

Relationship among brand legitimacy, perceived value, re-purchase intentions and cultural inspiration: an empirical perspective

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ABSTRACT

Core purpose of the study was to investigate the effects of brand legitimacy on re-patronage intentions. Study took an empirical investigation, where one hundred and eighty-four (184) valid responses were consider to measure. Social media channels were used to collect data from targeted respondents. Questionnaire were design in two languages (English & Arabic), in order to avoid inconvenience. Total four constructs, and five hypotheses were developed. To measure the considered construct items SPSS was used. It was noted after the measurement process that all the hypotheses are having significant and positive relationships. Such as, brand legitimacy impacts re-patronage intentions, brand legitimacy impacts perceiving value, perceiving value impact re-patronage intentions, perceiving value impacts cultural inspiration and cultural inspiration impacts re-patronage intentions.

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INTRODUCTION

Term brand legitimacy gained importance globally among researchers and practitioners. For instance, in recent years the economy based countries, such as Gulf states, China, India etc. are increased the growth of brand legitimacy (Kim & Ko, 2012). Exact relevancy in the field are lacking in the previous several years, whereas, few recent studies uncover the importance of brand legitimacy and services in different perspectives and disciplines practically and theoretically (Berthon et al., 2009). Based on this prediction present study would be conducting to fill the study gap, identified by the previous studies. Past studies identified several characteristics that would be found in brand to maintain its legitimacy and image, these characteristics includes; quality of brand, logo should be used as identity, should have a symbols, should be very well packaged, personality linked with secondary association, different event, global accessibility, proper distribution, pricing strategies and justification of high prices, architecture of brands and managed them well, defined competitors, and legal trademark (Keller, 2009).

In order to fill the study gap, present study conducted in Saudi Arabia. Four constructs and five hypotheses were developed. Brand legitimacy considered as independent constructs that impacts customer re-patronage intentions and perceiving values for the first and second hypotheses, for the third hypotheses perceiving values impacts re-patronage intentions, the fourth hypotheses is impacting of perceiving values to cultural inspiration, and fifth hypotheses considered as cultural inspiration impacts re-patronage intentions.

Study took place in Saudi Arabia, since demographically it's a huge country, where literacy ratio is high among domestic and expatriates. Total population according to the UN statistics around (34.81-Millions) as of 2020. Mostly locals are either involved in their businesses or some are performing jobs in private/public sector. New generation is more into entrepreneur, examples can be seen in outskirts of regions particularly on entry and exit point where number of stalls can be seen (Entrepreneur Middle East, 2019). General public is wealthy and survival is not challenging.

Brand Legitimacy and Re-Patronage Intentions

Term legitimacy used organizations to reach to its goals, as well as required acknowledgment of society (Martin & Capelli, 2017), and this can be used to understand the brands phenomena. Brands are emerging with considerable negative and positive socio-cultural accelerations (Holt 2002). Several researchers and scholars have described and explore the term legitimacy, such as Holt (1998), describes it as a high cultural capital consumer process which includes either avoiding or cultivating mass produced objects. In addition, Kozinets (2002), elaborated that when a groups or individuals refuse buying intentions towards a specific brand, and create their intentions to authentic brands as they believe (Kozinets, 2002).

However, struggling process existed among consumers to distinguish between the actual and forged in post-modern markets (Napoli et al., 2014; Pecot et al., 2018). After review of literature, legitimacy of brands has historically exceeded self and the market (Fine, 2003; Kozinets, 2002; Napoli et al., 2014; Thompson et al., 2006). Though, recently consumer research identifies the consumer's characteristics and legitimacy of brands (Napoli et al., 2014).

To connect brand legitimacy with re-patronage intentions, numerous past researches connect them, for instance (Lehman et al, 2019; McIntosh & Prentice 1999), particularly, few earlier studies were examined the re-patronage intention in many research studies, for instance, (Ercis at al., 2007; Hoong, 2011). Past literature witnessing the brand consumptions and individual's actions, that have been studied broadly in the previous literature, and shows clearly consumers patronage intentions on individual perspectives and consumptions of brands (Pierre et al., 2005; Schlosser et al., 2006; Yoo and Lee, 2009).

Previously, the term re-patronage has been defined; it is to refer to the probability that buyers will come again in the future (Reynolds et al., 2012). This in-fact, reflecting the ratio that a buyer will repeat the same behavior (Jones et al., 2006). Going through definition, however, consumer behavior cannot be assumed as attitude of customers and their intentions behavior (Belk, 1985). Furthermore, the process of their evaluation may effected by alternative of products, timings, brands, atmosphere of store, method of payment and others (Hoong, 2011).

Study then based on past recommendations consider the relationship between brand legitimacy and re-patronage intentions and suggested the following hypotheses below:

H₁: There is positive and significant relationship between brand legitimacy and re-patronage intentions.

Brand legitimacy and perceiving value

Brands certainly demonstrates legitimacy; this could be through shared norms or a social fit (Suchman, 1995). Further, this is an entity that are desirable more into classical marketing, however there are few perspectives in terms of high classical marketing, such as reasons for high prices, maintaining the image and desirability (Kapferer and Bastien, 2009). Thus, legitimacy of brands are a generalized perception or postulation actions of an entity (the present brand) in its shape are proper, appropriate and desirable in the context of some social system norms and values and according to its definitions, this further may negotiate among customers that effect their cultures and meaning (Suchman, 1995).

Furthermore, value in terms of customer perceiving can be elaborate as "it is a process where consumer assess of the overall usage of product and a general perception of acquiring as well as what we get in returns from customers (El-Adly, 2019; Eid, 2015). Further this is a spirit of perceived value that consists of quality of product and the price of product i.e. give and get components (Eid, 2015). Additionally, get components includes different attributes and high abstractions like expediency (Eid, 2015; El-Adly, 2019).

Present study thus considers based on past recommendations which stated the direct link between brand legitimacy and customer perceiving value (Hernandez-Fernandez & Lewis, 2019). By developing a conceptual model, the authors hypothesized that brand legitimacy has a positive effect on perceived value. In earlier studies these dimensions have been identified and verified, adding to the credibility of this modern research (Hernandez-Fernandez & Lewis, 2019). Based on past recommendations this study considered the relationship between brand legitimacy and perceived value and suggested the following hypotheses.

H₂: There is significant relationship between brand legitimacy and perceiving value.

Perceiving values and re-patronage intentions

The link between perceived value and utility theory has been argued by several past studies (Caruana et al., 2000). Utility theory according to Lancaster (1971) provides the basic "value constructs", this approach basically elaborate that consumers does not buying frequently only for one reasons, but consumer looks around the different attributes and big picture, which is offered by any service provider/product provider with a specific price level (Caruana et al., 2000). Based on this theory, consumers derive their perceived value on services and products they buy, and verbalized the integration of qualities/characteristics disregards with disutility (Caruana et al., 2000).

In services marketing perspectives the term value constructs have received very little attention. Additionally, when the concept of perceived value is dealt, it is most likely assumed that the perceived value of a product and the perceived value of a service are similar or in other words, 'analogous' (Caruana et al., 2000; El-Adly, 2019). Nevertheless, several past studies considered perceived value and re-patronage intentions as antecedents and consequences for each constructs, however further studies are recommended by past studies such as (El-Adly, 2019; Peng et al., 2019). Based on past recommendations this study considered the relationship between perceived value and re-patronage intention and suggested the following hypotheses.

H₃: There is significant relationship between perceiving value and re-patronage intention.

Perceiving values and cultural inspiration

According to Zeithaml (1988), perceived value is the overall assessment of consumers, that s/he are made of product/services based on perceptions of what is given and in return what s/he has received, that reflects the trade-off between perceived risk and perceived benefit. Perceived risk states to the costs that experienced to obtain the products/services, while perceived benefits are the benefits that consumer obtained from the products/services, however, earlier studies witnessed that perceived value considered as a crucial construct while effecting user behavior in some contexts (Zeithaml, 1988; Wood and Scheer, 1996).

The extended research such as (Rintamäki et al., 2006) has elaborated three dimensions in perceived benefits perspectives, namely (1) utilitarian value, (2) hedonic value & (3) social value (cultural inspiration); in utilitarian and hedonic values are crucial to motivate consumer behavior, however social values according to the studies are more active and recommended. Therefore, this study tries to attempt and explore the effects of the two aspects i.e. perceived value and cultural inspiration. It was also witnessed in the study of Sweeney and Soutar (2001), where argued that customers evaluate products/services not only by utilitarian/hedonic values such as pleasure, joy and functional performance, but also prioritize social value. According to (Rintamäki et al., 2006) cultural inspiration is a realization and can be enhanced through the status and self-esteem. Cultural inspiration in buying happens when consumers change their way of thinking, behaviors and feelings in response to their society or surroundings (Turner, 1991). Several studies witnessing that behavior of individuals is observed to change or manipulate several times in order to conform to the other individuals/groups/society (Chen-Yu & Seock, 2002).

Many past studies suggested the link between perceived value and cultural inspiration and suggest for more investigation due to diversified culture and norms (Bagozzi et al., 2000; Hashimoto & Schug 2008; Ryan, 2001; Thøgersen & Zhou, 2012). Based on past recommendations this study considered the relationship between perceived value and cultural inspiration and suggested the following hypotheses.

H₄: There is a positive and significant relationship between perceiving value and cultural inspiration.

Cultural inspiration and re-patronage intentions

Impact of cultural inspiration and social influence on customer re-patronage intention on goods/services had been discussed and empirically supported by many authors (Vigneron and Johnson, 2004; Wiedmann et al., 2009). Cultural inspiration was also known as persuasion conformity, and considered as subjective norms that adopt from one's behavior or action which in turns influenced by others Wan et al. (2014).

An empirical study conducted by Liu (2003) and had argued; that one's will act as same as his/her reference group act, no matter it comes from positive

or negative aspects. Most of time cultural inspiration can impact either actively or passively. However, actively cultural inspiration most of the time refers to tangible verbal or interaction that are both identified and shared between two or more stake holders (Argo & Dahl, 2020). Cultural inspiration happens when individual change their mind and the way they think, it could be feelings and or behavior to respond surroundings or society (Turner, 1991). It is observed many times that people manipulate the way they think and modify their thoughts and used actions in order to align to the other groups or society (Chen-Yu & Seock, 2002). However, in some parallel people in society are looking for proof before adopting or even trying new product/services (Thøgersen & Zhou, 2012). Furthermore, there are several other aspects related to cultural inspiration in the earlier literature for instance studies of (Chen-Yu & Seock, 2002; Varshneya et al., 2017; Ryan, 2001; Thøgersen & Zhou, 2012; Turner, 1991).

Consequently, not much research has been conducted to test empirically test the influence of cultural inspiration on re-patronage intentions (Varshneya et al., 2017), thus past studies suggested to investigate more particularly in some diversified societies. Thus, based on some past recommendations, the following hypotheses has been suggested.

H₅: There is significant relationship between cultural inspiration and re-patronage intentions.

Theoretical framework

The following conceptual framework (Figure 1) has been developed after literature review and gaps in the past literature.

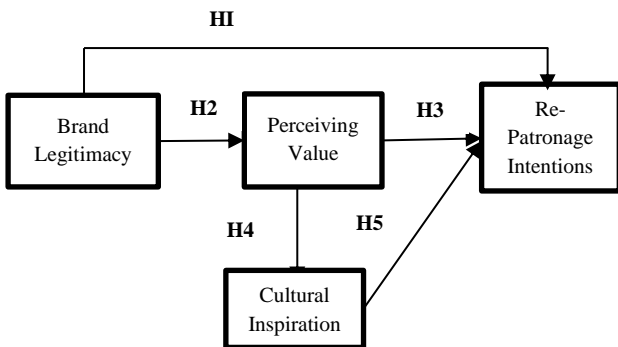


Figure 1. Theoretical framework

METHODOLOGY

Sampling and data collection

Social media sites were utilized to target respondents. Unique link has been created through google docs and shared it through different social network sites. Obtained data were from different genders, ages, and demographics. Total of 184 respondents were obtained. Respondents were asked to participate willingly and were instructed with some instructions.

RESUTLS

Measurements

Present study took place in Saudi Arabia and had been conducted through empirical investigation. Therefore, questionnaire has been developed and distributed among customers. The constructs and items were adopted/adapted from previous literature. Five point likert scale were used from 1= Strongly Disagree to 5 = Strongly Agree. Common language is Arabic however, questionnaire has been translated from English to Arabic language from authentic translation department and authorities. Thus, the respondents had two choices Arabic and English. After checking content and constructs validity, the link had been shared among the respondents through social media.

Following sources were used to adopt/adapt constructs and items for the study. Brand legitimacy were measured with 17 items, adopted from (Tran and Keng, 2018). Items for perceiving value adopted from (Sweeney and Soutar, 2001). Three (3) items were adopted from Rizwan et al. (2014), to assess cultural inspiration. The construct of re-patronage intentions is assessed with (4) items, and these items were adopted from (Bailey et al., 2012; Spears and Signh, 2004).

Descriptive Analysis

Below Table 1 shows the descriptive analysis of the collected data from the targeted respondents. Table below shows the frequency of the gender participation in the study. Total of 95 were Saudi nationals and 93 responses were from other nationalities (non-Saudi's). Gender, age group, education level, spending

frequency & trend, and monthly income of respondents can be seen in below Table 1.

Table 1: Descriptive analysis of respondents

Demographics	Options	Frequency	Percent
Nationality	Saudi (locals)	95	51.630
	Non-Saudi (others)	93	50.540
Gender	Male	90	48.91
	Female	94	51.09
Age Group	Less than 18	1	0.5
	18-27	35	19.0
	28-37	49	26.6
	38-47	51	27.7
	48-57	43	23.4
	More than 58	5	2.7
Education	Diploma (college) degree	45	24.46
	Bachelor degree	118	64.13
	Master degree	14	7.61
	PhD degree	7	3.8
Spending Frequency and Trend	I spend nothing (0 SR)	87	47.28
	I spend 10000 SR per month	83	45.11
	I spend up to 20000 SR per month	14	7.61
	I spend more than > 20000 S.R	0	0
Income (monthly)	Less than 5,000 SR	55	28.29
	5,000 -9,999 SR	40	21.74
	10,000-14,999 SR	41	22.28
	15,000 -19,999 SR	22	11.96
	More than 20,000 SR	26	14.13

Measure Validation and Reliability Analysis

Core recommendations in research to check validity and reliability there are two types of tests recommended, consequently, Cronbach's alpha and composite reliability. However, Cronbach's alpha considered as the classical and still recommended test procedure to measure the reliability (Cronbach, 1951). Further, this test explores and identify the fundamental importance to define the constructs. According to the recommendations of (Vinzi *et al.*, 2010), the values of each construct items should be greater than (0.70). Values of constructs items can be seen in Table-2 below; all the values are greater than the minimum recommendations.

Table 2. Cronbach's Alpha value

Variables	Cronbach's Alpha value
Brand legitimacy	0.835
Perceiving value	0.820
Cultural inspiration	0.848
Re-patronage intention	0.862

Mean and Standard Deviation

Calculated values of means and standard deviation can be seen in Table 3. Brand legitimacy mean value as calculated 3.26 and Std. deviation value calculated as 0.62371, and considered both the values are middle to the mean level. For the construct of perceiving value, the calculated value of mean is 3.20 and Std. deviation value calculated as 0.87552, and considered both the values are middle to the mean level. Similarly, For the construct of cultural inspiration, the calculated value of mean is 3.29 and Std. deviation value calculated as 0.73572, and considered both the values are middle to the mean level. And for re-patronage intentions, the calculated value of mean is 3.32 and Std. deviation value calculated as 0.83278, and considered both the values are middle to the mean level. All the values for mean and Std. deviation were considered as middle values. The values can be seen in below Table 3 where all the values as middle to the mean level.

Table 3. Means and Std. Deviation

Research variables	Mean	Std. Deviation	Mean Level
Brand legitimacy	3.26	0.62371	Middle
Perceiving value	3.20	0.87552	Middle
Cultural inspiration	3.29	0.73572	Middle
Re-patronage intention	3.32	0.83278	Middle

Hypothesis Correlation Test

To test correlation among hypotheses, this study utilized Pearson correlation method with significant at 2 tailed. Considered constructs that includes, brand legitimacy, perceiving value, cultural inspiration and re-patronage intentions can be seen in Table 4, all the values are fulfilling the minimum criteria. Since, as rule of thumb values at 0.01 level 2 tailed are considered as significant, whereas Table 4 shows all the values are 0.0001.

Table 4. Correlation test for hypothesis

Correlations		Brand legitimacy	Perceiving value	Cultural Inspiration	Re-patronage intention
Brand legitimacy	Pearson Correlation	1	.406**	.502**	.585**
	Sig. (2-tailed)	--	.000	.000	.000
	N	184	184	184	184
Perceiving value	Pearson Correlation	.406**	1	.463**	.441**
	Sig. (2-tailed)	.000	--	.000	.000
	N	184	184	184	184
Cultural Inspiration	Pearson Correlation	.502**	.463**	1	.630**
	Sig. (2-tailed)	.000	.000	--	.000
	N	184	184	184	184
Re-Patronage intention	Pearson Correlation	.585**	.441**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	--
	N	184	184	184	184

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

Table 5. Hypotheses Results

Variables	T value	Sig.	Result
H ₁ : Brand legitimacy → Re-patronage intention	9.875	0.000	Positive
H ₂ : Brand legitimacy → Perceiving value	7.956	0.000	Positive
H ₃ : Perceiving value → Re-patronage intention	7.631	0.000	Positive
H ₄ : Perceiving value → Cultural Inspiration	7.048	0.000	Positive
H ₅ : Cultural inspiration → Re-patronage intention	9.589	0.000	Positive

Hypotheses results

Table below shows the results of hypotheses. Value for the T of first hypotheses is 9.875 and shows significance at 0.0001. Hypotheses 2 shows the relationship of brand legitimacy and perceiving value, the T value is 7.956 and shows significance at 0.000. Similarly, for the third hypotheses, that makes the relationship between perceiving value and re-patronage intentions shows the T value 7.631 and shows significance at 0.0001. Fourth hypotheses, makes the relation between perceiving value and cultural inspiration, the T value is 7.048 and shows significance at 0.0001. The value of T for the Fifth hypotheses is 9.589 and significance at 0.000.

Thus, all the values in Table 5 were found as significant at the 0.0001.

CONCLUSION

Present study took place in Saudi Arabia. The framework figure 1 was developed after extensive

literature review. Study suggests five hypotheses, and total participation of respondents were recorded as 184 (valid responses). Considered study hypotheses were found significant, hypotheses linked each constructs, such as brand legitimacy impacts re-patronage intentions, brand legitimacy impacts perceiving value, perceiving value impacts re-patronage intentions, perceiving value impacts cultural inspiration and cultural inspiration impacts re-patronage intentions. All five hypotheses shows significant relationship.

Additionally, the impact of this study is towards practical implementation in terms of marketers and practitioners in order to understand the behavior of customers. This could add behavior of customer that impact perceiving value towards cultural inspiration and consequently impact customer re-patronage intentions. Additionally, present study results corroborate the results in earlier research (Argo & Dahl, 2020) and customer behavior (El-Adly, 2019; Peng et al., 2019).

Limitations

In research context nothing has been recognized without flaws and limitations. There is always a chance to fill the gap in order to improve work and provide directions for the emerging researchers. This study also indicated some important points for future studies. Such as, this study conducted in Saudi Arabian perspectives, future studies in same disciplines can be conducted in other countries, since demographics and behavior may conflict accordingly. Secondly, study used social media to collect data from respondents, future studies can use other sources in order to get different results. Thirdly, that is core and almost mentioned in every research study, is the consideration of other constructs and different items from different earlier studies.

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Author's contributions

The author worked fully engaged starting from proposal to end work alone.

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Availability of data and materials

Data were collected from the respondents through social media channels and considered as primary data. Analysis part took place after data screening.

Competing interests

The author declares that he has no competing interests.

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