THE INFLUENCE OF BRAND CHARACTERISTIC, COMPANY CHARACTERISTIC, AND CONSUMER BRAND CHARACTERISTIC ON BRAND LOYALTY AT BELLAGIO SHOES PRODUCT IN MANADO

PENGARUH KARAKTERISTIK MEREK, KARAKTERISTIK PERUSAHAAN, DAN KARAKTERISTIK MEREK PADA KONSUMEN, TERHADAP KEPERCAYAAN MEREK PADA PRODUK SEPATU BELLAGIO DI MANADO

by:
Kessy F. Sengkey[1]

[1]Faculty of Economics and Business,
International Business Administration (IBA) Program
University of Sam Ratulangi Manado

email: [1]cheszy_boom@yahoo.com

Abstract: *Today's modern society also influences people's behavior in purchasing patterns. Brand has played a role in the modern lifestyle. It is an identity and differentiation of a product that promise to consistently provide privileges, benefits, and certain services to consumers. The research aims to examine and analyze the influence of Brand Trust on Brand Loyalty, Case Study: Bellagio Product in Manado. Data collected through distribution of questionnaires to 60 respondents of Bellagio shoes consumer at Mega Mall and Manado Town Square. The analysis of data in this research using the SPSS. Data test technique is used within the research includes validity test and reliability test. Classical assumption test and multiple linear regression analysis to verify and to prove the research hypothesis. Analysis result demonstrates that Brand characteristic, Company characteristic and Consumer characteristic altogether have a significant effect on brand loyalty of Bellagio shoes product. Therefore Bellagio shoes store Manado is expected to pay attention to increase more the company characteristics since it become a dominant influence on brand loyalty and it can be controlled directly.*

Keywords: *brand characteristic, company characteristic, consumer brand characteritric, brand loyalty*

Abstrak: Sikap masyarakat yang semakin modern saat ini, juga mempengaruhi perilaku masyarakat dalam pembelian suatu produk. Merek telah memainkan peran dalam gaya hidup modern saat ini. Ini adalah identitas dan diferensiasi produk yang menjanjikan untuk secara konsisten memberikan keistimewaan, manfaat dan jasa tertentu kepada konsumen. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Karakteristik merek, Karakteristik Perusahaan dan Karakterisrik merek pada konsumen terhadap Kepercayaan merek Produk Bellagio di Manado. Data dikumpulkan melalui distribusi kuesioner kepada 60 responden dari konsumen Produk Bellagio di Mega Mall dan Manado Town Square. Analisis data menggunakan SPSS. Pengujian data meliputi uji validitas dan uji reliabilitas, uji asumsi klasik dan analisis Regresi Berganda, untuk memverifikasi dan membuktikan hipotesis penelitian. Hasil analisis menunjukkan bahwa *Brand characteristic, Company characteristic, Consumer brand characteristic, and Brand loyalty* sama sekali memiliki *brand loyalty efek* yang signifikan dengan produk sepatu Bellagio. Oleh karena itu, manajeman sepatu Bellagio di Manado diharapkan dapat memperhatikan, dan meningkatkan karakteristik perusahaan karena berpengaruh dominan terhadap loyalitas merek dan keputusan pembelian konsumen.

Kata kunci: *karakteristik merek, perusahaan, konsumen, kepercayaan merek*

INTRODUCTION

A globalization era is provided a promise and the challenges of new business opportunities for companies. Every company is required to create business strategies in order to influence new markets and seize large market share. Branding for instance, is an important issue in product strategy, on the one hand the development of branded products is a long-term investment that requires huge funds especially for advertising, promotion, and packaging. However, manufacturers need to realize that the market power lies precisely in branded company (Kotler, 2007:63). This fact is associated with how to brand a durable goods like Shoes.

Modern lifestyle results in market demand for fashion and lifestyle products continues to rise, then of the importance of product design in to one of the priorities of shoes producers to always designing and applying fashion and lifestyle products that suit the tastes, needs and desires of the market. Modern life is often in identical with the lifestyle that always follow the trend or development of the era. In these circumstances, the decision to choose the brand played a role in the modern lifestyle, so the desire to buy branded products also influence a person's consumption patterns.

Since the competition of shoes product has become more intense, in terms of the availability new design, outfit and latest of particular appearance shoes design ranging from the latest model, the color, the outer layer, size, and time functions, especially for womenshoes. Shoes are durable goods classification where the election, everyone has a different way to meet them. Although only located at the bottom, not just being protective shoes or footwear alone, but have changed the function as one of the fashion which support the appearance.

The shoes producer need to do lots of innovation in their products to grab more attention from the consumer. In particular appearance will support woman tend to be the first thing to consider when choosing shoes is that the shoes design ranging from the latest model, the color, the outer layer, size, and time function. Good design is design that that is able to meet the needs and aspirations of customers. Customer loyalty shows on customers loyalty to a particular object, such as a brand, product, service, or shop. In general, the brand is often used as an object of customer loyalty. Brand loyalty reflects on a certain brand loyalty, which the study empirically examines the relationship between band trust and brand loyalty.

THEORETICAL FRAMEWORK

Marketing

Kotler and Armsrtrong (2012:28) The proces by which companies create value for customer and build strong relationship with customers in order to capture value from customer in return. Marketing is also interpreted as a science and art of exploring, creating, displaying the values to satisfy the needs of the target market for profit. This is because marketing is directly related to the consumer. Marketing encompasses many activities including marketing research, product development, distribution, determination pricing, advertising development, and individual sales. Then marketing activities related to the market and the potential profit. Kotler and Keller (2009:38) Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, good and services to create exchanges that satisfy individual goals and oeganization. Marketing is the main activity to be performed by either the company's corporate goods or services in order to maintain the viability of their business. From the defenition basically has a porpuse and perception the same and it can be concluded that marketing process stats where companies analyze the market structure and positioning companies in order to get a good assessment in the mains of consumers to create exchanges that satisfy.

Brand

Brand is actually a seller's promise to consistently provide privileges, benefits, and certain services to the buyer. The best brands provide quality assurance. However, the brand is more than just a symbol. Brands can have six levels of understanding (Kotler, 2007: 120) is as follows:

a. Attributes: brand reminiscent of certain attributes. Impression as a member of Mercedes cars are expensive, well-made, well-designed, durable, and high prestige.

b. Benefits: for consumers, sometimes a brand is not just declared an attribute, but the benefits. They buy the products do not buy attributes, but buy benefits. Attributes of a product can be translated into a functional benefit and or emotional. For example: The attribute "durable" is translated into the functional benefits" do not need to buy more quickly, the attribute" expensive "translates into emotional benefits "prestigious", and others.

c. Value: brand also said something about the value of the manufacturer. So, Mercedes means high performance, security, prestige, and others.

d. Culture: brand also represents a particular culture. Mercedes represents German culture, organized, efficient, high quality.

e. Personality: brand reflects a certain personality. Mercedes reflects a reasonable leader (person), the reigning lion (animal), or a grand palace (object).

f. User: brand indicates the type of consumers who buy or use the product of Mercedes indicates the wearer a diplomat or executive.

Trust

Ziqmund (2003: 122) confidence (trust) linkage with the emotional bonding that is one's ability to trust the company or a brand to do or perform a function. Meanwhile, Lau and Lee (1999) argues that the factors of trust towards a brand is a crucial aspect in the formation of loyalty, because as a consumer's willingness to trust or rely on products / services in a risk situation because of expectations that the product/service in question will give positive results.

Trust in Brand

Trust in the brand (brand trust) describes an essential component of the attitudes associated with loyalty. Therefore, a more complete understanding of the loyalty cannot be achieved without an explanation of brand trust. According to Lau and Lee (1999) trust in the brand is the availability or willingness of consumers in the face of the risks associated with the brand which will give positive or favorable results. There are three factors that affect confidence in the brand, which are the brand itself, the manufacturer of the brand, and consumers.

Brand Characteristic

Characteristic brand has a very important role in determining consumer decision to trust a merek. This is caused by consumers to assess before buying. Brand characteristics related to trust brands include predictable, reputable, and competent.

Company Characteristic

Company characteristic is behind a can also affect the level of consumer confidence in the brand. Consumer knowledge about the company behind the brand of a product is a pre-understanding of the consumer to the brand of a product. These characteristics include the reputation of a company, the company desired motivation, and integrity of a company.

Consumer-Brand Characteristic

Consumer - brand characteristic is interplay of two groups. Therefore, the characteristics of the consumer - the brand can affect confidence in the brand. These characteristics include the concept of emotional similarity between the consumer with the brand personality, brand preferences towards, and experience of the brand.
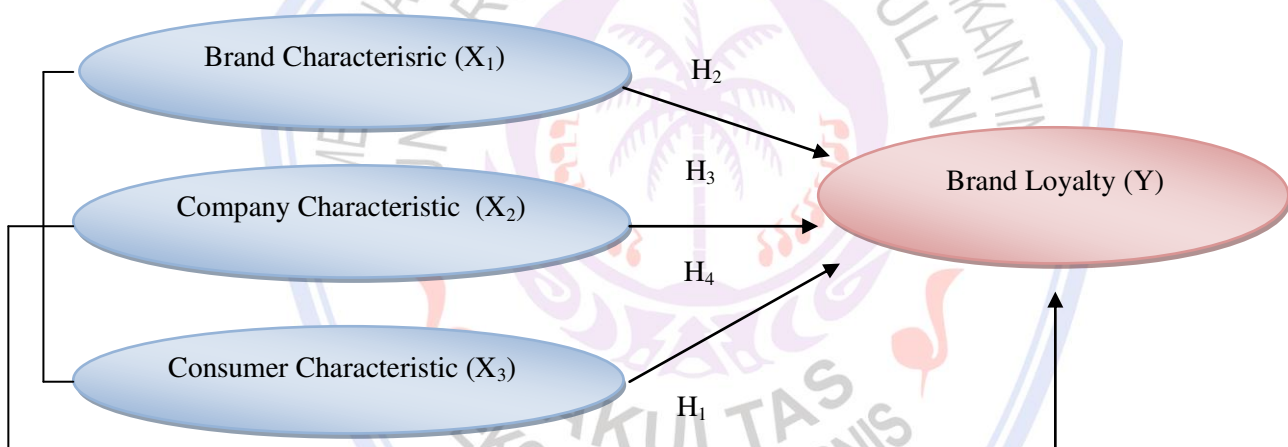
Brand Loyalty

Mowen (2002:28) suggested that loyalty can be based on actual product mbelian pe behavior associated with the proportion of buyers. 3 one of the most important concepts in the condition of the level of competition is very tight with low growth rates is by maintaining consumer loyalty and pay attention to the brand's response to p roduk. Maintain brand loyalty is the most effective strategy in comparison of strategies for finding new consumers, because consumer loyalty with a brand will have a special place and will never be replaced by mere k more. So with brand loyalty company would stay alive and developing company. Aaker (1997:56) As a measure of customer connection to a brand. This measure is able to provide a snapshot of wheter a customer might switch to another brand offered by competitors, particularly if the brand is found to be change, either in

relation to the price or other attributes. A costumer who is very loyal to a brand. No matter whar happens with the brand.   Company that has a customer base that has high brand loyalty marketing company can reduce costs because the cost to retain customers is much cheaper than getting new customers. High brand loyalty to increase trade, and can attract new customers because they have confidence that buying a branded product can reduce the risk minimal. Another advantage gained from the company's brand loyalty is able to respond more quickly to competitor movements.

Previous Research

Kabadayi and Kocokalan (2012) in their article Brand Trust and Brand Affect : Their Strategic Importance on Brand Loyalty, elucidates the relevance of brand trust on consumer behavior and marketing management, particularly in retail management. The purpose of this research is to investigate the effects of factors on consumers' brand loyalty in service setting. Meanwhile, Matzler et al (2008) in their article Brand Trust – Brand Loyalty Chain: an Analysis of Same Moderating Variable investigated the moderating effect of some consumer characteristics on the value – brand trust – brand loyalty chain. The empirical findings, which are based on multiple-group causalanalysis, show that the strength of the relationship between hedonic value and brand trust andbrand trust and brand loyalty is strongly influenced by consumer volvement, price consciousness,and brand consciousness.

Conceptual Framework

Figure 1. Conceptual Framework
Source: Process data 2015

Research Hypotheses

H_1: Brand Characteristic, company characteristic and consumer characteristic (brand trust) influences on brand loyalty product shoes Bellagio simultaneously.

H_2: Brand Characteristic influences on brand loyalty product shoes Bellagio partially.

H_3: Company Characteristic influences on brand loyalty product shoes Bellagio partially.

H_4: Consumer Characteristic influences on brand loyalty product shoes Bellagio partially.

RESEARCH METHODS

Type of Research

The purpose of this research is to know the influence of Brand Trust on Brand Loyalty, Case Study: Bellagio Product in Manado. This research is causal type, since the purpose is to determine if one or more variablesscause another variable to occur or change. This research is a quantitative method since using questionnaire as a tool to gather data and analyses by using SPSS.

Place and Time of Research

The study was conducted in Manado. That field is a perfect location to do this research and find if Brand Trust influence on Brand Loyalty for Bellagio shoes products. This research regarding the Bellagio's customers as respondents

Source of Data

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are the other rich source of primary data (Sekaran and Bougie, 2009). While, Secondary data refer to the data gathered for some other purpose than the immediate study. Sometimes it is called desk research while the primary data are called field research (Hair et, al. 2006).

Population and Sample
Population

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Ziqmund, 2003:37). The population in this research is the consumers Shoes Stores Bellagio at Mega Mall Manado and Manado Town Square.

Sample

In this study, sampling based Hair et al (2006:78) which said when the population is not known with certainty, and then the sample is determined by multiplying the number 4 or 5 times the amount of the item in question. Number of item questions in this study was 15 questions, and then of samples used in this study is 15X4=60 respondents. The total sample of 60 respondents considered relevant to be used as the study sample. In accordance with the number of questionnaire turned by the sampling method is purposive sampling method or sample selected intentionally.

Data Analysis Method

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set,Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:123). It assesses whether a scale measures what is supposed to be measured.

Multiple Regression Analysis Method

This method is used to determine how much influence the trust in the brand is Brand Characteristic (X_1), Company Characteristic (X_2), the Consumer Brand Characteristic (X_3), Brand Loyalty (Y), either simultaneously or partially. The formula for multiple regression analysis method is as follows:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Where:
Y	=	Brand Loyalty
X_1	=	Brand Characteristic
X_2	=	Company Characteristic
X_3	=	Consumer characteristic
b_0	=	Intercept which describes the average effect of all the variables include in the model to the brand

Loyalty variable (Y)

b_{1-3} = Regression coefficient

F-Test (Simultaneously)

An f-test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable (Hair et, al. 2010).

T-Test (Partially)

A t-test is any statistical hypothesis intended to determine individual independent variables have an influence to dependent variable (Hair et, al. 2010).

Formulation of partial hypothesis is:

H0 : $\beta1$ = 0 (variables brand characteristic does not affect on brand loyalty product shoes Bellagio)

Ha : $\beta1 \neq$ 0 (variables brand characteristic affect on brand loyalty product shoes Bellagio)

H0 : $\beta2$ = 0 (variables company characteristic does not affect on brand loyalty product shoes Bellagio)

Ha : $\beta2 \neq$ 0 (variables company characteristic affect on brand loyalty product shoes Bellagio)

H0 : $\beta3$ = 0 (variables characteristic consumer does not affect on brand loyalty product shoes Bellagio)

Ha : $\beta3 \neq$ 0 (variables characteristic consumer affect on brand loyalty Bellagio shoes)

1. When $t_{count} \leq t_{table}$ then H0 accepted.
2. When $t_{count} \geq t_{table}$ then H0 rejected.

RESULT AND DISCUSSIONS

Result

The results of the study are valid if there is a similarity between the data collected with the data that is actually happening on the object under study. Valid or not an item instrument can be determined by comparing the Pearson product moment correlation index with a significance level of 5% with the critical value. When the results of the correlation probability is smaller than 0.05 (5%) shall be declared invalid and other wise declared invalid.

Test Validity

Table 1. Results Instrument Validity Test

Variable	Item	r	Sig	Inform
Brand Characteristic (X_1)	$X_{1.1}$	0,723	0,000	Valid
	$X_{1.2}$	0,723	0,000	Valid
	$X_{1.3}$	0,810	0,000	Valid
Company Characteristic (X_2)	$X_{2.1}$	0,688	0,000	Valid
	$X_{2.2}$	0,795	0,000	Valid
	$X_{2.3}$	0,683	0,000	Valid
Consumer Characteristic (X_3)	$X_{3.1}$	0,721	0,000	Valid
	$X_{3.2}$	0,644	0,000	Valid
	$X_{3.3}$	0,720	0,000	Valid
Brand Loyalty (Y)	$Y_{.1}$	0,789	0,000	Valid
	$Y_{.2}$	0,729	0,000	Valid
	$Y_{.3}$	0,524	0,000	Valid

Source: Data processed SPSS, 2015

The results of instrument validity test of the four variables characteristic brand, company characteristic and characteristic of consumer and brand loyalty as in Table4.2 shows that of the whole grains are all valid, because the count value of (correlation) greater than 0.3.

Test Reliability

Table 2. Result Instrument Test Reliability

Variable	Alpha	In form
Brand Reputation (X_1)	0,854	Reliable
Company Characteristic (X_2)	0,847	Reliable
Consumer Characteristic (X_3)	0,834	Reliable
Brand Loyalty (Y)	0,822	Reliable

Source: Data processed SPSS, 2015

The instrument reliability test results showed that the four variables characteristic brand, company characteristic and characteristic and brand loyalty is reliable because the Alpha value of r>0.6.

**Test of Classical Assumption**
Normality Test
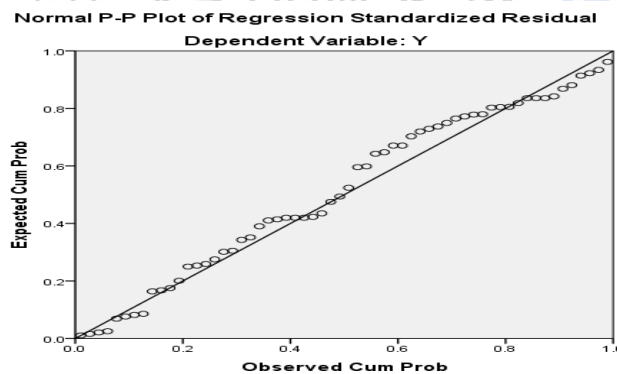
Figure 2. Normality Test Result
Source: Data processed SPSS, 2015

Normality test is intended to determine whether the data used was normally distributed. Normality test aims to test regression model whether the dependent variable with several independent variables has a normal distribution or not (Hair et, al. 2010).

Heteroscedasticity Test
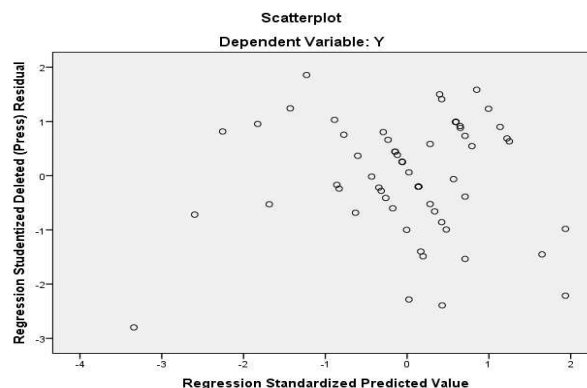
Figure 3. Heteroscedasticity
Source: SPSS processed SPSS, 2015

Heteroscedasticity is a state in which the variance of residual in equality in the regression model. Good regression models require no heteroscedasticity problem. To detect the presence or absence of heteroscedastisity is to look at the pattern of dots on scatter plots regression. From the picture above shows that in the regression equation are not heteroscedasticity. This is evident from the spread of the points that do not have a clear pattern, and the points are spread above and below the 0 on the Y axis, so that the equation is not the case heteroscedasticity symptoms.

Multicollinearity Test

Table 2. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X_1	.225	4.901
X_2	.202	4.943
X_3	.223	4.488

Source: Data processed SPSS, 2015

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables. Regression model that should not have happened better correlation between the independent variables (Ghozali 2005:34). Results of statistics collinearity coefficient can be seen in the model output, said no symptoms of multicollinearity if the VIF value < 10. VIF value calculation produces results for Brand characteristic (X_1) of 4.901 < 10, Company characteristic (X_2), amounting to 4.943 < 10, the variable Consumer characteristic (X_3) of 1.130 < 10 and it can be concluded that no symptoms of multicollinearity in the regression model above.

Multiple Regression

Table 3. Multiple Regression Test

Variable	B	Beta	T	Sig t	Inform
Constanta	1,742				
Brand characteristic (X_1)	0,257	0,055	2,608	0,006	Significant
Company characteristic (X_2)	0,584	0,570	4,821	0,000	Significant
consumer characteristic (X_3)	0,289	0,330	2,931	0,005	Significant

t_{table}	=	1,990
R	=	0,938
R Square	=	0,876
F_{count}	=	99.374
Sig F	=	0,000
F_{table}	=	2,717

Source: Data processed SPSS, 2015

From table above it can be concluded that:
a. Of the value of F indicates a value of 99 374 (significance of F=0.000). So F count> F (99 374>2.471) or Sig F<5% (0.000 <0.05). This means that together brand characteristic variable (X_1) company characteristic (X_2) and consumer characteristic (X_3) significantly affects brand loyalty variable (Y).
b. From the value of R Square shows the value of 0.876 or 87.6%. This means that the brand loyalty variable (Y) influence by 87.6% by the brand characteristic (X_1), company characteristic (X_2) and consumer characteristic (X_3), while 12.4% is influenced by other variables outside the 3 independent variables studied.
c. Regression equation : Y = **$1,742+0,257X_1+ 0,584X_2+ 0,289X_3+ e$**
d. From the-test values show that:

1) Brand characteristic $_{variable}$ (X_1) t_{count} of 2,608 with a probability of 0.006. Because $t_{count}|> t_{table}$ (2.608>1.990) or significant <5% (0.0064 <0.05), the partial brand characteristic variable (X_1) a significant positive effect on brand loyalty variable (Y) when other variables remain value.

2) Variable company characteristic (X_2) value of 4.821with at-test probability of 0.000. Because $| t_{count} |>t_{table}$ (4.821>1.990) or significant <5% (0.000 <0.05), the company partially characteristic variable (X_2) a significant positive effect on brand loyalty variable (Y) when the other independent variables fixed value.

3) Consumer characteristic variables (X_3) t_{count} of 2.931with a probability of 0.005. Because$|t_{count}|>t_{table}$ (2,931>1,990) or significant <5% (0.005 <0.05), the partial consumer characteristic variables (X_3) a significant positive effect on brand loyalty variable (Y) when the other independent variables fixed value.

e. The magnitude of the contribution of each variables is described as follows :

Table 4. Each Contribution Variables Variable Against Unrestricted

Variable	r	r^2	Contribution
Brand Characteristic (X_1)	0,761	0,576	57,6
Company Characteristic (X_2)	0,901	0,811	81,1
Consumer-brand Characteristic (X_3)	0,869	0,755	75,5

Source : Data processed, SPSS 2014

Science the company characteristic (X_2) the highest contribution to the company characteristic variables (X_2) is the most dominant variable influence on brand loyalty variable (Y)

Discussion

Regression coefficient value for testing the effect of brand loyalty on brand product characteristic of Bellagio partially shoes with value and the significant level. It can be concluded brand characteristic effect on brand loyalty. Brand characteristics have a role which is important in determining the consumer decision-making to trust a brand; this is due to consumer make an assessment before buying it. Characteristics of existing companies behind a brand can also affect the level of trust consumers towards the brand. Consumer knowledge about the company is behind is likely to affect its assessment of the brand. Characteristic the company is expected to affect confidence consumers against the company (trust in the company) is reputation enterprise (company reputations), the motivation perceived by company and integrity companies perceived (company integrity).

Trust in a company is the trust that the company was good, bona fide, and has the ability to create a product that quality. When the unity of a trusted component, then units smaller also tend to believe, because units the small shelter on a large unity. Viewed in terms of companies and product releases, larger companies a greater unity, while the brand is a smaller entity. So consumers are placing or reliance on a company is likely to trust the brand release. Lau and Lee (1999) which states that the characteristic of the company that is behind a brand can also affect the level of customer confidence in the brand. Consumer knowledge about the company that is behind a brand may affect the assessment of the brand.

Regression coefficient value for testing the effect on brand loyalty characteristic of consumer towards Bellagio shoes products. Consumers often interact with brands as if the trademark is the man so the similarity between self-concept with brand consumers can build trust in the brand. These characteristic include the concept of emotional similarity between the consumer with the brand personality and brand preferences for the mere experience.

CONCLUSION AND RECOMMENDATION

Conclusion:

There are four constructive findings that can be concluded from the overall result in this research, which are listed follow:

1. Brand characteristic, company characteristic and consumer characteristic together have a significant effect on brand loyalty of Bellagio shoes product.
2. Brand characteristic has a significant influence on brand loyalty of Bellagio shoes product.
3. Company characteristic significant influence on brand loyalty of Bellagio shoes product.
4. Characteristic of consumer significant influence on brand loyalty of Bellagio shoes product.

Recommendation:

1. The store should be slightly maintainedas well as improved a little bit a company characteristic.This is caused by a company characteristic variable is the variable most powerful and dominant influence on brand loyalty and these variables can be controlled directly company.
2. Efforts to increase consumer confidence in the company characteristic can be done through an increase in the intensity of the activities related to the community so that the image and credibility of the company can be maintained.

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