ADVERTISING AND BRAND TRUST: PERSPECTIVES FROM THE UK AND ITALY*

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ABSTRACT

The creation of a trusting brand identity through advertising has received relatively little attention in European marketing research. We explore this relationship by undertaking focus group research in the UK and Italy to identify the characteristics of print advertisements perceived as portraying a trusting image. The results show that advertisements that are simple, straightforward and clear are perceived as being more trusting. However, findings also show some differences between our national samples in relation to factors such as colour perception and consumer ethnocentrism. Young consumers are also quite critical of current advertising efforts in building a trusting brand image.

1. PURPOSE OF STUDY

The purpose of this study is to explore how young adults (18-23 years and in university education), or a sub-segment of Generation Y, evaluate advertising and brands in relation to trust. Specifically, we explore perceptions of trust from two groups of consumers in the UK and Italy. Generation Y are widely recognised as an important consumer group worldwide (Cui et al., 2003) and is also known for their sceptical attitude towards advertising and media (Hyllegard et al., 2011). Hence this group of consumers is particularly interesting to research in order to identify which aspects of advertisements assist in portraying a trusting brand image or not. We also explore the reasons for trusting specific brands and compare advertising perceptions between two cultures that share some cultural dimensions whilst they also differ on others based on dimensions of the GLOBE project (Javidan and House, 2001).

Morgan and Hunt (1994) demonstrated the importance of commitment and trust in building a relationship with customers in B2B marketing. They define trust as "when one party has confidence in an exchange partner's reliability and integrity". Since then, the discussion of trust has evolved from the B2B literature to more general marketing journals with the slow recognition that trust is also important in the B2C markets. Here trust is being linked to a brand in the form of a product or service and not a person. However it is recognised that customers can perceive brands as having personalities (Aaker, 1996) and can feel some loyalty towards them. As a result, brands are being personified and therefore it is possible to trust them. Chaudhuri and Holbrook (2001) examined 107 brands and found that brand trust had a strong impact on brand loyalty in both its forms i.e. attitudinal loyalty and purchase loyalty which then led to increases in market share and premium pricing. Delgado-Ballester and Munuera-Aleman (2004, 2005) also found a positive relationship between brand trust, brand loyalty and brand equity. Hence, brand trust leads to many positive outcomes for the brand owner. It is therefore important to establish how it can be created.

Some brands adopt an explicit approach to creating a trusting brand image by using specific wording, e.g. 'trust' in their advertising copy. An example of this is a current radio advertisement for Country Vehicles, a car repair company in the UK, using the slogan: "*A service you can trust*". Such message framing may indeed be necessary to focus information processing when advertising high involvement services that are usually considered higher risk than products (Lantieri and Chiagouris, 2009). Indeed, an experiment by Li and Miniard (2006) found that the inclusion of the words "*You can trust us to do the job for you*" had an impact on the number of positive thoughts about the advertisement and the fictitious car repair company advertised. The brand was perceived to be more trustworthy compared to the advertisement without those words and consequently purchase intention increased.

A more implicit approach to creating a trusting brand image in advertising is the use of endorsers. Studies show that the credibility of an endorser, which should contain the three dimensions of expertise, trustworthiness and attractiveness, can have a direct impact on attitude to the advertisement and the perceived credibility of the brand through association (Lafferty et al. 2002; Spry et al. 2011). A study by Garretson and Niedrich (2004) specifically examined the role of fictitious spokes-characters in advertising, such as Mitchelin Man, and how they are perceived by consumers as trusting. Their results show that trust is linked to the perceived expertise of the character and the level of nostalgia that it brings and this has a positive effect on brand attitude.

Whilst user experience is widely acknowledged as performing a predominant role in consumer trust formation, work by Xingyuan, Li and Wei (2010) demonstrated that other sources of information such as advertising and

WOM also contribute to brand trust via brand knowledge. Their results showed a more nuanced construct of trust formation and that advertising was good at increasing brand awareness, product knowledge and company knowledge whereas WOM was more effective at changing consumers' value perception. Thus all three sources of information contribute to brand knowledge in different ways which in turn affects brand trust.

A number of cultural differences would be expected in consumers' perception of advertising and trusting brands. Country-specific findings from the GLOBE project indicated that Italy and the UK belong to the medium cluster of the Power-Distance dimension which is defined by the "establishment and maintenance of dominance and control of the less powerful by the more powerful" (Javidan and House, 2001: 296). That is to say, both UK and Italian individuals would expect a reasonably balanced (e.g. trusting) relationship with authority as represented here by advertising and brand messages. On the other hand, Italy and the UK belong to different clusters of the Performance Orientation dimension which refers to "the degree to which a society encourages and rewards group members for performance improvement and excellence" (Javidan and House, 2001: 300). Actually, Italy belongs to the least performance oriented countries and so value loyalty and belongingness more compared to the UK in the medium level cluster. Taking into consideration the GLOBE project, the two countries seem to share similarities but also some differences in cultural terms.

Many scholars and researchers argue that standardised branding is neither reasonable nor suitable (Clark, 1987) due to cultural dissimilarities (Bradley, 1991; Mead, 1993). For example, Schmitt and Pan (1994) highlighted that cultural features typical of Asia-Pacific customers were seen to affect brand choice. In this case, brand names were preferred or not, "depending on the balance of Yin and Yang and the number of strokes in the letters" (Grimes and Doole, 1998: 802). Other authors advocate the idea of creating international brands with standard components. This strategy can help companies to take advantage of economies of scale (Littler and Schlieper, 1995). Besides, while it is generally believed that the foundation of strong associations is the basis for brand image and trust, it should also be taken into account that the cohesiveness of the brand image could affect the efficacy of these associations. Unless a constant and well-organized brand image is built, only some of the potentially retrievable associations may be recalled (Keller, 1993).

Trust can be also linked to concepts such as consumer ethnocentrism and consumer nationalism. Consumer ethnocentrism forms part of the wider subject of ethnocentrism introduced more than 80 years ago by Sumner (1906), a sociological topic used to distinguish "closed groups" (those groups with which an individual identify itself) and "open groups" (those considered to be antithetical to "closed groups"). In the last decades, ethnocentrism has become an established psycho-sociological subject applicable to a rich variety of fields of study. Shimp and Sharma (1987) define consumer ethnocentrism (CET) as the belief held by consumers about the appropriateness and morality of purchasing foreign-made products. In essence, the concept of consumer ethnocentrism refers to the practice of assessing the group which the individual contact forming the centre of the purchasing universe and it is related basically to the buying behaviour of domestically produced products (Sharma et al., 1995; Thakor and Kohli, 1996). Lantz and Loeb (1996) proposed that ethnocentric consumers prefer products created by culturally similar countries; however, they suggested that this is true only if a national alternative is not available.

In other studies, consumer ethnocentrism represents a further consideration as an additional 'component' of consumer nationalism. Following Keillor and Hult (1999) national identity is a complex entity, consisting of four significant component parts (ethnocentrism, belief structure, cultural homogeneity and national heritage) which influence consumer beliefs, and most importantly, the interpretations about the consumption experience. In brief, consumer nationalism may be considered an expression of one's national identity that makes individuals identifying it in products and/or brands that reflect national identity. According to Wang (2005), consumer nationalism has a significant impact on corporate reputation too.

In the discussion on collective (national) and individual identity, a further complication arise when we consider that (strong) brands may become cultural symbols that are also related to a consumer's self-identity (Kay, 2006). In this sense, brands and brand trust become expressions/signs of particular mindset and become central in consumption choice. Nevertheless, among the drivers of consumer attitudes toward local/global brands some recent studies (Ashill and Sinha, 2004) show that the components of brand equity through the effect of brand loyalty and trust are three times more important than consumer ethnocentrism effects. Indeed, brand loyalty cannot be considered as conflicting with consumer nationalism but may mitigate the role of ethnocentric/nationalistic attitude (Pappu et al., 2006).

In addition, other aspects that are worthy to be evaluated are consumers' attitudes toward the brand and their usage history (i.e. replication of brand selection in consumer's family) as it may be an important driver of preference towards local products/brands without involving nationalistic/identitary considerations (East, 1996; Macdonald and Sharp, 2000).

Whilst most studies on advertising and trust have been undertaken in the USA, our study follows on from the work of Li and Miniard (2006) by examining advertising for high involvement services in a European context of two cultures and is designed to answer the following research questions:

- What ingredients do advertisements portraying a trusting brand image have that others don't?
- What makes people trust specific brands?
- Do UK and Italian advertising perceptions differ in relation to trust?

2. METHODOLOGY

In order to explore the subject further, experimental design followed by focus group research was undertaken in the UK and Italy during 2012. In the experiment, we deliberately change one or more process variables – using a questionnaire - in order to observe the effect the changes have on one or more response variables. Then, three focus groups were conducted in the UK with Marketing 1st and 2nd year undergraduate students, containing a total of 38 student perceptions. A corresponding number of perceptions were generated from 39 Italian students between the ages of 19-23. Young people such as university students are an important segment for the three service categories included in this study, namely mobile telephone services, financial services and travel operators. The sample was selected in order to ensure that all participants were similar in terms of age, occupation, and level of education; therefore the research tried to separate the cultural facet as the main diversity between participants from the two countries. Considering the exploratory nature of our research, the selection of respondents was not made according to probabilistic criteria, hence our sample is made up of a complete set of 77 valid questionnaires, equally distributed in the two countries.

Participants were shown nine advertisements which appeared in the Metro free London newspaper on Wednesday 15th February 2012. The questionnaires were distributed face-to-face, between February and October 2012. It was not felt necessary for the participants to be familiar with all the brands as it was their response to the advertisements for the three groups of high involvement services which was initially of interest to us. Similarly, the advertisements were kept in English as the stimulus material was considered straight forward and unlikely to cause any language difficulties.

Each advertisement was presented to participants on slides and they were given one minute to write down whether they trusted the advertisements and why/why not. They were then shown the three advertisements together and asked to compare them in terms of portraying a trusting image. Lastly they were required to step back and describe the brands they trusted within that category more generally. This process was repeated for all three product categories. When all advertisements had been examined the participants were asked to indicate a brand that they trusted the most and why. Finally, participants were asked how they felt about advertisements generally in terms of trust. Once the form had been completed there was a general discussion with the group about brand trust to pick up any issues that the form may not have captured.

3. FINDINGS AND DISCUSSION

The first six tables (see below) present the responses that were received from asking the question: "Do you trust this ad: why/why not?" Selections of both positive and negative comments have been included for each advertisement to represent the main issues that were raised. The highlighted brand in each table indicates the advertisement that was perceived to be most trustworthy out of the three. Interestingly, this decision was unanimous across all focus groups in the UK and Italy for the most trusted financial services brand, Lloyds. However, differences between the two samples for the other service categories will be discussed further in the following section.

Tables 1-6 here

The examination of comments in the three categories revealed some interesting findings. Firstly, it would seem that an advertisement needs to be very simple and straightforward in its communications in order to be perceived as honest and trusting. When advertisements suggest that something is *free* or *a good deal* people become suspicious and are looking for the *catch*. All information needs to be presented clearly and be *straight to the point*.

The amount of information that the advertisement should contain is difficult to define as advertisements were criticised for having too little as well as too much information. Certainly a large amount of *small print* is perceived negatively and needs to be handled with care. A study by Wang (2010) highlights the impact of responsible communication in relation to disclosure information (terms and conditions of sale) in print advertisements. The experiment found that visual priming of disclosure information in mobile telephone advertisements helped to increase the level of trust towards the print advertisement, and this in turn has a positive impact on the attitudes toward the mobile telephone company. A comparison of the nine advertisements in our explorative study highlights a larger amount of disclosure information in the mobile telephone advertisements compared to both financial services and travel company advertisements. Disclosure information within the mobile telephone advertisements in our study might also be considered not to be visually primed given the small size of the text and the position at the bottom of the advertisement and hence not following good practice for responsible communication. Whilst our sample generally found advertisements useful in providing knowledge of products/brands and promoting offers, they would not fully trust the advertisements. A coping strategy in such situations includes additional research (e.g. on websites) to verify the information and to alleviate perceived risk which supports the findings of Xingyuan, Li and Wei (2010).

It is good to include prices, but they need to be precise and understandable. To present prices *from* is perceived as rather misleading. Visuals are generally regarded as helpful in creating a more trusting image. Seeing *happy customers* helps to communicate some of the main points and adds a more emotive message to accompany the facts and figures. Evidence of awards also has a positive impact as well as links to social media sites. However some advertisements were perceived as looking *cheap* which then influenced the participants' perception of the brand. The tangibilisation of services through providing information in advertising is discussed in the services advertising literature but there seems a lack of evidence of it being adopted by practitioners (Mortimer, 2000).

Generally, the best liked and trusted advertisements (see Tables 1-6) shared some common characteristics. The layout of advertisements appears important as both Italian and UK participants preferred advertisements with a simple and clear execution. The unanimous winner for both samples in our study was the advertisement for Lloyds (financial services) which was perceived to be well-balanced, clean, simple and fresh. Interestingly, this advertisement features a fictitious character which has previously been shown to increase trust (Garretson and Niedrich, 2004). A number of the Italian participants also noted that they liked the green colour in the advertisement. Indeed, colour features more strongly in the responses by Italian participants generally. Cross-cultural research (see Aslam 2006) has found that a number of cultures associate blue (USA, Japan, Korea and China) and green (China) with trustworthiness as featured in a number of the trusted advertisements, namely Tesco and 3, Halifax and Lloyds, and Global Enduro. Red is also associated with trustworthiness in China and represents the corporate colour of Virgin whose advertisement was trusted by both UK and Italian participants. Aslam (2006, citing Crozier, 1996 and Hupka et al. 1997) also highlights the importance of colour tone or hue in perception and association with behaviour. A "balanced" colour appears to be preferable as the blue colour in the Halifax (financial service) advertisement was thought to be too dark and therefore less trustworthy. Similarly, the light or translucent colours in the Kesari (travel) advertisement were perceived as too cold.

One finding that became clear during the focus groups was the strong link between previous brand knowledge and perception of the advertisements. As illustrated in the work of Xingyuan, Li and Wei (2010), user experience has a significant impact on how the brand is perceived. Our study shows that it also has a strong impact on perceptions of brand communications, even if the brand in question is being promoted in a product category where personal experience has not taken place e.g. Tesco and Virgin. Such brand trust is obviously invaluable and contributes greatly to brand equity. It is why brands like Tesco and Virgin can successfully extend their portfolio into new product categories such as financial services.

It is interesting to note the long list of "trusted brands" that were provided by the participants for each product category investigated. Again, the main reason given for each choice was user experience. This came through particularly strongly with financial services where a number of people talked about the brand being used by the family and the reference to "my bank". This would suggest that it takes time to build a trustworthy identity. Lopamudra and Subhadip (2011) suggest that perceived credibility is a result of the company being perceived as consistently competent and honest. The length of the lists indicates that the positioning of "trust" does not seem to be occupied by any particular brand in these product categories at the present time which may present an opportunity to build brand credibility.

Tables 7 and 8 here

Tables 7 and 8 provide a list of the most trusted brands from our two country samples. It is worth noting that they cover a wide range of different products and services as well as examples of high and low involvement purchases. This is despite evidence to suggest that trust is more important for high involvement product categories (Lantieri and Chiagouris, 2009). However, the reasons provided for trusting a brand were less varied. Consistent quality came through very strongly, based on reputation and personal experience (Siano et al. 2011). The size of the company, how long they have been established and their level of customer service were also highlighted by both UK and Italian participants and both samples agreed that Adidas, Apple, Nivea and VW represent such trusted brands. These are obviously all characteristics that can be communicated through advertising and will be explored in further research.

Lastly the participants were asked whether they trusted advertising. Their perception of advertising was influenced by the type of product being advertised and the advertisement itself. As participants in both countries put it "*I only trust ads for trustworthy brands*". If a customer has a positive opinion of a brand then that influences their perception of that brand's advertising. Brands that advertise a lot (usually leading brands) are generally perceived as more trustworthy as demonstrated by the suggested brand names above. It is conceivable that trust can be a processing filter in the same way as liking. Gordon (2006) contends that, if a brand is liked, we become more "tolerant of its advertising". A number of participants used make-up and financial services as examples of products whose advertisements would be the least trustworthy. The fact that models were retouched and false eyelashes were used to promote mascara was cited as examples of how advertising tries to fool people. Indeed, an undercurrent prevailed in the responses which suggested a lack of trust and a feeling of being fooled e.g. "*they rarely tell you the entire truth*" and "*don't trust most of them – strings attached*". These findings support other evidence indicating that trust in brands is decreasing at a macro level (Lantieri and Chiagouris, 2009). Customers are becoming more cynical about brands and their claims of being the best. They see that the emphasis on short term goals within organisations has led to quality inconsistencies, product recalls, and poor service encounters resulting in not wishing to have a "*relationship*" with all the brands that they buy.

Moreover, our findings show that students may combine a strong preference for a global brand with an equally strong preference for home-country products. Relevant differences are found between the two countries with respect to preferences for global and local brands. Actually, some participants especially in Italy, stated that they trust advertisements if they are linked with Italian brands. This could be seen as a typical effect of the "country-of-origin". For this reason, consistent with current trends of globalisation, each transnational company must be strongly interested in examining what affects the perception and evaluation of both global and local brands in different Countries (Schuiling and Kapferer, 2004; Holt et al. 2004). In the current debate, an engaging area is that of the appropriateness of purchasing decisions regarding foreign made products and the attitude towards home-country vs. global brands (Rosenbloom and Haefner, 2009; Steenkamp and de Jong, 2010) emerge as points of parity.

4. CONCLUSION

The purpose of this exploratory study was to examine advertisements for high involvement services and identify the ingredients needed to portray a trusting brand image. A more general objective was to explore why people trust certain brands and to identify any differences in perceptions of trust between UK and Italian consumers. The impact of user experience on brand trust comes through very strongly and brand owners need to ensure that their brands are consistently meeting consumers' expectations to encourage loyalty and positive WOM. However, the results from this initial research do indicate that advertising can assist in creating and maintaining a trusting image. It would seem that consumers generally value advertising that is clear, simple and straightforward. The use of colour and colour tone appears to be important in communicating trust when considering cross-cultural advertising. Consumers are generally wary of being tricked in some way and quite cynical when it comes to deals, offers and small print. Tools that advertising practitioners can utilise to address this seems to be more emotive messages, possibly through visuals, evidence of awards, links to social media sites and indications of the size of organisation and how long they have been in operation.

5. LIMITATIONS AND FUTURE RESEARCH

More research is obviously necessary to explore these findings further as they are based on high involvement services and on a specific group of people, both limitations preventing generalisations to be made. Meanwhile perhaps advertisers should be more critical of their own efforts in attempting to build relationships with consumers, particularly younger segments, based on some of the poor practices that have been identified in this study. It is a sobering thought that young people are so critical of the advertising they are exposed to even for brands that they buy.

This finding has relevant policy and managerial implications. Managers and communication agencies should pay attention to shaping and maintaining appropriate messages in order to maximize not only the selling and purchasing opportunities, but also the positive attitude in their potential and actual final customers that can lead to trust creation. Moreover, firms that are not yet oriented to pay attention to the highlighted items should learn how to grasp these information benefits from their extant competitors, in order to match their efforts with the opportunities of fulfilling consumers' needs. At the same time, the study focussed on the importance of emotive messages, visuals, and social media and these aspects could be further enhanced through some more formal innovation policy such as developing internal/external research and development project or sharing it with other firms and external institutions (universities and research centres).

Moreover, firms that sell and advertise their products/services abroad should try to develop a better understanding of final customers located in different countries in order to develop a deeper marketing effort in consumer behaviour scanning. Foreign markets knowledge and the capacity to market effectively abroad products and services are vital factors for firms and constitute their core capabilities. This recommendation could be relevant also for policy makers, because they all represent specific areas of intervention for example through the development of real and financial services.

The limitations of the exploratory nature of our study, using a small sample with a focus on high involvement services and a set of heterogenic types of advertisements need to be addressed in future research. Our research hypotheses therefore represent a preliminary stage in this area of study, and it is important to present a research agenda to deepen studies of the following topics: ingredients of a trusting brand image; ingredients of a trusting advertisement; a comparison of these specific indicators in different contexts. Based on these considerations, future research should suitably be focused on several aspects:

> First, studies should progressively reflect on how brand trust can influence advertisement trust. Research should investigate whether the approach to communicate varies between industries/categories of products, and if the approach to communication depends upon the environmental context.
>
> Second, further longitudinal research is still necessary. This research could follow the brand lifecycle and recognize the significant factors required for successful communication.
>
> Third, although efforts have been made in this article to synthesise the main aspects of trusting processes, there is a need for further research to develop a conceptual framework. Such analysis could provide a wider understanding of the processes by which trust is attained and developed also based on advertisements.
>
> In addition, research may be undertaken to broaden this study - in an effort to assess the extent to which its findings may be generalised - or to test the hypotheses generated.
>
> Future research is needed to provide more evidence as to whether advertising and brand trust is a multidimensional or single dimensional construct. Perhaps the dimensions in this study could be redefined. A check could be made to see if the trust construct found here is applicable to a more geographically dispersed group of consumers. In addition, research is needed to further investigate potential product familiarity effects on product-culture matches and predictions of purchase intent. If respondents with little product familiarity evaluate matches differently, marketers will need to adapt their strategies accordingly.
>
> The findings gathered from the student sample framework presented here should also be examined for other consumer groups. While comparable cross-national graduate student samples were used here, research on other socioeconomic groups should be conducted as well. Notwithstanding this suggestion a further sample of Spanish informants is planned for the very near future. This will provide the researchers with another sample and enable a triangulation to be made.

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APPENDIX

Table 1: Advertisements for Mobile Telephone Service Providers (UK)

Mobile Tel.	YES	NO
Tesco	Clear facts and figures including price.	I don't associate Tesco with mobiles
	Award, simple design, realistic	There is always a catch!
Virgin	Clear terms and conditions	Lots of small print
	Break down of service features	Nothing is free!
3	Nicely laid out	Downloads hard to measure
	Simple	Not much information
Trusted brands in this category	Orange, O2, Tesco, T-Mobile, Virgin, Vodaphone	

Table 2: Advertisements for Mobile Telephone Service Providers (Italy)

Mobile Tel.	YES	NO
Tesco	Good price.	Layout not professional, prices seem too low
	Realistic, simple, essential	Not clear, don't know the brand
Virgin	Lots of details	Don't know the brand, confused
	Realistic, not confusing	I don't associate Virgin with mobile phones
3	Well known brand	Too simple, images not real
	Clear, good price	Too much focus on aesthetic elements. They want to hide something, don't trust the brand
Trusted brands in this category	Tim, Vodafone, 3, Wind	

Table 3: Advertisements for Financial Service Providers (UK)

Financial services	YES	NO
Halifax	Happy customers	Looks cheesy
	Clear statements and offers	Small print – hidden costs
HSBC	They look serious about money	Don't like the word "free"
	Look professional	No images, too many words
Lloyds	Straight to the point	Juvenile
	Simple and fresh	Don't trust banks
Trusted brands in this category	Santander, Natwest, Lloyds, HSBC, Nationwide, Barclays, Halifax, Nationwide;	

Table 4: Advertisements for Financial Service Providers (Italy)

Financial services	YES	NO
Halifax	Lots of details	Don't like contrast between images and text
	Like that shows people, faces	Too dark, too many stereotypes
HSBC	It uses a direct communication.	No colours, Only text
	Doesn't distract our attention with figures	No visual impact, boring
Lloyds	Like picture, simple	Too simple, need more info
	Very few small prints	Too unbalanced, too ingenuous
Trusted brands in this category	Intesa-san paolo, UniCredit (12 respondents don't remember any brand in this category)	

Table 5: Advertisements for Travel Service Providers (UK)

Holidays	YES	NO
Globalenduro	People having fun	Not enough information
	Contact details and links to social networks	No reference to price
Virgin	Simple and clear	Prices "from" suggests extra costs
	Good to have prices	"sale ends tonight!" cheapens the brand
Kesari	Straightforward pricing	Advert looks cheap
	More specific details	Too much text and stuff going on.
Trusted brands in this category	Virgin, BA, Thomas Cook, First Choice, Last.minute.com, Thomson, expedia	

Table 6: Advertisements for Travel Service Providers (Italy)

Holidays	YES	NO
Globalenduro	Shows facebook	Not clear, too adventurous
	Lots of pictures, colours, countries	Doesn't look like an advert
Virgin	Good price.	It doesn't seem focused on holidays
	Good balance text/images, strong brand	Monochromatic, small print
Kesari	Focus on places	Too many prices, difficult to focus
	Prices seem real, good image	Small print, not catching image
Trusted brands in this category	Valtour, Easyjet, Expedia	

Table 7: List of most trusted brands (UK results)

Phase Eight	Chanel	Apple
Nivea	Papermate	M & S
John Lewis	VW	Virgin
Selfridges	Adidas	Holland and Barrett
Nike	Heinz	Barbour
T-Mobile	McDonald's	Co-op
Tesco	ASOS	Amazon
	HSBC	

Yellow colour indicates similarities between UK and Italy in terms of most trusted brands.

Table 8: List of most trusted brands (Italy results)

Adidas	Fix Design	Oviesse
Alcott	Heineken	Pompea
Armani	Hogan (shoes)	Poste Italiane
Apple	Honda	Samsung
Banco de Napoli	HP	Sisa (supermarket)
BMW	IKEA	Sony
Breil watch	Kimbo (coffee)	Valsoia
Carrefour	Lacoste	VW
Ceres	Lavazza	
Coca Cola	Malboro	
D&G	Microsoft	
Diesel	Mulino Bianco	
Dior	Nero Giardini	
Ferrero	Nivea	
Findus	Nutella	

Yellow colour indicates similarities between UK and Italy in terms of most trusted brands.