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A STUDY ON CONSUMERS PREFERENCE ON BRAND LOYALTY

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ABSTRACT

The aim of this paper is to analyze and explore factors that influence consumers trust in the global brands. Summarizing relevant scientific articles and academic literature on brand trust, it was found that there is a need to conduct research which will be dedicated to the consumer trust in the global brands. Until now there is lack of study in this field of trust in the context of global brands and this will be research based in the scientifically way which will shed light in the existing discipline but new way of treatment of case. To be much scientifically we use hypotheses in order to have relevant results from the consumers' perspective. However, in this study survey methodology has been adopted, factors that have impact in the global brand trust were considered. The results will have positive impact in the field of branding, respectively in the field of global brand trust. A total of 50 questionnaire responses were used to empirically test the consumer trust for global brands. This study found that the brand trust has a significant influence in the customer loyalty. In addition, Brand trust has a positive impact on the consumer preference. As well as, the reliability scale for all variables that has been used in this study were .802 (Cronbach's Alpha = .802)

KEYWORDS

Brands, global brands, trust, brands trust.

INTRODUCTION

Among the changes that businesses make as they move toward globalization is a shift in marketing emphasis from product brands to corporate branding (e.g. Aaker, 1996; Aaker and Joachimsthaler, 2000; Balmer, 1995, 2001a; de Chernatony, 1999; Dowling, 2001, 1993; Harris and de Chernatony, 2001; Hatch and Schultz, 2001; Ind, 1997; Kapferer, 1992; Keller, 2000a, b; Knox *et al.*, 2000; Olins, 2000; Schmitt and Simonsen, 1997). This is usually ascribed to the difficulties of maintaining credible product differentiation in the face of imitation and homogenization of products and services, and the fragmentation of traditional market segments that occurs as customers become more sophisticated and markets more complex. In an era when companies can no longer base their strategy on a predictable market or a stable preferential product range, the ground rules for competition change. Differentiation requires positioning, not products, but the whole corporation. Accordingly, the values and emotions symbolized by the organization become key elements of differentiation strategies, and the corporation itself moves center stage.

In the context of consumer perspective we can say that we all live in the era of brands, respectively this century is century of global brands. However, even if today's economy can be seen as being in a global era, cultural differences are still important.

Consumers reinterpret the brands according to their cultural backgrounds and own perspectives which can lead to that the brand perception by the consumers can differ from the brand expression communicated from the company. The proximity between local culture and local brands is important for companies because it allows them to build better relations to their consumers and also to better respond to and meet their needs

THEORETICAL REVIEW GLOBAL BRANDS

Going global seems to be the dominant theme of modern marketing as researchers have found that many consumers prefer global brands over local competitors because global brands are associated with superior quality, worldly knowledge on consumption trends, and higher social prestige.

Erdogmus *et al.*, (2010) argue that the most important challenges when it comes to standardization of branding include decisions on three matters:

1. *Brand positioning and core values* – this includes unique and distinct values that are specifically emphasized in brand positioning to differentiate the brand from competitors.
2. *Visible brand elements* – which are name, logo, package, label, product design and features.
3. *Brand peripherals* – which is aspects of branding strategy that relate more closely to general marketing strategy such as warranties and after-sales services.

BRAND TRUST

Based in the many academic literature trust has receive attention from scholars in the field of marketing, management even nowadays in psychology, economics and others applied areas. Brand trust is defined as „the willingness of the average consumer to rely on the ability of the brand to perform its stated function“ (Chaudhuri and Holbrook, 2001). On the other hand, Aker (1997) argued that measures trust under the dimension of sincerity, which is one of the five brand personality dimensions. This dimension as part or overall brand personality dimensions is made up of traits such as down-to-earth, honest, wholesome and cheerful. Davies *et al.*, (2004) measures trust under the dimension of agreeableness with their measure for corporate image or character.

METHODOLOGY

Measuring consumer brand trust is not easy issue. To be clear and understandable for our research we tried to find relevant literature which are dedicated to the brand trust. In the different literature we found many suggestions related to the many scales and models with multi dimensions construct. Based in this context Morgan and Hunt (1994) developed a scale to measure brand trust using a seven point liker scale. However, this scale is based in a number of statements with different traits describing trusting relationships, like faithful, integrity, honest and truthful. Compare to the Morgan and Hunt model of consumer brand trust, Hess (1995) has proposed a special brand trust scale, defined as a multi-dimensional construct containing honesty, an altruism, and a reliability dimension. The instrument adopted in this research was a self administered questionnaire, comprising Mainly of Liker-type five item scales with end-anchors (1 = **strongly disagree** and 5 = **strongly agree**). The questionnaire consists of three main variables, as we have presented in the theoretical model like brand dimensions with the subgroup variables, as we have explain in table number 1, 2.

The four hypotheses have been tested using t-test or independent –sample t-test and ANOVA.

In order to validate all variables, we first have analyzed the reliability of all variables in this questionnaire. The overall reliability for all item (N= 24) was .80 (Cronbach's Alpha = .802) which means that all variables that we have selected in this case are reliable and this is good point to continue with further quantitative analysis. The value of this indicator ranges from 0 to 1 and a guideline in research, based on Annually (1978) as cited by Hinkin (1995, p.979), is that for a scale, the value of at least 0.7 is required. However, despite the reliability of all variables we have measured, as well reliability for three main components. So the reliability, for brand trust, brand preference and brand loyalty is showed below in the table:

TABLE 1

	BRAND TRUST	BRAND PREFERENCE	BRAND LOYALTY
B.T	1	.968	.805
BP	.968	1	.904
BL	.905	0.904	1

H1: The brand trust has significance on Customer Loyalty

BRAND TRUST

TABLE 2

	Sum of squares	df	Mean square	f	Sig.
Between groups	6.970	5	1.394	91.832	.000
With in groups	3.097	204	0.15		
total	10.067	209			

Results in the ANOVAs table provide evidence for the second hypothesis. Based in this evidence null hypothesis is rejected because p - value is less than alpha 0.05, respectively 0.000<0.05 and we can conclude that there is significant influence relationship between brand trust and consumer loyalty, respectively consumers loyalty is influenced by the brand trust.

H2: Brand trust has a positive impact on the consumer preference

TABLE 3

	Sum of squares	df	Mean square	f	Sig
Between groups	7.629	5	1.526	127.672	.000
With in groups	2.438	204	.012		
total	10.067	209			

Findings based in the ANOVAs table provide support for the second hypothesis, we can conclude that null hypothesis is rejected because p - value is less than alpha 0.05, respectively the level of significance is 0.000<0.05 and there is significant positive relationship between self-image congruency and brands preference.

H3: There is a difference between genders in the brand trust Group Statistics

TABLE 4

	n	mean	sd	Standard error
males	132	4.8286	0.23684	0.02061

CONCLUSION AND RECOMMENDATIONS

According to the finding this study provides interesting data from the reliability analysis and hypothesis testing. In all three important dimension of theoretical model seems that exist strong positive reliability, on the other hand the study model is significant. Moreover, we can conclude that there is not a statistically significant difference between male and female in the context on brand trust and brand loyalty. On the other hand, all variables are highly correlated each other, between three main components is high correlation. Based in the analyses, we can conclude that global brands are trusted from consumers despite their gender, age, income and education level, respectively demographic factors. Important part, are consumers preferences for global brand, which is related with significant relationship with brand trust.

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