



**The Impact of Product Image Brand Trust, and Customer Satisfaction on Loyalty of  
Local Products in Yemen**

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**Abstract**

The main objective of this study to examine the Impact of Product Image, Brand Trust, and Customer Satisfaction on Loyalty of Local Products in Yemen The study has significant implications to practice and theory. This research is primarily using quantitative approaches. The survey will distribute online and collected consumer of local products in Yemen and will subsequently use in validating and testing necessary hypotheses. The study is important to practice because it provides new insights into brand loyalty factors by identifying the determining factors that influence Yemeni consumers to develop loyalty to local products to industry managers and practitioners. In this way, specific and relevant measures can be instituted toward the end. It provides the underpinning theory, loyalty to local products. The literature on product image, satisfaction, trust, and brand loyalty also the of discusses literature on brand loyalty, product image, satisfaction, and brand trust, which eventually lead to the theoretical framework and hypothesis of this study

**Keywords:** Product, Important, Products, Impact, loyalty, Brand, Yemeni and Image

**1.1 Introduction**

The main concern of companies regardless of their nature of business is to gain higher market share (Al-Azzam & Salleh, 2012). In that regard, the competition has been raised, and many

products have been introduced in the market place. Due to fierce competition, uncertain economy, and continual changes in the market segment, companies have implemented various strategies to fulfill satisfaction and loyalty of customers, and consequently business growth and profitability.

Brand loyalty is crucial for business success, reflected in its performance, position, and market share (Wilson & Persson, 2017). However, previous studies on loyalty among consumer goods showed that in the previous two years, there has been a huge decrease in shoppers' loyalty to their most loved items (Belaid and Behi, 2011). As indicated by the Catalina investigation of 32 million buyers in 2007 and 2008 crosswise over 685 driving items, 52 percent of "high-steadfast shoppers" (i.e. who purchased 70 percent or a greater amount of merchandise from similar items in a year) began purchasing more from a contender the next year or left the items altogether.

Despite the fact that past investigations appear to demonstrate a decrease in mark dependability even with furious rivalry, a report by Ernst and Young on changes in client conduct (Young, 2012) showed that clients in the Middle East and North Africa (MENA) have a tendency to have more brand devotion to worldwide item than their partners in whatever is left of the world. Items in the sustenance and drink class delighted in the most abnormal amounts of brand dedication, trailed by products, apparel and restorative supplies. Autos, family unit protection and customer advances scored at the lower end of the scale (Maclean, 2012). Besides, the report which depended on a review, specified that brand reliability to worldwide items in the Middle East was higher than that in the United Kingdom and the United States (Maclean, 2012; Staff, 2012). In any case, conversely, mark reliability to nearby items are declining

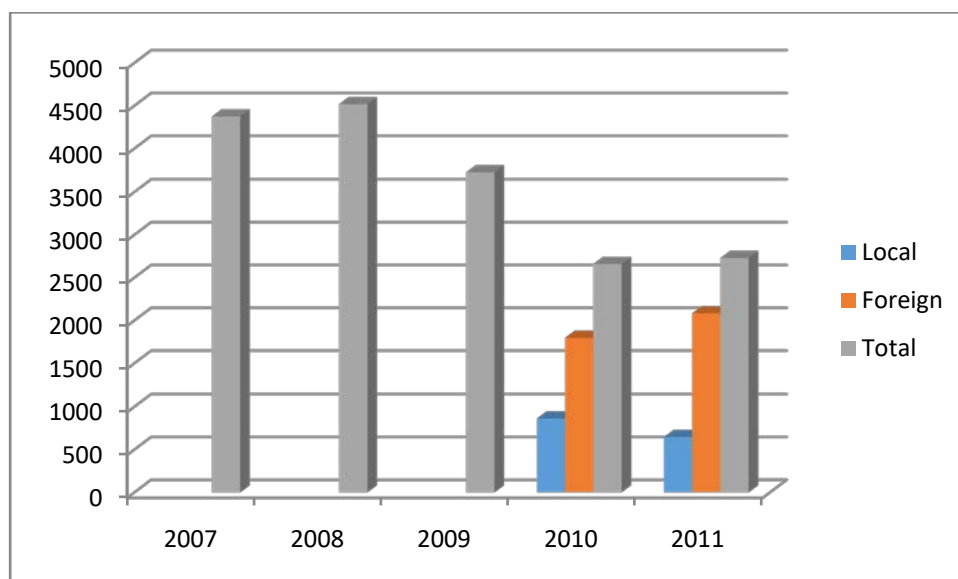
Brands are omnipresent, and its significance to the accomplishment of promoting is undisputed. A recognizable or solid item guarantees a client a specific level of value and fulfillment, and fortifies the organization's item, as solid items have a tendency to produce the most astounding income. Item gives advertisers a chance to pull in and catch an arrangement of exceptional and dynamic steadfast shoppers this can offer shield the organization from its rivals' activities. Subsequently, dedication has been found to impact an organization's execution.

Brand unwaveringness has gotten impressive consideration in advertising writing for more than 80 years. Unwaveringness is characterized and measured in connection to a few advertising perspectives, for example, mark steadfastness, item dependability, benefit reliability, mark dedication, and chain or store faithfulness. One of the critical obligations of an item is to make dependability among existing customers. In addition, items are capable to produce income and increment the edge of wellbeing for organizations. Brand devotion is a

key issue for some showcasing supervisors, and organizations burn through a large number of dollars every year following brand dedication levels through statistical surveying associations. As such, mark faithfulness holds awesome enthusiasm for economic scientists, advertising supervisors, and showcasing scholastics since it demonstrates the strength of association regardless of the way that brand dedication has been a critical research issue among promoting specialists for a considerable length of time, despite everything it gets a great deal of intrigue. This is mostly because of the rise of the relationship advertising worldview (D. Lee, Moon, Kim, and Mun, 2015).

➤ **Local Industry in Yemen**

The industrial sector in Yemen constitutes about 47 percent of GDP and it continues to expand. According to statistics, the number of industrial establishments is more than 33,000 (Assecaa, 2011). According to the World Bank’s Doing Business survey, Yemen used to be “the world’s fastest reformer in starting a business in 2007 – 2008,” and in terms of “ease of doing business index”. In 2008, Yemen jumped to be ranked 98th of 181 countries (from the rank 123 of 178 in 2007). However, since then it has been overtaken by other countries even though it still ranked 105 of 183 countries in 2011 (Bertelsmann Stiftung, 2012) In 2010, the Yemeni cabinet took a set of decisions to mitigate the damages suffered by the national economy. These decisions imposed additional fees on 71 imported products, like soaps, vegetables, fresh fruit, canned beans, nuts, coffee, milk, cream, honey, and cooking oil, canned fish, sweets, biscuits, and soft drinks. By imposing import levies on these products, the Yemeni Cabinet attempts to develop and promote its local by urging local companies to take the best strategy to make the Yemeni customers loyal to the local product (Nyadzayo & Khajehzadeh, 2016)



**Figure 1. 1**

Products registration 2018-2020 But according to Ministry of Trade and Industry report (Intellectual & Protection, 2011), preference for local products are gradually declining. Figure 1.1 shows that the foreign products increased approximately 16 percent in 2020 but the local products decreased around 25 percent in 2020.

## **1.2 Problem Statement**

1- Product image is identified as a key determinant in influencing brand loyalty. However, previous studies on product image have been directed toward intangible products and retail contexts. Little research has been undertaken considered product image assessment toward tangible products. Hence, expanding the model of brand steadfastness to incorporate an item picture in this investigation is a need. The consideration of item picture in the brand dependability model couldn't just improve the prescient quality of the structure; it could give a superior comprehension of the variables that inspire brand faithfulness in the nearby items industry. Besides, brought up that, there are absence of studies related item picture with substantial item, advertiser's item picture and its connections amongst fulfillment and reliability. Consequently, there is a requirement for specialists to complete more examinations on steadfastness with a specific end goal to comprehend the part of fulfilment confide in impacting dependability, particularly with regards to neighborhood items, as proposed by various researchers (Bidmon, 2017).

2- For Brand Trust, it is contended that purchasers create confide in an item in light of positive convictions with respect to their desire for the conduct of the association and the execution of the items. Faithfulness underlies the progressing procedure of proceeding and keeping up an esteemed and critical relationship that has been made by a trust. In the present examination, brand trust is thought to be very corresponded to brand dependability since clients will pick their ideal and reliable item. As it were, trust and faithfulness ought to be related on the grounds that trust is essential in social trades and dependability is likewise saved for such esteemed connections. Trust essentially affects brand dedication (Frasquet, Mollá Descals, and Ruiz-Molina, 2017).

## **1.3 Research objective**

Consistent with the research questions above, the study specifically intends to achieve the following research objectives:

1. To identify the influence of product image on brand loyalty toward local products in Yemeni market.
2. To examine the influence of customer satisfaction on brand loyalty toward local products in Yemeni market.
3. To analysis the influence of brand trusts on brand loyalty toward local products in Yemeni market.

## **1.4 Literature Review**

This section discusses literature on brand loyalty, product image, satisfaction, and brand trust, which eventually lead to the theoretical framework and hypothesis of this study.

### **1.4.1 Definitions of Brand loyalty**

Brand loyalty is a multidimensional develop, which includes attitudinal and behavioral measurements. Brand loyalty ought to coordinate both attitudinal and behavioral viewpoints since mark devotion isn't just the aftereffect of mental procedures yet additionally behavioral articulations. So also, Oliver's meaning of brand reliability likewise incorporates two points of view of brand dedication behavioural and attitudinal brand devotion. There numerous different researchers take after these two points of view of brand devotion which are centred around and measured in an unexpected way (Nyadzayo and Khajehzadeh, 2016).

Brand loyalty, as characterized by, is "a profoundly held sense of duty regarding counter or re-belittle a favoured item/benefit reliably later on, hypothesis causing monotonous same-item or same item - set buying, in spite of situational impacts and showcasing endeavours having the capacity to cause exchanging conduct". In promoting writing the term faithfulness has frequently been utilized reciprocally with its operational (estimation) definition to allude to; rehash buy, inclination, responsibility, and devotion. Also, dedication has been alluded to in an assortment of market-particular settings, for instance, administration, store and merchant faithfulness, a setting that mirrors the unit of estimation; client and brand dependability (Laroche, Habibi, Richard, and Sankaranarayanan, 2012).

Brand loyalty is characterized as positive emotions towards a brand and devotion to buy a similar item or administration over and over now and later on from a similar brand, paying little mind to a contender's activities or changes in the earth. It can likewise be shown with different practices, for example, positive verbal promotion. Brand loyalty is the place an individual purchases items from a similar producer over and over as opposed to from different providers. Organizations whose esteem rests in an expansive part on their brand loyalty are said to utilize the loyalty plan of action.

### **1.4.2 The Important of Brand Loyalty**

Brand loyalty has been an important research issue among marketing scholars for decades, and has received renewed interest in recent years. This is partly due to the emergence of the relationship marketing paradigm. The main challenge of the companies, how to maintains brand loyalty? It is a very tiresome process to obtain consumers, and then promote them to repurchases the products. The more difficulty part comes in the keeping the same level of quality that a consumers will expect in their return to their loyalty. Furthermore, brand loyalty is the act of consumers consistently purchasing a product or patronizing a company. Companies usually build this loyalty through advertising and strong marketing campaigns

that affect consumers, as well as high quality products and services. Marketing is necessary to attract consumers to purchase goods from companies competing products. The importance of brand loyalty leads to increase profits, better reputation among consumers and enlarged market share (Alwi, Ali, & Nguyen, 2017). Companies often work through a series of activities that increase and improve the loyalty among their customers (Laroche, et al., 2012). People are pulled in to specific brands because of every individual mental make up. Subjective reactions can be coordinated with brand identities. Brand identities are separated into 5 classes of qualities: truthfulness, toughness, capability, modernity and fervor. Buyers are normally attracted to brands in light of the fact that the brand will emphatically pass on one of these qualities, and that attribute will reverberate in the individual buyers mind. These qualities are coordinated to the five mental elements that the purchasers are impacted by. These are the recognition, learning, inspiration, and convictions and dispositions. In connection to brand loyalty, the most essential components are convictions and demeanors. A conviction that one may hold can be founded on genuine learning, confidence or supposition and can convey an enthusiastic charge. Shoppers utilize these convictions to shape a brand picture in their psyches, and advertisers attempt to either change or upgrade individuals' convictions to attract them to their brand.

#### **1.4.3 Brand Loyalty among Local Products**

In 2004 the study was conducted by (Schuiling & Kapferer, 2004) among four largest European countries: the United Kingdom, Italy, Germany, and France. It confirmed that, the advantages of local products from higher consumer awareness and from strong products equity (brand loyalty) than global products do. Therefore, the advantages of local products not only that has a good quality image, but also from a trust perception and better value than global product do (Nyadzayo & Khajehzadeh, 2016).

In this specific circumstance, this examination tries to research the forerunners of brand unwaveringness toward items. In writing the two specialists and scholastics have concentrated on the improvement of universal and worldwide items As such, little work has been done to ponder the specifics of nearby items. A few investigations have said the presence of items. For a superior reaction to nearby needs, items can be intended to react to the market's particular needs. Nearby items have more adaptability than worldwide items, so they can be created to give answers to buyers' specific needs. That is item can give a one of a kind item as well as select its situating and create a publicizing effort that reflects nearby insights. Usually the shoppers depend a great deal on trust and trust in understood items, or on the exhortation of companions. These nearby items are invested with trust and dependability (Karadeniz and Cdr, 2010).

Yemeni consumers believe that, local products are not as good as their counterpart imported ones. The Minister of Industry and Commerce had been making an effort to the local products development since 2008, and establish program "made in Yemen." It will contribute to make Yemeni consumer satisfy and contribute to strengthening and deepening of local products loyalty (Al-Mutawakel, 2010). Competition for loyal customers among local product continues to be more challenging as the market becomes more saturated. When several competitors can duplicate menu items and themed concepts, differentiation is vital. Research has suggested that having a well-establish product image, could be a competitive advantage, particularly in establishing a different products and sustaining brand loyalty. However, there is a lack of empirical evidence in local products literature to support this claim (Laroche, Habibi, & Richard, 2013)

#### **1.4.4 The Determinants of Brand Loyalty**

Brand dependability is relied upon to be the result of various exogenous variables, including the level of, fulfillment, relationship quality, item states of mind, exchanging expenses, and nature, and this is a zone requiring more research.

#### **1.4.5 Product Image**

Defined product image as summation of product associations in the memory of consumers, which guide them towards product association and product perception. Proved that the product image can help consumer recognize the needs and their satisfaction about the product. The importance of product image can help consumer in assemblage information, discriminate the product, creates positive feeling, and creates cause to buy. Product image reflect the general mental picture that shoppers have of an item, and its uniqueness in contrast with the other item. Furthermore, the item picture assumes a vital part in item decision since customers endeavor to strengthen their mental self-view by buying items that are compatible with their mental self-portrait (Chen & Phou, 2013).

In the first stage, product image must enhance by the companies. The most important is image construction; consumer will try to differentiate between many products in the markets. This image can be explained by product identity and the process of image construction must be coordinated with all the company's activities and strategies (Harun et al., 2010). In addition product image is a very important factor widely acknowledged influencing brand loyalty. Furthermore, product image assumes a critical part in the item business. Previously, the main part of the item picture look into has been on immaterial items and retail settings. Furthermore, a couple of studies give an account of item picture appraisal of item organizations. Especially, there have been little research endeavours to incorporate the part of item picture into mark dedication. Thus, expanding the model of brand reliability to incorporate an item picture in this examination is an important. It might prompt reinforcing

the limit of estimating model, and additionally give an improved comprehension of the components that empower faithfulness towards nearby enterprises (Chen & Phou, 2013)

#### **1.4.6 Brand Trust**

Brand trust is characterized as 'the eagerness of the normal customer to depend on the capacity of the item to play out its expressed capacity Trust characterized as "a readiness to depend on a trade accomplice in whom one has certainty." The effect of brand trust on mark steadfastness has proceeded without interference most investigations demonstrate that brand trust has an immediate positive noteworthy effect on mark dependability, and numerous researchers in the field trust that brand trust has assumed an enormous part in buyer conduct to clarify the procedure of brand dedication. Nonetheless, a few researchers trust that brand trust affects mark dependability Shown that, the effect of brand trust on mark dedication contemplated that, mark trust impacts the two measurements of brand faithfulness, buy dependability and attitudinal reliability (Nazari, et al., 2015).

#### **1.4.7 Previous Research of Brand Loyalty**

An investigation by (Mohammad, 2012) showed that, mark trust is critical and it is the key factor in the advancement of brand dedication this examination found that the impact of brand trust on mark reliability was noteworthy, this outcome is predictable with.

The examination by (Dehdashti, Kenari, and Bakhshizadeh, 2012) explores the connection between, fulfilment, recognition esteem and trust on faithfulness to the items.

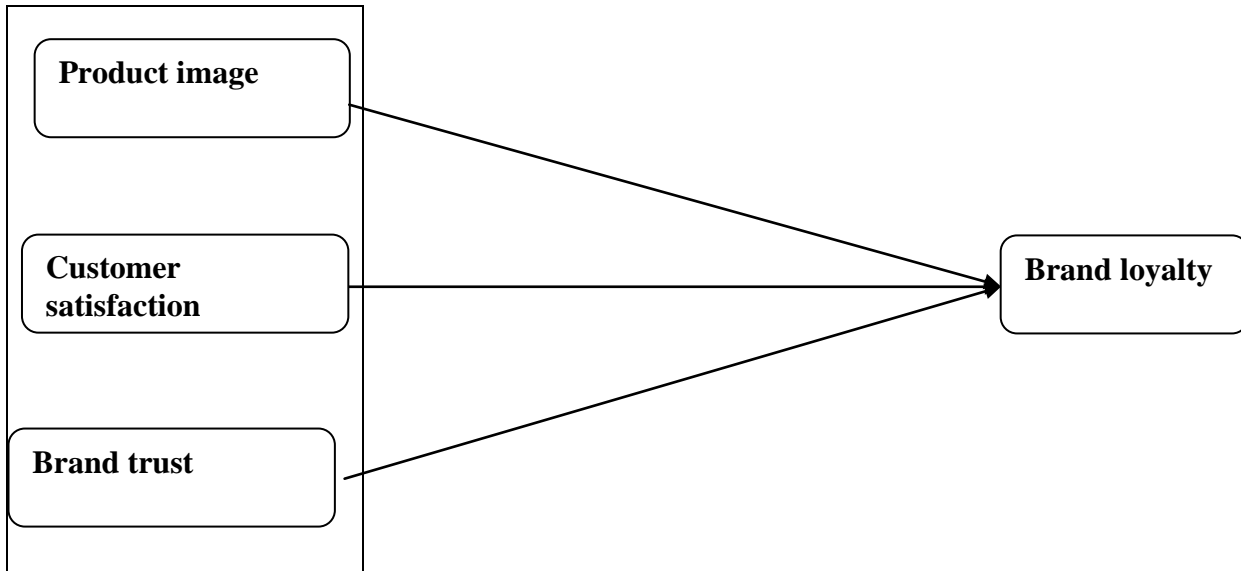
#### **1.5 Theoretical Framework**

The Theoretical Framework is the foundation from which all knowledge is constructed (metaphorically and literally) for a research Study. Theoretical Framework The literature indicates that the effect of product image, customer satisfaction, brand trust on brand loyalty. This research proposes the relationship between product image, customer satisfaction, brand trust, and brand loyalty as presented in Figure 1

**IVS**

**DV**





**Figure 2 Theoretical framework**

### **1.6 Recommendations**

At the end of this research, there are three recommendations to improve the brand loyalty toward the local products in the Yemeni market, which are:

#### **1. Convey Value**

Brand loyalty crusades are eventually pointless on the off chance that you don't convey an incentive somehow through your items and administrations and concentrate on the client's needs, which for the most part implies taking care of a particular issue or improving their life somehow. Begin building brand loyalty by continually refining your item and administrations. Know your one of a kind offering suggestion and utilize it as the premise on which your brand loyalty crusades are outlined and conveyed.

#### **2. Concentrate on 360-degree client benefit**

Loyalty is firmly tied with consumer loyalty. Research has demonstrated that upwards of three of every five clients would attempt another brand for a superior administration encounter, while 70% of the purchasing knowledge depends on how the client feels they're being dealt with. Regardless of whether you're predominately web based business, telephone, or electronic or have physical stores, outline a client benefit station that assembles loyalty. This will most likely include everything from culture, frameworks, innovation, information streams, and loyalty programs

### **1.7 Future scope**

The Future scope of studying brand loyalty should focus on three main variables namely: product image, customer satisfaction, and brand trust. Marketing relationship theory is the underpinning theory of this study. The setting of this study is Yemen's customers. Thus, individual level is the main stream of unit analysis of the study also Research has demonstrated that clients observe brand officials to be tenable specialists for data and have more trust in the organization when the official uses the organization's media channels, including web-based social networking

### **1.8 Conclusion**

First and foremost, the purpose of the current research is to examine the variables affecting the brand loyalty toward local products in the Yemeni market. By investigating how Yemeni markets are practicing product image, customer satisfaction, and brand trust. This study is significant in order to support Yemeni products and identify exact factors that are influencing on the brand loyalty of local products. The rationale behind this study is to investigate how the brand loyalty toward local products in the Yemeni market influenced by product image, customer satisfaction, and brand trust factor. This section examines the primary research comes about exhibited in the first part by relating them to the hypothetical viewpoints and past investigations identified with mark steadfastness toward items in the Yemeni market, the section is sorted out into four noteworthy parts: Part 1 presentation, section 2 restatements of the exploration discoveries of the examination, Part 3 talks about the discoveries of the investigation in the light of past inquires about and supporting speculations. Section 4 suggestions which clarify the commitment of this examination.

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