

The relationship between brand trust and brand attachment.....

Yomna Mohammed Youssef Eldaly

The relationship between brand trust and brand attachment: An applied study

Dr. Mohammed Abd Allah Elhendawy

Associate professor of Business Administration and Vice dean of post graduate studies - faculty of commerce- Damietta University

Dr. Mohamed Ahmed Lotfy

Lecturer of Department Business Administration at Faculty of commerce Suz canal University

Dr. Hisham Hamid Hawass

Associate professor of Business Administration- faculty of commerce- Damietta University

Yomna Mohammed Youssef Eldaly

Instructor at Faculty of commerce Damietta University



الملخص:

تتناول هذه الدراسة العلاقة بين الثقة والإرتباط بالعلامة التجارية وذلك بالتطبيق على عملاء السيارات الملاكى فى مدينة دمياط، كما أنها تسعى إلى تحقيق مجموعة من الأهداف الأخرى تتمثل فى التعرف على مدى وجود تأثير لثقة العميل بالعلامة التجارية على إرتباطه بها، وتقديم مجموعة من التوصيات فى ضوء نتائج الدراسة والتي تساعد مديرى التسويق على تحسين العلاقة بين عملائهم والعلامة التجارية من خلال الاستفادة من الثقة بالعلامة التجارية. ولتحقيق أهداف الدراسة تم صياغة مجموعة من الفروض، وللتحقق من صحة هذه الفروض، اعتمدت الباحثة على مجموعة من الأساليب الإحصائية تمثلت فى: معامل إرتباط بيرسون وتحليل الانحدار. وأسفرت نتائج التحليل الإحصائي عن مجموعة من النتائج أهمها: وجود علاقة إيجابية قوية بين الثقة بالعلامة التجارية والإرتباط بالعلامة التجارية، وكذلك وجود أثر معنوى للثقة بالعلامة التجارية على الإرتباط بها.

Abstract:

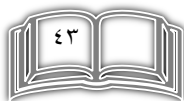
This study aims to examine the relationship between brand trust and brand attachment and explore the impact of brand trust on brand attachment in the context of private car customers staying in Damietta Citie. To achieve the objectives of the study, a set of hypotheses were developed, and to verify the validity of these hypotheses, the researcher depended on a set of statistical methods: correlation and regression analysis. The results of statistical analysis indicate that: there is a significant relationship between brand trust and brand attachment. Brand trust positively affects brand attachment.



Introduction:

Consumer-brand relationships have received great attention in marketing from both academicians and practitioners as they have recognized the importance of building strong consumer-brand relationships and its impact on brand success. (Hwang and Kandampully, 2012). However, the main issue remains in how to establish and maintain strong relationships with customers. To do so, Hwang and Kandampully (2012) concentrates on the role of emotional aspects in this relationship. These emotional aspects have a great role in enhancing relationship quality for customers strongly attached to brands (Hwang and Kandampully, 2012 ; Thomson et al., 2005).

Brand attachment is a cornerstone in the context of relation marketing as it represents the affective component of consumer-brand relationships (Belaid and Behi, 2011). Brand attachment enables marketers to maintain more durable relationship with their customers (Thomson, 2006). Additionally, strong attachment is associated with several outcomes that are desirable to marketers, including: (1) preventing consumers defections (Thomson, 2006), (2) increasing consumers' willingness to forgive brands when facing negative information (Thomson, 2006), (3) predicting consumers' responses to brands (Park et al., 2006a), and generating favorable word of mouth (Park et al., 2006b).



Moreover, brand attachment contributes to high level of brand loyalty and ensures repurchase "against all odds and at all costs, despite situational incentives aimed to inducing switching" (Grisaffe and Nguyen, 2011, P.1052). In same veins, loyalty theorists highlight this notion and distinguish repurchasing based on true loyalty from other repurchasing. True loyalty comes from strong affective bonds with the brand, while spurious loyalty occurs due to other underlying causes such as high switching costs (Grisaffe and Nguyen, 2011).

Trust is an important concept in the context of relational marketing as it is a major factor creates stable and long relationships between brands and consumers (Louis and Lombart, 2010). Trust is the most important characteristic a brand can have (Yannopoulou et al., 2011). Trust differentiate the relationship between brands and consumers from becoming merely transactions (Delgado-Ballester and Munuera-Alemán, 2001).

1. Literature review:

1.1 Literature review of brand trust:

Delgado-Ballester and Munuera-Alemán (2001) investigate the role of satisfaction and brand trust in enhancing customer commitment in the context of high customer involvement. The authors find that brand trust is



affected by customer satisfaction. Additionally the authors support the impact of brand trust on customer commitment, which in turn affect price tolerance (i.e., customers' willing to pay higher prices for the brand) especially in situations of high involvement.

Chaudhuri and Holbrook (2001) attempt to examine the impact of brand trust on brand loyalty and brand performance outcomes (market share and relative price). They find that brand trust positively affect both behavioral loyalty and attitudinal loyalty. Furthermore, they find that behavioral loyalty is associated with greater market share, while attitudinal loyalty is associated with higher relative price for the brand.

Delgado-Ballester and Munuera-Alemán (2005) attempt to explore the impact of brand trust on brand equity. More specifically, they examine the links between (1) satisfaction and brand trust, (2) brand trust and loyalty, (3) brand loyalty and brand equity. The authors indicate brand trust depends on customers' past experience with the brand (i.e., customer satisfaction), and it also positively impacts brand loyalty, which inturn have a positive effect on brand equity.

In the context of automobile industry, Azize et al. (2011) investigate the effect of brand experience on brand trust, and the effect of brand trust on loyalty. They show that

brand experience has a positive impact in brand trust, which in turn positively influence brand loyalty.

Yannopoulou et al (2011) aim to understand the impact of media amplification of a brand crisis on brand trust. More specifically, the authors investigate the impact of customers' direct experience (the private domain) and mass media coverage (the public domain) on consumer' perception of risk and trust. The authors demonstrate that media amplification of a brand crisis has a stronger impact than consumers' direct experience in affecting their perception of risk which in turn negatively impact brand trust .

In the context of fast moving consumers goods (FMCG), Upamannyu and Mathur (2012) attempt to understand the impact of brand trust on brand loyalty and consumer brand extension attitude. The authors find that brand trust doesn't have a direct impact on brand extension attitude. However, Brand trust has a positive strong impact on brand loyalty.

In the context of mobile phone brands, Ercis et al. (2012) investigate the impact of perceived value, brand equity, perceived quality and satisfaction on brand trust. In addition to the role of brand trust in enhancing consumers' commitment. The authors confirm that brand trust is positively affected by brand equity, value, and quality that a



consumer perceived. Moreover, they find that satisfaction positively affect brand trust. Finally, they state that brand trust is a significant predictor of both affective and continuance commitment.

In the context of personal care product class, Kang and Sharma (2012) choose the brand Lux to empirically examine the impact of brand personality on brand trust and perceived value among Indian consumers. The authors indicate that Lux as a brand has a set of favorable personality characteristics, including vivacious, trustworthy, charismatic, best-selling, practical, individualistic, tender, complete, honest, sincere, realistic, and latest. Additionally, the authors reveal that brand trust is an important factor consumers take in to account in deciding which personal care product to purchase. Finally, they find that brand personality has a positive role in building brand trust .

In the context of mobile phone market in Turkey, Azize et al. (2013) examine the relationships between satisfaction, brand trust, and brand commitment, and attempt to understand the moderating role of switching costs in these relationships. The authors claim that satisfaction is positively associated with brand trust. They also indicate that brand trust, in turn, is positively related to brand commitment. Finally, the authors demonstrate that switching

costs have a significant moderating impact on the relationships between satisfaction, trust, and commitment.

Laroche et al. (2013) attempt to understand whether brand communities established on social media affect customers' relationships with marketers, product, brand, and other customers (i.e., customer centric model). In addition, they aim to explore the role of this relationships in enhancing brand trust and loyalty. The authors show that social media based brand communities positively impact customers' relationships with product, brand, company, and other customers. This enhanced relationships have a positive impact on brand trust, which in turn positively impact brand loyalty. Furthermore, they find that brand trust plays a full mediating role in translating the effects on enhanced relationships in brand community into brand loyalty.

Lassoued and Hobbs (2015) examine brand trust in the context of food industry. Specifically, they examine perceived credibility, perceived competence, perceived benevolence, and perceived reputation as factors can affect brand trust in this context. Additionally, they explore the role of brand trust in enhancing consumer confidence in brand attributes. The authors find that perceived credibility, competence, benevolence, and reputation have no significant impact on brand trust. Additionally, brand trust has a



significant direct impact on consumers confidence in product attributes such as product quality and safety.

1.2 Literature review of brand attachment:

In the context of retail banking industry, Park et al. (2010) differentiate between brand attachment and brand attitude strength as two brand equity antecedents. The authors explain that brand attachment have a stronger impact on brand equity than brand attitude strength. Furthermore, they state that brand attachment construct are more successful than brand attitude strength in predicting (1) consumers' intention to purchase, (2) actual purchase behavior, (3) brand purchase share (i.e., the share that a specific brand have among directly competing brands), (4) need share (i.e., the degree to which consumers rely on a specific brand in satisfying their needs, including brands with substitutable products.

Malär et al. (2011) recognize the importance of brand attachment in today's marketing world. The authors attempt to introduce a new different way for creating brand attachment through matching the brand's personality with the consumer's self (i.e., self-congruence). More specifically, they investigate the importance of achieving fit between brand personality and consumer's actual self (i.e., actual self-congruence) and the consumer's ideal self (i.e.,



ideal self-congruence). In addition, they examine the role of three moderators of the relationship between the type of self-congruence and brand attachment: product involvement, self-esteem, and public self-consciousness. Consumers develop strong attachment to brands that meet their actual self. In contrast, they generate lower levels of attachment to brands that fit their ideal self. The authors also indicate that product involvement, self-esteem, and public self-consciousness significantly enhances the positive effect of actual self-congruence while decreases the effect that ideal-self congruence has on brand attachment.

Lefi and Gharbi (2011) explore the relationship between the nostalgia and brand attachment in the context of Tunisian advertising. In addition, they explore the moderating role of gender in this relationship. The authors suggest that building advertising based on nostalgia has a significant role in creating attachment to the promoted brand. They also demonstrate that gender doesn't affect this relationship.

In the context of younger consumer-luxury brand relationships, Hwang and Kandampully (2012) attempt to investigate the impact of three emotional factors (self-concept connection, brand attachment, and brand love) on brand loyalty. The authors find that all the three factors positively impact brand loyalty. Brand attachment has the

strongest impact in enhancing younger consumers' brand loyalty, followed by self-concept connection and brand love. In addition, they indicate that self-concept connection positively impact brand love and brand attachment. The authors also indicate that younger consumers differ in their perceptions of the luxury brands.

In the context of mobile phone users, Chiou et al. (2013) explore the moderating role of brand attachment on the impact of negative online information on consumers' brand evaluation. The authors find that brand attachment plays a significant role in reducing the impact that negative online information has on perceived negative change in brand evaluation and perceived risk.

In the context of fashion sporting brands, Choi et al. (2014) aim to examine the importance of brand authenticity in creating and affecting brand attachment. They examine brand authenticity from a multi-dimensional perspective and find that authority, fashionability, innovativeness, and sustainability have a significant impact on brand attachment. Koniordos (2015) aims to discover the role of brand authenticity on building brand attachment in the context of food industry. Additionally, he investigates the importance of brand attachment in affecting behavioral intentions. The author reveals that brand authenticity is a significant antecedent of brand attachment. Additionally, they state that



brand attachment has a positive significant role in predicting behavioral intentions, specifically, purchasing intentions, willingness to pay more, and willingness to promote the brand.

1.3 literature review of brand trust and brand attachment:

Louis and Lombart (2010) explore the influence of brand personality on brand trust, attachment, and commitment. Additionally, they examine the relationships between brand trust, attachment, and commitment. The authors show all brand personality dimensions affect brand trust except charming and ascendant. They also show that there is a positive relationship between three dimensions of personality (friendly, original, and elegant) and brand attachment. Regarding the link between brand trust and attachment, the authors state that credibility is the only dimension of brand trust affecting brand attachment. Finally, they reveal that brand attachment is a significant predictor of affective and continuous commitment.

Chinomona (2013) aims to examine the correlations between brand experience, brand trust, brand satisfaction, and brand attachment. The author show that:

- There is a strong positive relationship between brand experience and brand trust.



- There is a strong positive relationship between brand satisfaction and brand trust.
- Brand satisfaction positively related to brand attachment.
- Brand trust and brand attachment are strongly related.

2. Theoretical Framework:

2.1 Brand trust:

Trust is the most desirable characteristic in any relationship (ULUSU, 2011). This drives scholars in many disciplines such as psychology, sociology, economics, and even in more applied areas such as management and marketing to pay attention to and provide a deep understanding of this concept (Delgado-Ballester and Munuera-Alemán, 2005).

In basic disciplines such as psychology and sociology, Deutsch defines trust as " the confidence that one will find what is desired from another, rather than what is feared" (Delgado-Ballester and Munuera-Alemán ,2005, P.188). However, in more applied areas like management and marketing, trust has various definitions. An early line of thought simply view trust as behaviors of consumers. In this context, brand trust was only measured by repeat purchasing in terms of volume and value until 1950s (Rishi, 2013). Then, Consumer behavior literature has moved from



defining brand trust in conative or behavioral terms as "the willingness to rely on an exchange partner in whom one has confidence" (Alhabeeb, 2005, P.2 ; Sirdeshmukh et al., 2002, P.17) to a cognitive or evaluative definitions referring to "the extent of confidence in the exchange partner's reliability and integrity" (Alhabeeb, 2005, P.2 ; Sirdeshmukh et al., 2002, P.17).

Researchers also differs around brand trust dimensions. Brand trust can be conceptualized as a uni-dimensional concept as provided by Chauduri and Holbrook (2001). They define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function"(P.82).

Recently, Delgado-Ballester and Munuera-Alemán (2005) explain that brand trust is "The confident expectations of the brand's reliability and intention" (P.188). This definition indicates that trust have a technical and intentional components. The technical component is reliability which refers to "the ability and willingness to keep promises and satisfy customers' needs" (P.188). The intentional component represents intentions which "comprises the attribution of good intentions to the brand in relation to the consumers' interests and welfare, for example when unexpected problems with the product arise" (Delgado-Ballester and Munuera-Alemán, 2005, P.188).



2.2 Brand attachment:

The notion of attachment was initially proposed by Bowlby in psychology where he developed attachment theory to explain infants' relationship with their parents (Thomson et al., 2005). According to Bowlby, attachment is defined as “an emotion-laden mother-infant bonding phenomenon wherein each party manifests intense pleasure in the other's company and especially in the other's expression of affection, whereas distance and expressions or rejection are appraised as disagreeable or painful” (Grisaffe and Nguyen, 2011, P.1053).

Attachment can extend interpersonal relationships context and can be developed toward a variety of objects such as places, gifts, collectibles, brands, and other types of favorite objects (Thomson et al., 2005; Fedorikhin et al., 2008; Park et al., 2010). Such commercial attachment and personal attachment behaves in a similar way (Vlachos and Vrechopoulos, 2012). The logical transference of attachment to brands context is relatively recent in marketing (Grisaffe and Nguyen, 2011).

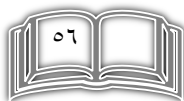
Literature on brand attachment has revealed a wide variety definitions for this concept. For instance, brand attachment can be viewed as a uni-dimensional concept as initially proposed by Lacoeuilhe. In this context brand attachment is defined as " a psychological variable that

reveals a lasting and inalterable affective relationship (separation is painful) to the brand and expresses a relation of psychological closeness to it" (Louis and Lombart, 2010, P.118 ; Belaid and Behi, 2011, P.38).

Thomson et al. (2005) derive their definition from attachment theory and focus on the emotional nature of brand attachment when they define this concept as "an emotional bond between a person and a brand that is characterized by feeling of affection, passion, and connection" (P.80). Affection refers to "the warm-feelings a consumer has toward a brand". It contains the items affectionate, loved, friendly, and peaceful. Passion reflects "intense and aroused positive feelings toward a brand". It characterized by items passionate, delighted, and captivated. Connection describes "a consumer's feelings of being joined with the brand". It includes the items connected, bonded, and attached.

3. Research problem and questions:

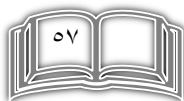
One of the major issues that companies face in today's markets is the war of brands, as competitive products bear very similar and the difference between them becomes smaller. This makes companies face some difficulty to survive and grow (Lin et al., 2011). Additionally, marketers recognize the fact that the cost of attracting new customers is more than keeping current ones as old customers are less



sensitive to price changes (Konuk, 2013). In such highly competitive environment, companies become more interesting in finding effective ways to keep their customers. One common way companies often use to achieve this is through creating switching costs or implementing loyalty programs (Grisaffe and Nguyen, 2011).

However, recent research discovered a more effective way to keep customers through developing and maintaining an intensive emotional bond between consumers and brands. This affective component of consumer-brand relationship represents brand attachment (Grisaffe and Nguyen, 2011). Several researchers demonstrate that brand attachment has an important role in enhancing customers' loyalty (Malär et al., 2011; Hwang and Kandampully, 2012; So et al., 2013) and increasing companies' financial performance (Malär et al., 2011; Park et al., 2010). In addition, brand attachment helps marketers to differentiate their brands from those of competitors as consumers usually develop attachment to only a limited number of brands (Malär et al., 2011).

Such findings motivate researchers to find factors that create and affect brand attachment (Malär et al., 2011; Belaid and Behi, 2011). In responding to this need, this study attempts to answer the following questions:



RQ1: Is there a relationship between brand trust and brand attachment? If there, what is the nature of this relationship?

RQ2: What is the impact of brand trust on brand attachment ?

4. Research Objectives:

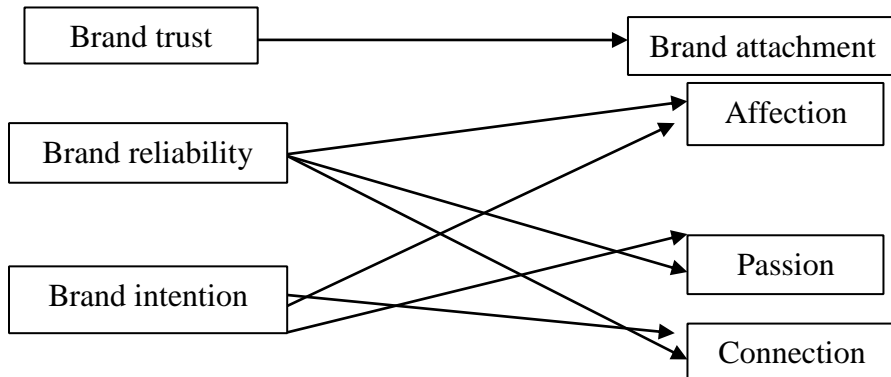
According to the problem of the research, the main objectives of this study are:

1. Determining the relationship between brand trust and brand attachment.
2. Determining the impact of brand trust on brand attachment.

5. Research Model:

The following figure (1.1) represents the proposed research model in this study:

Figure(1): The proposed research model



Source: (Prepared by the researcher based on the literature review).

6. Research Hypotheses:

To achieve the objectives of the study, the researcher formulate the following hypotheses:

H1: There is no significant relationship between brand trust and brand attachment.

This hypothesis can be further divided into the following sub - hypotheses:

H1a: There is no significant relationship between brand trust and brand attachment as a total.

H1b: There is no significant relationship between brand trust dimensions and affection.

H1c: There is no significant relationship between brand trust dimensions and passion.

H1d: There is no significant relationship between brand trust dimensions and connection.

H2: There is no significant impact of brand trust on brand attachment.

This hypothesis can be further divided into the following sub - hypotheses:

H2a: There is no significant impact of brand trust and brand attachment as a total.

H2b: There is no significant impact of brand trust dimensions on affection.

H2c: There is no significant impact of brand trust dimensions on passion.

H2d: There is no significant impact of brand trust dimensions and connection.

7. Research importance:

Study importance can be determined both scientifically and practically as follows:

7.1 Scientific Importance:

The scientific importance of the study is assimilated in the following:

1. This study is considered as an attempt to reduce the gap between the relatively excessive foreign researches and the few Arabic ones in this field.
2. Little attention has been paid to the relationship between brand trust and brand attachment from a multi-dimensional perspective.
3. This study examines the impact of brand trust on brand attachment.
4. This study attempts to provide researchers with a set of recommendations to conduct future research in this field.

7.2 Practical Importance:

The practical importance of the study represented in the following:

1. This study explores the role of brand trust as a factor can affect consumers' attachment to brands in the context of private car customers in Damietta city.
2. Shedding light on brand attachment can provide marketing managers with some useful insights into customer relationships with brands.

8. Variables used in the study:

This study aims to explore the relationship between brand trust and brand attachment. Thus, this study involves the following variables:

1. Independent variable (brand trust) is "The confident expectations of the brand's reliability and intention". It consists of brand reliability which represents "the ability and willingness to keep promises and satisfy customers' needs", and brand intentions that refer to "comprises the attribution of good intentions to the brand in relation to the consumers' interests and welfare, for example when unexpected problems with the product arise" (Delgado-Ballester and Munuera-Alemán, 2005, P.188).
2. Dependant variable (brand attachment) is "an emotional bond between a person and a brand that is characterized by feeling of affection, passion and connection". It consists of three dimensions: Affection,



Passion, and Connection. Affection refers to “the warm-feelings a consumer has toward a brand”, Passion reflects “intense and aroused positive feelings toward a brand”, and connection describes “a consumer's feelings of being joined with the brand” (Thomson et al., 2005, P.80).

9. Population and Sampling:

9.1 Population:

The population for this study consists of private car owners staying in Damietta cities which equal to 46450 as stated by Damietta traffic police in 21/2/2015. This study is limited to customers staying in one of these cities as this more easier to the researcher. The researcher choose private car customers context for several reasons:

- When customer tend to purchase a car, he spend a period of time collecting information about brands, asking friends about their experience, and carefully select the one that best meets his needs. This makes this context relevant to brand trust as shown in the exploratory study.
- Customers often don't change their cars in a short period of time. This is relevant to brand attachment as literature review indicate that brand attachment develops over time.

9.2 Sampling technique:

Due to the difficulty to reach all the population and other restrictions including time and cost, this study has been limited with the sample. As there is no sample framework for customers who have private cars, convenience sampling technique has been used in this study.

9.3 Sample size:

The sample size determined at confidence level 95% and standard deviation 5%. The sample size calculated according to (Malhotra, 2007, P. 373) as follows:

$$n = \frac{\Pi(1-\Pi)z^2}{D^2}$$

$$n = \frac{0.5(0.5)(1.96)^2}{(0.05)^2}$$

$$n = 384$$

where:

n: sample size

z: the number of standard errors a point is away from the mean.

D: level of precision (0.5)

Π: population proportion

10. Data collection tool:

The survey method used a self administered questionnaire. This questionnaire was developed based on literature review and was modified to be consistent with the

context of car brands. The questionnaire consists of three sections:

The first section contains an open-ended question to identify the brand of respondent's private car. **The second section** contains eight items to measure brand trust. **The third section** explore ten items to brand attachment.

11. Measurements used in the study:

This study contains two main variables:

▪ **The independent variable: Brand trust:**

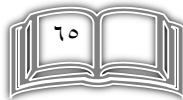
It was measured by eight statement developed by (Delgado-Ballester and Munuera-Alemán , 2005) and contains two parts: brand reliability and brand intentions with four statements in each part. A five point likert scale was used ranging from strongly disagree (1) to strongly agree (5). The researcher used this measurement scale for several reasons:

- It is a relatively new scale for brand trust and measure brand trust as a multi-dimensional concept, when compared with the scale introduced by Chaudhuri and Holbrook (2001) which measure brand trust as a uni-dimensional concept.
- Recent studies on brand trust depends on this measurement scale such as (Azize et al., 2011; ULUSU, 2011).

▪ **The dependent variables: Brand attachment:**

The researcher depend on (Thomson et al., 2005) measurement scale which measure brand attachment by ten statements (four for Affection, three for Passion, and three for brand-self connection). A five point likert scale was used ranging from strongly disagree (1) to strongly agree (5). The researcher used this measurement scale for several reasons:

- It has been developed based on the original theory of attachment "attachment theory". Additionally, this measurement scale recognize the difference between attachment and other similar concepts.
- This measurement scale is the only one that clarify the extent to which customers are attached to brands. Specifically, this questionnaire include three dimensions, each dimension expresses a certain degree of attachment. For example, the first dimension "affection" expresses quiet affection and represent the lowest degree of attachment. The second dimension "passion" expresses ardent feelings toward the brand and represent a middle degree of attachment. The third dimension "connection" represent the highest degree of attachment in which customers see the brand as a part of themselves.



12. Reliability and validity of measures:

The researcher depends on literature review in measuring the variables of the study, and has modified some items to be consistent with the context of the study. The questionnaire was pre-tested by introducing it to 50 private car customers included in the study.

Reliability refers to " the extent to which a scale produces consistent results if repeated measurements are made on the characteristics" (Malhotra, 2007, P.284). Reliability test was performed using cronbach's alpha coefficient to examine the consistency of the scales used in this study. The coefficient alpha ranges from 0 to 1. The closer cronbach's alpha value to one the higher the internal consistency. Table (1) shows the reliability and validity coefficients of the measurements used in the study.

Table (1)
Reliability and Validity coefficients
of the measurements used in the questionnaire

Variables	Number of items	Cronbach's alpha	Validity
Brand Trust	8	.883	.940
Brand Reliability	4	.900	.949

Brand Intensions	4	.812	.901
Brand Attachment	10	.938	.969
Affection	4	.785	.886
Passion	3	.879	.938
Connection	3	.917	.958
Total measurements	18	.951	.975

Source: (prepared by researcher based on statistical analysis)

As shown in table (1), the cronbach alpha for total measurements used in this study is (.951), for brand trust is (.883), and for brand attachment is (.938). These coefficients are good for research purpose, and indicates that the measurements used in this study are reliable. To illustrate the validity of the scales used in this study, validity coefficient has been calculated (the value of validity coefficient is the square root of the alpha coefficients).

13. Statistical analysis techniques:

Number of statistical techniques was used and data was analyzed by using SPSS, these techniques are:



- 1. Cronbach's alpha coefficient:** to assess the reliability and validity of the measurement scales.
- 2. Pearson Correlation:** to examine the relationship between brand trust and brand attachment (H1).
- 3. Simple regression:** to explore the impact of brand trust and brand attachment (H2).

14. Results:

A total of 400 questionnaire were distributed in a convenience sampling to avoid the loss of some questionnaires or incomplete response. 304 accurate and complete questionnaires were collected and analyzed. Hence, this research received a response rate of 76%.

13.1 Testing the First Hypothesis:

H1: There is no significant relationship between brand trust and brand attachment.

To test these hypotheses, Pearson correlation was conducted and statistical analysis results are shown in table (2).

Table (2)
Statistical analysis results of correlation between variables of the study

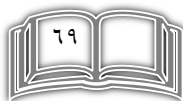
	Brand trust	Brand reliability	Brand intension
Brand attachment	.721**	.779**	.513**
Affection	.718**	.731**	.542**
Passion	.664**	.744**	.453**
Connection	.576**	.641**	.397**

** Correlation is Significant at the 0.01 level.

Source: (prepared by researcher based on statistical analysis results).

By analyzing the previous table, it is shown that:

- **The first sub-hypothesis was rejected.** So, it is shown that there is a positive relationship between brand trust and brand attachment as a total ($r = .721$) at significance level 1%. This result comes consistent with Chinomona (2013).
- **The second sub-hypothesis was rejected.** So, it is shown that there is a positive relationship between brand trust dimensions (brand reliability, $r = .731$, and brand intentions, $r = .542$) and affection at significant level 1%.
- **The third sub-hypothesis was rejected.** So, it is shown that there is a positive relationship between brand trust



The relationship between brand trust and brand attachment.....

Yomna Mohammed Youssef Eldaly

dimensions (brand reliability, $r = .744$, and brand intentions, $r = .453$) and passion at significant level 1%.

- **The fourth sub-hypothesis was rejected.** So, it is shown that there is a positive relationship between brand trust dimensions (brand reliability, $r = .641$, and brand intentions, $r = .397$) and affection at significant level 1%.

5.2.2 The Second Hypothesis:

H2: There is no significant impact of brand trust on brand attachment.

This hypothesis can be further divided into the following sub - hypotheses:

The first sub-hypothesis:

H2a: There is no significant impact of brand trust on brand attachment as a total.

To test this hypothesis simple regression analysis is conducted and results of statistical analysis are shown in table (3).

Table (3)

Statistical analysis results to determine the impact of brand trust on brand attachment as a total by using simple regression model

R ²	F (sig.)	independent variable	Estimates			
				B	T	Sig.
.519	326.362 (.00)	Brand trust	Constant	1.087	6.769	.000**
			BT	.758	18.065	.000**

** significant at the 0.01 level.

Source: (prepared by researcher based on statistical analysis results).

The results show that:

- The F value equal (326.362) and it is significant (0.000) at significance level 1%, as the (P- value=0.000) was less than the significance level which reflects the significance of the overall Simple Regression model. All regression coefficients are positive, which indicates that brand trust has a significant positive impact on brand attachment.
- Brand trust as an independent variable explained 51.9% of the changes that occur in the dependent variable (brand attachment).

Based on the above results, the first sub-hypothesis of the second hypothesis is rejected and alternative hypothesis

is accepted which indicates that there is a significant impact of brand trust on brand attachment. This means that customers develop attachment to a brand that provides them with security and takes their interests in to account. This result comes consistent with Louis and Lombart (2010) findings that brand trust has a positive significant impact on brand attachment as a total.

The second sub-hypothesis:

H2b: There is no significant impact of brand trust dimensions on affection.

To test this hypothesis simple regression analysis is conducted and results of statistical analysis are shown in table (4).

Table (4)

Statistical analysis results to determine the impact of brand trust dimensions on affection by using simple regression model

R ²	F (sig.)	independent variables	Estimates			
				B	t	Sig.
.535	346.858 (.000)	Brand reliability	Constant	.928	5.360	.000**
			BR	.748	18.624	.000**
.294	125.858 (.000)	Brand intension	Constant	2.841	23.980	.000**
			RI	.390	11.219	.000**

** significant at the 0.01 level.

Source: (prepared by researcher based on statistical analysis results).

The results show that:

- The F value equal (346.858) and (125.858) respectively and it is significant (0.000) at significance level 1%, as the (P- value=0.000) was less than the significance level which reflects the significance of the overall Simple Regression model. All regression coefficients are positive, which indicates that brand reliability and brand intentions have a significant positive impact on affection.
- Brand reliability and brand intentions as an independent variables explained 53.5% and 29.4% respectively of the changes that occur in the dependent variable (affection).

Based on the above results, the second sub-hypothesis of the second hypothesis is rejected and alternative hypothesis is accepted which indicates that there is a significant impact of brand trust dimensions on affection.

The third sub-hypothesis:

H2c: There is no significant impact of brand trust dimensions on passion.

To test this hypothesis simple regression analysis is conducted and results of statistical analysis are shown in table (5).

Table (5)

Statistical analysis results to determine the impact of brand trust dimensions on passion by using simple regression model

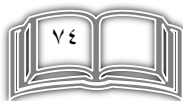
R ²	F (sig.)	independent variables	Estimates			
				B	T	Sig.
.554	374.693 (.000)	Brand reliability	Constant	-.007	-.034	.973
			BR	.929	19.357	.000**
.206	78.141 (.000)	Brand intension	Constant	2.652	17.274	.000**
			RI	.398	8.840	.000**

** significant at the 0.01 level.

Source: (prepared by researcher based on statistical analysis results).

By analyzing the previous table, it is shown that:

- The F value equal (374.693) and (78.141) respectively and it is significant (0.000) at significance level 1%, as the (P- value=0.000) was less than the significance level which reflects the significance of the overall Simple Regression model. Results also indicate that brand



reliability and brand intentions have a significant positive impact on passion.

- Brand reliability and brand intentions as an independent variables explained 55.4% and 20.6% respectively of the changes that occur in the dependent variable (passion).
- The constant coefficient for brand reliability was insignificant (.973) at significance level 5%.

Based on the above results, the third sub-hypothesis of the second hypothesis is rejected and alternative hypothesis is accepted which indicates that there is a significant impact of brand trust dimensions on passion.

The fourth sub-hypothesis:

H2d: There is no significant impact of brand trust dimensions and connection.

To test this hypothesis simple regression analysis is conducted and results of statistical analysis are shown in table (6).

Table (6)

Statistical analysis results to determine the impact of brand trust dimensions on connection by using simple regression model

R ²	F (sig.)	independent variables	Estimates			
				B	t	Sig.
.411	210.686 (.000)	Brand reliability	Constant	-.284	-1.027	.305
			BR	.931	14.515	.000**
.158	56.558 (.000)	Brand intension	Constant	2.358	12.826	.000**
			RI	.405	7.520	.000**

** significant at the 0.01 level.

Source: (prepared by researcher based on statistical analysis results).

By analyzing table (6), it is shown that:

- The F value equal (210.686) and (56.558) respectively and it is significant (0.000) at significance level 1%, as the (P- value=0.000) was less than the significance level which reflects the significance of the overall Simple Regression model. Results also indicate that brand reliability and brand intentions have a significant positive impact on connection.

- Brand reliability and brand intentions as an independent variables explained 41.1% and 15.8% respectively of the changes that occur in the dependent variable (connection).
- The constant coefficient for brand reliability was insignificant (.305) at significance level 5%.

Based on the above results, the fourth sub-hypothesis of the second hypothesis is rejected and alternative hypothesis is accepted which indicates that there is a significant impact of brand trust dimensions on connection.

15. Recommendations:

From the research results and findings, several recommendations are suggested to help marketing managers enhance their relationship with customers as follows:

1. Marketing managers should invest in building an emotional bond with their customers by enhancing their perception of trust as this study shows that brand trust has a positive significant impact on brand attachment.
2. Marketing managers can reinforce customers' perception of trust in their brand in several ways:
 - concentrate on customers' needs and give priority to customers and their interests over company's sales in a short-term. For example, when Toyota managers

discover a problem with one of their cars, they decide to withdraw it from the market. This reinforce customers' perception of trust.

- Make sure that service centers are available for customers everywhere as possible and ensure that these centers do their best in solving customers' problems and treat them well.
- Link the brand name to trust in customers' minds through the role of Advertising and mass media.
- Clarify that the company works to reduce the risks that customers can face and takes into account safety and security standards.
- Make sure that its clear for customers that the brand has the ability to keep its promises and a great history of addressing their concerns honestly.

References

- Alhabeeb, M., J., (2005), "Consumer Trust and Product Loyalty", *Proceedings of the academy of Marketing Studies*, Vol.(10), No.(1), PP.1-6.
- Azize,S., Cemal,Z., and Hakan,K., (2011), "The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research on Global Brands", *Procedia - Social and Behavioral Sciences* , Vol.(24), PP.1288-1301.
- Azize,S., Cemal,Z., and Hakan,K., (2013), "Creating Commitment, Trust, and Satisfaction for a Brand: What is the Role of Switching Costs in Mobile Phone Market?", *Procedia - Social and Behavioral Sciences* ,Vol.(99), PP. 496– 502 .
- Belaid, S., and Behi, A., (2011),"The Role of Attachment in Building Consumer-Brand Relationships: An Empirical Investigation in the Utilitarian Consumption Context", *Journal of Product & Brand Management*, Vol. (20), No.(1), pp. 37-47.
- Chaudhuri, A., and Holbrook, M., B., (2001), " The Chain of Effects From Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty", *Journal of Marketing*, Vol.(65), PP. 81-93.
- Chinomona, R, (2013), "The Influence of Brand Experience on Brand Satisfaction, Trust, and Attachment in South Africa", *International Business and Economics Research Journal*, Vol. (12), No.(10), PP.1303-1316.
- Chiou, J., Hsu, A., C., and Hsieh, C., (2013), "How Negative Online Information Affects Consumers' Brand Evaluation: The Moderating Effects of Brand Attachment and Source



The relationship between brand trust and brand tachment.....

Yomna Mohammed Youssef Eldaly

- Credibility", *Online Information Review*, Vol.(37), No.(6), PP.910-926.
- Choi, H., Ko, E., Kim, E., Y., and Mattila, P., (2014), "The Role of Fashion Authenticity in product Management: A Holistic Marketing Approach", *Product development and Management Association*, article in press.
 - Delgado-Ballester, E., and Munuera-Alemán, J., L., (2001), "Brand Trust in the Context of Consumer Loyalty", *European Journal of Marketing*, Vol. (35), No.(11), pp. 1238 - 1258.
 - Delgado-Ballester, E., and Munuera-Alemán, J., L., (2005), " Does Brand Trust Matter to Brand Equity?" , *Journal of Product & Brand Management*, Vol. (14), No.(3), PP.187–196.
 - Ercis,A., Unal,S., Candan,F.,B., and Yildirim,H., (2012), "The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions", *Procedia - Social and Behavioral Sciences* , Vol.(58) , PP. 1395 – 1404.
 - Fedorikhin, A., Park, C., W., and Thomson, M., (2008), " Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions", *Journal of Consumer Psychology*, Vol. (18), PP.281–291.
 - Grisaffe, D.,B., and Nguyen,H.,P.,(2011), " Antecedents of Emotional Attachment to Brands " , *Journal of Business Research*, Vol.,(64), PP. 1052-1059.
 - Hwang, J., and Kandampully, J., (2012), "The Role of Emotional Aspects in Younger Consumer-Brand Relationships", *Journal of Product & Brand Management*, Vol. (21), No.(2), pp. 98 - 108.
 - Kang, A., and Sharma, H., (2012), "Using Brand Personality to Enhance Brand Trust and Perceived Value: An Empirical

The relationship between brand trust and brand attachment.....

Yomna Mohammed Youssef Eldaly

- Study of the Brand Lux", *Asia-Pacific Journal of Management Research and Innovation*, Vol. (8), No.(3), PP.323-335.
- Koniordos, L., A., G., L., G., K., M., (2015), "The Impact of Brand Authenticity on Brand Attachment in the Food Industry", *British Food Journal*, Vol.(117), No.(2).
 - Konuk, F., A., (2013), "The Role of Perceived Justice in Building Brand Trust", *International Journal of Marketing Studies*, Vol.(5), No.(2), PP.154-164.
 - Laroche, M., Habibi, M., R., and Richard, M., O., (2013), " To be or not to be in Social Media: How Brand Loyalty is Affected by Social Media?", *International Journal of Information Management* , Vol.(33), PP. 76– 82.
 - Lassoued, R., and Hobbs, J., E., (2015), "Consumer Confidence in Credence Attributes: The Role of Brand Trust", *Food Policy*, article in press.
 - Lefi, L., and Gharbi, A., (2011), "Nostalgia and Brand Attachment: Theoretical Framework and Application in the case of A Tunisian Advertising", *Journal of Business Studies Quarterly*, Vol.(3), No.(1), PP. 187-200.
 - Lin, Y., T., Chen, S., C., and Hung, C., S., (2011) , " The Impacts of Brand Equity, Brand Attachment, Product Involvement and Repurchase Intention on Bicycle Users" , *African Journal of Business Management*, Vol. 5 , No.(14), pp. 5910-5919.
 - Louis,D., and Lombart, C., (2010), " Impact of Brand Personality on Three Major Relational Consequences (Trust, Attachment, and Commitment to the Brand)", *Journal of Product & Brand Management*, Vol.(19), No.(2), PP. 114–130.

The relationship between brand trust and brand attachment.....

Yomna Mohammed Youssef Eldaly

- Malär,L., Krohmer,H., Hoyer,W.,D., and Nyffenegger,B., (2011), "Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self ", *Journal of Marketing*, Vol.(75), PP. 35 –52.
- Malhotra, N., K., (2007), "Marketing Research: An Applied Orientation", *5th ed., New Jersey: Prentice Hall*.
- Park,C.,W., MacInnis,D.,J., Priester,J., (2006 a), "Beyond Attitudes: Attachment and consumer behavior", *Forthcoming in Seoul National Journal*, Vol. (12), No.(2), PP. 3-36.
- Park,C.,W., MacInnis,D.,J., Priester,J., (2006 b), "Brand Attachment: Construct, Consequences, and Causes", *Foundation and Trends in marketing*, Vol. (1), No.(3), PP. 191-230.
- Park,C.,W., MacInnis,D.,J., Priester,J., Eisingerich,A.,B., and Iacobucci,D.,(2010), "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers", *Journal of Marketing*, Vol.(74), PP. 1-17.
- Rishi, B., (2013), " Determinants of Brand Trust for FMCG Products with Special Reference to Shampoos Category", *Asia-Pacific Journal of Management Research and Innovation*, Vol.(9), No.(2), PP.221-227.
- Sirdeshmukh, D., Singh, J., and Sabol, B., (2002), "Consumer Trust, Value, and Loyalty in Relational Exchanges", *Journal of Marketing*, Vol.(66), PP.15-37.
- So, J., T., Parsons, A., G., and Yap, S., (2013), "Corporate Branding, Emotional Attachment and Brand Loyalty: The Case Of Luxury Fashion Branding", *Journal of Fashion Marketing and Management*, Vol. (17), No. (4), PP. 403-423.

The relationship between brand trust and brand attachment.....

Yomna Mohammed Youssef Eldaly

- Thomson, M., (2006), "Human brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities", *Journal of marketing*, Vol. (70), No. (3), PP. 104-119.
- Thomson, M., MacInnis, D., J., and Park, C., W., (2005), "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands", *Journal Of Consumer Psychology*, Vol.(15), No.(1), PP. 77-91.
- ULUSU, Y., (2011), "Effects of Brand Image on Brand Trust", *Journal of Yasar University*, Vol.(24), No.(6), PP. 3932-3950.
- Upamannyu, N., K., and Mathur, G., (2012), "Effect of Brand Trust, Brand Image on Customer Brand Loyalty and Consumer Brand Extension Attitude in FMCG Sector", *Practices and Research in Marketing*, Vol.(3), No.(2), PP.1-14.
- Vlachos, P., A., and Vrechopoulos, A., P., (2012), "Consumer-Retailer Love and Attachment: Antecedents and Personality Moderators", *Journal of Retailing and Consumer Services*, Vol.(19), PP. 218-228.
- Yannopoulou, N., Koronis, E., and Elliott, R., (2011), "Media Amplification of a Brand Crisis and its Affect on Brand Trust", *Journal of Marketing Management*, Vol.(27), No.(5-6), PP.530-546.