

# THE EFFECT OF BRAND TRUST, BRAND SATISFACTION AND CUSTOMER VALUE ON CONSUMERS' BRAND LOYALTY: IN THE CONTEXT OF AZERBAIJAN AND FOREIGN BRANDS

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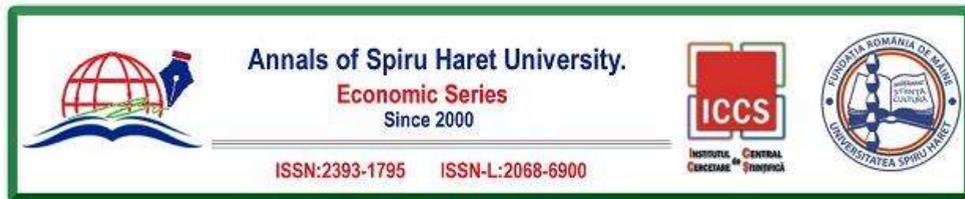
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## Abstract

*Businesses that determine the areas that customers are not satisfied with or that want to make their satisfied customers more satisfied are making a great effort for this. It is not possible for businesses to establish good relations with customers they cannot satisfy and to gain their loyalty. Accordingly, learning what customers want and fulfilling these requests in the best way has become an issue that businesses need to focus on. The aim of the research is to examine the effect of customer satisfaction on marketing in the service sector. In this direction, it was aimed to determine the dimensions of customer satisfaction and to examine the relationships between these dimensions. At the same time, it has been analyzed in detail how the dimensions of customer satisfaction differ according to the characteristics of the customers, which customer characteristics and to what extent the customer satisfaction dimensions are affected.*

**Keywords:** *brand loyalty; brand trust; customer value; brand satisfaction; brand preference.*

**JEL Classification:** M3



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### Introduction

Today, consumers have begun to hear some abstract ties to the brand apart from the functional features of the product, to seek common points with their own personalities, and to integrate different dimensions with their lifestyles. Therefore, with the increase in the quality of the products offered to the consumer, it is not enough for the brands to have quality products that meet only functional needs. For brands, in addition to the quality and functionality of the product, the need to add various values in different dimensions has arisen. Lifestyle and features such as trust, satisfaction, customer value and loyalty that appeal to intangible feelings and senses are now more than material features [Aydın, 2009]. The increasing importance of the brand concept has caused many concepts related to it to be examined and given importance. At the beginning of these concepts is brand loyalty, which has attracted the attention of researchers in recent years and is worth researching [Gounaris, & Stathakopoulos, 2004]. In competitive markets, brand loyalty has become a valuable concept accepted by everyone. For a customer, loyalty to a brand brings added value and advantage to that customer among other customers. For the firm, it increases its ability to compete in order to retain the same customer group [Kumar, & Shah, 2004]. In this study, which was designed with these considerations, it was aimed to examine the level of brand loyalty among consumers and how the determinants of this level, brand trust, brand satisfaction, and customer value affect behavioural and attitudinal loyalty. The issue of brand loyalty is a subject that is highly emphasized and researched today, because loyalty is seen as one of the keys to permanent and long-term success for companies. In addition, brand loyalty is a subjective concept due to the difficulties arising from its measurement and full definition. Therefore, before the concept of a brand is created, the effects and levels of influence of many variables should be well examined. This study can be an illuminating source for poultry producers, who have successfully survived a serious worldwide crisis such as “bird flu”, to determine long-term strategies targeting brand loyalty in marketing as well as the technical standards they provide.

### Literature review

The customer’s trust in the company has been extremely important since the past. However, due to intense competition, this importance has increased even more today. As the relationship between the customer and the company deepens, the probability of sharing the customer’s personal and confidential information

with the company increases. In this case, since trust creates a very valuable shopping relationship between the brand and the customer, it becomes one of the determinants of brand loyalty by ensuring the continuation of the relationship [Morgan, & Hunt, 1994]. Likewise, it has been stated that the high trust environment in mutual exchange relations enables the parties to obtain long-term benefits [Doney, & Cannon, 1997]. It is known that trust plays an important role in customers' repeat purchase decisions [Harris, & Goode, 2004]. When one party trusts the other, a positive behavioural relationship develops between them. Trust in the seller or supplier in industrial marketing creates supplier loyalty. If a customer trusts the brand they buy, it leads to brand loyalty.

Some researchers have shown that trust directly affects brand loyalty, while others have revealed that trust primarily affects customer satisfaction and indirectly affects loyalty [Ibanez, 2006].

Chaudhuri and Holbrook (2001), who revealed a strong relationship between brand trust and both behavioural and attitudinal loyalty, argued that brand trust leads to brand loyalty. Reichheld, and Schefter (2000) [E-Loyalty, Harvard Business Review, 78 (4), 105-] stated that in order to gain customers' loyalty, they must first gain their trust. Harris and Goode [Harris, & Goode, 2004], in "The Four Levels of Loyalty and Pivotal Role of Trust: A Study of Online Service Dynamics", suggested that the effect of brand trust on brand loyalty is higher in the service sector and especially in online shopping. Therefore, *brand trust has a positive effect on behavioural brand loyalty (H1) and attitudinal brand loyalty (H2)*.

In order to determine the link between satisfaction and loyalty, satisfaction can be seen as an element of use / experience, and loyalty as a decision (result) element. Customer satisfaction is seen as a cumulative evaluation of the customer's purchasing and consumption experience. Loyalty, on the other hand, is the customer's tendency or expectation to re-procure a particular product or service [Auh, & Johnson, 2005]. Mittal and Kamakura (2001) examined the relationship between satisfaction and loyalty, and it was found that satisfaction caused significant changes in repeat purchasing behaviour depending on demographic characteristics such as age, education, gender, marital status and place of residence.

In the study of Auh and Johnson (2005), in which they examined the relationship between brand satisfaction and brand loyalty, they first identified the main effect of satisfaction on loyalty, and further argued that the relationship between satisfaction and loyalty was strengthened by the increase in price and quality information. It has also been emphasized that quality is more effective on

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satisfaction than price on the way to loyalty, and on the other hand, satisfaction does not always result in loyalty as a result of price, quality and sectoral differences.

The effect of satisfaction on trust can be predicted when the characteristic structures and developments of the two elements are considered. There is a need for one party in the trust to evaluate the credibility and goodwill of the other party. For this, information about the past behaviour of the other party and whether it has fulfilled its commitments is required [Doney, & Cannon, 1997]. Customers' experience of consuming the relevant brand constitutes the most important information necessary for them to trust that brand [Ballester, & Aleman, 2005]. In addition, satisfaction is associated with the given-received equivalence based on the customers' past shopping results. This also increases the other party's perception of goodwill and trust. Because when a customer reuses a brand, it is a case of fulfilling the promise made. It can be said that the customer tends to trust because the brand keeps its word. In the light of this information, brand satisfaction has a positive effect on brand trust (H9).

### **Reviewing of customer satisfaction in business sector**

The main factor that determines the future of businesses is the customer. Customer service, which is considered as a means of competition and survival, connects existing customers to the business, while forming the most important factor in the creation of a new customer portfolio and the continuity of customers' purchasing habits. A customer is a person or organization that purchases a particular brand of goods of a particular business for commercial or personal purposes [Erdoğan, 2000]. All activities and efforts within the business are based on satisfying the customer, retaining the customer and ensuring customer loyalty. Finding new customers can be more difficult and expensive for the firm than retaining existing customers. Therefore, customer retention may be more important and critical for the firm than finding new customers [Alican, 1995]. According to another definition, customer satisfaction is a post-purchase event that reflects how much the consumer likes or dislikes the service after enjoying the service [Înci, 2004/2]. The satisfaction of those who use or consume a good or service can also ensure that those responsible for the production and marketing of that good or service are satisfied with their work. Customer satisfaction or dissatisfaction for physical goods, quality, performance, etc. of a product or service after purchase. emerges from the perspectives. In services, on the other hand, it emerges as a result of meeting the expectations of the customer from that service during the service

delivery. Accordingly, customer satisfaction or dissatisfaction emerges as a comparison of customers' expectations and perceptions. Customer satisfaction has an important role in an organization's survival in current market conditions and gaining competitive advantage. In this way, the company can ensure its future. One of the most important concepts in customer satisfaction is customer relations. Customer relations is a process established between the business and its customers, covering all pre-sales and post-sales activities, and involving mutual benefit and need satisfaction [Yavuz, 2000].

The Importance of Determining Customer Satisfaction Another phenomenon underlying the principle of customer satisfaction and survival is the necessity of adapting to changing conditions. Developing technology and increasing competitive power increase the concessions that companies make in customer satisfaction day by day. The customer, who is satisfied with the goods and/or services he receives, increases his loyalty to the business, and as a result of the increase in the customer's loyalty to the business, there is an increase in the revenues of the businesses. The main function of the product and/or service is to meet the wishes and requirements of the customers. In other words, products and/or services are tools that meet people's needs. The quality of a product and/or service is proportional to the extent to which it satisfies the customer [Nermin, 1998]. The fact of satisfying customer requests and needs forms the basis of modern marketing understanding. Achieving customer satisfaction, which is a requirement of the modern marketing approach, requires customer-oriented thinking, being close to the customer, establishing good relations with the customer and ensuring the continuity of the relations established with the customers. The main objectives of the marketing function are to increase consumer satisfaction and personal choices as well as consumption. Ensuring customer satisfaction is a requirement of social responsibility for business management.

### **Research methodology**

The model of the research was designed according to the survey method. Survey models are research approaches that aim to describe a past or present situation as it exists. The event, individual or object that is the subject of the research is tried to be defined in its own conditions and as it is. No attempt can be made to change or influence them in any way [Niyazi, 2004].

### **Assumptions and Limitations**

The research was based on some assumptions and the research was carried out under some limitations. These assumptions and limitations are discussed under the following headings.

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### *Assumptions*

The assumptions of the research are listed below:

- a. It is assumed that the participants gave sincere answers to the questions in the questionnaire used to measure customer satisfaction.
- b. It is assumed that the analysis techniques used in the research are suitable for the purpose of the research.

### *Limitations*

The limitations of the research are listed below in articles:

- a. The sample of the research was selected from among the customer organizations of an organization operating in the field of laboratory services. These organizations are among the leading organizations in the service sector. Such a limitation does not affect the results of the research.
- b. The research is limited to the features measured by the questionnaire used as a data collection tool.

### **Data collecting**

In terms of data collection, the data collection tool and data collection issues have been studied under the following headings.

#### *Data collection tool*

Questionnaire method was used in data collection and consisted of different questions.

#### *Data Collection*

Data were collected through questionnaires applied via e-mail and interviews. The implementation process continued in the period between March and June of 2021. During the collection of data, explanatory answers were given to the questions of the representatives of the participating institutions, and care was taken not to leave any unanswered questions. During the data collection, the suggestions of the participating institution officials were noted.

### **Filtering Data**

The data collected in the research were compiled, grouped and analyzed descriptively before being included in the analysis process.

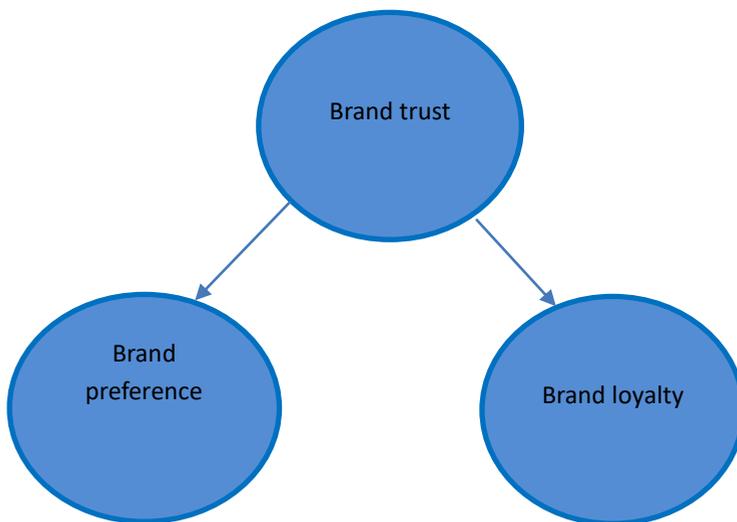
Then, the data with high variance were removed and reliability and sample adequacy analyze were performed accordingly.

*Methods Used in Filtering Data*

Arithmetic methods were used to filter the data. The data were thus grouped and analyzed descriptively.

**Design and Method**

Model of the Study and Hypotheses. The model of the study is given in Fig. 1.



**Fig. 1. Research Model**

The research hypotheses based on the research model are given below: a) H1 = Brand Trust positively affects Brand Loyalty; b) H2 = Brand Trust positively affects Brand Preference; c) H3 = Brand Preference positively affects Brand Loyalty.

Evren and Sample In the preliminary interviews with the sales personnel of the crayon sector, it was stated that the most important and effective decision makers for the selection of the crayons brand were school teachers, and it was stated that marketing and sales efforts in this sector were made primarily for school teachers. It has been determined that especially when the final consumers go to the stationery stores, the school teachers first buy the brand of crayons they want from them. The collection of research data is based on quota-based random sampling method in public or private schools for three crayon brands it was conducted based

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on face-to-face survey management with a total of 459 school teachers. The majority of the surveys were conducted with private school teachers, as most of the teachers working in the public school in question were reluctant to participate in the survey. The survey was conducted by randomly selecting the interviewees from the list of schools/companies and making an appointment at the end of the phone interview with these selected schools/institutions and companies.

In the survey, school teachers were asked to answer other questions by asking which brand they recommend to students from these three brands to buy.

Since the exact market shares of the three paint brands are not known, an equal number of people were interviewed for all three brands.

Before the field research, a pilot application was carried out with 10 people to test whether the questions could be understood, and after the deficiencies were corrected, if any, in the field, the application was started.

402 of the aforementioned questionnaires were evaluated as suitable for the study, and the sample size was accepted as sufficient in the 95% confidence interval [Saunders, 2011].

While the Data Collection Method and the Measurement Tool Used were measured with four statements taken from Delgado-Ballester's (2004) study for the Brand Trust scale, for the brand loyalty scale, the 5-statement scale obtained by combining the attitudinal brand loyalty and behavioral brand loyalty scales in the studies of Özdemir and Koçak (2012), and the 4-statement scale developed by Chang and Liu (2009) for the brand preference scale were used. The collected data were first subjected to explanatory factor and reliability analyzes by using the SPSS package program on the basis of scales, and the questions that did not show statistical significance were removed from the scales and the scales were made ready for work. Two 5-point Likert-type scales were used in the study.

In the scales (1 = strongly disagree and 5 = strongly agree) were included.

## Findings and Discussion

### *Description:*

Results in the analysis, it was determined that the data used in the study showed a normal distribution. The descriptive statistics for the demographic variables expressing the type of institution, branch, gender, age and related scale questions of the school teachers are shown in Tables 1 and 2 and 3 below.

**Table 1. Distribution of Brands**

<b>BRANDS</b>	<b>Frequency</b>	<b>Percentage</b>
FABER CASTELL	134	33.3
BIC	134	33.3
FATIH	134	33.3
Total	402	100

**Table 2. Demographic Characteristics of the Participants**

<b>Demographic characteristics</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Demographic characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>			<b>Organization type</b>		
Female	252	<b>62.7</b>	State	71	18
Male	150	<b>37.3</b>	Private	331	82
<b>Total</b>	<b>402</b>	<b>100</b>	<b>Total</b>	<b>402</b>	<b>100</b>
<b>Branch</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Branch</b>	<b>Frequency</b>	<b>Percentage</b>
Body training	10	2.5	Maths	39	9.7
Literature	32	8.0	music	2	0.5
Philosophy	2	0.5	Pre-school	50	12.4
Science	16	4.0	Class	66	16.4
Physics	18	4.5	History	34	8.5
English	58	14.4	Turkish	57	14.2
Chemistry	18	4.5	<b>Total</b>	<b>402</b>	<b>100</b>
<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>			
25-29	46	9.6			
30-36	364	76.2			
37-42	50	10.5			
43-49	17	3.6			
50-56	1	0.2			
<b>Total</b>	<b>402</b>	<b>100</b>			

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**Table 3. Questions about Scales**

Ques.	Brand loyalty	Brand trust	Brand preference
1.	I will continue to buy this Brand.	I trust this brand.	I would consider buying this brand before other brands.
2.	I am committed to this brand.	This brand meets my expectations.	Even if the features of other brands are as good as this brand, I still prefer this brand.
3.	If I have to buy this product again, I would prefer this brand again.	When I have a problem with this brand of products, I trust the company to fix it.	Even though other brands offer better offers, I still prefer this brand.
4.	I can pay more for this brand than other brands.	This brand never disappoints me.	I will choose this brand again for my future purchases.
5.	I am passionate about this brand.		

Findings Related to the Hypotheses The explanatory factor and reliability analysis results of the scales are shown in Table 4.

**Table 4. Reliability and Factor Analysis Results**

Scales	Cronback alpha	KMO	Barlett Sigma	Explanation Rate of Total Variance %	Number of ques.
<b>Brand trust</b>	89.7	0.81	0.00	76.34	4
<b>Brand loyalty</b>	92.1	0.88	0.00	76.2	5
<b>Brand Preference</b>	91.2	0.84	0.00	79.1	4

After the analysis, the values obtained for the brand equity and brand love scales are shown in Table 5.

**Table 5. Average Values of the Scales**

Scales	Number of samples	Lowest	Highest	Average	Standard deviation	Variance
Brand trust	402	1.00	5.00	3.07	1.12	1.25
Brand loyalty	402	1.00	5.00	3.11	1.07	1.16
Brand Preference	402	1.00	5.00	3.07	1.11	1.24
Valid number of samples	402					

As can be seen in Table 5, Brand Trust is over 100 percent (61%), Brand Loyalty (62%), Brand Preference (61%) on a 5-point scale. When the obtained values are examined in terms of all three scales, it seems that they are slightly above the average.

**Table 6. Descriptive Statistics of Scales by Brands**

Brand Components	Brands	Sample	Lowest	Highest	Average	Standard Deviation
Brand loyalty	Faber Castell	134	2.40	5.0	3.93	0.49
	Bic	134	1.0	5.0	2.91	1.07
	Fatih	134	1.0	5.0	2.37	1.06
Brand trust	Faber Castell	134	1.0	5.0	2.46	1.00
	Bic	134	1.0	5.0	3.02	1.12
	Fatih	134	1.0	5.0	3.99	0.54
Brand Preference	Faber Castell	134	1.0	5.0	3.99	0.54
	Bic	134	1.0	5.0	3.02	1.12
	Fatih	134	1.0	5.0	2.46	1.00

When Table 6 is examined in terms of all three brand characteristics, the first one is Faber Castell, the second Bic, the third Fatih brand, the first Faber Castell, the second Bic and the third Fatih brand in terms of brand trust, the first Faber

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Castell, the second Bic, the second in terms of brand loyalty. The third Fatih brand emerged, with Faber Castell first, Bic second and Fatih brand third in all scales. In addition to these, it has been determined that the price of 1 box of crayons in the market is 10 TL for Faber, 17 TL for Bic and 9.5 TL for Fatih brand. The model summary and interaction coefficient results of the regression analysis conducted to determine the effect of brand loyalty and brand trust on brand loyalty, whose descriptive features are in Table 5, are shown in Table 7.

It has been seen that the reduced R square value is 0.80, and it can be said that brand trust explains brand loyalty at a rate of 0.80. Durbin-Watson test tee value is between 1.5-2.3 and there is no autocorrelation. Considering the interaction coefficients of the relevant regression equation in Table 7, the constant coefficient was found to be 0.185, significant at the 95% confidence interval ( $p = 0.017$ ), and the Brand Trust independent variable was found to be significant at 0.93 at the 95% confidence interval ( $p = 0.00$ ) determined. VIF value is less than 10 [Gürbüz, & Şahin] and there is no multi-connection problem. Accordingly, the regression equation expressing the relationship between Brand Loyalty and Brand Trust can be shown in the form below.  $\text{Brand Loyalty} = 0.18 + 0.93 \cdot \text{Brand Trust}$  Thus, there is a positive relationship between brand loyalty and brand trust, and each increase in brand trust increases brand loyalty by 0.93 units positive, in addition to a fixed effect of 0.18. The model summary and interaction coefficients results of the regression analysis conducted to determine the effect of brand trust on brand preference, whose descriptive features are in Table 5, are shown in Table 8.

**Table 7. Model Summary and Interaction Coefficients**

<b>The dependent variable: Brand loyalty</b>						
<b>Independent variable</b>	<b>F</b>	<b>P</b>	<b>B coefficient</b>	<b>S.H.</b>	<b>T</b>	<b>VIF</b>
(constant)	1567.81	0.00	0.18	0.07	2.39	1.0
Brand trust			0.92	0.2	35.59	
<b>R<sup>2</sup> = 0.89</b>	<b>Adjusted R<sup>2</sup> = 0.79</b>		<b>Durbin-Watson coefficient = 1.64</b>			

**Table 8. Model Summary and Interaction Coefficients**

The dependent variable: Brand preference						
Independent variable	F	P	B coefficient	S.H.	T	VIF
(constant)	5328.70	0.00	0.99	0.2	35.59	1.0
<b>R<sup>2</sup> = 0.93</b>	<b>Adjusted R<sup>2</sup> = 0.93</b>			<b>Durbin-Watson coefficient = 1.92</b>		

**Table 9. Model Summary and Interaction Coefficients**

The dependent variable: Brand loyalty						
Independent variable	F	P	B coefficient	S.H.	T	VIF
(constant)	1101.14	0.00	0.43	0.095	5.13	1.0
Brand trust			0.86	0.026	33.18	
<b>R<sup>2</sup> = 0.73</b>	<b>Adjusted R<sup>2</sup> = 0.73</b>			<b>Durbin-Watson coefficient = 1.89</b>		

In the analysis, it was seen that the F statistic was  $F = 5328.7$  and was found to be significant ( $p = 0.00$ ), the adjusted R square value was 0.93, and we can say that brand trust explains brand loyalty at a rate of 0.93. Durbin-Watson test tee value is between 1.5-2.3 and there is no autocorrelation. When we look at the interaction coefficients of the relevant regression equation in Table 8, it was determined that the constant coefficient was -0.40, which was not significant in the 95% confidence interval ( $p = 0.38 > 0.05$ ), and the Brand Trust independent variable was 95% with a value of 0.99 was determined as significant ( $p = 0.00$ ) in the confidence interval. VIF value is less than 10 and multiple [Gürbüz, & Şahin, 2016] and there is no connection problem. Accordingly, the regression equation showing the relationship between Brand Preference and Brand Trust is shown in the figure below. Brand Preference =  $0.99 \cdot \text{Brand Trust}$  There is a positive relationship between brand preference and brand trust, and each unit increase in brand trust increases brand preference by 0.99 units. The model summary and results of the regression analysis conducted to determine the effect of brand loyalty and brand

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preference on brand loyalty, the definitional features of which are given in Table 5, are shown in Table 9.

In the analysis, it was seen that the F statistic was  $F = 57983$ , and it was found to be significant ( $p = 0.00$ ), the adjusted R square value was 0.73, and we can say that brand trust explains brand loyalty at a rate of 0.73. Durbin-Watson test tee value is between 1.5-2.3 and there is no autocorrelation. When we look at the interaction coefficients of the relevant regression equation in Table 9, it was determined that the constant coefficient was 0.43, which was significant at the 95% confidence interval ( $p = 0.00$ ), and the Brand Preference independent variable was also significant at 0.86 at the 95% confidence interval ( $p = 0.00$ ). The VIF value is less than 10 [Gürbüz, & Şahin] and there is no multi-connection problem. Accordingly, the regression equation showing the relationship between Brand Loyalty and Brand Preference is shown in the figure below.  $\text{Brand Loyalty} = 0.43 + 0.86 \cdot \text{Brand Preference}$  Thus, there is a positive relationship between brand loyalty and brand preference, and an increase in each brand preference increases brand loyalty by 0.86 units positive, in addition to a fixed effect of 0.43. In the light of these findings, similar results found in the literature were obtained between brand trust and brand loyalty.

In addition to these, we can say that the high level of correlation between brand trust and brand preference, as in the study of Chaudhuri and Holbrook (2001), that trust creates attitudinal loyalty and as a result of the evaluation of the brand with the effect of this belief in the brand, related products are preferred. The effect of brand preference on brand loyalty can be explained as the fact that brand preferences made as a result of positive cognitive and affective experiences of customers lead to the same brand in their next purchase intentions and repeated purchases, leading to the formation of loyalty and thus to an increase in brand loyalty.

### Conclusion and Discussion

Considering the evaluations of the scales on the basis of hundreds of points for consumers, it was found that brand trust (61%), brand loyalty (62%) and brand preference (61%) were evaluated, and these values were considered to be slightly above the average, and companies need to improve these components in terms of all three brand components. In all three brand scales, the success ranking of the existing brands was Fabel Castell first, Bic second and Fatih brand third. In the regression analysis, it was determined that brand trust had a significant and positive

effect on brand loyalty, and the relevant H1 hypothesis was accepted. Accordingly, an increase in brand trust positively increases brand loyalty. Similarly, the relationship between brand trust and brand preference was determined to be significant and positive, and the relevant H2 hypothesis was accepted.

Accordingly, the increase in brand trust per unit positively increases brand preference. Likewise, the relationship between brand preference and brand loyalty was determined to be significant and positive, and the relevant H3 hypothesis was accepted. Accordingly, an increase in brand preference positively increases brand loyalty. In the literature, when the factors affecting brand loyalty are examined, they are generally listed as trust, satisfaction, promotion, price, perceived value, image, perceived risk, promotion, and perceived quality. There are also studies on the conclusion that brand trust has a strong and positive effect on brand loyalty (Morgan, & Hunt, 1994; Lau, & Lee, 1999). As in previous studies, in this study, it was revealed that trust in the brand positively supports brand loyalty at a high level. Therefore, on the way to brand loyalty, it is necessary to meet the needs and expectations of consumers for the sense of trust in the brand. In the study, it was determined that brand trust also positively affects brand preference. For this reason, it should be considered that trust in the brand is an important factor for consumers to prefer the offered brand, and studies should be carried out on this. There are articles that show that brand loyalty positively affects the willingness to buy, and this should be seen as an expected result [Kim *et al.*, 2007]. The mediating role of brand preference between brand trust and brand loyalty was not tested in the study, but the results are predicted from the results.

Because the influence coefficients between brand trust and brand loyalty, brand trust and brand trust, brand preference and brand loyalty alone are 0.93; since the values of 0.99 and 0.86 are quite high, it can be stated that brand preference does not have a mediating role that will further increase this level of influence. As a result, in this study, it was determined that the trust in the brand affects the brand preference and brand loyalty at a significant and positive level, and the brand preference also affects the brand loyalty significantly and positively at a high level. As a result of this study, revealing the effects of brand trust, brand loyalty and brand preference on each other will provide support to the employees and the literature in terms of brand management. However, there are many other factors that affect brand trust, brand loyalty and brand preference; for example, there are components such as brand awareness, brand uniqueness, brand identity, brand experience, consumer sociological and psychological factors. For this reason, it is

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recommended to compare the findings of this study by conducting studies in terms of other factors that may affect these three brand components in terms of brand management. The study was carried out in the stationery and crayon sector, and it is beneficial to compare the results by conducting studies on the relationships between brand trust, brand loyalty and brand preference in other sectors. In addition, it is beneficial to compare the results of the research by conducting the research with teachers in other big cities and mostly in public schools.

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