



HOW TO SUCCESSFULLY BUILD AND MANAGE A SUSTAINABLE ONLINE BRANDING?

A CASE STUDY OF RABBIT AIR¹

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ABSTRACT

Online branding is a marketing strategy that makes use of the internet to position a company's brand in the marketplace. This is both an opportunity and a challenge, as the majority of internet business start-ups fail. The following study aims to develop a roadmap to successful online branding. Success does not happen by accident. Therefore, semi structured interviews were conducted with key personnel of Rabbit Air, one of the most rapidly expanding businesses in the United States. The research findings show that building a successful online business requires developing a strong brand identity and then supporting it with excellent customer service and a pleasant customer experience. Overall, we conclude that a brand needs to make an impact on customers' lives and remove any unnecessary friction during their customer experience.

Keywords: Online Branding, Online Customer Service, Customer Experience, Rabbit Air

BAŞARILI BİR ÇEVİRİMİÇİ MARKALAMA NASIL OLUŞTURULUP YÖNETİLİR? RABBIT AIR VAKA ÇALIŞMASI

ÖZET

Online markalaşma, şirketlerin bir markayı internette ve pazarda konumlandırmak için kullandıkları bir yönetim şeklidir. Çoğu online tabanlı iş girişiminin başarısızlıkla sonuçlanmasından dolayı bu yöntem bir fırsat olmakla birlikte zor olarak değerlendirilmektedir. Bu araştırma, başarılı online markalaşma için bir yol haritası geliştirmeyi amaçlamaktadır. Başarı tesadüf değildir, bu nedenle, çalışmada Amerika Birleşik Devletleri'ndeki en hızlı büyüyen şirketlerden biri olan Rabbit Air'in işin temelinde olan personeliyle görüşülerek yarı yapılandırılmış görüşmeler yapılmıştır. Bulgular, başarılı bir online işletme oluşturmanın, mükemmel müşteri hizmetleri ve sürdürülebilir müşteri deneyimi ile desteklenmesi gereken güçlü bir marka kimliği geliştirmesi gerektirdiğini göstermektedir. Sonuç olarak, bir markanın müşteri yaşamını etkilemesi ve müşteri deneyimi akışını bozabilecek gereksiz engelleri ortadan kaldırması gerekir.

Anahtar Kelimeler: Online Markalaşma, Online Müşteri Hizmetleri, Müşteri deneyimi, Rabbit Air

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1. INTRODUCTION

The customer experience ecosystem witnessed big waves of change in 2020–2021. The pandemic forced many brands to evolve an online approach to business, proving a thorough understanding of the digital landscape can lead to great success in the business world. However, there are conflicting views and a lack of research on how to succeed with online branding in the rapidly evolving industry. This study aims to identify and evaluate the most vital elements for successful online branding. Many brands today are more seller-centric and have the old management belief of maximizing shareholder value first. To achieve this outcome, we must switch focus to the reason we're in business: our customers. In the traditional brick-and-mortar store, a customer may acquire pre-sales information, touch and feel the product, and get immediate delivery, which is not the case with online branding. As a result, businesses find themselves ill-equipped in terms of skills development strategies and approaches to the new online business environment, and about 95% of them fail (Emmer, 2020). Given the scarcity of research on how to establish a successful online brand, this study provides real-world value recommendations from the semi-structured interviews with Rabbit Air key personnel and other experts on how to succeed by improving the customer experience with a customer-first brand culture, exceptional customer service, and removing any unnecessary obstacles that disrupt the customer's flow.

In the first chapter, a literature review of the importance of online branding, its benefits, drawbacks, and the role of images is discussed. The second chapter addresses brand identity and brand naming. In chapter three, we will cover brand management, leadership in online branding, brand experience, the role of customer service as frontline representatives of a company and the role of emotional text. Since Rabbit Air is a study case for this research, the fourth chapter will focus on Rabbit Air, air purifiers, and some of the semi-structured interview's answers will be given. At the end, the conclusion and recommendations for further research are presented.

2. LITERATURE REVIEW

2.1. Online Branding

Every day, there are at least one billion users searching the internet for various names of people, companies, and items. According to data conducted by Google, there are more individuals throughout the world who have access to a smartphone than there are people who have access to a toothbrush.

2.1.1. The Advantages of Online Branding

Online branding is defined by Wallace, (2011) as a brand management method that leverages the Internet and social media channels as a platform for placing a company in the marketplace. Individuals and companies use a website to present their services and products of a brand, so developing a website is a key component of online branding. William, J (2005).

Advocates of the significance of e-branding (Bergstrom, 2000; Goldsmith, 2001; L. Mitchel, 2000; Carpenter, 2000) believe that in the hypercompetitive internet market, building and enhancing a company's online brand is vital.

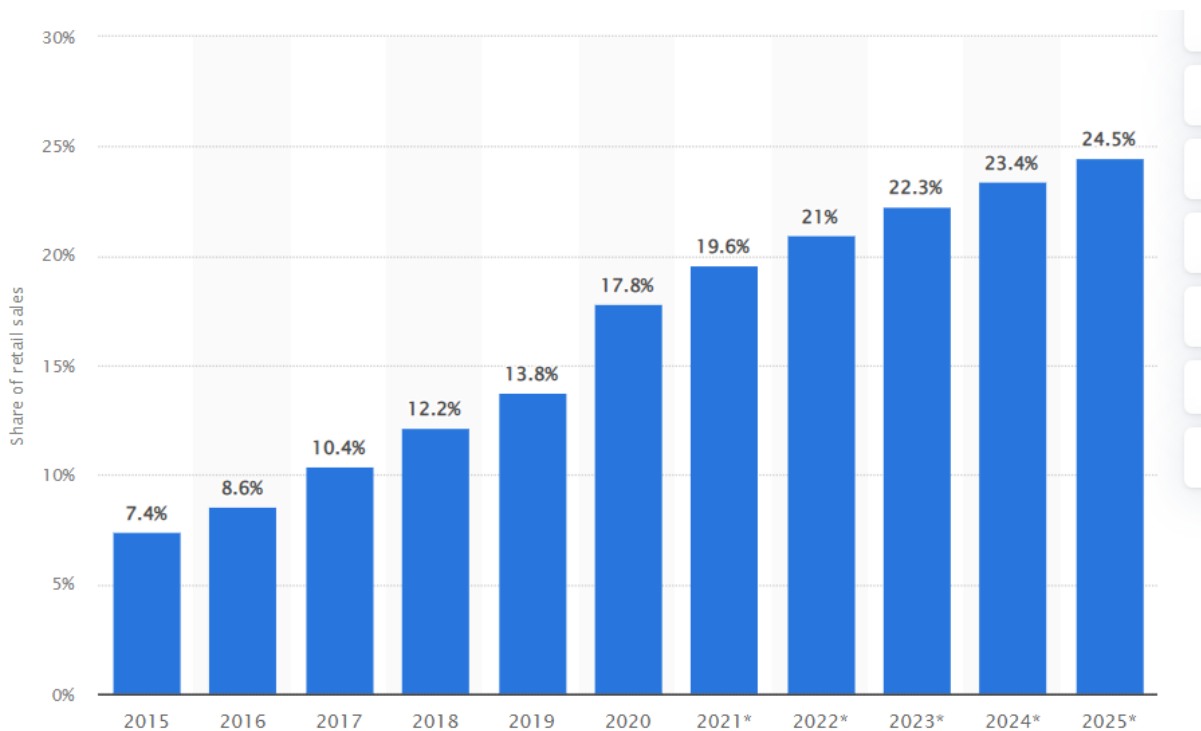
For instance, Berry (2000) contends that strong online brands increase customers' faith in physically unseen goods or services, while also assisting purchasers in visualizing and grasping what they are buying more effectively.

Carpenter's (2000) comments are very illuminating in this regard: The tremendous expansion in the number of sites to pick from has produced confusion and dissatisfaction for the typical internet user. Customers who are puzzled by the abundance of options will turn to the familiar. They will form ties with certain online brands and conduct business with them repeatedly. As the number of enterprises online grows, the additional competition will improve – not erode – customer/company ties for those organizations that have established top digital brands. Power is moving to organizations with strong brand recognition.



(Dayal, Landesberg, & Zeisser, 2000) appear to hold the same viewpoint, contending that in order for online businesses to be successful, they will need to become completely online enterprises, often known as digital brands, that might give a sense of familiarity, comfort, and closeness. This makes perfect sense considering that consumers are bombarded with a variety of comparable items to select from, as well as being confused by contradicting marketing messages (Mitchel, 2000).

In 2021, the global number of digital buyers was over 2.14 billion, up from 1.32 billion global digital buyers in 2014, according to Statista, a German company specializing in market and consumer data. This is almost 25% of the world's population.



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Fig. 2. 2015-2025 Global E-Commerce Percentage of Total Retail Sales
Source: Coppola, 2022

Padalka (2021) cites Kitonyi, N. (2017) that by 2040, 95% of all purchases will be made via the Internet, according to NASDAQ, one of the three main US stock exchanges. To put it another way, practically all commerce will be moved online in the next 20 years. Mobile devices are also expected to account for the majority of internet sales.

This does not mean that retail shopping is over yet, but adapting to the new trend of online shopping is critical.

Tarhini et al. (2018) cite Lim (2015) that the majority of customers have recognized the significance of online shopping in their day-to-day lives, such as the ability to circumvent limits imposed by time and space, affordable prices, expert assistance, individualized service, and greater access to information.

Customers will be able to do their shopping more easily, quickly, and simply by removing time and location constraints. (Prasad & Aryasri, 2009; Soopramanien & Robertson, 2007). Schaupp and Belanger (2005) found convenience to be one of the most important criteria in determining the customer's experience with online buying. Also, shopping online saves people time because they don't



have to go to stores or boutiques or wait in line (Huseynov & Yldrm, 2016). Instead, they can just look through search engines like Google.

According to (S. I. Wu, 2003), convenience, information, site design, business name, and flexibility of choice all contribute to the benefits of online purchasing. Convenience was the most important factor that contributed to customers' motivation to shop online. Online shopping, on the other hand, is not the same as purchasing at a physical retail store.

2.1.2. Disadvantages of Online Branding

Online shopping is limited by the online interface, which allows customers to just read and view things while eliminating the touch, feel, and try components of products, restricting their impression of the product (Bhatnagar & Ghose, 2004). Despite the numerous advantages of online shopping, customers can not see, touch, or smell the products before making a purchase (Al-Debei et al., 2015). Customers' worries about online shopping revolve around payment security, privacy, and product quality. Personal information, product quality and price, customer service, and shop presence (Kim & Benbasat, 2003) are some of the things that can cause trust problems.

2.1.3. The Role of Images in Online Branding

Considering that customers cannot physically see or touch the products, establishing an excellent virtual store is essential. According to Pairin and Keng (2003), because the nature of the web is perceptual, people want to see as many details as possible about a particular product, and an accurate and complete representation of the product should be offered. Several design criteria for e-commerce website product information are listed by (Xiaowen & Gavriel, 2003). This includes product descriptions that are truthful, consistent, and thorough. According to Junaini & Sidi (2005), a well-designed e-commerce website interface (Callahan & Koenemann, 2000) with aesthetics, attractiveness, and interaction as the primary design aspects can boost customer satisfaction and encourage them to purchase the goods. (Liang & Lai, 2002) found that customers are more likely to buy something if the pictures and design of the online store are high quality.

3. Starting with branding

3.1. Strong brand identity

Branding can make or break a product. Nandan (2005) believes that a strong brand image is a powerful asset and makes consumers confident that the firm is reliable. According to Grundey (2002), a brand should reflect the benefits and expectations of the consumers. A brand, from the consumer's perspective, is the whole aggregate of all their experiences, and it is formed at all points of interaction with the customer. Kapferer, 2004). A brand's personality delivers a more valuable competitive advantage than any practical element (Sherrington, 2003).

3.2. Naming the brand

One of a company's most significant assets is its brand name, which can influence consumer attitudes and purchasing decisions (Aaker and Keller, 1990). As a result, selecting a brand name is one of the most important marketing decisions a company can make, and it is typically the focal point of introductory marketing initiatives (Keller, 1993). Howard et al. (1995) discovered that remembering a product's name aids in a purchase request for that product. Several elements of an effective brand name have been identified through brand naming research. According to Robertson (1989), a strategically desired brand name should be simple, original, relevant, and related to the product class.

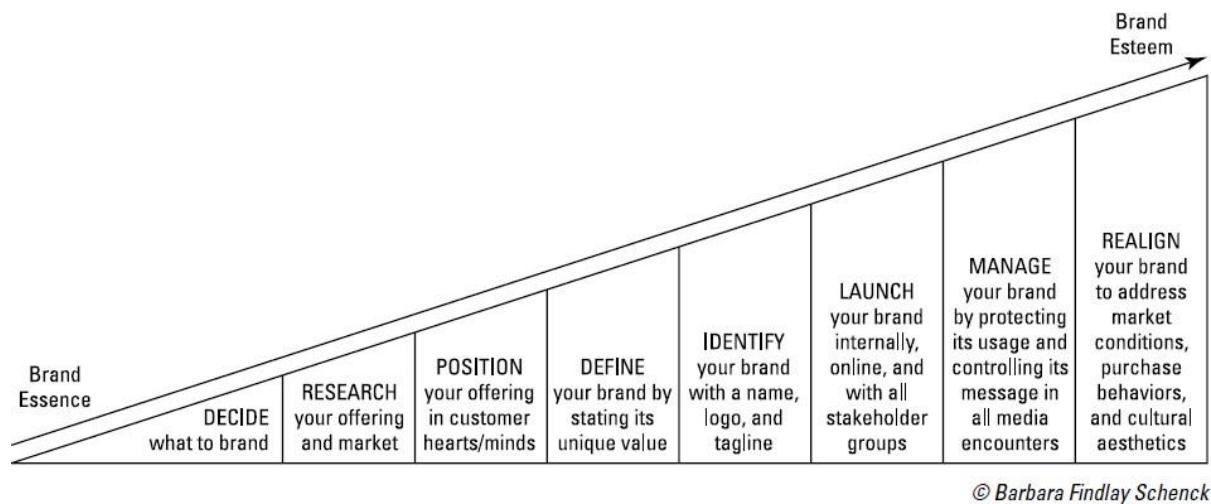


Fig 1. Barbara F. Schenck's summary of the branding process
Source (Chiaravalle & Findlay, 2013)

According to Chiaravalle & Findlay (2014), brands are not logos. A logo is a symbol that identifies a brand. A brand is not the appearance, the words, or even the products offered. A brand is what people have confidence in and feel it stands for. A brand is an assurance.

4. Brand management

4.1. Brand Management

Brand management refers to marketing tactics aimed at preserving, improving, and increasing awareness of a brand's total value and reputation over time. A solid brand management plan aids in the development and maintenance of closer ties with its target audience. Building a loyal customer base improves a company's reputation and associated products, resulting in increased revenue and brand value.

The difference between success and failure in brand management boils down to continuous innovation. A brand manager who is constantly looking for new ways to keep a brand's quality high will retain loyal customers and increase brand affinity.

4.2. Leadership in Online Branding

All organizations invest time, resources, and energy in developing a strong brand at the management level, but only those with exceptional leadership are the most successful; there appears to be a strong correlation between branding success and leadership, Epure et al. (2017). Previous research identified two topics of great interest: "leadership brand" and "brand leadership." The concept of a "leadership brand" implies that firms first imagine the positioning of their brand and then groom management talent or leaders with certain attributes fit for the intended brand image (Ulrich and Smallwood, 2007). The other concept, "brand leadership," typically refers to a brand's role in strategic differentiation, which assists a company in becoming the market leader [Keller & Kotler, 2006]. All characteristics of brand leadership, including quality, value, innovation, and popularity, have a positive and significant impact on customer satisfaction, Novitasari et al. (2022).

4.3. Online Customer Service

Customer service refers to the degree of service provided during and after the transaction as well as the handling of returns and return policies (Blut, 2016). Live chat, an online help desk, and social



networking sites are examples of the types of real-time media that are frequently utilized by businesses on the internet. (Turel & Connelly, 2013).

Companies that place the customer at the core of their company are reporting an increase in customer lifetime value and a decrease in turnover. Putting the consumer first and at the center of the company creates a great experience and fosters long-lasting partnerships.

According to a recent Qualtrics XM Institute study conducted in the United States, more than half of consumers (53 percent) have reduced their spending as a result of a single negative experience with a company. Furthermore, the study found that businesses around the world stand to lose \$4.7 trillion in consumer spending as a result of poor customer experiences (Petersen, 2021).

The growth of internet shopping has led to an increased need for customer service that may be provided online. (Froehle, 2006; Jin & Oriaku, 2013), which may give customers more freedom and save money for companies (Jin & Oriaku, 2013). Kotler and Keller (2006) state that customer satisfaction is a result of how a customer feels during the buying process. It has a big effect on future behavior, like whether or not a customer will buy something online again or stay loyal to a brand (Pereira, Salgueiro, & Rita, 2016).

Word of mouth (WOM) refers to product information that people pass on to others (Solomon, 2015). Because clients listen to the word of individuals they know, WOM is more dependable and trustworthy than other communication channels through official marketing channels (J. J. Wu et al., 2018; Tuten and Solomon, 2015).

According to Hsin Chang & Wang (2011), not all pleased consumers generate positive word-of-mouth about services, but unhappy customers are more likely to tell others about their negative experiences. According to Dixon et al. (2010), organizations' systematic endeavors to please their consumers do not pay off. Rather, businesses should focus on reducing consumer effort and avoiding unpleasant experiences, especially because negative experiences are more likely to impact customer loyalty and word of mouth than good experiences.

The findings of Flstad & Kvale (2016) also strongly corroborate one of the fundamental points of Dixon et al. (2010) that service recovery might be damaging to the customer and the service-provider relationship. "Service recovery" is what a service provider does to make up for the effects of unplanned events that happen during a service process.

Understanding and empathizing with the customer by finding ways to minimize their efforts while increasing their value is essential since they are putting their trust in the company by investing in a product they cannot see or touch. Previous research on face-to-face customer service has shown that the personnel providing this type of service participate in something that is referred to as emotional labor. (Hochschild, 1983), which is a term used to describe jobs that require specific feelings to be conveyed to customers or clients as part of the work duties. (Miller, 2015).

According to the available research, those who are emotionally intelligent have a stronger potential to maintain happy emotions even when they are experiencing high levels of stress. (Barrett et al., 2001).

Managers should carefully evaluate the quality of e-services to establish their online businesses. Rita et al. (2019) state that if an organization wants to offer high-quality services, it should have a great website design with enough information, content that looks aesthetic, easy payment options, easy-to-read content, discounts, and/or special offers, and a fast loading speed.

4.3.1. The Effects of Emotional Text

As a text-based connection, online customer service chat symbolizes a salesperson who may assist, guide, encourage, and support the consumer (L. Zhang et al., 2011).



According to the idea of Social Information Processing (SIP), when Face-to-Face (FtF) indications aren't present, we rely on whatever social signals we can extract from the content of the communication instead. Because text-based conversations lack auditory and tactile signals, tiny textual cues such as word choice, punctuation, emoticons, and typos may become more noticeable (Derks, Bos, & von Grumbkow, 2008; Lea & Spears, 1992; Walther & D'Addario, 2001).

Emotional writing, such as smiling faces, capitalization, and exclamation points, may imply spontaneity or an outgoing attitude. Typos and misspellings can indicate carelessness or even ineptitude (Lea & Spears, 1992).

According to L. Zhang et al. (2011), because emotional text adds emotional resonance to text-based interactions, these extra cues may play an important role in impression creation. As a result, consumers will grade service agents who use emotional text more favorably on character attributes than those who do not use emotional language.

4.4. Brand experience

Nothing compares to a fantastic customer experience! Companies that provide delightful experiences to their customers are the world's most valuable assets, with Amazon currently ranked among the top 100 global brands in terms of brand value (Zha, Melewar, Foroudi, & Jin, 2020). Modern brand management today prioritizes the brand experience as a critical marketing strategy (Shamim & Mohsin Butt, 2013).

4.4.1. Provide A Friction-Free Customer Experience

“Customers have a problem or have some need to be met, and they aren't really looking for an experience at all. They just want their problem solved and think the company's product or service can do that. But you know what? If the problem were just to be solved, magically, without any effort on the customer's part, that would be the "best" customer experience for that customer. So, the primary metric of quality in 99% of customer experiences is whether there is any needless "friction" in that experience. Does a customer have to go to any trouble, or spend needless time, or incur some additional cost, to solve their problem? That's why, for almost every company in business today, the first step in improving their customer experience should be to identify and eliminate friction.” (Peppers, 2022).

For a delightful customer experience, there should be no lack of match between the brand promise and reality or a gap between sales and service. A brand experience is not just about the product. A brand experience is not just the ease of using a shopping site. It includes things that the brand cannot always directly influence, such as shipping to the customer. actual stock availability. But for customers, it's one experience.

A great product at a great price delivered too late or damaged is a bad customer experience for the brand, even if it is not responsible for it (Schreiner, 2022). Brands should be designed from the customer's perspective and educate every department (especially customer service and the warehouse clerks) to cooperate with each other and connect seamlessly in order to provide a customer-centric approach and ensure that customers can access and use the products easily.

The purpose of a warehouse is to ensure customer satisfaction by making the most efficient use of its resources and ensuring that customers receive the necessary items in excellent condition, at the appropriate time, and in the appropriate place (Frazelle, 2002).

According to Heragu et al. (2005), a warehouse is responsible for activities such as temporary storage, protecting products, making sure that specific customer orders are met, packing goods, providing after-sales service, repair work, testing, safety inspections, just-in-time (JIT) sequencing, and setting up. Gu et al. (2007) state that a warehouse's four most important jobs are to receive, pick, store, and deliver products.



It is necessary to have a reliable information and communication system in place between the customer service department and the warehouse in order to fulfill the client's order in a timely manner. The picking information that the picker has to have includes the order quantities and SKUs that need to be selected, as well as the destination. Additionally, the picker needs to know the picking areas and the sequence in which they must be visited. Improving picking procedures may be accomplished via the application of a wide range of information systems and methods (e.g., picked by label, bar codes, radio terminals, pick by light, put to light, and voice technology) (Rushton et al., 2006).

It's not always about delivering the greatest, but about consistently delivering the good.

"People try to prioritize every touchpoint. and try to do everything to create a great customer experience. That's the biggest mistake you can make. Here, what you can try to do is pick the touchpoints that underpin what your brand is all about. And, you can support those successfully in a way that's distinctive to your competitors. So, picking the experiences and focusing on them in terms of your business model that underpin what your brand is all about and where you're trying to establish a competitive advantage are the things on which you have to focus (Bridwell, 2022).

5. Air purifiers and Rabbit Air

5.1. Analysis

In this research project, one of the qualitative research approaches known as semi-structured interviewing served as the primary data collection tool. Interviews that go into more depth are helpful when trying to gain specific information about the thoughts and actions of a person or when investigating new topics in greater detail. In spite of the numerous challenges involved with qualitative interviews, their ability to engage participants in order to get a deeper understanding of the subject under research makes them outstanding (Adhabi & Anozie, 2017). Semi-structured interviews with the key personnel of Rabbit Air were conducted. Firstly, information about Rabbit Air and air purifiers will be given. Following that, some of the thoughts of the participants who were asked semi-structured interview questions will be presented.

5.2. About Rabbit Air and Air Purifiers

In the course of this research project, semi-structured interviews were carried out with the key personnel of Rabbit Air. Rabbit Air is a Los Angeles-based air purifier company that was launched in 2004 and is one of the fastest-growing companies in the United States. Inc. magazine ranked it as such from 2009 to 2022. For several consecutive years, Rabbit Air has been a Bizrate® Circle of Excellence® Platinum Award winner—the outcome of verified online consumers' feedback on excellent online service and experiences.

Rabbit Air's revolutionary BioGS HEPA filtration technology expands and improves on regular HEPA by trapping particles as fine as 0.1 microns in size at 99 percent efficiency. Traditional HEPA filters might let bacteria and viruses grow over time, but Rabbit Air's BioGS HEPA filters trap and reduce common allergens and bacteria that get stuck on the filter to help the filter work as well as possible and last longer.

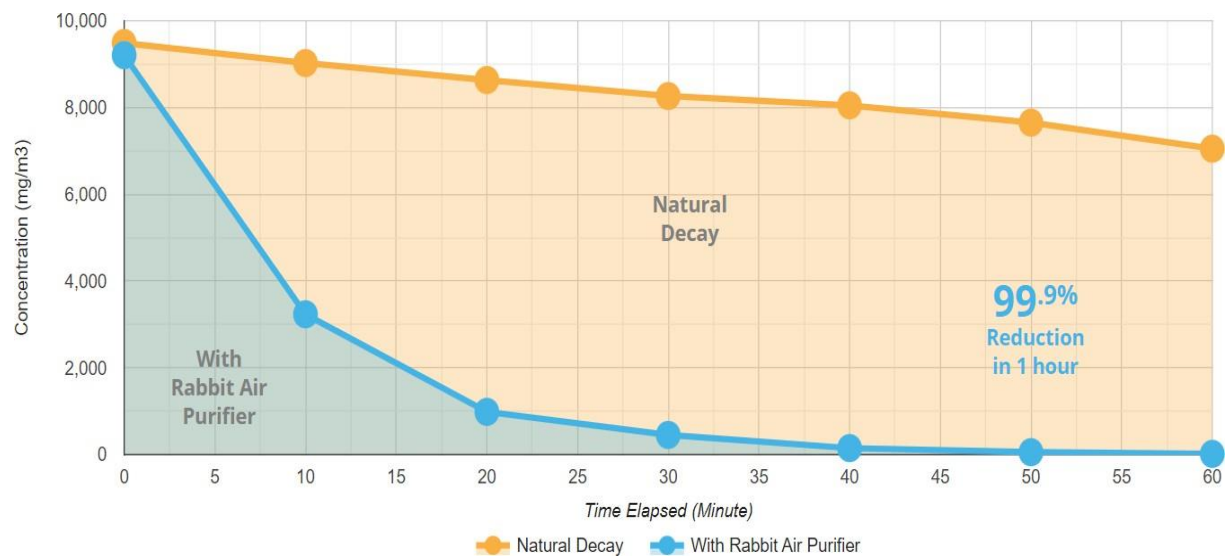


Fig. 3. Allergen reduction test

Source: Allergen reduction testing performed by IBR Laboratories

5.3. So Why Air Purifiers?

According to the World Health Organization (WHO), air pollution and human exposure to poor air quality are currently the most serious environmental threats to public health all over the world (World Health Organization, 2016). According to findings from recent research, air pollution is the cause of one death out of every ten that takes place over the entire globe.

Higher levels of outdoor PM₁₀, NO₂, and CO were found to be significantly associated with significantly higher rates of patients seeking treatment in the emergency room for upper respiratory infections and COPD (Chronic Obstructive Pulmonary Disease) in a study that analyzed data from 4 million emergency room visits in Atlanta hospitals (Peel et al., 2005). Certain people may have a harder time breathing as a result of inhaling airborne mold, pollen, or algae since these particles are abundant in the air. Increased outdoor mold concentrations have been associated with increased rates of asthma mortality (Targonski et al., 1995) and asthma incidence (Neas et al., 1996; Delfino et al., 1997; Dales et al., 2004) in young children and young adults. This association was made by Targonski et al. in 1995. These experiments were carried out in natural settings that contained substantial amounts of mold.

It's possible that having even a brief encounter with traffic pollution might raise your chance of having a heart attack. In research that was carried out in Germany on 691 people who had suffered nonfatal heart attacks, it was discovered that the probability of having a heart attack was found to be 2.9 times (P 0.0001) higher within one hour of exposure to traffic compared to periods more than six hours after the previous exposure to traffic. The research was carried out on people who had suffered heart attacks in the past (Peters et al., 2004). According to studies carried out in Finland and Turkiye (Jaakkola et al., 1991; Keles & Ilicali, 1998), the likelihood of a child having breathing issues is approximately two times higher in cities with high levels of air pollution than it is in locations with lower levels of pollution.

- **Indoor air quality**

A recent study found that the use of solid fuels for cooking, heating, and lighting causes nearly 3 billion people throughout the world to be subjected to unhealthy levels of poor indoor air quality (IAQ) on a daily basis. According to the findings of this study, indoor air pollution is a significant factor in the worldwide morbidity and mortality rates, and it has considerable effects on the respiratory and



cardiovascular systems (Royal College of Physicians, 2016). The most common types of indoor air pollutants that have been investigated are particulate matter, volatile inorganic chemicals, and volatile organic compounds. The most commonly reported figure corresponds to the concentration of particles with a mean diameter of less than 2.5 μm (PM_{2.5}) (González-Martn et al., 2021). This is despite the fact that particulate matter is frequently classified based on size.

Indoor sources of particulate matter include combustion-based appliances such as ovens, heaters, and stoves; cigarette smoke and fires; and ventilation, which brings in particulate matter from the outdoors. Interactions between ozone and volatile organic compounds can also produce PM (Carazo Fernandez et al., 2013; European Environment Agency, 2017; Royal College of Physicians, 2016; SCHER, 2007).

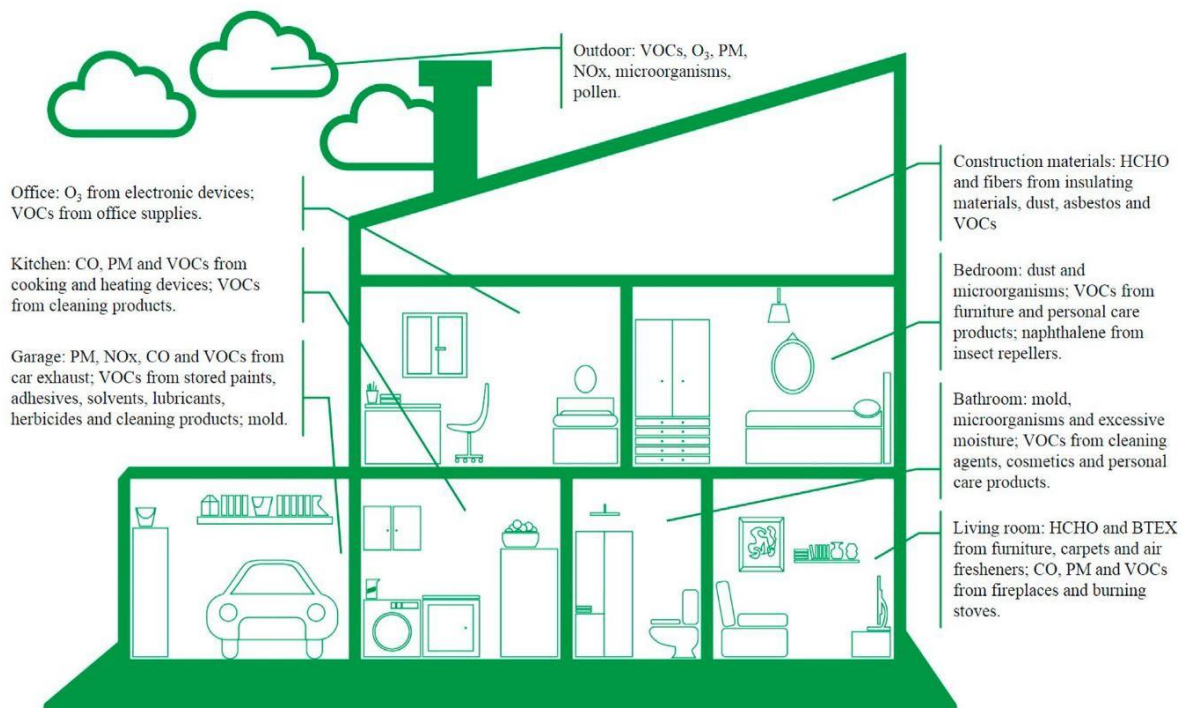


Fig 2. Main pollution sources at home

Source: Gonzales et al. (2021).

- **Preventing the release of indoor air pollutants**

Ventilation is the most straightforward method for avoiding the accumulation of toxins within a building. Increasing the pace at which air is exchanged with the outside often results in a decrease in the amount of pollution found within a building, provided that the quantities of pollutants found outside are not severe (such as in areas with intense traffic or industrial activity). According to González-Martn et al. (2021), mechanical ventilation systems bring in fresh air from the outside, therefore diluting the amount of contaminants that are present in the interior air.

Because secondhand smoke from tobacco includes a wide array of toxic chemicals in extremely high quantities, bans on smoking are another preventative measure that is useful. The implementation of smoking restrictions in public places has led to consistent improvements in indoor air quality (Kotzias et al., 2005).



Last but not least, efficient management of relative humidity and temperature is essential for cutting down on the organic pollutant emissions that come from interior materials. According to Kotzias et al. (2005), poor indoor air quality can also be produced by other objects that burn, such as candles or incense.

Common construction components give off trace amounts of volatile organic compounds (VOCs). Resins and varnishes that include formaldehyde and other volatile organic compounds are commonly required for use in the manufacturing of a wide variety of wood-based goods, such as plywood and fiberboard, amongst others. In paints, glues, plastics, and other construction materials, volatile organic compounds (usually BTEX) are utilized either as solvents or as additives. Utilizing low-emitting materials such as better plastics and paints (phenol resins instead of urea resins, polyurethane coatings, and so on) as well as solid wood or antique furniture might help to prevent some of these emissions from being released into the atmosphere (Carazo Fernandez et al., 2013; Environmental Protection Agency, 1995; Kotzias et al., 2005; Wei et al., 2015).

Products used for cleaning and personal care are the source of a wide variety of pollutants found within the home. Some compounds, including limonene and pinene, are used as scents in a wide variety of products, including cosmetics, deodorants, cleaning supplies, and even food (Carazo Fernandez et al., 2013; Kotzias et al., 2005; SCHER, 2007). Utilizing household goods in accordance with the directions (enough ventilation, no mixing, careful attention to warnings) can help reduce the amount of pollutants released into the atmosphere.

- **HEPA filters and charcoal-based activated carbon filters**

Mechanical filtration is the simplest and most common way to get rid of PM. It works by forcing air through a fibrous material that traps pollutants. High-Efficiency Particulate Air is what "HEPA" stands for. HEPA filters are one of the only ways to filter out even the smallest particles. They are often used in controlled environments around the world, such as hospital operating rooms, intensive care units (ICUs), incubators, medical laboratories, and other high-tech research and manufacturing facilities.

The type of filter used, its composition, and the volume of air that passes through it all have an impact on the amount of particulate matter (PM) that is removed (Harriman et al., 2019; Luengas et al., 2015). It is necessary to replace these filters on a regular basis in order to preserve the effectiveness of capture, avoid the re-emission of pollutants, and prevent the development of microbes on the organic matter that is captured in the filter material (Guieysse et al., 2008).

Electronic filters have less effectiveness than mechanical filters do, ranging anywhere from 14.5% to 67.7% for various PM size ranges (Zeng et al., 2020). The removal of harmful particles from the environment is referred to as "air-filtering" (Löffler, 1974). Bennett (2012): The nuclear industry was the first to implement the use of HEPA filters in order to control the release of radioactive aerosols. HEPA filters were created to suit the high needs for air quality in a range of sectors, including the fabrication of semiconductors, the settings of airplanes, pharmaceutical processing, bioengineering, hospitals, and airline cabin air systems (Lushnikov, 1997; Hutten & Wadsworth, 2007; Sutherland, 2008; Xu & Zhou, 2014).

Experiments have revealed that portable HEPA purifiers have the capacity to eradicate airborne SARS-CoV-2 and augment bigger decontamination methods such as ventilation via in-house HVAC systems. This is due to the fact that these purifiers have HEPA filters (Liu et al., 2022).

A fibrous filter is a technology that is utilized most frequently in settings with a low dust concentration for the purpose of efficiently removing submicron aerosol particles from a gas stream. This is the case even if the dust concentration is relatively low.

Activated carbon is a type of adsorbent that can serve multiple purposes. They adsorb well due to their enormous surface area, microporous structure, and strong surface reactivity. As a result, they are used



to purify, decolorize, deodorize, dechlorinate, separate, and concentrate in order to enable recovery, as well as to filter, eliminate, or alter potentially hazardous components from gases and liquid solutions (Bansal & Goyal, 2005).

Prior research has indicated that granular activated carbon beds (Weschler et al., 1992) or activated carbon filters (Gundel et al., 2002; Bekö, Clausen, & Weschler, 2009) may be very effective at removing ozone from an airstream for a longer period of time.

The improvement of air quality has been beneficial to the general public's health in nations with a higher standard of living. However, progress toward cleaner air throughout the world has not been uniform. More than ninety percent of the world's population breathes in quantities of fine particulate matter (PM 2.5) that are higher than the recommended level established by the World Health Organization, and air pollution continues to be the main cause of disease and early mortality.

It will take several decades until the adverse effects of air pollution on people's health all around the world are reduced to acceptable levels. The majority of people's time is spent inside such buildings. Particles can be removed from the air within a building either by installing air purifiers as part of the heating, ventilation, and air conditioning (HVAC) system or by using portable air purifiers that operate independently from the HVAC system. The vast majority of research has concentrated on mechanical filtration utilizing high-efficiency particulate air/arresting (HEPA) filters. These filters remove at least 99.97 percent of particles 0.3 millimeters in size and have been shown to reduce indoor PM2.5 concentrations and improve subclinical cardiopulmonary health parameters.

5.4. Research Participants and Semi-Structured Interview Results

- Edwin Cheung, The Company Owner of Rabbit Air
- Olivia Raya, Team Lead and Trainer at Rabbit Air
- Tamina Park, In Charge of the Health Market at Rabbit Air

(E. Cheung, personal interview, May 24, 2022).

Have the essential skills before starting a business.

Work hard. Fail fast. Learn from your mistakes. Move on and improve.

Be true to your mission. Develop trust and provide value for your customers. Don't try to please all customers. Find your niche and focus on your own customer base.

(In order to handle fast growth and scale your business) - First, choose key partners that have the capability to meet the demand spike. For example, fulfillment centers that have enough space and manpower. The factory that can produce the products on short notice. Second, automate and simplify workflow so our team can handle the growth and demand spike. Third, plan ahead and anticipate the business activities in the next few years.

Listen to customers' needs. Talk to research institutions and universities about new technologies.

A brand is a representation of who you are as a company or an organization. The brand has to be constant and deliver the same experience for its customers each and every time. If you can do that, you have a brand. Brand management is all about company culture. All team members have to know what they have to do to represent the brand and why they have to do it.

For a direct-to-consumer brand, I think it is very important to build your fan base at an early stage. The strategy will be different depending on many factors, such as product type, price range, etc. How does the founder get the raving fans to support them in the beginning? That's the main problem they have to solve before starting a business.



The term "raving fan" was coined by Ken Blanchard to describe a customer who is so blown away by the level of service they've received that they can't stop telling everyone about it.

For Rabbit Air, the most effective way to reach a new customer is through word-of-mouth marketing. Most of the other ways are not cost-efficient. Therefore, customer service is extremely important for building our fan base.

Develop trust and provide value for your customers.

(O. Raya, personal interview, March 31, 2022)

When building the team, hire the right talent that shares the same company values. That's most important. People can be trained in how to answer phone calls, send emails, and process warranty cases, but they cannot be taught empathy. Hire team members who are grateful and reliable. Hire those who would work well in a team. Create a more relaxed environment, which makes the team feel less tense. When the team is happy, the customers are happy.

(O. Raya, personal interview, March 31, 2022) suggests that she constantly reminds the team to adhere to the company and customer service core values. Sometimes we lose sight of them, she says, and it's always good to revisit them. Having a monthly company and a weekly CS meeting keeps us connected. Not to mention, our virtual office (Pesto).

(T. Park, personal interview, May 09, 2022)".

There are many benefits to air purifiers, including the reduction of airborne pollutants and helping patients keep a cleaner home. Many patients who use air purifiers have given feedback that their homes are fresher and their allergy symptoms have been reduced.

The most important technology to look for in an air purifier is a HEPA filter that is able to trap 99.97% at 0.3 microns. Some other qualities are a charcoal-based activated carbon filter, an air purifier with a long filter life, quietness, and a company that has strong customer support.

6. CONCLUSION

It can be seen that commerce is rapidly shifting to e-Commerce. A successful online brand must present a product that adds value to customers and display that product virtually in a clear and informative manner. Strong e-brands make it easier for customers to trust products or services they haven't seen in person and help them visualize and understand what they're buying. This is accomplished with the assistance of a high-quality website and excellent customer service. Customer service refers to the degree of service provided during and after the transaction as well as the handling of returns and return policies.

Technology provides the conduit, but the experiences are all human. As such, customer service should empathize while being delightful and efficient, thinking beyond their task, and personalizing the experience for each customer. Customers should be at the center of the business operation, and anything that disrupts their experience should be identified and removed.

A brand experience extends beyond a product's quality or a website's usability. It includes factors that the brand cannot always control directly, such as shipping. or stock availability. For customers, this is all a single experience.

A brand must provide value to customers and solve a problem with its product. Rabbit Air purifiers are of the highest quality, and the company's performance is consistently excellent. True HEPA filters from Rabbit Air are also designed to prevent germs and viruses from growing on them. This keeps the filter operating at optimum efficiency for a longer period of time. Overall, customer experience excellence or quality care drives repeat business and profitability. It's vital for the business, not a "nice to have".



6.1. Recommendation

More research is needed on two key components of internet branding: Legally defending your brand and securing site data. When registering your brand name, think big, consult industry experts, and check if the domain is available. Test your brand's relevance and acceptance in other cultures and languages, especially in regions where you want to establish customer clusters. This is a crucial step if you want to expand worldwide. The website's design, content, payment options, user friendliness, etc. Customers and customer service agents should be able to easily navigate and place orders on the website.

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