

# The Significant Role of Communication, Price, and Quality in Creating a Brand Trust to Achieve Purchase Behavior

## Antecedents and Consequence of Consumer Brand Trust

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**Abstract**—According to the relationship marketing factors, brand trust is one of the key element in brand building and in securing customer loyalty. Hence, the objective of this study is to examine the influence of product price, perceived product quality, and communication on brand trust and the effect of brand trust on consumer purchase behavior based on Relationship Theory perspective. The research instrument was developed based on items taken from previous studies. Questionnaires were distributed to 1000 consumers in 10 primary and secondary School in 3 city Sanaa, Ibb and Aden districts in Yemen. Of the total distributed questionnaires, only 711 questionnaires were used for statistical analysis. Analysis was performed using Partial Least Squares (PLS –SEM). Results indicate that communication, perceived price, perceived product quality significant impact on trust brand, It also the finding shows that trust has a positive significant impact purchase behavior, the constructed model has a good goodness-of-fit index. This study also discusses practical implications and applications for developing and less developed countries.

**Keywords**—Marketing factors, quality, price, communication, brand trust to purchase behavior

### 1. Introduction

The issue is the main focus of this study, i.e., there is a low of brand trust to purchase behavior of local brands in Yemen, as evidenced by the increase in the imported brands. "The imported brands in the

country increased by 7.9 % from 2009 to 2010" [9]. This could imply that Yemeni consumers prefer foreign brands due to the influx of those brands into the country [60].

In advanced countries, consumers are inclined to purchase local brands, but in the developing or the less developed countries, consumers usually prefer imported brands [6,5,4,1,7,59]. In line with this state of affairs, several authors [2] confirmed that consumers in a developed economy have a tendency to purchase domestic brands first, followed by brands from other developed countries, and goods from less developed countries.

Furthermore, researchers are of the consensus that there is a noted lack of studies regarding the examination of purchase behavior as a dependent variable (DV) of local brands [16,33, 58,41,23,50,42]. Most studies use intention rather than the purchase behavior of local brands [34,27,31,12,25,22,41,2,54,17,63,45].

Therefore, in line with this state of affairs there is a lack of marketing factor as observed by [5,4,44] "Local brands of developing or the less developed countries do not have much popularity in the society». This is because the marketing factors: communication, perceived price, perceived quality and trust, have not adapted well to the local brands; hence, consumers are not familiar with the brands and are unpatriotic to the local brands. Most past studies showed that relationship marketing factor

appears to play a positive and significant role in purchase behavior of local brands [25]. However, in developing or the less developed countries, there is a lack of studies on patriotism among developing or the less developed consumers [5,4].

In addition, previous studies were carried out in the setting of different countries other than developing or the less developed countries. These countries are different in terms of institutional and business environment, culture, etc. (e.g., Han (1988) in the U.S.A; [21] in Turkey and in Iran). To date, to the researcher's best knowledge, no empirical evidence has been found in the context of developing or the less developed countries that provides some understanding of the determinants influencing the intention to purchase local brands. Past literature revealed that purchase behavior has been studied in other countries such as in Austria/Germany [46], in the Kingdom of Belgium [38] in Taiwan [10], in UK [41], in New Zealand [13], in Taiwan [49]. Moreover, according to Margaret & Thompson (2000), the mediating role of purchase intention has not been tested [37].

## 2. Literature Review

### 2.1 Brand Trust Relationship with Purchase behavior

Various issues arise in relationship marketing theory, including the development of trust. Critical factors that trust depends on include the firm's country of origin, stakeholders, and managers that call for the utilization of various incentives that promote the perceptions of the firm's reliability in global markets. For the development of trust, the inclination of the firm to expose its reliability to the consumers is essential for trust-building [6,5,4,39,40].

The existence of a lack of trust stems from the firm's behaviors that lead customers to either trust or distrust their brands. Yemeni consumers are inclined to be exposed to firms providing schemes to consumers of their brands. Patriotism also reveals that trust is a critical factor impacting the consumer's purchase behavior.

Trust is not an automatic factor, but hinges upon the relation between two parties. Along a similar line of thinking, researchers [20, 47], revealed that trust hinges on the inclination of the person to leave himself vulnerable to another person. However,

customer trust relies on the firm's reliability and attributes that urge the customers to trust its brands. Based on a study by Moorman et al.(1993), trust stems from the customers' satisfaction with the firm's reliability, public relations, and know-how. Moreover, various studies also revealed that trust plays a role in purchase behavior of local or foreign brands [40,51,39]

Further studies to this end were recommended by Jimenez & Martin (2009) [28, 5, 4] and they also urged the examination of other market-based factors. Future studies are urged to acknowledge other instruments for gaining trust (e.g. Warranties, national brand associations). A critical factor that has a personal impact is one's behavior that facilitates purchase of any item. Individual behaviors alter from one time to another, which may impact the present or future purchase behavior.

Other authors [51] revealed that for the development of a rational exchange between two brands or individuals, competitive advantage along with a dynamic financial activity coupled with greater degrees of customer satisfaction and loyalty are needed [36]. Trust must be developed to prevent opportunities of abuse of cooperation to crop up. According to Ganesan (1994), Rousseau et al. (1998), and Anderson & Weitz (1989), individual trust is the inclination to be vulnerable, and to be satisfied that the presence of a partnership between two people or institutions successfully works, and is reinforced by responsibility and mutual trust.

Moreover, Jimenez and Martin (2009) investigated various degrees of trust in studies and showed it to have a significant role in any relationship and that it is significant in building successful interactions leading to expectations of ongoing benefits and increasing customer trust [14,39,40].

Nevertheless, trust also hinges on other factors, including communication strategies, marketing factors: communication, perceived price, perceived quality and trust, opportunistic behavior, cultural likeness, parallel goals, satisfaction, jeopardy, brand and company attributes [26,40,43,51,54,55,56].

In cases where local companies decide to import goods from abroad, but they have no good trading relations with developing countries, as in the case

of Yemen, customers generally distrust them and view their goods as having low quality. On the other hand, a reputable company has a positive impact on consumer attitude and their purchase intention, which increases the perceived reliability of the company owing to the customers' trust. Additionally, many studies revealed trust to directly and positively relate to purchase intention, indirectly relate to it significantly and negatively relate to it, and insignificantly relate to it [61,62]. Hence, the researcher postulates the following hypothesis:

H: Trust has a significant and positive influence upon purchase behavior.

The Relationship communication, perceived price, perceived quality with Trust.

Morven et al. (2007) reported that factors of attitude stem from communication, perceived price, perceived quality, as they have a significant effect upon the customer purchasing behavior. In other words, communication, perceived price, perceived quality have a positive significant effect on trust and purchase behavior.

In a similar study, [5, 4, 50] revealed a significant positive relationship between general attitude of marketing perspective and actual purchase behavior in Israel. Also, Marie et al. (2009) also reported a significant positive relation between attitude and purchase behavior in Belgium, while Shaw & Shiu (2003) demonstrated the same in the context of the U.K[48]. The linkage between attitude and behavior relationship is the core postulation behind the models including; TRA, TAM and other models presented by Triandis (1977) and Bagozzi (1991). According to the study by Morven et al. (2007), modelling variables utilized are; purchase behavior, trust, quality, price and Communication. The study indicated that quality and advertisement significantly and positively relate to actual purchase, and significantly and negatively relate to trust and purchase behavior. In Lebanon, on the other hand, Farah et al. (2009) reported that attitude of marketing factors significantly and positively impacts in trust and purchase behavior [18,19].

In a related study, Chung & Pysarchik (2000) found a positive relation between Korean customers' attitudes of marketing factors toward a brand and evaluation of the brand. They also revealed a positive relation between attitudes of

consumers and their intention to purchase domestic brands [12]. Also, in Belgium, Marie et al. (2009) reported that attitudinal antecedents of behavior are significant predictors of purchasing behavior, although they become insignificant once purchasing behavior is incorporated in the model.

On the other hand, a study by Story & Jeff (2006) concerned price, and they stated that price is one critical variable that impacts purchase behavior [52]. It is among the main factors that assist in the determination of decisions towards purchase behavior. The impact of price and purchase behavior hinges on the selection of the decisions, although other factors may also impact the two factors including testimonials, price insensitivity, and willingness of brand or service to be the favorite. Price also determines customer loyalty to the brand and influences individual behavior every time. Sole happiness does not predict price factors, but for customers to be happy, price is among the core determinants of happiness.

For the determination of brand price, an individual making the purchase develops a phenomenon of interest that assists in making their preference for a particular brand (low price), or rejection (high price). It is imperative to note that consumers perceive a price that is a benchmark, and make their decisions following a comparison of the price offered with the benchmark price. This happens with loyal consumers and those who are indifferent to a certain brand. The tools employed in sales promotions also impact consumer brand selection, whether local or import. In decision-taking, consumers bear promotions in mind, when they cannot decide what brand to buy between two brands that are equally attractive[3]; in addition, smaller brands that require marketing may also use price as a mechanism to compete against imported brands.

Additionally, Juan et al. (2009) revealed that price significantly and positively relates to the consumer's trust to actual purchase behavior, and maximizes the effects of price promotion on consumer trust to actual purchase [30]. A similar contention that price has a key role in consumer trust to purchase behavior as the non-appearance of freight charges may lead to local manufacturers minimizing their brand prices that would otherwise lead to increased prices. Other studies [8,23] of the same caliber showed that price and trust to purchase behavior have a significant relationship

Moreover, firms can make use of advertisements to attract consumers to the local brand. According to the study conducted in the U.S. by [5,25], advertisement aims at stimulating the demand of consumers' inclination towards local brands, and it is effective in instigating responses in support for locally-produced brands. The advertisement may be useful in changing consumers' preferences for U.S. brands to local brands. However, the idea that the advertisement may be used to divert consumers' attraction to the U.S. brands was not effective; they are only effective with some societal groups.

Some other related studies regarding customer's psychological thinking and behavior to / Communication advertisement revealed the interrelationship between the emotional and cognitive impact of advertisement, attitudes towards them, brand attitudes, and purchase intentions (Burke & Edell, 1989; MacKenzie, Lutz & Belch, 1986; and Park & Young, 1986). It is especially true for variables such as attitude towards advertisement, advertisement credibility, advertisement perceptions, mood, etc.

Several studies elaborated on the way reactions to Communication /advertisements and brand attitudes can be measured through the use of Fishbein and Ajzen's expectancy value model (1975), which revealed significant factors concerning consumer reactions (Batra & Ray, 1986). Main antecedents showed the outcome of attitudes stemming from advertisement with the help of a two-way mediation model (Brown & Stayman, 1992; MacKenzie & Lutz, 1989).

Generally speaking, media campaigns or Communication /advertisements work by measuring the acceptance method, known as the adaptation continuum, in which campaigns are floated for a particular local market effectively. Researchers advocating for this standardization theory believe that companies that standardized themes have often led to a standard local brand image on a global scale [6,5,4]. On the other hand, other authors (Mueller et al., 2002; and Synodinos, Keown & Jacobs, 1989) contended that advertisements having wide coverage almost always fail owing to their overlooking of the significance of local cultures.

Similarly, Kotler & Armstrong (2009) and Chinen (2000) stated that media campaigns may directly

impact purchase decisions, and this can be facilitated through the provision of brand information and assisting consumers' decision-making on the most optimum purchase option. In other words, if the marketing campaign is effective, then consumers would buy the brand being advertised. The approach of / Communication/ advertising as a marketing factor was viewed by Jimenez & Martin (2009) as a ripe topic for further research [28,35].

Prior studies concerning advertisement revealed it as having a significant and positive relation with actual purchase [41]. Additionally, Marie et al. (2009) stated that quality is among the most important antecedents of purchase behavior and it has a significant and positive relation with purchase behavior [7, 21, 41, 58, 53].

Moreover, several researchers [15, 32, 8] revealed a significant relationship between price, quality, and Communication /advertisement, and trust. They also revealed the significance of perceived quality, price pre-purchase information, and advertisement in impacting the consumers' actual purchase.

Quality is known to be among the most significant elements that assists consumers in their decision-making. The consumer decides to make a final decision when he/she perceives an equal balance between price and quality; in which case, the intention to purchase is increased [24].

Hence, it can be stated that consumers are more inclined to purchase local brands in cases where they are familiar with price, technical features, and brand name, and if they feel that the brand is of superior quality or of equal quality with the imported brands. On the other hand, when consumers find local brands to be of inferior quality to the imported ones, they generally prefer to purchase the latter. This implies a significant relationship between perceived brand quality, and trust to purchase behavior, which hinges on the structures of purchase situations [6, 5, 4, 24].

Also, further opportunities for research have been brought to light by Jimenez & Martin (2009) in terms of the inclusion of other marketing factors impacting local brands (for instance, price, communication /advertisement, and quality)[29]. In light of the above discussion, the researcher postulates the following hypotheses:

H : communication is significantly and positively related to trust

H: perceived price has a significant and positive influence on trust.

H : perceived quality has a significant and positive influence on trust.

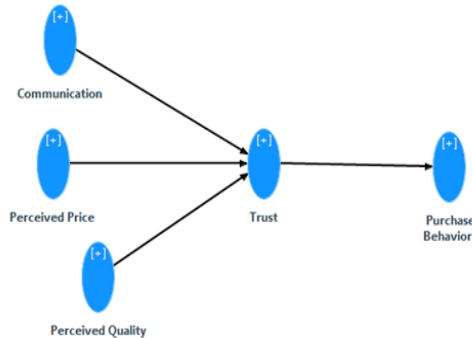


Figure 1. Conceptual frame work

### 3. Research Methodology

The study employs quantitative research design by administering primary data collection via a questionnaire. This study is conducted in the less developed countries, Yemen. A total of 1400 questionnaires were distributed to school staff who represents local respondents in in 4 city: Sanaa, Ibb, Taiz and Aden Yemen whereby 711 responses were returned representing 50 percent response rate. Past validated instruments are used to measure the variables specified namely, Communication (8), Perceived Price, Perceived Quality (7), trust (7 items). Partial Least Squares, Structural Equation Modeling (PLS- SEM ) was employed to analyze the relationships among the variables.

### 4. Data Analysis

#### 4.1 Finding Validity of the instrument

Table 1\_ Composite Reliability and Cronbachs Alpha

Communication	0.766	0.604
Purchase Behavior	0.829	0.756
Perceived Price	0.841	0.746
Perceived Quality	0.823	0.677
Trust	0.787	0.661

Table 2 Validity Discriminant Validity

	Connct n	Purch. B	P. Price	P. Q	Trust
Communi cation	0.672				
Purchase Behavior	0.335	0.671			
Perceived Price	0.389	0.376	0.756		
Perceived Quality	0.431	0.448	0.564	0.780	
Trust	0.529	0.420	0.439	0.480	0.655

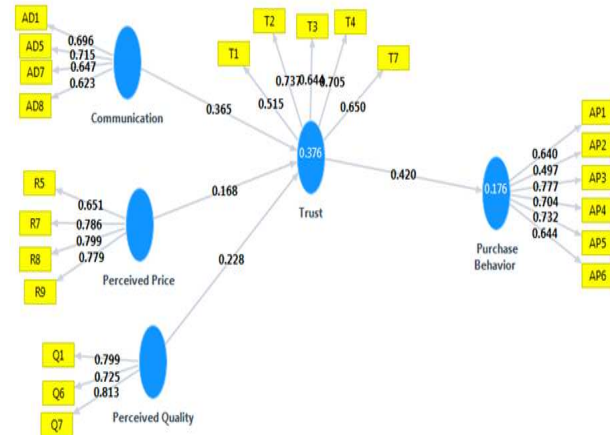


Figure 2. Measurement model

Table 3 Finding Hypothesis

	Or.S mp (O)	S Mn (M)	Std Error (STE RR)	T Stat ((O/STE RR)	P.V
Communic ation -> Trust	0.365	0.366	0.033	11.081	0.000
Perceived Price -> Trust	0.168	0.166	0.039	4.272	0.000
Perceived Quality -> Trust	0.228	0.237	0.041	5.608	0.000
Trust -> Purchase Behavior	0.420	0.432	0.031	13.472	0.000

### 5. Finding Hypothesis

This study applied the bootstrapping techniques embedded with the Smart PLS 3. The regression parameter estimates show six significant relationships between Communication and trust ( $\beta = 0.360$ ,  $T = 11.342$ ,  $P < 0.000$ ); Perceived Price

and Purchase Behavior ( $\beta = 0.117$ ,  $T = 2.312$ ,  $P < 0.021$ ); Perceived Price and Trust ( $\beta = 0.168$ ,  $T = 4.505$ ,  $P < 0.000$ ); Perceived Quality and Purchase Behavior ( $\beta = 0.250$ ,  $T = 4.953$ ,  $P < 0.000$ ); Perceived Quality and Trust ( $\beta = 0.231$ ,  $T = 5.933$ ,  $P < 0.000$ ) and Trust and Purchase Behavior ( $\beta = 0.205$ ,  $T = 4.549$ ,  $P < 0.000$ ).

In other hand the result show that Communication has insignificant relationships on Purchase Behavior ( $\beta = 0.079$ ,  $T = 1.922$ ,  $P < 0.055$ ).

These findings are discussed in the context of actual and intend purchase of local brands in less developed countries: Yemen.

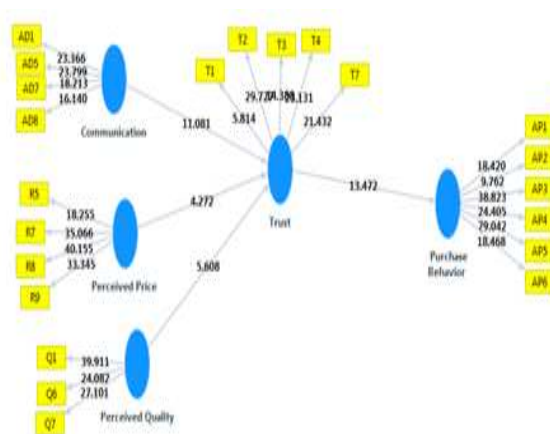


Figure 3. Hypothesis Model

## 6. Discussion

The findings from this study offer insights on the Antecedents and Consequence of Brand Trust: The Relationship Marketing Perspective of local brand by the less developed countries consumer consumption purchase behavior of the Yemenis brand. To promote the market of local products brand among the people of the countries companies and government should encourage and consider to high level of the relationship marketing factors: good quality, have communication and build trust among its citizens. Producers and relevant government agencies alike may extend their influence over contextual factors that shape consumer attitudes towards local products brand. Awareness campaign on the relative economic advantage of consuming locally made products can help. Similarly, company and government should come up with more policies that will be supportive to the local producers and government should encouragement all the company

to produce local products in good quality. These may include policies like; tax holiday to existing local firms, import duties on consumer goods, production subsidies etc. These inevitably contribute towards enhancing intention and actual to consume local products brand.

## 7. Conclusions

In conclusion, this study manages to establish four significant paths (four hypotheses are supported), communication and trust, perceived price and trust to purchase behavior of local brand, perceived quality and trust and purchase behavior of local brand and, perceived quality to trust, trust and purchase behavior of local brand.

### 7.1 Limitations and Suggestions for Future Research

This study has a number of limitations that could create opportunities for future research. Future research could examine more antecedents or factors influencing the Trust brand and purchase behavior of a local brand. Since the variables are still recommended to be investigated on a larger scale with specific attention being given to trust to purchase behavior. These variables could include the satisfaction, loyalty, perceived value [6, 5, 4, 11, 57 ], brand equity motivations, service quality, reputation, availability, and others.

Moreover, future research could conduct more related studies in the purchase behavior of local brand settings in less developed countries, since there are only a few past studies investigating the actual purchase behavior in less developed countries: Yemen or a comparative study could be conducted to compare between Yemen and other countries' purchase of the local brands. Finally, the researcher used only one instrument, a questionnaire survey.

Thus, the researcher suggests that the qualitative method of in-depth interview could be a suitable way to find more factors that could influence consumers toward local brands in less developed countries. This can be better achieved when the researcher builds a trusted relationship with them and speaks their language

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