

## **Abstract**

This research has measured the effects of antecedents of electronic word of mouth (eWOM) on Consumer Based Brand Equity (CBBE) for branded hotels. Initially, this study has identified eight antecedents of eWOM including information or argument quality, loyalty, satisfaction, social relationship, trust, source quality, subjective norms, and information quantity through systematic literature review (SLR). After that, it has examined the impact of eWOM and its antecedents on CBBE using SLR. The literature review indicated that the first four antecedents of eWOM positively impact CBBE. Through a qualitative study (grounded theory), this thesis has investigated the relationship between trust in online information, information quantity, source quality, and subjective norms, and CBBE. The qualitative study indicated that trust, information quantity, source quality, and subjective norms help in building CBBE. It also illustrates the mediating role of eWOM between all the eight antecedents of eWOM and CBBE. Therefore, the hypotheses and a conceptual framework were developed based on the review of extant literature and qualitative study which was empirically tested using structural equation modeling (SEM). The findings of this study indicate that information quality, trust, satisfaction, loyalty, and social relationship act as the antecedents of eWOM for hotels. This study also revealed that out of the five antecedents of eWOM, mentioned above, satisfaction, loyalty, and trust in online reviews enhance CBBE and encourage a person to pay a price premium for the hotels. This study contributes to the eWOM literature by identifying eWOM as a mediating variable between satisfaction, loyalty, and trust in online reviews and CBBE.

*Keywords:* Antecedents, Consumer-Based Brand Equity, Electronic Word of Mouth, Hotel Industry, Mediation, Online Communication, Price Premium