

# The Relation of the Consumer Trust and Brand Loyalty

Zührem Ergün<sup>1</sup>, Osman Nurullah Berk<sup>2</sup>

<sup>1</sup>Selçuk University, Beyşehir Ali Akkanat Tourism Faculty, Konya, Turkey

<sup>2</sup>Selçuk University, Production Management and Marketing Department, Master's Student, Konya, Turkey

**Abstract:** *With the increase of product variety, there is a great competition in everything from food to textiles, automotive to technology. Today, it seems that brand management studies have been used in a wide range of areas from the category of fast consumer goods to the service sector. Regardless of the sector, it has been noticed that products have a stronger position than brand management studies and competitors. The desire of companies to make a difference between products has led to the emergence of the concept of branding. Within the framework of this competition firms are striving to retain customers and create loyalty. In this study, which will be formed to explain the relation between trust and brand loyalty that consumers have in the brand, a field study has been carried out in the light of theoretical information that will be obtained as a result of the literature review, in which a national brand activity in Konya examines the brand loyalty relation on the customers of a market chain.*

**Keywords:** Brand, Brand Trust, Brand Loyalty

## 1. Introduction

Companies are in intensive search to be able to keep their assets and to be able to distinguish themselves from competitors in the market where competition conditions are intense and this competition continues. Efforts to make a difference starting with new product offerings have evolved over time from low-cost production through total quality management practices to customer service and customer relationships. As a result of this process, efforts to realize customer satisfaction reveal the importance of brand management. (Somaklar, 2006: 1)

Whether a firm achieves sustainable competitive advantage in an industry where there is intense competition, or at least is capable of managing its existence, depends on its ability to retain existing customers and stick them to brands or brands. In other words, a loyal customer portfolio is a competitive advantage and asset for a firm (Dekimpe et al., 1997). The value of a strong brand; (Kotler and Armstrong, 2004: 291). Businesses will only survive as long as they can please the customers. Providing customer satisfaction is a prerequisite for customer loyalty (Oliver, 1999: 43).

## 2. Conceptual Framework

### 2.1. Brand

Brand; (Kotler, 2000: 404; Rich and Ildeniz, 2005), where producers and sellers are constantly and regularly offering certain characteristics, benefits and services to consumers. The brand can also be described as a unit that simplifies the customer decision-making process and can meet customer expectations (Keller and Sood, 2003: 2).

### 2.2. Brand Assurance

Confidence; is to believe in the brand before the intention to buy a brand. At this point, the customer's good intentions are also important. The customer thinks of a brand as a

personified entity and expects it to be safe and at the same time a long term reaction. If this expectation is met, the customer assumes happiness. On the other hand, trust is a process that consumers must pass to create a positive relationship (Transporter: Eren and Erge: 2012: 4458). Trust is a continuous process based on whether the counterpart or the brand itself fulfills the expectations. In terms of the customer, what is expected from the brand or the firm is to be able to perform at least the performance of the purchased product. According to this, one must believe that one side will provide the benefit that the customer provides from the brand / firm in the future (Doney and Canon, 1997: 35) so that the other side will have activities that will result in positive outputs for him.

The brand acts as an envoy between the firm and the consumer and represents the firm in relation to the consumer. Thus, confidence in the brand also implies trust in the company. It is considered as a concept that has an important place in many other sciences such as psychology, sociology and economics as well as in the application fields of trust, management and marketing. Trust is defined as the belief that one person will find something he or she desires rather than what the other person is afraid of (Türker and Türker, 2013: 55).

### 2.3. Brand Loyalty

Brand loyalty is known as the measure of the consumer's satisfaction with a brand (Lau and Lee, 1999: 341). Brand loyalty is the intense promise and determination to move again and again to receive or re-patronize a fixed brand or service in the future that pushes the same brand or set of brands over and over again in spite of potential marketing and other situational influences that may cause behavior change (Oliver, 1999: 40). Brand loyalty is defined as a consumer's positive attitude towards a brand and the intention to purchase a certain brand on a regular basis in the future (Pappu et al., 2005: 145).

Volume 6 Issue 3, March 2017

[www.ijsr.net](http://www.ijsr.net)

Licensed Under Creative Commons Attribution CC BY

When the definitions are examined, it is observed that brand loyalty is generally defined as re-purchasing, consumer choosing the same brand continuously. But at this point, the definition that Day (1969) made is different. In the definition of Day, brand loyalty is divided into two as real and fake. Fake brand loyalty, which in general is a necessity or repurchase due to habit; A brand is preferred in spite of alternatives, in the case where the brand is not available, the purchase activity is abandoned, and the emotional connection to the brand is defined as real brand loyalty.

### 3. Research Methodology

#### 3.1. Method of Research and Sample

The questionnaire was used in the creation of the data set of the study and the customers in the shopping centers selling the mark of the research subject in the Meram district of Konya were implemented between October-November of 2016. The questionnaire consists of participants' demographic information, brand liking, brand satisfaction, brand personality, brand trust, brand reputation and brand loyalty. Previous judgments were made in light of previous studies. The scale in the questionnaire consists of the items developed by Lau, Lee (1999) and edited by Yildiz (2006). Since reaching all of the consumers requires long time and cost, the study was conducted through a sample that would represent the main mass. A table of possible sample mass figures to represent a specific mass, prepared by the sample mass (Yazicioglu and Erdoğan, 2004: 50), is taken as a reference. In this context  $\pm 0,05$  sampling error; The number of sample masses determined with  $p = 0,05$  (observation rate of X in main mass) and  $q = 0,05$  (observation rate of main mass X) is 254. A total of 270 customers were reached. As a result of missing and incorrect filling, 242 questionnaires were evaluated. In the study, items belonging to brand trust and brand loyalty are listed as '1' = 'absolutely disagree' and '5' = strongly agree.

The basic hypotheses to be tested in the study are as follows.

**Hypothesis 1:** Participants' brand loyalty perceptions show a meaningful difference according to gender.

**Hypothesis 2:** Participants' brand loyalty perceptions differ significantly from their marital status.

**Hypothesis 3:** The perceptions of trust of the participants to the brand show a significant difference according to age ratios.

**Hypothesis 4:** The perceived confidence of the participants in the brand shows a significant difference according to the income situation.

**Hypothesis 5:** There is a significant relationship between brand trust and brand loyalty.

**Hypothesis 6:** There is a meaningful relationship between the brand's good reputation and the consumer's trust in the brand.

**Hypothesis 7:** There is a relationship between the personality of the brand-image and the trust in the consumer and the brand.

**Hypothesis 8:** There is a relationship between consumers' love of brand, trust in brand and confidence in producer company.

**Hypothesis 9:** Consumers are satisfied with the brand, and there is a relationship between the brand and the trust in the manufacturer.

**Hypothesis 10:** There is a relationship between consumers' brand loyalty and trust in brand and producer company.

### 4. Findings of the Research

The frequency analysis results of the demographic questions in the first part of the questionnaire are shown below. Then, in Table 2, factor analysis results were evaluated and it was determined which factors were included in the questionnaire. Finally, a correlation analysis was conducted to show whether there is a significant relationship between the factors identified in Table 3.

**Table 1: Demographic Information**

Gender	N	Percentage	MaritalStatus	N	Percentage
Male	66	27,3	Married	52	21,5
Female	176	72,7	Single	190	78,5
Total	242	100,0	Total	242	100,0
Age	N	Percentage	MonthlyEarning	N	Percentage
18-24	122	50,4	0-500 TL	45	18,6
25-34	95	39,3	500-1000 TL	58	24,0
35-44	17	7,0	1001-2000 TL	40	16,5
45-55	2	0,8	2001-3000 TL	46	19,0
55 ve üzeri	6	2,1	3001TL andover	53	21,9
Total	242	100,0	Total	242	100,0

When we look at the participants, it is seen that 72.7% are female and 27.3% are male. When age groups are examined it is seen that 50.4% is in 18-24 age group. Afterwards, 25-34 groups are in the second place with a ratio of 39.3%. These ratios indicate that the participants are predominantly young. When the income level is examined, it is seen that 24% of the people who completed the survey according to the related results have an income of 500-1000 TL. When the other income level groups are examined, the ratios are between 18.6% and 21.9%. These results suggest that the individuals participating in the survey are people from different segments of society.

**Table 2: Participants' Evaluations of Reliance on Brand and Brand Loyalty**

Brand Reputation	Mean	Std. Dev.	Cronbach Alpha
This brand is famous for being good.	4,19	0,94	0,713
Other people say to me that this mark is not good.	4,20	1,11	
This brand is famous for its good performance.	4,18	0,95	
<b>Brand Reputation</b>	<b>4,19</b>	<b>0,58</b>	
Confidence In The Company	Mean	Std. Dev.	Cronbach Alpha
I trust this company.	4,28	0,89	0,864
I believe this company will not deceive me.	3,94	1,08	
This company does not disappoint me.	3,92	0,95	
I believe this company can produce good working products.	4,18	0,87	
I have not heard negative comments about this company.	3,73	1,19	
<b>Confidence In The Company</b>	<b>4,01</b>	<b>0,81</b>	

<b>Brand Love</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Cronbach Alpha</b>
I like this brand.	4,28	0,91	0,877
I prefer this brand to other brands.	4,07	1,04	
This brand is my favorite brand.	3,69	1,18	
<b>Brand Love</b>	<b>4,01</b>	<b>0,95</b>	
<b>Brand Satisfaction</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Cronbach Alpha</b>
I am pleased with my decision to take this brand.	4,10	1	0,90
This brand really makes me happy.	4,11	0,95	
I'm not happy to get this brand.	4,41	0,96	
I'm sure you've done something right with this brand.	4,12	0,95	
<b>Brand Satisfaction</b>	<b>4,18</b>	<b>0,55</b>	
<b>Brand Loyalty</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Cronbach Alpha</b>
I recommend this brand to others.	4,14	1	0,80
If this brand was a human, it would not look much like me.	3,62	1,12	
The image of this mark is suitable for my image.	3,76	1,03	
This brand reflects other people.	3,40	1,09	
I do not trust this brand.	4,39	1	
I do not believe in negative comments about this brand.	3,39	1,11	
<b>Brand Loyalty</b>	<b>3,11</b>	<b>0,49</b>	
<b>Brand Image</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Cronbach Alpha</b>
I feel I need to completely trust this brand.	3,66	1,05	0,81
This brand never disappointed me.	3,84	1,05	
I intend to continue to buy this brand.	4,18	0,92	
<b>Brand Image</b>	<b>3,89</b>	<b>0,85</b>	
<b>Confidence in Brand</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Cronbach Alpha</b>
I would prefer to buy another brand instead of this one.	3,03	1,24	0,74
If someone makes negative comments about the brand, defend it.	3,58	1,06	
I would recommend this brand.	4,12	0,95	
I will not change this brand as long as it offers the same quality.	4,19	0,96	
<b>Confidence in Brand</b>	<b>3,71</b>	<b>0,66</b>	

Table 2 shows the opinions of the survey participants regarding the brand's trust and brand loyalty. The original scale consists of 7 sub-dimensions; brand reputation,

confidence in the brand, brand love, brand satisfaction, brand loyalty, brand image and trust in the brand. In this study, the original dimensions were also taken into consideration. The participation level of the participants was measured by the 5-point Likert scale. Accordingly, as the average values in the statements approach 5, the level of participation of the respondent's increases. Also in Table 2 the total average for each dimension is calculated. According to this, participants mostly participate in statements about brand satisfaction, trust in company, brand image, brand image, confidence in brand and brand loyalty.

Then, the Independent Sample T Test and the One-Way Anova Test were applied to test hypotheses about the demographic information generated at the beginning of the research. The results are as follows. Table 3 shows the results of the Independent Sample T Test, while Table 4 shows the results of One-Way Anova Test.

**Table 3: T Test**

	Gender	N	Mean	Std. Dev.	t	Significance (p)
Brand Loyalty	Male	66	3,18	0,58	1,44	0,14
	Female	175	3,08	0,45		
	Marital Status	N	Mean	Std. Dev.	t	Significance (p)
Brand Loyalty	Married	51	3,12	0,56	0,20	0,83
	Single	190	3,11	0,47		

Table 3 shows that the brand loyalty perception of males (0.45) is lower than that of females (0.58), when the results of the T test, which examines the participants' differences in brand loyalty perceptions by sex, are examined. Because the significance value is  $p = 0.14 > 0.05$ , the H1 hypothesis is rejected for the brand loyalty

perception. That is, the brand loyalty perception does not differ according to the genders of the participants. According to the results of examining the difference of the brand loyalty according to the marital status, the brand loyalty perception of the married participants is higher (0,56) than the unmarried ones (0,47). Because the significance value is  $p = 0.83 > 0.05$ , the H2 hypothesis is rejected for the brand loyalty perception.

The results of the One-Way Anova Test, which examines the relationship between participants' age status and income level and trust in the brand, are shown in Table 4.

**Table 4: T Test**

	Age	N	Ortalama	Std. Sapma	F	Anlamlılık (p)
Confidence in Brand	18-24	121	3,80	0,62	1,58	0,18
	25-34	95	3,65	0,65		
	35-44	17	3,63	0,72		
	45-54	2	3,12	1,23		
	55+	6	3,71	1,10		
	Monthly Earning	N	Ortalama	Std. Sapma	F	Anlamlılık (p)
Confidence in Brand	0-500 TL	45	3,82	0,61	2,77	0,02
	501-1000 TL	58	3,84	0,68		
	1001-2000 TL	40	3,79	0,58		
	2001-3000 TL	46	3,48	0,74		
	3001 TL +	52	3,62	0,61		

The descriptive statistics and variance analysis values of the data given in the tables above are available. When the

participants' age level is examined, the level of confidence in the brand is highest in the 18-24 age group (3.80), while the

confidence level of the participants in the 45-54 age group is the lowest in the brand (3,12). According to F test result made at 95% confidence level, the value of trust to the brand was found to be  $p = 0,18 > 0,05$ . H3 was rejected because  $p > 0,05$  for confidence in the mark. That is, the level of confidence that participants have in the brand does not show any significant difference according to age groups. When comparing the income levels, the level of confidence in the brand is highest in the participants with a income level of 501-100 TL (3.84), while the level of the participants with

income level of 2001-3000 TL (3.48) is the lowest. According to this result, the value of trust in the brand was found as  $p = 0,02 < 0,05$ . That is, since  $p < 0,05$  for brand trust, the H4 hypothesis was adopted, which claimed that participants' trust perceptions on brand were significantly different according to their income status.

The results of testing the hypotheses established at the beginning of the research are shown in Table 3 by interpreting the correlation analysis.

**Table 5: Correlation Analysis**

	<i>Brand Reputation</i>	<i>Confidence In The Company</i>	<i>Brand Love</i>	<i>Brand Satisfaction</i>	<i>Brand Loyalty</i>	<i>Brand Image</i>	<i>Confidence in Brand</i>
Brand Reputation	1	,493**	,515**	,467**	,429**	,471**	,479**
Confidence In The Company		1	,742**	,712**	,570**	,779**	,680**
Brand Love			1	,781**	,586**	,734**	,635**
Brand Satisfaction				1	,620**	,749**	,662**
Brand Loyalty					1	,656**	,517**
Brand Image						1	,719**
Confidence in Brand							1

**Not: \* $p < .001$**

Table 2 shows the relationship between the dimensions examined as seen in the correlation matrix. Each subscale of the scale has a statistically significant ( $p < .001$ ) relationship to other dimensions. The relationship between dimensions is calculated by Pearson Correlation. In this context, the hypothesis that the scale has a positive relationship between the sub-dimensions is accepted as 1-2-3-4-5-6. It is seen that the highest ratio is between 0,779 and Trusted Brand Image and the weakest relationship is between Brand Name and Trusted Confidence with 0,493. In general, the relationship between all dimensions is strong.

## 5. Result and Suggestion

In today's national and global competitive markets, parallel to the widespread use of mass media, competition is increasing and markets become increasingly uniform. For that reason branding has become inevitable for companies to differentiate and create advantages. Being a brand creates much more value in an environment where competition is becoming increasingly difficult to achieve with ordinary products. In this context, the trust that consumers have in the brand and the brand loyalty relation in this study are examined through the subject which is the subject of the research.

With this information prepared in the light of this information and anticipations, information such as brand satisfaction, brand loyalty, confidence in brand and producer company, brand image and brand love were measured and related data were analyzed and information about the brand in a store chain in Konya province was searched And examined. The results of the research in the study are the results of the field study conducted to determine the relationship between consumer demographics, brand loyalty and trust.

Participants are people who live in the neighborhood where the chain of supermarkets is located. When gender distribution was examined, it was observed that 72.7% were

female and 27.3% were male. Looking at the results for the age groups, 50.4% of the participants were in the age range of 28-24 years, indicating that this brand is an attractive brand for young consumers. The results related to the level of income show that the average of the participants is composed of people with all kinds of income levels, indicating that the customer's range of products is wide enough to appeal to all kinds of customers.

According to the results of the correlation analysis conducted in the research, it was determined that there is a meaningful relationship between the subscales of the scale used, namely, the brand's reputation, brand love, confidence in the firm, brand satisfaction, brand loyalty, brand image and trust in the brand. In this respect, it is safely associated with customers' liking of brand, reputation of brand, satisfaction of brand and having a positive image in the eyes of consumer of brand. It is clear that this will affect the purchasing habits of consumers.

The fact that this work was carried out on a certain part of the people of Konya is an important constraint. Therefore, it is important to carry out studies covering all of the customers who use this brand in the following studies. It is also thought that in addition to the repetition of the study for different samples in the subsequent studies, the literatures will provide important contributions to the study by restricting the product groups.

## References

- [1] SomaklarÖzpınar, Fulya (2006). İşletmelerdeMarkaYönetimiSüreciVeBirUygulama, YüksekLisansTezi, DokuzEylülÜniversitesiSosyalBilimlerEnstitüsü, İzmir
- [2] Keller veSood (2003). Brand Equity Dilution. Mit Sloan Management Review, 45(1), 12-15.
- [3] Dekimpe, Marnik.G, Steenkamp, Jan-.Benedict M, and Mellens, Martin, (1997). "Decline and Variability in

- Brand Loyalty", International Journal of Research in Marketing. 14(1997), 405-420.
- [4] Kotler, Philip and Gary, Armstrong (2004), Principles of Marketing( 6th Edition). New York:Prentice Hall
- [5] Oliver, Richard L. (1999), "Whence Consumer Loyalty?", Journal of Marketing, Special Issue, 63(4), 33-44.
- [6] Robert Jr., Lionel P., Dennis Alan R & Hung, Yu-Ting Caisy (2009). Individual Swift Trust And Knowledge-Based Trust In Face-To-Face And Virtual Team Members, Journal Of Management Information Systems/Fall, 26(2), 241-279.
- [7] Zengin, Burhanettin. VeHalukİldeniz. (2005), "TurizmSektöründeMarkaVelmajOluşturmanınMüşteri TalebineEtkileri", PazarlamaDünyasıDergisi, Eylül-Ekim, 38.
- [8] Gefen, David, Straub, W. Detmar, (2004), " Consumer Trust In B2c E-Commerce And The Importance Of Social Presence: Experiments In E-Products And E-Services", The International Journal Of Management Science, 32(2004), 407-421.
- [9] Eren, Selim Said Ve Erge, Aydın, (2012), Marka Güveni, Marka Memnuniyeti Ve Müşteri Değerinin Tüketicilerin Marka Sadakati Üzerine Etkisi, Journal Of Yasar University , 2012 26(7), 4455 – 4482.
- [10] Doney, P. and Cannon, J. (1997), "An Examination of The Nature of Trust in Buyer- Seller Relationships", Journal of Marketing, 61(2), 35- 51.
- [11] Chaudhuri, A. And Holbrook, M. B. (2001), "The Chain Effects From Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty", Journal Of Marketing, 65 (2), 81- 93.
- [12] Türker, GülayÖzaltınVeTürker, Ali (2013), Gsm Operatörleri Sektöründe Marka Sadakatini Etkileyen Faktörlerin Belirlenmesi; ÜniversiteÖğrencileriÜzerineBirUygulama, Electronic Journal Of Vocational Colleges, Mayıs 2013
- [13] Lau, GeokThengAndSook Han Lee (1999), "Consumers' Trust In A Brand And The Link To Brand Loyalty", Journal Of Market Focused Management, 4,341-370.
- [14] Pappu, Ravi Ve Pascale G. Quester (2006), "A Consumer-Based Method For Retailer Equity Measurement: Results Of An Empirical Study", Journal Of Retailing And Consumer Services, 4(1), 1-13.
- [15] Odabaşı, Yavuz, (1998), Tüketici Davranışıve PazarlamaStratejisi, Anadolu Üniversitesi Yayınları(1998), Eskişehir: İşletmeFakültesiYayınları.
- [16] Şimşek, G.GülhayatveNoyan, Fatma (2009), Türkiye'deceptelefonucihazıpazarındamarkasadakatiicibir model denemesi, ODTU Gelisme Dergisi,36(2009), 121-159
- [17] Yazıcıoğlu, Y. VeErdoğan, S. (2004). Spss Uygulamalı Bilimsel Araştırma Yöntemleri. Ankara: Detay Yayıncılık.