

An Influence of Advertising on Consumer-based Brand Loyalty: A Case Study on a Sports Shoe Brand in Bhopal India

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Abstract

This study examines the factors that influence advertising on consumer-based brand loyalty focused on a sports shoe brand in Bhopal India which pointed to the advertisement, brand loyalty, brand trust, and perceived quality. The researcher carried out the analysis based on a quantitative approach and applied non-probability sampling as the convenience sampling technique. A total of 400 respondents who experienced the perception of advertising for searching information about sports shoe products were invited to participate in this study. The descriptive statistic was used as frequency and percentile to explain demographic profile meanwhile inferential statistic was used both simple linear regression (SLR) and multiple linear regression (MLR) to explain the causal relationship between advertising, perceived quality, brand trust, and brand loyalty in sportswear products. The results on simple linear regression exposed that advertising has a significant influence on brand trust and perceived quality, while perceived quality has also a significant influence on brand trust and brand loyalty which all the p-value have less than .05. The results on multiple linear regression discovered that brand trust and perceived quality have a significant influence on brand loyalty as p-value has less than .05 as well.

Keywords : Advertisement, Brand Loyalty, Brand Trust, Perceived Quality, Sportswear Business

JEL Classification Code : M00, M30, M31, M37

1. Introduction

In present day highly competitive public market of sports and casual gear, there are several brands that are recognized the most in the Sportswear industry, Nike, Puma, and Adidas. Sportswear is one of the most distinguished industries all around the world and is the main contributor to the history of fashion design. Sportswear was defined as a category of fashion-oriented, comfortable wear based on clothing developed for sports. Sportswear usually is worn for physical and sports activities. This fashion product includes a shirt, sports shorts, and athletic footwear (sports shoe). According to Global Business Guide India, Sportswear has a 15% year-to-year growth since 2015, which made it very important for sportswear brands to get loyalty from their customers.

Sportswear has become very popular and well-paid that the brands are recently innovating and extending their brands, not just to make a better performance for sports, but also making footwear and clothes to be used on daily basis. This extension product, which is more like casual products, generates more revenue for the brand and also raising brand recognition from individual-to-individual. These fashion-oriented products could appeal to many more customers for the brand and develop the further characteristics of the brand itself, and could also make known to the brand to the customer. In addition, advertising nowadays is a major variable for the sales of many brands as advertising leads to brand trust and brand loyalty. Therefore, advertising tells about the catch sight quality of the merchandise and helps in capturing the major market. This topic is interesting because a research

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study shows that consumers are not interested in advertising. Meyer and Schwager (2007) referred in their study that promotion, a device to convey a brand's highlights and feelings may make good and special affiliations and higher levels of discerning quality. According to research, consumers only perceive an advertisement for seven seconds and if that catches the attention of the consumer, the consumer watches the full advertisement of the particular brand or product (Keller, 1993; Meyer & Schwager, 2007; Berry, 1983). As the results of the new changing environment in marketing, the authors aim to study which factors of advertising embraced with brand trust and perceived quality have an influence brand loyalty in a popular sportswear business like Nike sports shoe in Bhopal India. The influence of advertising on the consumers and how they choose or select a particular brand product in the present serious business climate, the accomplishment of an association relies upon its sufficiency to make brand conviction and perseverance in the customers. This research studies the influence of advertising on consumer-based brand loyalty thru a case study on a sports shoe brand as the Nike in Bhopal India because the authors currently live in India, and will distinguish the similarities and differences in brand loyalty factors for leading sportswear brands in India, such as Nike, Puma, and Adidas. This research will advance from the past researches by comparing the factors of advertising building the brand trust, perceived quality toward the brand loyalty in a sports shoe brand. Moreover, this study hopefully will help the practitioners to decide what to do to build brand loyalty of their customers and make them repeat purchases with them. Lastly, this study will also hopefully help the scholars in finding the priorities of the factors that build brand loyalty.

2. Literature review and Hypotheses Development

2.1. Advertising, Brand Trust, Brand Loyalty, and Perceived Quality

Lotman and Uspensky (1978) referred to classified advertising what would call a "die-casting mechanism" and a channel through which meanings are constantly transferred from the culturally constituted world to the customer good. The transformation of the "open" world into a "closed" world of names has been also devised with the aid of them. Chioneanu (2008) stated that advertisement influences customers into buying unique brands, which leads to purchaser loyalty. Keller (2010), stated commercial as a kind of marketing communication, induces more than a few consequences on manufacturer equity. Moreover, investments in commercial are fundamental for brand fairness as it plays a key function in influencing consumers. Lastly, Hameed (2013) referred

to that there was once average to low spending on an advertisement on manufacturer loyalty.

Brand trust can be sorted as how much a client acknowledges that a specific brand attains their need. The group of researchers elucidates brand agree to take is an indispensable go-between ascertain on the customer practices some time as of late and after the purchase of the component, and it causes enduring dependability well beyond fortifies the relations between two gatherings (Lee et al., 2018). In other assumption, Chaudhuri and Holbrook (2001) portray brand acceptance as "the enthusiasm of the typical client to rely upon the limit of the brand to play out its communicated work.

Brand loyalty is the positive feeling towards a brand and dedication to purchase the same product or service repeatedly, regardless of the competitor's actions or changes in the environment. The tendency of some consumers to make repetitive purchases from the same brand of goods rather than the competitive brands is brand loyalty. Chaudhuri and Holbrook (2001) since attitudinal reliability alludes to clients' level of duty and their demeanor toward the brand, it consequently has an enthusiastic segment.

The perceived quality refers to the quality that consumers acknowledge via, the look, the touch, and the feel of a product. Consumer's belief of a brand's (or a product) capability to satisfy his or her expectations. It may have nothing or very little to do with the definite superiority of the product and is based on the brand's present public image, customer's experience with the other brand products, and the inspiration of consumer peers. In conclusion, Narayanan and Manchanda (2010) considered the impacts of seen quality on client devotion and concluded that seen quality emphatically impacts brand devotion.

2.2. Advertising and Brand Trust

The Investigate of researchers (Kumar et al., 2010; Buil et al., 2013) built up that brand value is not sufficient for accomplishing satisfactory commerce execution. Specifically, promoting has a critical part when it comes to creating brand belief and impact seen quality. Be that as it may, Shimp and Andrews (2003) portrayed in their book, that promoting viability is a regularly a financial emergency. In differentiate to Shimp and Andrews (2003) clarified that promoting, and in general special exercises have a critical part in brand dependability, and brand belief advancement. Following, Chen, Joshi, Jagmohan, and Zhang (2009) examined and famous that promoting is utilized to move buyers towards the sponsor. This complex impact takes into the thought that publicizing features a positive impact on a seen item or benefit quality, in any case of cost and advertise share (Kumar et al., 2010). In expansion, later discoveries of Akaka and Alden (2010) promoting is alluded to as an imperative impact figure for a seen brand on a worldwide scale (PBG). Thus, there can be solid suspicions that promoting impacts, not

as it were shopper behavior but the worldwide brand picture as well. Thus, the following hypothesis is proposed.

H2a: Advertising has a positive significant influence on brand trust.

2.3. Advertising and Perceived Quality

Leigh, Peters, and Shelton (2006) referred to categorized advertisements that would name a “die-casting mechanism” and a channel thru which meanings are constantly transferred from the culturally constituted world to the customer good. The transformation of the “open” world into a “closed” world of names has been additionally devised with the useful resource them. Chioneanu (2008) noted that commercial influences clients into shopping for unique brands, which leads to client loyalty. Keller and Lehmann (2006) cited commercial as a form of advertising communication, induces extra than a few penalties on manufacturer equity. The findings of Chen and Chen (2010) statement on identifying values as the end result of what is given and what obtained with the aid of the consumer. This is essential to the word when defining perceived quality, as the two ideas are similar, yet distinctively give an explanation for client perceptions of products and service. Perceived quality is defined as “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives” (Zeithaml, 1988; Chinomona, 2016), on other hand, Aaker (1991) defines perceived quality as reflects upon “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives”. Swinker and Hines (2006) further classify perceived quality into four categories as intrinsic, extrinsic, appearance, and performance. Therefore, the following hypothesis is proposed.

H1: Advertising has a positive significant influence on perceived quality.

2.4. Perceived Quality, Brand Trust, and Brand Loyalty

According to Aaker (1991) perceived satisfactory lends rate to a producer in various ways: immoderate top-notch gives consumers an exact cause to purchase the producer and lets the company differentiate itself from its competitors, to charge a premium price, and to have a robust foundation for the business enterprise extension. Researchers by Swinker and Hines (2006) similarly classify perceived gorgeous into four training as intrinsic, extrinsic, look, and performance. Brand loyalty can grant both shopper and organization essential benefits. Brand

loyalty is, like manufacturer loyalty, a complex assembly in itself, which needs to be disaggregated if it is to be truly understood (Atilganet et al., 2005; Alexandris et al., 2008; Atulkar, 2020). Researchers have been challenged to define and measure enterprise loyalty because this dimension is formed with the aid of two one-of-a-kind components: attitudinal and behavioral (Dick & Basu, 1994) and every factor provides an explanation for the formation of producer loyalty. On the one hand, the attitudinal difficulty suggests that loyalty formation stems from an exceptional bond of dedication between client and brand, and this attitude, in turn, arises from the accident between the producer attributes and the consumer’s preferences. On the extraordinary hand, from the conduct component, loyalty formation is described by the consumer’s prior purchases which end result in a certain purchase dependency (Dick & Basu, 1994). manufacturer loyalty is described as “a deeply held dedication to re-buy or patronize a liked product/service constantly in the future, thereby inflicting repetitive same-brand or same-brand set purchasing in spite of situational influences and advertising efforts having the practicable to cause switching behavior” (Oliver, 1997). Brand loyalty is defined as “a nation of affairs which displays how possibly a client will be to swap to some different brand, in specific when that producer makes a change, either in price or in product factors (Aaker, 1991; Alexandris et al., 2008). Therefore, the following hypotheses are proposed.

H2b: Perceived quality has a positive significant influence on brand trust.

H3a: Perceived quality has a positive significant influence on brand loyalty.

Many studies from researchers state that, if shoppers love the brand, they might sense increased manufacturer loyalty, want to use, willingness to invest more sources to buy the brand, i.e., behavioral loyalty, to be greater involved, and to spread effective phrase – of- mouth, and attitudinal loyalty (Carroll & Ahuvia, 2006; Batra et al., 2012). Related studies of many studies also demonstrate the extensive outcomes of these emotional components, e.g., attachment on company loyalty (Aurier & Lanauze, 2012; Davis-Sramek et al., 2009; Fuchs et al., 2015; Jansen et al., 2009). Brand belief refers to customers’ perceptions on whether or not a brand is dependable and/or accountable for their welfares, as a result, has a cognitive aspect (Delgado-Ballester et al., 2003). From a conceptual viewpoint, if clients feel an experience of security, i.e., trust, on a brand, they would possibly purchase it in the close to future or have purchase intention, i.e., behavioral loyalty. Similarly, customers’ attitudinal loyalty needs to advance over time, when their trust in a manufacturer accumulates. Related studies additionally exhibit the effects of brand belief on company loyalty (Ambler, 2009; Chumpitaz & Paparoidamis, 2007; Delgado-Ballester et al., 2003; Fatma et al., 2015;

Liljander et al., 2009). Then, the following hypothesis is proposed.

H3b: Brand Trust has a positive significant influence on brand loyalty.

2.5 Conceptual framework

The conceptual framework is assembled based on past research, existing literature, and theoretical concepts representing the influence of independent variables such as advertising and brand loyalty popularity on mediating variables such as perceived quality and brand trust. First

theoretical framework based on perceived quality, brand image and brand trust as determinants of brand loyalty by Alhaddad (2015). Second theatrical framework based on influence of advertising on consumer-based brand loyalty by group of researchers' Bakator (Bakator et al., 2017). Third theatrical framework based on How does brand innovativeness affect brand loyalty? by Pappu and Quester (2016). Also, Huang (2017), in his study about the impacts of brand experiences on brand loyalty by mediators of brand love and trust. Hence, the conceptual framework of the influence of advertising with brand trust and perceived quality toward brand loyalty have been presented in Figure 1.

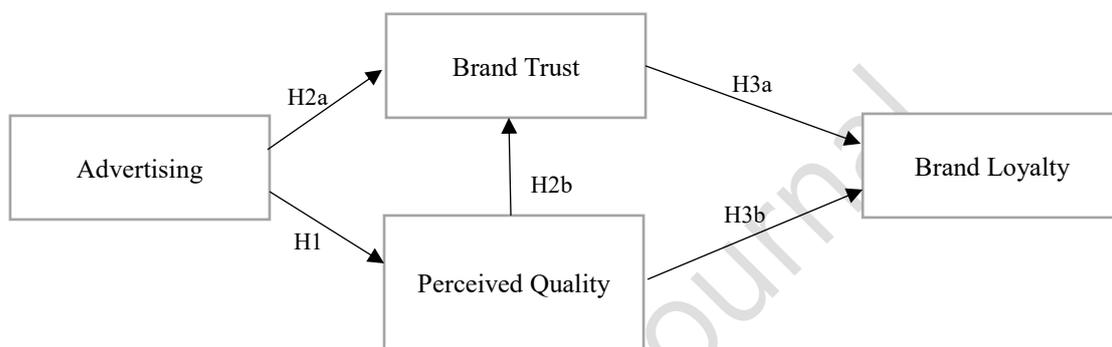


Figure 1. The Conceptual Framework

Source. Authors

3. Research Methods and Materials

This research study is quantitative research to investigate the influence of advertising on consumer-based brand loyalty: A case study on sports shoe business. The research study was based on empirical research to gather data with a survey method by using an online questionnaire as a research instrument. According to Rowley (2014), questionnaires are widely used to conduct quantitative research where the researchers want to gather information in terms of numbers of the frequency of respondents' attitudes, opinions, behaviors, or predictions. The questionnaire consists of three parts. The first part includes screening questions to identify the respondents. Secondly, a five-point Likert scale was used to measure seven different variables, ranging from strong disagreement (1) to strong agreement (5) for the analysis of all hypotheses. Questions on demographic factors have been collected based on the respondent's gender, age, occupation, education, and income. For the index of item-objective congruence (IOC), this was used so as to find the content validity. In this process, the questionnaire was checked by three experts including, two in the academic field, and one in the field of sportswear business. All items from 3 experts were a score of 0.844 which means the all questions in the questionnaire were appropriated to distribute for participants in this study. Next for pilot

testing in Table 1, the questionnaire was given to 30 respondents. Cronbach's alpha coefficient is used to analyze all the scores on individual items. All variables of this study are tested by computing the Cronbach's alpha coefficient and the results of the reliable tests were higher than 0.70. According to Bickman and Rog (1998), a highly reliable test will have an alpha coefficient of 0.93 or more on a scale of zero to one where a high alpha coefficient indicates high reliability as shown in table 1.

3.1. Population and Sample

In this study, the researchers used the formula by Yamane (1967) to evaluate the sample size of respondents. To calculate the number of sample sizes for designing the amount of response. The formula from Yamane (1967) with a 95% confidence level was applied, and after calculating the sample size was 399.93 people in order to avoid the error the research decide the sample size of 400 people in this study.

3.2. Sampling Procedure

For the sampling procedures, the researchers applied a non-probability sampling method with convenience sampling technique to collect data from the respondents because it is convenient to collect data online and it can

make friends-of-friends share to each other with their social network. The questionnaire, it was involved a total of three parts with 27 questions. Starting with screening information. Then, the general information about the respondents. The third part was the questions for each dependent variable and each independent variable. Moreover, the questions were used a five-point Likert

scale according to the research technique in this section. The questionnaires were provided online to respondents via Google Forms because of the COVID-19 pandemic and it was more convenient. Online questionnaires (Google form) were gathered due to a limited period.

Table 1. Reliability test of each variable (n=30)

Variables	Cronbach's Alpha	No. of Items	Strength Association
Advertisement	0.967	5	Excellence
Brand Trust	0.939	5	Excellence
Perceived Quality	0.945	5	Excellence
Brand Loyalty	0.947	5	Excellence

Sources: Authors

3.3. Statistical treatment of data

Quantitative data is conducted using the statistic program in order analyzed the information after collecting a data from 400 respondents. The completed questionnaire will be coded into symbolic form. Therefore, the data can be analyzed the quantitatively by using statistical tools separate in two ways that are descriptive and inferential analysis. Descriptive statistic is used to describe a data set into the mean, frequency and the standard deviation. The use of descriptive analysis is analyzed demographic data that is respondent's gender, age, occupation, education, and income. Inferential analysis refers to the statistical testing of hypotheses. Inferential statistics are used to analyze the probability of independent variables towards dependent variables consist of advertisement, brand trust, perceived quality, and brand loyalty. In inferential statistics, they help in the process of analysis that is simple linear regression.

respondents were described about the gender of the samples and it is shown that most of the respondents were male with 58.8% (235) by comparing to the female which is 41.2% (165). For the sample size of 400 respondents show that people around 21-30 years old with 169 contributing 41.3%. Following by age around 18-20 with the number of 134 respondents contributing 38.5%. 71 respondents were around the age of 31-40 and only 6 respondents were more than 40 age contributing 17.8% and 1.4% respectively. Most of the respondents were college graduates with 127 contributing 31.8 % of the sample size. Following with Graduates who doing Masters with 105 contributing 26.3%. 85 respondents were high school graduates or less and 83 respondents were doing PhD contributing 21.3% and 20.6% respectively. In the income factor with 400 respondents most of the respondents were having 15000 INR or less income which is 270 contributing 67.5% of the total respondents as most of them are students which is 293 contributing 73.3%. Following with respondents who earned 30001-50000 INR with 91 (22.8%). The respondents who earned 51000 or more were 23 with 5.8% and only 16 respondents had between 15001-30000 contributing 4%. Finally, the highest respondents were students following with employees with 72 contributing 18% and 35 were self - employed with 8.8% of the total 400 respondents.

4. Results

4.1. Demographic Data

In table 2, frequency distribution and percentage of

Table 2: Summary of Demographic Profile

D1 Gender	Frequency	Percentage
Male	235	58.8%
Female	165	41.2%
Total	400	100%
D2 Age	Frequency	Percentage
18-20	154	38.5%
21-30	169	42.3%
31-40	71	17.8%
More than 40	6	1.4%
Total	400	100%
D3 Edu	Frequency	Percentage

High school graduate or less	85	21.3%
College graduate (b/)	127	31.8%
Graduate Degree (m/)	105	26.3%
Post-graduate (PhD)	83	20.6%
Total	400	100%
<u>D4 Income per month</u>	Frequency	Percentage
15000 or less	270	67.5%
15001 – 30000	16	4.0%
30001 – 50000	91	22.8%
50001 or more	23	5.8%
Total	400	100%

Sources: Authors

4.2 Descriptive analysis with Mean and Standard Deviation

From advertisement in table 3, the highest mean of advertisement is that “The sport shoes business advertisement does not harm any of the beliefs”, which is equal to 3.62 and the lowest mean is that “The sport shoes business advertisement provides sufficient information for consumers” with 3.37. On the other hand, the highest Standard Deviation is of the same as highest mean with 1.12 and the lowest standard deviation is 1.05 that “The sport shoes business advertisements have influenced to consumer intention for purchasing”. Brand trust in table 3, the highest mean of Brand Trust is 3.74 that “The sports brand always delivers what they promise”, and the lowest mean is 3.46 that “I am willing to present and recommend the sport shoes from this company’s brand than others”. On the other hand, the highest standard deviation is 1.14 that “I trust the sport shoes products and services from this

company” and the lowest standard deviation is 1.09 that “I believe the Sport shoe brand has high honesty”. Next, perceived quality in table 3, the highest mean is that “The sport shoes from this company product has met the quality standard” equal to 3.73 and the lowest Mean is 3.59 that “The sport shoes from this company has superior quality products than its competitors.” On the other hand, the highest standard deviation is 1.10 that “The sport shoes match my specific quality needs”, and the lowest standard deviation is 1.094 that “The sport shoes from this company product has met the quality standard”. Brand loyalty in table 3, the highest Mean is 3.73 that “I would say positive things about sports shoes” and the lowest mean is 3.65 that “I am willing to follow sports products”. On the other hand, the highest Standard Deviation is 1.145 that “I am happy to recommend the sport shoe brand to my friends and relatives”, and the lowest standard deviation is 1.109 that “I intent to purchase sports shoes from the brand”.

Table 3. The summary of Mean and Standard Deviation

Advertisement	Mean	S.D.
AD1: The sport shoes business advertisements have influenced to consumer intention for purchasing.	3.49	1.05
AD2: The sport shoes business advertisement does not harm any of the beliefs.	3.62	1.12
AD3: The sport shoes business advertisement provided sufficient information for consumers.	3.37	1.10
AD4: The sport shoes business advertisements are well presented based on media and platforms.	3.61	1.10
AD5: The brand sports shoes ads are much better than other sport shoes ads.	3.43	1.09
Brand Trust		
BT1: I am willing to present and recommend the sport shoes from this company's brand than others.	3.46	1.12
BT2: I trust the sport shoes products and services from this company.	3.71	1.14
BT3: The sports brand always delivers what they promise.	3.74	1.12
BT4: I believe the Sport shoe brand has high honesty.	3.64	1.09
BT5: The Sports Shoe brand gives me a trustworthy impression.	3.68	1.11
Perceived Quality		
PQ1: The sport shoes from this company has superior quality products than its competitors.	3.59	1.09
PQ2: The sport shoes from this company's overall good quality of the product and service.	3.73	1.09
PQ3: The sport shoes from this company product has met the quality standard.	3.78	1.09
PQ4: The sport shoes match my specific quality needs.	3.67	1.10
PQ5: The likelihood and reliability of the brand sports shoes is high.	3.74	1.07
Brand Loyalty		
BL1: I am willing to follow sports products.	3.65	1.14
BL2: I am happy to recommend the sport shoe brand to my friends and relatives.	3.70	1.14
BL3: I intent to purchase sports shoes from the brand.	3.66	1.10
BL4: I would say positive things about sports shoes.	3.73	1.11
BL5: I am willing to maintain my relationship with brand.	3.70	1.13

Sources: Authors

4.3 Simple Linear Regression and Multiple Linear Regression Analysis

Advertising has a positive influence on perceived quality. From the table 4, the significant level was .000 which is less than .05. The null hypothesis was reje

cted. As a result, it can be clinched that advertising has a noteworthy impact on perceived quality. It also has a standardized coefficient of .820, which can imply that if advertising increases by 1% perceived quality would increase by 82%.

Table 4. Simple linear regression for advertising variable predicting on perceived quality

Variable	B	Std. Error	Beta	Sig	VIF
Advertising	.931	.033	.820	.000*	1.000

Note. R square = .673, Adjusted R square = .672, $*p < .05$
Dependent Variable = Perceived Quality.

Advertising and perceived quality have a positive influence on brand trust. As a result, from table 5, both significance level of advertising and perceived quality were .000, which is less than .05. The null hypothesis was rejected. As a result, it can be concluded that advertising and perceived quality have a significant influence on

brand trust. Advertising also has a standardized coefficient of .038, which can imply that if advertising increases by 1% brand trust will increase by 29.7%, meanwhile, perceived quality has a standardized coefficient of .033, which can imply that if perceived quality increases by 1% brand trust will increase by 66.9%.

Table 5. Multiple linear regression for advertising and perceived quality variables predicting on brand trust

Variable	B	Std. Error	Beta	Sig	VIF
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Advertising	.340	.038	.297	.000*	3.055
Perceived Quality	.676	.033	.669	.000*	3.055

Note. *R square* = .860, *Adjusted R square* = .860, **p* < .05
Dependent Variable = Brand Trust.

Brand trust and perceived quality have a positive influence on brand loyalty. As a result, from table 6, both significance level of brand trust and perceived quality were .000, which is less than .05. The null hypothesis was rejected. As a result, it can be concluded that brand trust and perceived quality have a significant influence on brand loyalty. Brand trust also has a standardized coefficient of .047, which can imply that if brand trust

increases by 1% brand loyalty will increase by 58.7%, meanwhile, perceived quality has a standardized coefficient of .048, which can imply that if perceived quality increases by 1% brand loyalty will increase by 36.1%.

Table 6. Multiple Linear Regression for variable predicting on Perceived Quality, Brand Trust and Brand Loyalty

Variables	B	Std. Error	Beta	Sig	VIF
Brand Trust	.607	.047	.587	.000*	5.938
Perceived Quality	.377	.048	.361	.000*	5.938

Note. *R square* = .861, *Adjusted R square* = .861, **p* < .05
Dependent Variable = Brand Loyalty.

The significance of each variable in the research model is assessed from regression weights by both simple linear regression (SLR) and multiple linear regression

(MLR) including r-squared variance coefficient. The result from Table 7 claimed that all hypotheses were supported with a significance at p-value = 0.05.

Table 7. Hypotheses Results

Hypotheses	Standardized Coefficients Beta	Significant Value	Results
H1: Advertising → Perceived Quality	.820	.000*	Rejected
H2a: Advertising → Brand Trust	.297	.000*	Rejected
H2b: Perceived Quality → Brand Trust	.669	.000*	Rejected
H3a: Perceived Quality → Brand Loyalty	.587	.000*	Rejected
H3b: Brand Trust → Brand Loyalty	.361	.000*	Rejected

Note. **p* < .05

5. Discussions and Conclusions

The purpose of this study was to investigate the influence of advertising thru brand trust and perceived quality toward consumer-based brand loyalty. In particular, four hypotheses were made. To test the proposed hypotheses, data were collected from Bhopal province in India. The empirical results supported all the posited research hypotheses in a significant way. Important to note about the study findings is the fact that advertising has stronger effects on perceived quality (0.820) than on brand trust (0.297) which is supported. Perhaps the significant relationship between advertising toward perceived quality and brand trust may be explained by the fact that consumers are likely to develop trust in a brand over a period of time (Morgan & Hunt, 1994; Loureiro & Kaufmann, 2017), for instance after some positive experiences and satisfaction with that brand. In addition, perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a

strong basis for the brand extension this concept has been confirmed by Aaker (1991).

In terms of advertising and perceived quality toward brand trust, the results in this study found that perceived quality has stronger effects on brand trust (.669) rather than advertising has effects on brand trust (.297) which both are supported. Moreover, perceived quality strongly influences the relationship with brand trust (0.669). Notably, the relationship between advertising and brand trust is weak (0.297). By implication, this finding indicated that perceived quality can have a strong influence on brand trust while advertising can be a weakness via brand trust. Perhaps this could be due to the fact that customers are likely to trust the good quality of sports shoes rather than trust the advertising via a variety of media provided. This concept can reflect more loyal to brands with a good image and reputation (Chiou & Droge, 2006; Figar & Dordevic, 2016).

Lastly, both significant effects of perceived quality and brand trust toward brand loyalty were predicted. The finding in this study revealed that perceived quality has stronger effects on brand loyalty (.587) rather than brand trust has effects on brand loyalty (.361) which both are

truly supported too. By implication, this finding indicated that perceived quality can have a strong influence on brand loyalty even though brand trust can be a weakness through brand loyalty. Phan and Ghantous (2013) also recommended that consumer culture has become one of the most powerful characteristics that influence both individual and group decisions. Perhaps this could be due to the fact that customers are likely to loyal to the good quality of sports shoes and their design which can reflect customer satisfaction and a positive experience with the sports shoe brand. Meanwhile, brand trust has fewer effects on brand loyalty this may be because a good quality of the product has integrated customer trust on the sports shoes already. Hence, according to several studies finding by many researchers, they recommended that the selective marketing techniques should provide an effective result (Pakapatpornpob et al., 2017; He et al., 2012). Marketers should emphasize giving complete and useful information about the product by using both personal selling techniques at the purchasing point to communicate with the customer face to face and the product advertising in perceived high quality of the product. Especially for the higher price or high involvement product in sports shoe brand can make more credibility and trustworthiness and then lead to brand loyalty. The concept has similarities with Kotler and Armstrong (2010) in the principle of marketing.

Considering results of hypothesis testing, the following recommendations are given. The first point is suggested marketers and sportswear companies pay more attention to the fact that they cannot make their customers loyal only through advertising; rather it is better to make them loyal through creating brand trust. The second point is better for sportswear companies to create trust and satisfaction through quality promotion so that they make the customers loyal by trust making and satisfaction. The third point is recommended sportswear companies create satisfaction in customers through paying attention to customer needs and providing high-quality products and thus intended for repetition of purchase is established in the near future. The last point is suggested sportswear companies attempt to inform well and establish stronger marketing campaigns including wider advertisement about products through various media, implementing incentive actions for buying sportswear, introduction in fairs, direct marketing, exhibition, etc.

6. Limitations and Future Research

Despite the usefulness of this study aforementioned, the research has its limitations. First and most significantly, the study can be strengthened by increasing the sample size and including participants in other geographical areas. Second, the current study was limited to Bhopal India. For results comparisons, subsequent researchers should contemplate replicating this study in other districts and countries. Finally, the present study did not examine such

factors as brand experience, and brand satisfaction. Future studies should focus on the potential effects on brand loyalty. All in all, these suggested future avenues of study stand to immensely contribute new knowledge to the existing body of brand management literature in India – a context that is often most neglected by some researchers in their countries.

To summarize, it can be said that sportswear companies especially sports shoes should focus on the appropriate advertising, perceived quality, and brand trust in order to increase their customers' perceived quality along with their brands so that they can survive and grow by stimulating their customers to repurchase in the marketplace while retaining profitability. The results of this research show that if famous brands of sports shoe companies do not focus on new innovations and standardization of their products, there is a possibility that they can be eliminated by new competitors.

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