

## **Analysis of Associations Between Brand Trust Brand Loyalty and Brand Preference: Stationery Industry Application**

**Vahap ÖNEN**

Istanbul Okan University  
Faculty of Applied Sciences  
Istanbul, Turkey

[orcid.org/0000-0001-8592-9430](https://orcid.org/0000-0001-8592-9430)

[vahap.onen@okan.edu.tr](mailto:vahap.onen@okan.edu.tr)

### **Extensive Summary**

#### **Introduction**

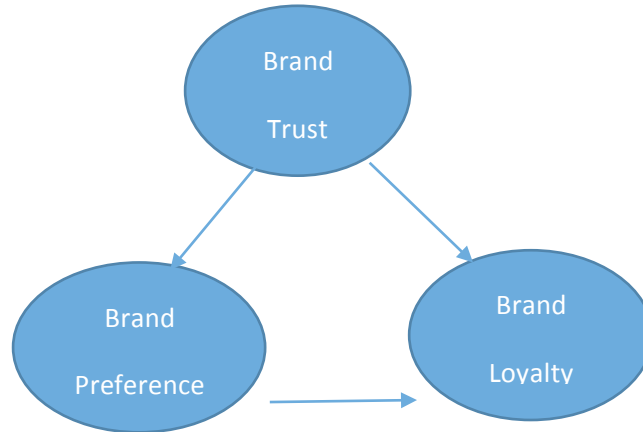
An important way to avoid today's intense competition is to brand products and services. When we examine the properties of successful brands, it can be said that the brand trust has a great affect. If consumers have strong confidence in a brand, then it is possible to re-sellin of goods and services, prevent the switching of the customers, and ignore the negative effects on the brand. However, we believe that brand trust must be ensured in order for the brand preference to be achieved. In this respect, it si thought that brand trust is a important component that affect the formation of the brand preference and brand loyalty. There are not many studies in the literature evaluating the relationship between brand trust, brand loyalty and brand preference. It is thought that this study for

this reason will contribute to this issue. Loyalty is meaning that the customer wants to maintain a relationship with a firm or brand (Cyr et al., 2006). Customers with high brand loyalty are constantly buying brands and their brand loyalty is very high. Loyalty, the frequency of being a customer for a product or service, has always been defined as the preference for the same goods and services or firm (Zeithaml et al., 1996). Trust is belief

in the brand before it intends to buy it. Customers can think of the brand as a personalized entity and always expect long-term and trusted reactions from this brand. Satisfaction from the brand as long as it is expected (Swaen and Chumpitaz 2008, p.13); (Eren and Erge 2012, p.4458), and as the level of satisfaction increases, it is expected that the brand loyalty will become realized. Businesses that have gained a sense of trust among the consumer group have also gained an edge over other competing businesses on the market. It is necessary to gain the trust of the consumer firstly in order to create brand loyalty in the consumer. Trust is an important factor in establishing sound relationships in the process of promises and fulfillment (Selvi, 2007, p.109).

**Model and Method**

The research model has been shown in Figure 1.



**Figure 1 Research Model**

- a)  $H_1$ = There is a positive association between Brand Trust and Brand Preference
- b)  $H_2$ = There is a positive association between Brand Trust and Brand Loyalty
- c)  $H_3$ = There is a positive association between Brand Preference and Brand Loyalty

The survey conducted with 450 consumers in İstanbul, based on quoted random sampling method and 402 of them found acceptable in the frame work %95 interval reliability. In the research, for the Brand Trust Delgado- Ballester’s likert type scale (2004, p. 579), for the Brand Loyalty Özdemir and Koçak’s (2012) likert type scale and for the Brand Preference Chang ve Liu’s Likert type scales were used.

**Finding and Discussions**

The results of the reliability and factor analysis is shown Table 1.

**Table 1 Reliability and Factor Analysis Results**

Scales	Reliability Analysis Cronbach alpha	Exploratory Factor Analysis				
		KMO	Barlett Sigma	Explained Total Variance %	Number of Questions	Omitted Questions
<b>Brand Trust</b>	89,7	0,81	0,00	76,34	4	-
<b>Brand Loyalty</b>	92,1	0,88	0,00	76,2	5	-
<b>Brand Preference</b>	91,2	0,84	0,00	79,1	4	-

The result of regression analysis between Brand Trust and Brand Loyalty is shown Table 2.

**Table 2 Brand Loyalty and Brand Trust Regression Model Summary**

Dependent Variable: Marka Sadakati						
Independent Variable	F	P	B co-efficient	S.E	T	VIF
(Constant)			0,18	0,07	2,39	
Marka Güveni	1567,81	0,00	,92	0,2	35,59	1,0
$R^2 = ,89$	Adjusted $R^2 = ,79$			Durbin-Watson co-efficient= 1,64		

The related regression equation is Brand Loyalty = 0,18 + 0,93\*Brand Trust; therefore there is a positive and good association between Brand Loyalty and Brand Trust. Meaning that if 0,93 unit Brand Trust increase by constant 0,14 unit than on Brand Loyalty one unit positively increase. The result of regression analysis between Brand Preference and Brand Trust is shown Table 3.

**Table 3 Brand Preference and Brand Trust Regression Model Summary**

Dependent Variable: Marka Tercihi						
Independent Variable	F	P	B co-efficient	SE	T	VIF
Mark Güveni	5328,70	0,00	,99	0,2	35,59	1,0
$R^2 = ,93$	Adjusted $R^2 = ,93$			Durbin-Watson co-efficient= 1,92		

The related regression equation is Brand Preference 0,99\*Brand Trust; therefore there is a positive and good association between Brand Preference and Brand Trust.

Meaning that if 0,99 unit Brand Loyalty increase than on Brand Preference positively one unit increase. The result of regression analysis between Brand Preference and Brand Loyalty is shown Table 4.

**Table 4 Brand Loyalty and Brand Preference Regression Model Summary**

Dependent Variable: Marka Sadakati						
Independent Variable	F	P	B co-efficient	SE	T	VIF
(Constant)			0,43	0,095	5,13	
Marka Tercihi	1101,14	0,00	,86	0,026	33,18	1,0
$R^2 = ,73$	Adjusted $R^2 = ,73$			Durbin-Watson co-efficient= 1,89		

The related regression equation Brand Loyalty and Brand Preference is; Brand Loyalty = 0,43 + 0,86\*Brand Preference; therefore there is a positive and good association between Brand Loyalty and Brand Preference. Meaning that if 0,86 unit Brand Preference increase by 0,43 constant unit than one unit Brand Loyalty positively increase.

When we evaluate the scales according to the percentage points of consumers, brand trust was realized as per cent value (61%), brand loyalty (62%), brand preference (61%). These values are estimated to be slightly above the average and firms need to improve these components in terms of all three brand components. The success rankings of the existing brands in all of the brand scales have emerged as Fabel Castell (1.), Bic (2.) and Fatih (3.) brands.

In the regression analysis, it is determined that brand trust is associated with the brand loyalty in a significant and positive way and the relevant  $H_1$  hypothesis is accepted. Accordingly, the increase in per-unit brand confidence positively increases brand loyalty by 0,18 units and 0,93 units in favor of fixed support. Similarly, the association between brand trust and brand preference is determined in a significant and positive way, and the relevant  $H_2$  hypothesis is accepted. Accordingly, the increase in per-unit brand confidence increases the brand preference by 0,99 units positively. Likewise, the association between brand preference and brand loyalty is determined in a significant and positive way, and the relevant  $H_3$  hypothesis is accepted. Accordingly, the increase in per unit brand preference increases brand loyalty positively by 0,86 units in addition to the constant increase of 0,43. As in previous studies, it has been revealed that brand trust in this study supports brand loyalty in a positive way at high level. At the same time, trust in the brand also influenced the brand preference positively. For this reason consumers should consider that brand trust is an important factor in choosing the brand we are offering, and work towards this should be improved. In this sense, we can say that brand trust is a common and important component that supports brand loyalty, and also favorably towards brand preference. The mediating role between brand trust and brand loyalty of the brand preference has not been tested in the study but it is predicted from the results obtained. The work is done in the stationery pen sector. It is also useful to compare the results of similar studies in other sectors.

As a result, this study found that brand trust affects brand preference and brand loyalty at a high level in the significant and positive direction, and that the brand preference affects the brand loyalty at a significant and positive high level. This study will provide an add-value for brand managers and literature support in terms of brand trust, brand loyalty and brand preference associations in brand management. However, there are many other factors that affect brand trust, brand loyalty and brand preference such as brand awareness, brand identity, brand experience, consumer sociological, psychological factors. For this reason, it is recommended to compare the findings of this study by making studies about the other factors that can affect the brand management. The study was made in the sector of stationery paint pencil and it is beneficial to compare the results of studies related to brand trust, brand loyalty and brand preference in other sectors.