

Abstract

Brand loyalty is the ultimate goal for a branded product. It is the principal source of its competitive advantage and a valuable strategic asset. Branding is one of the most important factors influencing the success or failure in the marketplace and can have a dramatic impact on how the company behind the brand is perceived by the public. The important value of brand is assisting to raise the brand owner's profits. It increases the higher sales volume from the continual repurchase of customers, as well as the willingness to pay more for the preferred brand. The challenge for all brand owners is to avoid negative image, and instead, create a broad brand vision or identity that recognizes a brand as something greater or unique than others.

Trust is one influencing factor that leads to brand loyalty. In this research, the researcher has mainly focused on the characteristic of trust in brand toward Toyota car owners thus leading to the customer loyalty. These characteristics are classified into three characteristics which are brand characteristics, company characteristics and customer to brand characteristics. The brand characteristics consist of brand reputation, brand predictability and brand competence. The company characteristics consist of trust in company, company reputation, perceived motive of the company and company integrity. The customer to brand characteristics consist of brand experience, similarity between consumer self concept and brand personal, brand liking, peer support and brand satisfaction. The research objectives cover the relationship between the characteristics behind the trust in brand, which leads brand loyalty of the customer.

The Pearson correlation is applied for testing the significance of the factors as brand characteristics, company characteristics, customer to brand characteristics and brand loyalty. The exploratory research conducts survey as a research technique in

gathering the data from Toyota car owners in Bangkok area by selecting the sample on the basis of quota sampling and convenience sampling approach. The Statistic Package for Social Science (SPSS) program is used to analyze the hypotheses.

The study indicates the four characteristics of trust in brand characteristics that have high influence in creating trust in brand. They are brand predictability in brand characteristic, customer trust in the company in company characteristics, brand liking in customer to brand characteristic and brand satisfaction in customer to brand characteristic. The study also reveals that the trust in brand can lead to customer loyalty.

From the result of the study, the brand owner will focus on developing the characteristics of the trust in order to build the customer loyalty and maintain the current customers which are valuable assets of the company.

