

## THE ROLE OF BRAND TRUST ON PARENTS' PURCHASE INTENTIONS OF BABY-CARE PRODUCTS

### MARKA GÜVENİNİN EBEVEYNLERİN BEBEK BAKIM ÜRÜNLERİ SATIN ALMA NİYETLERİ ÜZERİNDEKİ ROLÜ

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**ABSTRACT:** The aim of this study is to investigate the role of brand trust in the consumer-brand relationship for both global and national brands. The model developed for this goal is applied to two rival brands in the baby care products market in Turkey, one of which is global and the other is national. To test the research model, a structural equation modeling approach is followed. The study reveals that the effect of the brand trust on repurchasing intention is greater than its effect on relational commitment, and that this effect is observed particularly in the case of national brands.

**Keywords:** Brand Trust; Brand Purchasing Intention; Care Products for Babies and Children

**ÖZET:** Çalışmanın amacı; global ve ulusal markalar için marka güveninin tüketici marka ilişkisi üzerindeki rolünü araştırmaktır. Bu amaçla geliştirilen model; bebek bakım ürünleri pazarında faaliyette bulunan biri global, diğeri ulusal iki rakip marka için uygulanmıştır. Araştırma modelinin testi için yapısal eşitlik modellemesi kullanılmıştır. Çalışmanın sonucunda marka güveninin yeniden satın alma niyeti üzerindeki etkisinin, ilişkisel bağlılık üzerindeki etkisinden daha büyük olduğu ve özellikle ulusal markada bu etkinin daha fazla gözlemlendiği tespit edilmiştir.

**Anahtar Kelimeler:** Marka Güveni; Marka Satın Alma Niyeti; Bebek ve Çocuk Bakım Ürünleri

**JEL Classification:** M31

### 1. Introduction

Trust is one of the key requirements of a long-term and healthy relationship between individuals. Personal relations are often used as a metaphor when defining the relationship between a brand and consumer (Fournier, 1998; Hess and Story, 2005). In this regard, brand trust reveals its importance both in interpersonal relations as well as in the establishment of the desired healthy and long-term relationship between the brand and consumer. There are a number of studies into brand trust that have come up with important findings about the forming of trust, and its effects. (Fukuyama, 1998; Caudhuri and Holbrook 2001; Ballester and Aleman, 2005; Delgado-Ballester and Munuera-Aleman 2005).

Studies of brand trust fall generally under the subject of consumer relations management (Morgan and Hunt, 1994; Ball, Coelho, Machas, 2004; Esch et al. 2006), and is a notion that has been analyzed with different goals in the service sector (Harris, Goode, 2004;

Reast, 2005; Chiou, Droge, 2006; Sirdeshmukh, Singh and Sabol, 2006; Caceres, Paparoidamis, 2007). The importance of trust in the service encounter is the main reason why researchers focus on the subject; however, there are limited studies looking into the effect of brand trust in different product categories on consumer-brand relations (Delgado-Ballester 2004; Romaniuk, Bogomolova 2005). It is noteworthy that for a period of time in which consumers have no intention of developing a long-term relationship with the brand, the effect of brand trust for the products to be consumed may be realized at different levels and in different forms when compared to other product categories.

Baby care products represent a product category that is preferred by consumers during a specific period of time. Parents will not show a trend to prefer the same product category when the babies are grown, but rather only when they have a new baby. In this case, expectations of the effects of brand trust on a healthy consumer-brand relationship may occur in different dimensions. The key concepts in brand-consumer relationships can be summarized as brand repurchasing intention, brand extension acceptability, word-of-mouth (WOM), temporary deficiency acceptability and brand commitment (Gurviez and Korchia, 2003; Story and Hess, 2006). The intention here is to understand the effect of brand trust in a product category like baby care products, with which parents intend to have only a short-term relationship, on these variables.

Furthermore, trust in purchasing decisions in the case of baby care products can take on extra importance. Caudhuri and Holbrook modeled brand trust according to the functional quality of the product, highlighting the role of emotional expectations in the brand. From this perspective, trust can be seen as an outcome of the dimension of functionality. Delgado-Ballester and Munuera-Aleman (2005) suggested two dimensions of brand trust. The first of these has a technical or competing structure and is the ability of a brand to keep its promises and to meet consumer needs while the second dimension relates to the intention and the expectation that the brand will act sensitively for the welfare or comfort of the consumer. For the first dimension, Delgado-Ballester and Munuera-Aleman (2005) explain that trust is based on the promise related to the expected functional quality of the product. At this point, it is the more sensitive behaviors of parents related to functional quality that increase the importance of studies to understand the effect of brand trust on purchasing decisions.

According to data for 2012, 55 percent of the young population in Turkey, which numbers 23 million, is composed of babies aged 0–9 years and children, with 4 million babies aged between 0 and 3, with a corresponding ratio in Europe of 16 percent. Every year, approximately 1.25 million babies are born, meaning 160 new babies every hour. Some 54.2 percent of all households contain at least one child. According to previous studies, in Turkey, families spend an average of \$60–70 per month on a baby until it reaches the age of 2, corresponding to a yearly outlay of \$720–840. An increase in consciousness directs parents towards new products and services, with the intention being to bring up their children more healthily. On the other hand, the amount spent for per baby in Turkey is currently below the world average, meaning high potential and this attracts both local and foreign companies to enter the market. Compared to other sectors, the baby/child market grows 3–5 times faster, and increases its share in Turkey's economy each and every day. It has been calculated that the baby care product market in

Turkey has a volume of \$43 million\*. This size of the market attracts companies seeking to present their products to the world markets and benefit from the economies of scale. Multinational companies looking to succeed in such a market must establish trust in their brands. According to Rosenbloom and Haefner (2009), it is crucial to analyze the effects of the brand trust of a global brand on the variables that form the consumer-brand relationship.

According to Ehrenberg, Bernard and Scriven, it is natural for a big brand (one with a high market share, high visibility and a great consumer capacity) to seek ways to increase its sales and stay ahead. At this point, researchers are required to make in order to answer the question 'what would the level of advantage of a brand be in establishing trust when it is ahead with product variety and advertisements? It is a matter of concern that the number of studies related to this subject is very low (Romaniuk, Bogomolova; 2005).

In the light of all these evaluations, this study aims to address the subject matter by answering the following research questions:

- In the matter of a product category in which consumers do not develop a long-term purchasing tendency, in what direction and to what level will brand trust affect consumer-brand relations (brand commitment, repurchase intention, brand extension acceptability, temporary deficiency acceptability, WOM)?
- What will be the effect of the trust established by a national brand with a high market share in the presence of a global brand with high advertisement and communication spending power on the consumer-brand relationship?

For the study, hypotheses are developed and tested in order to come up with exploratory answers to these research questions.

## **2. Literature Review**

### **2.1. Brand Trust**

A lot of studies have been conducted so far in different disciplines (psychology, economics, sociology, etc.) into the concept of trust, with each developing its own perspective and definition of trust according to its field of interest. That said, there is a common point at which these differences converge, being the importance and effect of trust in the founded relations (Hosmer, 1995). Accordingly, in most studies related to trust, it is stressed that trust is necessary for the establishment and long-term maintainability of a healthy relationship (Bitner, 1995: 247; Doney and Cannon, 1997: 35; Morgan and Hunt, 1994: 21; Sharma and Patterson, 2000: 471; Quinton and March, 2008: 70).

Fournier (1998) claims that the relationship between the brand and consumer is no different to any other relationship, and affects whether the consumer purchases that product or not. It is also stated that the concept of trust has different connotations in the final consumer and industrial markets. For example, the environment of trust in consumer markets and that of the producer and retailer markets are different from each other (Ganesan, 1994), which raises the question of whether there are various reflections of trust also for different product categories (Rempel, Holmez and Zanna 1985: 95–122; Doney and Cannon, 1997: 36; Swaen and Chumpitaz C. 2008: 13). Furthermore, it has

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\* <http://www.cbmeturkey.com>

been indicated that there may be a significant difference between the product and brand trust of a small business and a countrywide business that exports to the world and realizes its production in huge facilities, and that the way companies carry out their businesses in the market and their familiarity are important for the relationship of trust with the consumer (Doney and Cannon, 1997). In this regard, another question that arises is whether a national business has to earn consumer trust under different conditions to a global brand that is active in the same market.

The studies on brand trust can be divided into two categories: First, those specifying the necessary conditions and factors for the establishment of trust (Xingyuan, Li and Wei 2010, Lau and Lee, 1999; Laroche, Habibi, Richard and Sankaranarayanan 2012); and second, researches evaluating the effect of trust on the long-term relationship between the brand and consumer (Zboja, Voorhees, 2006, Chaudhuri and Holbrook 2001; Ballester and Aleman, 2005).

The studies focusing on the measurement and definition of brand trust pay attention to the structure of the concept, which can be composed of various components (Morgan and Hunt, 1994: 22; Kumar, 1995; Hess, 1995; Erdem and Swait 2004; Lichtle and Plichon, 2008: 129). Although different variables are put forward in different studies (Siriex and Dubois, 1999; Frisou, 2000; Gurviez, 1999, Aurier, Benavent and N'Goala, 2001), the basic ones can be defined as benevolence, trustworthiness/accuracy and credibility (Rempel, Holmes and Zanna 1985). The credibility attributed to a brand refers to the ability of the brand to meet the consumer needs in terms of the expected performance. In other words, the product must meet the functional expectations of the customer. Trustworthiness is defined as the brand honesty in its promises and claims its ability to keep its promises. In the benevolence dimension, the relation of brand with consumer benefits and even if brand lets consumer benefits be prior is questioned. When trust is divided into its composite parts, it is important that none of the components are ignored, both in its establishment of trust and in its measurement. For example; the credibility of a business in the eye of a consumer may decrease when the way a new product is presented disappoints him, however this will not harm its trustworthiness, which may affect customer trust (Gurviez, Korchia, 2003). In this study too, trust is measured in terms of these components.

The necessity for brand trust among consumers comes to the forefront in their purchasing decisions, especially when uncertainty and risk are perceived as high, as in these situations trust will have a directing characteristic that serves as a shortcut to a purchasing decision (Chaudhuri and Holbrook 2001). In this regard, in product groups with a high degree of perceived risk, the need for trust, as well as the value of the trust established for brands producing such products, will be high (Matzler et al., 2008). For instance, the level of functional risk perceived by a parent related to a product that he/she buys for his/her baby may direct him/her towards a brand he/she trusts.

## **2.2. Role of Brand Trust on Consumer-Brand Relationship**

### **2.2.1. Brand Trust/Brand Commitment**

Relational commitment refers to the intent of a party to show the maximum effort to the maintenance of a relationship that the party considers establishing as a continuous one with a partner (Morgan and Hunt, 1994). This relationship, for a customer who feels commitment refers to a value, and hence should be maintained (Sharma and Patterson, 2000), and this commitment is a concept that comprises stability, solidarity, harmony

and sacrifice, all of which can be gained from a long-term and stable relationship (Wulf and Odeberken-Schröder, 2003).

Furthermore, commitment refers not only to the intention to continue the current relationship and make the effort to maintain it, but also to protect it and make additional voluntary investments to increase it. In this regard, commitment is prudential and sound in the long term, and therefore it is affected by brand trust (Morgan and Hunt, 1994; Balester and Aleman, 2005).

According to Konovsky and Cropanzano (1991) brand commitment in terms of brand trust comprises various components that are either emotional or calculative. Emotional commitment refers to the intention to maintain the relationship due to the positive emotions felt for the opposite party. In contrast, calculative commitment requires consideration of the benefit and cost of maintaining or ending the relationship (Meyer and Allen, 1991; Story and Hess, 2005). According to Story and Hess, consumers depend on a brand because they are seeking to benefit from some of the advantages of this situation (For example, reducing risk, increasing information processing effectiveness, gaining tangible 'frequent user' benefits). The advantages gained from a relationship are explained as a reason for commitment (For example, affiliation, association, value matching), and so relational commitment emerges as a combination of consumers' personal and functional characteristics in their relationship with the brand. From this perspective it is crucial to evaluate the importance of brand trust in terms of the relational commitment associated with different product categories and brands of different country of origin.

According to Morgan and Hunt (1994: 23), the basic effects of brand commitment on consumers are: a) effort to protect the relationship, b) resistance to attraction to rival presentations, and c) ignoring negative associations with the trusted brand that may result in dissatisfaction. As such, a customer that intends to maintain a relationship with his/her chosen brand will use positive WOM communication (Harrison-Walker, 2001), ignore temporary deficiency (Gurviez and Korchia, 2003; Ahluwalia et al. 2001) and repurchasing the product (Geyer et al. 1991). For this reason, the above-mentioned variables are part of the model used within the framework of the research.

### **2.2.2 Brand Trust/ Brand Purchasing Intention**

In a 2001 study, Caudhuri and Holbrook evaluated brand commitment in two dimensions, being behavioral and attitudinal. After making a study of 107 different brands, a positive relation was identified between brand trust and behavioral and attitudinal commitment, although the relationship between brand trust and behavioral commitment was found to be stronger than the one between brand trust and attitudinal commitment. This highlights a need to evaluate the role of brand trust on the repurchasing behaviors of consumers. There is a tendency among consumers to prefer a brand, and this will increase when consumers display their behavioral reactions. Furthermore, it will be expected that the role of brand trust will be felt more than relational commitment in an intention to repurchase a brand. This raises the question of which variable is affected most by brand trust, brand commitment or intention to repurchase?

Another point to be considered while analyzing the role of brand trust on purchasing decisions is the double jeopardy effect stated by Ehrenberg et al. (1990). Trust in a brand with high visibility in the market, being one that is highly recognized and enjoys a high

rate of sales, will be higher, and with this trust, new sales will be realized. This cyclical situation raises the question of whether brand trust should be evaluated in purchasing decisions as a differentiation tool or as a hygiene factor. Romaniuk and Bogomolova (2005) stated in their study that trust in brands with a high market share is also high, and that individuals may display a tendency to trust the brands they see most often and that they observe being purchased often.

### 2.2.3. Brand Trust/Brand Extension Acceptability

There are only a few studies evaluating the effect of brand trust on brand extension activities (Keller, Aaker, 1992; Gurviez and Korchia, 2003; Reast, 2005). Keller and Aaker identified a meaningful relationship between the credibility of a business and brand extension acceptance using fictitious brands. Supporting this finding of Keller and Aaker, McWilliam (1993) stated that consumers approve new products if they are produced under a brand name they trust. Hem et al. (2000) state that consumers may make an evaluation based on brand trust, particularly when product information is lacking, and at this point, how far or how close a new product with the same brand name is from/to the first product is significant. Reast (2005) stated that when a similar product category is chosen in a brand extension application, the effect of brand trust will be felt much more.

In a product category such as baby care products, for which parents show purchasing tendency for a specific period, the success brands can gain from trust in brand extension strategies will be discussed. Even if the consumer does not intend to establish a long-term relation with a brand, he/she will display a tendency for brand extension acceptability.

## 3. Baby-Child Care Products Market in Turkey

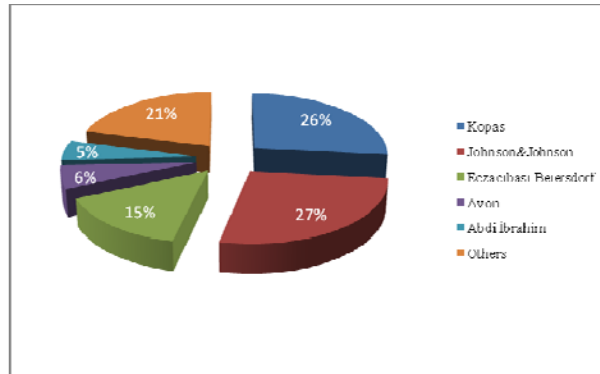
Although there are more than 30 competing brands in different categories of the baby care products market, there are only a few brands with significant shares of the current market: Kopas, Nivea, J&J, Eczacibasi. Kopas is the leader in baby shampoo with Dalin brand, while J&J is the leader in skin care products, and so it would not be wrong to define the baby care products market as one in which there is vehement rivalry. In such an environment, it is inevitable that the strategies applied by businesses in the market will be indicators of success or failure.

Kopas Kozmetik is in a leading position in the baby shampoo market with its Dalin brand, which boasts a 52 percent of the market share and the company expects a yearly growth in sales of 7 percent. In the care products market, pharmacies constitute an important part of the sector that the data cannot be totally reached. For example, according to Nielsen data from 2007, while the market was thought to be 57 million TL, managers estimated that the market attained growth of 125 million TL, indicating an average growth of 8 percent every year in the world. In Turkey, this yearly growth is around 20 percent. (capital.com.tr) When the market data on baby and child care products is reviewed, it is discovered that the brands such as Procter & Gamble, **Johnson & Johnson** are among the world's leading brands. In the baby and child care sector, Johnson & Johnson, the preeminent brand of the world still seems to have a voice in the global market with a market share of 70 % even though the birth rate has been decreasing since 1990s\*. At the same time, J&J is in the leading brands in Turkey. Kopas

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\* J&J; <http://www.investor.jnj.com/2010annualreport/caring/index.html>

Cosmetic Marketing Inc. leads with 27% value share. Its biggest competitor is a national brand **Dalin** by Kopaş Cosmetic.



**Figure 1. Company Shares of Child and Baby Care Products in Turkey**

Source: Passport by Euromonitor International, 2011

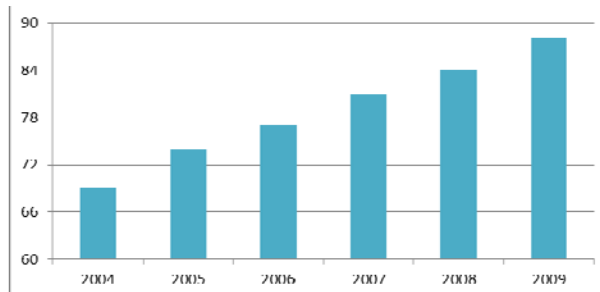
As of 2010, when considering the baby and child care products market in Turkey, Dalin established by Kopaş Cosmetic Marketing Inc., in the Turkish market is a major competitor of Johnson & Johnson, the world leader brand in this market. In the baby products market, Dalin has more than 50% market share in the most populous 6 cities of Turkey (see Table 1).

**Table 1. Dalin's Market Share in National Market**

Dalin's Market Share	2007	2008	2009
Istanbul	47.4	42.8	46.9
Ankara	46.4	47.5	48.0
Izmir	47.2	45.9	42.4
Adana	44.2	45.1	49.2
Antalya	52.2	48.1	40.7
Bursa*	46.0	46.5	48.0
<b>Turkey</b>	<b>50.5</b>	<b>49.3</b>	<b>50.8</b>

Source: Kopaş Cosmetic Inc. sales data, 2010 (\*) Research area for this study.

As Figure 2 shows, baby care products reach ₺88 million (56 million \$) in 2009, up almost 4% in current terms on previous year. Baby care products continue to register positive growth despite economic crisis.



**Figure 2. Market Size Baby Care-Turkey 2004-2009**

Source: Passport by Euromonitor International, 2011

#### 4. Research Model

By drawing on of the previous literature, the research model shown in Figure 4 is developed. As for variables that affect the trust and brand purchasing intention that is shown in the model, the global and national brands have been compared. The “word of mouth behavior” dimensions have been added into the model developed by Gurviez and Korchia. On the other hand, when the model developed by Gurviez and Korchia has been reviewed in comparison based on national and global brands base, it is aimed at finding out how to pave the way by moving from the national and global brands to the model by researching the effects.

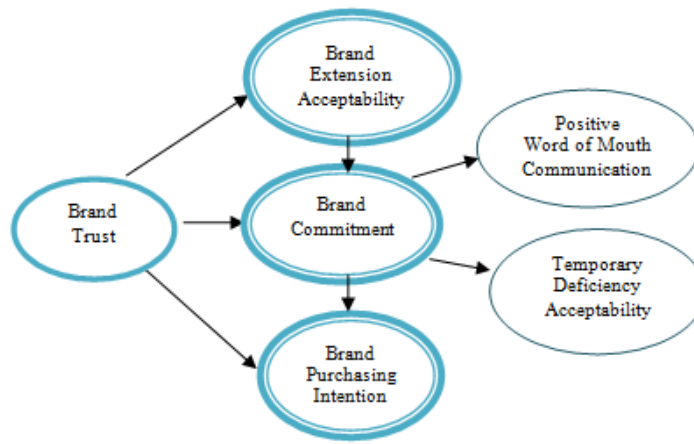


Figure 4. Research Model

The research hypotheses are presented in Table 3. Theoretical background for the research hypotheses is discussed in the literature review.

Table 3. Research Hypotheses

H <sub>1</sub>	Brand trust will be positively associated with brand purchasing intention.
H <sub>2</sub>	Brand trust will be positively associated with brand extension acceptability.
H <sub>3</sub>	Brand trust will be positively associated with brand commitment.
H <sub>4</sub>	Brand commitment will be positively associated with temporary deficiency acceptability problems.
H <sub>5</sub>	Brand commitment will be positively associated with positive word of mouth communication
H <sub>6</sub>	Brand commitment will be positively associated with brand purchasing intention
H <sub>7</sub>	Brand extension acceptability will be positively associated with brand commitment.

#### 5. Method

##### 5.1. Sample and Data

The consumers residing in the province of Bursa/Turkey participated in the study. The research sample size is at the rate of 95% confidence interval and the margin of error is at the rate of 5%, 384 respondents (Baş, 2003: .43). The surveys were conducted in the shopping malls where the baby care products are being sold by surveyors. The subjects that were included in our sample were customers of both national and global brands. While it is well known that women constitute the majority of the customers, the responses of the male customers who accepted to participate in survey have also been taken into account. The final number of survey is 391. The convenience sampling method is used.



## 5.2. The Data Collection Method and Measures

The data that have been used in the survey was collected by face to face survey method. Before data collection, the pre-test has been made by applying to twenty persons and the problems that have been determined were eliminated and the last shape was given to the survey form. The explanations regarding the scale that has been used for the said variables in the survey form can be seen in Table 2.

**Table 2. Measurement Items of the Constructs in the Model**

<p><b>Trust</b> (Erdem and Swait, 1998), (Delgado-Ballester vd.,2003) Credibility (Gurviez and Korchia, 2002) Trustworthiness (Gurviez and Korchia, 2002) Benevolence (Gurviez and Korchia, 2002)</p>	<p>“I trust the quality of this brand’s products. This brand meets the level of customer expectations. The quality of this brand’s products is always consistent and meets my expectations. This brand presents products that have been committed in its advertisements.” (4 items) (1=I strongly disagree 5=I strongly agree)</p> <p>“The products of this brand always assure me. I believe in the products of this brand. The products of this brand that I purchase are always under warranty.” (3 items) (1= I strongly disagree 5=I strongly agree)</p> <p>“This brand is sincere with customers. This brand is honest with its customers. This brand expresses an interest in its customers.” (3 items) (1= I strongly disagree 5=I strongly agree)</p> <p>“I think this brand renews its products according to take into account advances in research. I think that this brand is always looking to improve its response to consumer needs.” (2 items) (1= I strongly disagree 5=I strongly agree)</p>
<p><b>Commitment</b> (Bloemer and Kasper, 1999), (Garbarino and Johnson, (1999)</p>	<p>“If necessary, I would make a few small sacrifices so I could continue using this brand. I tend to praise and defend this brand” (2 items) (1= I strongly disagree 5=I strongly agree)</p>
<p><b>Extension acceptability</b> (Roux and Bousch, 1995)</p>	<p>“If this brand was to market shampoo for the adults, I would think that it would have good quality. If the brand produced shampoo for adults, I would consider to purchase it thinking that the shampoo belongs to this brand” (2 items) (1= I strongly disagree 5=I strongly agree)</p>
<p><b>Temporary deficiency acceptability</b> (Gurviez, 1998)</p>	<p>“If I had any problem with one of the products of this brand, I would still give a chance to this brand. If I had any disappointments with one of the products of this brand, I would think that it could be an accident and I could purchase the products. If one of the products of this brand is not proper for me, I would still give a chance to this brand “ (3 items) (1= I strongly disagree 5=I strongly agree)</p>
<p><b>Brand Purchasing intention</b> (Granbois ve Summers, 1975; Juster, 1966; Delgado-Ballester E., Munuera-Aleman J.L., Yagüe-Guillen M.J., 2003; Cui G. ve Yang X, 2009)</p>	<p>“This brand is really interested in the things that I have been interested in. If I have any problems with this brand, I think I would overcome this problem This brand will spare no effort to satisfy me. If I have faced with any problem regarding the product that is produced by this brand name, this brand with definitely covers the problem ” (4 items) (1= I strongly disagree 5=I strongly agree) I will buy this brand. This is a great option of the brand. I'll look for this brand. I'll search the products of this brand.</p>
<p><b>Positive word of mouth communication</b> (Lorbeer, 2003)</p>	<p>“When talking with my friends I talk positively about the brand. If a good friend of mine asked me which personal care products he/she should choose, I would recommend this brand” (2 items) (1=Strongly Disagree 5=Strongly Agree)</p>

## 6. Analysis and Results

The percentage distribution of demographic variables in the sample is presented in Table 4. Most of the respondents who participated in the survey were female. However, the rate of male participants was not very low, 21%. With respect to age distribution, the participants who are 44 and less than 44 years are very high. The high school graduates are on the top level by the rate of 49%. However, the participation could be obtained as of all demographic sub categories, in Table 4, the values related to the product use are presented. Before answering the questions in the survey, the participants were asked to indicate whether they have used the products before and are they frequent buyers of such brands. Only those who are frequent buyers of the baby care products and those who have used to the products previously were included in the sample. The survey attendants have used the brands regarding the defined baby care products and generally they are composed of consumers who purchased these products frequently. The subjects were allowed to select more than one brand.

**Table 4. Participants' Demographic and Purchasing Characteristics**

	(%)		(%)
<b>Age</b>		<b>The Purchasing Frequency</b>	
16-24	18	Frequently	22
25-34	39	Sometime	41
35-44	28	Rarely	33
45-54	11	Never	4
55-64	3	<b>The Purchased brands</b>	
65+	1	Dalin	80
<b>Gender</b>		J&J	64
Woman	79	Nivea	67
Man	21	Seba Med	33
<b>Income</b>		Chicco	19
251-500	7	Unibaby	16
501-750	24	<b>Education</b>	
751-1000	24	Primary School	6
1001-1500	25	Intermediate	17
1501-2000	13	High school	49
2001 and over	7	University	28

The result of correlation analysis is presented in Table 5 and Table 6. The correlation analysis is used to test the multicollinearity problem. In order not to have the multicollinearity problem, it is commonly accepted that the coefficient of correlation between the variables that will be used in the same model should not be over 0,80 (Akyüz, 2014).

**Table 5. Correlation Analysis for National Brand**

		dTRUST	dINTENTION	dCOMMITMENT	dEXTENTION
dTRUST	Pearson C.	1			
	Sig.				
dINTENTION	Pearson C.	.646**	1		
	Sig.	.000			
dCOMMITMENT	Pearson C.	.527**	.647**	1	
	Sig.	.000	.000		
dEXTENTION	Pearson C.	.776**	.697**	.622**	1
	Sig.	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 6. Correlation Analysis for International Brand**

		jTRUST	jINTENTION	jCOMMITMENT	jEXTENTION
jTRUST	Pearson C.	1			
	Sig.				
jINTENTION	Pearson C.	.527**	1		
	Sig.	.000			
jCOMMITMENT	Pearson C.	.642**	.644**	1	
	Sig.	.000	.000		
jEXTENTION	Pearson C.	.744**	.587**	.783**	1
	Sig.	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In the structural equation model, we tested both the national brand and global brand. Table 7, provides the goodness of fit test statistics for national brand's structural model. As is seen in Table 7, all the goodness of fit values are within the acceptable levels.

**Table 7. Goodness of Fit Statistics for the Structural Model of the National Brand**

The appropriate value frequency for "Goodness of Fit Statistics "	Values Belonging to the Structural Model
Chi-square /degree of freedom < 5	2.42
Goodness of Fit Index (GFI) >= 0.90	0.91
Adjusted Goodness of Fit Index (AGFI) >= 0.85	0.87
Comparative Fit Index (CFI) >= 0.90	0.98
Root Mean Square Error of Approximation (RMSEA) <= 0.08	0.07
Root Mean Square Residual (RMR) <= 0.08	0.06
Standardized Root Mean Square Residual (SRMR) <= 0.08	0.03

In Table 8, standardized path coefficients are given for both of the models. As it can be seen, "Brand commitment - brand purchasing intention" path is found to be statistically insignificant for the model of the national brand.

**Table 8. Standardized Path Coefficients For Both of the Models**

Paths	Standardized Path Coefficients (Global Brand)	Standardized Path Coefficients (National Brand)
Brand trust - brand purchasing intention	0.73	0.80
Brand trust - brand extension acceptability	0.78	0.83
Brand trust - brand commitment	0.35	0.48
Brand commitment -temporary deficiency acceptability problems	0.75	0.74
Brand commitment - positive word of mouth	0.79	0.77
Brand commitment - brand purchasing intention	0.18	0.03
Brand extension acceptability - brand commitment	0.63	0.50

In Table 9, the goodness of fit statistics for the structural model of the global brand is included. As it is shown in Table 9, all the goodness of fit values is within the acceptable levels.

**Table 9. Goodness of Fit Statistics for the Structural Model Belonged to the Global Brand**

The appropriate value frequency for “Goodness of Fit Statistics ”	Values Belonging to the Structural Model
Chi-square /degree of freedom < 5	2.66
Goodness of Fit Index (GFI) >= 0.90	0.90
Adjusted Goodness of Fit Index (AGFI) >= 0.85	0.86
Comparative Fit Index (CFI) >= 0.90	0.97
Root Mean Square Error of Approximation (RMSEA) <= 0.08	0.075
Root Mean Square Residual (RMR) <= 0.08	0.056
Standardized Root Mean Square Residual (SRMR) <= 0.08	0.049

Before assessing the results in terms of marketing strategy, we first focus on the results of the hypotheses. The results of the hypothesis based on the research model are summarized below in Table 10.

**Table 10. Results of The Research Hypotheses**

Research Hypothesis	Accept / Reject (Global Brand)	Accept / Reject (National Brand)
H <sub>1</sub> :Brand trust will be positively associated with brand purchasing intention.	Accept	Accept
H <sub>2</sub> :Brand trust will be positively associated with brand extension acceptability.	Accept	Accept
H <sub>3</sub> :Brand trust will be positively associated with brand commitment.	Accept	Accept
H <sub>4</sub> :Brand commitment will be positively associated with temporary deficiency acceptability problems.	Accept	Accept
H <sub>5</sub> :Brand commitment will be positively associated with positive word of mouth.	Accept	Accept
H <sub>6</sub> :Brand commitment will be positively associated with brand purchasing intention.	Accept	Reject
H <sub>7</sub> :Brand extension acceptability will be positively associated with brand commitment.	Accept	Accept

There is no doubt that marketing of the new product class added into the existing product line of Dalin by using the well-known Dalin name has strengthened the brand commitment for Dalin. Thus, Dalin has used the brand extension acceptability strategy in the markets where it has competed accordingly. In the creation of Dalin brand commitment, it is suggested they use the brand extension acceptability strategy effectively. The brand commitment towards Dalin has affected the brand purchasing intention without any factor. The brand commitment of the national brand Dalin does not have a direct effect on the brand purchasing intention. Particularly, Dalin that has used the brand extension acceptability strategy effectively has become more popular in terms of customers.

When reviewing the coefficients of global brand Johnson & Johnson in the structural model, it could be said that Johnson & Johnson has brand extension acceptability, brand commitment and brand purchasing intention. It is more than important to use the brand extension acceptability strategy for creation of the brand commitment of Johnson & Johnson.

The brand commitment that is affected by the brand extension acceptability strategy has also affected the brand purchasing intention. The brand commitment of the

global brand Johnson & Johnson has positively affected the intention of brand purchasing. In the competition market, global brand should take into account the benefits of strategies to focus on the purchasing intention by strengthening the brand commitment strategies. When compared to the national brand Dalin, Johnson & Johnson has more meaningful ways to provide brand purchasing intention. At this point, the brand commitment of Dalin can create a difference by applying the current strategy against its competitors. On the other hand, the word of mouth behavior seems more beneficial in terms of brand commitment. The brand commitment in national and global brand affects the brand purchasing intention positively.

Consequently, when the brand experts wish to increase the purchasing intention regarding their products in the competition market, they need to develop their strategies to affect the trust of the brand positively. By means of correct strategies, the brands that are located in the market can increase the brand commitment through the right brand extension strategies and as is seen in the global brand sample, they can positively affect the purchasing intention. On the other hand, the trend of positive brand commitment affects the word of mouthing positively by increasing the resistance coefficient for showing endurance to the temporary problems.

## **7. Conclusion**

It has been the intention of this study to understand the role of brand trust in the consumer-brand relationship for both national and global brands, and it has been revealed that brand trust has positive effects on relational commitment, purchasing intention and brand extension acceptability. Regarding the specific product group focused upon in the research, it is observed that the effect of brand trust on purchasing intention is higher than its effect on brand commitment. Of the participants in the study, 70 percent stated that J&J was of foreign origin and 80 percent stated that Dalin was of domestic origin. For national brands, the effect of trust on purchasing intention was found to be higher when compared to local brands. Considering the leadership of the national brand in the market, it can be concluded that trust depends on acknowledgment and visibility in the market. The effect of brand trust on purchasing intention rather than brand commitment can be explained in two ways. Firstly, in the chosen product category, the possibility of parents to develop a long-term relationship with the brand is weak, as baby care products have the characteristic being purchased only for a specific period. In this regard, brand trust is identified as a more effective variable on brand extension acceptability and purchasing intention rather than commitment. Even though there are many studies that claim trust is the basis of commitment, considering this particular product group, it can be stated that trust can have an important effect also on purchasing decisions. Besides, the consequences of the success a business might achieve by gaining trust in the competitive baby care products market may be based on repurchasing or positive WOM about a brand, rather than brand commitment.

Secondly, as Chadhuri and Holbrook stated in their studies, there is a stronger feeling of the effects of trust in the behavioral dimensions rather than in the attitudinal dimensions. Having said that, different researches claim that the attitudinal or emotional effects of trust may be more dominant than its behavioral effects.

Another finding of the study is that judgments related to the perceived high level of quality by consumers in Turkey towards products of foreign origin can be questioned. A belief that import products are of good quality may show that rather than being a general statement of consumers, it is related to specific brands.

The results of the study are far from making general statements with reasons such as the singularity of the chosen product category, the focus on two brands in the national and global brand comparison and the restricted sample. Accordingly, the findings garnered from the studies related to this subject are required to be re-questioned.

Moreover, various researches are required to be examined if there is a difference in brand trust which is established by brands based on their power states in the market. Will trust in a brand with a high market share also be high? Commitment is discussed as a single dimension in this study, and purchasing intention is included in the model so emotional dimension is focused in the brand commitment. Future researches in which different dimensions of brand commitment can be assessed will allow also its relationship with brand trust to be assessed.

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