

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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**THE IMPACT OF THE BRAND TRUST, BRAND ATTACHMENT, BRAND COMMITMENT ON BRAND LOYALTY****MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES  
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BAHAWALPUR****ABSTRACT**

Although various research studies have been conducted to understand the concept of Brand Loyalty but still organizations are unable to capture those variables that affect the brand loyalty the most. The purpose of this study is to find out the factors that affect Brand loyalty and how much is the intensity. Specifically, we took brand trust, brand attachment as the antecedents to see their impact on Brand commitment and further the impact of Brand commitment on Brand loyalty. A questionnaire was developed in order to collect the data for understanding the brand loyalty level in various departments. Convenient sampling was used to collect the data and 150 questionnaires were filled from the students and employees. The research result shows that there is positive significant relationship of brand trust, brand attachment, brand commitment towards brand loyalty. But brand attachment has strong impact on brand commitment then other. This study helps the researchers and the marketers to better understand the key variables that affect brand loyalty.

**KEYWORDS**

brand trust, brand attachment, brand commitment, brand loyalty

## 1. INTRODUCTION

Building a good quality relationship among a brand and consumer has definite to be a winning marketing strategy. Mitchell (1997), clarify high-quality relationship marketing as the act of meeting consumers very tightly around a brand, and building customer loyalty by focused on the wants of consumers. Brand exists along with the customer's cognitive arrangement as images all over labeling promotion and packaging. Branding creates product partition in order to sustain customer needs and wants according to the worldwide survey conducted by Kurt salmon connections about 62% of US consumers and 67% of UK consumers would go to another store if the brand they were looking for was not available at first place they distress. (reda ,1996).

Research on consumer purchase intention is the brand loyalty factors. Developments and risks in long-term relationships with clients are important for maintaining marketing managers. In this context, brand loyalty between consumers and brands, helps with a better understanding of the link. Especially for consumer goods marketing management, brand loyalty, is a strategic objective. Way of sanctions, the fact that first study, analysis of shopping behavior in reducing brand loyalty study.

According to study, loyal customers will be treated that way when you buy a brand. Consider creating a strong brand loyal customer loyalty system to create a marketing plan helps to create. On the other hand, cognitive loyalty marketing literature often reduce the complexity of the decision process (Dick and Basu, 1994) is part of the contact. Affective elements Aaker, (1991), McQueen et al. (1993) and Lacoueilhe (2000) was introduced by. The former mainly deal with brand attachment elements.

A large number of studies focused on the customer brand loyalty and their super results (Russell Bennett et al, 2007 Oliver, 1999) have investigated the benefits possible to achieve. Some scholars oppose the marketing of brand loyalty slowly but surely time (Todd, 1984, Kapferer, 2006) in both the U.S. and Europe is falling.

East and Hammond (1996) shows that the ratio of buyers to change again, while Dekimpe et al, (1997) argue that the most listened to switch brand loyalty is very little support. Brand trust and brand loyalty brand of attachment factors under study is the literature of Service. This study mostly focuses on the cost of consumer orientation with these determinants on brand loyalty due to the perception of customer direction has evolved into the core of strategic marketing. To create a winning service marketing strategy in the Chinese markets, companies must a deeper understanding of how customer direction plays a major role in the relationship among Brand Loyalty and its determinants and how it translates into Brand Loyalty.

According to Keller (1993), the mass researches on brand have been so far paying attention on consuming goods particularly on understanding the effects of brand understanding. There is an increasing trend on branding which is as same as service reason in focused on added value processes. In such view, brand acting a broader role so it is connected not only to end users but also to firm, its human resources and its shareholders. Research papers call this broader view of branding as "service brand" (Brodie et, al,, 2009).

Barry's Advanced Research (2000), who created their personal experiences with service establishment's reason analysis, the way roles in a wide range of brands provides initial insights. Although Berry model still acknowledges that the company offers brand awareness affects brand equity, brand shows "value" that customers receive from their service experiences are more important. Therefore, Berry states that "the company" becomes the main brand quite than the product. Conducted studies have enclosed the ground to construct up this service branding model effectively. They indicate that brand creates an "experimental image", a "dedication to experience servicing" and "communicational self-confidence". Jointly these three studies emphasize the need to have a broader conceptualization when rethinking the usual picture and sign view of the brand (Berry 2000).

The objective of current study is to realize the nature of service brand by using a quantitative study.. Brand image, its dimensions and its insurance services using the same framework of quality and customer loyalty.

Amber and Styles (1996), a set of personality by a commitment to purchase "as, for example, the brand explains," I believe, logic, sensational, tangible or intangible. "To by providing a concept of commitment, Ballmer and Gray (2003) concluded that "the legal brand and most important stockholder core group consists of the strength of mind." in the light of globalization, products and large attention between competing economic alliance with immediate and widespread proliferation of Internet, many aspects of branding has become more important. Enter into the markets for the company or product names confirmed, the position of the trade to keep, and which markets characterized by intense opposition to maintain its existence.

Brand loyalty is the heavy price that the brand targeted specifically at the level of international business marketing and business world is one of the most important issues. In addition, brand loyalty from the viewpoint of marketing strategy is very important topic, especially large and deep enmity existing market through a high stage of his passing was marked by the purchaser brand it is important to keep loyal continued existence and continuity of the organization.

Brand-loyal consumers may be satisfying to pay more for a brand (Jacoby and Chestnut 1998; Pessemer 1959; Reicheld 1996). This strategy considered a more valuable and competent way than attracting a new consumer. In the same way, brand loyalty leads to larger market share when the same brand is frequently purchased by loyal customers (Assael 1998). Therefore, the brand is the single distinguishing factor between opposing and similar products. Furthermore, brand loyalty leading strength does not limited to be a marketing tool only, but also it goes away from this stage to get the goals and future visions to the product and company's completion and their continued existence in the market.

Even though the brand is not incorporated in the organization financial plan, some specialized advisor centers classify brand within the organization property as a part of such assets. Brand is able to conclude the organization's success in a extent that is better than the aptitude of a new plant or scientific development, while building a strong brand allows the organization, even in its toughest times, to sell its product at a high price In addition, opining an entirely new markets, new markets, especially when the organization's growth depends upon the speed is worth. The competitive brand environment variable determines the value of the organization is one. A Guestbook intangible asset as the company is one of the most valuable assets, and the last is the price for customers.

## 2. LITERATURE REVIEW

Build brand loyalty based on customer behavior in response to both the current period and prior periods in time as well as psychological awareness (Dick and Basu, 1994) is determined by what is considered as. Evaluation of literature shows that brand loyalty to investigate two different approaches can be. Determinants of brand loyalty on an estimate of direct character appear. For example, Yoo et al. (2000) examined the impact of the marketing mix variables on Brand Loyalty.

In other determinants approach focuses on the direct impact on brand loyalty. The advertising products or services of the quality expected costs (Moorthy and Zhao, 2000, Kirmani and Wright 1989 Yoo ET al, 2000) influence, and its role will indirectly own brand ads saying that instead, brand loyalty is more serious in building customer awareness affects how. In this approach, for example, such problems are: How do customers see advertising firm. Brand loyalty is not the direct effect of ads that may be unnoticed? If the advertising product costs or consumer perceptions of service quality and brand loyalty is inextricably linked to the whole is, then, how these variables are related to each other throughout the set Copeland term coined by the idea of loyalty. Brand insisted method of customer demand for the product is the final step.

In this phase alternative customers do not recognize, products or services they choose to purchase. Copeland is the idea of brand loyalty and marketing study expansively customer behavior or performance as the two concepts into one complex. Guest (1942, 1944 and 1964) describes an approach to brand loyalty and shopping behavior and preferences of regular behavior is a calculated degree. The original purchase brand loyalty behavior (Farley 1964; Tucker 1964, coachman, 1970, Cunningham 1956) is based. Actual purchase behavior, purchase or acquisition of each class by the total number is one.

On the other hand, many relevance and brand loyalty are the result of education, and Jacoby brand loyalty construct validity of the test, and four types of behavior such as brand loyalty, brand loyalty behavior, multiband as loyalty shown, and loyal to the brand. One of the most complete definition of brand loyalty was produced by Jacoby and Olson (1970). The non-random, prolonged survival as a result of treatment response defined brand loyalty and a certain mental Procedure purchase decision multiple units, which was created by brands to consider.

One of the most complete brand loyalty has been proposed by Jacoby and Olson (1970). Some researchers say the best way to measure brand loyalty, affective loyalty (Bennett and Rundle Thiele, 2000) is to measure by. Polygamous loyalty theory, which says that consumers are not just buying a brand (Dowling and



uncle, 1997) are theories like. As Baldinger and Robinson (1996) are indicated by, brand loyalty, affective loyalty and action loyalty covers. Groth and McDaniel (1993) believe that affective loyalty customer loyalty to a particular brand represents all kinds. Eisman (1990) regulates a specific brand of consumer satisfaction with the purchase process as described loyalty. 1993 Assael) repeatedly purchase the same brand shopping experience with their customer satisfaction on brand loyalty behavior as described.

Build brand loyalty based on user responses, both behavioral and psychosomatic view that is the current time period, as well as the first period, determined by these (Dick and Basu, 1994). In general, brand loyalty as "a deeply held or future repatronize rebuy favorite products/services is defined continuous commitment, as a recurring set of brand purchase brand produces the same or similar circumstances despite the hard work of marketing to influence the switching behavior" (Oliver, 1999, p 34) has the ability. Although behavioral loyalty and attitudinal loyalty between loyalty mechanism, Olsen (2002) could be the difference between points usually very attitudes that loyalty initiatives assessed by measures of behavior is.

The idea grew out of loyalty, Copeland (1923) has coined by resolution. Guests (1942, 1944, 1964) describes an approach to brand loyalty and purchase behavior, attitudes and preferences constancy of the measured level. The original purchase behavior is based on brand loyalty (Farley, 1964; Tucker, 1964; coachman, 1970; Cunningham, 1956).

## 2.1 BRAND COMMITMENT

A consumer wants to maintain a long term dealings with a given brand. The brand loyalty literature, the process of amalgamation better sympathizer part in the determination and definition of this aspect of the behavior (Samuelson and Sandvik, 1997) is far from spread. Commitment is usually a plan and continuity in relations concept as desired. Kiesler (1971) describe as "link, which is located between an individual and his actions."

There are two factors which brand commitment brand confidence and attachment is affected by it. Johnson (1973) as "the extent to which an operation is dedicated to the pursuit of a line." For this reason the concept of commitment, commitment to user cost changes and many sacrifices to maintain the relationship with the brand are ready to undergo. Recently, Gurviez and Korchia (2002) defines this concept as follows: "The idea of commitment clearly understood from the perspective of users or intends to maintain a lasting relationship is as described."

**H1:** Brand commitment has a significant positive impact on the brand loyalty

## 2.2 BRAND TRUST

Cognitive and affective: brand consumers trust the brand as being personified idea, commit yourself to a potential action, has two components. Cognitive component of trust is credibility.

**H2:** Brand trust has a significant positive impact on brand commitment.

## 2.3 BRAND ATTACHMENT

Explain the role of brand loyalty factors with different contrast, adjacent low purchasing behavior allows accounting for intentionality Carefully Brand as attachment "is a psychological variable in the direction of a lasting brand and inalterable (separation is painful) affective response means, and that the psychological closeness of the relationship" (Lacoeuilhe, 2000).

**H3:** Brand attachment has a significant positive impact on brand commitment.

FIGURE 1: PROPOSED MODEL



## 3. RESEARCH METHODOLOGY

The current research is descriptive in its nature. Descriptive research can be explained as describing something, some phenomenon or any particular situation. Descriptive researches are those researches that describe the existing situation instead of interpreting and making judgment (Creswell, 1994). The main objective of the descriptive research is verification of the developed hypotheses that reflect the current situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a community or customers attitude towards any marketing activity (Kumar, 2005).

### 3.1 SAMPLE/DATA

In order to collect the data for understand the situation about adoption of Brand loyalty. A sample of 200 respondents will ask to participate in a self-administered questionnaire. The population of current research is Brand loyalty in Pakistan.

It has ensure that the sample members posses two main qualification to participate in the self administered survey. First, the sample member should be user of Brands and having enough knowledge about Brands. Second, they never purchase any item of any Brand.

We select these sample members from different metropolitan city of Pakistan. Two main clusters will target to collect the sample data like university student and working professionals. The selection of students and working professionals are based on the previous results of the studies on Brand loyalty.

### 3.2 INSTRUMENTS AND MEASURES

The survey instrument of the current study address two major purposes: first is to analyze the relationship of different variables in the adoption of Brand loyalty. Second, to collect information about the different characteristics of the respondents that can be used to understand the variations in different categories. The survey instrument contains sections. Section 1 includes different personal and demographic variables. This section will obtain the respondents information about gender, age, income, education. Section 2 includes the latent variables that are important in the current study.

These variables include Brand trust, Brand attachment and brand commitment towards Brand loyalty. This section of the study is developed based in the past literature and already used questionnaires (Table 1). The scale of the study was adopted from the previous literature and published studies. The first variable of the study is Brand loyalty. This variable has 7 items scales were taken from (Chaudhuri and Holbrook, 2001). The next variable is Brand trust has 13 items scales taken from Gurviez and Korchia (2002). The 3rd variable is Brand attachment with 4 items scales taken from (Lacoeuilhe, 2000; Lacoeuilhe and Belar'd, 2007). The last variable is brand commitment with 7 items scales taken from Fullerton (2005)

TABLE 1: SCALE OF THE STUDY

No.	variables	Items	References
1	Brand loyalty	I get good value for my money. I recommend this brand to someone who seeks my advice. I will continue to be loyal customer for this brand. I intend to buy this brand in the near future. I consider this brand as my first choice in this category. I intend to buy other products of this brand. I consider this brand my first choice in the next few years.	Chaudhuri And Holbrook, 2001
2	Brand trust	The products of this Brand bring me safety. I trust the quality of the products of this Brand. Purchasing products of this Brand is a guarantee. This Brand is sincere towards its consumers. This Brand is honest towards its clients. I found that this Brand renews its products to take into account research progress. I believe that this Brand tries to improve its response to consumer needs on an ongoing basis. I trust the manufacturer of the heavy equipment I am evaluating. I rely on the manufacturer of the heavy equipment I am evaluating. I trust this Brand. I rely on this Brand. This is an honest Brand. This Brand is safe.	Gurviez and Korchia (2002)
3	Brand attachment	I have a lot of affection for this Brand I am attached to this Brand I am attracted to this Brand Thinking about this Brand brings me a lot of joy, pleasure	(Lacoeuilhe, 2000; Lacoeuilhe and Belaid, 2007)
4	Brand commitment	I like this Brand This Brand has a lot of meaning to me I am strongly related to this Brand. I am proud to tell others that I am part of this Brand It would take very little to cause me to leave this Brand. I really care about this Brand I would accept almost any type of job assignment in order to keep working for this Brand.	Fullerton (2005)

### 3.3 PROCEDURE

The questionnaire was distributed among 200 respondents in Bahawalpur. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of study and questions were explained to the respondents so they can easily fill the questionnaire with relevant responses. A total 150 questionnaires were selected and rest of the questionnaires was not included in the further analysis due to incomplete or invalid responses. After collecting the complete questionnaires, these questionnaires were coded and entered into SPSS sheet for regression analysis.

### 3.4 RELIABILITY ANALYSIS

Overall Cronbach's alpha of the variable and more than acceptable and recommended value 0.50 by Nunnally (1970) and 0.60 by Moss et al. (1998). This shows that all the 31 items were reliable and valid to measure the option of consumers towards Brand commitment.

TABLE 2: RELIABILITY OF MEASUREMENT INSTRUMENT

Scales	Items	Cronbach alpha
Brand loyalty	7	.754
Brand trust	13	.841
Brand attachment	4	.653
Brand commitment	7	.794

## 4. RESULT AND ANALYSIS

### 4.1 PROFILE OF THE RESPONDENT

Personal and demographic information such as gender, age, income, occupation, education of brand commitment and potential purchaser over the brands are presented in the following table (Table 3).

TABLE 3: PROFILE OF THE RESPONDENTS

Variable	Category	Frequency	percentage
Gender	Male	72	48
	female	78	52
Occupation	Student	135	90
	Employed	11	7.2
	unemployed	4	2.7
Age	15-20	41	27.3
	20-25	86	57.3
	25-30	19	12.7
	Above30	4	2.7
Income	Below 15000	48	32
	15000-20000	44	29.3
	20000-25000	33	22
	Above 25000	25	16.7
Education	Matriculation	7	4.7
	Inter	22	14.7
	Graduation	32	21.3
	Master	89	59.3

## 4.2 HYPOTHESES TESTING

## 4.2.1 BRAND TRUST, BRAND COMMITMENT

According to the result of the study, the variable of brand trust have a significant positive impact relationship with the brand commitment with ( $B=.312$ ) and ( $p < 0.01$ ). That means the brand trust contribute more than 31% to brand commitment. Results of the current study validate the H1.

## 4.2.2 BRAND ATTACHMENT, BRAND COMMITMENT

The regression result of the study confirm the significant positive relationship between brand attachment and brand commitment with ( $B=.399$ ) and ( $p < 0.01$ ). According to these results, brand attachment contributes more than 39% to brand commitment. Results of the current study validate the H2.

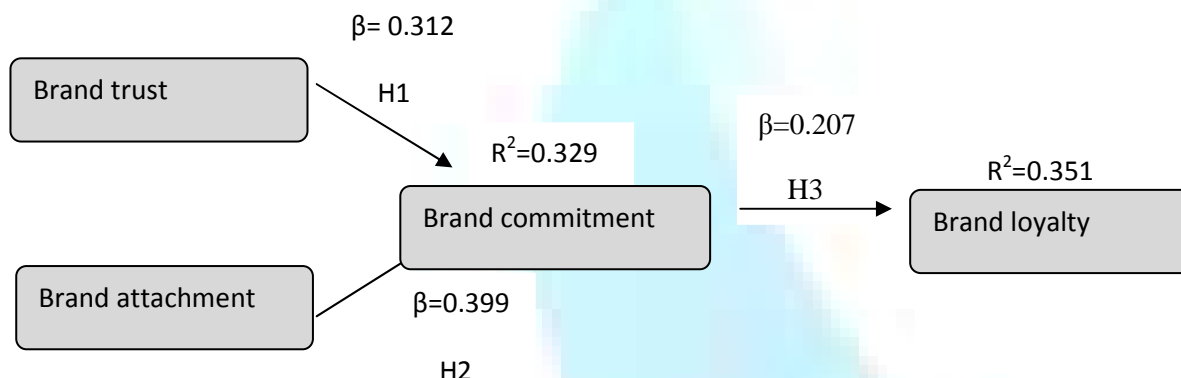
## 4.2.3 BRAND COMMITMENT, BRAND LOYALTY

Regression of the brand loyalty shows that there is significant positive relationship between brand commitment and brand loyalty with ( $B=.207$ ) and ( $p < .05$ ). The results suggest that the brand commitment contributes 20% to brand loyalty. Result of the study validates the H3.

TABLE 4: REGRESSION RESULT

Hypotheses	Model variables	ET.	S.E	C .R	P	Results
H1	B. commitment ← Brand Trust	.312	.099	4.244	***	supported
H2	B. commitment ← Brand Attachment	.399	.073	5.422	***	supported
H3	brand loyalty ← Brand commitment	.207	.044	2.082	*	supported

FIGURE 2: STRUCTURAL MODEL RESULT



## 5. DISCUSSION

Brand attachment and brand loyalty brand defined to include strict confidence. Brand commitment (attitudinal brand loyalty factor) most of the brand purchase behavior (behavioral aspect of brand loyalty) it leads. Explanation approach adopted in this study as well as the behavior of traditional ideas accessible behavioral factors in determination theory takes reservations. Who knowingly committed whole different factors can explain the loyalty behavior is a necessary condition for identification. The opening of brand attachment as a predecessor of brand loyalty contributes to a better thoughtful of this phenomenon whose arrangement can be explained by touching motives.

Affiliate with brand commitment, trust, integrity and the relationship of this process helps to emphasize the double nature. The brand's commitment to reach real brand loyalty is an element. The concept of brand loyalty result in the need to integrate affective verification flow, the loyalty and commitment to the idea conceptualization and quantity appears in the middle of the Element of additional illustrations. Uncontrollable element of bias in the estimated model and brand committed to bringing its brand link between repeated purchase behaviors can change.

It is also nice-looking to notice that the level of loyalty would be tall if it is calculated, as in the current study, in a short period of time. In order to go away from these limits, it would be likely to use section data, to measure frequent buying behavior, completed with questionnaire to measure the other variables. Not only will this method guide to a better measure of behavioral loyalty, but it would also allow testing the evolution of the loyalty phenomenon over time, as well as the development of the involvement of its affective and cognitive antecedents.

It's a brand loyalty study on pattern of cognitive and affective background as an attempt to describe the effects should be considered. The results showed that between brands, brand attachment, brand, brand trust, commitment and time period affects the effect of brand loyalty. Brand loyalty (Amine, 1998) to be the difference between direct and indirect history can be. Include direct history of brand loyalty results of our study can improve.

The objective of this article is to present the role of brand attachment, brand trust and brand commitment as marketing tools for assuring brand loyalty through customer reaction in Bahawalpur from consumer's viewpoint. The Study of Relationship marketing literature, this research brand trust, brand attachment, brand commitment and brand loyalty into view. Brand trust, brand, attachment and commitment are very important for users to answer.

Questionnaire in two parts, demographic profiles and other brand trust, brand attachment, brand commitment and brand loyalty was part of the first part. Reliability and validity of the instrument was determined. Results indicate that brand trust, brand attachment, brand commitment and brand loyalty structure is valid and reliable tool. Data collected through questionnaire survey, SPSS >>> (statistics package for social sciences) using the analysis. Correlation and regression analysis is the study provides interesting results.

According to Study, we can conclude that first; the antecedents of brand loyalty are differences between trust and attachment. Both variables play an important role in brand loyalty seems to. The result of data study shows that trust and attachment in a brand is very important, and is an important factor in the growth of brand loyalty. This result is consistent with that of (Moorman, et.al 1992; Morgan and Hunt, 1994; Lau and Lee, 1999; Moorman, et.al 1992; Chaudhuri and Holbrook, 2001). Trust has been found to boost loyalty a study established the paths by which manufacturers build consumer trust and confirmed a path from consumer trust to loyalty in relationship exchanges (Sirdeshmukh, Singh, & Sabol, 2002).

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