

# **International brand vs. local brand: An evaluation of brand trust, brand reputation, customer satisfaction and purchase intention of Malaysian customers**

## **Abstract**

This study is an exploratory study that identify brand trust, customer satisfaction, and purchase intention between an international brand and Malaysia/local brand among Malaysian. A set of questionnaires was developed to test the brand trust, brand reputation, customer satisfaction, and purchase intention. 40 questionnaires were distributed and all are usable for the purpose of this study. The findings showed that the international franchise brand is more preferable than the local franchise brand. The purchase intention has a direct positive relationship with customer satisfaction ( $p=0.000$ ), and brand trust ( $p=0.000$ ). Few areas were highlighted to enable local franchise to improve their brand trust, brand reputation, customer satisfaction, and purchase intention of customers in Malaysia.

## **Author keywords**

Brand reputation, Brand trust, Franchise, International brand, Local brand, Malaysia