

Chapter 23

Brand Trust Determinants and Customer Switching Resistance: The Case of Mobile Phone Companies in Egypt

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ABSTRACT

Customer switching resistance (CSR) is the highest level of loyalty because it means that a customer will be loyal and be sustained even if disruptions occur. This research aims to determine and analyze the determinants of brand trust and its relationship with customer switching resistance. To accomplish these objectives, a random stratified sample of 376 customers was selected from population of mobile phone companies in Egypt. The research findings emphasized that there is a significant relationship between brand reputation, brand personality, word of mouth, and brand image (as a whole and each one of them separately) and brand trust. The findings also reveal that there is a significant relationship between brand reputation, brand personality, word of mouth, and brand image (as a whole and each one of them separately), brand trust and customer switching resistance. These results assure the importance of the brand trust and its determinants to promote customer switching resistance at mobile phone companies in Egypt.

INTRODUCTION

The future of today's economic environment, the rapid changes in the international and local levels, due to the intense competition between many of the famous brands in the market, which results in a fierce competition between many firms with well-known brands and distinct in the markets, A brand has become one of the most important and most powerful intangible assets in the organization, it helps customers to obtain the finest products in less time. The brand is the tool used by many institutions to

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build and create images of the strong, distinct, and long-term relationships with their customers. However, this relationship will not succeed unless it has the customer's trust and is characterized by some unique characteristics of its kind, such as personality, reputation, image and reputation of others.

Therefore, it became the primary objective of any organization to permanently seek to create an image or a brand feature different to rivals and competitors and closer to its customers. Identifying customer attitudes towards brand trust is a necessity to ensure loyalty on the one hand and lower levels of switching of other brands on the other. Hence, the importance of identifying the customer's trust in the brand and its role in resisting the customer's switching into another brand has become important. The switching from one company to another is one of the decisions that has become easy for the customer, especially the mobile phone customer these days due to the low prices (the largest part of the cost of switching) on the one hand and the continuous submission of companies competing for many promotions continuously on the other hand.

The concept of customer switching resistance differs from the attitudinal loyalty, which measures the general intentions of the customer to maintain the relationship with the service, such as re-purchasing with them when needed and advise others (Zeithaml et al., 1996; Garbarino & Johnson, 1999; De Wulf et al., 2001; Hennig-Thurau et al., 2002). This concept also differs from the behavioral loyalty, such as the behavior of repeat purchase from the same service provider (Verhoef, 2003; Gustafsson et al., 2005). The concept of customer switching resistance measures the degree to which the customer responds to market and marketing impacts that may cause behavioral change. It measures the desire to stay or switch to another service provider in the event of significant casual events (be sustained even if disruptions occur) (Gilles, 2007).

Most of the previous studies agreed on a set of determinants of the brand trust such as brand reputation, brand personality, word of mouth, and brand image (Lombart, 2010; Liao et al., 2009; Afzal et al., 2010; Bouhlel, 2011; Ha, 2004; Alam & Yasin, 2010; Perepelkin & Zhang, 2016; Javed & Khan, 2014; Sung & Kim, 2010). Some previous studies have also indicated a significant relationship between brand trust and customer switching resistance (Kim, Gupta, 2012; Abdelkader, 2015). On the contrary, other studies showed no significant relationship between them (Gilles, 2007; Hossain et al., 2012). Moreover, some previous studies have also shown that there is no significant relationship between the brand personality and its image, on the one hand, and the switching of the consumer on the other hand (Hossain et al., 2012). Hence, this study is important because of the discrepancy between the results of previous studies in the nature of the relationship between the variables of the study on the one hand and the test of the significance of new relationships on the other hand.

Consequently, this study differs from previous studies as follows: firstly, the results of the previous studies contradict the strength and direction of the relationship between the brand trust and the customer switching resistance (Hossain et al., 2012; Lombart, 2010; Liao et al., 2009; Afzal et al., 2010; Olfa Bouhlel, 2011; Ha, 2004; Alam & Yasin, 2010; Perepelkin & Zhang, 2016; Javed & Khan, 2014; Sung & Kim, 2010). Therefore, this study attempts to determine the nature and direction of this relationship in the Egyptian environment. Secondly, identifying the nature of the relationship between the determinants of the brand trust (brand reputation, and the brand image) and customer switching resistance, especially most previous studies dealt with the nature of the relationship between (brand reputation, the image, Word of mouth and loyalty) (Ha, 2004; Olfa Bouhlel, 2011; Long-Yi Lin, 2010; Severi & Ling, 2013; Choi et al., 2011). The previous studies did not study the relationship between the brand reputation, the brand image and customer switching resistance (Hossain et al., 2012; Upamannyu et al., 2014). However, this relationship has reached no significant relationship between, and did not deal with any previous

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