

MARKA İMAJININ MARKA GÜVENİNE ETKİSİ EFFECTS OF BRAND IMAGE ON BRAND TRUST

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ÖZET

Günümüzde yoğun rekabet koşullarının sürdüğü küresel pazarlarda tüketici tatmini yaratmak ve bunu sürdürebilmek işletmeler için hayati önem taşımaktadır. Bu amaçla, işletmeler müşterilerinin ürün ve markalarıyla ilgili edindikleri tecrübelerine oldukça önem vermektedirler. Marka güveni her tür ilişki için önemli olduğu gibi, tüketici-marka ilişkisinin de en önemli noktasıdır. Marka imajı ise, marka kişiliğiyle benzer şekilde tüketicinin markayla ilgili algılarının toplamıdır.

Bu çalışmanın amacı tüketicilerin Türkiye'de çay sektöründe önde gelen üç markanın imajının markalara olan güvene etkisini ölçmektir.

Anahtar Kelimeler: Marka güveni, marka imajı, çay sektörü

ABSTRACT

In today's global market place its becoming essential for companies to gain and sustain competitive advantage by increasing consumer satisfaction. With this aim, companies have to work hard on the consumer experience to make sure that what customers see and think is what they want to. Brand trust could be important to understand consumer brand relationships as far as trust has emerged as the cornerstone and one of the most desired qualities in any close relationship. **Brand image, on the other hand, is the totality of consumer perceptions about the brand.** The aim of the study is to analyse consumers perception of brand image and brand trust concepts in three leading tea brands (Çaykur, Doğadan and Lipton) in Turkey and how this relationship of these factors will affect each other.

Keywords: Brand image, Brand trust, Tea Industry

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1. INTRODUCTION

In today's highly competitive global market place its becoming crucial for companies to gain and sustain competitive advantage by increasing consumer satisfaction. *With this aim, companies have to work hard on the consumer experience to make sure that what customers see and think is what they want them to.*

The most recent literature on marketing views brand equity as a relational market-based asset because it arises from the relationships that consumers have with brands (Delgado-Ballester, Munera-Alemain,2005). The brand can be viewed as a product, a personality, a set of values, and a position it occupies in people's minds. Brand identity is the total proposition that a company makes to consumers the promise it makes (brandingasia.com,2011). It may consist of features and attributes, benefits, performance, quality, service support, and the values that the brand possesses.

Brand trust could be important to understand consumer brand relationships as far as trust has emerged as the cornerstone and one of the most desired qualities in any close relationship (Garbarino and Johnson, 1999). **Brand image, on the other hand, is the totality of consumer perceptions about the brand, or how they see it.**

2. BRAND IMAGE

Brand image is explained as the meanings connected with brands by Levy and Glick (1973). Parallel to this description, Friedmann and Lessig (1987) explained brand image as "the consumer's understanding and evaluation of the product". Similarly, De Pelsmacker, Geuens and Van den Bergh (2008) described brand image as interpretations and perceptions of the brand identity.

Brand image is not something you have or you do not have. A brand is unlikely to have one image, but several predominates. The key in brand image research is to identify or develop the most powerful images and reinforce them through subsequent brand communications. The term "brand image" gained popularity as evidence began to grow that the feelings and images associated with a brand were powerful purchase influencers, though brand recognition, recall and brand identity. It is based on the proposition that consumers buy not only a product (commodity), but also the image associations of the product, such as power, wealth, sophistication, and most importantly identification and association with other users of the brand. According to Sigmund Freud, the ego and superego control to a large extent the image and personality that people would like others to have of them.

On the other side, Lau and Lee (1999) explain brand image as "the set of associations linked to a brand that consumers hold in memory". Parallel to this definition, Keller (1993) define brand image as the collection of associations with a brand as found in a consumer's memory. Burmann, Schaefer, and Maloney (2008) revise Keller's (1993) definition as the associations external target groups have in their minds about brands.

Levy (1978) adds knowledge and perception concepts and describes brand image as a collection of pictures and ideas in people's minds that summarize their knowledge of the brand and their main attitudes

towards it. Dobni and Zinkhan (1990) evaluate brand image as the concept of a brand that is held by the consumer which is developed by the consumer's reasoned or emotional interpretation. They also add that not the reality but the perceived reality is more important when brand image which is a subjective and perceptual phenomenon is concerned. Another point they underline is that brand image is affected and shaped by marketing activities, by context variables, and by the characteristics of the perceiver. Perceiver plays an important role in brand image. Lau and Lee (1999) argue that a brand's image gives it its perceived 'personality'.

So brands are seen like human being and they have personalities. The personification of a brand and its image with human characteristics, a practice that has become especially popular in the 1980s, has been approached from two distinct perspectives. The first involves describing the product as if it were a human being, suggesting that the brand has a distinct personality of its own. The second focuses on associating the consumer's personality or self concept with the image of the product or brand (Dobni and Zinkhan, 1990).

According to Davies and Chun (2003) brand image and brand personality concepts are seen to have the same meaning according to some scholars and they are different concepts for some other scholars. However, they combined these two concepts under the name of brand personality since "the idea that brands can have personality is providing a whole raft of new ways of thinking about brands and branding" (Davies and Chun, 2003). Therefore, in this study, brand image specifically refers to human personality traits associated with a brand, and thus the terms brand image and brand personality are interchangeably used.

Brand image or brand personality is discussed by many scholars. There are different descriptions of the concept. Also scholars tried to find out to measure this concept. One of the most popular studies is done by Aaker (1997) who developed a framework of brand personality dimensions. By isolating these distinct dimensions versus treating brand personality as a unidimensional construct, the different types of brand personalities can be distinguished, and the multiple ways in which the brand personality construct influences consumer preference may be understood better" (Aaker, 1997). Aaker found 15 facets under "Big Five" (Sincerity and Excitement, Competence, Sophistication and Ruggedness) dimensions of brand personality. Geuens, Weijters, and De Wulf (2008) developed a brand personality measure with twelve items under five main groups; Responsibility, Activity, Aggressiveness, Simplicity, and Emotionality.

Dobni and Zinkhan (1990) states that there has likewise been considerable variety in the perspective from which brand image has been assessed: Some have measured the image of individual dimensions of a brand, while others have arrived at a single measure for brand image overall. The brand's image has been measured in isolation, relative to its competition, in relation to consumer ideal points and advertisement images, and in relation to each of a person's actual self-image, ideal self-image, the social self image, and the ideal social self image. It has been measured as a function of brand usage and brand conspicuousness, for clarity and sharpness, for stability over time and for discriminating attributes, and has been assessed and compared from die perspective of the retailer versus that of the consumer.

Good brand images are instantly evoked, are positive, and are almost always unique among competitive brands. Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience. Brand images are

usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image (Dobni and Zinkhan,1990).

On the other hand, if the intention is to substantially improve the standing of the brand, then corporate identity changes can be accompanied by widespread changes to organizational culture, quality, and service standards. If done well, and if consumers experience a great new or improved experience, then the changes will, over the longer term, have a corresponding positive effect on brand image (Dobni and Zinkhan,1990).

Brand identity is the total proposition that a company makes to consumers - the promise it makes. It may consist of features and attributes, benefits, performance, quality, service support, and the values that the brand possesses. The brand can be viewed as a product, a personality, a set of values, and a position it occupies in people's minds. Brand identity is everything the company wants the brand to be seen as (Temporal, 2002).

Brand image, on the other hand, is the totality of consumer perceptions about the brand, or how they see it, which may not coincide with the brand identity. Companies have to work hard on the consumer experience to make sure that what customers see and think is what they want them to. Brand image has an effect on brand trust which make the brand more powerfull (Temporal, 2002).

3. BRAND TRUST

Researchers from basic disciplines such as psychology and sociology view trust as a cornerstone and one of the most desired qualities in any close relationship (Rempel, Holmes, and Zanna, 1985; Rotter, 1980) or as an integral feature of human relations (Larzelere and Huston, 1980). In summary, trust is an important variable affecting human relationships at all levels (Rotter, 1980).

According to the literature mentioned above there are multiple definitions of trust. Rotter (1971) defined trust as "a generalized expectancy held by an individual or group that a word, promise, verbal or written statement of another individual or group can be relied on". Barney and Hansen (1994) add the idea of hurt and harm when they defined trust as "The mutual confidence that no party to an exchange will exploit another's vulnerabilities".

Battacharrya, Devinney, and Pilluta (1998) highlight the protective nature of trust when they defined trust as "an expectancy of positive (or non negative) outcomes that one can receive based on the expected action of another party in an interaction characterized by uncertainty". Trust thus involves commitment, risk, and mutuality. Trust is also a dynamic concept that is always contingent. The amount of knowledge necessary for trust is somewhere between total knowledge and total ignorance.

Therefore, whether concepts and theories from research on interpersonal relationships are used to characterize and evaluate consumer-brand relationships, trust should be analyzed as another facet of the bond between consumers and brands. In more applied areas like management and marketing, numerous authors

suggest that trust is an important element of relationships in business environment (Dwyer, Schurr and Oh, 1987; Garbarino and Johnson, 1999; Hess, 1995; Morgan and Hunt, 1994).

Relationship marketing has further encouraged the transfer and application of trust to brands (Romaniuk and Bogomolova, 2005; Fournier, 1998). This led Delgado-Ballester, Munera-Aleman, and Yague-Gullien (2003) to define brand trust as "The confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer". Understanding a consumer-brand relationship also requires an analysis of the consumer's trust in the brand. This idea is well illustrated by the realities of today's current brand practices and how brand managers embrace this concept when defining their brands. Delgado-Ballester, Munuera-Aleman and Yague-Guillin (2003) define brand trust as "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer". From this definition, and a review of marketing and brand literature and interviews, the authors establish the Brand Trust Scale (BTS). Brand trust has also been defined as "the confidence a consumer develops in the brand's reliability and integrity" (Chatterjee and Chaudhuri, 2005).

Finally, Delgado-Ballester, Munera-Aleman and Yague-Gullien (2003) defined brand trust as: "Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer". This definition is consistent with the relevant components of prior research on trust. First, brand trust involves a willingness to put oneself at risk, be it through reliance on the promise of value that the brand represents. Second, it is defined by feelings of confidence and security. Third, brand trust involves a general expectancy because it cannot exist without some possibility of being in error. Fourth, it is related to positive or non-negative outcomes. Fifth, it requires to make dispositional attributions to the brand such that it is regarded as reliable, dependable, and so on (Delgado-Balester, Munera-Aleman and Yague-Gullien, 2003).

In consonance with the literature review, the definition of brand trust also incorporates all-important facets of trust that researchers include in their operationalization such as beliefs about fiability and intentionality.

The *fiability* dimension of brand trust has a technical nature because it concerns the perception that the brand can fulfill or satisfy consumers needs. It is related to the individuals belief that the brand accomplishes its value promise. This dimension is essential for trusting in a brand because if we consider a brand as the promise of a future performance (Deighton, 1992), its fiability for the accomplishment of that promise leads the consumer to trust in the occurrence of future satisfaction. Underlying this dimension there is a sense of predictability that the brand satisfies the individuals needs in consistently positive ways. Therefore, for all its value in conducting day-to-day exchanges, fiability is, at best, a starting point for describing brand trust.

The second dimension, intentionality, reflects an emotional security on the part of individuals. It describes the aspect of a belief that goes beyond the available evidence to make individuals feel, with assurance, that the brand will be responsible and caring despite the vicissitudes of future problematic situations and circumstances with the consumption of the product. Convictions on this nature are thus held and acted on in the present with the confident expectation that future events will prove them to be correct.

Therefore, it is concerned with the belief that the brand is not going to take advantage of the consumer's vulnerability. In short, both dimensions of brand trust reflect different perspectives from which making subjective probability judgments for a brand to be considered trustworthy. They arise out of different levels of cognitive and emotional abstraction and allow us to know what exactly a trustworthy brand is. According to Bainbridge (1997), "A trustworthy brand places the consumer at the center of the world and relies more on understanding real consumer needs and fulfilling them than the particular service or product. It is not merely responsive, but responsible".

4. TEA INDUSTRY IN TURKEY

With a total tea volume of about 180,000 tonnes in 2004 according to Euromonitor International, Turkey has the second largest tea market in the world (Euromonitor, 2005). Tea-drinking is a long-standing Turkish tradition and the country has not only a large tea consumer segment but has also a tea producers and all tea production perform in the Black Sea region. Nearly 60% of tea is produced by the state-owned company Çaykur, and the industry is regulated by the government.

The rapid economic expansion and an increasingly affluent population enable the Turkish people to purchase higher-valued consumer goods and raise the standard of living. Major players for speciality tea are international companies including Unilever. Unilever dominates the category and accounts for nearly 70% of retail value sales of speciality tea. Unilever's Lipton brand has strong brand equity in Turkey, which is supported by extensive distribution network in urban areas, and Euromonitor (2005) field researchers have observed that Lipton is much more well displayed in supermarkets and hypermarkets than its competitors brands. The local company Doğadan Ltd. is the market leader with its Doğadan brand, but international players such as Unilever and Twinings also hold significant market shares within this segment. Besides Çaykur, there are many brands in the market such as Lipton, Doğadan, Doğuş, Ofçay, Oba etc. Along with the competition all the companies in this market have to develop competitive strategies to differentiate themselves in the competitive environment. Creating a good brand image and building trust between consumers and the brand are the important factors to gain advantage in the competition.

The aim of the study is to analyse consumers perception of brand image and brand trust concepts in three leading tea brands (Çaykur, Doğadan and Lipton) in Turkey and how this relationship of these factors will affect each other.

5. RESEARCH MODEL

In marketing literature, brand personality and brand trust are discussed as they are in a mutual interaction. Vázquez, Río, and Iglesias (2002) built a brand equity measurement scale and showed brand trustworthiness as a brand name functional utility for the consumer. Ambler (1997) evaluates trust as a part of the brand/consumer relationship.

Delgado-Ballester and Munuera-Alemán (2005) claim that brand trust contributes a better explanation of brand equity, while it does not play a full mediating role. Lau and Lee (1999) also claim that brand characteristics which build up the image of the brand are relatively more important in their effects on a consumer's trust in a brand.

Brand image, on the other hand, is the totality of consumer perceptions about the brand, or how they see it, which may not coincide with the brand identity. Companies have to work hard on the consumer experience to make sure that what customers see and think is what they want them to. Brand image has an effect on brand trust which make the brand more powerfull (Temporal, 2002).

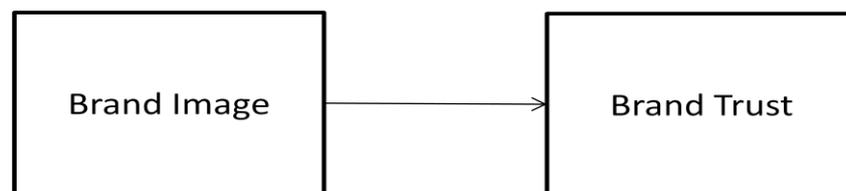


Figure 1. Research model

The objective of this study is to explain the relationship of brand personality and brand trust. In his research brand image and brand trust relationship will be determined with three leading Turkish tea brands Çaykur, Doğadan, and Lipton.

6. METHOD

6.1. MEASURES AND RESEARCH INSTRUMENT

A multi item questionnaire was used in this study to measure the dimensions of 'brand personality' and 'brand trust'. According to Davies and Chun (2003) brand image and brand personality concepts are seen to have the same meaning according to some scholars and they are different concepts for some other scholars. However, they combined these two concepts under the name of brand personality since "the idea that brands can have personality is providing a whole raft of new ways of thinking about brands and branding" (Davies and Chun, 2003). Therefore, in this study, brand image specifically refers to human personality traits associated with a brand, and thus the terms brand image and brand personality are interchangeably used.

To measure brand image D'Astous and Le'vesque's (2003) personality scale was adapted. This instrument was constructed to measure six dimensions of brand personality: enthusiasm, sophistication,

genuineness, solidity, unpleasantness and original. It consists of fifty-two items. Brand trust measured by eleven items. Delgado Ballester et al. (2003) measure brand trust in two main dimensions: fiability dimension and intentionality dimension. The items are listed below. Fiability dimension has five items, while intentionality has six items. Constructs used were measured with a five-point interval scale.

6.2. SAMPLING AND DATA COLLECTION

Data for the study were collected from tea users via pen-and-paper questionnaire. Research was conducted in Istanbul and convenience sampling was used. Questionnaire was applied to 300 tea users who are using Çaykur, Lipton, and Doğadan brands. 214 questionnaire were usable for the statistical analysis.

Table 1. Demographic Information of Sample

Gender			Marital Status		
Female	%	49	Married	%	38.3
Male	%	51	Single	%	61.2
Total	N	214	Total	N	214
Education			Income		
High School	%	7.5	-500 TL	%	4.2
University	%	63.1	500-1000TL	%	8.4
Graduate	%	29.5	1001-3000TL	%	59.3
Total	N	214	3001-5000TL	%	20.6
			5001-+	%	6.1
			Total	N	214

The sample comprised of 104 females and 110 males. Age of the sample ranged between 17 to 58 with a mean of 29.86 and a standard deviation of 6.77.

7. FINDINGS

7.1. FACTOR ANALYSES

BRAND TRUST

To identify the underlying structure of brand trust scale exploratory factor analysis (EFA) was employed as the initial step. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996).Result of the tests ($KMO_{\text{Çaykur}}=0.87$, $\chi^2_{\text{Bartlett test}}_{\text{Çaykur}}(36)=812.354$, $p_{\text{Çaykur}}=0.000$), ($KMO_{\text{Doğadan}}=0.88$, $\chi^2_{\text{Bartlett test}}_{\text{Doğadan}}(55)=921.336$, $p_{\text{Doğadan}}=0.000$) and ($KMO_{\text{Lipton}}=0.86$, $\chi^2_{\text{Bartlett test}}_{\text{Lipton}}(36)=812.033$, $p_{\text{Lipton}}=0.000$) were satisfactory. As a result of factor analyses two dimensions were found for both brands. Factors were named as “Fiability” and “Intentionality”. To test the internal consistency of factors, Cronbach’s coefficient alpha reliabilities were estimated. Nunnally (1974) as cited in De Vellis, suggests a value of 0.70 as lower limit

(DeVellis 2003). Both brands reliabilities were above 0.70. The results of Factor Analyses, items under each factor and factor loadings are given in Table 2.

Table 2. Brand Trust Factor Analysis for three brands

Factor Name	Items	Çaykur			Doğadan			Lipton		
		Factor Loadings	Variance Explained (%)	Reliability	Factor Loadings	Variance Explained (%)	Reliability	Factor Loadings	Variance Explained (%)	Reliability
Intentionality	[X] brand name would not be willing in solving the problem I could have with the [product]	0.823	33.79	0.85	0.876	30.59	0.85	0.844	30,05	0.83
	[X] brand name would compensate me in some way for the problem with the [product]	0.780			0.773			0.829		
	[X] brand name would make any effort to satisfy me	0.743			0.687			0.696		
	[X] brand name would be interested in my satisfaction	0.733			0.697			0.745		
	I could rely on [X] brand name to solve the problem	0.664			0.654			*		
Fiability	[X] is a brand name that meets my expectations	0.796	30.59	0.83	0.711	33.79	0.83	0.825	34.39	0.84
	I feel confidence in [X] brand name	0.786			*			0.768		
	[X] is a brand name that never disappoints me	0.776			0.787			0.805		
	With [X] brand name I obtain what I look for in a [product]	0.740			0.700			0.719		
	I feel confidence in [X] brand name	*			0.736			0.768		
	[X] brand name would be honest and sincere in addressing my concerns	*			0.738			0.639		

BRAND IMAGE

Brand image scale used as it is in the literature. All sub dimensions total scores were calculated and used for the comparison of three brands. Reliability scores of dimensions can be seen in Table 3. Reliabilities for all dimensions were above 0.70.

Table 3. Reliability of three brands of brand image

Brand Image Dimensions	Çaykur	Doğadan	Lipton
Enthusiasm	0.768	0.828	0.797
Sophistication	0.779	0.808	0.748
Genuineness	0.808	0.876	0.862
Solidity	0.854	0.845	0.856
Unpleasantness	0.809	0.766	0.841
Original	0.855	0.827	0.828

7.2. DESCRIPTIVE STATISTICS FOR FACTORS

Brand image dimensions means score was obtained. Lipton has the highest Enthusiasm, Sophistication, Solidity and original scores. On the other hand, Çaykur has higher score on Genuineness and unpleasantness. At the same time Lipton has higher Fiability and Intentionality scores than other brands (See Table 4).

Table 4. Mean score of brand trust and brand personality dimensions

Brand Trust						
	Çaykur	Doğadan	Lipton			
<i>Fiability</i>	2.87	3.24	3.54			
<i>Intentionality</i>	3.29	3.03	3.49			
Brand Image						
	<i>Enthusiasm</i>	<i>Sophistication</i>	<i>Genuineness</i>	<i>Solidity</i>	<i>Unpleasantness</i>	<i>Original</i>
Çaykur	2.69	2.35	3.44	3.28	2.41	2.77
Doğadan	3.15	3.13	3.12	3.26	2.11	3.21
Lipton	3.47	3.51	3.16	3.67	2.17	3.33

7.3. MULTIPLE REGRESSION

To test our revised theoretical model we conducted a series of multiple regression analyses for all brands.

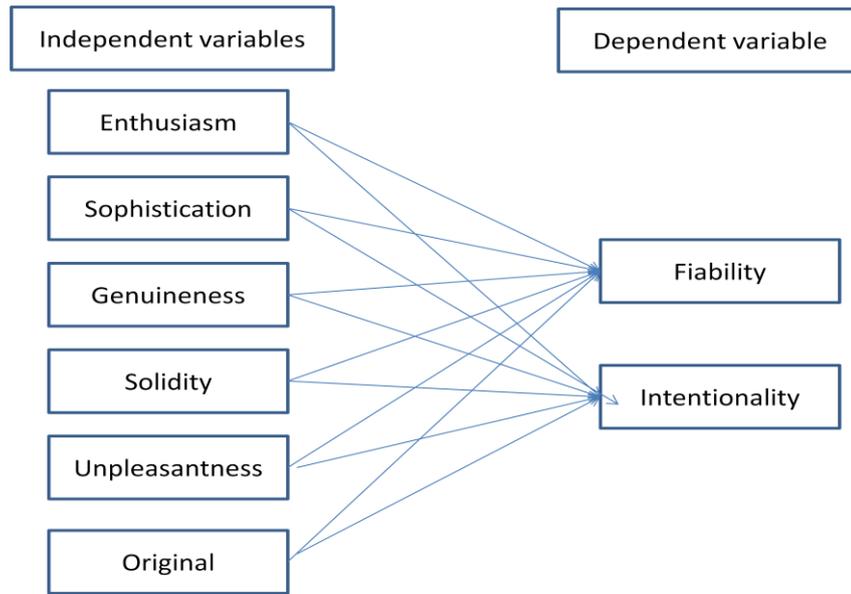


Figure 2. Revised theoretical model

7.3.1. MULTIPLE REGRESSIONS FOR ÇAYKUR

When we conducted multiple regression analyses for brand image to brand trust, to understand the relationship between these dimensions.

7.3.1.1. MULTIPLE REGRESSIONS FOR FIABILITY OF ÇAYKUR

Only four significant results were obtained. Fiability explained by Solidity ($\beta=0.323$, $p<0.000$), Enthusiasm ($\beta=0.262$, $p<0.000$), Unpleasantness ($\beta=-0.214$, $p<0.000$) and Genuineness ($\beta=0.266$, $p<0.000$). As reflected in Table 5, Solidity has highest contribution then other there constructs. The overall explanatory power of model was 60% ($R=0.760$; $R^2=0.577$; $F=69.242$, $p=0.000$).

Table 5. Multiple regressions for Fiability of Çaykur

Dependent variable : Fiability			
Independent variables :	Beta	t-value	p-value
Solidity	0.323	5.058	0.000
Enthusiasm	0.262	4.990	0.000
Unpleasantness	-0.214	-4.566	0.000
Genuineness	0.266	4.301	0.000

7.3.1.2. MULTIPLE REGRESSIONS FOR INTENTIONALITY OF ÇAYKUR

Only four significant results were obtained. Intentionality explained by original ($\beta=0.329$, $p<0.000$), Solidity ($\beta=0.274$, $p<0.000$), Unpleasantness ($\beta= - 0.131$, $p<0.000$) and Sophistication ($\beta=0.154$, $p<0.000$). As reflected in Table 6, originality has highest contribution then other there constructs. The overall explanatory power of model was 60 % ($R=0.664$; $R^2=0.441$; $F=39.787$, $p=0.000$).

Table 6. Multiple regressions for Intentionality of Çaykur

Dependent variable : Intentionality			
Independent variables :	Beta	t-value	p-value
Original	0.329	3.949	0.000
Solidity	0.274	4.105	0.000
Unpleasantness	-0.131	-2.396	0.017
Sophistication	0.154	2.088	0.038

7.3.2.MULTIPLE REGRESSIONS FOR DOĞADAN

When we conducted multiple regression analyses for brand image to brand trust, to understand the relationship between these dimensions.

7.3.2.1. MULTIPLE REGRESSIONS FOR FIABILITY OF DOĞADAN

Only three significant results were obtained. Fiability explained by Solidity ($\beta=0.450$, $p<0.000$), Unpleasantness ($\beta=-0.218$, $p<0.000$) and Sophistication ($\beta=0.159$, $p<0.017$). As reflected in Table 7, Solidity has highest contribution then other there constructs. The overall explanatory power of model was 60% ($R=0.600$; $R^2=0.359$; $F=37.407$, $p=0.000$).

Table 7. Multiple regressions for Fiability of Doğadan

Dependent variable : Fiability			
Independent variables :	Beta	t-value	p-value
Solidity	0.450	5.058	0.000
Unpleasantness	-0.218	-4.566	0.000
Sophistication	0.159	4.301	0.017

7.3.2.2. MULTIPLE REGRESSIONS FOR INTENTIONALITY OF DOĞADAN

Only four significant results were obtained. Intentionality explained by Genuineness ($\beta=0.316$, $p<0.000$), Orginal ($\beta=0.211$, $p<0.006$), Sophistication ($\beta=0.209$, $p<0.004$) and Unpleasantness ($\beta=-0.132$, $p<0.022$). As reflected Table 8 genuineness has highest contribution then other there constructs. The overall explanatory power of model was 60 % ($R=0.623$; $R^2=0.388$; $F=31.447$, $p=0.000$).

Table8. Multiple regressions for Intentionality of Doğadan

Dependent variable : Intentionality			
Independent variables :	Beta	t-value	p-value
Genuineness	0.316	4.824	0.000
Orginal	0.211	2.774	0.006
Sophistication	0.209	2.888	0.004
Unpleasantness	-0.132	-2.308	0.022

7.3.3.MULTIPLE REGRESSIONS FOR LIPTON

When we conducted multiple regression analyses for brand image to brand trust, to understand the relationship between these dimensions.

7.3.3.1. MULTIPLE REGRESSIONS FOR FIABILITY OF LIPTON

Only three significant results were obtained. Fiability explained by Solidity ($\beta=0.330$, $p<0.000$), Orginal ($\beta=0.307$, $p<0.000$) and Unpleasantness ($\beta=-0.144$, $p<0.013$). As reflected in Table 9, Solidity has highest contribution then other there constructs. The overall explanatory power of model was 60% ($R=0.624$; $R^2=0.390$; $F=42.585$, $p=0.000$).

Table 9. Multiple regressions for Fiability of Lipton

Dependent variable : Fiability			
Independent variables :	Beta	t-value	p-value
Solidity	0.330	4.493	0.000
Unpleasantness	0.307	4.305	0.000
Sophistication	-0.144	-2.502	0.013

7.3.3.2. MULTIPLE REGRESSIONS FOR INTENTIONALITY OF LIPTON

Only two significant results were obtained. Intentionality explained by Orignal ($\beta=0.450$, $p<0.000$) and Solidity ($\beta=0.176$, $p<0.019$).

Table 10. Multiple regressions for Intentionality of Lipton

Dependent variable : Intentionality			
Independent variables :	Beta	t-value	p-value
Orignal	0.450	6.064	0.000
Solidity	0.176	2.373	0.019

As reflected in Table 10, Originality has highest contribution then other there constructs. The overall explanatory power of model was 60 % ($R=0.578$; $R^2=0.334$; $F=50.473$, $p=0.000$).

8. CONCLUSION

The objective of this study was to analyze brand image effects on brand trust. Brand image dimensions for all brands are analyzed in this study. Lipton has the highest "Enthusiasm", "Sophistication" and "Orignal" brand image scores. On the other hand, Çaykur has higher score on "Genuineness" and "Pleasantness".

As it mentioned in the literature brand trust has two dimensions which are "Fiability" and "Intentionality". The *fiability* dimension of brand trust has a technical nature because it concerns the perception that the brand can fulfill or satisfy consumers needs. It is related to the individuals belief that the brand accomplishes its value promise. The second dimension, *intentionality*, reflects an emotional security on the part of individuals. It describes the aspect of a belief that goes beyond the available evidence to make individuals feel, with assurance, that the brand will be responsible and caring despite the vicissitudes of future problematic situations and circumstances with the consumption of the product.

The results of the brand trust dimension analyses revealed that Lipton has higher "Fiability" and "Intentionality" scores than Çaykur and Doğadan. Since the objective of this study was to analyze effects of brand image on brand trust, analyses revealed that all brands have different impact on "Fiability" and "Intentionality" dimensions.

The result of the "Fiability" dimension as a dependent variable; model testing showed that "Solidity", "Enthusiasm", "Unpleasantness" and "Genuineness" are the image dimensions that have an effect on Çaykur brand. "Solidity", "Unpleasantness" and "Sophistication" have an effect for Doğadan and also for Lipton.

Result of the "Intentionality" dimension as a dependent variable; model testing showed that "Original", "Solidity", "Unpleasantness" and "Sophistication" are the image dimensions that have an effect on Çaykur brand; "Original", "Genuineness", "Sophistication" and "Unpleasantness" for Doğadan and "Original" and "Solidity" dimensions for Lipton brand.

When "Solidity", "Enthusiasm", "Genuineness" "Pleasantness" and dimensions of brand image increase, "Fiability" dimension of trust is also increases for Çaykur brand. When we look at the other two brands (Lipton and Doğadan) "Solidity", "Pleasantness" and "Sophistication" dimensions of brand image increase "Fiability" dimension of trust is also increases.

When "Original", "Solidity", "Unpleasantness" and "Sophistication" dimensions of brand image increase, consumer's intention to trust Çaykur brand also increases. On the other hand, Doğadan brand trust intention of consumers is effected by "Sophistication", "Genuineness", "Original" and "Unpleasantness" as brand image dimensions. For Lipton brand, trust intention of consumers is effected by "Original" and "Solidity" as brand image dimensions.

As a summary,as a state owned and pioneer company in Turkish tea industry Çaykur brand has a genuine but unpleasant brand image. Lipton as an international brand of Unilever has more enthusiastic, sophisticated, genuine, solid and original and less unpleasant brand image than other two brands. Doğadan brand is in the middle of two leading brands.

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