BRAND VALIDITY AND ITS IMPACTS ON BRAND VALUE, CUSTOMER PATRONAGE AND SOCIAL INSPIRATION: AN EMPIRICAL PERSPECTIVE

VALIDADE DA MARCA E SEUS IMPACTOS NO VALOR DA MARCA, PATROCÍNIO DO CLIENTE E INSPIRAÇÃO SOCIAL: UMA PERSPECTIVA EMPÍRICA*

HEYAM ABDULRAHMAN AL MOUSA
DEPARTMENT OF MARKETING, COLLEGE OF BUSINESS ADMINISTRATION,
KING SAUD UNIVERSITY, RIYADH, SAUDI ARABIA
healmousa@ksu.edu.sa

Abstract: Investigation of the present study includes brand validity effects on brand value and customer patronage, through mediating the brand value to social inspiration. Study then took empirical investigation where two hundred and eighty-five (285) valid responses were measured. Different sources were used in order to collect data, such as physical channel were used and randomly respondents were picked up, also online link created for data collection and spread it on social media. Since the study mainly took place in Saudi Arabia, therefore both the languages English and Arabic were used for the convenience of the respondents. Total counted constructs were four, and five hypotheses were developed. To measure the construct items, Statistical Package for Social Sciences was used. Findings of the study shows the significant relationships among the considered constructs. For instance, brand validity has positive impact on brand value and customer patronage, brand value has positive impact on customer patronage, brand value has positive impact on social inspiration, and social inspiration has positive impact on customer patronage.

Keywords: Brand validity. Brand value. Customer patronage. Social inspiration. Saudi Arabia.

Resumo: A investigação do presente estudo inclui efeitos de validade da marca no valor da marca e no patrocínio ao cliente, através da mediação do valor da marca à inspiração social. O estudo então tomou uma investigação empírica onde duzentos e oitenta e cinco (285) respostas válidas foram medidas. Foram utilizadas diferentes fontes para coletar dados, tais como canal físico e foram coletados aleatoriamente os respondentes, também foi criado um link online para coleta de dados e divulgá-lo nas mídias sociais. Como o estudo foi realizado principalmente na Arábia Saudita, portanto, tanto os idiomas inglês quanto árabe foram usados para a conveniência dos entrevistados. O total de construções contadas foi de quatro, e cinco hipóteses foram desenvolvidas. Para medir os itens de construção, foi utilizado o Pacote Estatístico para Ciências Sociais. Os resultados do estudo mostram as relações significativas entre as construções consideradas. Por exemplo, a validade da marca tem impacto positivo no valor da marca e no patrocínio ao cliente, o valor da marca tem impacto positivo no patrocínio ao cliente, o valor da marca tem impacto positivo na inspiração social, e a inspiração social tem impacto positivo no patrocínio ao cliente.

Palavras-chave: Validade da marca. Valor da marca. Apadrinhamento do cliente. Inspiração social. Arábia Saudita.

1. INTRODUCTION

The term brand validity grew rapidly and took more importance in the recent years among practitioners and academic researchers. In recent years, Gulf countries, and south part such as India and China are also increased brand validity and its growth (Kim & Ko, 2012). Past studies recommending for more exploration, that shows the lack and gap in the literature (Soad *et al.*, 2020). Thus based on the past recommendations the present study then will continue to fill and discuss more in details. For instance, past studies identified different characteristics that would be found in different brands in order to maintain its validity and positioning, characteristics that could be included in brand for the validity; brand quality, identity such as logo, symbolic, well designed and well packed, personality, image, personality link with other associations, global accessibility, distribution process, reasons for high price if applicable, architecting and managing the brands, competitors etc. (Keller, 2009).

Present study took place in Saudi Arabia, where five hypotheses and four constructs considered.

Structure of the study framework designed as antecedent construct brand validity that impacts brand validity and at the same time customer patronage. Mediating construct brand value at the same time impacts social inspiration and customer patronage, and social inspiration impacts customer patronage. Thus study has total four constructs and five hypotheses.

Study conducted in Saudi Arabia where most of the population is educated, well cultured with rich family values, and well-structured society. Its huge country with different gender specifications and characteristics. Mostly are having own their businesses. However, jobs are also preferred but it's not that appealing to them because of their dynamic approach and behavior. Specifically, the new generation that welcomed the new decision for opening and encouraging to set their businesses people are more preferring their own setup and businesses.

2. LITERATURE REVIEW

2.1. Brand validity and customer patronage

Branding is a process to give name that gives meaning to a product, company, services that creates and shape a perception in the minds of consumers (Kotler & Keller, 2015). Term validity is used with the brand to validate the brand. With time the term brands got positive and negative socio-cultural effects (Klein 1999). Many past scholars such as (Klein 1999; Holt 2002), and recent scholars such as (Mohammad, 2020; Soad *et al.*, 2020) used the terms in their brand validity in their studies. This shows the still importance of the terms and need more enhancement.

Either group or individuals refuse to purchase a specific brand and intended to direct to brand and its validity, based on the brand validity they select (Kozinets, 2002). However, it's a continuous process where purchasers make distinguish among the best products and make decision based on their needs and believe (Pecot *et al.,* 2018). Looking at the extensive and critical past literature it shows the exceeded self and market of brand validity (Kozinets, 2002; (Lehman et al, 2019; Napoli *et al.,* 2014; Thompson *et al.,* 2006). However, recent research shows more sophisticated consumers characteristics that leads to more brand validity (Mohammad, 2020; Napoli et al., 2014; Soad *et al.,* 2020).

To linkup brand validity and customer patronage several past studies are conducted to identify the relationship between these two constructs, and suggested for more research (Hoong, 2011; Lehman *et al*, 2019; McIntosh & Prentice 1999; Mohammad, 2020; Soad *et al.,* 2020). Additionally, extensive past literature witnessed the consumptions of valid brand and the actions of purchaser, it took consideration with broad studies and shows the importance for each construct (Pierre et al., 2005; Yoo and Lee, 2009).

Patronage is the term that is mainly used to patronize something, either for goods or services. It basically represents the pattern of buying's, further, it is a repeating behavior such as buying the same product or experiencing the same service again (Jones *et al.,* 2006).

To follow the lead with the definitions of the terms, the behavior of purchasers cannot be expected as it is, it is a process and nature of behavior that can be change any moment (Belk, 1985). In other words, it's a dynamic process and could take lead with other intentions too, such as the evaluation of product with other products may affect the decision (Hoong, 2011). Keeping all these aspects in minds the study thus considered the relationship between brand validity and customer patronage and developed the following hypothesis:

H₁: Study suggesting positive and significant relationship between brand validity and customer patronage.

2.2. Brand validity and perceiving brand value

Image of brand undoubtedly demonstrates its validity, either it could be social fit or social shared norms (Suchman, 1995). This considered as entity which are more desirable into classical marketing, however, there are several perspectives that represents high classical marketing for instance, quality maintenance, reasons or justification for high prices, and to maintain the image etc. (Kapferer and Bastien, 2009). Thus validity of brand is the actions of postulations of an entity in contemporary perspectives such as brands in its proper shaping, desirable and appropriate in several context i.e. social system values and norms, this could further negotiate among customer that could cause effecting the cultures and their meanings (Suchman 1995).

Furthermore, value can be elaborated as a process where buyers do the assessment and experience in order to use the product/service and make their perception towards the product/service, it is more into what we pay and what we get in return, getting in return with satisfaction obviously leads for more patronage behavior (El-Adly, 2019). This further elaborating the spirit of perceived brand value which represents the quality and price of product (Eid, 2015; El-Adly, 2019).

Several past study shows the importance of brand validity and perceiving brand values for each other (El-Adly, 2019; Mohammad, 2020; Soad *et al.,* 2020), and recommended for further investigations (Hernandez-Fernandez & Lewis, 2019). Conceptual framework was developed where different constructs relationship was predicted, also the framework predicted and suggested the relationship between brand validity and perceiving brand value. Past studies verified these constructs and their relationships but argued and suggested for re-study in different context (Hernandez-Fernandez & Lewis, 2019; Mohammad, 2020). Thus based on the past recommendations and suggestions this study developed the following hypothesis:

H₂: **Study suggesting positive and significant relationship between brand validity and perceiving brand value**.

2.3. Perceiving brand value and customer patronage

Link between perceived brand value and the theories of utilities has been discussed earlier (Eid, 2015; El-Adly, 2019; Hernandez-Fernandez & Lewis, 2019; Mohammad, 2020). Earlier Lancaster (1971), theorized the concept of utilities such as "value and constructs", according to this approach the purchasers will not buy continuously goods or services for a single reason, due to the consumer dynamicity nature they look for the bigger picture such as what's in it for me, keeping in view the service and good sellers are setting the quality and prices, a continue process that make changes randomly either in product/services to make or add more value in it (Caruana, Money, & Berthon, 2000). Based on this understanding the purchasers are deriving their perceived value on products and services they purchase to integrate and verbalized the attributes and qualities disregards with dis-utilities (Caruana, Money, & Berthon, 2000). In services perspectives the term perceiving brand value has not been taking much consideration and need more attention from emerging and current researchers (Mohammad, 2020). In addition, when the notion of perceiving brand value is dealt, it can be generally assumed that perceived brand value of a good and perceived brand value of a services are similar (Caruana, Money, & Berthon, 2000; El-Adly, 2019). Additionally, Previous studies such as (El-Adly, 2019; Peng *et al.,* 2019; Mohammad, 2020; Soad *et al.,* 2020), considered brand value as antecedent and customer patronage considered as the consequence and suggested for more developments that could results with different output. Based on the past recommendations and suggestions this study considered the following relationship and developed the following below hypothesis:

H₃: **Study suggesting positive and significant relationship between perceiving brand value and customer patronage.**

2.4. Perceiving brand value and social inspiration

Perceiving brand value is the product overall assessment by consumers, where consumers are made of products and services based on their perceptions i.e. what is given and what they get in return, which reflects trade-off between risk that was perceived and the benefits they get it (Zeithaml, 1988). Perceiving risk is the costs that may experience by purchaser while purchasing products, and perceiving benefits are the benefits that buyer obtained from the product and services, though, previous studies witnessed that perceiving brand values is considered as a crucial and considerable construct in order to effect the behavior of purchaser (Wood and Scheer, 1996).

In perceiving benefits from brands, previous studies elaborated three different dimensions namely utilitarian value, hedonic and social value (social inspiration), from the utilitarian and hedonic it is hard and crucial to motivate individual behavior, however social inspiration can be boosted and mostly recommended by the previous studies (Rintamäki *et al.*, 2006; Peng *et al.,* 2019; Mohammad, 2020; Soad *et al.*, 2020). Thus based on the followings; present study attempts to explore the impact and relationship between perceiving brand value and social inspiration. Previous studies also encouraging to the social aspect for instance Sweeney and Soutar (2001), argued that hedonic and utilitarian values are also notable points for example this may please them, they might enjoy and other functional performances too, but they can be mostly motivated through social environment that further leads to social inspiration.

Social inspiration is very dynamic practice and can be enhanced through self-esteem (Rintamäki et al., 2006). This dynamic inspiration practice happens when purchaser change the way they think, changing behavior, feelings and responses to their surroundings and societies (Turner, 1991). Several past studies witnessed this change and manipulation in order to conform to the other groups, individual and or society (Chen-Yu & Seock, 2002). Cultural values are very diversified around the globe, and this needs further investigation to understand the importance of social norms and its values (Peng et al., 2019; Mohammad, 2020; Soad *et al.,* 2020; Thøgersen & Zhou, 2012). Based on strong previous recommendations, study thus suggesting the following relationship and developed the following hypothesis.

H₄: **Study suggesting positive and significant relationship between perceiving brand value and social inspiration.**

2.5. Social inspiration and customer patronage

Social inspiration, social influence and cultural inspiration are the terms that has been widely used to impact customer behavior, behavior of customer in terms loyalty and reconsideration (Peng et al., 2019; Mohammad, 2020; Soad *et al.,* 2020; Thøgersen & Zhou, 2012; Vigneron and Johnson, 2004; Wiedmann *et al.* 2009). Social inspiration is use to known as conformity of persuasion, this is considered as one of the subjective norm that is adopted from individual behavior, which goes in turn back to influence by other Wan *et al.,* (2014). Several studies conducted and agreed upon that one's act has the ability to influence the reference group, regardless the effects are positive or negative. Social influence works

in a dynamic way, it could work active or passive (Soad *et al.,* 2020). Active cultural inspiration most likely refers to the tangible verbal or interaction that are both identified and shared among several stake holders (Argo & Dahl, 2020). Cultural and social inspiration occurs when the mind of individuals changes, such as the way they think and the way they act, it could be the feelings of behavior that responded to the society and their surroundings (Turner, 1991). Many studies are conducted to observe and manipulate the way individuals think and modify their thoughts in order to align the used actions to the society and or group (Chen-Yu & Seock, 2002). However, with time people becomes more realistic and want to do the experience him/herself before adopting new behavior (Thøgersen & Zhou, 2012). To rationalize more into different context this study is the addition or attempt to add the knowledge into literature. Consequently, past researchers recommended for more digging in the same aspects, therefore more research is needed (Argo & Dahl, 2020; Varshneya *et al.,* 2017; Ryan, 2001; Thøgersen & Zhou, 2012). This study then consider the relationship based on the past recommendations and developed the following hypothesis:

H_5: **Study suggesting positive and significant relationship between social inspiration and customer patronage.**

3. THEORETICAL FRAMEWORK

After the extensive literature review where found the gap the following conceptual framework (Figure-1) has been developed.
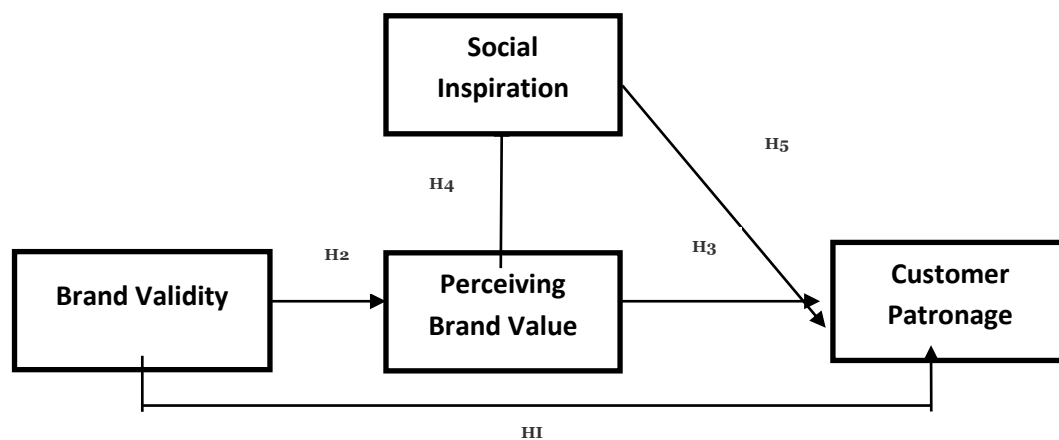

Figure-1: Theoretical Framework

4.   METHODOLOGY

Social media and physical channels were used to collect the data from the targeted respondents. A unique link has been created where the respondents can follow to fill the online survey's questionnaire. In addition, physical channels were also used to collect data from respondents, randomly the questionnaires were distributed among the respondents. Obtained usable responses were counted as two hundred and eight-five. Questionnaire was translated into Arabic language on expert interpreter, however cross translation approach also has been adopted.

Total counted constructs were four and five hypotheses were developed. To measure the construct items, Statistical Package for Social Sciences was used. Findings of the study shows the significant relationships among the considered constructs and hypothesis.

4.1. ANALYSIS PROCESS

Study thus took place in Saudi Arabia and had been conducting through empirical investigation. Designed questionnaire has been distributed among the respondents. Constructs were adopted and adapted from the previous literature. Scaling from 1=Strongly Disagree to 5=Strongly Agree, five-point likert scale were used.

The respondents have had two choices Arabic and English questionnaire. The constructs that were used in respondent questionnaire are as follows:

Brand validity were measured with 9 items, adopted from (Tran and Keng, 2018). Items for perceiving brand value adopted from (Sweeney and Soutar, 2001). Three (3) items were adopted from Rizwan et al. (2014), to assess social inspiration. The construct of customer patronage is assessed with (4) items, and were adopted from (Barber et al., 2012; Spears and Singh, 2004).

4.2. DESCRIPTIVE ANALYSIS

Descriptive analysis of the respondents can be seen in Table 1 below: below table shows the frequency of the nationality, gender participation, age group, education and monthly income. Total respondents among all 147 were locals (Saudi nationals) and 138

respondents were having other nationalities (non-Saudi's). All other descriptive analysis can be seen in Table 1 below.

Table 1: Descriptive Analysis of Respondents

Demographics	Options	Frequency	Percent
Nationality	Saudi Nationality	147	51.58
	Other than Saudi's	138	48.42
Gender	Male	155	54.39
	Female	130	45.61
Age Group	Less than 18	6	2.11
	18-27	86	30.18
	28-37	97	34.04
	38-47	47	16.49
	48-57	31	10.88
	More than 58	18	6.32
Education	Diploma (college) degree	57	20
	Bachelor degree	183	64.21
	Master degree	32	11.23
	PhD degree	13	4.56
Income(monthly)	Less than 5,000 SR	94	32.98
	5,000 -9,999 SR	63	22.11
	10,000-14,999 SR	57	20
	15,000 -19,999 SR	34	11.93
	More than 20,000 SR	37	12.98

4.3. MEASURE VALIDATION AND RELIABILITY ANALYSIS

In order to check the reliability and validity of the considered items and constructs, there are two types of test mostly recommended (i) composite reliability and (ii) Cronbach's alpha. Both the tests are recommended and can be considered, however present study thus considered the classical and standard one Cronbach alpha to measure the reliability (Cronbach, 1951). Additionally, testing reliability and validity of constructs are important in exploration and identifying the fundamental importance of constructs. There are different school of thoughts that set the minimum value for the Cronbach's value, but as reference present study considered the recommendations of (Vinzi *et al.,* 2010). The minimum recommendations are suggested as greater than (0.70). table 2 shows the values that are fulfilling the minimum criteria.

Table 2. Cronbach's Alpha.

Variables	Value of Cronbach's Alpha

Brand Validity	0.928
Perceiving Brand value	0.850
Social inspiration	0.948
Customer Patronage	0.832

4.4. MEAN AND STANDARD DEVIATION

Table 3 shows the values of standard deviation and the value of mean. Brand validity mean value calculated as 3.32 whereas standard deviation calculated as 0.72171, both the values are middle to the mean level. Similarly, perceiving brand value the mean value is 3.20 and std. Deviation calculated as 0.78652. Social inspiration mean value calculated as 3.31 and std. Deviation calculated as 0.72972, whereas customer patronage mean value calculated as 3.28 and std. Deviation calculated as 0.82288. Mean and Std. Deviation all the values were considered as middle to the mean. Table 3 contain all the values:

Table 3: Means and Std. Deviation

Research Variables	Mean	Std. Deviation	Mean Level
Brand Validity	3.32	0.72171	Middle
Perceiving Brand Value	3.20	0.78652	Middle
Social Inspiration	3.31	0.72972	Middle
Customer Patronage	3.28	0.82288	Middle

4.5. HYPOTHESIS CORRELATION TEST

In order to test the correlation among considered hypothesis, Pearson correlation test method was utilized with the significance at 2 tailed. Tested constructs that includes brand validity, perceiving brand value, social inspiration, and customer patronage can be seen in the table 4 below: all the values are fulfilling the minimum criteria, i.e. rule of thumbs values at 0.01 level 2 tailed are considered as significant.

Table 4: Hypothesis Correlation Test

CORRELATIONS

		Brand Validity	Perceiving Brand Value	Social Inspiration	Customer Patronage
Brand Validity	Pearson Correlation	1	.304[**]	.403[**]	.685[**]
	Sig. (2-tailed)		.000	.000	.000
	N	285	285	285	285
Perceiving Brand Value	Pearson Correlation	.305[**]	1	.567[**]	.343[**]
	Sig. (2-tailed)	.000		.000	.000
	N	285	285	285	285
Social Inspiration	Pearson Correlation	.402[**]	.563[**]	1	.540[**]
	Sig. (2-tailed)	.000	.000		.000
	N	285	285	285	285
Customer Patronage	Pearson Correlation	.485[**]	.421[**]	.560[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	285	285	285	285

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

5. RESULTS

Below table shows the hypothesis results. This elaborates the T-value of each construct and its relationship. Brand validity towards customer patronage showing the T-value 7.675 and significant at 0.000. similarly, T value for the brand validity towards perceiving value is 8.454 and significant at 0.000. T- value for perceiving brand value towards customer patronage is 7.683 and significant at 0.000. T-value for perceiving brand value towards social inspiration is 8.501 and significant at 0.000. Final hypothesis, T-value for social inspiration towards customer patronage is calculated as 7.189 and significant at 0.000. Consequently, all the values and relationship are significant at 0.000 and shows the positive results.

Table 5: Hypotheses Results

Variables	T value	Sig.	Result
H$_1$: Brand Validity → Customer Patronage	7.675	0.000	Positive
H$_2$: Brand Validity →Perceiving value	8.454	0.000	Positive

H₃: Perceiving Brand Value → Customer Patronage	7.683	0.000	Positive
H₄: Perceiving Brand Value → Social Inspiration	8.501	0.000	Positive
H₅: Social Inspiration → Customer Patronage	7.189	0.000	Positive

6. CONCLUSION

Present study conducted in Saudi Arabia. Research framework figure 1 has been developed after extensive and critical literature review. Five hypothesis and four constructs were considered, two hundred and eighty-five valid and usable responses were recorded. Findings of the study shows the significant relationships among the considered constructs. For instance, brand validity has positive impact on brand value and customer patronage, brand value has positive impact on customer patronage, brand value has positive impact on social inspiration, and social inspiration has positive impact on customer patronage.

7. LIMITATIONS OF STUDY

Flaws exists always in every research. These flaws directing the researcher the future tracks. Likewise, other research this study also has some limitations. Such as present study conducted in Saudi Arabia, future studies can be conducted in other countries so that the output results could be different. Present study considered quantitative approach, future studies may consider qualitative or even mix methods. Furthermore, future studies can also have considered other constructs, such as mediating as antecedents and antecedents as mediating or even consequences. All these implications could lead to the different results.

REFERENCES

Al-Meshal, S. A., ALdrees, G. A., & Belhaj, F. A. Effects of Luxury Brand Authenticity on Purchase Intention: An Empirical Investigation among Saudi Arabian Customers. nternational Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. Volume 11 (16);1 -10, 2020. https://tuengr.com/V11B/11A16S.pdf

Argo, J. J., & Dahl, D. W. (2020). Social Influence in the Retail Context: A Contemporary Review of the Literature. *Journal of Retailing*, 96(1), 25-39.

Bailey, B., Barber, M. M., Briggs, C. H., Danielson, D. M., & Perez, O. (2012). *U.S. Patent Application No. 29/379,170*.

Belk, R. W. (1985). Materialism: Trait aspects of living in the material world. *Journal of Consumer research*, *12*(3), 265-280.

Caruana, A., Money, A.H. & Berthon, P.R. (2000). Service quality and satisfaction-the moderating role of value.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. Psychometrika, 16, 297-334.

Chen–Yu, J.H., & Seock, Y.K. (2002). Adolescents' clothing purchase motivations, information sources, and store selection criteria: A comparison of male/female and impulse/nonimpulse shoppers. *Family and Consumer Sciences Research Journal*, 31(1), 50–77.

Eid, R. (2015). Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study. *International Journal of Tourism Research*, 17(3), 249-260.

El-Adly, M.I.(2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50,322-332.

Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*.

Hoong, C. Y., Jing, K. K., Yao, L. Z., & WE, S. C. (2011). Modelling Purchase Intention of Toyota Automobile Using SEM Technique.

Holt, D. B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of consumer research*, *29*(1), 70-90.

Jones, S., Kim, E., & Dawe, S. (2006). Experimental infections with Lepeophtheirus salmonis (Krøyer) on threespine sticklebacks, Gasterosteus aculeatus L., and juvenile Pacific salmon Oncorhynchus spp. *Journal of Fish Diseases*, *29*(8), 489-495.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, *65*(10), 1480-1486.

Kapferer, J.N. & Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*, 16(5-6), 311-322.

Keller, J. (2009). *Writing Plural Worlds in Contemporary US Poetry: Innovative Identities*. Springer.

Kotler, P., & Keller, K. L. (2015). *Marketing Management eBook*. Pearson Higher Ed.

Klein, H. K. (1999). A set of principles for conducting and evaluating interpretive field studies in information systems. *MIS quarterly*, 67-93.

Kozinets, R.V. (2002). Can consumers escape the market? Emancipatory illuminations from burning man. *Journal of Consumer research*, 29(1), 20-38.

Lancaster, K., (1971). Consumer demand: A new approach. New York.

Lehman, D.W., O'Connor, K., Kovács, B. & Newman, G.E. (2019). Authenticity. *Academy of Management Annals*, 13, 1:1-42.

McIntosh, A.J. & Prentice, R.C. (1999). Affirming authenticity: Consuming cultural heritage. *Annals of tourism research*, 26(3), 589-612.

Mohammad Almotairi, (2020). Relationship among brand legitimacy, perceived value, re-purchase intentions and cultural inspiration: an empirical perspective. *Asian J. Soc. Econ. Sci.,* 9(1): 01-08, 2020

Napoli, J., Dickinson, S.J., Beverland, M.B. &Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090-1098.

Pecot, F., Merchant, A., Valette-Florence, P., & De Barnier, V. (2018). Cognitive outcomes of brand heritage: A signaling perspective. *Journal of Business Research*, 85,304-316

Pierre, R. P. S. (2005). *U.S. Patent No. 6,853,841.* Washington, DC: U.S. Patent and Trademark Office.

Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. Information & Management, 56(2), 317-328.

Rintamäki, T., Kanto, A., Kuusela, H. & Spence, M.T. (2006), "Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: evidence from Finland", International Journal of Retail & Distribution Management, 34(1), 6-24.

Rizwan, M., Ali, A., Anjum, H., Naseer, M., Majeed, Z., Ali, M. A., & Anwar, A. (2014). Consumer's purchase intention towards Counterfeit Mobile Phones. *Journal of Public Administration and Governance*, 4(3), 75-89.

Ryan, A.M. (2001). The peer group as a context for the development of young adolescent motivation and achievement. *Child Development,* 72(4), 1135–1150

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*, *26*(2), 53-66.

Sweeney, J.C. & Soutar, G.N. (2001). Consumer perceived value: the development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.

Suchman, Mark C. (1995). "Managing Legitimacy: Strategic and Institutional Approaches."" *Academy of Management Review,* 20 (June), 571-610.

Turner, J.C. (1991). Social influence. Bristol, USA: Thomson Brooks/Cole Publishing Co

Thompson, C.J., Rindfleisch, A. & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of marketing*, 70(1), 50-64.

Thøgersen, J., & Zhou, Y. (2012). Chinese consumers' adoption of a 'green' innovation— the case of organic food. *Journal of Marketing Management,* 28(3–4), 313–333.

Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of brand management*, *11*(6), 484-506.

Vinzi, V. E., Trinchera, L., & Amato, S. (2010). PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement. In V. Esposito Vinzi et al. Edi., Handbook of Partial Least Squares, Springer Handbooks of Computational Statistics, 47- 82.

Wood, C.M. & Scheer, L.K. (1996). Incorporating perceived risk into models of consumer deal assessment and purchase intent. *Advances in Consumer Research*, 23(1), 399-404.

Wiedmann, T. (2009). A review of recent multi-region input–output models used for consumption-based emission and resource accounting. *Ecological economics*, *69*(2), 211-222.

Wan, C. L., Chuan, C. S., Low, K., Teng, L., Mohammad, F. N., Kai, S. B., & Wan, C. L. (2014). Organic food: A new perception among Chinese youths in Malaysia, (August 2016).

Yoo, B., & Lee, S. H. (2009). Buy genuine luxury fashion products or counterfeits?. *ACR North American Advances*.

Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22.