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Research Article

Impact of Zero Moment of Truth on Consumer Judgments, Feelings, and Brand Resonance

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ABSTRACT

This study examines the significant impact of Zero Moment of Truth (ZMOT) on customer judgments, feelings, and brand resonance through regression analysis. The research focuses on how online information searches by consumers influence their perceptions of brand quality, credibility, consideration, and superiority, as well as their emotional responses to brands. The results indicate that a significance value (Sig.) below 0.05 leads to the rejection of the null hypothesis, confirming that ZMOT significantly affects both customer judgments and emotional connections with brands. Additionally, the study finds that ZMOT plays a crucial role in shaping brand resonance, a key indicator of strong emotional and psychological connections between consumers and brands. These findings underscore the importance of ZMOT in influencing consumer behavior and highlight its potential for enhancing brand equity.

Keywords: Zero Moment of Truth, customer judgments, brand resonance, regression analysis, emotional connection.

INTRODUCTION

Consumers form their judgments about a brand based on several dimensions, including quality, credibility, consideration, and superiority. This research explores how consumers' online research of electronic products influences their perceptions of these factors. Additionally, consumers' emotional responses to a brand play a significant role in shaping their judgments. Brands can evoke emotions directly, but they can also influence how consumers feel about themselves. According to Keller's brand equity model, there are six positive "brand feelings" that consumers can experience when using a product or service: warmth, fun, excitement, security, social approval, and self-respect. Brand resonance, which is the pinnacle of the brand equity pyramid, is characterized by its complexity and desirability. Achieving brand resonance indicates that consumers have established a deep psychological connection with the brand.

REVIEW OF LITERATURE

Lee, J., Park, D.-H., & Han, I. (2008) study on "The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View" finds that negative reviews lead to more extensive information processing, significantly affecting consumer attitudes and reduce the likelihood of purchase. Smith, D., Menon, S., & Sivakumar, K. (2005) article on "Online Peer and Editorial Recommendations, Trust, and Choice in Virtual Markets" explores the role of peer and expert reviews in building consumer trust. Peer reviews significantly impact trust and choice, particularly in the absence of strong brand recognition.

The study by Hudson et al. (2016) explored how social media comments affect brand resonance. They found that positive and interactive comments on social media enhance consumer emotional connection with the brand, leading to stronger brand resonance and loyalty. Liu (2006) examined the impact of online reviews on brand loyalty. The study concluded that positive reviews significantly enhance consumer trust and loyalty, while negative reviews can diminish these attributes, highlighting the dual-edged nature of online reviews.

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OBJECTIVES OF THE STUDY

- To examine how Zero Moment of Truth (ZMOT) affects customer judgments related to brand quality, credibility, consideration, and superiority.
- To explore the influence of ZMOT on customer emotions and its contribution to building brand resonance.

HYPOTHESIS

H1: There is a significant impact of ZMOT on consumer judgements and feelings.

H2: There is a significant impact of ZMOT on brand resonance.

METHODOLOGY

- Primary data: Structured Questionnaire
- Secondary data: Books, journals, magazines, and other related sources.
- Sampling Method: Convenience Sampling (Rayalaseema Region of Andhra Pradesh)
- Sample Size: 504
- Tools of Data Analysis: Regression (SPSS-20.0).

DATA ANALYSIS

Impact of zero moment of truth on consumer judgements and feelings

The impact of zero moment of truth on consumer judgements and feelings is examined with the research hypothesis: H1: There is a significant impact of zero moment of truth on consumer judgements and feelings of brands.

Regression analysis is applied to analyse the impact of zero moment of truth on customer judgements and feelings and results are presented below: The model Summary is presented in the Table. A perusal of the table shows the following results:

The R-value signifies the correlation between consumer judgements and feelings and the zero moment of truth. A value greater than 0.4 is deemed suitable for further analysis. Here, the R- value stands at 0.785, indicating a strong correlation between the two factors. The R-squared value illustrates the percentage of variability in consumer judgements and feelings explained by the zero moment of truth. A score greater than 0.616 suggests the model effectively captures the relationship. Here, the value of 0.616 meets this criterion adequately.

Table-1: Model Summary on impact of zero moment of truth on customer judgements and feelings.

Model	R	R Square	djusted R Square	Error of the Estimate
1	.785[a]	.616	.615	2.718
a. Predictors: (Constant), Zero Moment of Truth				

Source: Primary data The Standard Error of the Estimate in the regression model summary gauges the model's prediction accuracy by measuring the average deviation of observed values from the regression line. A smaller value indicates a more precise fit of the model to the data.

Model significance is examined with ANOVA test and results are presented in the table.

Table-2: Model significance on impact of zero moment of truth on customer judgements and feelings (ANOVA).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	5943.828	1	5943.828	804.584	.000[b]
	Residual	3708.504	502	7.387		
	Total	9652.331	503			
a. Dependent Variable: Consumer Judgements and Feelings						
b. Predictors: (Constant), Zero Moment of Truth						

Source: Primary data A glance at the Table revels the following results: The p-value, often referred to as the significance level at a 95% confidence interval or 5%, is typically chosen for the study. Therefore, the p-value should be less than 0.05 to indicate significance. In the table above, the p-value is .000, confirming a significant result. The F-ratio indicates the improvement in variable prediction by fitting the model while accounting for model inaccuracies. A value greater than 1 suggests an effective model yield. In the provided table, the F-ratio is 804.584, indicating a favourable outcome.

Based on these results, the p-value from the ANOVA table falls below the acceptable significance level, suggesting the potential for rejecting the null hypothesis in subsequent analysis.

Strength of impact of zero moment of truth on customer judgements and feelings is analysed with coefficients and results are furnished in the Table. The table illustrates the strength of the relationship, indicating the significance of each variable in the model and the magnitude of its impact on the dependent variable. This analysis is crucial for conducting hypothesis testing in a study.

Table-3: Strength of impact of zero moment of truth on customer judgements and feelings (Coefficients).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	7.111	.325		21.884	.000
	Zero Moment of Truth	.573	.020	.785	28.365	.000
a. Dependent Variable: Consumer Judgements and Feelings						

Source: Primary data If the significance (Sig.) value is less than 0.05, the null hypothesis is rejected, indicating an

impact. Conversely, if the significance value is greater than 0.05, the null hypothesis is not rejected, suggesting no impact. Hence, alternative hypothesis is accepted. Therefore, there is a significant impact of zero moment of truth on customer judgements and feelings.

Impact of zero moment of truth on brand resonance of electronic products

The impact of zero moment of truth on brand resonance is examined with the research hypothesis: H2: There is a significant impact of zero moment of truth on brand resonance.

Regression analysis is applied to analyse the impact of zero moment of truth on brand resonance and results are

presented below:

The model Summary is presented in the Table. A glance at the table shows the following results: The table presents the R and R^2 values, with R representing the simple correlation. The R value of 0.740 in the "R" column indicates a strong correlation between the dependent variable, brand resonance, and the independent variable, Zero Moment of Truth (ZMOT). This finding suggests that ZMOT significantly influences brand resonance, reflecting a robust relationship between consumer interactions at the initial decision-making moments and their subsequent affinity and engagement with the brand. The high R value underscores the importance of ZMOT in brand resonance among consumers.

Table-4: Model Summary on impact of zero moment of truth on brand resonance.

Model	**R**	**R Square**		**ljusted R Square**	**Error of the Estimate**
1	.740[a]	.547		.546	3.215
	a. Predictors: (Constant), Zero Moment of Truth				

Source: Primary data

The R2 value, or "R Square," quantifies the proportion of variance in the dependent variable, brand resonance, explained by the independent variable, Zero Moment of Truth (ZMOT). Here, 54.7% of the variation in brand resonance can be accounted for by ZMOT, signifying a substantial explanatory power. This suggests that ZMOT significantly influences how consumers perceive and engage with the brand, emphasizing its crucial role in brand resonance.

Model significance is examined with ANOVA test and results are presented in the table. Table presents the ANOVA results, assessing the regression equation's effectiveness in predicting the dependent variable. It evaluates how well the model fits the data, providing insights into its overall explanatory power. The ANOVA table examines the significance of the regression model by comparing the variability explained by the model against the variability unexplained. This analysis helps determine whether the regression equation statistically contributes to understanding and predicting the dependent variable's variation, essential for validating the model's predictive capability in the context of the study.

Table-5: Model significance on impact of zero moment of truth on brand resonance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6266.357	1	6266.357	606.388	.000[b]
	Residual	5187.625	502	10.334		
	Total	11453.982	503			
a. Dependent Variable: Brand Resonance						
b. Predictors: (Constant), Zero Moment of Truth						

Source: Primary data In the analysis, the regression model assesses how Zero Moment of Truth (ZMOT) predicts brand resonance. The table's "Regression" row, under the "Sig." column, shows a significance level (p) of less than 0.0000. This value, being below the threshold of 0.05, indicates that the regression model is statistically significant. Therefore, ZMOT significantly predicts brand

resonance, suggesting that variations in ZMOT are associated with changes in brand resonance levels. This finding supports the model's reliability in explaining and predicting the impact of ZMOT on brand resonance.

Strength of impact of zero moment of truth on brand resonance is analysed with coefficients and results are furnished in the Table. The critical value for interpretation in this study is the significance (Sig.) value, which should be below 0.05 for a 95% confidence interval. If Sig. < 0.05, the null hypothesis is rejected, indicating an

impact. If Sig. > 0.05, the null hypothesis is not rejected, suggesting no significant impact.

Table-6: Strength of impact of zero moment of truth on brand resonance (Coefficients)

Model		**Unstandardized Coefficients**		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	**(Constant)**	7.962	.384		20.716	.000
	Zero Moment of Truth	.588	.024	.740	24.625	.000
a. Dependent Variable: Brand Resonance						

Source: Primary data

Hence, null hypothesis is rejected and alternative hypothesis is accepted and concluded that there is a significant impact of zero moment of truth on brand resonance.

CONCLUSION

In this study, regression analysis was employed to assess the impact of Zero Moment of Truth (ZMOT) on customer judgments, feelings, and brand resonance. The significance value (Sig.) was key to determining whether the null hypothesis should be accepted or rejected. A Sig. value less than 0.05 indicates a statistically significant impact, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis.

The analysis showed that the Sig. value was below the 0.05 threshold, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. This result demonstrates that ZMOT has a significant influence on customer judgments, particularly regarding brand quality, credibility, consideration, and superiority. Additionally, ZMOT also affects how consumers emotionally connect with brands, directly impacting the feelings they associate with them. Furthermore, the study reveals a significant effect of ZMOT on brand resonance. Brand resonance, which represents the highest level of brand equity, indicates a strong emotional and psychological connection between the consumer and the brand. The findings confirm that ZMOT plays a pivotal role in shaping these deep consumer relationships, highlighting its importance in marketing strategies. Brands can leverage ZMOT to strengthen customer judgments, foster emotional connections, and ultimately achieve brand resonance.

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