

To Finding Consumer's Trust in the Brand Include Reputation, Predictability and Competence

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Abstract

In this study to finding consumer's trust in the brand include brand reputation, brand predictability and brand competence. The data was primary collection data.

The results show that consumer's trust in the brand increased with percentage. After the analysis finding the consumer's trust in brand reputation, brand predictability and brand competence has positive analysis. Customer uses the brand and reputation is good and customer's satisfied the good and need. Brand always tries to build trust with consumer and customer and it is increase with need and quality of goods that's why customer and consumer always are satisfied.

Keyword: Consumer's trust, brand reputation, predictability, competence

INTRODUCTION:

The concept of Brand is different concept and way from various researches and writers. It is a name, trademark, logo and symbol. To right to use brand for a seller is granted and it is different from patents and other assets for example copyright. It is include expiry date and sale to brand in market at their sell with cost on competitive basis.

The concept of Trust is expectation from one to other on specific duration and task with expectations vary between low and high rating scale. It is also called the risk because trust is depending to other and it is not sure to success. They will be low rate or high rate scale. Trust is the based on ending of your work of result. A positive or high ending result enhances and motivates as well as negative or low ending result on the other hand work or trust to drop to other person.

REVIEW OF LITERATURE:

According to the Lau and Lee, 1999: Brand reputation, constituent and competence assist for trust in brand and growth to develop. It is use before purchasing a consumers judge, consumer brand and characteristics. Trust means expectation from others on specific task, and expectations vary between high and low rating scale.

Variation of expectations is called risk. Trust is dependency on other parties at the level of risk with their own willingness. Trust is built up on the bases of past experiences. Trust is based on ending results. A positive ending result enhances trust and negative results on the other hand will cause the trust to drop (Deutsch, 1958; Worchel, 1979).

Trust plays a vital role for developing and maintaining brand loyalty in both situations, i.e. consumer-to-business and business-to-business buying situation. To maintain a market share and price elasticity, trust influence toward changing behavioral and attitudinal loyalty (Chaudhuri, and Holbrook, 2001).

Trust is a belief which is focused on specific appropriate boundaries and limitations. Lewis and Weigert (1985) say that trust is not mere certainty but assurance in the expression of risk.

Many other researchers have followed this idea (Deustch, 1960; Schlenker et al., 1973; Boon and Holmes, 1991).

Boon and Holmes (1991) defined trust as a condition linking certain optimistic opportunity about another’s intention with respect to oneself in risky state of affairs.

HYPOTHESIS:

- H1 Brand Reputation is positively related to the Consumer’s Trust in the Brand
- H2 Brand Competency is positively related to the Consumer’s Trust in the Brand.
- H3 Brand predictability is positively related to the Consumer’s trust in the brand.

RESEARCH METHODOLOGY

- Population was consumers of New Delhi and Meerut
- 250 questionnaires sample size
- Area of work as; shopping malls, markets and different shop
- The study on brand reputation, brand competence and brand predictability with consumer’s trust
- Gender, age, qualification

RESULTS AND DISCUSSION

- There was no statistical difference between gender, age and qualification
- 18 to 30 age shows that 73%
- 31 to upper age shows that 27%

Table No. 1 Descriptive Analysis of Brand Characteristic and Consumer’s trust in the brand

Variable	Means	Std. Deviation	Cronbach’s Alpha
Bran Reputation	3.394	0.55	0.77
Brand Competence	3.569	0.61	0.81
Brand Predictability	3.250	0.62	0.85
Consumer’s Trust in Brand	3.370	0.70	0.80

Table No-1 shows means standard deviations and Cronbach’s of the data.

- The results reveal that Brand Reputation has the largest mean 3.394
- Brand Predictability has the lowest mean of 3.250.
- Standard deviation ranged from 0.55 to 0.70.

Table No. 2 Correlation of Consumer’s Trust and Brand Characteristic in the Brand

Variable	Bran Reputation	Brand Competence	Brand Predictability	Consumer’s Trust in Brand
Bran Reputation	1	Nil	Nil	

Brand Competence	0.01	1	Nil	
Brand Predictability	0.35	0.26	1	
Consumer's Trust in Brand	0.3	0.28	0.4	1

Table No. 2, show

- It is the correlation of Brand reputation, predictability, competence and consumer's trust in the brand
- It is show the correlated variable to the compare one to other relation
- It is 98% confidence level brand competence, predictability, competence and consumer's trust in the brand ($p < 0.05$)

Table No. 3 R-squares and F-statistic

Dependent Variable	Brand Reputation	Constant	R squares	F Statistic
Consumer's trust in Brand	2.546	0.384	0.55	18.658
	(0.124)	(0.542)		
	(8.26)	(3.243)		
	0.000	0.000		0.000

Table No-3 shows

- It is dependent variable of consumer's trust in brand of brand reputation and consumer's trust in brand
- R squares is 0.55
- F-value is 18.658
- It is over all model is satisfied of significant at 98%
- It is strong relationship between each variable and beta coefficient
- It is relevant important of brand reputation for consumer's trust in the brand

CONCLUSION AND RECOMMENDATIONS

The results of this research study are relationship of Brand Characteristic (Brand Reputation, Brand Competence and Brand Predictability) with Consumer's Trust in the Brand. Brand Reputation, Predictability and its Competency are the factors which affect consumer trust in brand. Brands must build customer trust to improve their image in market. Brands must hold good quality to satisfy customer's need. When brand reputation is good, it meets the predictability of customer and it has competency to satisfy the needs of customer, and thus it develops trust of customer in brand. By using effective advertising techniques, brands must build their image which in turn would build customer trust and credibility. Brands must try to build their competencies so that customer needs can be satisfied

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