

BRAND ENGAGEMENT INFLUENCE ON TRUST, LOYALTY AND DECISION MAKING ON STATIONERY STORE AT SAKON NAKHON PROVINCE.

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ABSTRACT

This research studied brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. To develop a business project. This research studied 400 customers, a quantitative research method with quota sampling method, Cronbach's alpha coefficient of brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province were 0.95, 0.95, 0.93 and 0.88 respectively, Data were analyzed by descriptive statistics and inferential statistics including Pearson Product-Moment Correlation and Multiple Regression Analysis. The research study indicated that customers' brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province, were female at age between 21 – 30 years old, with the highest education of Bachelor's degree, who works as a civil servant and private business with salary were 15,000 – 25,000 Baht per month. Buying behavior in the stationery store at DOKKHUN (LANPO) for personal use, the frequency of purchasing is more than 1 month at a time, the cost of purchasing is on an average of less than 300 Baht and the duration to be a customer more than 3 years. The results of the research study indicated that customers' brand engagement influence trust, loyalty, and decision making on stationery Store at Sakon Nakhon Province with mean scores of 3.77, 4.08, 4.09 and 4.11 respectively.

The research results from hypotheses testing found that Brand engagement influence to the brand of the stationery store is related to the trust, the loyalty of customers to the stationery store at Sakon Nakhon with standardized coefficients (β) 0.60, 0.46 respectively. The trust and loyalty of customers are related to the purchasing in the stationery store with β 0.85, 0.86 respectively. Brand engagement influence on the brand of the stationery store is related to the purchasing in the stationery store with β 0.43. In conclusion, Brand engagement influence in customer trust and loyalty to the store, which makes the next purchase in the future.

Keywords: Brand Engagement, Trust, Loyalty, Decision Making, Stationery Store

INTRODUCTION

Now a day, the retail business plays an important role on Thailand economics. This business has been developed to be in trend and there is more intense competitiveness in retail business. According variety of retail business in present, the brand of business is more significant role to success. Brand presents the highlight and the characteristics of business in both organizations and products. From the statistics show that brand of retail business increased 15 percentage in year 2019 (Thaifranchisecenter, 2019). One important retail

business in Thailand, school supplies and office stationery, because that relates to social and economic development. Their market was expanded according to the government policy i.e. development in education by free education policy. As a result, the business continued growing up in positive direction. To have more competitiveness, the owner has to keep their customer and has more market share by brand image building. For these reasons, the strategy and customer engagement are the key to keep customers continuously purchase one brand product over another and that becomes to be brand loyalty. When customers attach to a product or brand, they have fostered a trusting relationship. In the highly competitive market, consumers can select the products or services that offer the right balance of price, quality and also benefits which is outcome of the business' strategy to be number one in that business.

Researcher realized that a brand image influences business, because it is the main reason for customer to make purchase decision and have trust. So, brand building is another step-in doing business. Including the customer's relationship, brand loyalty, and customer's repurchasing are a key to success in business. Moreover, the challenges of doing business that is how to make the customer to be trust, purchase intention, and purchase decision. Hence, this study aims to investigate the effects on the brand of 4 variables: brand engagement, trust, brand loyalty, and purchase decision.

The objectives of this research are as follows. This research studied between brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. This research studied 400 customers, a quantitative research method with quota sampling method, Cronbach's alpha coefficient of brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. Data were analyzed by descriptive statistics and inferential statistics including the Pearson Product-Moment Correlation and Multiple Regression Analysis. The research study indicated that customer's brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. This research studied with a review of the concepts related to brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. Next, the research methodology, analysis of data and findings are presented. Finally, conclusion and discussion of the research results as well as managerial suggestions for future research are described.

LITERATURE REVIEW

Brand Engagement

Brand engagement is the process of forming an emotional or rational attachment between customer and brand. Brand which response customer's needs with sincerity and take care of them in long term, thereby the customer will love and trust in that brand and will develop brand engagement. The engagement also has been referred in many fields: psychology, sociology, management, and educational. According to above discussion, the engagement is one of main concept of the marketing. As Menguc et al. [8] said that customer brand engagement could be measured with three factors: Vigor, Dedication, and Absorption.

Trust of customers

Trust is the confident expectations of the brand's reliability and intentions. That brand could fulfill customer's expectations as a professional, giving good advices and satisfy customer's needs which also claimed in Delgado, 2004. This is used to be main concept of this study. Delgado [4] studied trust of personal and products or services and found the empirical supports, which is accordance and confidence. In this study, the scale to measure brand trust was developed to measure in two dimensions as following:

1. Reliability means confidence that one will find what is desired from organization, person, or physical appearance in overview.

2. Intentions means the consumers' knowledge and experiences with the brand, it is influenced by the customers' evaluation of the brand.

Brand Loyalty

Brand loyalty means the honesty of customers who always repurchase the products of that brand in long term and that brand will be the number one when they need. The customers' loyalty to the brand has a positive effect on market share and it is company's abstract asset as an ideal but not having a physical or concrete existence. To measure the loyalty, Pong, and Yee, [9] presented that the loyalty of services is results of behaviors, attitudes, and knowledge. According to the above discussion, the variables to measure brand loyalty are

1. Repeat purchase behavior,
2. Words of Mouth,
3. Period of usage,
4. Price tolerance,
5. Repeat purchase intention.

Purchase Intention

Purchase intention is defined as a measure of the strength of consumer purchase intention to buy something. Purchase intention usually is related to the consumers' attitudes and needs on that product or service after evaluation. This research referred to theory of Ajzen [1] which is the main concept of this study.

Ajzen [1] proposed the intention is a part that effect to behavior. Intention measurement means ranking to present how much his perform to do. To measure the intention, there are three beliefs to consider as followings:

1. Behavior beliefs,
2. Normative beliefs,
3. Control beliefs.

CONCEPTUAL MODEL AND HYPOTHESES

From the reviews of the literature, the conceptual framework of this research study was presented in Figure brand engagement influence on trust, loyalty, and decision making on stationery Store at Sakon Nakhon Province. Base on the reviews of the literature of the constructs with the conceptualization of the relationships among variables, the hypotheses suggested by the conceptual framework can be presented as follows:

H1: Brand engagement had a significantly positive influenced on Trust are consumer on stationery Store at Sakon Nakhon Province.

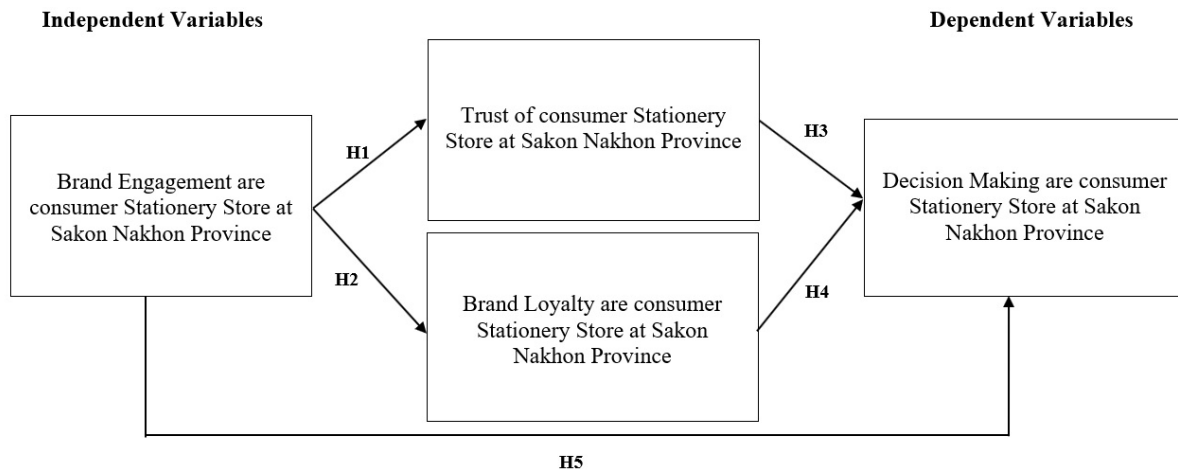
H2: Brand engagement had a significantly positive influenced on Loyalty on stationery Store at Sakon Nakhon Province.

H3: Trust are consumer had a significantly positive influenced on decision making on stationery Store at Sakon Nakhon Province.

H4: Loyalty are consumer had a significantly positive influenced on decision making on stationery Store at Sakon Nakhon Province.

H5: Brand engagement had a significantly positive influenced on Trust are consumer on stationery Store at Sakon Nakhon Province.

Figure 1
Research Conceptual Framework



The research hypotheses can be presented in the forms of structural equations in order to describe the relationship among variables and predict the dependent variable for hypotheses testing. The symbols used to represent the variables stated as follows:

Engagement = Brand Engagement
 Trust = Trust of consumer
 Loyalty = Brand Loyalty
 Decision = Decision Making

The structural equation can be explained as follows:

Brand Engage = Trust (H1)
 Brand Engage = Loyalty (H2)
 Trust = Decision (H3)
 Loyalty = Decision (H4)
 Brand Engage = Decision (H5)

Table 1
Cronbach's Alpha Coefficient of Variables

Variables	Cronbach's Alpha
1. Brand Engagement	0.95
2. Trust of consumer	0.95
3. Brand Loyalty	0.93
4. Decision Making	0.88

RESULTS

This research studied brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. This research studied 400 customers, a quantitative research method with quota sampling of an infinite population who were the consumers. The formula for calculating sample size. Thanin, [11] Questionnaires were used as a tool for collected data through check list and 5-point Likert scale surveys. Cronbach's

alpha coefficient of brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province were 0.95, 0.95, 0.93 and 0.88 respectively, Data were analyzed by descriptive statistics and inferential statistics including Pearson's correlation and multiple regression analysis.

Description of the respondents, The research study indicated that customers, brand engagement influence on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province, were female at age between 21 – 30 years old, with the highest education of Bachelor's degree, who works as a civil servant and private business with salary were 15,000 – 25,000 baht per month. Buying behavior in the stationery store at DOKKHUN (LANPO) for personal use, the frequency of purchasing is more than 1 month at a time, the cost of purchasing is on an average of less than 300 baht and the duration to be a customer more than 3 years. The results of the research study indicated that customers, brand engagement influence trust, loyalty, and decision making on stationery store at Sakon Nakhon Province with mean scores of 3.77, 4.08, 4.09 and 4.11 respectively.

Hypothesis testing, Statistical analysis of the hypothesis testing to study. The effects of research variables using correlation coefficients of Pearson to find the relationship. Of independent variables, analyzing structural equations, and testing the relationship between variables is significantly. Related by finding validity with the factor analysis, which researchers test the variable's factor loading by the varimax method. All variables, the load into 1 component indicates. That all the variables are construct validity.

The research results were analyzed by using the statistical package for social science. The research findings and the hypotheses testing in this research study were presented as follows.

Table 2
Correlation Analysis between Independent Variables

	Engagement	Trust	Loyalty	Decision
MEAN	3.23	3.92	3.93	4.05
S.D.	0.91	0.69	0.73	0.78
Engagement	1			
Trust	0.441**	1		
Loyalty	0.385**	0.855**	1	
Decision	0.262**	0.669**	0.761**	1

** . Correlation is significant at the 0.01 level

Table 2. Results of the analysis of the relationship. Between the related variables in which the relationship between the master variable must be no more than 0.80 Hair et al., [5] from which the table finds that the engagement value is less than 0.80, thereby causing. Multicollinearity to cause the relationship between the independent variables. Therefore, it is possible to test the equation analysis based on the hypothesis using linear regression.

The research results from hypotheses testing brand engagement influence on trust, loyalty, and decision making on stationery Store at Sakon Nakhon Province. were presented in Table 3.

Table 3
Research Results from Hypotheses Testing by Simple Linear Regression

Hypothesis (Independent → Dependent)	Unstandardized Coefficients		Standardi zed Coefficien ts	Adjust ed R2	S.E.E	F	t	Sig.
	Beta	Std. Error	Beta (β)					
H1: Brand Engage → Trust	0.332	0.033	0.441	0.193	0.617	101.027	10.05	0.000
H2: Brand Engage → Loyalty	0.308	0.036	0.385	0.146	0.674	72.704	8.53	0.000
H3: Trust → Decision Making	0.754	0.041	0.669	0.446	0.577	338.515	18.40	0.000
H4: Loyalty → Decision Making	0.809	0.034	0.761	0.579	0.503	576.587	24.01	0.000
H5: Brand Engage → Decision Making	0.222	0.040	0.262	0.066	0.749	30.825	5.55	0.000

***. Predictor is significant at the 0.000 level

Table 3 results in a hypothesis analysis by means. simple linear regression found that brand engagement influence to the brand of the stationery store is related to the trust, the loyalty of customers. To the stationery store at Sakon Nakhon with standardized coefficients (β) 0.332, 0.308 respectively. The trust and loyalty of customers are related to the purchasing in the stationery store with (β) 0.754, 0.809 respectively. Brand engagement influence on the brand of the stationery store is related to the purchasing in the stationery store with β 0.222. In conclusion, brand engagement influence in customer trust and loyalty to the store, have a positive influence significantly.

Table 4
Research Results from Hypotheses Testing by Multiple Linear Regression

Hypothesis	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta (β)		
(Constant)	0.849	0.147	-	5.787	0.000
Trust	0.097	0.071	0.086	1.367	0.177
Loyalty	0.750	0.065	0.706	11.554	0.000
Brand Engage	- 0.040	0.030	- 0.048	- 1.351	0.172
Adjusted R2 = 58 %		S.E.E = 0.50215		F = 193.650	
Dependent: Decision					

** P<0.05

Table 4 results in a hypothesis analysis by means of multiple linear regression found that only a single variable with a significant significance is loyalty. There is a positive influence on the decision to purchase the goods of the stationery store with the coefficient (β) 0.750.

CONCLUSIONS

This research aims to study effect of brand engagement on trust, loyalty, and decision making on stationery store at Sakon Nakhon Province. The results show the variables are related when do the single variable testing according to the hypothesis and have a significant positive influence. However, the result of bivariate or multivariate testing show that only

brand loyalty effect on decision making on stationery store at Sakon Nakhon. So the study results could be considered from the owner for their business management, to be more understand the customers' needs. They should have selling strategy and building stronger loyalty, for example, collecting point for premium gift set or providing social welfare via member card. Consequently, the brand image would be better and have more customers' loyalty. However, the engagement and trust also have a positive effect on brand loyalty and keep that loyalty in long-period.

This research integrated the impacts of three factors: brand engagement, trust, and loyalty, to build a strong brand for four objectives: (1) competitive market actions, (2) managing to respond customers' needs, (3) renovating building or product sorting for customers' convenience, and (4) more strategy to repurchasing. That aims to expand long-term relationship with customer and understand customers' behaviors and needs. However, this study is qualitative study and the researcher plans to do qualitative study in the future. In this study, a researcher-made questionnaire will be used to collect data. The questionnaires are based on the main concepts and theory as has reviewed in above. The results would be used for brand developing of business in the future.

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