The Role of Brand Credibility and Brand Uniqueness in Influencing Brand Image

Hazem Mohamad ALKasassbh and Salniza Bt. Md. Salleh
School of Business Management (SBM), College of Business (COB)
University Utara Malaysia, 06010 Sintok, Kedah, Malaysia

Abstract: Brand credibility is the best proof of high quality, a sign of reliable information and distinctive position while brand uniqueness is what distinguishes a brand's position in consumers' minds. Both have the ability to affect a brand identity and brand image as they represent a reflection of the brand position. The current study examined the effect of brand credibility and brand uniqueness on brand image among 150 participants approached at one international airport located in Malaysia. PLS-SEM was used to analyze the data. As predicted, credibility and uniqueness were found to affect brand identity and brand image. The implications for future research and the limitations of the present study are discussed.

Key words: Brand credibility, brand uniqueness, brand identity, brand image, Malaysia

INTRODUCTION

Advancements in the transportation technology have accelerated the movement of people and merchandise around the globe and have been a cornerstone of human development (Clemes et al., 2008; Tiernan et al., 2008). One of the transport technologies that have seen rapid development over the years is air transportation. Over the years, there has been a fierce completion among airline industries aimed to capture the travel market. The reputation of an airlines company is likely to be badly affected when aircraft accidents occur which subsequently impact on consumer perceptions of the airline company's position and trust worthiness (Baek et al., 2010; Hodgson et al., 2015). In other words, the airlines brand may lose its credibility (Bhat and Reddy, 2001; Baek et al., 2010; Hodgson et al., 2015) as it is perceived to have failed in fulfilling its promises (Erdem and Swait, 1998, 2004; Leischnig et al., 2012). According to several scholars, brand credibility is a significant feature of identity of a brand (Haley, 1985; Ruth, 2001) and it reflects a brand image (Bhat and Reddy, 2001; Baek et al., 2010; Lau and Phau, 2007).

A safety issue is critical for a brand to be perceived as credible. When an airline company is seen to have poor safety records, it may start losing its consumers to the benefit of the competitors (Hodgson et al., 2015). In this regard, the airlines will lose a significant advantage of uniqueness. Brand uniqueness contributes positively by enhancing a brand image in the consumer's mindset (Keller, 2003; Park, 2009). This study examined the relationship between brand image, brand credibility and brand uniqueness through the mediating role of brand identity in the airline industry. The relationships were assessed within the context of an airlines company that has experienced several airline disasters in the past years. To what extent the disasters have an impact on consumers' perception of the airline's brand image is an interesting topic to pursue.

Literature review

Brand image: A brand image provides a systematically overall meaning of the brand characteristics and advantages that underpin a brand position in customer's minds (Doyle, 1989). A customer's opinion plays a significant role in determining a brand image (Bivainiene, 2007). A brand position is a reliable information promised to be delivered by the brand (Erdem and Swait, 1998, 2004; Leischnig et al., 2012). Hence, a brand image is the result of the customer's assessment of the advantages and disadvantages of a brand (Musante, 2000). According to Bird et al. (1970), customers respond to a brand image based on their previous experience. Thus, a self-image of customer's based on their property for a specific brand Reflects customer's uniqueness (Albrecht et al., 2011; Tian et al., 2001). Therefore, customers

Corresponding Author: Hazem Mohamad ALKasassbh, School of Business Management (SBM), College of Business (COB), University Utara Malaysia, 06010 Sintok, Kedah, Malaysia

perceive each image separately which determines its position in the market (Dobni and Zinkhan, 1990).

When an aircraft disaster happens based on several circumstances, the airlines must find ways to strengthen its brand image (Park, 2009). They need to proceed with a different strategy to increase the strength of brand image (Park, 2009). Starting by altering their deeds with all parties (i.e., grieving families and communities). Accordingly, the present study employed the attribution theory by Heider (1958) to figure out the decision-making process by consumers perspectives, based on their behaviours and motivations toward the brand (Jones and Davis, 1965).

Generally, consumers are trying to understand the events that take place in the surrounding environment by attributing these events (credibility and Uniqueness), to several circumstances (Haider, 1958). For that, attributions theory tries to explain the causes of behaviours and unforeseen events (Feldman, 1981; Kelley and Michela, 1980; Kassin *et al.*, 2010). Which clarify the ambiguous behaviours into imaginable actions (Heider, 1958; Jones and Davis, 1965). Hence, Attribution theory is one of communication theories, covering brand identity and brand image, as both represent a unified system of communication (Bivainiene, 2007; Nandan, 2005).

Several studies have focused on airline brand images (Cretu and Brodie, 2007). Others have concentrated on airline catastrophes and brand position (i.e., status of image) (Hodgson *et al.*, 2015) and consumer preferences toward a specific brand of an airline (Shao *et al.*, 2013; Zhao *et al.*, 2015). Hence, based on the previous discussion regarding the relationships between variables, the present study anticipates that such interesting subject can add a new contribution to the literature.

Brand credibility: Brand credibility refers to reliable information about the brand high quality which indicates a superior position of the brand (Erdem and Swait, 2004; Leisching *et al.*, 2012). It is one of the most important attributes to identify a brand (Haley, 1985; Ruth, 2001) and to achieve a good brand image (Bhat and Reddy, 2001; Baek *et al.*, 2010; Lau and Phau, 2007). For a brand to be perceived as being credible, continuously maintaining brand promises is crucial. Brand credibility can be assessed through marketing activities (i.e., previous experiences and knowledge of the companies' procedures) and its ability to impose a strong position for the brand. In order for the brand to achieve a strong position and stability in delivering its brand promises, an ongoing adjustment to the brand is needed, because consumers are the ones who will judge the effectiveness of the promises delivered. The delivery of brand promises is an indication of perceived quality (i.e., expected value) (Baek *et al.*, 2010).

Past literature found that brand credibility was the result of brand effectiveness (Eagar, 2009). Studies have also demonstrated that brand credibility performance determined customers' purchasing decision (Baek *et al.*, 2010). other studies addressed brand credibility differently (i.e., different issues and many variables), studies such as (Baek *et al.*, 2010; Eagar, 2009). According to Wang and Yang (2010), there is a need to examine the effect of brand credibility on brand image. Based on the preceding discussion, the following hypotheses were proposed:

H1: There is a significant relationship between brand credibility and brand image.

H2: There is a significant relationship between brand credibility and brand identity.

Brand uniqueness: Brand uniqueness is the differences that distinguish the technical developments and the added values among competing brands. A preferable brand is the one that constructed with a distinctive identity (Berger and Heath, 2007, 2008a, b; Berger and Rand, 2008a, b; White and Dahl, 2006, 2007). A brand is unique when it is able to maintain a self-image (Berger and Heath, 2007, 2008a, b; White and Dahl, 2006, 2007). A brand uniqueness activates the brand image in the minds of consumers which gives an indication that the brand image can be tested through uniqueness (Keller, 2003; Park, 2009). Thus, uniqueness can be seen clearly in consumer's possessions. On the other hand, brand uniqueness and brand identity share the same role in terms of distinctive identity (Berger and Heath, 2007, 2008a, b). Consequently, consumer's possessions (i.e., uniqueness) are a reflection of self-image protection and derived from distinctive identity (Albrecht *et al.*, 2011; Tian *et al.*, 2001).

Previous studies have examined the effect of brand uniqueness on quality evaluation, brands in general and preferences by consumers. However, the majority of the studies did not examine the influence of brand uniqueness on brand image (Berger and Heath, 2008a, b; Tian *et al.*, 2001; Ruvio, 2008). Thus, Knight and Young recommended further research on brand uniqueness and how it affects the perceptions of the brand (i.e., brand image). Hence, the following hypotheses were formulated:
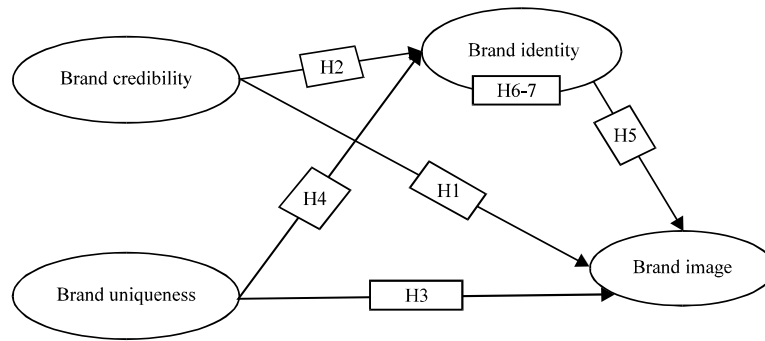
Fig. 1: Conceptual model and hypotheses

H₃: There is a significant relationship between brand Uniqueness and brand image.

H₄: There is a significant relationship between brand Uniqueness and brand identity.

Brand identity: Brand identity is a means of designing a brand with a view to communicating with consumers (Geuens *et al.*, 2009). On this basis, all companies are keen to provide a unified meaning of clear messages of the brand (McEnally and De Chernatony, 1999). These messages construct the brand image in consumers' minds (Nandan, 2005). It is argued that brand credibility affects brand (Baek *et al.*, 2010; Eagar, 2009). So that brand credibility contribute to determine the effectiveness of brand identity. Thereby, consumers can achieve their self-identity through a specific brand which represents an identity uniqueness (Berger and Heath, 2007; Ruvio, 2008; Shirazi *et al.*, 2013; Tian *et al.*, 2001). The relationship between brand identity and brand image reflects an integrated system (Bosch *et al.*, 2006; Nandan, 2005) formed by the combination of companies' efforts as well as consumers' participation and their reactions (Bosch *et al.*, 2006; Konecnik and Go, 2008; Nandan, 2005). Therefore, a brand identity is a component that assists in creating a brand image (Nandan, 2005). Hence, based upon the previous discussion, the following hypotheses were offered:

H₅: There is a significant relationship between brand identity and brand image.

H₆: Brand identity mediates the relationship between brand credibility and brand image.

H₇: Brand identity mediates the relationship between brand Uniqueness and brand image. Figure 1 illustrates the proposed model of the study variables.

MATERIALS AND METHODS

Passengers at an international airport in the northern part of Malaysia were the participants of this study. Malaysia Airports Holdings Berhad reported a total of 719,029 passengers were recorded in 2015 in this airport. In regard to sample size determination which must reflect the credible and objective way of disseminating the results (Sekaran and Bougie, 2013). The interrelations research requires 30 sample of questionnaires at least. For that Sekaran and Bougie, recommended a more than 30 sample of questionnaires must be taken to conduct a quantitative research. Accordingly the statistical test G-power was used in order to minimize the sampling error (Faul *et al.*, 2009; Faul *et al.*, 2007). By using the statistical test of G power, the adequate sample size that must be taken is 107 sample. However, to avert low responses rate, the sample size was increased from 107 sample to a 40% more as suggested by Salkind (1997). Hence, 150 sample of questionnaires was distributed (Faul *et al.*, 2009; Faul *et al.*, 2007). Finally, to ensure a fair representation of the participants of this study, simple random sampling was used (Sekaran and Bougie, 2013).

Measures: Five items were used to measure brand credibility. The items were adapted from previous works by Erdem and Swait, Erdem, Leischnig *et al.* (2012) and Swait and Erdem (2007). Brand uniqueness had four questions, were adapted from (Albrecht *et al.*, 2011; Netemeyer and Bearden, 1992). Brand identity had six items to measure consumer awareness, behaviors and attitudes; were adapted from previous works by Escalas and Bettman, Ericksen, Schewe, Schewe and Dillon, Kim and Yim. Brand image had nine questions, of which five were used to measure consumer perception (Keller, 2003), two questions to measure congruity of self-image and three questions to measure the appropriateness of brand extensions and the trustworthiness of image reputation.

Data analysis techniques: This study utilized PLS-SEM technique due to its capacity to modeling the relations of every construct by differentiating between variables that are aligned together. In accordance to Hair *et al.* (2011), PLS-SEM properties encompass a sophisticated analysis system able to minimize the remaining variances among the variables. Also, it utilizes a set of a large and small sample that give a fixed rate accurately, and that can be integrated smoothly into formative and reflective factors. Lastly, it provides a fixed test objectively.

RESULTS AND DISCUSSION

Internal consistency reliability refers to what extent the overall items on a specific scale (sub) measures the same concept (Bijttebier *et al.*, 2000; Sun *et al.*, 2007). In accordance to Chin (1998), indicator loadings have to exceed other cross-loadings. Table 1 indicates that indicator loadings are greater than other cross-loadings (see Appendix A). On the hand, the usage of the composite reliability coefficient aims at checking the internal consistency reliability within each latent construct (Bagozzi and Yi, 1988; Hair *et al.*, 2011). Table 1 shows composite reliability that ranged between 0.8989 and 0.9193 which exceeds the agreeable level of 0.70, adequate for internal consistency reliability of the used measures. Convergent validity points to items that represent a certain latent construct and its interrelationship with other measures inside the same latent construct (Hair *et al.*, 2006). Consequently, AVE examination gives an assessment of the convergent validity to every latent construct as proposed by Fornell and Larcker (1981). In accordance to Chin (1998), adequacy of convergent validity is achieved by AVE if the latent construct reaches 0.50 and above. Table 1 shows higher loadings (>0.50) for every construct, pointing adequate convergent validity.

Discriminant validity is the divergence between a particular latent construct and other latent constructs (Duarte and Raposo, 2010). Discriminant validity was verified through AVE according to the recommendation of Fornell and Larcker (1981). It was achieved by comparing the square roots of AVE and the latent constructs. Also, a comparison was conducted on the correlations among indicator loadings and reflective indicators of the cross-loadings to determine the discriminant validity according to the criterion of Chin's (1998). Table 2 demonstrates that the AVE square root was higher than all other latent constructs (values in boldface); hence, discriminant validity was achieved adequately. As illustrated in Fig. 2 and in Table 3, R^2 explained 56% of the variance in the endogenous latent variable.

Table 1: Loadings, Composite Reliability, and Average Variance Extracted

Latent constructs and indicators	Standardized loadings	Composite reliability (pc)	Average Variance Extracted (AVE)
Brand credibility		0.909	0.6668
Bc1	0.7955		
Bc2	0.8563		
Bc3	0.8585		
Bc4	0.8137		
Bc5	0.7544		
Brand Uniqueness		0.9116	0.7209
Bu1	0.7899		
Bu2	0.8764		
Bu3	0.8568		
Bu4	0.8702		
Brand identity		0.8989	0.5998
Bid3	0.7024		
Bid4	0.6839		
Bid5	0.8319		
Bid6	0.8821		
Bid7	0.8394		
Bid8	0.6804		
Brand image		0.9193	0.5596
Bim13	0.7887		
Bim14	0.8093		
Bim15	0.7711		
Bim19	0.6844		
Bim3	0.7068		
Bim4	0.7999		
Bim5	0.7197		
Bim7	0.7035		
Bim8	0.7376		

Table 2: Latent variable correlations and square root of AVE

Variables	1	2	3	4
Brand credibility	0.82			
Brand identity	0.56	0.77		
Brand image	0.63	0.67	0.75	
Brand uniqueness	0.56	0.57	0.59	0.85

Source; the Researcher

Structural model: The first hypothesis states that there is a significant relationship between brand credibility and brand image. As shown in Table 3 and Fig. 3, the first hypothesis was accepted (ß = 3.03; p<0.01). The second hypothesis states that there is a significant relationship between brand credibility and brand identity. The finding that appears in Table 3 and Fig. 3 shows that this hypothesis was accepted (ß = 3.69; p<0.01). Similarly, the third hypothesis-there a significant relationship between brand uniqueness and brand image-was accepted (ß = 2.05; p<0.01). The fourth hypothesis was also accepted (ß = 4.39; p<0.01). A significant relationship between brand uniqueness and brand identity was found. The fifth hypothesis on the mediation of brand identity was also accepted (ß = 4.50; p<0.01). The sixth and seventh hypotheses also received empirical support (β = 3.74; p<0.01) and (β = 4.01; p<0.01), respectively.

Based on the PLS coefficient path, brand identity mediates the relation between brand credibility and brand

Table 3: Path coefficients and hypothesis testing

Hypothesis Relation	Beta	SE	T statistics	p-value	Decision
H_1 Brand Credibility -> Brand Image	0.30	0.10	3.03*	0.00	Accepted
H_2 Brand Credibility -> Brand Identity	0.35	0.09	3.69*	0.00	Accepted
H_3 Brand Uniqueness -> Brand Image	0.19	0.10	2.05*	0.02	Accepted
H_4 Brand Uniqueness -> Brand Identity	0.38	0.09	4.39*	0.00	Accepted
H_5 Brand Identity -> Brand Image	0.39	0.09	4.50*	0.00	Accepted
H_6 Brand Credibility -> Brand Identity-> Brand Image	0.15	0.04	3.74*	0.00	Accepted
H_7 Brand Uniqueness -> Brand Identity-> Brand Image	0.15	0.04	4.01*	0.00	Accepted

Note; * significance at (1-tailed); Source; the Researcher.; Brand Image (R^2) = 56 %; Note * Significant at 0.01 (1-tailed); Source; the Researcher
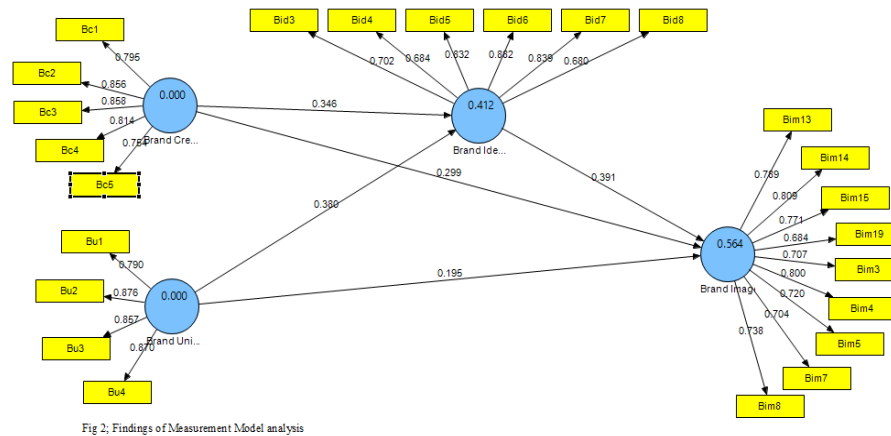

Fig 2; Findings of Measurement Model analysis
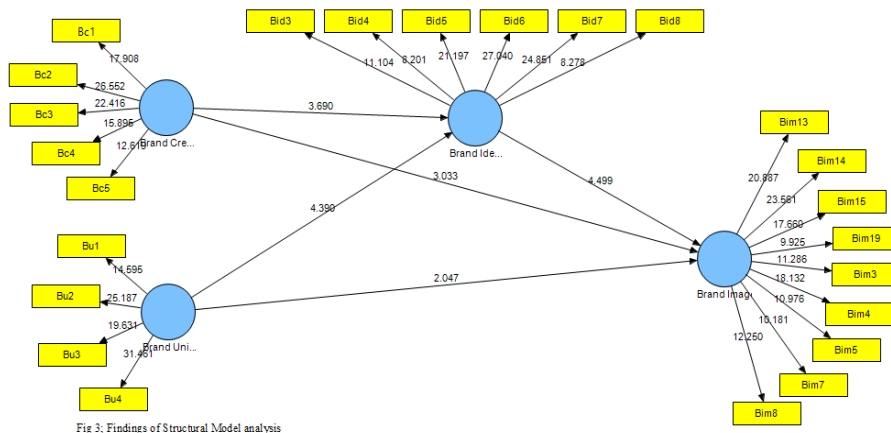
Fig. 2: Structual model

Fig 3; Findings of Structural Model analysis

Fig. 3: Finding of structural model analysis

image and between brand uniqueness and brand image. Accordingly, Airlines companies needs to consider the role of identity which seems to affect its brand image. The finding is consistent with previous works that demonstrated the role of brand credibility in brand identity (Haley, 1985; Ruth, 2001), which subsequently affects brand image (Bhat and Reddy, 2001; Baek *et al.*, 2010; Lau and Phau, 2007). Brand uniqueness works as an identification for various brands (Keller, 2003;

Netemeyer and Bearden, 1992). Also, uniqueness appears when consumers select and possess the brand to maintain their identity and self-image (Albrecht *et al.*, 2011; Tian *et al.*, 2001).

CONCLUSION

The objective of this study is to examine the effect of brand credibility and brand uniqueness on brand image

directly and through brand identity from the passengers' perspective of airlines accidents at one international airport located in Malaysia. The findings supported the hypothesis on the role of brand credibility and brand uniqueness in brand identity and brand image. Building on attribution theory by Heider (1958), this study argues that brand credibility and brand uniqueness possess important elements able to convert a mental image of the brand in consumers' memory. The findings are compatible with previous studies on consumer decisions, behaviours, and attitudes (Albrecht *et al.*, 2011; Bhat and Reddy, 2001; Baek *et al.*, 2010; Erdem and Swait, 2004; Haley, 1985; Keller, 2003; Lau and Phau, 2007; Netemeyer and Bearden, 1992; Ruth, 2001; Tian *et al.*, 2001).

IMPLICATIONS

This study has a few implications. The significant relationships found suggest consumers make assessments based on certain circumstances. They also compare the features of a brand with those of another brand. As brand credibility and brand uniqueness affects passengers' evaluation of the brand identity and brand image, airlines company's must take specific measures on building its brand identity, especially when the airlines image has been somewhat tarnished by a catastrophe recently. According to Heider (1958) and Jones and Davis (1965), the process of decision making by consumers is subject to different standards.

LIMITATIONS

The limitations of this study can be described as follows. The current study dealt with a specific brand (i.e., Airline industry). Hence, the findings may not generalizable on other brands. This study assumes that brand credibility and brand uniqueness possess significant elements capable of converting consumer's perspective for the better. But many attributes may affect brand identity and brand image which this study did not consider.

Further studies: Further studies should examine other factors that potentially affect brand identity and brand image (Bivainiene, 2007; Dobni and Zinkhan, 1990; Nandan, 2005). Future studies may also wish to investigate the effect of other elements such as brand attributes (e.g., relevance, attribute) on brand image or brand identity.

REFERENCES

Albrecht, C.M., M.M. Neumann, T.E. Haber and H.H. Bauer, 2011. The relevance of irrelevance in brand communication. Psychol. Marketing, 28: 1-28.

Baek, T.H., J. Kim and J.H. Yu, 2010. The differential roles of brand credibility and brand prestige in consumer brand choice. Psychol. Marketing, 27: 662-678.

Bagozzi, R.P. and Y. Yi, 1988. On the evaluation of structural equation models. J. Acad. Market. Sci., 16: 74-94.

Berger, J. and C. Heath, 2007. Where consumers diverge from others: Identity signaling and product domains. J. Consum. Res., 34: 121-134.

Berger, J. and L. Rand, 2008a. Shifting signals to help health: Using identity signaling to reduce risky health behaviours. J. Consum. Res., 35: 509-518.

Berger, J. and C. Heath, 2008b. Who drives divergence? Identity signaling outgroup dissimilarity and the abandonment of cultural tastes. J. Personality Soc. Psychol., 95: 593-607.

Bhat, S. and S.K. Reddy, 2001. The impact of parent brand attribute associations and affect on brand extension evaluation. J. Bus. Res., 53: 111-122.

Bijttebier, P., D. Delva, S. Vanoost, H. Bobbaers and P. Lauwers *et al.*, 2000. Reliability and validity of the critical care family needs inventory in a dutch-speaking Belgian sample. Heart Lung. J. Acute Critical Care, 29: 278-286.

Bird, M., C. Channon and A.S. Ehrenberg, 1970. Brand image and brand usage. J. Marketing Res., 7: 307-314.

Bivainiene, L., 2007. Brand image conceptualization: The role of marketing communication. Econ. Manage., 2007: 304-310.

Bosch, J., E. Venter, Y. Han and C. Boshoff, 2006. The impact of brand identity on the perceived brand image of a merged higher education institution. Manage. Dyn., 15: 10-30.

Chin, W.W., 1998. The partial least squares approach to structural equation modeling. Modern Methods Bus. Res., 295: 295-336.

Clemes, M.D., C. Gan, T.H. Kao and M. Choong, 2008. An empirical analysis of customer satisfaction in international air travel. J. Innov. Market., 4: 49-62.

Cretu, A.E. and R.J. Brodie, 2007. The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. Ind. Market. Manage., 36: 230-240.

Dobni, D. and G.M. Zinkhan, 1990. In search of brand image: A foundation analysis. Adv. Consum. Res., 17: 110-119.

Doyle, P., 1989. Building successful brands: The strategic options. J. Marketing Manage., 5: 77-95.

Duarte, P.A.O. and M.L.B. Raposo, 2010. A PLS Model to Study Brand Preference: An Application to the Mobile Phone Market. In: Handbook of Partial Least Squares: Handbook of Partial Least Squares, Vinzi, V.E., W.W. Chin, J. Henseler and H. Wang (Eds.). Springer-Verlag, Berlin, Germany, ISBN-13: 978-3540328254, pp: 449-485.

Eagar, T., 2009. Defining the brand hero: Explorations of the impact of brand hero credibility on a brand community. NA. Adv. Consum. Res., 36: 488-493.

Erdem, T. and J. Swait, 1998. Brand equity as a signaling phenomenon. J. Consumer Psychol., 7: 131-157.

Erdem, T. and J. Swait, 2004. Brand credibility brand consideration and choice. J. Consum. Res., 31: 191-198.

Faul, F., E. Erdfelder, A. Buchner and A.G. Lang, 2009. Statistical power analyses using G Power 3.1: Tests for correlation and regression analyses. Behav. Res. Meth., 41: 1149-1160.

Faul, F., E. Erdfelder, A.G. Lang and A. Buchner, 2007. G*Power 3: A flexible statistical power analysis program for the social, behavioral and biomedical sciences. Behav. Res. Methods, 39: 175-191.

Feldman, J.M., 1981. Beyond attribution theory: Cognitive processes in performance appraisal. J. Applied Psychol., 66: 127-148.

Fornell, C. and D.F. Larcker, 1981. Structural equation models with unobservable variables and measurement error: Algebra and statistics. J. Market. Res., 18: 382-388.

Geuens, M., B. Weijters and K. De Wulf, 2009. A new measure of brand personality. Int. J. Res. Marketing, 26: 97-107.

Hair, J.F., C.M. Ringle and M. Sarstedt, 2011. From the special issue guest editors. J. Marketing Theory Pract., 19: 135-138.

Hair, J.F., W.C. Black, B.J. Babin, R.E. Anderson and R.L. Tatham, 2006. Multivariate Data Analysis. 6th Edn., Pearson Prentice Hall, Upper Saddle River, NJ., ISBN: 0130329290, Pages: 899.

Haley, R.I., 1985. Developing Effective Communications Strategy: A Benefit Segmentation Approach. Vol. 21, Ronald Press, New York, USA.,.

Heider, F., 1958. The Psychology of Interpersonal Relations. Wiley, New York, ISBN: 13-9780898592825, Pages: 322.

Hodgson, S., M. AlHaddad, S. AlZaabi and S. Abdulrahim, 2015. MH17: Did safety come first?. Middle East J. Bus., 10: 27-38.

Jones, E.E. and K.E. Davis, 1965. From acts to dispositions the attribution process in person perception. Adv. Exp. Soc. Psychol., 2: 219-266.

Kassin, S.M., S. Fein and H.R. Markus, 2010. Social Psychology. 8th Edn., Cengage Learning Company, Wadsworth, Ohio,.

Keller, K.L., 2003. Brand synthesis: The multidimensionality of brand knowledge. J. Consum. Res., 29: 595-600.

Kelley, H.H. and J.L. Michela, 1980. Attribution theory and research. Annual Rev. Psychol., 31: 457-501.

Konecnik, M. and F. Go, 2008. Tourism destination brand identity: The case of Slovenia. J. Brand Manage., 15: 177-189.

Lau, K.C. and I. Phau, 2007. Extending symbolic brands using their personality: Examining antecedents and implications towards brand image fit and brand dilution. Psychol. Marketing, 24: 421-444.

Leischnig, A., A. Geigenmuller and M. Enke, 2012. Brands you can rely on: An empirical investigation of brand credibility in services: An Empirical Investigation of Brand Credibility in Services. Schmalenbach Bus. Rev., 64: 44-58.

McEnally, M. and L. de Chernatony, 1999. The evolving nature of branding: Consumer and managerial considerations. Acad. Market. Sci. Rev., 99: 1-26.

Musante, M.D., 2000. The impact of brand alliances on brand image and favorability erceptions. Ph.D Thesis, University of Massachusetts at Amherst, Amherst, Massachusetts.

Nandan, S., 2005. An exploration of the brand identity-brand image linkage: A communications perspective. J. Brand Manage., 12: 264-278.

Netemeyer, R.G. and W.O. Bearden, 1992. A comparative analysis of two models of behavioral intention. J. Acad. Market. Sci., 20: 49-59.

Park, S.H., 2009. The antecedents and consequences of brand image: Based on Kellers customer-based brand equity. Ph.D Thesis, The Ohio State University, Columbus, Ohio.

Ruth, J.A., 2001. Promoting a brands emotion benefits: The influence of emotion categorization processes on consumer evaluations. J. Consum. Psychol., 11: 99-113.

Ruvio, A., 2008. Unique like everybody else? The dual role of consumers need for uniqueness. Psychol. Marketing, 25: 444-464.

Salkind, N.J., 1997. Exploring Research. 3rd Edn., Prentice Hall, Upper Saddle River, New Jerrsey,.

Sekaran, U. and R. Bougie, 2013. Research Methods for Business: A Skill-Building Approach. 6th Edn., John Wiley and Sons Ltd., UK., ISBN-13: 978-1119942252, Pages: 436.

Shao, P.C., Y.H. Chang and H.J. Chen, 2013. Analysis of an aircraft accident model in Taiwan. J. Air Transp. Manage., 27: 34-38.

Shirazi, A., H.Z. Lorestani and A.K. Mazidi, 2013. Investigating the effects of brand identity on customer loyalty from social identity perspective. Iran. J. Manage. Stud., 6: 153-178.

Sun, W., C.P. Chou, A.W. Stacy, H. Ma and J. Unger *et al.*, 2007. SAS and SPSS macros to calculate standardized Cronbachs alpha using the upper bound of the phi coefficient for dichotomous items. Behav. Res. Meth., 39: 71-81.

Tian, K.T., W.O. Bearden and G.L. Hunter, 2001. Consumers need for uniqueness: Scale development and validation. J. Consum. Res., 28: 50-66.

Tiernan, S., D.L. Rhoades and B. Waguespack, Jr, 2008. Airline service quality: Exploratory analysis of consumer perceptions and operational performance in the USA and EU. Managing Serv. Q. Int. J., 18: 212-224.

Wang, X. and Z. Yang, 2010. The effect of brand credibility on consumers brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. J. Global Marketing, 23: 177-188.

White, K. and D.W. Dahl, 2006. To be or not be? The influence of dissociative reference groups on consumer preferences. J. Consum. Psychol., 16: 404-414.

White, K. and D.W. Dahl, 2007. Are all out-groups created equal? Consumer identity and dissociative influence. J. Consum. Res., 34: 525-536.

Zhao, W., J. Yuan and Y. Zhao, 2015. The accidents database of chinese aircraft Y-11 and Y-12-The data developing of air accident serial research 1. Adv. Manage. Sci., 4: 1-10.