# Investigating the Factors Influencing Brand Trust of Geographical Indication Products: Case of Dead Sea Therapeutic Products

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**Abstract:** Jordan enjoys attractive tourist areas, and in this study we address the Dead Sea area and what it provides of therapeutic health products to represent one of the most important health products for Jordan, so this study aimed to research the relationship between the brand and customers from the perspective of trust, and to achieve this data was collected from tourists And it was analyzed based on the Statistical Package for Social Sciences, and accordingly, the results of the study showed that there is an effect between (price, place, word-of-mouth, brand awareness, health concern) on brand trust, so the study recommends the importance of paying attention to these factors to create trust in the brand of these therapeutic products, which is reflected in the presence of areas dedicated to customer experience these products and access to Places of production with follow-up to health goals and their development in line with what is produced to meet the desires of customers in addition to the need to follow word of mouth to follow up on any opinions that may develop from these products in line with the desires of customers and thus achieve confidence in the brand of these products

**Keyword:** Brand trust; Geographical Indication Products; Jordan; Dead Sea; Therapeutic Products

## 1. Introduction

The Dead Sea in Jordan contains wonderful and rare qualities in terms of its therapeutic and aesthetic qualities that it provides us with through 35 types of salts, minerals and mud found in the Dead Sea water, which we consider as a divine gift.The Dead Sea is also famous as a health

resort that attracts thousands of visitors from around the world for rejuvenation, treatment, and relaxation, as it includes special advantages that are rarely available in other spas, as the sea salts rich in minerals, the atmosphere saturated with oxygen, the sun rays and the climatic conditions characteristic of the region, and hot mineral springs The mineral-rich mud provides patients with an effective treatment for many diseases and skin problems, including atopic dermatitis, vitiligo, psoriasis, psoriatic arthritis, in addition to respiratory diseases such as asthma, and some other diseases including high blood pressure, Parkinson's disease, and arthritis, blood circulation problems, and some eye problem (Brandwein et al., 2020).

In addition to the therapeutic benefits of the Dead Sea, Dead Sea Laboratories produce a range of products that are made from natural products, which have high quality, including: mud face masks, shower gels, bath salts, shampoos, soaps, sun block creams, cleansers, and nourishing creams Moisturizers, hand cream, cosmetic remover, freshening lotions, and face washes. Therefore, Dead Sea therapeutic products are considered one of the most important products geographically related to Jordan, which needs to build a close relationship between the brand and consumers based on trust (Katz et al., 2012).Being able to build a relationship with a consumer through the brand is a vital necessity for marketing (Rammile, 2015). Magnoni and Roux (2012) concurs that building and maintaining a strong consumer-brand relationship is of great importance for managers. According to Roustase kehravani and Hamid (2014), having a successful brand will result in more market share and more profitability. In addition, building a strong brand is essential for gaining and establishing a competitive advantage over one's business rivals (Chang & Liu, 2009). Firms implement brands, in order to stand out and to develop loyal customers (Keller, 2013). According to Kotler and Armstrong (2010), branding allows businesses to sell their products distinctively among competitors. Branding also provides the business with distinctive legal protection, such as patents or trademarks, therefore businesses need to conceptualize their brand meaning for consumers to form a relationship with the brand (Sokhela, 2015).Therefore, the findings of this study will contribute a lot as branding techniques or guidelines for marketers as well as brand managers who desire that consumers should always be attached to their brands. Accordingly, the objectives of this study are centered on investigating the factors influencing brand trust of Dead Sea therapeutic products.

Thus, this research will also contribute significantly to previous studies due to the shortage of Jordanian research dealing with brand trust of Geographical Indication Products. On the other hand, given the intense competition in the Jordanian market, which constitutes a strong incentive for enterprises to build a relationship with the consumer, it may be useful to study the factors that affect the trust of the Jordanian Dead Sea therapeutic products brand. Therefore, this research has practical value in helping Jordanian Dead Sea therapeutic producers understanding the factors that affect brand trust. The value of this study is also heightened by the recommendations that made to Dead Sea therapeutic producers in Jordan by presenting an experimental model.

## 2. Dead sea

The Dead Sea area has been known since ancient times as an area where patients come for treatment purposes. Its salt and soil are considered to be due to its deep location between the valleys and the desert (Geller-Bernstein *et al.*, 2017). Therefore, this site has become a unique terrain on a global level, as it is considered the lowest place on earth, reaching a depth of 428 meters below sea level (Kishcha *et al.*, 2016). It is now classified as the largest salt lake in the world, as it extends over a length of approximately 2 kilometers and a depth of 377 meters, along the lands of Jordan and occupied Palestine. It has become characterized by the presence of tourist resorts that provide tourism, hospitality and relaxation services, as it is visited by tourists from all over the world (Dodokh, 2017), Where the number of visitors coming to it in 2017, about 22,370 tourists from all over the world, according to the reports of the Jordanian Ministry of Tourism (Jordanian Ministry of Tourism, 2020), The attraction of tourists was due to the therapeutic purpose provided by this region, especially the black mud that is on the banks of the sea, which is formed by weather factors to form a mud rich in distinctive minerals and salts, which are very important in treating various diseases in humans. Jordan's exports of these natural therapeutic products have reached With approximately 30 million, and there are 15 factories specialized in preparing these products in Jordan, and this is a small percentage when it is compared with Israel, as it exports twice this quantity (Sari and Yulianti, 2019), This provides an important indication in this study about the importance of creating trust in the Jordanian brand for these products.

## 3. Literature review and hypotheses development:

This section presents previous studies that have researched in the field of brand trust where companies in the business environment are interested in building trust in the brand in front of their customers, and this depends on many factors that companies need to pay attention to. In order to form this trust, where brand trust plays an important role at the level of customers, and the level of its position in the business market, in this study we will address some important factors as follows:

**3.1 The relationship between price and brand trust:**

Price is the amount of money to be charged for a service or good that is provided to the consumer (Kotler and Armstrong, 2018), The price is a key player in the purchasing process that affects the consumer positively or negatively (Suhaily and Darmoyo, 2017).The consumer's feeling of confidence in front of the brand means his feeling of satisfaction with the services or goods it provides from the company, so that trust is generated, and this depends on several things, including the price, as Nik Rosila Nik Yaacob, (2013)study confirmed that the customer was affected by the price in order to trust the brand, which confirms the existence of a relationship between price and brand trust. Trust is considered a cornerstone of customer loyalty, which

increased the importance of the brand's trust. Hence, the results of Matzler, Grabner-Kräuter and Bidmon, (2006) study showed that the price affects the brand's trust, which confirms the relationship between them so that the greater the customer's awareness and interest in the price, the greater the trust in the brand. The price sensitively affects the relationship between the customer and trust in the brand (Sihite, Harun and Nugroho, 2016). Relying on Benhardy *et al.*, (2020) study, which examined the factors that influence online purchase intent, its emphasized the importance of companies focusing on price and brand image building due to their effectiveness in building brand trust. The price has the ability to attract customers to the brand or repel them according to Kembuan, (2015)study, which aimed to research the relationship between price and brand trust on the consumer, the results showed that the price had a significant impact on customer retention and creating trust in the brand, therefore After previous reviews of studies that dealt with price relationship with brand trust, will assume the following hypothesis:

**H1:** There is a statically significant influence of price on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products.

### 3.2 The relationship between place and brand trust:

With the development of marketing science, which addressed the importance of the place in influencing the marketing of the brand, many studies have shown that the place plays an important role in the development of the brand, being as customers are looking for the right place for their activities, organizations are also looking for it to fulfill the desires of these customers, which shows the importance of branding. With the place to achieve customer confidence( Zenker, 2009). The special place in brand management has an important role in consolidating and creating confidence among customers about this brand, as it gives them a general engineering perception of this brand, and it is possible that the place for this mark is dedicated to a specific category, such as tourists (Braun and Zenker, 2010). In this study, deal with the cosmetics of Dead Sea, which gives an indication that the place has an impact on the confidence of the brand among tourists. According to Cardinale, Nguyen and Melewar, (2016), the place of the brand on customer perceptions reflects a positive image so that it creates an association for them with the brand, which achieves trust and loyalty through experience and visit. This study deals with the therapeutic products of the Dead Sea, so it is possible to apply this to the tourists coming to try these products and see them in a realistic way to know the extent of their nature, which shows us the importance of the relationship between the place and trust in the brand, Multiple visits by tourists to a place that creates emotional bonds and memories in this place, which makes this brand a special distinction that creates confidence in it, which makes them return to the place and adopt it (Yuksel, Yuksel and Bilim, 2010).Therefore After previous reviews of studies that dealt with price relationship with brand trust, will assume the following hypothesis:

**H2:** There is a statically significant influence of place on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products.

### 3.3 The relationship between word-of-mouth and brand trust:

Word of mouth is about news and information that is conveyed between individuals about a particular service or good brand affiliation (Alghizzawi, 2019). This is after the service or product has been tried and when this news is transmitted, it leads to other customers trusting the brand so that there is a positive relationship between word of mouth and trust in the brand (Wu, 2017).Word of mouth is very important in influencing the brand's trust so that the more word of mouth increases the customer's trust in the brand, that is, there is a positive relationship( Alam and Yasin, 2010), Oktiani and Khadafi, (2018) pointed out that word of mouth was a key factor in marketing strategies related to building brand trust. Sari and Yulianti, (2019) study, which examined the effect of celebrity electronic word of mouth on branding, found that word of mouth is associated with brand trust and customers' purchasing decision. Communication between individuals affects raising trust in the brand, especially in recent times, through the rapid transmission of information between individuals easily about any service, which has increased the importance and effectiveness of word of mouth on trust in the brand (Ha, 2004).The exchange of opinions through modern technology led to the creation of many influences on customers in terms of trust in a particular brand, especially that the people who exchange opinions express their experience and are a neutral person, which confirms the relationship of word of mouth on trust in the brand (Susanti *et al.*, 2020).According to Lee, Phua and Wu, (2020), the circulating of opinions on the Facebook platform about trademarks had an impact on the brand's trust among customers. Therefore After previous reviews of studies that dealt with price relationship with brand trust, will assume the following hypothesis:

**H3:** There is a statically significant influence of word-of-mouth on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products.

### 3.4 The relationship between brand awareness and brand trust:

customers reach an appropriate level of knowledge about the brand, the awareness of the brand is achieved so that when the brand is known to the customers, there is a higher thinking about this brand, making it appear in the minds of customers and entrench it to remember it when any services provided by this brand are needed (Mudzakkir and Nurfarida, 2015). Brand awareness depends largely on the information available about the brand and available in the market to customers so that the individual can identify the appropriate brand for him, which enhances confidence in the brand (Bernarto *et al.*, 2020). According to Bilgin, (2018) brand awareness affects consumer behavior, which makes brand awareness correlate with brand trust Active brand representation enhances customers' trust in the brand because there is a harmonious relationship between brand awareness and brand trust (Molinillo *et al.*, 2017). Brand awareness is the first and important stage for customers as they begin to build a perception of this brand, which generates trust in the brand, as it has been proven that brand awareness has a direct and important impact on trust in the brand (Susanti *et al.*, 2020).Therefore After previous reviews of studies that dealt with price relationship with brand trust, will assume the following hypothesis:

**H4:** There is a statically significant influence of brand awareness on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products.

**3.5 The relationship between health concern and brand trust:**

Increasing health awareness among customers increases their desire for services and goods that take health into account, which prompted marketers to pay attention to the health aspect and its impact on trust in the brand among customers, especially in light of high competition, Health concern relates to brand trust in the context of a healthy brand that provides healthy conditions for the groups it seeks(Kemp, 2011). Health concern is closely related to the extent to which customers trust the brand, as many customers may boycott a particular brand because they differ with it in terms of health or because they feel any health concern (Lassoued and Hobbs, 2015). Adopting health instructions in the services provided by a particular brand increases the strength of the brand, which raises confidence in it So that health approvals and instructions can be made an important tool for marketers in enhancing brand confidence(Creaven, Mandy and Botha, 2020). Natural products always attract and motivate customers, making it a strong point for the brand, which is based on health and takes into account health concerns, especially that the more awareness of customers, the greater their confidence in healthy brands (Kumar *et al.*, 2021) In this study, we offer natural health products from the Dead Sea area, which gives important indicator of a relationship between health concern and brand trust. Therefore After previous reviews of studies that dealt with price relationship with brand trust, will assume the following hypothesis:

**H5:** There is a statically significant influence of health concern on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products.
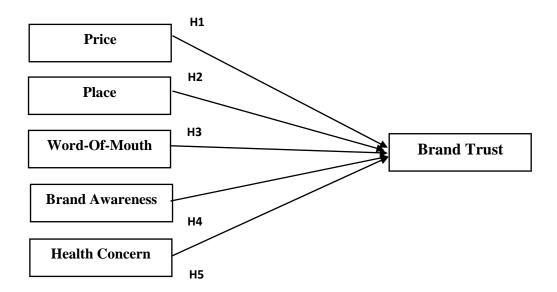


**Fig 1:** Conceptual Framework

## 4. Discussions

Many studies have dealt with the relationship between customers and brand trust, but what distinguish this study are the factors that were adopted to find out the most influential influences on customers in creating their trust in the brand. The effect of price, place, word of mouth, brand awareness and health concern was discussed. The results showed existence of an important role for the price of therapeutic products in creating trust in the brand and this is in agreement with (Benhardy *et al.*, 2020). The results also indicated the importance of the place in forming important perceptions of customers, which enhances trust in the brand and this is consistent with (Cardinale, Nguyen and Melewar, 2016). The results also showed that the word of mouth conveyed between customers at various levels about services and goods enhances them to trust the brand, and this was confirmed by( Susanti *et al.*, 2020). On trust in the brand, it agreed with( Creaven, Mandy and Botha, 2020). The more customers know about brand information, the more they have awareness of the brand, and consequently, trust in the brand is established for them, and this result is consistent with (Bernarto *et al.*, 2020). Finally, a brand that provides products and services of a healthy nature is an incentive for customers to generate trust in the brand, and this is consistent with (Kumar *et al.*, 2021) result. This study showed positive results in line with previous studies.

## 5. Research Methodology

In this study, the researcher adopted a descriptive quantitative approach to investigate the factors influencing brand trust of geographical indication products. Additionally, the data of the current study was collected from 242 respondents using convenience sample method by designing a questionnaire covering the research hypothesis. Moreover, the study questionnaire data was entered within the Statistical Package for Social Sciences (SPSS) and was then processed according to the tests that achieve the purpose of the study.

## 6. Data Analysis Methods
### 6.1 Demographic variables

Table 1 presents the attributes of the study respondents. The first attribute is the gender that categorizes into a male with (45.9%) and female with (54.1%). The second attribute is the age which falls in the ranges (<= 30) with (28.1%), (between 30 and 35) with (21.1%), (between 36 to 40) with (17.8%), and (>40) with (33.1%). The classification of the third attribute is a nationality that breaks down into four ranges as (80.2 %) of the respondents who have a Jordanian nationality, (16.1%) of the respondents who have a non-Jordanian Arab nationality, (0.8%) of the respondents who have an American nationality, and the remain percentage of the respondents have different nationalities. The classification of the third attribute is Education that split into four ranges as (5%) of the respondents had a Diploma degree certification, (54.1%) of the respondents had a Bachelor degree certification, (17.4%) of the respondents had a Master degree

certification, and the rest of the respondents had a Ph. D degree certification. The classification of the last attribute is Income that classified into four categorizations as (29.8%) of the respondents earn less than 500$ per month, (36%) of the respondents earn between 500 and 1000$ per month, (19.4%) of the respondents earn between 1000 and 2000$ per month, and the remaining percent the respondents earn more than 2000$ per month.

**Table1:** Demographic variables of the study sample (**N=242**)

| Demographic variables | | Frequency | Percentage |
|---|---|---|---|
| **Gender** | Male | 111 | 45.9 |
| | Female | 131 | 54.1 |
| **Age** | <= 30 | 68 | 28.1 |
| | between 30 and 35 | 51 | 21.1 |
| | between 36 to 40 | 43 | 17.8 |
| | >40 | 80 | 33.1 |
| **Nationality** | Jordan | 194 | 80.2 |
| | Arab | 39 | 16.1 |
| | American | 2 | 0.8 |
| | Other | 7 | 2.9 |
| **Education** | Diploma | 12 | 5.0 |
| | Bachelor | 131 | 54.1 |
| | Master | 42 | 17.4 |
| | Ph. D | 57 | 23.6 |
| **income** | <500 | 72 | 29.8 |
| | >=500 and <1000 | 87 | 36 |
| | >=1000 and <2000 | 47 | 19.4 |
| | >2000 | 36 | 14.9 |

## 6.2 Reliability evaluation

The results of the current study have been conducted depending on employing SPSS version 22. Several steps have been performed for having an adequate data before starting with analysis process such as encoding data, unengaged respondents, missing data in rows and columns, Skewness, and outliers.

The instrument reliability of the current study constructs has been evaluated by utilizing Cronbach Alpha assessment. The internal consistency values of the study constructs were been between (.728032) and (.888254) meet the required values (Malhotra, 2004) which provide us strong confidence to continue to the next stage of the analysis process. Table 2 manifests the Cronbach Alpha results of the study constructs. Accordingly, the reliability of the study constructs has been established. Moreover, table 2 provides the values of the mean and standard deviation of the study constructs. Accordingly, the values mean and STD were dropped down between (3.2789 and 3.7718) and (.73157 and .89355) respectively. Thus, the results have indicated that the items of the study constructs have been normally distributed by respondents.

**Table 2:** Cronbach's σ coefficient, means and standard deviations

| Construct | Cronbach's σ | Mean | STD |
|---|---|---|---|
| **Brand Trust** | .838654 | 3.4215 | .83742 |
| **Brand Awareness** | .728032 | 3.2789 | .89355 |
| **Health Concern** | .888254 | 3.6736 | .74764 |
| **Price** | .837496 | 3.4545 | .83988 |
| **Place** | .765662 | 3.3967 | .85194 |
| **Word Of Mouth** | .751000 | 3.7718 | .73157 |

Person correlation assessment has been estimated to explain the relationship between the constructs of study. Rely on the findings in table 3, Price, Health Concern, Place, Word Of Mouth, and Brand Awareness factors have been positively and strongly related to Brand Trust factor with (r= .959[**], p <.01), (r=.648[**], p <.01), (r= .262[**], p <.01), (r= .348[**], p <.01), and (r= .358[**], p <.01) respectively. Depending correlation test, the findings give us another strong reason to perform the next stage of our analysis process.

**Table 3:** person correlation values of study constructs

| Construct | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| **Brand Trust** | 1 | | | | | |
| **Price** | .959[**] | 1 | | | | |
| **Health Concern** | .648[**] | .604[**] | 1 | | | |
| **Place** | .262[**] | .251[**] | .326[**] | 1 | | |
| **Word Of Mouth** | .348[**] | .345[**] | .436[**] | .467[**] | 1 | |
| **Brand Awareness** | .358[**] | .350[**] | .402[**] | .366[**] | .435[**] | 1 |

**. Correlation is significant at the 0.01 level (2-tailed).

## 6.3 Research hypotheses test

Through harnessing multiple linear regression assessment as the last stage of the analysis process of the current research, the hypotheses evaluation has been established. Shukla (2016) asserted that performing multiple linear regression assessments contribute to explain the level of orientations and strength to identify the relationship among constructs of study. Therefore, multiple linear regression assessments are proclaimed for identifying the association between the independent variables (Price, Health Concern, Place, Word Of Mouth, and Brand Awareness factors) and dependent variable (Brand Trust) in the current research.

Through the current article, the first hypothesis has been formed that there is a statically significant influence of price on Brand trust of geographical indication products of Jordanian Dead Sea therapeutic products. Thus, the returned findings of the first hypothesis revealed that ($\beta$ = .959, p = .000) and price elucidates $R^2_{(Brand\ trust)}$ = 92.1% of the variance as provided in tables 4, 5, and 6 (**H1** has acquired success).

**Table 4.** Summary of model -H1

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .959[a] | .921 | .920 | .23644 |

**Table5.** ANOVA of H1

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 155.592 | 1 | 155.592 | 2783.274 | .000[b] |
| | Residual | 13.417 | 240 | .056 | | |
| | Total | 169.008 | 241 | | | |

**Table 6.** Regression analysis of H1

| Construct | Unstandardized coefficients | | standardized | | | |
|---|---|---|---|---|---|---|
| | $\beta$ | Strd.error | Beta | t | Sig | result |
| **Constant** | .117 | .064 | | 1.808 | .072 | |
| **Price** | .957 | .018 | .959 | 52.757 | .000 | Accepted |

Moreover, the second hypothesis has been formed that there is a statically significant influence of place on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products. Thus, the returned findings of the second hypothesis revealed that ($\beta$ = .262, p = .000) and place elucidates $R^2_{(Brand\ trust)}$ = 6.9% of the variance as provided in tables 7, 8, and 9 (**H2** has acquired success).

**Table 7.** Summary of model- H2

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .262ª | .069 | .065 | .80987 |

**Table 8.** ANOVA of H2

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 11.596 | 1 | 11.596 | 17.680 | .000ᵇ |
| | Residual | 157.412 | 240 | .656 | | |
| | Total | 169.008 | 241 | | | |

**Table 9.** Regression analysis of H2

| Construct | Unstandardized coefficients | | standardized | | | |
|---|---|---|---|---|---|---|
| | $\beta$ | Strd.error | Beta | t | Sig | result |
| **Constant** | 2.547 | .214 | | 11.879 | .000 | |
| place | .257 | .061 | .262 | 4.205 | .000 | Accepted |

In addition, the third hypothesis has been formed that there is a statically significant influence of word of mouth on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products. Thus, the returned findings of the third hypothesis revealed that ($\beta$ = .348, p = .000) and word of mouth elucidates $R^2_{(Brand\ trust)}$ = 12.1% of the variance as provided in tables 10, 11, and 12 (**H3** has acquired success).

**Table 10.** Summary of model- H3

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .348[a] | .121 | .117 | .78265 |

**Table 11.** ANOVA of H3

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 20.108 | 1 | 20.108 | 32.827 | .000[b] |
| | Residual | 146.398 | 239 | .613 | | |
| | Total | 166.506 | 240 | | | |

**Table 12.** Regression analysis of H3

| Construct | Unstandardized coefficients | | standardized | | | |
|---|---|---|---|---|---|---|
| | β | Strd.error | Beta | t | Sig | result |
| **Constant** | 1.923 | .265 | | 7.247 | .000 | |
| **Word Of Mouth** | .396 | .069 | .348 | 5.729 | .000 | Accepted |

In addition, the fourth hypothesis has been formed that there is a statically significant influence of brand awareness on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products. Thus, the returned findings of the fourth hypothesis revealed that ($\beta$ = .358, p = .000) and brand awareness elucidates $R^2_{(Brand\ trust)}$ = 12.8% of the variance as provided in tables 13, 14, and 15 (**H4** has acquired success).

**Table 13.** Summary of model- H4

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .358[a] | .128 | .124 | .78357 |

**Table 14.** ANOVA of H4

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 21.654 | 1 | 21.654 | 35.268 | .000[b] |
| | Residual | 147.355 | 240 | .614 | | |
| | Total | 169.008 | 241 | | | |

**Table 15.** Regression analysis of H4

| Construct | Unstandardized coefficients | | standardized | | | |
|---|---|---|---|---|---|---|
| | β | Strd.error | Beta | t | Sig | result |
| **Constant** | 2.322 | .192 | | 12.095 | .000 | |
| **Brand Awareness** | .335 | .056 | .358 | 5.939 | .000 | Accepted |

Finally, the fifth hypothesis has been formed that there is a statically significant influence of health concern on brand trust of geographical indication products of Jordanian Dead Sea therapeutic products. Thus, the returned findings of the fifth hypothesis revealed that ($\beta$ = .648, p = .000) and health concern elucidates $R^2_{(Brand\ trust)}$ = 42% of the variance as provided in tables 16, 17, and 18 (**H5** has acquired success).

**Table 16.** Summary of model- H5

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .648[a] | .420 | .418 | .63904 |

**Table 17.** ANOVA of H5

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 70.999 | 1 | 70.999 | 173.860 | .000[b] |
| | Residual | 98.009 | 240 | .408 | | |
| | Total | 169.008 | 241 | | | |

**Table 18.** Regression analysis of H4

| Construct | Unstandardized coefficients | | standardized | | | |
|---|---|---|---|---|---|---|
| | β | Strd.error | Beta | t | Sig | result |
| **Constant** | .755 | .206 | | 3.656 | .000 | |
| **Health Concern** | .726 | .055 | .648 | 13.186 | .000 | Accepted |

## 7　Conclusions

Marketers are interested in building trust with customers who are brand owners, especially with the presence of high competition in the business environment that imposes many challenges on organizations and achieving brand trust takes many factors, therefore this study aimed to investigate the factors affecting customers in creating their trust in the brand. Based on the study model and the proposed five hypotheses the results of data analysis indicated that price, place, word of mouth, brand awareness and health concern are important factors affecting customers in enhancing their trust in the brand, It can be said that these factors not only influence building trust in the brand, but also generate attractive indications for customers about the brand in order to enhance customer acceptance and brand adoption. Due to the intense competition faced by business enterprises and the structural challenges arising in the business market for this purpose, decision makers and stakeholders should consider the appropriate prices for these products, in addition to conducting field visits to the tourists and those interested in these products in the Dead Sea region to generate their perceptions of where the brand of these products is. This indicates their positive effect on individuals. Decision makers must also follow word of mouth to process and develop individuals' desires about these products as they greatly affect brand confidence. Finally, it is important to disseminate information about these natural products to increase awareness among individuals about the brand. From a health point of view, it is very important to note that these products are healthy in order to cover the aspect of health concern as this factor influences individuals to build brand confidence in these products.

## 8　Limitation and future research implications

This study dealt with many important aspects and factors at the theoretical and practical levels in the field of brand trust among customers, but there are some limits that the study faced, which was manifested in the fact that it did not address the technological factors that affect brand trust, so it must be addressed. With future studies to reach a more comprehensive view of the factors that affect customers' trust in the brand, in addition to the fact that the study was conducted on the

health products of the Dead Sea exclusively, it is possible that this study will be conducted on other products to reach new interesting results.

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