

**IMPACT OF BRAND TRUST ON MARKET SHARE WITH MEDIATING  
EFFECT OF CUSTOMER REPURCHASE BEHAVIOUR IN MOBILE  
INDUSTRY OF PAKISTAN**



**Thesis Submitted to  
The Superior College, Lahore  
In Partial fulfilment of the  
Requirement for the Degree of**

**Bachelors of Business Administration**

**By  
MUHAMMAD WAQAR YOUNAS**

**Roll No. BBA 13143**

**Session: 2012-16**

**The Superior College (School of Management Sciences), Lahore**

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## **DEDICATION**

My work is dedicated to my parents as without their sacrifices and efforts i am not be able to qualified person. I would also like to dedicate my work to ma grandfather and grandmother as they supported me a lot in my whole life

## ABSTRACT

The aim of this study is to investigate the impact of brand trust on market share with mediating effect of customer repurchase behaviour in mobile industry of Pakistan. There are three variables in this research. Brand trust is independent variable, customer repurchase behaviour is mediator and market share is dependent variable. The research is significant for managers, policy makers and body of knowledge as it will help them to know how customers behave towards their product. According to purpose, the study empirically tests a model which proposed that brand trust and consumers repurchase behavior have influence on market share. The data was collected through a self reported questionnaire administered to the respondents. Results were evaluated through Correlation and Regression Analysis, all models are significant at 5% level. Data was collected from Likert scale in form of numbers. Population of this research was 150 respondents. Different tests were applied and findings identified that there is a positive significant impact of brand trust and market share as it was found 63% variance as well as brand trust have positive and significant impact on customer repurchase behaviour as it was found 71% as well as customer repurchase behavior and market share have positive and significant impact as it was found 81%. Strengths of relationships are strong. All the variables are highly correlated and all hypothesis are supported

**Keyword:** brand trust, market share and customer repurchase behaviour

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# CHAPTER1

## INTRODUCTION

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### 1.1 Background:

In a growing competences environment; brand becomes most valuable, strategic and critical assets of a company and receives considerable attention. Brand is one of the main tools for marketers to alleviate consumers' price sensitivity in market competition (Helmig et al., 2007). Consumers are prone to pay more for a brand, because they perceive an excellent value in the brand that no competitor can provide. Therefore brand managers attempt to tackle this issue by generating stronger brands. A common strategy used to strengthen a brand is creating brand trust between company and consumer. Brand trust provides a superior lens through which to examine and assess consumers' behavioural responses. Similarly, consumers' brand affect plays a significant role between company and consumer relationship. (Martin et al., 2005).

### Brand Trust:

Kotler and Armstrong (2004), defined Brand as a name, logo, trademark, and symbol. A seller is granted exclusive right to use brand. Basically it is different from patents and copyright (other assets), which have expiry date. Owners sell their brand in market at their own will and cost on competitive basis. A brand creates difference with other generic products. Brand is considered as a reflection of the spirit and soul of an organization. This proclamation proposes that brand is not representation of a company's product; it is name, logo, trademark, and symbol of firm that distinguishes it and that is where the core of brand loyalty takes its position. Brand show loyalty of end users. After continuous usage of brand, consumers feel it as part of them.

Morgan and Hunt (1994), Trust means confidence on exchange partner's reliability and integrity. Trust shows consumer commitment and satisfaction with particular brand. An organization uses trust in brand as a risk-reduction mechanism. Trust can also be considered as goodwill and willingness that enables the consumer to take risk. Goodwill is developed on the bases of past experiences. Trust is an expectation, which may cause a positive outcome, despite the possibility that it may cause negative outcomes. So expectation of groups or teams in an event is called trust. Trust is not a mere predictability but confidence in the face of risk. Trust is a psychosomatic state comprising the intention to recognize susceptibility based upon constructive

prospect of the intentions or behaviour of another person (Rousseau et. al., 1998). For making a strong relationship between buyer and seller, creation of trust is a very important factor in business environment. Trust is a feeling about satisfaction because of its ability to moderate risk in the buying process. Trust is constructed on the basis of person-to-person dealings. Trust in a product is different from interpersonal trust because a brand is a sign. Unlike a salesperson, this sign is not capable to react to the customer.

### **Customer Repurchase Behaviour:**

Atilgan et al., (2005) customer loyalty has several important strategic benefits to the firms, such as gaining high market share and new customers, supporting brand extensions, reducing marketing costs, and strengthening brand to the competitive threats and even more a loyal customer base represents a barrier to entry, a basis for a price premium, time to respond to competitor innovations and a bulwark against deleterious price competition. Mao (2010) indicates that such brand loyalty has many benefits as regarded as an essential feature of brand value, cut down costs, less sensitive to price, bring in new potential faithful consumers, and benefit in global marketplace. Keller (2003), on the other hand, examines brand loyalty under the term “brand resonance” which refers to the nature of customer-brand relationship and the extent to which customers feel that they are “in sync” with the brand. Customers, with true brand resonance, have a high degree of loyalty, actively seek means to interact with the brand and share their experiences with others.

Building a strong brand with loyal customers is of strategic importance because it provides substantial competitive and economic benefits to a firm, such as less vulnerability to competitive marketing actions, reduced marketing costs, higher rates of return on investment through increases in market shares, better cooperation with intermediaries, favourable word of mouth and greater extension opportunities. Hence, there is great interest in how brand loyalty is built and which factors drive brand loyalty and brand performance. In this context, brand trust is of crucial importance. Trust has to be considered as the corner stone and as one of the most desirable qualities in the relationship both between a company and its customers and in the relationship between a brand and its consumers. The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty.

## **Market Share:**

Panwar & Bapat (2007), fierce competition forces the good organization to get the competitive advantage over the competitor to remain in the market and get good market share. Price reduction may not be a good policy for the organization having strong brand equity as it affects the equity negatively. The better policy is the improvement/modifications or new product in the existing products portfolio. Launching a new product is a very risky affair as the rate of failure is very high due to number of factors such as high competition for shelf space and heavy advertising cost. A better approach to avoid the failure of new products is brand extension which is now followed by 80% of the organizations. As a „brand“ is an image of an organization, at the same time huge amounts are spent by organizations in order to compete and survive in a competitive market, fulfilling customer demands. It is very challenging to make an existing brand enter into new product line because for consumers it is not easy to accept the change and the existing image of the brand which has been affirmed by advertising activities and develop the trust. Brand attitude can be best deliberated through brand quality, trust and affect (Chaudhuri and Holbrook, 2001).

## **Research gap:**

Many studies concentrate on role of brand trust and brand affect from company-supplier relationship (Chiou & Droge, 2006; Tümer et al., 2011). But studies are scarce that fully investigate brand trust and market share, especially market share, from company- consumer relationship in one integrated framework. To fill this research gap, the present study objective is to focus on two topics; (1) how brand trust influence consumers’ brand loyalty and market share? And (2) Does customer loyalty mediate the relationship between brand trust and consumers’ market share? This study builds on and contributes to previous literature by examining this constructs from company and consumer point of view. I first review the relevant literature and establish a conceptual framework. On this basis, research hypothesis are formulated. Next I specify the methodology in detail and present the findings. Then I draw theoretical as well as managerial implications. Finally, I recognize the limitations of this study and suggest future research directions.

## **1.2 Purpose Statement:**

The basic aim of this study is to explore the impact of brand trust on market share in mobile industry of Pakistan. Trust is very important in any relation either between product and customer. Relationship is built on the foundation of brand trust which causes consumers' brand loyalty which is viewed as consumers' repurchase intention. Brand trusts behave like the main key factors for firm success. Brand trust work as a preserver of relationship investment for companies' partner; provide long term benefits; prevent high risk actions and it is cornerstone of strategic partnership as well as it is essential assets for consumer company relationship and they are main reasons underlying consumers' behavioural responses towards companies. Therefore, it is very important to know how effective e marketing depends on successful management of both brand trust as well as how brand trust commit the consumer with company for a long time to purchase it again and again and make contribution in maintaining and increasing market share.

## **1.3 Objectives:**

1. To analyze the relationship between brand trust and market share
2. To determine the relationship between brand trust and consumer repurchase behavior
3. To test the relationship between market share and consumer repurchase behavior

## **1.4 Significance of Study:**

The research is significant in multiple ways:

The research is significant for managers as the customer feedback which was collected through questionnaire and on its base the findings help them to know how trust of a consumer in brand induces them to purchase it again and again. Faithfulness is everlasting wish, a readiness to do something with no computation of instant expenses and profit.

The research is significant for policy makers of firms as it help them to know how faithfulness to a brand engages trust of consumer in it. As well as help them to design policies. In business marketing, the idea of trust is sound to develop and a great deal of endeavour has been used up in discovering methods to construct and keep it.

Findings of study will help to know how to create loyalty in today's marketplace; marketers have to hold what is becoming subsequent nature to business marketers and focus on structuring and sustaining trust in the customer-brand relationship. Unfortunately, the idea of trust in consumer marketing is largely unexplored.

### **1.5 Research Question:**

What is impact of brand trust on market share in mobile industry of Pakistan with mediating effect of customer repurchase behaviour?

### **1.6 Hypothesis:**

**H1:** There is relationship between brand trust and market share

**Ho:** There is no relationship between brand trust and market share

**H1:** There is relationship between brand trust and customers repurchase behaviour

**Ho:** There is no relationship between brand trust and customer repurchases behaviour

**H1:** There is relationship between customer repurchase behaviour and market share

**Ho:** There is no relationship between customer repurchase behaviour and market share

### **1.7 Model:**

Our conceptual model is developed and demonstrated in below figure. The model shows that consumer's brand loyalty toward a firm is influenced by the consumer's brand trust and affects the firm market share. Additionally, brand trust has an indirect effect on brand loyalty through brand affect. The model posits customer repurchase behaviour as critical mediators of the impact of brand trust. We review the key constructs of our conceptual framework and define the theoretical background supporting the relationships contained therein.

The graphical representation showed independent and dependent variables. Brand trust is independent variable, customers repurchase behaviour and market share is dependent variable.



## CHAPTER 2

### LITERATURE REVIEW

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In this chapter, Literature review provides a compassionate frame and scholarly approaching with reference to the brand trust on consumer repurchase behaviour. In the every paragraph objective of research is mentioned and what type of research approach adopted as well as from what sort of people were targeted in research. At the end of research, findings are mentioned on which basis research concluded either their variables are supported or not.

#### **Brand Trust:**

Homburg and Giering (2001), Building a strong brand with loyal customers is of strategic importance for marketing managers because it provides substantial competitive and economic benefits to a firm, such as less vulnerability to competitive marketing actions, reduced marketing costs, higher rates of return on investment through increases in market shares, better cooperation with intermediaries, favourable word of mouth and greater extension opportunities. Hence, there is great interest in how brand loyalty is built and which factors drive brand loyalty and brand performance. In this context, brand trust is of crucial importance. Trust has to be considered as the corner stone and as one of the most desirable qualities in the relationship both between a company and its customers and in the relationship between a brand and its consumers. The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty. The objective of this study is to provide additional insight into the product value, brand trust and brand loyalty chain by examining the effects of moderating variables on these relationships. More specifically, we investigate both the link between hedonic and utilitarian value of a product and brand trust and the link between brand trust and attitudinal and purchase loyalty and the impact of selected customer characteristics on these relationships in the context of four product groups (mobile phones, sunglasses, running shoes, and jeans) that can be characterized as consumer durables with high brand relevance (Fischer et al., 2004).

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

uncertainty, 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. In another research, it is 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. (Oliver, 1999).

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. He 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. In another research, it was 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. (Singh & Sirdeshmukh, 2000).

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. In another research, researchers think that the brand trust represents consumer to believe that brand in addition to provide need of the function be worth and also produce approbation to quality and brand of product. They also points out to be customer's confidence increment for brand, will raise product hobby or increment naturally. They define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Brand trust arises after consumers’ evaluation of companies’ offerings. If companies provide beliefs of safety, honesty and reliability about their brands to consumers, brand trust will be generated subsequently. It can be interpreted that brand trust is created and developed by direct experiences of consumer via brands. The main difference between brand trust and brand affect is; brand trust is viewed as a long process which can be occurred by thought and consideration of consumer experiences about store while brand affect is consisted of impulsive feelings which can be formed, spontaneously. Therefore brand trust can

be discussed as a cognitive component which may induce emotional response, namely brand affect. (Casalo et al., 2007).

Ha & Perks (2005), said that brand trust is happy to depend on brand to reach the effect that it specify for the consumer. He claims 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. (Delgado et al. 2003).

Delgado-Ballester & Munuera-Alemán (2001), Brand trust leads brand loyalty. It is due to brand trust's ability for creating highly valued relationship. It shows that brand loyalty is part of the continual process of valuable and notable relationship which is produced by brand trust. It is a promise of brand with their customers to fulfil their expectations. Brand trust is an important item that helps customer loyal to the brand. Without the trust on brand customer can't enter in loyalty set. To build a trust it's important for the Consumer to take and asses the information from the product. Companies can build emotional trust if they can prove that the brand is only for the customers and meet their expectations like brand is trustworthiness and friendly for the family use. Consistent brand demonstrate this specific behaviour. The customers trust on specified brand functions and willingness to purchase the brand from the product class. The vagueness in the situation can be diminishes by the trust through which customer can rely on the specific trusted brand product. Brand loyalty is a result of brand trust or promises that build the highly valued connections. So promises are the cause of constant ongoing and retaining a relationship builds between company and consumer. (Morgan and Hunt, 1994).

According to Aaker (1990), the strategy through which well-known brand names are used to introduce new product categories is brand extension attitude. This is the strategy used by many firms to make their brand equity more powerful and influencing especially over the last ten years. The good brand extension strategy is where the extension is supported by the name of parent brand but an excellent brand extension further strengthens the name and image of a parent

brand. The model of consumer brand extension also chains the thought of brand extension by instructing that brand extension influence the attitude toward the extended brand of a consumer favourably. To maintain long term relationship trust is considered as one of the key variables. Loyalty is developed if there is an element of trust. Trust is also a confidence that makes one brand preferred another (Deutsch, 1973).

Reichheld & Schefter (2000), Brand trust is undoubtedly one of the strongest tools of making the relationships with the customers on internet and company's most dominant marketing tool. Some authors define trust as: involved in acceptance of brand extension essential for the development of loyalty, a part of brand equity important in creating customer relationships and the only strong liaison marketing tool. Brand trust is a factor that makes an average user believes that brand will perform its stated purpose whatsoever he suggests that brand affect is a derivation of a positive response of consumer after its usage.

Worchel (1979) 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. 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 behavioural and attitudinal loyalty. 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. He defined trust as a condition linking certain optimistic opportunity about another's intention with respect to oneself in risky state of affairs. Consumer's trust in brand is a variable that generates customers' commitment, particularly high involvement situation, in which its effect is strong in assessment as a whole contentment. In business marketing trust plays important role. Apart from change of aggressive modifications, Industrial-marketing organizations adopt new methods to be competitive. Another

method is by maintaining good links with the consumers. It is an easy and less expensive tactic because in the business market, small numbers of consumers buy large number of products. Different forms of trade in the market are distinguished by huge area of trust. Owing to this, emphasizing is laid on the strategic outcomes of the relationship thus enhancing competitiveness and reducing transaction expenses (Noordewier, John and Nevin, 1990).

Creed and Miles (1996), High demand of brand indicates high reputation in the mind of consumers. A well thought-of brand is a powerful asset. Advertising channels, public relations elements and customers should be encouraged to spread positive word-of-mouth. As a Chinese quotation goes, “Good news does not become known, but bad news spreads far and wide”. Good reputation could lead to positive expectations and bad reputation could lead to negative image of the brand. For complete understanding of brand trust, a brand must be examined, assessed and checked as to how much it is related with brand loyalty. Consumer holds brands as a part of product with value addition and that brand creates difference from other products. Basically consumers rely on brand with a level of risk. Reputation means trustworthiness, integrity, and honesty. It can be seen from past experience of third party’s trustworthiness, integrity, and honesty. Brand reputation can be judged from consumer opinion, comments, estimation and beliefs; if people are suggesting the usage of a brand then it is considered as a sign of good reputation. A brand’s reputation refers to the attitude of consumers that the brand is good and reliable. Brand reputation can be developed through advertising and public relations, and it enhances its quality.

Butler and Cantrell (1984), Competent brand is also a characteristic. A competent brand is one that has the ability to crack a customer’s problem and to meet the need. Every organization wants to establish their competence in a few key areas, and deal with their brand within these realms. It is a duty of every marketer to find out exact demands of their customers which are related with their product. Organization should not create doubt in the mind of consumer about brand competence. Consumers must be persuaded regarding the brand competence. Marketers should make well-judged use of key opinion leaders, who are viewed as authorities in specific areas, and to present them a persona of the brand. Highly qualified engineers for technical equipment and well-known physicians for pharmaceutical products are examples of key opinion leaders.

Competent brand includes crucial elements for solving consumers' problem. Utilization of brand is only one way to find out brand competency. Consumers can find out a brand's competency through direct usage or word-of mouth. Good brands are that which are able to satisfy the needs of a customer and its attributes must be compatible with customer's needs. Brand ability is the properties of brand which are perceived by customer as value. (Christou, 2004).

Shapiro, Sheppard, and Cheraskin (1992), recognized three types of trust in service: deterrence-based faith, knowledge-based trust, and identification-based trust. Of these, knowledge-based trust, stranded in behavioural certainty survives while one party has sufficient knowledge concerning another to recognize and forecast its likely performance that it will perform trustworthily. Kelly and Stahelski (1970) argued that certainty improves faith, even if the additional party is surprisingly not trustworthy, because the behaviour in which faith is dishonoured can be forecasted. A brand's obviousness enhances assurance because the customer knows that nothing unforeseen may occur when it is used. As such, product predictability enhances trust in a brand because certainty builds optimistic outlook.

Sung et al., (2010), said that trust as "a willingness to rely on an exchange partner in whom one has confidence". Brand trust as "consumer's willingness to rely on the ability of the brand to perform its stated function". Brand trust leads to higher levels of loyalty as trust creates exchange relationships that are highly valued. Chaudhuri and Holbrook (2001) argued that brand trust strongly influences the customer's attitude and repurchase loyalty.

Palmatier et al (2006), conducted research study on the factors which have great importance to influence the market share. He worked with a number of variables. The objective behind this research was to test and explore the relationship between independent variables with dependent variables and linked them with trust, commitment, relationship satisfaction and relationship quality. Testing of the causal model was used in this research. For carrying out the research, the data was collected through one hundred published and unpublished studies. They mentioned about the importance of consumer behaviour as when a firm or business valued their customers and maintain a relationship by offering some sort of rewards like time saving it creates the strong relationship. Customer feels committed have and trust on the brand. They get reliable on their

brands. The variables like trust, commitment relationship satisfaction are dimension of the potency of a relationship. The findings of the study revealed that Relationship management strategies and exchange of results between the relational mediators intervene in the currently existing research were more complex than was suggested but the RM has stronger positive impact on the performance of the underlying support.

Chacon and Mason (2011) conducted study on consumer buying behaviour and customer loyalty and measure the loyalty in context of relationship. They explored this research in airline industry. The main objective of this research was to determine the complete understanding how much loyalty often depends on the degree of use, low cost carriers' network division into four groups was to make air travellers in airline industry. Survey method research approach was used in this research and it was distributed online. For carrying out the research, the data was collected through questionnaire. It was publicize in the Flyer Talk online forum. They test and explore relationship through customer loyalty and consumer behaviour as how it affect repeat purchasing of customers and make reduction in service charges cost, price sympathy, make increment in time which customer spend with company and urge them to create positive brand image and recommend their products and services to others. In addition to being a loyal patronage behaviour (brand / service / company) believe that the relationship between the relative behaviour and attitudes. Loyalty to the truth, both higher than a potential alternative behaviour and frequent supervision is required. By promoting the relationship with customers through relationship marketing make reduction on charges to attract new customers and make progress in generating profits. The findings of the study of their survey reveal that Airlines latent loyalty was an important group of travellers who may be exposed. This particular passenger (flight and ground) with service and schedule improvements make better by meeting their needs completely loyal passengers could be replaced.

Ching and Ellis (2006) worked on many variables like trust, commitment, satisfaction, communication openness, opportunistic behaviour etc. The main objective of this research was to test and explore relationship how like trust, commitment, satisfaction, communication openness, opportunistic behaviour affect the relationship marketing. Qualitative research technique was used in this research. For carrying out the research, the data was collected through interviews. It

was collect from small and medium enterprises. This research was conducted for the purpose of categorize the context in online exchange. The consumer trust in retailer makes reduction in risk and explores the opportunistic behaviour as well as it increases the confidence in consumer. They will be free for instant unfairness over long time. In an exchange of relationship between buyer and seller reduce deal price. The findings revealed that the variables Trust, commitment, proximity, long-term orientation, past experiences and openness communication, intelligence sharing, less opportunism, and relationship satisfaction with the presence of certain investments have strong relationship with consumer repurchase behaviour

Atilgan et al., (2005), Brand loyalty can provide both consumer and company essential benefits. Brand loyalty is defined as “a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behaviour”. Brand loyalty is defined as “a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker, 1991).

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 and points out that the customer loyalty includes to will purchase in the future, keeping on of service contract, convert brand of the publicity of the possibility and positive public praise. He 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 has an incredible satisfaction.

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. They points out that the loyalty relates to purchase behaviour, 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 & Ponnabolub (2002), said that when the customer has more higher loyalty, its price tolerance is higher and also have higher willing to carry on recommendation toward the others. He point out the benefit owing to customer loyalty include: 1. It make loyalty potential loyalty false loyalty no loyalty the enterprise income grown up and the market share increase by of Customer's purchasing again and publicize. 2. The cost descends. 3. They have an incredible satisfaction. 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.

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## CHAPTER 3

# METHODOLOGY

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### 3.1 Paradigm:

There are three types of paradigm in research which are as under:

#### **Positivism Paradigm:**

According to Walsham (1995), the positivist position maintains that scientific knowledge consists of facts while its ontology considers the reality as independent of social construction. If the research study consists of a stable and unchanging reality, then the researcher can adopt an 'objectivist' perspective: a realist ontology a belief in an objective, real world and detached epistemological stance based on a belief that people's perceptions and statements are either true or false, right or wrong, a belief based on a view of knowledge as hard, real and acquirable; they can employ methodology that relies on control and manipulation of reality.

#### **Interpretivism Paradigm:**

According to Myers (2009), interpretivists assume that knowledge and meaning are acts of interpretation; hence there is no objective knowledge which is independent of thinking, reasoning humans. The premise of interpretive researchers is that access to reality whether given or socially constructed is only through social constructions such as language, consciousness and shared meanings.

#### **Pragmatism Paradigm:**

Pragmatism paradigm is a general type of research it's one of the three paradigms in which quantitative and qualitative methods, techniques, or other paradigm characteristics are in one overall study. Mixed method research is research in which the researcher uses the qualitative research paradigm for one phase of a research study and the quantitative research paradigm for another phase of the study.

I used positivisam paradigm for this research. Positivist research includes both experimental and descriptive research and I can take a controlled and structural approach in conducting research by initially identifying a research topic, constructing appropriate research questions and hypotheses and by adopting a suitable research methodology.

### **3.2 Research Approach:**

There are three types of research approaches in research.

#### **Quantitative Research Approach:**

Quantitative data is any data that is collected in numerical. Quantitative research refers to research methods, that is, the way in which data are collected in numbers and analysed, and the type of generalizations and representations derived from the data. Quantitative research methods were originally developed in the natural sciences to study natural phenomena. Qualitative research methods were developed in the social sciences to enable researchers to study social and cultural phenomena. Quantitative refer to distinctions about the nature of knowledge as how one understands the world and the ultimate purpose of the research.

#### **Qualitative Research Approach:**

Qualitative research is naturalistic as it attempts to study the everyday life of different groups of people and communities in their natural setting; it is particularly useful to study educational settings and processes. Qualitative research involves an interpretive, naturalistic approach to its subject matter, it attempts to make sense of or to interpret, and phenomena in terms of the meaning people bring to them.

#### **Mixed Method Research Approach:**

Mixed methods research design is a confusing and contradictory area of the research arena with no one proponent having total agreement upon at what level that we can “mix” research designs. According to Bryman suggestions that qualitative as well as quantitative research strategies such as a survey and ethnography can be used within the same study.

I used quantitative research approach to test the impact of brand trust on market share in mobile industry of Pakistan. The purpose of selecting quantitative research approach as data is conducting on large scale.

### **3.3 Research Design:**

#### **Population:**

The group of people, we selected for the collection of data and become the part of survey for the research known as population. I selected “Lahore Pakistan” for my research. My topic presents the population of my research. I collect data from who are brand conscious.

#### **Sample Size:**

A sampling frame is the source material or device from which a sample is drawn or it can be said that the number of people of targeted population. I select 150 sample sizes.

#### **Sampling Technique:**

A shortcut method is adopted for investigating a whole population is sampling technique. Data is gathered on a small part of the whole parent population. There are two types of sampling techniques which are as under:

- ✓ Probability Sampling Techniques
- ✓ Non probability sampling Techniques

There are four types of probability sampling techniques:

- Stratified random Sampling
- Systematic sampling
- Cluster sampling
- Simple random sampling
- Snowball sampling

There are two types of probability sampling techniques:

- ❖ Convenience sampling
- ❖ Quota sampling

I select simple random sampling as I am not focusing on specific region, area or department.

### **3.5 Data collection method:**

There are two types of Data collection method is used in this research which are as under: Primary Data is collected through structured questionnaires. Secondary Data is collected from books and websites. The types of Data collection instrument is as under:

- Questionnaire
- Interview

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

An interview is a face to face communication and conversation in between two parties, respondent and interviewer where information will obtain by asking questions from the respondents.

I select questionnaire as data collection method. This data is collected in many different ways, like by surveys. The questionnaire method has been chosen as it made the quantification of the information possible. This because using questionnaire was the cheapest way to gather data. Data observed or collected directly from first-hand experience. It is data that has not been previously published and is derived from a new or original research study and collected at the source such as in marketing.

### 3.5 Methodology:

Questionnaire was adopted from previous research and responses were collected. Then SPSS version 16.0 was used for the analysis of these responses. This instrument is based on two sub parts. Items were adapted from previous researches. The section one of the questionnaire contains the information about respondents i.e. age, gender, qualification and mobile industry. This section was measure on nominal and ordinal scale. The second section was about the research variables containing three variables one was dependent (market share), one independent variables is (brand trust) and one mediator (consumer repurchase behaviour). The instrument was measured on 5 point likert scale rating strongly disagree to strongly agree, whereas, 1 was the least degree of disagreement and 5 was the highest level of agreed and the variable. The main objective of this research is to describe the how brand trust affect market share of Pakistan.

In this study and some of the statistical tests were applied in order to check data reliability and validity that was collected through questionnaire. I applied descriptive and inferential test in study.

In descriptive analysis the test which I applied is as under:

- Frequency Distribution
- Reliability
- Descriptive Statistics
- Principle component analysis

In inferential analysis the test which I applied is as under:

- Correlation
- Regression

For the presentation of descriptive statistics, tables and graphs have been made on different variables whereas in the case of inferential statistics, figures are presented in tabular format. The two basic types of regression are linear regression and multiple regressions. Linear regression uses one independent variable to explain and/or predict the outcome of Y, while multiple regressions use two or more independent variables to predict the outcome. Regression analysis is

widely used for prediction and forecasting, where its use has substantial overlap with the field of machine learning.

Correlation is a numerical process that determines the shared association between two variables which are consideration to be equally related in a way that methodical changes in the value of one variable are escort by orderly changes in the other and vice versa. Scatter plot is a plot or graph of two variables that shows how the score on one variable associates with his or her score on the other variable.

Correlation and Regression analysis is dealing with the relationship of dependent variable with independent variable. It is used to make sure that due to one element modify in independent variable how much change occurs in dependent variable. Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships.

Principal component analysis has been used Varimax method has been used to extract orthogonal component. To check the adequacy of the sample the Kaiser-Meyer –Olkin (KMO) test has been used and Bartlett’s test of sphericity is also used to judge whether factor analysis can be applied. If significant level of Bartlett’s test of spericity said that it should be less than 0.05 than PCA will use otherwise not. To judge the reliability of data reliability test has been used .To check the loading % of every variable we focus on factor loading and take only variable that have Eigen value > 1.

# CHAPTER 4

## ANALYSIS

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### 4.1 Demographic Profile:

#### Age:

less than 25 years	93	62.0%
26 to 35 years	25	16.7%
36 to 45 years	27	18.0%
above 45	5	3.3%

#### Gender:

Female	28	18.7%
Male	122	81.3

#### Qualification:

intermediate	20	13.3%
graduate	64	42.7%
post graduate	66	44.0%

#### Which brand you like most?

Q mobile	42	28.0%
Samsung	73	48.7%
Nokia	35	23.3%

According to above tables, data was collected from 150 respondents. 93 respondents were less than 25 years, 25 respondents were from 26 to 35 years age category, 27 respondents were from 36 to 45 years age category and 5 respondents were above 45. In gender, there were 28 females and 122 males. In education 20 respondents had intermediate qualification, 64 respondents had graduate qualification and 66 respondents have post graduation qualification. 42 respondents

were in favour of using q mobile, 73 respondents were in favour of using Samsung and 35 respondents were in favour of using nokia from conducting survey.

## 4.2 Reliability:

Variables	Cronbach Alpha
Brand Trust	0.901
Customer Repurchase Behaviour	0.934
Market Share	0.970

Cronbach's considered a coefficient of interior constancy. Its standard value is 0.7. Value of 0.7 or more is usually measured reliable enough to signify. All the independent, dependent and mediators values are more than 0.7. Brand trust is an independent variable have 0.901 reliability value, market share is dependent variable have 0.970 reliability value and customer repurchase behaviour is mediator have 0.934 reliability value. So all are reliable we can test the hypothesis.

## 4.3 Principle Component Analysis:

### Factor Analysis:

I have conducted factor analysis with the use of PCA method. This analysis is done to confirm the validity of constructs. The table given below and Eigen value table are showing the results of PCA. For evaluating fitness level of the data, KMO and Bartlett's test are used and their aim is to get a go ahead for factor analysis or not.

#### KMO and Bartlett's Test:

Constructs	Total Items	KMO measure of sample Adequacy	Bartlett's Test of Sphericity Chi-square	Bartlett's Test of Sphericity Sig.
Brand Trust	6	.872	537.366	.000
Customer Repurchase Behaviour	6	.666	1282.849	.000
Market Share	6	.874	526.366	.000

KMO measure of sampling adequacy shows the correctness of using factor analysis. The value of KMO varies between 0 and 1. Value of 0 shows that there is larger distribution in the shape of correlation and value of 1 defines that the shape of correlation is comparatively solid, so the implementation of factor analysis becomes fitting. It is a universal rule of thumb that the KMO value of 0.5 is poor, 0.6 acceptable and the value closer to 1 is better and more desirable. Moreover, values between 0.5 and 0.7 are average, and the values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are excellent. In the Table, findings imply that value of KMO for all construct are well above the desired acceptable level of 0.6 infact brand trust and market share's value are is excellent and customer repurchase behaviour value is on average as per the universal rule. The above table also gives values of Bartlett's test of all the constructs. This test indicates that all items have construct relationship and also that significance level of brand trust, customer repurchase behaviour and market share is .000 which is below 0.05 and that clarifies that a significant relationship exists and null hypothesis is discarded. As a result of this, a factor analysis now can be performed on this study.

### **Eigen Values and Total Variance Explained**

Construct	Component	Initial Eigen Values		
		Total	% of total Variance	Cumulative % of Variance Explained
<b>Brand Trust (BT)</b>	Component 1	5.291	88.187	88.187
<b>Customer Repurchase Behaviour (CRB)</b>	Component 1	4.520	75.341	75.341
<b>Market Share</b>	Component1	4.024	67.062	67.062

Usually those components of a construct are called principal component which carries Eigen value more than 1 and they are used for further analysis. For identifying the components, PCA method is used. As per this principle of Eigen value, all variables have a single principle component in the above shown table. The value of total variance explained of BT component 1 is 88.18% & CRB component 2 is 75.34%, MS component 3 is 67.06%

## Factor Loadings:

Items	Components	
<b>Brand Trust</b>	<b>BT</b>	
I feel secure when I buy this brand X because I know that it will never let me down	.984	
I rely on the ability of the brand X to perform its stated function	.981	
I like to purchase product with trust which have some creativity in existing product	.694	
I trust this brand's X ability for creating highly valued relationship	.981	
I rely on this brand X due to honest and safety as provide me quality product	.973	
I like to purchase brand X because I trust that I like it most.	.984	
<b>Customer Repurchase Behavior</b>	<b>CRB</b>	
I use brand X only whenever I go to purchase mobile.	.863	
I encourage friends and relatives to use brand X	.874	
I would like to come back to brand X in the future.	.865	
I like to remain loyal with brand X which I used to most.	.880	
A good valued brand X in market pull me to purchase product and do not switch from it	.808	
I am willing to make sacrifices to keep using brand X	.914	
<b>Market Share</b>	<b>MS</b>	
I like to use the brand X which has good word of mouth in market	.726	
I like to purchase brand X which represent as a symbol of status	.827	
Popularity of brand X increase recalls value and help in unplanned buying	.777	
I like to purchase brand X due to its quality measures	.832	
Another company' price is lower; I will go on using brand X	.884	

The table given above is the representation of factor loadings evaluated by both constructs items. Process innovation linked items loadings are on two components whereas loadings of Organization Performance items are on a single component. The values of loadings of BT vary from 0.69 to 0.83 while its cross loadings are from 0.69to 0.98. Results of CRB items suggest that its loadings lie from 0.80 to 0.91 and MS loadings are from 0.72 to 0.88. Hence if we consider results of all constructs' items under Straub et al.'s (2004) study who declared >0.40 factor loadings acceptable then it is very clearly proved that loadings of all items are >0.40.

Accordingly, results of all 3 factor analysis tables performed the provisions for proving validity of a construct.

#### 4.4 Descriptive Statistics:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Trust	150	1.00	5.00	2.7222	1.27071
Customer Repurchase Behaviour	150	1.00	5.00	2.8111	1.19791
Market Share	150	1.00	5.00	2.7389	1.07933
Valid N (listwise)	150				

Above table showed descriptive statistics. Brand Trust have mean value of 2.72, customer repurchase behaviour have mean value of 2.81 and market share have mean value of 2.73. According to above table, market share have lowest standard deviation of 1.07933 and brand trust have highest standard deviation of 1.27071.

#### Inferential Analysis:

#### 4.5 Correlation:

#### Brand Trust and Customer Repurchase Behaviour:

Correlation	Sig	N
0.903	0.01	150

This correlation table shows the relationship between two scale variable brand trust and customer repurchase behaviour and the Pearson's test is calculated because these variable have liner relationship between each other,  $r = .903$  which shows the positive relation between brand trust and customer repurchase behaviour and p value is 0.01. Strengths of this relationship is strong.

#### Brand Trust and Market Share:

Correlation	Sig	N
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0.801	0.01	150
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This correlation table shows the relationship between two scale variable brand trust and market share and the Pearson's test is calculated because these variable have liner relationship between each other,  $r = .801$  which shows the positive relation between brand trust and market share and p value is 0.01. Strength of this relationship is strong.

### Customers repurchase behaviour and Market Share:

Correlation	Sig	N
0.848	0.01	150

This correlation table shows the relationship between two scale variable customer repurchase behaviour and market share and the Pearson's test is calculated because these variable have liner relationship between each other,  $r = .848$  which shows the positive relation between customer repurchase behaviour and market share and p value is 0.01. Strength of this relationship is strong.

## 4.7 Regression Analysis:

Independent Variable	Dependent Variable (Market Share)				
	Coefficient	Sig.	T-Ratio	Adjusted R2	F-Statistics
Constant	.887	.000	7.067		
Brand Trust	.680	.000	16.273	0.639	264.821

$$Y = a + bx_1$$

$$\text{Market share} = 0.887 + 0.680$$

Above table showed the summary of findings extracted for determining the effect of independent variable brand trust components directly on the dependent variable market share. The value of the coefficient of adjusted R2 for brand trust is .639 which illustrates that the correlation between the observed values of independent and dependent is 63% respectively. It also shows that 63%

variation between independent and dependent variable exists. Impact of brand trust on market share in Pakistan was explained by the model and our model is good fit according to Cohen (1988), this is large impact in positive direction.

Independent Variable	Dependent Variable (Market Share)				
	Coefficient	Sig.	T-Ratio	Adjusted R2	F-Statistics
Constant	.591	.000	4.930		
Customer Repurchase Behaviour	.764	.000	19.471	0.717	379.103

**Y= a+bx1**

Market share = 0.591+0.764

Above table showed the summary of findings extracted for determining the effect of independent variable customer repurchase behaviour components directly on the dependent variable market share. The value of the coefficient of adjusted R2 for customer repurchase behaviour is .717 which illustrates that the correlation between the observed values of independent and dependent is 71% respectively. It also shows that 71% variation between independent and dependent variable exists. Impact of customer repurchase behaviour on market share in Pakistan was explained by the model and our model is good fit according to Cohen (1988), this is large impact in positive direction.

Independent Variable	Dependent Variable (Customer Repurchase Behaviour)				
	Coefficient	Sig.	T-Ratio	Adjusted R2	F-Statistics
Constant	.494	.000	4.940		
Brand Trust	.851	.000	25.561	0.814	653.354

**Y= a+bx1**

Market share = 0.494+0.851

Above table showed the summary of findings extracted for determining the effect of independent variable brand trust on customer repurchase behaviour. The value of the coefficient of adjusted R2 for brand trust is .814 which illustrates that the correlation between the observed values of independent and dependent is 81% respectively. It also shows that 81% variation between independent and dependent variable exists. Impact of brand trust on customer repurchase behaviour in Pakistan was explained by the model and our model is good fit according to Cohen (1988), this is large impact in positive direction.

## CHAPTER 5

### DISCUSSION & COCLUSION

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#### 5.1 Discussion on findings:

The findings on research showed there is significant impact of brand trust on market share. As there is found highly correlation among variables. As  $r$  is found between brand trust and customer repurchase behaviour is 0.903,  $r$  is found between brand trust and market share is 0.801 and  $r$  is found between customers repurchase behaviour and market share is 0.848. so it shows strength level of all relationships are strong and all are on significant level as all values are less than 0.05. Impact of brand trust on market share was found 63% variation. Impact of customer repurchase behaviour on market share was found 71% variation and brand trust on customer repurchase behaviour was found 81% variation. All hypothesis are supported in this research.

The results of this research study are almost consistent with the study conducted by Lau and Lee (1999) that there is relationship of Brand Characteristic (Brand Reputation, Brand Competence and Brand Predictability) with Consumer's Trust in the Brand. Today a great majority of companies and consumers have noticed the power and importance of brands. From consumers' point of view, brands have moved to the centre of consumers' behaviour intention. Consumers use brand to create connection between their self concepts and brand image, this connection cause brand equity and long term consumer-brand relationship. From the companies' point of view, brand is an efficient way for companies to distinguish their selves from competitors and enhance the marketing effectiveness. Additionally, brand related outcomes such as market share and relative prices help them to differentiate their selves from their competitors and provide them competition advantages. It means that; brands which have high market share and acceptable relative price show a tendency to high levels of repurchase intention among their consumers (Sung & Kim, 2010).

The results of this research study are almost consistent with the study conducted by Iglesias et al., (2011), In the similar vein results show that brand trust play a critical role in forming brand loyalty. This constructs have an impact on consumers' brand loyalty. Brand trust conducts a certain marketing advantages such as reducing marketing cost, gaining more new consumers,

providing great trade leverage, performing favourable word of mouth and resisting among competitors marketing efforts. Therefore if marketing managers want to maintain continuity of both of these constructs, they can justify promotion expenditures. Moreover they can concentrate on their communication and merchandising strategy to create long term effects on their consumers to preserve brand trust, brand affect and brand loyalty. All of these critical constructs contribute to generate profitable brand outcomes. The results are also in line with the findings of Jahangir et al. (2009) who found brand affect significantly influencing the brand extension attitude. The findings are also in accordance of the finding of Reicheld & Schefter, (2000) who found that brand trust is an important element to brand loyalty.

## **5.2 Conclusion:**

Regression and correlation showed that there is great impact of brand trust on customer repurchases behaviour and also have on market share in mobile industry of Pakistan. All hypothesis are acceptable and have great impact. It is essential to understand that brand trust and is generated through consumers' experiences with brand. Consumers do not form any subjective perceptions about brands before consuming them. Therefore companies should focus on creating unique experiences between their consumers and brands. Companies can induce consumer experience with brands through the appropriate coordination of marketing communication elements such as advertising, price, packaging, symbols, logos, slogans, store location. Brands must build customer trust to improve their image in market. Brands must hold good quality to satisfy customer's need. 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. This study has taken a new look at brand loyalty, which receives continuous attention from academic researchers and managers. Marketing managers of companies must focus on increasing the brand loyalty by focusing on dimensions like perceived quality, brand trust and brand image. The first is that marketing managers should concentrate their efforts primarily on perceived quality which, if increased, will contribute positively to their brand loyalty. Therefore there are a lot of ways to increase brand trust: first company must offering a large assortment of sport -wear collation which a lot of models and colors can give a company the appearance of abundance and having many resources, which implies success and increased quality, second company should use Celebrity

Endorsements because consumers often respond positively to a well-known figure they trust, finally company can align with some sports organizations by becoming the official brand of a sports team gives you a quality endorsement. The more people trust your brand the more success you will have. Therefore there are a lot of ways to build brand trust. A great way to build trust with your customers is to let them know that you care about them more than just yourself. Another way to build brand trust is to be consistency and confidence: you should have strong levels of consistency in all parts of your business. Managers of companies must focus on increasing the consumer brand loyalty by focusing on dimensions like brand affect, brand trust and brand image. If brand loyalty increases and sustained than it can have a huge positive impact on consumer brand extension attitude benefitting the organizations in terms of immense upbeat reputation along with increase in revenue generation simultaneously which can always be a huge plus for the organization.

### **5.3 Limitations:**

- Only famous brands were taken
- Sample of 150 respondents only used
- Data was collected only from Lahore
- Two type of data sources were used
- Time was a big constraint
- Sometimes non serious attitude of respondents

### **5.4 Future Research:**

Further researches should take into consideration of different product category characteristics (ie. hedonic, symbolic and utilitarian products) influence on customer repurchase behaviour. Moreover to generalize our findings; future researches would be focus on different product categories, services and brands such as luxury goods, hotels etc. Finally, the main limit of this study is using convenience sample of intermediate graduate and undergraduate students which prevents to generalize the findings. Therefore, future researches are needed to enhance sample size via covering other age groups

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## **APPENDIX:**

# **Questionnaire**

**Dear Participant,**

This survey is aimed at analysing impact of brand trust on market share in mobile industry in addition; it is carry out by the students of MBA superior university Lahore as per their thesis requirement. It would not take more than 10-15 minutes to fill out this survey. It is ensured that all the information provided in this survey will be kept confidential and anonymous and will be used for research purpose.

Thank you for your participation.

## **Section – I**

### **Q1: Gender**

- 1) Male
- 2) Female

### **Q2: Age**

- 1) Less than 25 years
- 2) 26 years -35 years
- 3) 36 years -45 years
- 4) Above 45 years

### **Q3: Mobile Brand**

- 1) Q Mobile
- 2) Samsung
- 3) Nokia

### **Q4: Education**

- 1) Intermediate
- 2) Graduate
- 3) Post Graduate

## Section 2

Please Rank the facilities and services provided in your organization by using following scale.

Strongly Agree = 5      Agree = 4      Neutral = 3      Disagree = 2      Strongly Disagree = 1

Sr.#	Statement	SA 5	A 4	N 3	DA 2	SDA 1
	<b>Brand Trust</b>					
1	I feel secure when I buy this brand X because I know that it will never let me down					
2	I rely on the ability of the brand X to perform its stated function					
3	I like to purchase product with trust which have some creativity in existing product					
4	I trust this brand's X ability for creating highly valued relationship					
5	I rely on this brand X due to honest and safety as provide me quality product					
6	I like to purchase brand X because I trust that I like it most.					
	<b>Customer Repurchase Behavior</b>					
7	I use brand X only whenever I go to purchase mobile.					
8	I encourage friends and relatives to use brand X					
9	I would like to come back to brand X in the future.					
10	I like to remain loyal with brand X which I used to most.					
11	A good valued brand X in market pull me to purchase product and do not switch from it					
12	I am willing to make sacrifices to keep using brand X					
	<b>Market Share</b>					
13	I like to use the brand X which has good word of mouth in market					
14	I like to purchase brand X which represent as a symbol of status					
15	I purchase brand X with innovative features and designs					
16	Popularity of brand X increase recalls value and help in unplanned buying					
17	I like to purchase brand X due to its quality measures					
18	Another company' price is lower; I will go on using brand X					

