

Components of brand credibility that drives brand loyalty- special reference to electronic companies

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ABSTRACT:

Brand credibility is particularly crucial in contexts where there is customer uncertainty owing to information asymmetry, since organisations or corporations have more knowledge to evaluate their goods than consumers. Brand credibility strategies may assist in favourably positioning your brand among important internal and external stakeholders such as consumers, analysts, reporters, bloggers, and workers. Companies benefit greatly from using brand credibility strategies. Because current customers are considerably simpler to sell to, brand loyalty improves the possibility that an existing client will try a new product; in fact, you're 60-70% more likely to sell to an existing customer than to a new prospect. Loyalty fosters emotional ties by allowing you to illustrate how you're connected with your consumer. Customers are more likely to be loyal to a company that shares their beliefs, according to 68% of them. The primary aim of this paper is to identify aspects of brand credibility leads to brand loyalty with reference to electronic companies.

KEY TERMS: Brand Credibility, Brand Loyalty, company's trustworthiness, brand strategies

I. INTRODUCTION

The globe has shrunk into a global village as a result of globalisation, which also enables a more rapid flow of information to target audiences. The modern consumer is more reasonable and well informed about the goods and services that are available to them. The level of competition is strong in almost every sector, and new competitors enter the market with innovative goods and services on a daily basis. The combination of a high

degree of competition and the availability of items that may serve as substitutes has resulted in a scenario in which consumers' levels of brand loyalty are much lower than they were in the past. Consumers in today's society have access to a rapid flow of information, and they also have a great deal of leeway to change their minds about a certain product or service because to the abundance of alternatives that are already on the market. Therefore, loyalty is not a simple thing to achieve since there are many different items on the market, and a consumer's perspective, consideration, and previous experiences all play a role in their choice to re-purchase. Brand is a significant component in the decision-making process that consumers go through when making purchases (Erdem, Swait, & Valenzuela, 2006)

One definition of a brand is "any name, word, sign, or symbol, or any combination thereof, that endeavours to reflect the one-of-a-kind qualities and advantages that a firm can deliver to consumers via a specific product or set of characteristics, and that aims to increase brand loyalty" (Jacoby, 1975). According to Kim, Han, and Park (2001), one of the essential roles that a brand plays is that it helps customers to recognise a firm's offering and may separate them from those of rivals. This is a function that a brand plays because it plays an important role. There are numerous different ways in which a brand might influence the actions of consumers. Many aspects of a brand, such as its personality, advantages, and legitimacy, influence the purchase behaviour of consumers and contribute to the loyalty of those consumers. In the same vein, service brands serve the same function as product brands do, as was just

discussed. Consumers get valuable information from these trademarks, which helps them distinguish one company's products and services from those of the company's rivals in the electronic industry. Believability and uniqueness of a specific brand (product or service) are related with source credibility, which is associated with the literature of source credibility. Source credibility is recognised as the origin of brand credibility. According to Shrigley and Koballa (1984), an attitude may be defined as "a generally universal and permanent appraisal of an item, topic, action, or a person." [Citation needed] There are many other variables that may be used to measure attitude, such as an individual's perspective on an advertiser, an advertising, or a brand. This study focuses on people's feelings about certain brands. According to Shrigley and Koballa (1984), an attitude may be defined as "a generally universal and permanent appraisal of an item, topic, action, or a person." [Citation needed] Wang and Yang (2010) conducted a research in which they attempted to measure the influence that brand credibility has on brand loyalty. This study was based on their findings. In that particular study, the researchers considered brand image and brand awareness to be a kind of mediator. Although a significant number of research studies on product contexts have been carried out, the issue of brand credibility in electronic enterprises has received very little attention (Lafferty, Goldsmith, & Newell, 2002). The vast majority of earlier research focused on the relationship between a company's trustworthiness and how individuals feel about advertisements. This research offers valuable information by evaluating the credibility of brands and the direct influence that credibility has on consumers' attitudes about brands. Numerous research projects are carried out to investigate different aspects of this subject area. Previous research studies have mostly focused on various physical things (goods). Erdem and Swait (1998), for instance, looked at brand equity from the perspective of a signalling phenomenon. Swait and Erdem (2007) examined the legitimacy of brands as well as the loyalty of consumers to particular brands, although their primary emphasis was on physical things.

II. LITERATURE REVIEW: BRAND CREDIBILITY:

As was said previously, the most important contribution to the organisation of brand reliability is the literature that demonstrates the source's credibility. According to Ohanian (1990), generating favourable attributes in a sender that influence a receiver into accepting the message

delivered by a sender is the most important aspect of building credible sources. The truth of communication statements or the believability of intents expressed by an article at a certain period may also be considered to be elements that contribute to a brand's credibility. This sender might be a person, a cartoon character, a firm, or a brand (Wang and Yang) (2010). Previous studies have shown that the trustworthiness of the source is dependent upon all three of the following: 1) Reliability, 2) Professionalism, and 3) Appealing Appearances (Erdem et al, 2004). A condensed explanation of each of these three components, according to Erdem et al. (2004), is provided in the following format:

1. Reliability, or the degree to which a company's brand is regarded as a trustworthy source of information
2. "Expertise" refers to the degree to which a certain brand have a high level of knowledge and abilities.
3. Attractiveness: the degree to which a brand is judged in terms of the criteria that make up a personality (Behavior, ambition etc).

However, competence is related with abilities, while beauty is ascribed to personality features. Trustworthiness, on the other hand, is viewed as a certain attitude. The degree to which a customer sees a brand as a trustworthy source of knowledge (expertise), skills (trustworthiness), and aligns it with personality qualities is what we mean when we talk about the brand's credibility (attractiveness). Because of this, we may consider these three components to be an appropriate composite for gauging the trustworthiness of a brand. The next paragraphs provide a commentary on these three components of the argument.

ATTITUDE TOWARD BRAND:

The conceptual foundation of the theory of reasoned action is based on the interactions that exist between the three different variables of belief, attitude, and behavioural intention, as well as conduct. Ajzen and Fishbein (1977) developed the theory of reasoned actions, which postulates that an individual's beliefs about an object influence his or her attitudes about the object, that the attitudes influence behavioural intention regarding the object, and that behavioural intention influences the behaviour of the individual. The sum of a person's beliefs acts as the informational basis that, in the end, defines that person's attitudes, intentions, and actions (Feldman & Lynch, 1988). According to Eagly and Chaiken (2007), an attitude may be defined as "a relatively broad and lasting appraisal of an item, topic, person, or action." Many times,

attitudes are believed to be rather stable, and they constitute a persistent inclination for consumers to act in a specific manner (Feldman & Lynch, 1988). Consequently, as a result of this, they ought to be good predictors of customer behaviour with regard to a product or service. Previous research has alluded to attitudes toward certain variables such as attitudes about advertiser (MacKenzie & Lutz, 1989), advertisements (MacKenzie & Lutz, 1989), and brands (MacKenzie & Lutz, 1989). (Goldsmith et al, 2000). The current research is concentrating on people's feelings towards certain brands (AB).

BRAND LOYALTY:

The connection and allegiance of a consumer to purchase a certain brand or product is referred to as brand loyalty (Alexandris, Kouthouris, & Meligdis, 2006). The degree of consumer loyalty may also be interpreted as an indication of the likelihood that a person will buy a product (Phelps & Hoy, 1996). In a great number of earlier research, consumer loyalty was analysed as a dependent variable (Goldsmith et al., 2000). According to Reichheld (1993), one of the most crucial outcomes is regarded to be the loyalty of consumers toward their preferred brands. The concept of brand loyalty refers to the dedication shown by brands that encourages consumers to make repeat purchases of a particular good or service, despite the fact that competitors may engage in marketing activities designed to undermine the bond that exists between the brand and its clientele (Oliver, 1999). There is a widespread belief that brand loyalty is a source that may bring more power to trade and reduced marketing expenditures (Aaker, 1997).

OBJECTIVE:

The purpose of this research is to examine the relationship between brand loyalty and credibility, with a particular emphasis on how indirect brand attitude influences this relationship as a mediator. The study done by concentrating on significant industries like electronic businesses.

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1. Have a clearly established brand identity of electronic companies

When you establish the identity of your brand, you not only make your product more remembered, but you also give your brand greater authority in the industry in which it operates. When a brand creates a face for itself and then continues to portray that face in the same manner throughout

the course of its existence, it earns credibility among its industry peers and the confidence of its consumers.

2. Participate actively in the network of influential thinkers regarding electronic companies

As you work to create a presence online, you should prioritise sharing and commenting on the information published by thought leaders in your specialised field. When you participate in conversations on social media, you demonstrate that you understand and respect the contributions of people around you who are knowledgeable about the topic at hand. Making use of someone else's experience and knowledge implies that you are a reliable source.

3. Do your homework

It gives the impression that you are not being honest when you share something without first reading it or remark on it without fully understanding what it is all about. Make sure you are aware of what it is that you are sharing with others so that when you interact with them, you may do it in a way that is deliberate and reflective.

4. Make use of several inbound marketing strategies to enhance electronic companies

Building a trustworthy reputation takes time and effort, but it may be aided by using inbound marketing strategies. When you use inbound marketing, you are required to write your content using a human voice, to maintain consistency in your content when you leverage it across channels, and to adhere to a strategy after you have chosen one.

5. Ensure the confidentiality of the customers' and potential customers' personal information.

Your company's reputation will increase if you take measures to protect the privacy of each individual. Avoid putting off compliance until the eventual regulatory inspection. Be mindful of how you handle the knowledge that you have gathered. Do not sell it, and under no circumstances should you let anybody else to use it.

6. Don't try to sell too many stuff.

When you want your customers to have more faith in your product or service, promotion-free content marketing is the way to go. Before making any kind of purchasing choice, consumers want to have access to credible information. Be aware of the stage that each prospect has reached in your marketing funnel. That way, you'll be able to

pique their interest with material that's relevant to their situation and meets them where they are in the buyer's journey. Even though it could be a gradual process, trust can be built up over time, and it can even get stronger.

Your dedication to quality and superiority will inevitably result in trust among your audience, which is the cornerstone of credibility. They will learn to believe in, and trust, your product and service over time if you offer the right outcomes to the right people. If you deliver the right results to the right people.

7. Make yourself available and simple to reach.

Be sure that you are constantly available to your clients, and that you enable them to communicate with you directly. This will help you develop the trust that is necessary for building the credibility of your brand. When a consumer has a question but is unable to obtain a response in a timely way, it hurts your credibility and might even cost you the sale.

You should have a comprehensive infrastructure for providing customer assistance in order to support the accessibility of your products and services for your consumers. Utilize software that acts as a help desk, go to as many conferences and events as possible, and make it a priority to respond quickly and personally to queries. This not only makes you more likeable, but it also shows your consumers that you care about them. This assistance serves as the foundation upon which we may create the trust and credibility about which we have been talking.

8. Make an excellent product

Emotion, rather than reasoning, is often the driving force behind consumer purchasing choices. You have the difficulty of ensuring that your product is of an excellent quality so that you can explain their decision to buy it. No matter how entertaining the game you speak about is, if the product or service you provide is not of the highest quality, you may expect to get unfavourable feedback. That results in mistrust, which in turn lowers one's credibility.

9. Keep a clear conscience and a straight record.

Being transparent is something you need to do in order to further develop your trustworthiness. This requires you to acknowledge your startup's strengths and flaws and to be transparent about them. If a prospective consumer isn't a good match for your business, direct them to another company that could be a better option for them. This demonstrates that you care about the

consumer and the requirements they have rather than just completing a sale; as a result, you create trust and increase the likelihood that they will return when the time is appropriate.

In a similar vein, if there is a breach of trust or credibility, such as a data breach or defective product, it is feasible to recover if you've established sufficient consumer goodwill, proven a desire to remedy any issue, and built up a strong believe in your product and customer service. When it is essential to do so, apologise to your consumers, recognise where the brand went wrong, and thoroughly express the efforts that are being made to repair the confidence of your customers.

Brand loyalty strategies of electronic companies

1. Make an investment in research on the brand

A brand strategy should not be developed in a vacuum. It is necessary to maintain a level of familiarity with your rivals as well as other companies that the members of your audience interact with.

It is not a sensible decision to imitate the work of another person. You can still learn a lot about them by looking at their branding, what their audiences react to, and even what they choose not to do. By looking at other established companies, not only can you get creative inspiration, but you can also gain strategic insights that can help you differentiate yourself from the other businesses in your industry.

2. Make sure you are investing in the proper individuals.

You have to look for potential employees who are already familiar with your firm and its brand, or who at the very least are aware of the requirements necessary to join your organisation. When you hire the incorrect individual, it may cause a lot of difficulties and undermine your efforts to defend your online brand (1).

As a result, you have to invest the necessary amount of time and energy to ensure that the only people you hire are those who have great work ethics and strong personality features. If the reputation of your firm is essential to you, then you should take steps to guarantee that it is exclusively linked with upstanding members of society.

3. Save money

No one has ever advocated for the spending of money on things that are not required. If your company is flush with cash, you should consider investing some of it in productive endeavours so that it may continue to grow.

Just take a moment to consider the following: what would make more sense than

spending the money on a better network? It is not always essential to spend an excessive amount of money, particularly in situations when the company's name might go through various image makeovers without having to invest a large budget.

4. Engage in a programme that uses former clients as brand ambassadors

As time goes on, it is essential to pay attention to both your existing client base and your prospects in addition to the overall goal of growing your business. Include them in the marketing you're doing via the various social media outlets.

If you are able to locate some of the customers who have patronised your product or service in the past and include them into the brand of your business, then you will see a spike in the number of people purchasing what you have to offer. This will not only make it simpler for you to get more clients but will also boost the security of your web brand.

5. Emphasize the qualities that set you apart from others.

Even if your product or service isn't really one of a kind, it is still feasible to distinguish yourself from the competition by standing out as distinctive. Your message is an important component of your brand. Personalizing your brand strategy is one way to set your company apart from the competition:

- o A declaration of your values that is reflected in both your vision and goal.
- o The core beliefs that guide your business and that your clients also uphold
- o The manner in which you overcome a typical obstacle is articulated in the most comprehensible words.
- o In an absolutely transparent way, walk me through the process by which you address an unusual situation.
- o Take into consideration a feature of your target demographic that is neither common or widespread.
- o The one-of-a-kind interaction that each customer has with you

6. Always keep your company's brand in mind.

A significant component of the Brand Building Strategies is the company logo. Customers will be able to recognise your business with the help of a professionally designed logo. Branding may be strengthened by using a powerful logo and making extensive use of the logo in order to establish credibility over the course of many years.

You could check out some well-known businesses such as Apple, Facebook, and Audi. These companies' logos do a good job at representing their brands, which helps these companies stand out in their respective industries. You will be able to go further after you have obtained a trademark licence. If you are unclear about anything, you should speak with an attorney.

7. Explain the benefits that your company can provide.

The capacity of a brand to differentiate itself from its competitors is the component that is most crucial to its success. If you are aware of who your rivals are, you should provide your customers reasons to select your company over them.

Because there will be larger brands with better market penetration, the reason you need to provide something that no one else does is because you need to offer something that no one else is doing. Your one-of-a-kind qualities are what set you apart from everyone else.

When discussing the advantages of your product or service, keep the following in mind:

- o What issue are you working to resolve?
- o Do you provide a service that can't be found anywhere else?
- o What makes your product unique?

You will need to provide responses to these questions in order to effectively express the advantages of your brand.

8. Develop a method of communication that is efficient

The next stage in converting your brand positioning into messages for your numerous target audiences is to develop a messaging strategy, which will be the following phase in the process.

Your target audiences will often consist of prospective customers, workers, reference sources, and other influential members of the community, in addition to possible business partners.

Even while the fundamental parts of your brand positioning should remain the same for each of your audiences, they will each have specific interests in certain facets of those features. In each of the messages, the most important things will be brought to your attention. You will furthermore be required to address the issues of each audience, and you will be required to give proof for your statements that are relevant to that audience. When formulating your message strategy, you have to take all of these requirements into consideration.

9. Formulate a plan for the promotion of your material

In this day and age of the internet, professional services companies are well positioned to benefit from content marketing. Although it is capable of performing all of the activities that are associated with conventional marketing, it does so in a more effective manner. Through the use of quality instructional information, it recruits, cultivates, and qualifies potential customers.

You should constantly keep in mind that the strength of your brand is directly linked to both its visibility and its reputation.

In order to achieve success, it is often vital to fortify your reputation in addition to elevating your level of exposure. Because of this, conventional methods of advertising or sponsoring that aim to raise awareness almost always fail to accomplish the effects that were intended.

On the other hand, content marketing is able to concurrently boost both a company's exposure and its reputation. In addition to this, it is the most effective method for creating relevance between your brand and the audience you are trying to reach.

10. Make the brand's look more aesthetically pleasing.

The addition of visual information will be beneficial to advertising and marketing initiatives alike. Distinct platforms demand different visual material.

Investing in marketing materials, video clips, printing, illustrations, written materials, artwork, and so on may have a beneficial influence on your company, and you should do so if you want to see that impact. With the addition of a few simple images, an average concept may be elevated to an outstanding one.

III. CONCLUSION:

Credibility of the brand and brand loyalty are the most crucial variables, and consumers' attitudes play a vital role as a mediator in the process of increasing customer loyalty in electronic companies. The believability of their products is now an important factor that electronic companies must consider when building their brand images. A new trend has emerged in recent times, and that tendency is to transfer a brand's reputation by soliciting support from a variety of reliable sources, such as brand celebrities. When formulating brand strategies, particularly marketing plans for brands, the executives in charge of a company's operations should keep these considerations in mind. They

need to be aware that the higher the degree of credibility of the source, the greater the likelihood of an increase in the amount of customer loyalty for a certain company. Additionally, the legitimacy of a brand has a positive and direct influence on the loyalty of customers.

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