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The Effect of Brand Awareness, Credibility, Quality and Loyalty on Word-of-Mouth in a Competitive Medicine Market

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Abstract: Brands with a high level of awareness, credibility, quality and loyalty provide a platform for strengthening customers` favourable word-of-mouth, which may contribute to increasing market share in a competitive environment. However, there is few or no research on the effect of awareness, credibility and quality on word-of-mouth through the impact of attitudinal loyalty and behavioural loyalty, particularly in the traditional medicine market. Consequently, this research aims to evaluate the effect of awareness, credibility and quality on word-of-mouth via the impact of the dimensions of loyalty in the traditional medicine market. Survey questionnaires were administered to 265 customers chosen from the traditional medicine market through a systematic sampling strategy. The data collected were statistically analyzed using structural equation modelling through SPSS Amos 20. The study revealed that awareness, credibility and quality positively influence word-of-mouth through the impact of behavioural loyalty. The research further found that awareness and credibility significantly influence positive word-of-mouth through the impact of attitudinal loyalty in the traditional medicine market. Therefore, this paper extends the prior studies by exhibiting the potential role of brand awareness, credibility and quality in strengthening word-of-mouth through the impact of attitudinal loyalty and behavioural loyalty, particularly in the traditional medicine market. This paper also advances managers` knowledge about creating and exploiting brand awareness, credibility, perceived quality, attitudinal loyalty and behavioural loyalty to increase positive word-of-mouth in the traditional medicine market.

Keywords: *Brand Awareness; Credibility; Quality; Loyalty; Word-of-Mouth; Herbal medicine.*

1. Introduction

Long before the advent of conventional medicines, herbal medicines were used to treat various diseases in different cultures across the world. In the last few decades, herbal medicines' contribution to health care delivery has garnered much attention due to their increasing use to complement allopathic drugs across the globe. Herbal medicines "include herbal herbs, herbal material, herbal preparations and finished herbal products, that contain as active ingredients parts of plants, or other plant materials, or combinations thereof" (WHO, 2002, p.1). It has been estimated that 70 to 80% of the developed world`s population have used complementary or alternative medicine (CAM) at one point in time (WHO, 2008). While more than two-thirds of developing countries` population still depends on herbal medicinal products to meet their health needs (WHO, 2011). According to UNDP (2007), roughly 80% of Ghanaians use herbal medicines for combating diseases. Generally, herbal medicinal products are purchased to treat minor sicknesses, manage chronic diseases, and maintain health fitness (Naresh & Reddy, 2016). To respond to the ever-increasing demand for herbal medicines in Ghana, traditional medicine (TM) practitioners have adopted various product and process innovations.

These innovations include manufacturing different well-designed packaged herbal medications such as pills, tablets, capsules, creams and mixtures and extensive advertisements, especially those operating on an enhanced scale (Essegbey, Awuni, Essegbey, Akuffobea & Mica, 2014). Now, herbal medicines` production and commercialization are regulated by the Food and Drugs Authority (FDA) and the Traditional Medicine Practice Council (TMPC). The herbal medicines are sold as over-the-counter medications in pharmacies, over-the-counter medicine stores, herbal stores and clinics (WHO, 2011; Essegbey et al., 2014). The traditional medicine industry is facing intense competition from the establishment of rival firms and partly due to the influx of CAM and allopathic drugs, which might have led to lower prices and hence, lower profit margins. Brands with a high level of awareness, credibility, quality and loyalty have been recognized to have a significant impact on customers` positive word-of-mouth (WOM) in a market (Hyun & Kim, 2011; Yoo, Donthu & Lee, 2000; Ameri & Behnam, 2014; Bahri-Ammari, 2012). It has also been highlighted that

consumers` positive WOM communication is viewed as reliable, credible and trustworthy (Barreda, Bilgihan & Kageyama, 2015).

As a result, nearly 67 per cent of all consumer buying decisions are influenced by favorable WOM (Mothersbaugh & Hawkins, 2016), which may contribute to business success. The role of awareness, credibility, quality and loyalty to WOM has received considerable attention from several authors (e.g. Hyun & Kim, 2011; Yoo et al., 2000; Ameri & Behnam, 2014; Bahri-Ammari, 2012; Oppong & Phiri, 2018). However, there is few or no research on the impact of brand awareness, credibility and quality on WOM through the impact of attitudinal loyalty and behavioural loyalty, particularly in the TM market. Similar studies conducted by earlier authors, however, examined the impact of brand trust and brand effect (Chaudhuri & Holbrook, 2001), perceived value dimensions (Chuah, Marimuthu & Ramayah, 2014), and expressive brand relationship and brand love (Zhang et al., 2020) on attitudinal and behavioural loyalty. The current research, however, sought to determine the significance of brand awareness, credibility and quality in enhancing WOM via the impact of attitudinal loyalty and behavioural loyalty in the TM market. In this respect, this research adds to the previous studies by highlighting the potential role of awareness, credibility and quality in strengthening WOM via the impact of attitudinal loyalty and behavioural loyalty in the TM market. This paper also advances managers` knowledge about how to create and exploit brand awareness, credibility, perceived quality, attitudinal loyalty and behavioural loyalty to increase positive WOM in the TM market.

2. Theoretical Review and Research Hypotheses

Word-of-Mouth: WOM is one of the dominant means of human communication and has been present since human existence. However, in the last few years, WOM communication has gained researchers and practitioners' attention because it has become a vital marketing communications element affecting consumer behavioural intentions. Harrison-Walker (2001, p.63) explained "WOM communication as informal, person-to-person communication between perceived non-commercial communicator and a receiver regarding a brand, a product, an organisation or a service". Mothersbaugh and Hawkins (2016) suggested that WOM communication involves individuals sharing information with another verbally, including face-to-face, phone and over the internet. Hoyer and Maclnnis (2010) pointed out that WOM can be seven times more effective than print media, twice as broadcast media and four times as sales force in driving brand switching behaviour. The authors further emphasized that WOM is pervasive, persuasive and very vivid compared to a written form of communication. Moreover, the WOM communications provided by friends, relatives and acquaintances are considered more credible and trustworthy. This is because communication from friends and relatives is rarely advertising or sales pitches.

But instead an expression of true feelings and opinions (Hoyer & Maclnnis, 2010; Mothersbaugh & Hawkins, 2016; Kardes, Cronley & Cline, 2011) about their experiences with a product, service or an organisation. Barreda et al. (2015) pointed out that favourable WOM is considered to be reliable, credible and trustworthy. Consequently, roughly 67 per cent of all consumer product decisions are positively affected by favourable WOM, which can enhance business success (Mothersbaugh & Hawkins, 2016). WOM can either be favorable or unfavorable, and successful companies recognizing the heightened role of WOM in business success have become more proactive to create favourable WOM about their products and services deliberately. However, since negative product experiences are highly emotional and memorable, consumers are strongly motivated to spread negative WOM, greatly influencing recipients' attitudes and behaviours. While merely satisfying customers may not drive positive WOM, delivering more than is expected appears to have the potential to motivate WOM (*ibid)*. Empirical research revealed that a positive WOM message creates a sense of relief, enthusiasm, confidence and optimism to the receiver and improves customers` opinions about the firm (Sweeney, Soutar & Mazzarol, 2008).

Brand Awareness: Enhanced consumers` awareness of a firm's brands can increase their market value (Aaker, 1996). Awareness reflects the health of a brand's presence in the potential buyer's memory (Aaker, 1991). Keller (2013) noted that awareness involves recognition and recall of the brand. Brand recognition measures the familiarity generated from previous experiences with the brand. In contrast, recall describes the extent to which the brand is retrieved from the mind when the product group is mentioned (Hoeffler & Keller, 2002). It has been noted that brand awareness enriches its association (Keller, 2013). Moreover,

consumers buy brands they are familiar with because they are usually viewed as credible and of good quality (Aaker, 1991). Also, increased awareness positively affects consumers` choice and loyalty (Ferrell & Hartline, 2011; Aaker, 1996). Furthermore, empirical investigations revealed that awareness directly impacts loyalty (Oppong & Phiri, 2018; Hyun & Kim, 2011). Hence, the following hypotheses are proposed:
H1: Brand awareness significantly and positively influences behavioural loyalty.
H2: Brand awareness significantly and positively influences attitudinal loyalty.

Perceived Quality: Perceived quality is a significant element for many organisations because it drives financial performance. Zeithaml (1988) viewed perceived quality as customers` judgement of a product's overall excellence. Perceived quality differs from an objective, manufacturing, and product quality because it is based on consumer perceptions. Actual product quality is concerned with the degree to which a product offers excellent service (Aaker, 1991). In contrast, product quality refers to the overall attributes that permit it to function as expected (Ferrell & Hartline, 2011). Lastly, manufacturing quality also describes the degree to which a product conforms to manufacturing requirements (Zeithaml, 1988). Gil, Andres and Martinez (2007) asserted that customers` perceptions of quality could be enhanced by improving its actual quality. Product performance, reliability, durability, serviceability, fit and finish, features, and conformance to specification have been identified in the literature as to how consumers perceive product quality (Aaker, 1991).

Increased perceived product quality can potentially reduce the perceived risk of consumption and search cost of a product in the market (Erdem & Swait, 1998). Aaker (1996) also suggested that perceived quality can provide a platform for a higher market share, line extensions, a point of differentiation, high price, and ultimately, contributes to a firm's overall profitability. The author also noted that high perceived quality adds value to customers by enriching user satisfaction and loyalty. Empirical studies suggest that perceived quality directly affects loyalty (Hyun & Kim, 2001; Oppong, Yeboah & Gyawu, 2020; Yoo et al., 2000). Based on the above discussions, the hypotheses posited are:
H3: Perceived quality significantly and positively influences behavioural loyalty.
H4: Perceived quality significantly and positively influences attitudinal loyalty.

Brand Credibility: Brand credibility is one of the essential elements that simplify consumer brand choice as it reduces the potential perceived risk associated with the buying-decisions process. Brand credibility is described as the extent to which the brand`s information is believable, requiring that the brand endlessly meets its stated purpose (Erdem & Swait, 2004). The authors further posited that trustworthiness and expertise are elements of brand credibility. The brand's trustworthiness indicates the consumers` perceptions of an organization's preparedness to deliver its promises, whilst its expertise relates to its ability to meet the promise made. However, Keller (2013) believes that brand credibility is concerned with how customers perceive the brand as authentic. The author also suggested that brand credibility includes brand expertise, trustworthiness and likeability or attractiveness. Brand expertise looks at whether customers perceive the brand as competent, innovative, and a leader in the market, whilst brand trustworthiness describes how dependable the brand is and keeps the customers' welfare in mind.

Finally, brand attractiveness relates to whether the brand entertains and is worth spending time with. The trustworthiness and expertise represent the cumulative effect of prior and current marketing strategies and actions (Erdem & Swait, 2004). It has been suggested that imperfect and asymmetric market information creates uncertainty about product attributes, commanding greater perceived risk of purchase and consumption. However, reliable brands can lower the information cost and perceived risks which may engender confidence in the firm's product claims. Prior studies also indicated that credible brands positively affect loyalty (Rizwan, Javed, Aslam, Khan, & Bibi, 2014; Ameri & Behnam, 2014). Consequently, the hypotheses stated are:
H5: Brand credibility significantly and positively influences behavioural loyalty.
H6: Brand credibility significantly and positively influences attitudinal loyalty.

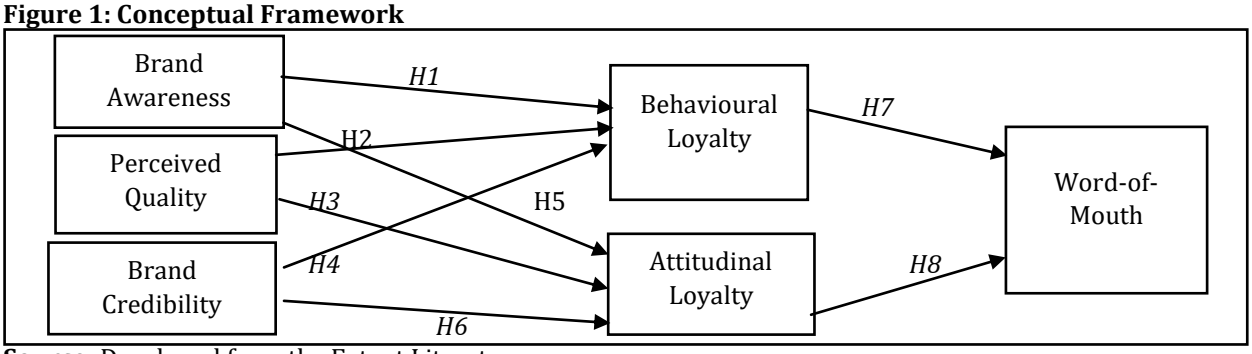
Brand Loyalty: The development, enrichment and maintenance of customer loyalty has long been recognised as a strategic objective of a company`s marketing actions because it provides an essential basis for creating a sustainable competitive edge in the market. Loyalty refers to the relationship between relative attitude and

repeated purchase of a brand (Dick & Basu, 1994). Based on this conceptualisation, loyalty consists of attitude and repeated behaviour. In their view, loyalty occurs when the favourable attitude creates high repeated patronage behaviour towards a firm's products or services. Attitudinal loyalty relates to the strength of commitment toward a brand, whereas behavioural refers to repeated patronage (Chaudhuri & Holbrook, 2001). According to Lovelock and Wirtz (2016), loyalty refers to the willingness to persistently transact business with a firm, especially on an exclusive basis over a long time, recommending the firm's products or services to others.

In the authors` view, loyalty extends beyond behaviour to include preference, liking, and future intentions. Empirical study also reported that attitudinal loyalty and behavioural loyalty significantly contribute to higher market share and relative price for a brand, respectively *(ibid*). Aaker (1996) noted that greater loyalty is associated with high market share, the difficulty of entry of rival firms, enhanced trade leverage and resistance to rival activities, contributing to long-term profitability. Besides, loyal customers stay longer with a firm, increase the volume of their purchases, provide favourable word-of-mouth and are price tolerance (Kotler & Keller, 2012). Empirical studies also suggest that brand loyalty positively impacts word-of-mouth behaviour (Liao, Chung, Hung & Widowati, 2010; Bahri-Ammari, 2012). Hence, the hypotheses formulated are:
H7: Behavioural loyalty significantly and positively influences word-of-mouth.
H8: Attitudinal loyalty significantly and positively influences word-of-mouth.

Conceptual Framework: The conceptual model describes graphically or in narrative form the important variables and their inter-relationships in a study (Miles, Huberman & Saldăna, 2014). In the present research, awareness, credibility, and quality are independent variables, while behavioural loyalty and attitudinal loyalty are the intervening variables, and WOM is the independent variable. The conceptual framework shown in Figure 1 indicates that awareness, credibility and quality directly influence behavioural loyalty and attitudinal loyalty. In turn, behavioural loyalty and attitudinal loyalty directly relate to WOM. Here, credibility relates to the brand's ability and willingness to deliver its promise and is operationalised as the brand's trustworthiness and expertise (Erdem & Swait, 2004). Brand awareness also measures a brand's health in the potential buyer's memory (Aaker, 1991), and is manifested in recognition and recall (Keller, 1993). Attitudinal loyalty measures the level of commitment toward a brand, whereas behavioural relates to repeated patronage (Chaudhuri & Holbrook, 2001). Likewise, quality is concerned with consumers' assessment of a product's superiority (Zeithaml, 1988). Similarly, WOM is operationalised as "informal or person-to-person communication between perceived non-commercial communicator and a receiver regarding a brand, a product, an organisation or a service" (Harrison-Walker, 2001, p. 63).

Figure 1: Conceptual Framework



Source: Developed from the Extant Literature

3. Research Methodology

The methodology employed to evaluate the hypotheses postulated to address the aim of the study is elaborated below.

Population and Sample: The research population involves locally-made herbal medicinal products, 26 licensed herbal stores located in the central business district and 854 customers above 18 years who buy

herbal medicines for their consumption in the metropolis. The number of authorized herbal stores operating within the metropolis was obtained from TMPC in Cape Coast, while that of the customers was from daily sales data of herbal stores. Relying on Krejcie and Morgan's (1970) framework for estimating sample size, the researcher picked a sample of 265 customers.

Scale Items of Development and Data Collection Procedure: The constructs were measured by a five-point response questionnaire, thus, 1 = strongly disagree, and 5 = strongly agree. This type of questionnaire was adopted since the information gathered permits the use of statistics to examine the data with a much more straightforward interpretation of the results (Creswell, 2014). The test responses were borrowed from prior studies. The test responses of credibility were adopted from Erdem and Swait (2004), perceived quality from Yoo et al. (2000), and Gil et al. (2007), WOM from Zeithaml, Berry & Parasuraman (1996), behavioural and attitudinal loyalty from Chaudhuri and Holbrook (2001), Zeithaml et al. (1996) and Zhang et al. (2020). Through a systematic sampling process, the research assistants distributed the questionnaires face-to-face to the respondents after shopping. The first client was thus randomly selected, and a third of every client was later invited to take part in the research. The systematic sampling method was employed as it provides an opportunity to select respondents without prior knowledge of the cases in the sampling frame (Malhotra, Nunan, & Birks, 2017). The respondents were first asked if they had bought the herbal medicine for their personal use before allowing them to participate in the survey. The aim was to obtain the respondents` perceptions on brand awareness, credibility, quality, word-of-mouth, behavioural loyalty and attitudinal loyalty. In all, the research assistants distributed 230 questionnaires, but 208 were usable due to incomplete responses.

4. Data Analysis and Results

The analytical methods used to test the hypotheses were descriptive statistics, exploratory factor analysis (EFA) and covariance-based structural equation modelling (C-SEM) via software known as SPSS Amos 20.

Descriptive Statistics: The findings of the sample characteristics regarding age, gender, and educational background were presented through descriptive statistics. The results demonstrate that a large percentage of the sample was male, youth and had secondary education. Thus, 104 (50.7%) were male, 81(39.1%) were between the age of 26 and 35 years, and 74 (36.5%) held secondary education.

Exploratory Factor Analysis: The EFA was performed to determine whether the indicators developed to measure awareness, quality, credibility, WOM, behavioural loyalty and attitudinal loyalty load on their stated constructs. 22 indicators were used to carry out the EFA through the principal axis factoring method by using the oblimin rotation procedure. The results of Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy of .843 and Bartlett's Test of Sphericity at the significance level of $p < 0.05$, shown in Table 2, indicate suitable EFA (Hair, Black, Babin & Anderson, 2010; Pallant, 2013). More so, the EFA through pattern matrix produced a six-factor model. Factor 1 signifies attitudinal loyalty, 2 is credibility, 3 is awareness, 4 is quality, 5 is WOM, and 6 is behavioural loyalty. The total scale items retained were 20 because one scale item had loadings below .30, whilst the other one cross-loaded with different factors and were all discarded (Floyd & Widaman, 1995). Furthermore, all six variables had eigenvalues exceeding 1.0 and explained 69.76% of the analysis` variance. Again, a coefficient alpha analysis was carried out to evaluate the indicator item's internal consistency reliability that emerged from the EFA to discard indicators with lower inter-item correlations. The analysis results presented in Table 2 indicate that all the factors had a coefficient alpha higher than .70, signifying good reliability (Tavakol & Dennick, 2011).

Table 1: Results of Exploratory Factor Analysis

Scale Items		Factor 1	2	3	4	5	6
AL1	I would be willing to continue to buy more of X even if its price increases somewhat	.862					
AL2	I would be willing to pay a higher price for X than the other brands	.741					
AL3	The price of X would have to go up quite high before I would switch to another brand	.718					
AL4	I am committed to X	.569					
BC4	The X's product claims are believable		.783				
BC2	X delivers what it promises		.772				
BC3	X has the ability to deliver what it promises		.724				
BC5	Over time, my experiences with X had led me to expect it to keep its promises.		.687				
BC1	X has a name you can trust		.672				
BW2	I can easily recognize X among other competing brands			.935			
BW3	I know what X looks like			.655			
BW1	I am aware of X			.549			
PQ4	The likelihood that X would be functional is very high				.880		
PQ3	X is very reliable				.789		
WOM3	I would encourage my friends and relatives to buy X					.850	
WOM2	I would recommend X to someone who asks for my advice					.616	
BL2	I intend to keep buying more of X in the future						.700
BL3	I will buy X the next time						.634
BL1	I would consider X as my first choice when buying herbal medicine						.623
BL4	Overall, I buy X most often						.505
Cronbach alpha		.856	.861	.775	.839	.824	.859
Eigenvalues		7.165	2.340	2.013	1.385	1.324	1.121
Percentage of Variance Explained		32.567	10.636	9.150	6.296	6.019	5.095
Percentage of Total Variance Explained = 69.764							
KMO = .843; Bartlett`s Test of Sphericity: X2 = 2355.165; DF = 231; p = 0.000							

Notes: X is the focal brand.

Reliability and Validity of the Constructs: Composite reliability and construct validity were the psychometric measures used in the CFA. The Fornell and Lacker (1981) criterion and average variance extracted (AVE) were employed to evaluate the convergent validity and discriminant validity to determine construct validity, respectively. Table 2 presents the construct's psychometric properties, which demonstrate that all the AVEs are greater than .50, proving convergent validity (Bagozzi & Yi, 1988; Hair et al., 2010). Furthermore, the analysis shows that all the squared correlation coefficients between one factor and another were lower than the square root of the constructs` AVEs, supporting discriminant validity (Fornell & Lacker, 1981). Moreover, due to Cronbach alpha's vulnerability to the number of scale items, resulting in underestimating reliability, composite reliability is recognised as a suitable measure of the reliability of latent factors in the CFA (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014). The composite reliability`s results suggest that all the estimates exceeded .70 ranging from .789 to .841, showing construct reliability (Fornell & Larcker, 1981; Bagozzi & Yi, 1988). These results show that the latent factors are reliable and valid for the analysis.

Table 2: Results of Reliability and Validity Analysis

Latent Variables	CR	AVEs	BW	PQ	BC	BL	AL	WOM
Brand Awareness (BW)	.789	.560	.748*					
Perceived Quality (PQ)	.841	.726	.137	.852*				
Brand Credibility (BC)	.835	.635	.104	.154	.797*			
Behavioural Loyalty (BL)	.815	.595	.089	.048	.200	.771*		
Attitudinal Loyalty (AL)	.813	.592	.097	.131	.135	.482	.769*	
Word-of-Mouth (WOM)	.829	.708	.097	.114	.154	.378	.228	.841*

Notes: CR = composite reliability; * = Square root of AVEs; Off-diagonal estimates measure the squared inter-construct correlations.

Structural Equation Modelling: The C-SEM was employed to test the hypotheses proposed in the study. This multivariate statistical technique was used because the data collected entail latent variables measured by multiple indicators. The C-SEM is versatile for analyzing multiple distinct equations simultaneously, provides the model's overall fit and measurement errors connected to the individual scale items (Hair et al., 2010; Bryne, 2016). The C-SEM was conducted through a two-step approach, as suggested by Bryne (2016). Hence, the CFA was conducted before the structural model.

Confirmatory Factor Analysis: The CFA was undertaken through the maximum likelihood approach to validate the outcome of the EFA. Twenty (20) indicators that emerged from the EFA were subjected to the CFA. Indicators having standardized regression weights below .50 were rejected, and as a result, 16 were retained. The aim was to obtain good convergent validity (Hair et al., 2010). The 16 indicators converged on the six (6) constructs, and their standardized estimates proved to be significant, ranging between .615 and .864, as depicted in Table 3. Again, except for the Chi-square statistic (CMIN= 155.954, DF = 89, p = .000), the other indexes supported the model because the former has been reported to be biased towards sample size. The Normed Chi-Square statistic (CMIN/DF) = 1.752; Goodness-of-Fit Index (GFI) = .914; Root Mean Residual (RMR) = .038; Root Mean Square Error of Approximation (RMSEA) = .060 (with 90% confidence interval falls within the range of .044 and .076); Comparative Fit Index (CFI) = .954; Tucker-Lewis Index (TLI) = .938; Incremental Fit Index (IFI) = .955; and Normed Fit Index (NFI) = .901, proved the model admissible (Hu & Bentler, 1999; Kline, 2015; Hair et al., 2010).

Table 3: Results of the Confirmatory Factor Analysis

Latent Constructs and their Indicators	Standardized Estimate	t-value
Brand Credibility		
BC2	.864	— a
BC3	.794	11.603
BC4	.727	10.721
Attitudinal Loyalty		
AL4	.768	— a
AL3	.741	9.934
AL1	.798	10.505
Behavioural Loyalty		
BL3	.731	— a
BL2	.772	10.053
BL1	.808	10.390
Brand Awareness		
BW1	.615	— a
BW2	.877	8.042
BW3	.730	8.021
Perceived Quality		
PQ3	.859	— a
PQ4	.845	8.293
Word-of-Mouth		
WOM3	.852	— a

WOM2	.830	9.754

Notes: a = path parameter was set to 1; therefore, not-values were estimated; all standardised estimates are significant at p = 0.001 level.

Path Analysis: Here, the path analysis was used to evaluate the hypotheses postulated in the study. As alluded to, brand awareness, credibility and perceived quality are independent variables, while behavioural loyalty and attitudinal loyalty are intervening variables, and WOM is the dependent variable. The Chi-square test (CMIN = 214.923, DF = 93, p = .000) was not acceptable but CMIN/DF = 2.311; GFI = .882; TLI = .892; IFI = .918; CFI = .916; RMSEA = .080, supported the model. The analysis of the path model displayed in Table 4 show that awareness has a positive effect on behavioural loyalty (β = .204, p = .022) and attitudinal loyalty (β = .192, p = .031) at a significance level of p < .05, confirming *H1* and *H2* respectively. Again, the results demonstrate that the direct effect of quality (β = .048, p = .580) on behavioural loyalty is statistically insignificant and hence, rejecting *H3*. However, the analysis reveals that perceived quality (β = .206, p = .021) is significant and positively related to attitudinal loyalty at p < .05 level, supporting *H4*. Also, the findings of the analysis indicate that credibility directly influences behavioural loyalty (β = .400, p = .000) and attitudinal loyalty (β = .279, p = .002) at significance level of p < .05, confirming *H5* and *H6,* respectively. Furthermore, the findings show that behavioural loyalty (β = .536, p = .000) and attitudinal loyalty (β = .197, p = .011) positively affect WOM at p < 0.05 significant level, providing strong support to *H7* and *H8,* respectively.

Table 4: Results of Structural Model

Hypotheses	Structural Relations			Standardized Estimate	C.R.	p-value
H1	Behavioural Loyalty	<-------	Brand Awareness	.204	2.295	.022
H2	Attitudinal Loyalty	<-------	Brand Awareness	.192	2.154	.031
H3	Behavioural Loyalty	<-------	Perceived Quality	.048	.554	.580
H4	Attitudinal Loyalty	<-------	Perceived Quality	.206	2.300	.021
H5	Behavioural Loyalty	<-------	Brand Credibility	.400	4.408	.000
H6	Attitudinal Loyalty	<-------	Brand Credibility	.279	3.149	.002
H7	Word-of-Mouth	<-------	Behavioural Loyalty	.536	6.088	.000
H8	Word-of-Mouth	<-------	Attitudinal Loyalty	.197	2.528	.011

Discussion of Results

The study's goal was to identify the effect of brand awareness, credibility and quality on WOM through the impact of loyalty dimensions in the TM market. The results show that awareness contributes to strengthening both attitudinal loyalty and behavioural loyalty in the TM market. This result is in consonance with previous studies (Oppong & Phiri, 2018; Hyun & Kim, 2011), which found that loyalty is directly affected by awareness. This outcome also supports the current literature (Ferrell & Hartline, 2011; Aaker, 1996), which suggests that a high level of awareness enhances loyalty in the market. Customers usually buy well-known brands because they are considered reliable and of high quality and ultimately, enriches their loyalty. The research further found that quality positively affects behavioural loyalty but has no impact on attitudinal loyalty. It has been suggested that an individual's decision to buy a particular brand depends mostly on the perceived differences among brands sold in the market, which may result in attitudinal loyalty (Dick & Basu, 1994). Consequently, this study's findings suggest that the perceived quality differences among the brands sold in the TM market are low, resulting in the absence of attitudinal loyalty.

Besides, the study revealed that credibility directly affects attitudinal and behavioural loyalty in the TM market. This result is in line with previous studies' findings (Rizwan et al., 2014; Ameri & Behnam, 2014) which reported that credible brands positively affect loyalty. Moreover, credibility has the greatest influence on attitudinal loyalty and behavioural loyalty in the TM market compared to the other variables in the study. Credible brands reduce search cost and the perceived risk associated with purchase and consumption as they are considered more reliable. Increased customers favourable experiences with credible brands over time create strong loyalty. Lastly, the results show that both attitudinal and behavioural loyalty positively impact customers` word-of-mouth behaviour in the TM market. This result concurs with the current literature (Kotler & Keller, 2012; Dick & Basu, 1994), suggesting that greater loyalty strengthens positive WOM. This

result is also similar to previous studies (Liao et al., 2010; Bahri-Ammari, 2012), which found that loyalty has a significant impact on WOM recommendations. This outcome indicates that loyal customers recommend the brand they buy to anyone who asks for their advice and encourages their friends and relatives to purchase these brands. Increased customers` WOM behaviour may help TM practitioners to increase and sustain their market share.

5. Conclusion and Recommendations

Conclusion: This study aimed to ascertain the effect of awareness, credibility, and quality on WOM via the impact of loyalty dimensions in the TM market. The study has shown that awareness directly influences attitudinal and behavioral loyalty. In turn, both attitudinal and behavioral loyalty significantly enriches the customers' WOM behavior in the TM market. Not only this but also, the study established that quality positively influences behavioral loyalty, which in turn strengthens the WOM behavior of the customers in the TM market. However, the study reported that quality does not significantly affect the customers` attitudinal loyalty in the TM market. Furthermore, the research revealed that credibility directly influences attitudinal and behavioral loyalty, contributing to increasing positive WOM in the TM market. The study, therefore, established that awareness, credibility, and quality are vital predictors of behavioral loyalty, whilst awareness and credibility are key drivers of attitudinal loyalty in the TM market. Besides, both attitudinal loyalty and behavioral loyalty are critical sources of the TM market customers' positive WOM behavior.

Recommendations: Per the study`s results, the following recommendations are made that have practical relevance to the strategic branding decisions of management in the TM industry. The results show that brand awareness contributes to strengthening attitudinal loyalty and behavioural loyalty in the TM market. Thus, greater brand awareness has the potential to reinforce customers` attitudinal loyalty and purchase loyalty. Hence, TM practitioners should strengthen the awareness of their brands to generate loyalty in the industry. The study further found that perceived quality positively affects behavioural loyalty but has no impact on attitudinal loyalty. Hence, TM practitioners should carve a strategy to increase their brands' perceived quality to enhance the customers` behavioural loyalty and attitudinal loyalty in the TM industry. The study also revealed that brand credibility directly affects both attitudinal and behavioural loyalty in the TM market. Also, among the variables, brand credibility has the greatest impact on both attitudinal loyalty and behavioural loyalty in the TM market. Consequently, realizing credible brands' role in building loyalty, the TM practitioners need to develop and exploit credible brands' potential to enhance attitudinal loyalty and behavioural loyalty. Finally, the results show that both attitudinal loyalty and behavioural loyalty positively impact customers` positive WOM behaviour in the TM market. Thus, TM practitioners should design a program to build attitudinal loyalty and behavioural loyalty to increase the customers` favourable WOM behaviour in the market in the Cape Coast metropolis.

Limitations and Direction for Future Research: This paper was based on robust literature and methodology; it had limitations that need to be attended to if similar future research is conducted. The TM market encompasses in-store and marketspace environment, but data were gathered from the marketplace environment. Future research should involve collecting information from both online and in-store environments to enhance the study's generalization. Furthermore, this paper looked at only Made-in-Ghana herbal medicines and ignored foreign-based herbal medications such as alternative medicines and/or CAM. Similar future study should consider both locally and foreign-based manufactured herbal medicines to enhance its generalization. The study also adopted a quantitative methodology to test hypothesized relationships to achieve this paper's purpose. Similar future studies should look at mixed methods to enhance the results of the investigation.

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