devices, for example, computers, mobile phones etc. (Bernhardt et al., 2012).

It is incredible to realize that one can have so many hats. And by hats mean different ways of running business. One of the hats we know and comprehend that business visionaries currently need to wear is a promoting hat. In the past times, it was simpler for an individual to compose a check to the business catalog, composed check to the bulletins organizations, or possibly a composed checks to radio or a mail houses at and so on and venture back and not endeavor much endeavors but rather now daily's shoppers have more desire, such straightforwardness and fitness to approach individuals to get reactions is normal by us and it has turned out to be essential to the point that practices are being a volt in the promoting.

Nowadays on of the most ideal approaches to take an interest is by internet based websites, and in the event that one figure has an approach to deal with that so it doesn't devour constantly. It is really the most ideal approach to stop somewhat promote in stretching out beyond the contenders, not just by remaining in contact with clients since web based life is essentially inner advertising. It isn't generally outside advertising. There are outer instruments that outcome from proficient web based life showcasing however it is by and large discussing better with clients and to empower them to enable you to tell about contributions. On fingers as well as all the independent companies individuals have likewise been somewhat supported into this corner where they need to take an interest and even the way that other individuals are characterizing the brand for a private company and they do that it genuine what they state via web-based networking media and through audit destinations. It is required that the training winds up participatory in that method so that is the reason it's significant.

2.3   Consumer Brand Identification

Customers' pledge to a brand infers an emotional or mental connection that mirrors how much a brand is solidly settled in as the main worthy decision inside an item class. Duty as opposed to recognizable proof speaks to an inspirational frame of mind towards the brand. Consumer brand identification is based on customer's commitment to the brand, brand trust and their involvement with the product. When a buyer identifies himself to the brand his company-customer relationship enhances. Involvement isn't a functioning relationship, it as a rule requires some utilization object Mollen and Wilson (2010), and it is mostly founded on friendship or inspiration, perception Smith and Godbey (1991) yet really not on conduct (Zaichkowsky, 1985). Involvement is considered as a key segment encouraging client connections (Beatty et al.,

1988). Everybody aim for premium valued products in light of the fact that the vast majority of the purchaser purchases such merchandise for their rich discernment and status they distinguish themselves to the brand and fabricate their picture in like manner. In reality there have been various premium brands developed in the planet over the past many years. The advanced change time frame and the first and second world wars or democratization makes space for the passage of new present day premium brands. Consumer brand identification shows a solid social connection between a customer and an organization, to such an extent that customers experience a feeling of unity with it. Prior research also confirms the positive benefit of customer identification for the companies, such as expanded product use, satisfaction, and customer dependability, eagerness to pay, positive brand demeanors, higher purchase goals, commitment, and positive word of mouth.

A shared vision helps to increase the level of engagement of customers, which affects the company's performance and helps them to retain customers. Having accurate vision and values and its understanding at all the levels helps to create higher emotional and intellectual engagement with the consumers and makes the strategic brand choices clear. Vision in addition to the values of a brand is more important than the other additions; it increases the platform where consumers and the brands interact and communicate. Vision and values increase the level of customer's willingness for paying increased price and therefore giving them a feeling of belongingness. This sense of belongingness for the consumer makes them stay in the longer relation with the brand, than the people who are not concerned about brand's vision and values. Devotion to the brand increases consumer's cognitive ability to understand the operations of the company.

The consumer's perception of the shared vision and values affects their brand directed extrarole behaviors which in turn leads to customer satisfaction and less customer complaints, satisfaction with recovery, overall satisfaction and word of mouth together with increased purchase intentions (Maxham III and Netemeyer, 2003; Nohria and Ghoshal, 1994; Pearce and Ensley, 2004). Shared values are positively associated with the performance of the brand and if properly internalized, it would guarantee the desired outcome and help align the wants of the customer with their actions to pursue the wants. It has been declared that the feeling of pleasure that a customer obtains after the consumption of a product which is like what the customer was expecting of the product leads to the customer satisfaction and eventually leads t consumer affiliation with the brand (Pizam and Ellis, 1999). Clearly the connection among client and brand is more averse to succeed if the customer is unsatisfied. This exploration model backings the way that customer's fulfillment in the long run prompts shopper brand recognizable proof and furthermore expands customer's image dedication (Cooil et al., 2007).

2.4   Word Of Mouth

According to Anderson (1998), word of mouth refers to "informal communication between non-public parties regarding the analysis of products and services instead of formal complaints to corporations and personnel. Social networking sites offer choice to unfold word of mouth. Individuals discuss the pros and cons of a Brand and talk to each other spreading awareness. The factor that is most effective is e-WOM influencing brand image and the intention to purchase the brands are seen on screen. The most eager customers that are brand conscious about their selected branded product definitely read the comments and feedbacks of the consumers on that product in many online sites before they make the ultimate decision to buy the product. Firms and well established corporations are also investing an ample amount of money to create a

positive E-WOM within the market because it is used to attract customers online. Now-a-days companies are mainly trying to specialize in holding on to online customers as it is important for them also because by doing so it has helped them minimize time cost. In this article you will also have information and fact-based knowledge concerning the causes and factors that cause customers to shop for products at premium prices. Consumers gather data about company or product using websites and social means (internet), and therefore EWOM has emerged as a necessary tool.

One of the things that have really become apparent to us in the last couple of years is the power of reviews and how reviews tie into social media increasing quick response of the customers in terms of more calls and more visits. It really matters how a business is using reviews and how they are integrating reviews into their social media strategy, because they are absolutely connected. If we see statistically, vast majority of reviews that people have easy access to who is social media reviews i.e. EWOM. In fact when people are looking for something tangible or intangible services, they are going to use the internet to search. They are going to go on Facebook page and ask for people to suggest them what they really want in the comment section based on what most of the people prefer and experiences they have. What is the more if a person has 500 to 800 friends on Facebook, about 54% of the friends likely live in the Geographic area in which they live. Therefore more people will make a decision based on that kind of feedback, but in initial research people are going for the option of search engines i.e. Google. Whether yes or not how many are actually reading but the quickest access people get it through Google reviews. According to Hennig-Thurau et al. (2004), EWOM is any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the internet." EWOM communication has become a significant platform for the opinion of customers and since after the internet accessibility to information is easy and at high reach. EWOM is progressively viable when contrasted with offline WOM correspondence. Item feedbacks posted online by customers is one of the most pertinent methods for online WOM or EWOM correspondence and online item inputs are being finished by customers progressively while pre-purchase data search and these are forming purchasing choices. EWOM communication has robust consequences for buying intention straightforwardly or by implication resulting in purchase decision involvement.

When we talk about EWOM, is still the most powerful recommendation and social media has changed everything because at the click of a button any of us can share our opinions and experiences with loads and loads of people and then critically they might share those with other people again creating much spoken about viral effect and that is very much powerful economically, socially and politically. If we really look in to it, it can make presidents, it can make teardown regimes, it can raise millions for charity, it can make a new brand or kill off an old brand or make television executive take a decision on what to schedule on the channel. EWOM is a very powerful tool that can mean a lot of money for businesses and they are prepared to spend a lot of money to try and harness it for their own benefit. Here comes a question that how does it actually works in real life? It was found out that the first thing we think about it and do is to use some research and generate data from people. For this research the researchers spoke to people at receiving and of recommendation. Three factors that really dominate how effective are recommendations i.e. EWOM are as follows:

1. Timeliness
2. Credibility
3. Relationship

These are the factor that allow and makes a customer want to pay for the products they want with premium prices. Below is the given framework:

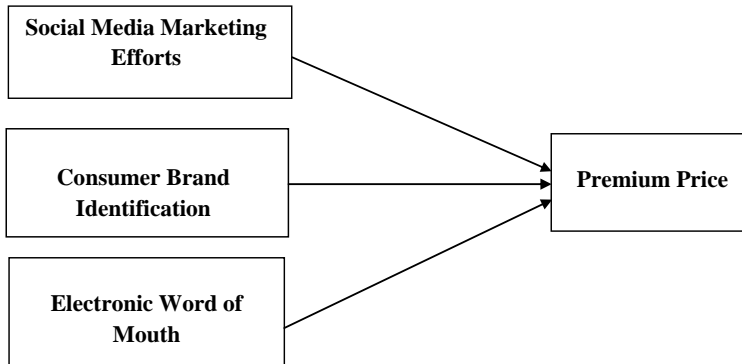## 2.5 Research Framework

Figure 1: Research Framework

3 Methodology

A list of local food chains was generated based on available coffee shops/outlets out of which 10 were from local and 2 from international, these outlets were selected based on the easy accessibility of information which was essential for the comparison of local restaurant/outlet. The main locations which were used to collect data included Blue area, and F-6 and F-11 sector, Saddar, Jinnah Park, Bahria town and DHA. 250 respondents were selected and questionnaires were distributed on the basis of their preferred coffee shop outlets that they selected from the list. The customer response covered the dimensions of food information they get from social media, effect of EWOM on customer's buying decision, standards, quality, word of mouth and past experience.

3.1 Sampling Size

Sample of the study comprises of 261 respondents. The sample size is on judgmental basis.

3.2 Sampling Technique

Judgmental sampling technique is used in this research. The respondents are selected by using judgmental technique. All coffee shops are randomly selected in Islamabad and also in Rawalpindi by using the same sampling technique.

The research conducted was based on all the genders with different age groups, different qualification standards and different set of occupations having different income values. The

Table 3.1: Sampling Technique

Demographics	Frequency	Percentage
Age		
Under 20yrs	43	17.2
20-30 yrs	186	74.4
30-40 yrs	13	5.2
40 or above	8	3.2
Gender		
Male	103	41.2
Female	147	58.8
Qualifications		
Undergraduate	104	41.6
Employee	67	26.8
Business	25	18.4
Others	18	7.2
Monthly Income		
< 20,000	128	51.2
20,000-35,000	34	13.6
35,000-50,000	18	7.2
50,000<	32	12.8
other	49	15.2
Total	261	100.0

above table shows the demographics of the individuals who participated in filling the questionnaires.

4   Results

Table 4.1: Reliability Analysis

Variables	No. of Variables	Cronbach Alpha
Premium Price	5	.877
Social media Marketing efforts	5	.804
Consumer Brand Identification	5	.885
Electronic Word of Mouth	5	.789

The value of the Cronbach's Alpha represents the consistency of among the items (the question statement of the variables). The value of the Cronbach's Alpha of the interest variable that is Dependent variable (Willingness to pay premium price) with the value of 0.877. All the values of the Cronbach's Alpha lies within the accepted range i.e. greater than 0.7.

Three hypotheses were analyzed in this study and were tested by correlating 1 independent variable (premium pricing) with three dependent variables (Social media marketing efforts, Customer Brand identification, and electronic word of mouth). According to this, relationship between EWOM and paying premium prices is .801 which is significant at .000. It shows positive

Table 4.2: Correlation Analysis

S.No	Variable	Mean	SD	1	2	3	4
1	Willing to pay premium price	2.45	0.78	1			
2	Social Media marketing	2.93	0.94	0.49**	1		
3	Consumer Brand Identification	2.34	0.87	0.76**	0.56**	1	
4	Electronic Word of Mouth	2.29	0.91	0.80**	0.54**	0.81**	1

and strong degree of relationship among variable. The relationship between Customer-Brand Identification and Premium pricing is .763 which is significant at .000. It shows a positive and a strong degree of relationship among the variables. The relationship between the Social media marketing and premium pricing is .496 which is significant at .000 this shows a moderate degree of relationship.

Table 4.3: Regression Analysis

Hypothesis	Estimates	*p*-value	Accepted/Rejected
Willingness to Premium Price Social Media Marketing	0.32	.493	Rejected
Willingness to Premium Price Consumer Brand Identification	0.34	.000	Accepted
Willingness to Premium Price Electronic word of mouth	0.55	.000	Accepted

The regression analysis was carried out to find out how much of the variance in the dependent variable premium price is explained by the predictor variables. The regression output above shows that the two independent variables are statistically significant because their p-values equal 0.000. On the other hand, where one of them (social media marketing) has the value .493and is not statistically significant because its p-value is greater than the usual significance level. T-statistic will verify the significance of our variables on premium price which is our dependent variable.

5 Discussion

In this study we see that the food industry in Pakistan positions a wide range of social media tools for influencing the consumer's buying behavior that offer out as successful branding and marketing techniques for the organization. By the help of social media they provide up to date information and knowledge about new products and offerings to their customers. These coffee shops used Facebook and Instagram to excite its viewership and intensify its effect because Facebook and Instagram both are the most used social media platforms these days. The services by and large complement each other to reciprocally reinforce their general impact (West, 2012). Such premium coffee shops draw knowledge from their consumers regarding their tastes and preferences. It obtains awareness about consumers via monitoring what is being discussed amongst customers to increase a sense of the response on the ground (Castellano and Rocca, 2014; Salomann et al., 2005). Through social media, customers are kept updated to new innovations they are aware about the quality and standards of the product as on social media they witness millions of other people giving reviews about the product and attractive advertise-

ments by the brand which influences the customer to purchase the premium product despite that whatever amount they charge for the product people are likely to be concerned with the new trend and quality. Thus it was proved that social media marketing efforts have an indirect relationship with premium price products because social media marketing does not influence the consumer's purchase decision and willingness to pay premium price, but it may only enhances the Customer-Brand Identification or help generating electronic word of mouth which further leads to influence customers to pay premium prices.

The food industry in Pakistan also shows a positive relationship between the consumer brand identification and customer's willingness to pay premium price because when consumers regularly purchases products from a brand they are likely to become brand loyal. When we talk about consumer brand identification we know that if a person identifies himself to a brand he is not affected by the price variations in the brand, because he is satisfied by the quality of product and have a strong relationship with the brand. When consumers receive high quality and differentiation from a brand then they are willing to pay premium prices Wiedmann et al. (2007) explained that brand identity in addition to societal related values that effect acquiring goals to worldwide Premium brand names. Consumers identify themselves to brands with premium prices and good quality to maintain their high status and to position them in a certain social class. Brand identity that represents the functional and emotional associations assigned to a brand is created through the perception of consumers. By creating a unique selling proposition the consumer can become fewer prices sensitive and thus the possibility to charge a price premium for the product increases. Thus CBI is positively related to the consumer's willingness to pay premium price.

Consumer's brand relationship is not only affected positively by Consumer's commitment but it can be also influenced by the electronic word of mouth which can either be positive or negative. According to Hennig-Thurau et al. (2004), EWOM is any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via internet. This study redefines the roles of its consumers throughout the use of social media because the satisfied customers of a brand have positive word of mouth and actively help in promotion of the brand. Today in the world of electronic media people are likely to check reviews on social media before purchase of any good or service. The positive word of mouth on social media has a strong impact on consumer's purchase behavior. EWOM communication has become a significant platform for the opinion of customers and since after the internet accessibility to information is easy and at high reach. EWOM is more effective as compared to offline WOM communication. Individuals discuss the pros and cons of a Brand and talk to each other spreading awareness. The factor that is most effective is e-WOM influencing brand image and the intention to purchase the brands are seen on screen. Thus this study shows the positive relationship between the EWOM and consumers' willingness to pay premium price.

In the literature there were some answers that state that electronic word of mouth and Customer Brand Identification have an important effect on buyer's buying decision perhaps directly or indirectly by influencing consumer's faith. To discover these and recommend the appropriate theory, after the literature review and hypothesis in this study it becomes clear that customer's purchase decision is positively affected by the electronic word of mouth and consumer brand identification. Whereas, Social Media Marketing efforts helps in creating awareness and in enhancing the EWOM and CBI, not directly influencing the customer to pay premium.

6 Conclusion

The emergence of social media has transformed the web users into contents generators or contents publishers which enhance their values and increase their worth. In knowledge economy, social media technologies integrate the companies with their stakeholders which helps them in fruitful discussion and enhance the information due to online information generation. The increasing knowledge of customers changing their preferences which is shifting the paradigm from production to customer centric where customer involves in the co-creation process and supports the customer brand identification. The current research investigates the three research questions to address the research objectives whether social media marketing is associated with consumer choice to pay premium price, the electronic word of mouth has association with the consumer behavior to pay premium price, and customer brand identification is associated with pay to premium price. The Pearson correlation test and regressions were applied for statistical analysis. The results revealed that all the research questions were addressed appropriately and objectives of the current research were achieved. All the constructs have strong positive and significant correlation with each other's. Further, independent variables have significant and positive effect on dependent variable as shown in the results section. It offers an opportunity to the organization for better offering and promotion of their services with up-to-date information to the customer. The integration of stakeholders with the organization allows them to acquire and share the knowledge to justify how social media changing the marketplace. The results revealed using statistical tests are also thoroughly discussed followed by implications for research and practice.

6.1 Recommendations

The variable "Brand Identification" has been used in this research, whenever a customer endures a product or a service; it's also known as experiential market. For example, Travelling is an experience, similarly, when a customer buys a product or a service, they not only get the product or the service but also get to experience the environment and the service of that specific brand from which the customer buys the product. Hence we used the word "Brand Identification".

Researchers can further use "Brand experience" or "Brand trust" and its impacts associated with customers' willingness to pay premium price. The more the customer will have trust on the brand, the more they will move towards paying premium prices, it can be used as a moderator or mediator for future researches implications.

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