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Examine The Role of Customer Hope in Explaining The Impact of Brand Charisma on Results of Relationship Between Online Purchase Intentions and Superior Customer Value: Users of Apple Smartphone Products As A Model

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Abstract: The purpose of the current research is to examine the role of customer hope in explaining the impact of brand attractiveness on the relationship between online purchase intentions represented in (perceived benefit, perceived ease of use, and trend towards use) and the superior customer value, and therefore the research aimed to examine the impact of the attractiveness of the mark on online purchase intentions and the superior customer value through the customer's hope, and accordingly customer opinions were surveyed towards Apple products as a model of (697) online shoppers, The results were interpreted based on SPSS&SMART.PLS) by extracting means, standard deviations, Cronbach's alpha reliability coefficient, correlation coefficient, regression coefficient, interpretation coefficient, and critical value, The results showed that brand attractiveness has a positive impact on customer hope, and that customer hope is strongly correlated with online purchase intentions and superior customer value, but in theory this model highlights the statement of the role played by customer hope in the relationship between brand attractiveness and online purchase intentions and superior customer value.

Keywords: Brand Charisma, Customer Hope, Online Purchase Intentions, Superior Customer Value

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1. Introduction

The importance of customers' hopes and emotional reactions when making an online purchase has become increasingly clear to marketers as online shopping has grown exponentially in recent years and technological advancements have made it faster and easier [1]. This online revolution has also changed how brands interact with their customers [2].

Customers are more empowered than ever to look up and study brand-related information, and when making purchases online, they rely on the benefits that companies provide and their emotional reactions [3]. Brand For the majority of businesses, a shift towards selling branded products online is inevitable. As retail business models increasingly rely on online sales, marketers need to understand the consumer determinants of online buying and Apple's intent to buy [4]. Charisma and emotional responses affect brand satisfaction, driving buying behavior. The capacity of brands to create superior customer value by delivering unique features and value becomes important to their sustained success as technology becomes more pervasive and customer expectations and online customer experiences become less differentiated [5]. It is also evident that consumers have grown more savvy and demanding than online retailers as a result of the quick global spread of e-commerce technologies [6]. As a result of the customer's inability to physically touch, feel, and evaluate the product, brand appeal to

consumers and consumer hope towards the brand are becoming increasingly important in decision-making. Consumer-brand relationships provided by online merchants are known to be highly influenced by brand attractiveness and the perceived superiority of the customer value. Enhancing customer brand hope requires a deeper understanding of these elements by both professionals and researchers.

Theoretical Background and Hypothesis Development

Brand Charisma:is the first to assert that brands can be charismatic individuals with the same traits and behaviors as charismatic human leaders, and she defined attractiveness as "the quality that can be attributed to individuals, actions, maps, institutions, symbols, and physical objects because of their relationship to final, essential, vital, or definite forces" [7]. Customers legitimate brand charisma as a social structure, and those who purchase appealing brands think those brands are of the highest caliber [8].

According to Hatch and Schultz, appealing brands have remarkable benefits on consumers' sense of social identity, self-efficacy, and self-esteem. In other words, people are drawn to companies that have the most appeal since appearance also immediately affects consumer behavior [9], [10]. Because having emotions increases sales, all businesses want to be displayed next to appealing competitors. Businesses should always work to build an emotional connection between their brand or brands and consumers [5].

Customer Hope: According to Fazal-e-Hasan et al, hope is one of the primary emotional mechanisms focused on cognition that explains buying behaviors and intent to buy online by combining the elements of will (motivation) and technique (action plans) [11]. And the feeling of hope is one that is regularly felt in daily life. According to studies on the psychology of hope, people who are hopeful must work with productive organizations and follow clear paths to their objectives [12]. The cognitive-focused emotional state of hope is appropriate for this study since it focuses on participants' degrees of hope in completing a specific task, such as purchasing a product or reaching a goal [13], along with the perceived motivation to use these pathways to achieve the desired goal.

Customer satisfaction with the brand they are purchasing is the main goal of all purchases [14]. Consumers' experiences with the purchasing process serve as the foundation for brand satisfaction, which reflects the degree of cognitive response to the transaction [15]. when perceived benefits of a brand outweigh perceived associated efforts, people may feel satisfied [16]. There are other seven concepts of hope, including optimistic expectations, future direction, aim, action, realism, goal setting, internal communication, and in a broader sense, psychological well-being, when expectations or benefits are met or customers are exceeded [17]. Product knowledge, convenience, perceived dangers, and positive emotions are all factors that affect how much is expected to profit from online purchasing [18]. That is the part the client wants to play in their delight. Customers need an incentive and a business plan for experimental value to ensure that they receive brand satisfaction in online exchanges, and this consumer hope deserves attention because it offers insights into customers' perceptions and feelings toward the outcomes of the customer-brand relationship in the context of online retail [19], [20], [21], [22]. "Hence, the following hypothesis can be" formulated:

H1: Increasing interest in Brand Charisma by Apple product users affects customer hope.

Creating superior customer value: Customer value is created when benefits to the customer outweigh the customer's supply lifecycle costs [23], [24], and the benefits are made tangible to commercial customers by increasing unit sales or increasing margins [25]. Lifecycle costs include research costs, operating costs, disposal costs, as well as the purchase price. The creation of economic value for the customer occurs when the present value of cash inflows from rising revenues exceeds the present value of cash outflows from equipment investment and related operating costs, and this is when the seller achieves a superior customer value position over the competition [26].

The majority of research has concentrated on the association between perceived brand value and loyalty outcomes, as well as different brand performance indicators, as the value of a customer-perceived brand has been identified as an important factor influencing consumer relationships with brands offered by online retailers [27].

Companies must be very careful when developing their value propositions to understand and address the value they believe customers are seeking. By offering superior customer service to rivals, a company can gain an advantage, as superior performance necessitates achieving "positional superiority based on providing superior customer value " [28]. In order to deliver superior performance in value that combines performance value, relationship building value, and co-creation value, the supplier must interpret and respond to the needs of commercial customers. This is a component of the strategic process, according to [29]. **contend that [26] three dimensions can be used to gauge superior customer value** (superior performance, superior relationship, and superior co-creativity). Superior performance represents the organization's ability to achieve performance rates higher than expected compared to the results it aspires to [30], while superior relationship refers to the outcome of the interaction between subordinates and workers that supports loyalty and satisfaction among employees towards the organization [31], while superior co-creativity represents the creativity that is achieved through the cooperation of co-workers in order to achieve the organization's goals [32].

Online purchase intentions: According to Fazal-e-Hasan et al, customers' buying intentions are indicated by their desire to purchase a brand once more in the hope that they will receive an equivalent or superior customer value to that of purchasing it online [14]. Brand happiness encourages customers to infer a favorable outcome from additional contacts with the company in the online environment because perceptions of brand satisfaction lead to the processing of ancillary information [33]. As a result, they can purchase the trademark once more for later usage [34]. When customers perform buyback operations for the second or more times, purchase intent occurs, primarily as a result of the customer experience [35]. According to Griffis et al, a customer's commitment is created after they acquire a good or service, and this commitment develops as a result of the customer's positive perception of the brand and their subsequent purchases [36], [37], [38]. The relationship between consumer happiness and brand buybacks has been examined in earlier studies. However, it is crucial to take into account the effect of this hope on the online purchasing process. According to Herhausen et al, consumer happiness is determined not only by the degree of product satisfaction but also by purchases and consumption [39]. According to Walsh and Brylla's probability model of detail for persuasion, evaluative judgements or straightforward conclusions regarding personal findings can lead to changes in attitudes and intentions that are centered on perception, such as buyback intentions [40].

Customers may understand that using a different brand online could prevent them from receiving future benefits and result in higher conversion costs than advantages [41]. Customers wish to retain their inertia, to stay profitable, and are therefore more inclined to buy the same brand in online contexts. These beliefs of projected loss hinder people from buying alternative brands online [42]. **Due to the argument above, the purchase intention can be measured through three dimensions (perceived benefit, perceived ease of use, and trend towards use),** Perceived utility is the degree to which a person thinks using a product will improve his performance on a task, as well as the percentage of working people who think using a particular system will improve their job performance to a certain extent [43]. According to Beldad and Hegner, perceived ease of use is a measure of how much a person feels using a product would be effortless [44]. It also has an indirect impact on the situation due to perceived utility. Acceptance or rejection of a product is largely determined by the user's attitude toward its usage, and several studies show that this attitude positively affects the user's desire to utilize the product [45]. Behavioral intent describes a person's anticipated or planned future behavior to utilize a

given product. It is the belief that a person will act in a particular way when faced with a particular circumstance [46]. Hence, several hypotheses can be formulated:

H2: Increasing interest in Brand Charisma affects the relationship between online purchase intent and superior performance through customer hope.

H3: Increased interest in Brand Charisma affects the relationship between online purchase intent and the superior relationship through customer hope.

H4: The increased interest of users of Apple products in Brand Charisma affects the relationship between online purchase intent and superior co-creation through customer hope, and Figure 1 illustrates the hypothetical scheme of the study.

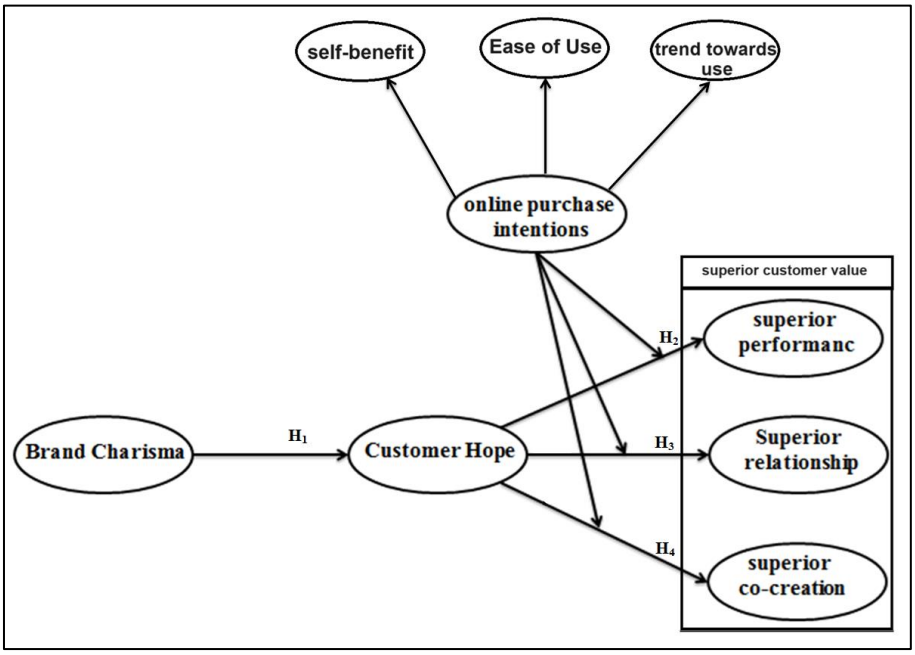

Figure 1. Hypothesis scheme of the study

2. Materials and Methods

Study problem

In recent years, companies have increasingly demanded to create superior customer value for the customer and enhance the intention to buy on their products online, which affected the decline in the movement in stores on their orders and the deterioration of their conditions, which required employing the attractiveness of the brand and investing the customer's hope in improving the growth of their products, as companies recorded in 2020 a growth of 20% on their products [47], and this prompted the current study to address the problem of companies in creating superior customer value for the customer and improving his purchase intention, Hence, the problem of the study arose around an important question (what is the role of customer hope in explaining the impact of brand attractiveness on the results of the relationship between online purchase intentions and superior customer value). This question has several sub-questions:

1. Is there an effect of the brand's current appeal on customer expectations among users of Apple's smartphone products?.
2. Is there an effect of customer hope on the intention to purchase online, and the superior customer value among users of Apple smart phone products?.
3. What is the nature of role of the company's products in studying customer expectations with the aim of maintaining customers and obtaining the largest possible market share?.

Objectives of study

The main objective of this research is to examine the role of customer hope in explaining the impact of brand attractiveness on the results of the relationship between online purchase intentions and superior customer value, and then the sub-objectives are as follows:

1. Study the effect of the attractiveness of the current brand on the customer's hope among users of Apple products for smartphones
2. Study the effect of customer hope in the intention to buy online, and the superior customer value among users of Apple products for smartphones
3. Identify the role of the company's products in studying customer expectations with the aim of maintaining customers and obtaining the largest possible market share.

The importance of study

The importance of the study emerges from the novelty of its topics (brand attractiveness, customer hope, online purchase intentions, superior customer value), as it is noted in recent times the interest of companies to gain superior customer value for the customer and improve online purchase intentions by enhancing their role in brand attractiveness and studying the customer's matter in this regard, which led to enriching the role of the customer's hope in improving the purchasing intention of iPhone mobile phone users, This, in turn, contributed to creating superior customer value for the customer towards the company's products.

Study metrics

The study used the questionnaire tool as a means of gathering the required information and polling consumers' views utilizing Apple products and determine the level of brand attractiveness, customer hope, online purchase intention, and superior customer value to them, as brand attractiveness was measured based on the scale [5], [10], [48], and customer hope based on the scale prepared by [14], [49], and online purchase intent through three dimensions (perceived utility, perceived ease of use, and attitude towards use) based on the scale [50], and the superior customer value through three dimensions (superior performance, superior relationship, and superior joint creativity) using the scale [26], and table (1) shows the axes of the study.

Table 1 Indicators and variables of the study

Variants	Dimensions	No.	Cod	Cronbach alpha		Source
Brand Charisma	one-dimensional	**4**	BRC	0.931		Rastgar et al.,2022 ; Semaan et al., 2019 ; Lee et al., 2015
Customer Hope	one-dimensional	**3**	CHO	0.857		Fazal-e-Hasan et al.,2018 & Bazrafkan et al.,2020
online purchase intentions (OPI)	self-benefit	**4**	OSB	0.917	0.960	Changchit et al.,2022
	Ease of Use	**3**	OEU	0.884		
	trend towards use	**4**	OTT	0.902		
superior customer value (SCV)	superior performance	**5**	SSP	0.912	0.952	O'cass& Ngo,2012
	superior relationship	**5**	SSR	0.867		
	superior co-creation	**6**	SCC	0.829		

The modified variables are represented by: online purchase intentions& superior customer value (OPSC) ; online purchase intentions& superior performance (OPSP) ; online purchase intentions& superior relationship (OPSR) ; online purchase intentions& superior co-creation (OPCC).

The measurements and variables of the study obtained a stability higher than (0.80), which indicates that all the parameters of the questionnaire tool are compatible with the

responses of Apple smartphone customers. This is evident from Table 1's results, which also show that the measurement tool is characterized by relative stability.

Study Sample

The study sample included a survey of the opinions of customers using Apple's smartphones by (697) customers, and this sample was chosen due to the distinction of the products of this company compared to the smartphones offered in the market, Its marketing capabilities in directing marketing policies and communications in society, and the importance of the marketing and communications objectives entrusted to it. The company keeps pace with scientific and technical developments to a greater extent than in other institutions. Finally, some of them are companies that clearly practice marketing activities, and by adopting the equation [51], Taking into account the measurement tool's paragraph count, the suitable sample is:

Sample size = number of paragraphs * 5 + number of paragraphs * 5 * (10%)
Sample size = 34 * 5 + 34 * 5 * 10% = 170 + 17 = 187 customers minimum

Since there is a minimum sample size of 187 consumers, the number of sample members exceeded the needed limit, which is an appropriate condition for the research.

Statistical methods

The study relied on two packages to analyze the study results through (SPSS&SMART.PLS) by extracting means, standard deviations, Cronbach's alpha reliability coefficient, correlation coefficient, regression coefficient, interpretation coefficient, and critical value.

3. Result

Descriptive analysis of study variables

It is noted from the results of Table (2) that customers using Apple smartphones have a great knowledge about brand attractiveness, and this obtained an mean (3.97) and a standard deviation of (0.66), and this came as a result of the interest of customers in the third paragraph with an mean of (4.09) and a standard deviation of (0.88), which means that the brand that customers perceive is characterized as of high quality and associated with positive values that are very attractive to consumers. And as such often What companies invest in measures that can help further enhance their brand reputation.

The results of Table (2) also showed that there is great hope among customers using Apple's smartphones towards the quality that characterizes the products of this company because of its good role in competing with the rest of the products in the external environment, as well as the distinction of its products in all its aspects from the rest of the products of smartphones, and this achieved an mean (3.85) and a standard deviation of (0.70).

It is clear from Table (2) that the intention to buy online among customers using Apple's smartphones achieved an mean of (3.96) and a standard deviation of (0.68), which means that the customer hopes to buy online is to find a higher value for the products they want to buy, as the Internet provides a wide range of options that can be explored to find the best deals. Searching and comparing prices can help customers find the products they need at a price in Limits of their budget. This, in turn, led to superior customer values by an mean (3.86) and a rather low standard deviation of (0.67).

Hence it can be said that in today's competitive landscape, companies must focus on brand attractiveness, customer hope and online purchase intent in order to maintain their competitiveness to achieve superior customer value. The importance of providing outstanding value to customers cannot be overstated. This is about brand attraction about building a positive image of consumers and having a consistent message that resonates with customers. It also entails establishing an emotional connection with customers that pushes them to buy a product or Service. The client's hope revolves around creating a sense of trust between the company and its customers. This includes

providing high-quality customer service, transparency in business practices, and delivering a product or service that meets or exceeds customer expectations. This instills a sense of security in the customer that their needs will be met and their expectations will be exceeded. The intention to buy online aims to create a seamless user experience that encourages customers to purchase items online. This means providing clear and concise product descriptions, ease of navigation, and a secure checkout process.

Table 2. Statistical description of the study variables

No.	Mean	S D	No.	Mean	S D	No.	Mean	S D
BRC1	3.95	0.77	OEU2	3.89	0.78	SSR1	4.02	0.86
BRC2	3.90	0.75	OEU3	3.96	0.81	SSR2	3.83	0.84
BRC3	4.09	0.88	**OEU**	**3.96**	**0.72**	SSR3	3.81	0.83
BRC4	3.93	0.76	OTT1	4.05	0.86	SSR4	3.98	0.96
BRC	**3.97**	**0.66**	OTT2	3.94	0.85	SSR5	3.82	0.84
CHO1	3.95	0.80	OTT3	4.05	0.93	**SSR**	**3.89**	**0.72**
APARTMENTS	3.74	0.82	OTT4	3.85	0.84	SCC1	3.84	0.86
CHO	3.85	0.75	**OTT**	**3.97**	**0.77**	SCC2	3.63	0.85
CHO	**3.85**	**0.70**	**OPI**	**3.96**	**0.68**	SCC3	3.75	0.82
OSB1	4.02	0.88	SSP1	3.95	0.87	SCC4	3.89	0.95
OSB2	3.99	0.82	SSP2	3.78	0.66	SCC5	3.87	0.88
OSB3	3.86	0.80	SSP3	3.85	0.74	SCC6	3.76	0.85
OSB4	3.97	0.72	SSP4	3.92	0.81	**SCC**	**3.79**	**0.75**
OSB	**3.96**	**0.66**	SSP5	3.97	0.88	**SCV**	**3.86**	**0.67**
OEU1	4.01	0.86	**SSP**	**3.89**	**0.69**			

Hypothesis testing

Table (3) shows that the study variables have a substantial association with one another (brand attractiveness, customer hope, online purchase intentions, superior customer value), and ranged from (0.810) between the variable of customer hope and superior customer value to (0.909) between the variable of brand attractiveness and the intention to buy online, which means attracting the brand and customer hope and the intention to buy online are essential components to create distinct value for customers. Thus, companies need to attract customers to the brand through Unique marketing campaigns, attractive products or services, discounts and promotions.

Table 3. Correlation matrix

	1	2	3	4
Classic Leather (1)	1			
CHO (2)	.831**	1		
OPI (3)	.909**	.842**	1	
SCV (4)	.887**	.810**	.872**	1

Direct impact hypothesis

H1: Increasing interest in Brand Charisma by Apple product users affects customer hope.

It is noted from the results of the table (3) and the figure (2) that the increased interest of users of Apple products in the attractiveness of the brand affects the customer's hope contributes to an improvement of (0.882) and a standard error of (0.022), and the attractiveness of the brand explains the value of (0.691) of the variation box in the customer's hope, which means that the attractiveness of the brand is a vital element for the success of any organization, as customers need to feel connected and attracted to the brand in order to feel committed to it, When a brand is attractive, customers are more

likely to share positive experiences and remain loyal to the brand, and with this appeal can come in many forms, from the visual aesthetics of the brand to its spirit and values.

The hypothesis of the intermediate and reactive or modified effect

Table 3 results show that every research hypothesis is supported by the data. The reason for this is that the clientele of the Apple smartphone series from Apple is a very distinctive base, this segment of customers has certain expectations and hopes that come with the use of their products, as customers hope that their Apple products will be reliable, easy to use and intuitive, which makes themThey hope that the device will be able to keep up with the ever-evolving technological landscape and not become obsolete quickly, as this leads to consequences for customers' online purchase intent. In addition, customers hope that their Apple devices can protect their data and personal information from malicious actors, which requires Apple to provide them with appropriate customer service and technical support in case of any issues that may arise. Customers hope that any new features Apple may offer Useful and adds to the overall user experience. These are the goals that customers of Apple products hope for , and Apple's continued success in providing them is a testament to the company's commitment to customer satisfaction.

However, the second hypothesis (H2) had a significant impact in creating superior customer values by increasing the interest of users of Apple products in brand attractiveness affects the relationship between the intention to buy online and superior performance through the customer's hope and this achieved a level of interest of (0.925) and a small error (0.026) which came accompanied by a total interpretation factor of (0.856). In today's digital age, customers expect a seamless and stress-free experience when purchasing goods or services online. Superior performance in the online shopping arena is also essential for businesses, if they want to stay competitive. Customers therefore expect a streamlined and efficient process with a variety of payment options, shipping options, and policy transparency. Online purchase should be quick and easy, with minimal effort required on the part of the customer. Anything too complicated or time-consuming will quickly lead to frustration and a negative customer experience. In addition, customers should be given a variety of payment options, from traditional credit cards to crypto currencies, to ensure their needs are met. Shipping should also be fast and reliable, with tracking options available so customers know where their goods are at any time. Transparency needs to be built into policies, so customers can be confident of their purchase

The third hypothesis (H3) about increasing the interest of users of Apple products in brand attractiveness affects the relationship between the intention to buy online and the superior relationship through the customer's hope, and this achieved a great level of achievement as it achieved a standard saturation of (0.941) with a standard error of (0.023), which contributed to improving the ability of customers to interpret the quality of products provided by Apple. Towards the importance of the superior relationship by (0.885), Thus, it raises the likelihood that consumers will benefit from the brand, which causes them to feel the same way about this attribute. This helps to sustain a positive relationship with the brand and encourages loyalty to it. Consequently, a series of favorable findings about the correlation between online purchase intent and greater customer value are expressed by promising customers.

In addition, Table (3) expresses that it was assumed in the fourth hypothesis (H4) that the increased interest of users of Apple products in brand attractiveness affects the relationship between the intention to purchase online and the superior co-creation through the customer's hope, and (this achieved a high compatibility of (0.905) and a standard error of (0.030), which contributed to improving the ability of customers to interpret the quality of the products provided by the company. Apple towards the importance of superior co-creation by (0.818) this is an interesting result that shows that achieving a goal facilitates the integration of customer hope with brand attractiveness in explaining the relationship between online purchase intent and superior co-creation, as

the emergence of online buying has revolutionized the way consumers interact with businesses. What enabled customers now to Therefore easily to the products and services offered by companies in a wide range of industries. This shift in the way customers shop has also led to significant improvements in the customer experience, allowing them not only to purchase products and services, but also to actively participate in superior co-creation. Thus by purchasing online, customers now have access to the tools and resources needed to participate in creating a premium subscriber. This helps foster a more collaborative relationship between the company and the client, which can lead to a more beneficial experience for both parties. .

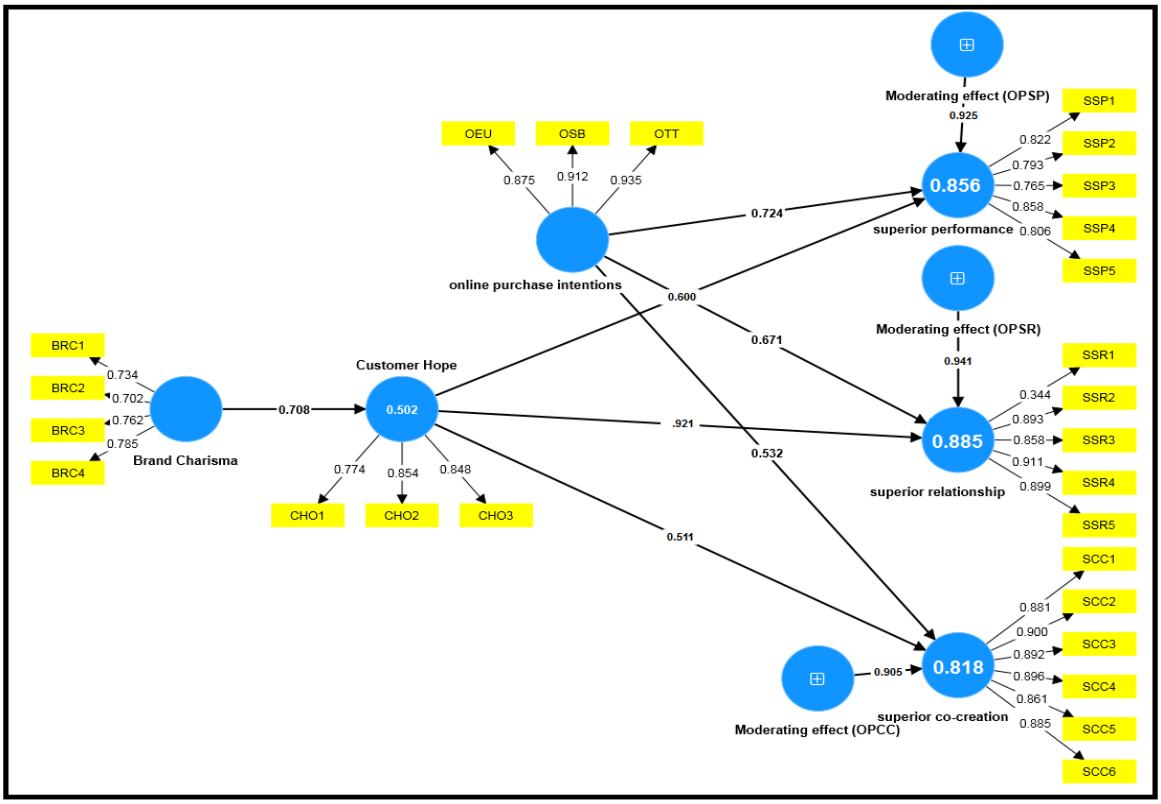

Figure 2. Standard model of the impact of brand attractiveness on the relationship between online purchase intent and superior co-creation through customer hope

Table 3. Benchmark results of the effect of brand attractiveness on the relationship between online purchase intention and superior customer value through customer hope

Hypo-theses	path					Estimate	S.E.	Z-value	R^2	Accepted/ Rejected
H1	BRC		--->		CHO	0.708	0.022	32.182	0.502	**Accepted**
H2	BRC	--->	CHO	--->	OPSP	0.925	0.026	35.577	0.856	**Accepted**
H3	BRC	--->	CHO	--->	OPSR	0.941	0.023	40.913	0.885	**Accepted**
H4	BRC	--->	CHO	--->	OPCC	0.905	0.030	30.167	0.818	**Accepted**

4. Discussion

The results showed that Brand Charisma is becoming increasingly important in the online market, as customers seek to find the best value for their money, as the need for high value has increased the demand for products and services that provide hope to customers. The first step in creating an attractive brand for the customer is to ensure that the product or service meets their needs. The first step in building the attractiveness of the brand to customers is the ability of the products and services of the organization to meet the needs and desires of customers in a way that increases their interest and knowledge

towards the brand of the organization, and on this basis the results showed the concentration of customer answers towards the products of the company surveyed by seeking to own the product and enjoy the aesthetic of this product, which improves the customer's hope in meeting the products of this company for his needs and desires that he aspires to achieve, Thus, the company seeks from these products to build a positive image of its brand and encourage customers to own its products first-hand, and this can be done by conducting advertising campaigns and reviewing customer comments and opinions on social media to measure customers' hope towards these products and their acceptance of them, as brand attractiveness is an important issue in building the customer's intention to buy online, Through the company's orientation to build a strong relationship with its customers by maintaining a high value offering that meets their needs and expectations Thus, the customer's hope can be shown through a statement of companies' intention to meet the needs of customers and provide them with the highest quality and aesthetic of their products.

5. Conclusion

That companies should work to attract customers to the brand through unique marketing campaigns, attractive products or services, and offer discounts and promotions. Customers need to feel hopeful that their experience with the brand will be positive and that their purchasing intentions will be realized in a timely manner. Thus it is also important that customers are provided with outstanding value to customers in order to ensure their brand loyalty. What requires creating premium customer value requires a combination of exceptional customer service, product quality, and customer experience. Companies should strive to provide customers with an enjoyable and satisfying experience every time they interact with the brand.

It also requires quick customer branding and recognition. At the same time, customers need to be able to connect with the spirit of the brand. Customers may want to know the core values of the brand, what it stands for, and how it interacts with its customers. It is therefore important for the brand to convey a sense of authenticity and trustworthiness, as this will encourage customers to develop a deeper relationship with the brand.

Future research directions: The results showed that customer hope is only effective when customers can find a product or service that matches their needs and desires. Businesses therefore need to create an attractive brand that stands out from the competition and resonates with customers. This can be done through a variety of strategies such as developing a website and engaging content, creating an attractive logo, using online marketing techniques, and providing exceptional customer service. With the right strategy, businesses can increase their Brand Charisma and create an environment where customers are more likely to buy online, Accordingly, the study suggests that future studies should investigate the relationship between customer hope and customer remorse by focusing on the causes of customer-directed deviation.

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