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# Brand Credibility and Marketing Performance in the Nigerian Brewery Industry

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*perceived product quality;*

**Abstract**

Brand credibility is the relevant symbols which make firms to be honest about their products and services and to examine complaints. The general objective of the study is to examine the effect of brand credibility on marketing performance in the Nigerian Brewery Industry. The study engaged the cross-sectional survey research design method and stratified random sampling technique. A sample size of 205 employees of the selected firms was randomly selected from the total population of 442. A structured questionnaire was used to obtain vital data from the respondents. In this study, the statistical techniques that were used include descriptive statistics and multiple regression analysis. Findings should that brand trust, perceived product quality, and brand image have a significant positive relationship with marketing performance. The study, therefore, concluded that brand credibility has a positive effect on marketing performance in the Nigerian Brewery Industry. The study recommended that companies should develop long-lasting brand credibility to influence the intentions of consumers. And it can be established by giving expertise, trustworthiness, and attractiveness to consumers.



**Contents**



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## 1 Introduction

Today firms are looking for new solutions and strategies that allow them not only to increase their market share but also to give them better and more distinctive competitive advantages. Firms in different industries have to apply innovative branding strategies. A strong brand has a competitive advantage, and it is a barrier for entry in some industry, it is easily accepted among distributors and customers, etc. The credibility of the brand is the main cause of customer satisfaction and loyalty, which creates its turn to talk with people in a positive way about the product or the service, which in turn gives the firm a lot of profits and competitive strength (Methaq & Sefnedi, 2017). As the culture and values of Nigerian consumers vary from place to place, so also there are differences in consumer culture in the western countries so it will provide a good insight into knowledge to study these in this context. Besides, a satisfied customer can create loyal customers and satisfaction is affected by the quality of accessible products and services.

Product marketing in the Nigerian economy is at a level where competition is tough and manufacturers are branding and re-branding frequently as a strategy to gain a competitive edge. The Nigerian brewery industry competitiveness is said to be ascertained by the bargaining power of customers, threats of new competitors, power of suppliers, the threat of substitute products, and rivalry among existing companies. Customers create demand in the market and their bargaining power would signify a high competitive force if they have adequate bargaining leverage to influence and get price concessions and other favourable terms and conditions of sale (Thompson *et al.,* 2010). In the case of the brewery industry, customers are scattered across specific regions in the country. The price elasticity of demand for sales of brewery products is inelastic, a price increase may not have a significant impact on demand. A decrease in customer disposable income may have a lesser effect on demand, as customers may go for substitute products or cheaper brands.

The introduction of a new brand into the market that is not related to the brewery industry may compete with brewery products for consumer disposable income. The Brewery Industry in Nigeria is facing serious challenges occasioned by the alternative brand of products manufactured and consumers are somewhat faced with making choices amongst existing alternative brands. Among Beer brands that compete in Nigeria, Beer markets are Star, Harp, Life, Guinness Stout, 33, Legend Stout, Hero, Turbo King, Smirnoff Ice, etc. (Abugu *et al.,* 2018). Organizations are successful when customers buy and repeat buying from them. Buying behaviours and motivations are exceptionally different between one and another customer. Some consumers search for quality, others prefer quantity, some like a high level of service, and others desire to do things by themselves (Hasan, 2012). Organizations compete to get more customers to buy and re-buy. They provide different kinds of marketing activities associated with their strategy to satisfy customers and to provide the value expected by their customers. On the other hand, customers identify the value provided by companies differently. This disparity occurs due to the different needs of each consumer. Customers pay for what creates value to them; they do not mind what the cost of the product or service was. They first consider the product or service, then they start to compare prices between competitors (Hasan, 2012). They also want to seek the best offer that will provide economic value to them.

Wang & Yang (2010), indicated that brand credibility can be built up by providing expertise, trustworthiness, and attractiveness to customers. Companies need to examine their strengths and weaknesses in terms of these three elements and select appropriate strategies by which they can create competitive advantages regarding brand credibility. If the firm performs well it would contribute higher satisfaction to customers to build a long-term relationship. Expert customers will find any information about the product or services before they make a decision. It will prevent any decision-making error. Trust is seen as a central element in the development of marketing relationships. It is one's willingness to exhibit risky behaviour followed by the claim that one's partner can be depended on to accomplish its future obligations. However, this aspect is unclear to some companies as to what components contribute to one's willingness to demonstrate risky behaviour and which strategies firms should implement to encourage their customers to trust.

Hence, by focusing on trust, organizations leave themselves in the hand of the consumer to grant or not to grant trust. This makes strategic decision making difficult for organizations that aim to develop relationships with their customers as it is not clear what characteristics influence the consumer's decisions (Colquitt & Rodell, 2011). Over time, trust deepens in both parties (to the degree they display trustworthy behaviours) and interdependence increases slowly so that both parties depend greatly on their partner (Vanhala *et al.*, 2011). The customer value proposition is the basis for effective product marketing activities. It brings together competitive insight, product valuation, and customer intelligence. It disseminates a concise, supportable statement of the product's value. It quantifies how that value is attained based on all of the target customer's likely product experiences. The customer value proposition creates a focused approach to understanding the target customers from the perspective of your product. Despite the increasing recognition of the relevance of brand credibility, very few researchers have examined how brand credibility influence marketing performance. Understanding the dimensions of brand credibility in the formation of customer loyalty will be very relevant and meaningful for marketers and advertisers, as it guides in developing brand positioning via the most appropriate branding strategies. Therefore, the study aims to examine the effect of brand credibility on marketing performance in the Nigerian Brewery Industry.

*The problem*

The high level of competition and rapid changes in the market and technology make it complex for a company to sustain momentum without focusing on delivering the value that customers require. Customer value should also drive investment and manufacturing decisions because customers view value on the benefits of the product or service they receive. Therefore, as the environment changes, and the consumer experience and their needs change, the value they seek also changes. In markets where quality is not easily observable, customers often make their buying decisions amid feelings of doubt, which can make them unwilling to make a purchase. To solve this problem, firms may use brands as signals to effectively disseminate information about quality to customers.

Some companies have the same value proposition for all their customers, which means that they have not tailored the customer value proposition according to the customer's needs. In the absence of customer value propositions, firms are operating blindly in the marketplace. Some firms underplay the fact that their target customers have other options. They ignore the fact that their product has deficiencies some of which may considerably hinder their efforts in the marketplace. Lurking behind the lack of consumer value proposition is the real issue, most companies lack a deep understanding of the target customer of their products. They do not know how the customer behaves towards their product. Some firms do not perceive the challenges that the user faces each day. They have not learned how that target customer will access and use their product. This implies that some firms lack the true conviction of their product's worth. This is seen in the way they price their product, the way they advertise their product, and the way they sell their product.

*The objectives of the Study*

The study aims to examine the effect of brand credibility on marketing performance in the Nigerian Brewery Industry. The specific objectives are to:

1) Ascertain the effect of brand trust on marketing performance
2) Determine the effect of perceived product quality on marketing performance
3) Examine the influence of brand image on marketing performance

*Literature Review*
*Conceptual Framework*

*Brand Credibility*

The notion of brand credibility was inspired by Erdem & Swait (1998), who examined consumer-based brand equity based on signaling theory (Baek & King, 2011). Brand credibilities are relevant symbols which make firms to be honest about their products and services and to examine complaints. Brand credibility is the reliable information about the brand of high quality which indicates a superior quality position of the brand. It is one of the most important attributes to identify a brand and to achieve a good brand image (Baek *et al.*, 2010; Wu *et al.*, 2011). For a brand to be perceived as being credible, continuously maintaining brand promise is crucial.

Customers frequently remember the most successful firms in different ways, for instance, during the buying process or advising others, and those firms focused on the quality of the provided product and service. Malik & Ahmad (2014), stated that brand credibility describes the degree to which a customer perceives a brand a dependable source of information (trustworthiness), skills (expertise) and matches it with individual characteristics (attractiveness). Gilaninia *et al.* (2012), assert that brand credibility is the believability of product status information, which is embedded in the brand, depending on customers' perceptions of whether the brand has the willingness and ability to constantly deliver what has been promised. It has been well known that brand credibility deals with two key factors: expertise and trustworthiness. Sheeraz *et al.* (2012), mentioned that brand credibility originated from source credibility literature. Bigné-Alcaniz *et al.* (2009), described brand credibility dimensions as the honesty and helpfulness of brands and the company's sufficient ability and knowledge as trustworthiness and expertise. Trustworthiness is the willingness of companies to deliver what they have promised. Expertise is the ability of companies to deliver what they have promised (Heidarzade *et al.,* 2011).

The credibility of a brand is the perceived believability of whether a product has the ability and willingness to constantly deliver what has been promised, provides matchless benefits to both customers and firms (Zayerkabeh *et al.,* 2012). Simply put, for customers, buying a credible brand guarantees quality that they can count on. For firms, a credible brand connotes that marketing efforts will be more cost-effective because of the heightened likelihood of message acceptance, thus bringing firms increased sales via repeat customers and referrals (Zayerkabeh *et al.,* 2012). As brand credibility may show a more tangible and utilitarian part of perceived value, examining another competing but different share of perceived value (i.e., brand prestige) together with brand credibility will indicate a bigger and more balanced view of customer decision processes (Baek *et al.,* 2010; Erdem *et al.,* 2002).

The credibility of a brand, defined as the perceived believability of whether a brand has the ability and willingness to continuously deliver what has been promised (Erdem & Swait, 2004). Simply put, for consumers, purchasing a credible brand assures a quality that they can count on. For firms, a credible brand connotes that marketing efforts will be more cost-effective because of the sensitive possibility of message acceptance, thus bringing firms increased sales via repeat referrals and customers (Tae & Jooyoung, 2010). Another relevant virtue for building a strong brand is to have a high perceived value in a brand (Tae & Jooyoung, 2010).

*Brand trust and marketing performance*

Brand trust is the promise of the brand with its consumers to fulfill their expectations. Brand trust is a relevant item that aids customers loyal to the brand (Ahmed *et al.,* 2014; Lassoued & Hobbs, 2015). Without trust in the brand, customers cannot enter into the loyalty set. To develop trust the customer needs to take and evaluate the information from the product. Firms can build emotional trust if they can show that the brand is only for the customers and meet their expectations (e.g. brand is trustworthiness and friendly for the family use) (Ahmed *et al.,* 2014). Consistent brand display this specific behaviour. Developing and maintaining a trusting and long-lasting relationship with consumers is vital to a brand's success in today's highly competitive global market. Brand trust is the customer's willingness to depend on the brand in the face of risk because of expectations that the brand will create positive outcomes (Sari & Yulianti, 2019).

Ghorban & Tahernejad (2012), affirm that customers assess indistinguishable products and services based on their brands, one way to reach information about brands is past experiences by consumers, customers compare diverse brands to select the best ones according to their requirements and needs. The credibility signaled by a brand is perceived as vital because it reduces customer uncertainty and economizes decision-making costs (Akdeniz *et al.,* 2013). As such, credibility is seen as the most relevant attribute of a brand signal (Spry *et al.,* 2011). By showing a signal of willingness and being able to deliver what is promised, brand credibility would play a vital part in replacing the asymmetric information, which would place the consumers at advantages (Sweeney & Swait, 2008), with credible ones. This signal when becomes credible would display that a given brand has the expertise and trustworthiness to accomplish its claims (Erdem & Swait, 1998) and is debated to improve satisfaction among consumers (Sweeney & Swait, 2008). The customers trust in particular brand functions and willingness to buy the brand from the product class (Moormal *et al.,* 1993 in

Ahmed *et al.,* 2014). The elusiveness in the scenario can be reduced by trust via which customer can depend on the specific trusted brand product.
Thus:
H1: *Brand trust has a significant positive relationship with marketing performance*

*Perceived product quality and marketing performance*

It is the feeling of the customer about product quality and its features provided to them such as performance and reliability of the product (Ahmed *et al.,* 2014). The brand is related to perceived quality by the customer, this is a realization that indicates total quality and is not based on consumer's knowledge about detailed attributes (Rahimi *et al.,* 2009). Credibility and perceived value in the brand are usually regarded as two vital virtues marketers need to get to build a strong brand (Baek *et al.,* 2010). By understanding this process that building perceived value leads to customer's loyalty, is a relevant issue in contemporary marketing because it creates a connection between firms' financial functions and marketing functions (Luni *et al.,* 2010).

Companies continually struggle to develop and launch high-quality products and communicate these quality signals to consumers to earn their business. While the basic tenets underlying this strategy are simple (i.e., make excellent products and simply tell consumers about your quality improvements), the execution of this process is far more complicated as actual quality increases are not always reflected in consumer perceptions of quality (Akdeniz *et al.,* 2014). Boateng & Quansh (2013), contended that consumers tend to go for a particular brand that is perceived to be of quality. Amryyanti *et al.* (2013), posit that the quality of better products tends to increase customer loyalty. If the product meets customer expectations, customers will be happy and consider this product is acceptable or even high quality.

Bowen *et al.* (2015), states that it now gets to a certain level of satisfaction, loyalty enhances dramatically queried, upon satisfaction reduces to a certain point, loyalty decreases dramatically. Yuen & Chan (2010), stated that better product quality will maintain a high level of customer satisfaction, which encourages customers to make future purchases. Thus, customer loyalty is gradually formed. In some practical researches, it is also found that there is a supportive link between perceived quality and satisfaction (Lee & Back, 2008).
Therefore,
H2: *Perceived product quality has a significant positive relationship with marketing performance*

*Brand image and marketing performance*

Saleem & Raja (2014), stated that brand image is how a customer remembers a brand. In simple terms, brand image is the first thing that comes to the minds of customers when buying a product. Customers assess a brand considering the uniqueness of that brand. Mohajerani & Miremadi (2012), described a brand image as the general impression that consumers have about the product. Fung So *et al.* (2013), stated that a strong brand image increases corporate reputation, financial performance, occupancy rate, average price, revenue, and profitability. Kandampully & Suhartanto (2003), stated that brand image is an important element in the value equation and that the brand or company image can affect the way customers feel about that brand, thus influencing customer loyalty.

Brand image is the main driver of brand equity, which deals with the customer's broad perception and feeling about a brand and has an effect on consumer behaviour (Zhang, 2015). For marketers, whatever their firms' marketing strategies are, the major aim of their marketing activities is to influence customers' perception and attitude toward a brand, create the brand image in customers' mind, and stimulate actual buying behaviour of the product, therefore enhancing sales, increasing the market share and developing brand equity. On one hand, some scholars claim that customers' subjective perception (e.g., attitude, satisfaction, assessment, etc.) of the brand is the key to brand equity (Zhang, 2015). Although the consumption decision will be affected by brand characteristics, it is ascertained by customers' perception of the brand image in a deeper sense. Regardless of the change in customers' lifestyle and the way of information processing, the brand image remains the dominant impact components of consumption decisions.

Maroofi *et al.* (2012), assert that brand image can be tailored to the customers' personality attributes and qualifications so that they can gain from the brand most efficiently. When the customer decides to purchase the brand from a company, he vigorously cooperates with that company ignoring the competitors and aiding the firm to maintain the profits in the long run (Minsung *et al.,* 2011). Schulz & Omweri (2018), posit that a strong brand image would add value to the company and provide customer loyalty. However, Robinot & Giannelloni (2010), explained that brand image is not enough to sustain customer loyalty, customers should be satisfied with other services such as value, quality, or as well comfort.

Kotler & Keller (2016), assert that brand image is a consumer's perception of a brand as a reflection of the existing associations in the minds of consumers. Jing *et al.* (2014), the finding showed that brand image significantly influences brand loyalty. Superior companies with a significant market share in any given industry are said to be those that take advantage of existing opportunities effectively and efficiently. One way to do this is to create a positive brand image of the products or services produced. If products maintain a positive image in the public eye, this could potentially increase the instance of customer loyalty. Rehman *et al.* (2014), findings showed that brand image and customer satisfaction has a positive influence on brand loyalty. Consumer satisfaction also mediates the influence of brand image on brand loyalty in the cosmetics industry in Malaysia. Malik *et al.* (2012), state that brand image impacts customer satisfaction. In some cases, consumers are more likely to purchase more expensive brands due to the good reputation of the brand based on past experiences. Therefore, a better brand image will improve customer satisfaction and will have an impact on repeat purchases.

Thus:

H3: *Brand image has a significant positive relationship with marketing performance*

*Marketing performance*

Marketing performance is the systematic management of marketing resources and processes to attain measurable benefits in return on investment and efficiency while maintaining quality in customer experience. Marketing performance tools can provide businesses with an opportunity to take their marketing efforts to the next level. Tracking and planning are vital aspects of most marketing campaigns and a successful business owner needs to be able to design a plan to maintain exceedingly profitable marketing efforts. Having the essential tools to help him in this task is vital for maximum efficiency. Marketing efforts would be incomplete without gaining a feel for how well firm sales are meeting customer needs. By consistently offering customers and potential customers the opportunity to provide feedback, future marketing efforts can be tailored to the needs of the market segment you are trying to reach.

Ibok (2012), described customer loyalty as an investment that has long term enduring effect on the performance of corporate organizations. Allama & Aymanh (2010), posit that customer's loyalty is a strong commitment to repurchase a company's product or services despite potential distractions from competitors. For every imaginable brand or service, there are usually many brands that offer close choices to the customers. When a customer with numerous choices of brands that offer close alternatives, chooses a specific brand repeatedly he/she is said to be loyal to that brand. It is repeat buying behaviour that achieving a mindful decision to continue purchasing the same brand (Solomon, 2011). When a seller has a brand to which some customers are loyal; the seller benefits in three key ways; brand loyalists are willing to pay a greater price for the brand and higher prices for branded products are justified by customers quality assumptions that come with the brand name, the seller (manufacturing) incurs less cost to make the sale in respect to incurring extra cost convincing the customers and finally, the loyal brand consumers act as unofficial "brand ambassadors and spokesperson" that generally tend to convert other non-customers to the use of the brand via word of mouth or via their action (Boateng & Quansah, 2013).

*Theoretical framework*

*Signaling theory*

From an information economics aspect, signaling theory is based on the postulation that a different level of product information flows between customers and companies and creates the problem of information asymmetry (Kirmani & Rao, 2000) which this study was based on on upon. Although the signaling theory was initially developed by Michael Spence in 1973 based on observed knowledge gaps between organizations and prospective employees, its intuitive nature led it to be adapted to many other domains, such as Human Resource Management, business, and financial markets (Connelly *et al.,* 2011). Information asymmetry connotes customer uncertainty about the quality of a service or product provided by a firm. One possible solution is the use of *signals*. A signal is seen as "an action that the seller can take to transmit information realistically about unobservable product quality to the customer (Rao *et al.,* 1999). To date, it is a general practice for companies to use brands as signals to reduce customer uncertainty about product or service quality in a marketplace in which asymmetric information exists (Washburn *et al.,* 2004; Gammoh *et al.,* 2006). Erdem & Swait (1998), posit that a brand signal comprises of a company's past and present marketing mix strategies and activities related to that brand. In other words, a brand becomes a signal because it symbolizes a company's past and present marketing strategies. Signaling theory postulate that customers may see brands as a signal of unobservable product quality. Based on signaling theory, this study shows that a credible brand may lessen the difficulty (i.e., enhance decision convenience) by providing available and clear information, thus increasing purchase intention.

## 2 Materials and Methods

The study engaged the cross-sectional survey research design method, it is the choice of the researcher because it aids the researcher in the assessment of the respondent's opinion using a questionnaire at a particular point in time. The total population of the study refers to 442 employees of five selected firms (Intafact Beverages Limited, International Breweries Plc, Nigerian Breweries Plc, Pabod Breweries Ltd, and Guinness Nigeria Plc) in the Nigerian Brewery Industry.

A sample size of 205 employees of the selected firms was randomly selected from the total population of 442. The sample size was determined by using Krejcie & Morgan (as cited in Kenpro, 2012) sample size determination table. The stratified random sampling method was adopted for the study. Stratified random sampling helped to represent not only the overall population but also key subgroups of the population, especially small minority groups. A structured questionnaire was used to obtain vital data from the respondents. To establish the reliability of the instrument, a test-retest method was used. This pre-test enabled the researcher to detect certain irregularities that could have hampered the consistency of this research. Measurement of the model of reliability was evaluated by using Cronbach's alpha based tests.

Cronbach's alpha provides an estimate of the indicator intercorrelations, an acceptable measure for Cronbach's alpha is 0.7 or higher, while bellow 0.7 connotes week reliability (Sekaran, 2003). From table 1 it was observed that the reliability coefficients are above the 0.7 benchmarks. Favourable reliable scores were obtained from all the items in general. The estimation reported acceptable internal consistency. In this study, the statistical techniques that were used include descriptive statistics and multiple regression analysis.

*Statistical results*

Table 1
Reliability coefficients of study constructs

| S/N | The dimension of study constructs | Number of items | Cronbach's Alpha coefficient |
|---|---|---|---|
| 1 | Brand trust | 4 | 0.811 |
| 2 | Perceived product quality | 4 | 0.730 |
| 3 | Brand image | 4 | 0.714 |
| 5 | Marketing performance | 4 | 0.711 |

Table 2
Model Summary

| Model | R | R Square | Adjusted R Square | Std. The error of the Estimate |
|---|---|---|---|---|
| 1 | .802[a] | .643 | .638 | .5820 |

a. Predictors: (Constant), Brand image, Brand trust, Perceived product quality

Table 3
Regression Coefficients of the Dimensions of Brand Credibility on Marketing Performance
Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .594 | .995 | | .597 | .551 |
| | Brand trust | .302 | .060 | .317 | 5.003 | .000 |
| | Perceived product quality | .492 | .093 | .405 | 5.297 | .000 |
| | Brand image | .173 | .061 | .175 | 2.845 | .005 |

a. Dependent Variable: marketing performance

## 3 Results and Discussions

A total of 205 copies of structured questionnaires were distributed to the respondents and out of the 205 copies returned 197 were properly filled. Therefore, the analysis for this study was based on the sample size of 197. Table 2 showed the extent to which the dimensions of brand credibility accounted for the change in marketing performance via the adjusted $R^2$ value. It reported that change in marketing performance was brought about by the dimensions of brand credibility as indicated by the adjusted $R^2$ value by 63.8% (0.638).

Table 3 displayed the multiple regression analysis results for the dimensions of brand credibility and marketing performance. The table indicated that brand trust which is the first dimension has a positive effect on marketing performance ($ß = 0.302$, $P<0.01$). The level of significance that was calculated in table 3 is lesser than the established p-value ($0.000< 0.05$). This implies that brand trust has a significant positive relationship with marketing performance. This is further supported by the findings of Akdeniz *et al.* (2013), that the credibility signaled by a brand is perceived vital because it reduces customer uncertainty and economizes decision-making costs. This finding implies that firms can create emotional trust if they can prove that the brand is only for the consumers and to meet their expectations.

It was reported that perceived product quality which is the second dimension has the highest positive effect on marketing performance ($ß = 0.492$, $P<0.01$). It was observed in table 3 that the calculated level of significance is lesser than the p-value ($0.000 < 0.05$). This indicates that perceived product quality has a significant positive relationship with marketing performance. This is consistent with Baek *et al.* (2010), the assertion that credibility and perceived value in the brand are usually regarded as two vital virtues marketers need to get to build a strong brand. Boateng & Quansh, (2013), contended that consumers tend to go for a particular brand that is perceived to be of quality. This finding implies that the customer valuation of the brand quality and services is for products to meets their expectations. It is a relative concept that can change the customer's experiences and expectations of that brand.

The brand image which is the last dimension has the least effect on marketing performance ($ß = 0.173$, $P<0.01$). Table 3 indicated that the calculated level of significance is lesser than the p-value ($0.000 < 0.05$).

This connotes that brand image has a significant positive relationship with marketing performance. This is in agreement with Fung So *et al.* (2013), who view that a strong brand image increases corporate reputation, financial performance, occupancy rate, average price, revenue, and profitability. This is consistent with Rehman *et al.* (2014), findings that brand image and customer satisfaction has a positive influence on brand loyalty. The finding indicates that *a* strong brand image would add value to the firm and provide customer loyalty.

To predict Marketing Performance, therefore, $MP = \beta_o + \beta_1 BT + \beta_2 PPQ + \beta_3 BI + \varepsilon$.

$MP = 0.594 + (0.302 \times BT) + (0.492 \times PPQ) + (0.173 \times BI)$

## 4 Conclusion

The study concluded that brand credibility has a positive effect on marketing performance in the Nigerian Brewery Industry. Based on the signaling theory, when customers are not certain about the brands or the characteristics of the service, this theory postulate that credibility is a major determinant of a specific brand to pass on the information and prevent asymmetric understanding.

Brand trust is the willingness of the customer to depend on the ability of the brand to perform its stated function and has been indicated to be a major contributor to brand equity and customer loyalty particularly when risk and uncertainty exist. Trust is the willingness to depend on an exchange partner in whom a customer has confidence. To build trust the customer needs to take and evaluate the information from the brand.

Product quality tends to increase customer loyalty, if the product meets customer expectations, customers will be happy to consider this product as acceptable. There are two phases of quality: perceived and objective quality. Objective quality has no valuations and validity of the quality. Furthermore from this perspective perceived quality is relevant among them which is also a second part or phase of the quality.

Brand image can be tailored to the consumers' personality attributes and qualifications so that they can gain from the brand in a well-organized way. When the consumer decides to purchase the product from a company, he vigorously cooperates with that business ignoring the competitors and aiding the firm to maintain the profits in the long run. Brand image is not sufficient to support customer loyalty, customers should be satisfied with other services such as comfort, value, or quality as well.

*Recommendations*

Based on the study findings, the study, therefore, recommended that:

1) Companies should establish and build up strong and distinctive brand credibility from their competitors to enhance marketing performance.
2) Companies should develop long-lasting brand credibility to influence the intentions of consumers. And it can be established by giving expertise, trustworthiness, and attractiveness to consumers.
3) Consumer values are strong predictors of consumer purchase intentions so marketers should keep in view and focus on the values of consumers because of its effect.
4) Credibility can be increased by ensuring the clarity of the brand message. The brand should be comprehensive in its focus and what it stands for, as well as show the culture of the company, thus capturing the link between company values and the brand's positioning.
5) The brand should be reliable in its marketing mix decisions (e.g., product quality, pricing, promotion), including communication with the consumer.
6) Brand credibility should be improved via brand investment, such as logos, advertising and sponsorship, and socially responsible corporate action, indicating that the firm believes in and is committed to the brand.

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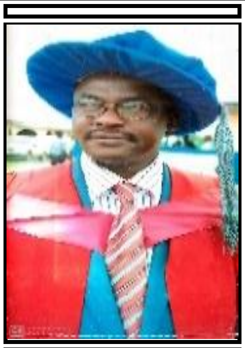

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