



**BRITISH ACADEMY
OF MANAGEMENT**

BAM
CONFERENCE

3RD-5TH SEPTEMBER

ASTON UNIVERSITY BIRMINGHAM UNITED KINGDOM

This paper is from the BAM2019 Conference Proceedings

About BAM

The British Academy of Management (BAM) is the leading authority on the academic field of management in the UK, supporting and representing the community of scholars and engaging with international peers.

<http://www.bam.ac.uk/>

Hashed Ahmad Mabkhot

Faculty of Business and Economics,

Amran University, Yemen

Email: hashed88@gmail.com

Hamid Mahmood Gelaidan*

Management and Marketing Department,

College of Business and Economic,

Qatar University, Qatar

Email: hgelaidan@qu.edu.qa

BRAND LOYALTY MANAGEMENT; THE ROLE OF BRAND TRUST AND BRAND EXPERIENCE

ABSTRACT

The objectives of this study was to investigate the effect of brand experience on brand loyalty mediated by brand trust of local automobile brands in Malaysia. The motivation of undertaken this study was due to the lack of study in the brand loyalty toward local brand, particularly in automobile sector and in Malaysian context. Data were collected from 330 participants in a selected mall using the mall-intercept data collection technique. Structural equation modelling-SmartPLS was the fundamental of data analysis. Findings revealed a strong significant relationship between brand experience and brand loyalty. It also showed that brand trust playing a mediated role of these relationships. This study provide alternative recommendations to local automobile industry authorities and policymakers on how to build a brand and retain brand loyalty, and it contributes to enrich the current literature.

Keywords: brand Loyalty Management, Brand experience, and trust, Automobile industry, Local brand, Malaysia.