



Consumer Behaviour: Infrere Role of Brand Trust Between Personality and Loyalty

Durgha Devi Loganathan

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Durgha Devi L

Research Scholar

Vellore Institute of Technology, Chennai

ABSTRACT

There are several studies shows how loyalty has been reducing in recent years without clear root, the first and foremost important of an organisation is to make their consumers loyal towards their brand. The aim of this study is to understand the relationship between brand trust, brand personality and brand loyalty and these are the basement of consumer brand relationship. With the help of data collected from 1015 individuals in Spanish market, the study created a structural model and the result shows that indirect effect of brand personality on consumer loyalty, which is interfere by brand trust. Particularly, the result is completely differed with previous study and confess that there is no direct relationship between brand personality and loyalty. Finally, the result of this study suggests for both researcher and manager, because the pervious study shown the effect of brand personality on trust or loyalty. but not the interfere role of brand trust between personality and loyalty.

KEYWORDS

Consumer brand relationship, Brand personality, Brand loyalty, Brand trust

INTRODUCTION

Trust is the only way to satisfy consumer, it helps to improve brand personality that is brand image and its increase brand loyalty (Huang & Cai, 2015). Building of brand trust plays a major role among consumers and which will help to promote long term relationships by previously formed process (Chaudhuri & Holbrook, 2001). By way of brand satisfaction, trust has been broadly explained (Brakus et al., 2009). Besides most of the research has found the impact of brand trust on loyalty and pointing the trust is basic driver of loyalty (Flavian et al., 2005). The relationship between trust and loyalty has been studied fully, because maintaining of loyal consumer is more complicated than attracting new consumers. The ultimate aim of the brand trust is to encourage the consumers to purchase repeat and recommend for future customers (Molinillo et al., 2019).

Research has suggested that brand stratification is not only helps for trust but also for loyalty (Kumar et al., Oliver., 1999). Here the study addresses the interfere role of trust along with credit. Trust has been noted as a factor in indirect relationship between the brand association and brand loyalty (Phan & Ghantous, 2013) with the help of consumer social responsibility and loyalty. Interestingly, the wide range of prior study of loyalty, the relationship between brand personality and brand loyalty has not yet studied broadly (Kim et al., 2001).

There are several studies in brand personality have concluded their results, in form of brand value, brand attitude towards brand which will help to strengthen the relationship between brand and consumers (Coelho et al., 2020; Freling & Forbes, 2005; Keller, 1993; Louis & Lombard, 2010; Maehle et al., 2011; Monlinillo et al., 2017; Sung & Kim, 2010). Besides the research found the brand personality, which influences the customer's purchase intension and purchasing decision (Gordon et al., 2016; Ha & Janda, 2014).

Brand personality effect the brand equity and it helps to create a positive image between brand and consumer. One of the ultimate aims of the brand personality to make a relationship and to maintain relationship with consumer over time. To be note brands are connected with human property (Aaker, 1997). According to Kim et al., 2001) with the effect of brand personality there is an indirect effect on brand loyalty, this indirect effect shows trust as part between personality and loyalty relationship is relevant.

As known that study aims at to understand the consumer brand relationship of brand personality, brand loyalty and brand trust. Previous study as analysed that

brand personality effect the brand trust and brand trust influence the brand loyalty (Japutra & Molinillo, 2019). On the other hand, brand personality does not have a direct effect on brand loyalty. To justify the hypothesis and conceptual model, data were collected from 1015 individuals from Spanish market, with the help of stratified random sampling method.

The main aim of the study is to understand the brand trust interfere role between the brand personality and brand loyalty. Trust in brand effect the brand loyalty and on the other side brand personality has a positive effect in brand trust. Besides the study as found that there is positive direct relationship between the brand personality and brand loyalty, and with a new perspective by analysing the interfere role brand trust.

LITERTURE REVIEW

Connect of brand personality

The concept brand personality is a relationship with some crisis, but their main focus is on attracting academics and professionals which helps to create relationship between the consumer and brand (Austin et al., 2003; Avis, 2012) on the other hand effect on the brand's image. Brand personality suggest that consumers are connected with the human personality property.

The relationship between brand and consumer all the key concepts explains that this paper analysis the effect of brand personality on trust, loyalty and commitment. Here the research analysis the positive effect on brand personality in various aspects; such as brand image, brand preference, brand value, brand association, commitment of consumers, brand loyalty (Lin, 2010 & Stein, 2014). There are several research have focused on what are the main reason of brand personality (Louis & Lombard, 2010).

Brand trust reflects brand loyalty

Pervious research identified that trust plays a major role with consumer as long-term relationship. Only when the consumer satisfied the service, brand image will improve. Finally, risk of purchasing product or service is reduced and on the other side customers are willing to pay more. (Morgan & Hunt, 1994) suggests that trust creates a highly valued relationship, brand trust reflects brand loyalty.

The key concepts of relationship marketing are brand trust, they refer the willingness of the consumers because they deal with the long-term and their will

consistency in the brand relationship. Here key variables used to analysis the trust and consumer satisfaction, the basic process of the satisfaction is to generate the trust and brand loyalty. A brand satisfaction and brand loyalty they help to understand the consumer's need for long term relationship. The prior suggests that brand satisfaction is not enough for brand loyalty. The results of brand loyalty for consumers are likelihood. Brand loyalty is a deep commitment whatever the situation the customer would like purchase the product or service repeatedly. (Chaudhuri & Holbrook, 2001) There are two types of loyalty first is purchase loyalty, it is all about consumers' willingness to purchase the product or services. Second is attitudinal loyalty, it is consumer's commitment to the brand. Generally, loyalty is a process that which manages and ultimate aim is to maintain the valuable relationship between the consumer and brand (Chaudhuri & Holbrook, 2001).

Emotional connect with brand

The greatest goal of the brand is to achieve brand loyalty, keeping the current consumers is more valuable than adding of new consumers. Trust is one of the basic aspects to understand the brand loyalty. some research suggests that trust is connected with consumers loyalty and emotional connect with the brand (Chaudhuri & Holbrook, 2001). A more research is needed to identify the effect of brand personality on trust, as not broadly studied about the relationship between the brand personality and brand loyalty (Kim et al., 2001). Finally, the study shows the conceptual model which highlights the interfere role of trust with the effect of brand personality and brand loyalty.

CONCEPTUAL FRAMEWORK

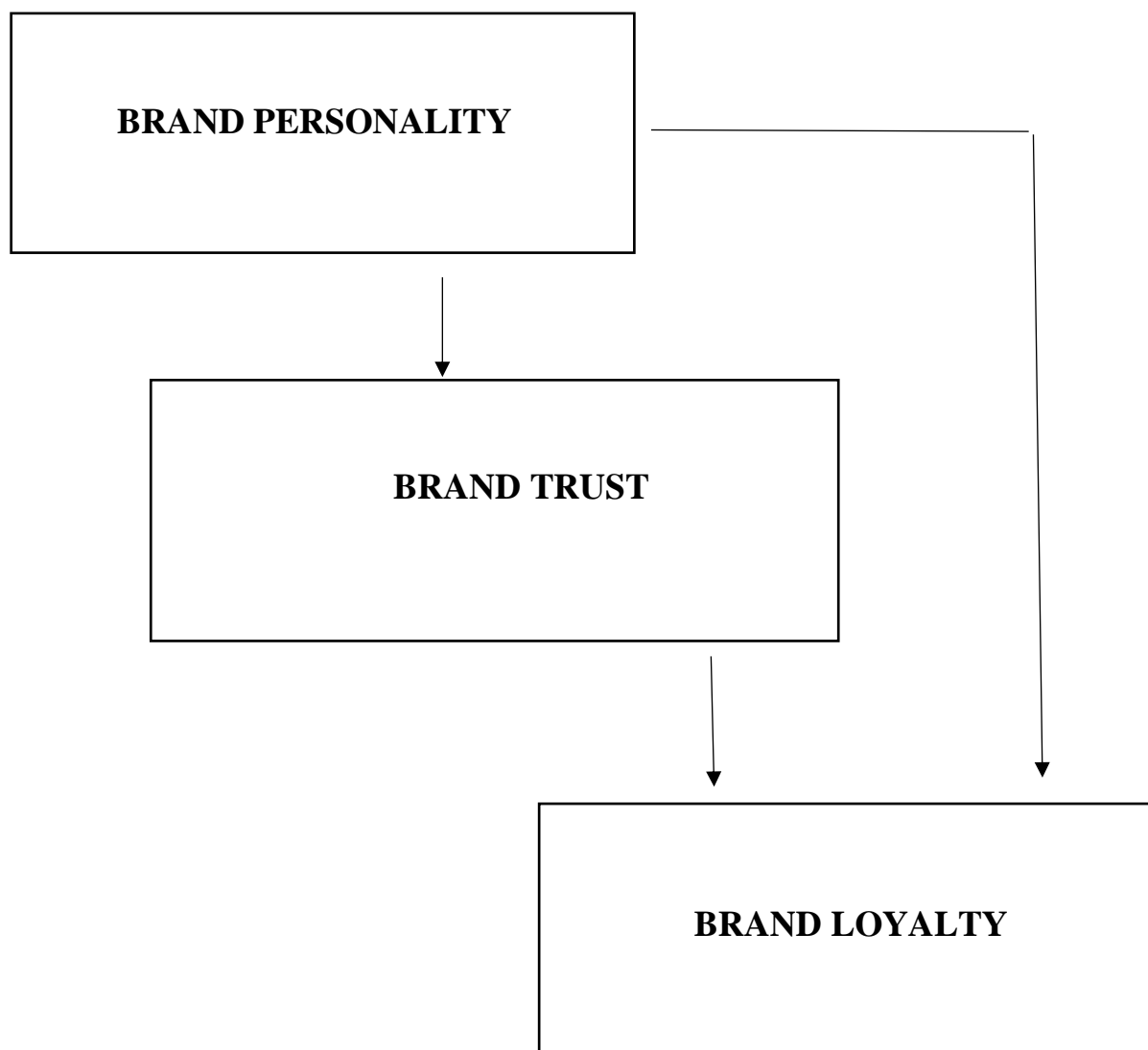
Brand personality and brand trust

Here the view is from relationship marketing, one of the positive results of brand is trust only with those customers the brand personality properties are identified. To determine the level consumers, trust in a brand there are three proposition they are; trustworthiness, humbleness and thoughtfulness. In various view the relationship between brand personality and brand loyalty has been studied (Louis & Lombart, 2010; Rampl & Kenning, 2014; Sung & Kim, 2010) There are three models which have impact on brand personality are trust, loyalty and commitment. Research conducted by (Sung & Kim, 2010) identified that the characteristics of brand personality deals with consumers loyalty, trust and commitment towards the brand. Previous study highlights the relationship shows

the positive impact on consumer brand, which build the trust, loyalty and awareness.

Brand trust and brand loyalty

From various element the effect of trust on loyalty of brand has been studied, elements are like; smartphones, business to business ([Lam & Shankar, 2014](#)). Concerning the interfere role of trust with other credits like banking sectors, we found that brand trust role plays a interfere between the brand association and brand loyalty. In hospitality sector the other research has found that brand trust plays an interfere role as image and loyalty which creates a positive attitude among consumers ([Palacios-Florencio et al., 2019](#)). Certain company symbolism related consumers to buy product; brand loyalty, brand image, brand trust, brand satisfaction these are the symbolism which connect with consumers.



There are two level which will helps to identify the brand with consumers, they are personal level and social level. Personal level is highlighting the brand ethics, with its personality of a person. Social level concern about consumers status, here the brand act as an instrument of communication (Tuskej et al., 2013). Hence, when the consumer has a deep knowledge about the brand identification, they have a much clear support with the brands product. Besides, according to (Sung & Kim, 2010) have identified that brand personality has a direct effect on brand trust and brand loyalty. On the other hand, there is no research have analysis about the interfere role trust between these two. Concerning about the direct relationship between the brand personality and brand loyalty, the research has shown that brand personality spreads a positive impact towards the brand awareness, brand loyalty and brand trust (Japura & Molinillo et al., 2019).

Bran personality and brand loyalty

The research has found that the consumers have several choices in the market, fulfilling the consumers loyalty is dynamic part to survival of brand. (Molinillo et al., 2019) found that brand personality has a positive effect on brand loyalty and brand trust. Besides (Mengxia, 2007) found that consumer view towards brand personality has a positive effect. Finally, the study choosing of brand with certain personality helps the consumers to create a link between the consumer and brand (Fournier, 1998). Once the brand personality increase consumers self-expression, it leads to increase brand loyalty (Kim et al., 2001).

CONCLUSION

Finally, the interfere role of brand trust plays a major part between the bran d personality and brand loyalty. Besides, the study shown that there is no direct relationship between these brand loyalty and brand personality.

We found that there is an indirect effect on brand personality which effects the consumer loyalty. The study suggests two things, on the hand is to achieve loyalty with customers, trust is a basic part which managers have to know. On the other hand, satisfaction which is beyond this highlights the brand personality and leads to trust. Storytelling, story building is based on the brand management which will help to spread positive impact on personality property, these are helps to form loyalty and trust. Finally, the future research should justify the conceptual works. Besides, the study is all about the average consumer in Spanish market and

various sectors like tourism, financial service and industry they are very different from each other like to apply this research with the aim of strengthening and justifying advance knowledge in the model.

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