A Study on the Relationship between Brand Trust and the Customer Loyalty based on the Consumer Aspects

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Abstract

The international community influenced owing to the domestic economic decline and the inflation, many consumers purchases will reduce the amount by the people's living, this research mainly inquires in the economic under overcast environment bottom of economic prosperity, the consumer is considered trusted brand and customer loyalty by the influence while they buy the goods in the shopping, and each other whether has the mutual relationship.

This research adopts convenience sampling method to carry on a questionnaire and takes certain institute of technology students as a research sample, and send 180 questionnaires and receive 147 questionnaires, the receive rate is 81.67% effectively.The study adopts the SPSS software package carrying on by statistical analysis, descriptive statistics、factor analysis、T-test、one way variability analysis and pearson analysis etc.

It is proved that brand trust and customer loyalty have strong effect.Besides,Individual variables have strong impacts on the personal living region, marital status, disposable income and purchase expense monthly,according to the variables above, both brand trust and customer loyalty have strong effect. Depend on above-mentioned research result, this research supply two suggestions as reference follow-up researcher.

Keywords：brand trust, customer loyalty

Ⅰ. Introduction

Because domestic economic decline and inflation influence, many consumers purchase ability reduce. This research mainly inquires in the bottom of economic prosperity, facing the international big & famous factory gets into and domestic market competes with low price, the consumer choose the shopping goods whether influenced by brand trust and customer loyalty seem to be unusually important.

Arjun & Morris (2001) thinks the basis of brand loyalty is established by the long-lasting relation, and then the long-lasting relation maintenance need brand trust. As the customers increase the product confidence for that brand, will increase favor

naturally or purchase to then become brand loyalty in the future. This research utilize brand trust this variable to inquire into a relationship with brand loyalty.

Oliver (1999) thinks that the companies hope that the customer can be continuously patronage and keeping honest customer, and supporting a long-lasting relation is the most important, so the honest customer is the most precious property in company, while the benefit brought by each customer loyalty can be measured. This is the mean reason which inquire into the relationship with of brand trust and customer loyalty of this study.

This research with inquire into a glasses industry for case, under environmental recession and fierce competition, glasses company how understand customer's need and promote the interaction of the customer, then create its profits, also is the expectation target of this research.

1.1 Research Purposes

This research is studying the relationship between the glasses company brand trust and customer loyalty based on the technology college students. It expects to find out more efficient operation mode of a glasses company for the attraction of students, then promote its competition ability, the research wants to reach the following purpose:
1. To discuss personal variables with the relationships of brand trust and customer loyalty.
2. Inquire into brand trust with and the relativity of customer loyalty.

1.2 Research Scope and Limitation

A. Research Scope

For the sake of understanding student to each glasses company brand trust and customer loyalty are subjected to which factors influence, this research takes the students of Mei-Ho Institute of Technology (in Pingtung County,Taiwan.) as questionnaire object.

B. Research Limitation

1. This research adopts a questionnaire method, influenced by subjective consciousness and the cognition difference, probably resulted in little errors.
2. This research just takes certain students of institute of technology in Pingtung County as scope of research, so the result of research can't excessively infer and explain.

1.3 The word explanation

A. Brand Trust

Arjun& Morris(2001) thinks that the brand trust is a consumer would like to trust on his/her own initiative, and trust the product that brand provides. Trust can reduce the consumer's untertaunty, because the consumer not only knows that brand can be worth trusting, but also thinks that dependable, safe and honest consumption scenario is the important link of   the brand trusts.

B. Customer Loyalty

Oliver (1999) points out that the customer loyalty mainly contains an idea to lie in

whether consumer wills keep on purchasing the product of the same shop for a long time or not, that meaning can extend for the shop the competition ability in the market. High loyalty customer has the possibility of attracting more latent customers, therefore most operators usually will promote a brand loyalty to list as a main operation target.

Ⅱ．Literature Inquire and Research Assumption

2.1 The general situation of glasses industry

A. Industry dynamic state

Along with the period progress, nearsighted population ratio and nearsighted degree had increased. nearsighted population in Taiwan has around 10,000,000, among them 10% is the high nearsighted(above 600 degrees), the nearsighted number ranks the first in the world, this problem is really worthy of concern(Kaohsiung medical university , 2008). With the brand, In addition to the Taiwan glasses, San Guam glasses, De An Tom glasses etc. of the glasses chain store is still a leadership position in Taiwan, the single store only sell the exquisite glasses and along with supermarket rise of the optician's shop then is a new type of glasses industry.

Because science and technology progresses, the glasses merchandise has already become a mature stage, no matter in the catena optician's shop or the general optician's shop, price seem to be what consumer consider the first main factor.(Taiwanese chain store yearbook, 2005), and in the economic prosperity under the continuously overcast condition, each glasses catena operator all competes the price fight, many glasses operators consequently reduce the shop and postpone to open a branch, and the unbearable operator loses in business and ends a business.

B. Development situation

In recent years, because economic prosperity is poor and consumption market whole tighten, therefore catena glasses operator make the sale result significantly fallen, make the price of the glasses market significantly changed, make the profits of catena glasses operator, business agent, manufacturer significantly slide. In original market of the catena glasses, with the Taiwan, Sho Lin, De An Tom glasses company become three strongest situation, but 1998, the Taiwan glasses company merging rank secondary Sho Lin glasses company becomes the biggest condition, it is thus clear that Taiwanese glasses industry just and actively carries on vertical and horizontal integration.Main catena glasses operator in Taiwan as Table1:

Table 1 Taiwan main catena glasses Operator (2005)

Brand name	The year of Establishment	Total number of store
Taiwan glasses	1981	243
San Guam glasses	1999	180
Sho Lin glasses (merged by Taiwan glasses in 1988)	1980	102
De An Tom glasses	1941	80
Zen Eye glasses	＿＿＿	63
Hom An glasses	1978	45
Young Man glasses	＿＿＿	43
Hao Chang glasses	＿＿＿	38
Continent glasses	1988	31

C. Glasses industry three largest channel

The glasses industry channel is divided into large chain store, traditional store and counter three major types by Taiwanese chain store yearbook (2005), in addition to the Taiwan glasses of old-brand management, De An Tom glasses the retail sales of the glasses catena with large etc., with new development product, a mirror professional technique, after-sales service for the special feature is the main current of the industry of the catena glasses.

Following introduce three types of channel in detail:

1. The large chain store exclusively develop a new product and a mirror professional technique as special feature, and own more advertisement budget, it is the main current of glasses industry.
2. A traditional glasses shop, this kind of optician's shop depends on warm service and the good reputation as its special feature and advantage.
3. The upscale exquisite optician's shop and particularly lower price route dealer type retail sales just joins for the competition in recent years, both distinguish with high price and low price is claim.

D. Promotion strageties

Because there is overcast in the domestic and whole consumption market, and the nearsighted decrease the glasses frequency, store supply the marketing methods that can promote sales with low price. There is able to promote new product to get television advertisement by of the Taiwan glasses company and De An Tom glasses company. it also most likely regards young ethnicity as principle and attract customer by of using great quantities the poster of special message and sends out advertisement handbill news.(Jiang, 2004)

E. The glasses merchandise changes

The domestic glasses market has been the popular trend that follows Hong Kong, Japan, consequently, there is healthy, easy and convenient, then not easily oxidize light glasses metals spectacle frame is particularly popular in recent years. Besides, The fashionable young people even uses colorful glasses as dresses accessories.(Taiwanese chain store yearbook, 2005)

2.2 The collection of the brand trust

Blackston (1992) have had two constant success and positive key factors between the relation of enterprise brand and consumer. It mainly relied on the consumer's attitude with a kind of intimate to the brand.

Lassar, Mittal, & Sharma (1995) think worth trust feeling is the customer informs to the enterprise of the confidence held by message, the customer believes brand trust that comes from the enterprise's concern for customer that image and brand of quality, brand innovation.

Singh & Sirdeshmukh (2000) claim to a consumer with the trust evaluation of enterprise after purchasing a product, and can lead derivation further long-term loyalty by the relation of the influence loyalty. Arjun & Morris(2001) think that the brand trust is a consumer that would like to trust on their initiative, and trust the product that brand provides. Chaudhuri & Holbook (2001) thinks that the brand trust represents consumer to believe that brand in addition to provide need of the function be worth and also produce an approbation to quality and brand of product. Chaudhuri & Holbook (2001) also points out to be customer's confidence increment for brand, will raise product hobby or increment naturally.Ha & Perks(2005) definition brand

trust is happy to depend on brand to reach the effect that it specify for the consumer. Delgado et al. (2003) claim to brand trust to refer to a consumer to contain explicit expectation to brand's credibility and intention.

The collection of the comprehensive above-mentioned brand trust, the consumer is usually placed in the product scenario of numerous brands and likeness.When the consumer has the brand consciousness, it was worth trusting, dependable, security of and honesty that considers to purchase the brand's merchandise in the future.

2.3 **The collection of the customer loyalty**

Blackston, Reichheld, & Sasser (1990) thinks satisfied the consumer's loyalty to the enterprise will rise, while the rising representative consumer of loyalty purchase in the repetition in future of chance increment Selnes（1993）.

Selnes (1993) points out that the customer loyalty includes to will purchase in the future of may, keeping on of service contract, convert brand of the publicity of the possibility and positive public praise.

Jocoby (1994) point out the benefit owing to customer loyalty include:1. It make the enterprise income grown up and the market share increase by of Customer's purchasing again and publicize. 2. The cost descends. 3. The employee have an incredible satisfaction.

Dick & Basu (1994) explains an opposite attitude with the chart type of strong, weak and again purchase of high and low of two kinds of concepts. There are divided into four items to relation diagram as figure 1
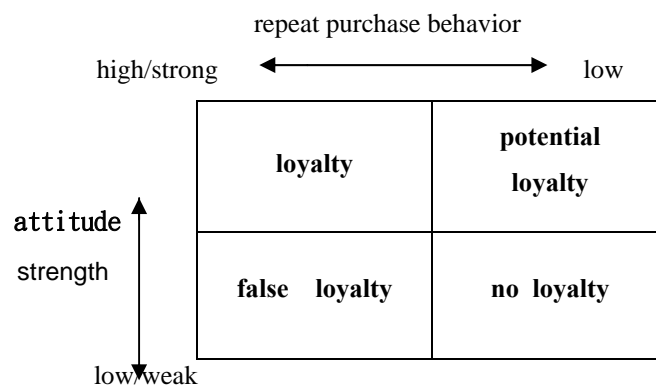

Figure 1. the relative attitude and behavior relation.

East &Hammond (1996) think the fast development of new present market product, the customer apparently had many brands of choice chance, it make enterprise the main income come by from customer loyalty. Griffin (1997) points out that the loyalty relates to purchase behavior, but satisfaction just as a kind of attitude. He definite the loyalty that is as follows: 1. It Usually Customer's purchasing again and repetition. 2. It purchases various products or provided service by the company.3. Build up a public praise. 4. Have immunity to the other promotion activities.

Srinivasana, Andersona, & Ponnavolub (2002) think two main factors of measuring the loyalty with hear and said devolution and price tolerance. When the customer has more higher loyalty, its price tolerance is more higher and also have higher willing to carry on recommendation toward the others.

Jocoby (1994) point out the benefit owing to customer loyalty include: 1. It make

the enterprise income grown up and the market share increase by of Customer's purchasing again and publicize. 2. The cost descends.3. Theg have an incredible satisfication.

Comprehensive above-mentioned scholar's literature, a customer maintains a long-last bargain relation with the company that will increase the company revenue and have the customer loyalty. It is not only decrease company cost but also keep on long-term profits.

2.4 Research Assumption

A.The brand trusts with the collection literature of the customer loyalty

Arjun & Morris (2001) research's displaying about the foundation of loyalty is an establishment with a continuous and maintenance of the evaluation relation, and brand trust affects the maintenance of the evaluation. Finally, its research proof brand trust will have positive influence to the customer loyalty.

Jian (2003) finds that brand trust and brand emotion influenced a customer's attitude for brand after studying, its research proof brand trust will have positive influence to the customer loyalty.

Summary above related support literature, this research supply following research assumption:

H1: The brand trust has a significant influence customer loyalty.

B. The research assumption of personal variable and variables.

Owing to personal variable may influence the attitude of the brand, therefore this research supply following assumption:

H2: The personal variable may have a significant influence difference from two factors.

H2-1: The brand of the different glasses company has a significant influence difference from two factors.

H2-2: The different gender has a significant influence difference from two factors.

H2-3: The different age has a significant influence difference from two factors.

H2-4: Expends a dissimilarity t every month has a significant influence difference from two factors.

H2-5: Purchase a different glasses average cost each time has a significant influence difference from two factors.

III. Research Method

3.1 Research Construction

Discuses the effects and relationships among personal variables, the brand trust and customer loyalty. The structure of this research is illustrated as fig.2
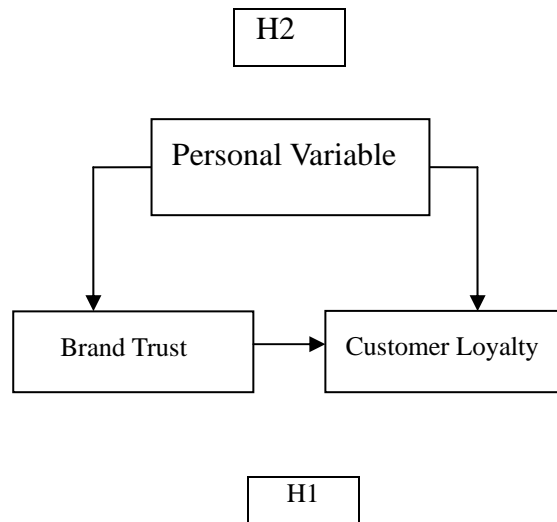
Fig.2 Research Framework

3.2 Questionnaire Design

The design of questionnaire is divided into three parts, the first part is the basic data of the measured student consumer. Part 2 measures a student consumer's brand trust to his or her own glasses .Part 3 measures a student consumer's brand loyalty to his or her own glasses. The whole questionnaire measures form as 5 point dimensions by Likert and "1" represents "disagree very much", "2" represents "disagree", "3" represents "common ", "4" represents "agree", "5" represents "agree very much", and the Validity part invite 5 experts and scholars to carry on the item correction. Because all of the item quote from past literature, therefore has rather of Content Validity., At the pre-measured part, 60 students are carrying on the Reliability Analysis. The following is the measured item and Reliability Value (Cronbach's)of two parts of this research. The results as Table 2 show.

3.3 Sampling Design

This research takes certain institute of technology student in Pingtung as an object and totally issues 180 questionnaires and recalls 160, the recall rate is 88.89%, the valid questionnaire number is 147, effectively recall rate is 81.67%

Measured item variable	Cronbach's α
Brand Trust 1.That brand is to have a guarantee 2. That brand is very dependable. 3.That brand is worth trusting. 4.That brand have a good reputation. 5.That brand has a good public praise in the industry. 6. That brand sincerely concerns my need and rights. 7. That brand is very famous. 8. The product quality of that brand is stable. 9. I have confidence to that brand 10.By whole consideration I trust that brand.	**0.943**
Customer Loyalty 1.That company is the prior choice that I purchase glasses. 2.I will come to that companies again to consume 3.I think that I am the loyal customer of that company. 4.If that company has already announced new products or new activity, I will purchase again. 5.After purchasing the product or service of that company, I will also go to that company consumes next time . 6..I have never considered going to other companies to consume. 7.I will recommend that company actively to my friends 8.I will encourage my relatives go to that companies to consume.	**0.888**

Table 2 Measured item variable and reliability

IV. Research result and analysis

This research inquires into population statistics variable with the relation of each variable and inquire into brand trust variable with the relation of brand loyalty variable, and understand the certain institute of technology student consumer's will and need of purchase glasses , and provide a consumption information for student consumer who want to purchase a glasses product .

4.1 Description of the brand trust and customer loyalty difference analysis of the glasses company brand

Table 3 Table of descriptive analysis of each research variable

Research Variables	Average	Standard deviation	P vaule
brand trust	3.8667	.57067	.099
customer loyalty	3.4955	.62298	.644

In the brand trust aspect, the average(4.2250) of Taiwan glasses is the highest, Sho Lin glasses(3.9579)is the second, De An Tom glasses(3.9333)is the third. At the customer loyalty, the average of Taiwan glasses 3.6597 is also the highest, Sho Lin glasses(3.6316)is the second again, De An Tom glasses(3.5185)is the third. The result

as Table 3 show.

4.2 The difference analysis of the gender toward brand trust and customer loyalty

For understanding the relation of the of different personal variable with each variable and the difference situation of brand trust with customer loyalty, this research adopts a T test to carry on statistical analysis to understand its difference situation.

A. The relative analysis of personal variable and each aspect

the result of the relative analysis of personal variable and each aspect are summarized in Table 4, in the table we discover：
1.The difference of the brand trust and customer loyalty at the different gender student, the result as table 4 show. known in the form. The institute of technology student didn't reach significant difference in "brand trust", "brand loyalty" .(P＜0.05）.

2. The female student compares male student to exist significant difference on the average of brand trust.
3. The female student compares male student to exist significant difference on the average of customer loyalty.
4. The T test result, We find "gender" to the brand trust, customer loyalty that didn't have a significant influence difference.

Table 4 :the relative analysis of gender variable and each aspect

Research Variables		male N=76	female N=71	P vaule
brand trust	Average Standard deviation	3.8447 .58112	3.8901 .56243	.748
customer loyalty	Average Standard deviation	3.4518 .58867	3.5423 .65871	.321

P>0.05

4.3 The difference analysis of the age toward brand trust and customer loyalty
Discussion: We find the difference age's students to the brand trust, customer loyalty that didn't have a significant influence difference.

4.4 The difference analysis of the every month expend toward brand trust and customer loyalty
Discussion: The difference analysis of the student every month expend toward brand

trust and customer loyalty that didn't have a significant influence difference.

4.5 The difference analysis of the every month purchase glasses toward brand trust and customer loyalty

Discussion: The difference analysis of the student every month purchase glasses toward brand trust and customer loyalty as Table 5 show.By known in the form: that have a significant influence difference.

Table 5: the relative analysis of the every month purchase glasses variable and each aspect

Research Variables		under 2000 N=44	2001~4000 N=68
brand trust	Average Standard deviation	3.7818 .62330	3.8456 .51527
customer loyalty	Average Standard deviation	3.3826 .64758	3.5441 .58208
Research Variables		4001~6000 N=30	over 6001 N=5
brand trust	Average Standard deviation	3.9367 .60371	4.4880 .16432
customer loyalty	Average Standard deviation	3.4222 .64436	4.2667 .09129
	brand trust	customer loyalty	
P vaule	.061	.018*	

$^*P<0.05$

Relative analysis of Aspects of the brand trust and customer loyalty

Discussion: The difference analysis of the student every month purchase glasses toward brand trust and customer loyalty as Table 6 show.By known in the form: that have a significant influence difference.

The research summarize relative correlation between each aspect variables of all constructions in Table 6.

Table 6 Relative analysis of each aspect variable (N=147)

Entry	brand trust	customer loyalty
brand trust	1.000	
customer loyalty	.573 ** .	1.000

$^{**}P<0.01$

4.6 The Regression Analysis to each variable
In Carries on Regression Analysis of the brand trust and customer loyalty aspect variables, regression coefficient R^2 reach to 0.329 can explanate that have a significant influence difference.Apparently ,identified the Research Hypothesis H1: has a significant influence difference

The research also applied each aspect of the brand trust and customer loyalty for independent variable to discuss the effect of the degree of customer shopping. The F value of Statistical analysis is 5.781, achieves the significance level. As in Table 7 the research outcome shows: "brand trust" is significant to "the customer loyalty in shopping," meaning the higher level of brand trust will increase the degree of customer loyalty in shopping. 3**2.9%** of Variance can be explained by the customer loyalty in shopping.

Table 7 The Regression Analysis for each aspect of the brand trust to the customer loyalty in shopping (N=147)

Variable	the customer loyalty in shopping		
	Regression coefficient	Standard deviation	Significance
constant	17.389	1.447	0.000
brand trust	0.169	0.909	0.061
F Value	5.781		
R^2	0.329**		
$\triangle R^2$	0.302		

**P<0.01

Ⅴ. Conclusion and Suggestion

A. Research Conclusion
 1. The consumer' s attitude to affect the brand trust. This study result is the same with past several scholars.
 2.The significant influence of customer loyalty by the brand trust, and through "brand trust" vs "customer loyalty" regression analysis,the regression coefficient $R2$ is up to 0.329 that shows the brand trusts of student consumer higher, to the customer loyalty will also have positive influence.
 3. This research finds that the brand trust to the customer loyalty exist significant influence, the brand trust of the student comsumers exist the direct relation with the customer loyalty.

B. Research Suggestion
 1. The research suggestions in the future.
  This research take certain institute of technology students in Pingtung as selective sample, therefore can consider to carry on national inquisition in the future, make the

local difference narrowed,let the results will be more precise.

2. The customer loyalty can create a property and can make the customer depended on brand much more. Consequently, these variables such as learning, experience, acquaintance can be considered to join in the future, inquire into influence effect to the customer loyalty.

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