

## The role of brand awareness on brand image, perceived quality and effect on risk in create brand trust

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### Abstract

Brands mediate the meeting of business and consumers. This is the first step in getting that brand awareness is the first step that occurs when the same judgment. Businesses are trying to be positive in this first step. It must have tool for positive judgment of brand awareness for create a strong brand value. In this study, brand trust which quality and effect on risk and this effect to creating it in occurring consumer perceived will be explaining information generated by the brand awareness and brand image. For this purpose, a theoretical model was created. The study will be discussed and hypotheses sample set of smart phones, the scale will be used to cover all aspects are dealt with.

Keywords: brand awareness, brand image, perceived quality, perceived risk, brand trust.

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## 1. Introduction

Brand is defined as a name, term, symbol, design which belongs to one or more seller and differentiate the services from opponents or a combination of all these (Kotler, 1991). In another definition, the brand is described as a complicated total images and experiences on the mind of customers (Keegan, Green, 2005).

Brand equity is a entity and liability in addition to the value which product or service provide to the brand, name or symbol (Aaker, 1991). These entities are described as brand loyalty, awareness, quality which is perceived, associations of brand and the other entities enriching. It is said that brand equity depending on customer is on the grounds that brand information and brand knowledge consist of brand awareness and brand image (Keller, 1993).

Keller says that brand knowledge is important for marketing staff with regards to two issues. He explains these two issues that brand knowledge gives a wide point of view to the marketing activities and there should be a positive brand knowledge in the mind of customer with the short term marketing activities in order to achieve the long term success (Keller, 1993).

In order to have a successful and strong brand equity, brand knowledge; so brand awareness and brand image should be based on positive grounds. This base which will be laid truly will be useful and help forming the new values.

## 2. Literature Review

### 2.1. Brand Awareness

Brand awareness which is one of the two sources of brand knowledge is defined as an ability of a recipient of defining a brand in a certain category in an enough detailed way to buy (Percy & Rossiter, 1992). In a similar definition, it is defined as a potential recipient knows or remembers that a certain brand is a member of a certain product category (Aaker, 1991). In another definition, it is said that awareness reflects the brand rim on the consumer (Aaker, 1996).

Brand awareness has two dimensions such as recognition and remembrance. Recognition is described as a processor perception of a brand which is come across before (Hoyer, Brown, 1990). Keller says that recognition is that consumer can notice the brand when he sees or hears it (Keller, 1993). Whereas remembrance is that it comes to mind of consumer in a certain product category (Aaker, 1991). For instance, recognizing the product in the market is recognition, when someone says 'Cornflakes', the brand Kellogg's comes to the mind. It is a remembrance (Keller, 2013).

Aaker explains the phases of brand awareness with awareness pyramid (Aaker, 1991). According to the pyramid, recognition is the rock bottom of the pyramid and it recognizes with the help of remembrance, remembrance is in a certain category of a product and it recognizes helpless remembrance and the first thing coming to the mind recognizes with the helpless remembrance (Aaker, 1991).

Brand awareness is provided with the increasing of familiarity of repeated exposures. Brand factors such as name, symbol, logo, character, package, slogan, advertisement and promotion, sponsorship, public relations, outdoor advertisings increase the awareness and familiarity. These repetitions increase the recognition, remembrance recognizes with the help of consumption, purchase or product category (Keller, 2013).

Aaker and Keller says that awareness is the first step of the brand equity and the other brand concepts are founded over this step (Aaker, 1996; Keller, 1993). At the same time, Aaker says that brand awareness can effect manners and perceptions, it plays a part in the choice and loyalty of brand but its significance is underestimated (Aaker, 1996).

## 2.2. Brand Image

Brand image which is the second source of brand knowledge is described as perceptions about a brand which is reflected via the associations on the mind of customers (Keller, 1993). Brand image is the total of perceptions on the mind of consumers (Hsieh, Lindridge, 2005).

Bishop emphasizes that brand image is formed by consumers, it is based on subjective and perceptual, at the same time logical and sentimental factors, it is not related with physical, technical or functional feature of the product and marketing activities are effected by characteristics of perceiver and scope variables, perceptual reality is more important (Bishop, 1971).

When its formation is analyzed, Keller says that brand image is formed with brand associations and features of these associations (Keller, 1993). Bird says that experience which is owned by usage forms the brand image but without this experience we can have a certain perception of image (Bird, Channon, Ehrenberg, 1970).

According to Keller, associations determine the degree of brand image in accordance with its kinds, convenience, power and originality (Keller, 1993).

In the formation of brand image, communication channels support these associations in every aspect and it increases the brand knowledge of consumers (Koubaa, 2007). brand knowledge formed by combination of brand awareness and brand image increases the possibility of preference of the brand, it provides consumer loyalty and decreases the susceptibility to marketing activities (Keller, 1993).

## 2.3. Perceived Quality

Aaker states that perceived quality is the perception of consumer which is about general quality and supremacy of a product or a service (Aaker, 1991). Parasuraman states that perceived quality is the evaluation of consumer which is about the ability of the creating superior value of product (Parasuraman, 1998).

When it is examined in consumer's point of view, it is stated that perceived quality is the judgement of consumer which is about perfection and superiority of a product with a total point of view (Zeithaml, 1998).

While reflecting the quality belonging to a product or a service, perceived quality is different. While Aaker states that perceived quality is shaped by the perception of consumers and judgments, Parasuraman states that customers perceive the quality subjectively (Aaker, 1991; Parasuraman, Zeithaml, Berry, 1988).

When we consider the significance of quality for the brand, we think that a positive and strong quality perception will strengthen brand equity factors. The other factors providing a value for a brand are useful for creating a reason for purchase ,differentiating and playing a role, positioning, defining a high price brand widening (Aaker, 1991).

## 2.4. Perceived Risk

Perceived risk concept is included in marketing literature by Bauer (Dowling, Staelin, 1994). Bauer, states that unknown results and unwanted results are risk for the purchasing behaviour of consumer (Dowling, Staelin: 1994; Cox, Rich, 1964).

Bauer states that he is not interested in real risk dimension after evaluating the perceived risk subjectively (Mitchell, 1999). It is seen that perceived risk is subjective like perceived quality and it may change according to consumer perception and judgement.

In the measurement of perceived risk, there are two basic concepts and Bauer says that they are uncertainty and its consequences. These two aspects lead uncertainty setting to arise, question marks about choice of purchase and after purchase drawbacks, unsatisfactions and overpaying (Mitchell, 1999).

When the kinds of perceived risk are considered, Jacoby and Kaplan states that consumers are faced five kinds of risks (Jacoby, Kaplan, 1972). These risk extents are like below; (Jacoby, Kaplan, 1972):

- Financial Risk: It is an economical loss felt by consumer after product preference.
- Performance Risk: Worrying about product will be under the performance expected.
- Physical Risk: It is a risk that usage of product effects security and health.
- Psychological Risk: The possibility of being incompatible of the product with consumer's personal image.
- Social Risk: It is a risk that product creates in the social statue in terms of other people.

## 2.5. Brand Trust

Brand trust is described as secure feeling which consumer feels that brand in question will meet their personal expectations (Delgado-Ballester, Munuera-Aleman, 2001). Chaudhuri and Holbrook state that brand trust is a belief that a brand will keep their promises (Chaudhuri, Holbrook, 2001).

When we consider the dimensions of the brand trust, we see that it has two dimensions. These two dimensions are brand trust and consumer intention of the brand (Delgado-Ballester, Munuera-Aleman, 2001). Brand trust has knowledge, talent, capacity needed in acquiring the consumer will and needs, it is described as consumer intention of brand, considering the consumers' profit, solution of the problem (Delgado-Ballester, Munuera-Aleman, 2001).

It is stated that brand trust is formed in two ways (Reast, 2003). According to Reast, brand trust can be formed with trust based on reliability and trust based on performance. Trust based on reliability is shaped according to image and perception coming from past until today. Trust based on performance is shaped by pleasure which customer has because of usage of brand (Reast, 2003).

## 3. Method

With rapidly developing technology and increasing communication opportunities, products providing this become a part of life. These products which can be names as high technology products are both constant factors of communication and center of human life.

In the category of high technology products having high variety, smart phones become prominent with their prevalence. Being so much prevalence of smart phones cause the number of brand to increase. Majority of number of brand cause customers to face with brands which they are familiar with or not. In this brand mass, it is supposed that awareness about a brand will affect the perceived quality and risk. It is predicted that effects of awareness to these two concepts and brand knowledge formed with brand image build a trust.

Importance of research is that brand awareness has positive effects in terms of consumers. The purpose of research is to define the role of brand image of brand awareness in smart phones over perceived quality and risk.

### 3.1. The Proposed Model

With this aim in the light of studies in literature, theoretical model and hypothesis are formed by five factors such as brand awareness, perceived quality, brand trust.

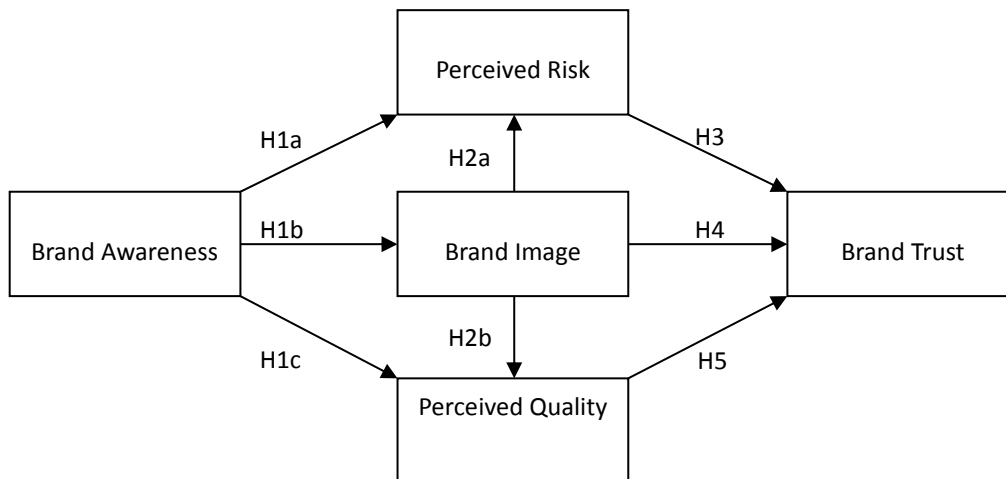


Figure 1. Proposed Model

Research model is formed by five factors such as brand awareness, perceived risk, brand image, perceived quality and brand trust.

When the literature is analyzed, it is seen that there is relationship between all components of brand awareness and brand equity, brand awareness and perceived risk, brand image and perceived quality, brand image and perceived risk, perceived risk and brand trust, perceived quality and brand trust.

Hypothesis formed in the frame of research model are represented below.

It is predicted that having brand awareness has a reducing risk affect (Rubio, Oubina, Villasenor, 2013).

H1a: At the high technology products, brand awareness has a positive affect over perceived risk.

Brand awareness accepted as the first step of the brand equity has a positive affect over brand image which will be in the perception of consumer (Aaker, 1996; Keller, 1993).

H1b: At the high technology products, brand awareness has a positive affect over brand awareness.

It is predicted that brand awareness has a positive affect over perception among the quality requiring technology products (Rubio, Oubina, Villasenor, 2013).

H1c: At the high technology products, brand awareness has a positive affect over perceived quality.

It is predicted that brand image formed in the perception of consumer successfully has a risk reducing affect (Kanibir, Nart, 2009).

H2a: At the high technology products, brand image has a positive affect over perceived risk.

It is predicted that positive and strong brand image takes the quality of perception up (Bignea, Sanchez, Sanchez, 2001).

H2b: At the high technology products, brand image has a positive affect over perceived quality.

It is predicted that the feeling that consumers are away from the uncertainty about high technology products is both useful for reducing the risk and brand trust (Pennanen, Tainia, Paakki, 2008).

H3: at the high technology products, perceived risk has a positive affect over brand trust.

It is predicted that technological brand having positive image has a positive affect over brand trust (Aaker, 1996; Keller, 1993).

H4: At the high technology products, brand image has a positive affect over brand trust.

It is predicted that ,at technology products, increasing perception of quality also increases the trust for the brand (Zeithaml, 1998).

H5: At high technology products, perceived quality has a positive influence over the brand.

### 3.2. Sample and Data Collection

While students of Uludag University in Bursa are forming the population of the study, the choice of sample is done with snowball method which is one of the improbable methods (Malhotra, 2010). Because smart phones are popular among the young population, university students are suitable for the study.

In the research, survey method is used as a data collection method. Survey has two phases. In the first phase, there will be questions about students' demographic characteristics. In the second part, there will be questions about brand image of brand awareness, its influence over perceived quality and risk and its role in the brand trust. The second part has five parts such as brand awareness (Aaker, 1996), brand image (Dobni, Zinkhan, 1990; Kim, Kim, 2005), perceived risk (Rubio, Oubina, Villasenor, 2013), perceived quality (Aaker, 1996; Parasuman, Zeithaml, Berry, 1988) and brand trust (Lassar, Mittal, Sharma, 1995; Chaudhuri, Holbrook, 2001) and each one of the factors is taken from the tested scales in the literature. In the second part, five likert scale is used to learn the ideas of university student about smart phones. The aim is to make an evaluation between -certainly disagree and – certainly agree for the measurability.

After preparing the questionnaire form, data collection process begins and pilot test's been done with face to face by using questionnaire method. Parts which haven't been understood and have been seen complicated by respondents have been fixed and then main data collection process has begun. The questionnaire formed on Google Forms have been shared on Facebook groups including Uludag University students. The questionnaire included people, after removing the missing and half filled results analysis have begun with 223 data. The questionnaire has been analyzed with Spss 21.0 and Amos 21.0.

### 3.3. Analysis and Results

When the basic findings were analyzed, only six of the 239 answerers didn't have a smart phone.

The analyze went on with 233 data by taking out 6 data, because it is not appropriate for those six people to answer questions about experience and usage when age factor was considered, it was seen that %88 of them were between the ages of 18 and 24. When sex factor was analyzed, it was seen that %54.5 of respondents were women, %45.5 of them were men. Because respondents were university students, the income of their families were asked and the result was that %76.8 of them had under 2500 TL income and %23.2 of them had over 2500 TL income. When monthly personal outcomes of answerers were analyzed, it was seen that %87.1 of them had under 100 TL of outcome, %12.9 of them had over 1000 TL of outcome.

After demographic questions, question about smart phones were asked to the respondents. Answerers stated that %42.9 of them had Samsung, %12 of them had Apple, %9.9 of them had General Mobile and %8.6 of them had LG smart phones. %83.3 of respondents said that they had smart phones since 3 years or less, %16.7 of them had smart phones over a year. %59.7 of the respondents stated that they didn't change their phones before 3 years, %32.6 of them said that they changed their phones in every two years. %43.3 of them said that they were using their first phones. %54.1 of respondents said that they changed their phones or had an idea of changing., %45.9 of them said that they didn't change the brands of their smart phones or they didn't have an idea of changing.

In this study, structural equation modelling (SEM) was used to test the hypothesis. Before SEM was tested, confirmatory factor analysis (CFA) was used to evaluate the consistency between data observed before and the model (Hair, Wolfinbarger, Ortinau, Bush, 2010). CFA enables theories to be defined by evaluating the model proposed by researchers and the data (Anderson, Gerbing, 1998; Hair, Wolfinbarger, Ortinau, Bush, 2010). When the measured model was analyzed, it was seen that adequated fit:  $\chi^2/df$ : 2,937, goodness of fit index (GFI): 0,872, comparative fit index (CFI): 0,923 and root mean square error of approximation (RMSEA): 0,086 values are in the expected boundaries. Composite reliability (CR) and average variance expected (AVE) presented in Table 1 shows that consistent validity, discriminant validity can be seen with square root of AVE belonging to the each dimension (Gaski, Nevin, 1985).

Table 1. Confirmatory Factor Analysis Results

Constructs	Factor Loading	Composite Reliability (CR)	Average of Variance Extracted (AVE)
Brand Awareness		0,823	0,651
BA1	0,746 <sup>***</sup>		
BA2	0,751 <sup>***</sup>		
BA3	0,667 <sup>***</sup>		
BA4	0,679 <sup>***</sup>		
BA5	0,773 <sup>***</sup>		
Brand Image		0,875	0,704
BI1	0,857 <sup>***</sup>		
BI2	0,837 <sup>***</sup>		
BI3	0,804 <sup>***</sup>		
BI4	0,853 <sup>***</sup>		
BI5	0,855 <sup>***</sup>		
BI6	0,810 <sup>***</sup>		
BI7	0,831 <sup>***</sup>		
BI8	0,826 <sup>***</sup>		
Perceived Risk		0,882	0,728
PR1	0,875 <sup>***</sup>		
PR2	0,856 <sup>***</sup>		
PR3	0,848 <sup>***</sup>		
PR4	0,849 <sup>***</sup>		
PR5	0,889 <sup>***</sup>		
Perceived Quality		0,867	0,693
PQ1	0,831 <sup>***</sup>		
PQ2	0,862 <sup>***</sup>		
PQ3	0,839 <sup>***</sup>		
PQ4	0,892 <sup>***</sup>		
PQ5	0,861 <sup>***</sup>		
PQ6	0,862 <sup>***</sup>		
PQ7	0,897 <sup>***</sup>		
Brand Trust		0,856	0,682
BT1	0,812 <sup>***</sup>		
BT2	0,770 <sup>***</sup>		
BT3	0,799 <sup>***</sup>		
BT4	0,837 <sup>***</sup>		
Fit Statistics (N:233) $\chi^2$ : 1083,684, df: 369, $\chi^2$ /df: 2,937, GFI:0,872, CFI: 0,923, RMSEA: 0,086			

\*\*\* All factor loadings are significant at the  $p < 0,001$

Besides consistent validity, discriminant validity can be seen with its higher coloration coefficients than square root of AVE belonging to the each dimension (Ping, 2004). In the Table 2, inter-dimension correlation values are lower than coefficient values of AVEs and this reveals discriminant validity.

Table 2. Correlation Matrix for Measurement Scales

Constructs	BA	BI	PR	PQ	BT
BA	0,807				
BI	0,557 <sup>**</sup>	0,839			
PR	0,456 <sup>**</sup>	0,594 <sup>**</sup>	0,853		
PQ	0,478 <sup>**</sup>	0,630 <sup>**</sup>	0,549 <sup>**</sup>	0,832	
BT	0,517 <sup>**</sup>	0,579 <sup>**</sup>	0,540 <sup>**</sup>	0,625 <sup>**</sup>	0,826

Diagonal elements are the square root of the AVE for all constructs

BA: brand awareness, BI: brand image, PR: perceived risk, PQ: perceived quality, BT: brand trust

\*\*  $p < 0,01$

After CFA, SEM is used to determine the influence in inter-dimension and hypothesis. When the consistency index of the model is analyzed, it is seen that adequated fit:  $\chi^2/df$ : 2,970, goodness of fit index (GFI): 0,853, comparative fit index (CFI): 0,930 and root mean square error of approximation (RMSEA): 0,089 are under the expected limits and they can be interpreted.

Table 3. Results of Hypothesized Model

Paths	Paths Coefficients	Hypotheses	Test Results
Brand awareness→Perceived risk	0,208 <sup>***</sup>	H1a	Supported
Brand awareness→Brand image	0,310 <sup>***</sup>	H1b	Supported
Brand awareness→Perceived quality	0,228 <sup>***</sup>	H1c	Supported
Brand image→Perceived risk	0,530 <sup>***</sup>	H2a	Supported
Brand image→Perceived quality	0,589 <sup>***</sup>	H2b	Supported
Perceived risk→Brand trust	0,194	H3	Not Supported
Brand image→Brand trust	0,163	H4	Not Supported
Perceived quality→Brand trust	0,552 <sup>***</sup>	H5	Supported

Brand Image→R<sup>2</sup>: 0,557; Perceived risk→R<sup>2</sup>: 0,456; Perceived quality→R<sup>2</sup>: 0,478; Brand trust→R<sup>2</sup>: 0,534  
Fit Index:  $\chi^2$ : 1012,813, df: 341,  $\chi^2/df$ : 2,970, GFI:0,853, CFI: 0,930, RMSEA: 0,089

When Path coefficients are analyzed, it can be determined that if hypothesis are significant or not. And if there is a significance level of <sup>\*\*\*</sup>  $p < 0.001$ , the way and level of influence among the variables can be determined. According to this brand awareness has significant and positive influence on perceived risk (H1a: 0.208,  $p < 0.001$ ). Brand awareness has significant and positive influence on brand image (H1b: 0.310,  $p < 0.001$ ). Brand awareness has significant and positive influence on perceived quality (H1c: 0.228,  $p < 0.001$ ). Brand image has significant and positive influence on perceived risk (H2a: 0.530,  $p < 0.001$ ). Brand image has significant and positive influence on perceived quality (H2a: 0.589,  $p < 0.001$ ). Perceived quality has significant and positive influence brand trust (H5: 0.552,  $p < 0.001$ ). On the other hand, perceived risk does not have significant and positive influence on brand trust (H3: 0.194,  $p > 0.05$ ) and brand image does not have significant and positive influence on brand trust (H4: 0.163,  $p > 0.05$ ). H1a, H1b, H1c, H2a, H2c and H5 are supported according to SEM, but H3 and H4 are not supported.

When the results of model were analyzed, it was seen that significant influences are all positive. When suggested model is revised according to SEM results, it was shown that the influence between perceived risk-brand trust and brand image-brand trust is not significant. So it was shown in figure 2 that and there shouldn't be relationship and influence among variables.

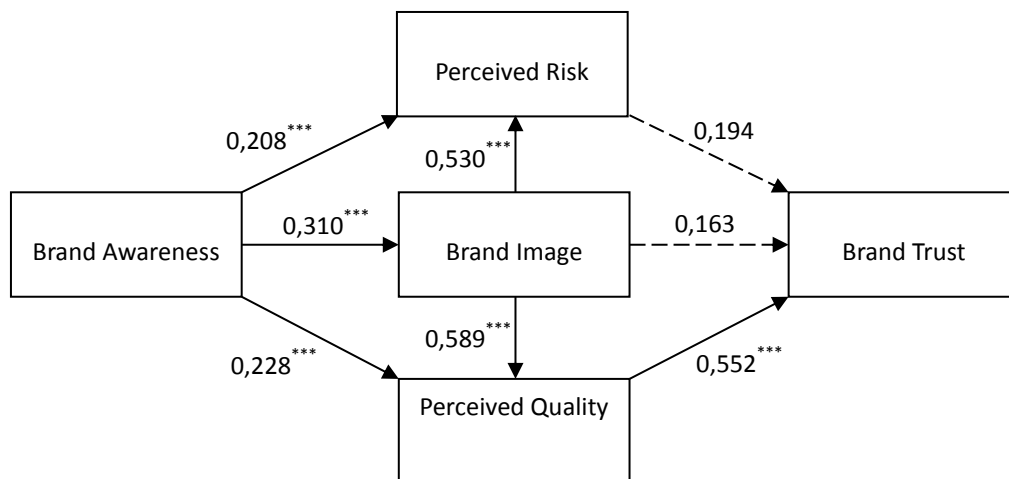


Figure 2. Hypothesized Model

#### 4. Discussions

In this study basic factors and influences of brand knowledge which is the base of brand equity. Brand awareness which is accepted as the beginning of brand equity forms the brand knowledge with brand image.



Even if it is sometimes underestimated, brand awareness is the first meeting point of customer and the brand. Brand image of awareness, perceived quality and its relationship with risk are analyzed to understand influences of this point. It is searched that if awareness gives positive contribution to brand trust or not via these factors. With this aim in the light of literature, a model is suggested. Because of they have a great variety of brands and common usage by considering smart phones, with the data taken from questionnaire form including brand awareness, brand image, perceived quality, perceived risk and brand trust factors, model was tested.

Research results support the writing about brand awareness in the literature. Brand awareness which was described by some researchers before as the first step of brand knowledge, effects some factors positively (Aaker, 1996; Keller, 1993). After having been tested proposed model, in the results acquired, it is seen that brand awareness has a risk reducing, increasing image and the perception of quality influence on perceived risk, brand image and perceived quality.

This study shows that the effects of brand image besides brand awareness. It is determined that while brand image which is one of the factors of brand knowledge is reducing the risk in the perception of consumer, it increases the perception of quality. In this sense, while brand awareness and brand image are forming the brand knowledge, they have a positive effect. When brand image which is an another dimension in this study is taken into account, only perceived quality has an influence on this factor.

When the relationship between smart phones and brands and university students was analyzed, it is retained that usage of Samsung an Apple are common. It should be seen as a danger in terms of brands that more than half of the participants changed their brand of smart phones and they had an idea to change in the future.

When they look at the suggestions which can be done for the further researches, it is predicted that study can be done with participants having their own income, to different age and occupation group suggested model can make new data sets and behaviours and manners of consumers better, model can be tested in different product and service sectors. When the restrictions about research are analyzed, it is seen that factors come to the forefront such as data collected in a limited time period, research population and sample which can be achieved are restricted and there are many participants having similar characteristics.

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