

## **Effect of Brand Image and Brand Trust on Purchase Intention of Fast-Moving Consumer Goods**

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### **ABSTRACT**

An extensive analysis is performed in this research regarding how consumer relationships with brands influence brand trust and brand image, which represents a strong form of brand support rooted in consumer connections. This study examines how two consumer-brand relationship elements, specifically brand trust and brand image, influence buying intentions. Based on a review of the literature pertaining to consumer-brand dynamics, a theoretical framework is formulated that addresses the constructs of brand trust and brand image in their association with purchase intentions. In the current investigation, a quantitative approach is employed to rigorously assess the impact of brand trust and brand image on consumer purchasing intentions concerning fast-moving consumer goods. The data collected from a cohort of 167 individuals residing in the city of Madurai served as a basis for the empirical validation of the research hypothesis, which was established through the administration of a meticulously designed questionnaire. It was discovered that there exists a direct and significant correlation between brand trust, brand image, and purchase intention. This finding indicates that the connection between brand trust and brand image positively influences purchase intentions. Furthermore, it was uncovered that brand trust exerts a stronger effect on purchase intention than brand image alone. In summary, the findings highlight the substantial impact of consumer-brand relationships on purchasing intentions. The research recognizes specific constraints and provides suggestions for subsequent investigations within this field. As consumers increasingly exhibit intense loyalty and disdain towards brands, marketers must comprehend the importance of brands in the contemporary consumption landscape. This research indicates that marketers can enhance consumer purchase intentions and transform potential customers into actual buyers.

**Keywords:** Brand trust, Consumer-brand relationships, Purchase intention , Brand image, Brand equity.

## 1. INTRODUCTION

In order to function optimally, brands must assume a range of roles. At their core, brands serve as identifiers for the products and services provided by an organization. From the customer's viewpoint, brands can streamline their decision-making process, guarantee a certain standard of quality, mitigate risk, and cultivate a sense of trust. Furthermore, the fundamental aim of numerous businesses has led to the cultivation of a robust brand in the competitive marketplace, as it facilitates the generation of a wide array of advantages for companies, such as diminished risk, increased profits, partnerships with other entities, and opportunities for brand expansion.

Due to the rising competition among companies and a gradual uptick in new clientele, businesses are seeking methods to enhance their operational capabilities. One widely adopted strategy through client-brand interactions has been to boost the frequency of purchases made by existing customers. Consequently, businesses should take into account consumer performance stemming from this strategy, which has proven significant in encouraging consumers to buy from business brands, reflecting a desire to acquire a product.

Branding is a crucial component of marketing strategy that can sway consumer purchasing interests. Brands constitute distinctive identifiers, including names and symbols, that are employed to delineate the products and services offered by an individual seller or a collective of sellers. A formidable brand possesses the capacity to shape consumers' purchasing intentions, indicating that a consumer's inclination to acquire a particular product is intricately tied to its perceived quality and advantageous characteristics. The valuation of a brand may be evaluated through the concept of brand equity, which signifies both an asset and a liability of the brand, predicated on the value it provides to consumers. Possessing a strong brand equity will foster consumer emotions, thoughts, and attitudes, ultimately leading to purchases.

Numerous studies have shown that a brand's image and trust are pivotal factors in consumer-brand relationships. Prior empirical studies have corroborated the proposition that brand image is a fundamental component in the development of brand trust. Additionally, earlier studies have validated that brand trust significantly precedes purchase intention. Similarly, recent research has indicated that brand trust can forecast purchase intent. However, there has been limited investigation into how brand trust influences the connection between purchase intentions and brand image. This investigation endeavors to conduct empirical research to elucidate the function of brand trust as a critical variable in the interplay between brand image and consumer purchase intention.

## 2. OBJECTIVES

The main aim of this study is to examine and comprehend the importance and function that brand elements have in the consumer buying decision process. There are several key objectives that form the foundation of this research, which include assessing the impact of brand image and brand trust on purchasing motives. Furthermore, another goal of the research is to explore the relationship between demographic factors and purchase intentions, which is yet another aim of the study.

## 3. RESEARCH METHODOLOGY

According to the research, convenience sampling was employed to gather a participant sample that reflected a diverse range of demographic traits of consumers in Madurai city. These traits encompassed gender, age, educational background, and family income. A questionnaire survey was implemented in this research to validate the hypotheses and research framework established by the investigator.

A thorough review of the measurement items pertaining to the constructs from earlier studies was performed, and they were modified to suit the research conditions. The dataset was subjected to analysis employing a five-point Likert scale was utilized, whereby a score of 1 denoted profound disagreement. and a score of 5 denoted strong agreement.

Using a structured questionnaire, we gathered information from customers of FMCG companies. The participants were requested to share their thoughts on their trust in the brand, their perception of the brand, and their purchasing choices concerning fast-moving consumer goods.

To analyze the research hypotheses formulated based on the objectives, both the chi-square test and Spearman's rank correlation test were conducted. The aforementioned assessments were conducted on the aggregated dataset utilizing the capabilities of SPSS software.

#### **4.REVIEW OF LITERATURE**

(Becerra & Badrinarayanan, 2013) investigated the causal link between customer-based brand equity and purchase intention. Their research revealed that the cognitive and emotional connections consumers have with a brand significantly affect their intentions towards behaviors associated with the brand. Furthermore, it has been demonstrated that both brand trust and brand identification exert influence on behaviors associated with the brand, albeit in differing ways. An affirmative correlation was identified between brand trust and both the intentions to purchase and the propensity for positive brand referrals. In turn, individuals who enhance cognitive functioning associations with a brand and exhibit a propensity to trust its ability to deliver on its asserted functionalities are more predisposed to engage in purchasing behavior and to advocate for the brand to others. This underscores the significance of brand trust in comprehending the dynamics of consumer-brand relationships and understanding consumer behavior in relation to brands.

(Aydin et al., 2014) The study's findings led to the conclusion that brand trust positively influences relational commitment, purchase intention, and the acceptance of brand extensions within an organization. According to the research results, it seems that brand trust plays a more significant role in influencing purchasing intentions compared to brand commitment regarding the specific category of products examined in the study.

(Shima & Rani, 2017) Based on their research, it was determined that customer satisfaction has a significant correlation with brand trust, which can influence intentions to make future purchases. The brand's reputation is the final aspect to be assessed when evaluating a customer's future purchasing intentions. Clearly, customer satisfaction and brand trust emerge as the most crucial elements to consider when assessing future purchase intentions. The observations of this research unequivocally indicate the gratification of consumer expectations is intrinsically connected to both brand trust and brand reputation. If customer expectations are not fulfilled or they remain unsatisfied, both brand trust and brand reputation are presumed to decline. Brand trust seems to play a vital role in shaping a consumer's purchase intentions, and a strong brand trust is linked to favorable consumer behavior. Typically, customer satisfaction correlates with the level of service quality delivered by a restaurant. It has been demonstrated that a positive customer experience can significantly impact subsequent behavioral intentions or decisions regarding future purchases.

(Ali et al., 2018) The findings of their empirical research revealed a significant correlation between components of brand equity and purchase intentions. Furthermore, consumer purchase intentions are notably affected by brand equity factors. Nevertheless, the findings suggest that businesses must ensure their products perform effectively to

improve brand equity and appeal to discerning consumers. Additionally, a favorable brand image, enhanced brand satisfaction, trust, and loyalty have a substantial impact on consumers' purchasing choices.

(Cuong, 2020) Conducted an in-depth study that explored the correlation between brand satisfaction and brand trust. The results of the study indicated that brand satisfaction had a positive impact on brand trust. The degree of brand satisfaction precedes the degree of brand trust. Brand satisfaction had a moderate effect on trust in a brand. A significant connection existed between brand satisfaction and brand trust. Moreover, the empirical evidence derived from the research elucidated that brand satisfaction exerted a significant influence on consumer purchase intentions. Purchase intention was moderately affected by brand satisfaction as a precursor. There was a logical association between brand satisfaction and purchase intention.

(Then & Johan, 2020) They explored the influence of brand image and trust on the intention to purchase skincare products, discovering that brand image is essential in influencing buying intentions. A strong brand image boosts consumer trust in a product, which subsequently enhances purchase intentions. In other terms, brands that uphold a favorable reputation possess the capacity to significantly influence a consumer's buying decisions. It is essential to highlight that brand trust also significantly affects purchase intention. When consumers have confidence in a brand, their intention to purchase rises, stemming from the belief that the brand will deliver on its value promises while prioritizing consumer interests.

(Zeren & Kara, 2021) Their research findings indicate that brand heritage directly influences consumers' intentions to purchase airline services. The literature contains similar evidence supporting this connection, making this outcome unsurprising. Furthermore, the authors claimed that consumers are swayed by their perceptions of a brand's heritage through both cognitive and emotional responses, and that established views of the brand's legacy typically result in increased trust in the service provider. In addition, the capacity to cultivate a loyal relationship between two parties hinges on the establishment of trust. Achieving high levels of consumer commitment necessitates the formation of brand trust and loyalty beforehand.

(Hansopaheluwakan et al., 2021) Their research indicates that Brand Equity has a direct and notably positive correlation with consumers' Purchase Intention. While brand trust does have a positive influence on consumers' purchase intentions, this effect is not significant. Brand Equity exerts an indirect influence on Purchase Intention through Brand Preference. In this context, Brand Trust also exerts a subtle influence on Purchase Intentions through Brand Loyalty. The Purchase Intention of consumers is positively influenced by both Brand Equity and Brand Trust in conjunction.

(Aureliano-Silva et al., 2022) explored the significance of service recovery in mediating brand loyalty, brand trust, and purchase intention. The results of the research suggest that when a cherished brand disappoints, the recovery efforts made by a company enhance customer trust and their inclination to repurchase the brand. This research suggests various strategies that food delivery app firms can implement to restore feelings of affection and brand trust, along with influencing consumer behavioral intentions. The way a branded app addresses an issue affects customer trust, and providing high-quality customer service is crucial in resolving particular problems. Moreover, this study advises companies to delight customers promptly after a failure occurs.

## **5. THEORETICAL FRAMEWORK**

### **5.1 BRAND TRUST**

It is crucial to recognize that numerous interpretations of brand trust exist within the current branding literature. A consumer's trust in a product or service is characterized by their assurance in its quality and reliability. A feeling of trust towards a brand develops from the conviction that the brand will consistently be dependable and accountable for meeting the consumer's needs throughout their engagement with it. The notion of brand trust has been articulated by other researchers as the readiness of consumers to place their trust in a brand. The idea of trust is particularly applicable in circumstances of ambiguity (e.g., in that situation is a significant disparity between two brands rather than merely a slight difference). Specifically, trust mitigated the perceived risk in scenarios where the buyer regarded it as especially precarious, as they understood they could depend on the brand they trusted (Huo et al., 2022). Furthermore, brand trust was defined as the readiness of a customer to depend on the brand amidst uncertainty, anticipating that the brand will yield favorable outcomes (Husain et al., 2022). Some researchers have shown that brand trust serves as a precursor to purchase intention. Previous research has shown a favorable connection between brand trust and purchase intentions.

### **5.2 BRAND IMAGE**

An organization's brand image reflects how customers currently perceive the brand. This concept can be understood as a distinctive set of the connections that exist in the thoughts of intended consumers. Fundamentally, it signifies what the brand represents at this moment. Brand loyalty encompasses a collection of beliefs pertaining to a specific brand. At its core, it is the consumer's viewpoint regarding the product. It indicates how a certain brand is positioned within the market (Sanny et al., 2020). Beyond forming a mental picture of the brand, brand image also conveys emotional significance. Brand image essentially embodies the essence of an organization. The impressions formed by external observers accumulate over time through interactions and observations. The mission and vision of an organization must be effectively communicated to everyone involved. To establish a favorable brand image, three key components are essential: a distinctive logo that symbolizes the organization's image, a succinct slogan that encapsulates the organization's business, and a brand identifier that showcases the organization's core values (Tan et al., 2022).

### **5.3 PURCHASE INTENTION**

There are various methods for articulating brand trust that can be found within the current branding literature. In terms of consumer trust, it is characterized as the assurance that consumers have regarding the quality and reliability of a product or service (DAM, 2020). The feeling of trust in a brand stems from the conviction that the brand will consistently prove to be dependable and accountable in meeting consumer needs throughout their engagement. As outlined by other researchers, brand trust represents the inclination of consumers to place their trust in a specific brand. It is only fitting to apply the term trust in scenarios that involve some level of ambiguity (for instance, when there is a significant distinction between two brands rather than just a slight difference). Since the buyer was aware that they could depend on the brand they trusted, trust mitigated the risk in circumstances where they viewed the product as particularly hazardous (Ha, 2021). Moreover, a consumer's trust in the brand is described as their readiness to depend on it in the face of uncertainty, with the belief that the brand will yield favorable outcomes. In a multitude of research investigations, it has been demonstrated that brand trust serves as an antecedent to purchase intentions. Previous empirical studies have confirmed the connection between brand trust and consumers' purchase intentions.

## 6. DATA ANALYSIS

### 6.1 DESCRIPTIVE RESULTS

As illustrated in Table 1, a thorough synopsis of the population characteristics of the individuals participating within the research is presented. According to the information presented in Table 1 in the subsequent section, it is evident that 62.3% of the participants are classified as female. A significant proportion of the respondents are undergraduates, with 41.9% identified as part of the undergraduate category, and 33.5% as belonging to the graduate category. It is clear from the table that 49.7% of the participants have a monthly household income of under Rs.30,000, indicating they belong to the lower income bracket.

Table 1: A brief description of the study's demographic profile, , Sample (n = 167)

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.718 <sup>a</sup>	6	.000
Likelihood Ratio	22.700	6	.000
Linear-by-Linear Association	10.608	1	.001
N of Valid Cases	167		

Demographic characteristics		Frequency	Percentage %
Gender	Male	63	37.7 %
	Female	104	62.3 %
Age	18 -25	71	42.5 %
	26-35	34	20 %
	36-45	28	16.8 %
	Above 45	34	20.4 %
Educational qualification	High school	19	11.4 %
	Undergraduate	70	41.9 %
	Postgraduate	56	33.5 %
	Professional	22	13.2 %
Family income – monthly	Less than rs.30,000	83	49.7 %
	Rs.30,001 – Rs.60,000	54	32.3 %
	More than 60,000	30	18.0 %

### 6.2 HYPOTHESIS TESTING

To assess if demographic factors are linked to the intention to purchase branded fast-moving consumer goods, it was decided to employ the Chi-square test to analyze the subsequent hypotheses.

**H<sub>a1</sub>** : There is an association between educational qualification and purchase intention of branded fast moving consumer goods

Table 2: Chi- Square test for association between education qualification and purchase Intention of branded fast-moving consumer goods

**Educational Qualification \* purchase Intention of fast-moving consumer goods**  
**Cross tabulation**

		purchase Intention of fast-moving consumer goods			Total
		Low	Moderate	High	
Educational Qualification	High school	15	3	1	19
	Under graduate	11	47	12	70
	post graduate	9	18	29	56
	professional	6	13	3	22
Total		41	81	45	167

Table 3: cross tabulation of education qualification and purchase Intention of branded fast-moving consumer goods

At a significance level of 1%, the null hypothesis is dismissed since the P value falls below 0.01. Consequently, it can be inferred that there exists a noteworthy correlation between a consumer's educational background and their willingness to invest in branded fast-moving consumer goods. In table 3, it is evident that, on average, individuals with a high school education do not exhibit a strong desire to buy branded products, whereas a majority of postgraduate graduates show a high inclination to purchase branded goods. Nevertheless, a considerable number of undergraduate students expressed a moderate intention to acquire branded products in the future.

To examine the subsequent hypotheses, it was determined that the Chi-square test would be utilized once more to analyze the data and derive the results.

**H<sub>2</sub>** : There is an association between monthly family income and purchase intention of branded fast moving consumer goods

Table 4: Chi- Square test for association between family income and purchase Intention of branded fast-moving consumer goods

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.506 <sup>a</sup>	4	.000
Likelihood Ratio	27.622	4	.000
Linear-by-Linear Association	18.409	1	.000
N of Valid Cases	167		

Table 5 : cross tabulation of family income and purchase Intention of branded fast-moving consumer goods

**Family income \* purchase Intention of fast-moving consumer goods**

**Cross tabulation**

Count

		purchase Intention of fast-moving consumer goods			Total
		Low	Moderate	High	
Family income	less than 30000	33	33	17	83
	30001 to 60000	6	35	13	54
	more than 60000	2	13	15	30
Total		41	81	45	167

At a significance level of 1%, the null hypothesis is dismissed because the P value is below 0.01. As a result, this research indicates a significant correlation between monthly family income and the intention to purchase branded fast-moving consumer goods. Referring to table 5, it is clear that most respondents within the monthly family income bracket exceeding Rs.60,000 exhibit high purchase intentions for branded fast-moving consumer goods, whereas most respondents earning between Rs.30,000 and Rs.60,000 display moderate purchase intentions for branded fast-moving consumer goods when compared to those earning less than Rs.30,000. Regarding the purchase intentions for branded fast-moving consumer goods, the majority of respondents are categorized as either low or moderate. A Spearman's rank correlation analysis has been performed to ascertain if a relationship exists between brand trust and purchase intention.

**H<sub>a3</sub>:** There is a relationship between brand trust and purchase intention.

Table 6 : Spearman's rank correlation between brand trust and purchase intention.

**Correlations**

			Brand Trust	Purchase intention
Spearman's rho	Brand Trust	Correlation Coefficient	1.000	.777**
		Sig. (2-tailed)	.	.000
		N	167	167
	Purchase intention	Correlation Coefficient	.777**	1.000
		Sig. (2-tailed)	.000	.
		N	167	167

It is believed that the correlation coefficient linking brand trust and purchase intention stands at 0.777, (0.7772 = 0.6037) suggesting a significant correlation between brand trust and purchase intention at a 1% level, demonstrating a positive relationship of 60.3%.

By employing Spearman's rank correlation test to assess if a connection exists between brand image and purchase intent, we can confirm this.

**H<sub>a4</sub>**: There is a relationship between brand image and purchase intention.

**Table 7** : Spearman’s rank correlation between brand image and purchase intention.

<b>Correlations</b>			Brand image	Purchase intention
Spearman's rho	Brand image	Correlation Coefficient	1.000	.777**
		Sig. (2-tailed)	.	.000
		N	167	167
	Purchase intention	Correlation Coefficient	.777**	1.000
		Sig. (2-tailed)	.000	.
		N	167	167

The correlation coefficient linking brand image to purchase intention stands at 0.689, (0.6892 = 0.4747), signifying a 47.4 percent positive correlation between brand trust and purchase intention at a 10% significance level concerning brand image and purchase intention.

**FINDINGS**

This research involved an examination of how brand image and brand trust impact purchase intentions. The outcomes indicate that brand trust has a stronger positive relationship with purchase intentions compared to brand image. Furthermore, the study explored demographic factors and their connection to consumer purchase intentions regarding branded fast-moving consumer goods. According to the results, both the customer's family income and educational level play important roles in shaping the brand's influence on the customer's purchase intentions.

**CONCLUSION**

In the retail market segment, FMCG products face the highest level of competition. This is attributed to the intense rivalry within the market and significant growth opportunities. Consequently, this analysis indicates that FMCG companies need to prioritize enhancing brand trust and brand image to navigate the fierce competition among industry players. Among the various elements of brand development, brand trust holds the utmost significance. This study clearly reinforces the results from earlier studies concerning the essential role of brand trust and brand image. To

bolster the brand's image, marketers ought to promote their dedication and brand trust by fostering emotional connections with their target audience. This approach could strengthen the connection felt between the brand and the customer, ultimately boosting their engagement with the product.

## LIMITATIONS

It is crucial to acknowledge this study does possess some specific constraints, which simultaneously create avenues for further exploration. We can enhance the applicability of our results by employing a larger sample size. Despite the fact that this study makes a considerable contribution to both literature and practice, it is not without its constraints. Firstly, the outcomes of this investigation may not possess universal applicability across various industries; therefore, subsequent research endeavors should direct their attention towards alternative sectors including, but not limited to, fashion, dairy, and others. Furthermore, this study was predominantly focused on the implications of brand trust and brand image in relation to purchase intention. Consequently, future investigations should consider additional factors such as brand awareness, perceived value, and more.

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