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Customer Attitude In Successful Brand Heritage of High Involvement Products

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ABSTRACT

The purpose of this study is to analyze the critical role that consumer attitudes play in determining the lasting brand heritage of high involvement goods. The research aims to comprehend the complicated processes that contribute to a brand's legacy by concentrating on items that demand significant customer commitments, both emotionally and financially. The research aims to provide insights into how customer attitudes, which are influenced by factors such as perceived quality, brand history, and emotional resonance, contribute to the sustained success of heritage brands in the realm of high involvement products through a synthesis of theoretical frameworks and empirical analysis. These insights will be provided in the form of a set of hypotheses that will be tested. Not only can marketers strengthen already established brand legacies by gaining a grasp of and capitalizing on these attitudes, but they can also successfully traverse the ever-changing terrain of customer preferences and expectations.

Keywords: Brand Heritage, Credibility, Customer Attitude, High Involvement Products

INTRODUCTION

In the dynamic world of consumer markets, brand history is a symbol of a product's capacity to remain relevant through time and across demographic divides. This is especially true for "high involvement" items, which require not just a substantial monetary investment, but also a strong emotional engagement from buyers. This research digs into the subtle aspects that contribute to the enduring appeal and relevance of high participation product brands by examining the interaction between consumer attitudes and the successful brand history of these items.

Luxury vehicles, legendary fashion businesses, and revolutionary technologies all have their own set of advantages and disadvantages because of the level of customer investment they need. When deciding on one of these items, customers set off on a trip that goes much beyond the purely logical, into the realms of feeling and desire. This journey is greatly aided by the brand's history, which provides a narrative that links the present with the brand's rich past and informs the brand's future goals. When it comes to making a purchasing choice, a company's brand legacy may provide a solid foundation for a trustworthy engagement between the company and its consumers. According to Leigh et al. (2006), this also has the effect of lowering the perceived danger.

By concentrating on consumers' perspectives, this study aims to uncover what makes high-involvement product brands effective. Our goal is to identify the primary characteristics that contribute to the perseverance and resonance of legacy brands by dissecting the complex web of influences that affect

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customer perceptions, preferences, and loyalty. The research attempts to give a thorough knowledge of how customers' attitudes shape and are influenced by the brand legacy narrative in the context of the high involvement product environment using a mix of theoretical frameworks and empirical observations. According to Chernatony (2002), brand legacy is the relationship that exists between the branded firm and its consumers. According to Aaker (1996), a better consideration may be reached when a consumer's previous experience is connected to the brand legacy of a certain organization.

The path we're on is meant to shed light on the complexities of the consumer-brand relationship and provide marketers and brand strategists with useful information. This is not just an academic exercise; rather, it provides a road map for developing strategies that will both preserve the heritage of high involvement brands and guarantee their continued relevance in the minds of discerning consumers. According to Liebrenz-Himes et al. (2007), the process of creating a corporate brand image involves combining the past, the present, and the future under the umbrella of brand heritage.

The examination of a brand's historical significance, starting with its inception and continuing into the modern day and into the future is referred to as brand heritage. According to Wiedmann et al. (2011), the dependability of both the brand and the organization may be inferred from its history and its place of origin. According to Urde (2003), the legacy is a representation of the fact that the performance of the brand is genuine and honest. Customers have a strong perception that a brand having a history is more believable and genuine. They force the person to take on a certain identity and set of interests. According to Wiedmann et al. (2011), heritage confers a high level of authenticity, credibility, and dependability on the original resources in international marketplaces.

The consumers' perceptions become more valuable as a result of this brand's history. Since the beginning of this century, it has been abundantly clear that consumers choose companies that have a long and illustrious history. This has led to a growing interest in the history of brands in the business world. The credibility, integrity, and dependability of these brands are commonly acknowledged by consumers. The legacy of a brand is a connection that connects authenticity and credibility to the value of the brand. Even when the costs are expensive, customer loyalty to a brand might come from its long history. The legacy of a brand is directly correlated to high levels of client loyalty. According to Urde and coworkers' research from 2007, it also makes buyers more willing to pay a higher price for the items.

The global economy has been witness to this seismic shift in consumer mentality with regard to the legacy of brand names. According to Brown et al. (2003), consumers have shown a high degree of interest in both the legacy of a brand and their devotion to the brand of the company. When we talk about incorporating aspects of a brand's past into its current and prospective long-term strategy, we refer to this as brand heritage. According to Hakala et al. (2011), the legacy of a brand contributes an original value to the performance of the brand. Their ideal clients get benefits from the legacy of the brand in question. According to Merchant and Rose (2013) and Rose et al. (2016), it has a favorable impact on the general attitude of the client as well as their purchasing behavior.

OBJECTIVES OF THE STUDY

Objective 1: To identify the Determinants of Brand Heritage

The sample is selected by a random, simple process. The study's core data comes from polling 432 people in Tirunelveli, Tamil Nadu. To investigate the factors that shape brands, researchers use a well-structured questionnaire.

The criteria are ranked from 5 (strongly agree) to 1 (strongly disagree) on a 5-point Likert scale. With the use of the statistical tools available in Statistical Package for the Social Sciences (SPSS 23.0), all of the questions have been officially arranged and tested.

Determinants of Brand History are Analyzed through Varimax Factor Analysis.

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Objective 2:   To evaluate the Attitude of Customers towards Brand Heritage

The sample is selected by a random, simple process. The study's core data comes from polling 432 people in Tirunelveli, Tamil Nadu. The Consumers' Attitude Toward Brand Heritage is studied through a well-structured questionnaire.

To better understand the factors that influence consumers' perceptions of a brand's history, we recommend using a correlation analysis to tease out those connections.

The criteria are ranked from 5 (strongly agree) to 1 (strongly disagree) on a 5-point Likert scale. With the use of the statistical tools available in Statistical Package for the Social Sciences (SPSS 23.0), all of the questions have been officially arranged and tested.

RESEARCH PROBLEM

The history of a brand is an essential component of any product that has stood the test of time. It contributes significantly to the overall value of the brand. The daily pressure placed on customers to make purchases is ever growing. As a result, their mentality changes as well. There is a great deal of rivalry amongst the many brands that are sold in the market. The economic and social distortions that exist are the root cause of the unease that customers feel. It is very vital to have awareness of the benefits and drawbacks of brand legacy as well as the influence that it has on the behavior of customers.

It is necessary for the businesses to do research on the factors that contributed to the success of their brand (Aaker, 2004). Customers will have a more favorable impression of the brand if they are aware of its rich history. Because of this, there is a need to improve the attitude of the consumers via the use of brand history.

RESEARCH METHODOLOGY

The questionnaire used a Likert scale with five points, with answer options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This article compiles the results of a number of research carried out by the writers on the topic of consumers in the Indian state of Tamil Nadu who purchase things with a historical or cultural significance. For the purpose of the research, 500 clients from the aforementioned state are randomly selected to participate in a questionnaire-based survey. Only 432 of the 500 questionnaires that were sent out were filled out in their entirety (that's 86.4 percent), while another 46 (9.2 percent) were either partially filled out or not filled out at all, and 22 (4.4%) of the surveys were not returned. As a result, the total number of samples was 432. This study is an empirical investigation. Secondary data may be collected from a wide number of reliable sources, including books, newspapers, journals, and websites, among others. The method of collecting primary data that is employed is known as the simple random sampling method. The research design used in this study is known as descriptive research.

SAMPLING PLAN

1) Sample Unit: Respondents from Tamil Nadu

2) Sample Size: 432

3) Sampling Selection: Simple random sampling

4) Sampling Techniques- Non-Probability

5) Sampling Instrument- Structured Questionnaire

6) Sampling Statistical Tools - t-test, One-way ANOVA, Correlation Analysis, KMO- Bartlett Test, and Factor Analysis, are employed for the study.

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Table:1 Demographic background of Customers

Demographic characteristics		n (Total=432)	% of n
AGE	Less than 25 years	45	10.4
	25 years – 50 years	192	44.4
	50 years & above	195	45.1
GENDER	Male	202	46.8
	Female	230	53.2
EDUCATIONAL STATUS	School level	61	14.1
	College level	371	85.9
MONTHLY INCOME	Less than Rs. 25,000	42	9.7
	Rs. 25,000 - Rs. 50,000	80	18.5
	Rs. 50,000 - Rs. 75,000	159	36.8
	Rs. 75,000 & above	151	35.0

Source: Primary data
n - Number of respondents

Regarding the ages of the Customers, the table:1 makes everything quite evident. In the research, it was discovered that customers who were 50 years old or over made up 45.1% of the whole population. This was followed by customers who were 25 years old to 50 years old (44.4%), and only 10.4% of the total population belonged to the age group 'Less than 25 years'. It should come as no surprise that younger consumers are not interested in purchasing historical items, whereas customers of medium and older ages tend to place more importance on heritage brands due to the interests they have. Customers who are 55 years old and older make up 26.3% of the total customer population.

The sample consists of female consumers who make up 53.2% of the total, while male customers make up 46.8% of the total. It is a well-known and accepted truth that women shop more often than men, particularly when it comes to things with a long and storied history. In terms of educational attainment, 85.9% of the people who participated in the research had at least a bachelor's degree, while just 14.1% have only completed their high school education. There is still a gap between the educational levels of consumers and the amount of awareness about the legacy of the brand.

In terms of monthly income, 36.8% of the sample respondents earn between Rs. 50,000 and Rs. 75,000 per month, which is followed by clients obtaining Rs. 75,000 or more per month (35%) per month. People with annual incomes of less than Rs. 25,000 are underrepresented in the research. It should come as no surprise that clients who generate a high level of income are able to manage the higher prices associated with legacy brands.

HYPOTHESIS I

Null Hypothesis: There is no significant difference between Gender and Customer Attitude in Successful Brand Heritage of high involvement products

Table:2. t test for Gender and Customer Attitude in Successful Brand Heritage of high involvement products

Customer Attitude in Successful Brand Heritage	t-test for Equality of Means		
	t[a]	df[b]	Sig.[c] (2-tailed)

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Determinants of Brand Heritage	Equal variances assumed	0.263	430	0.003** Significant
Attitude of Customers towards Brand Heritage	Equal variances assumed	0.148	430	0.012* Significant

Source: Statistically analysed data
Note: [a] t-Statistic, [b] Degrees of Freedom, [c] Significance

According to what is shown in table 2, there is a statistically significant difference in the attitudes of consumers in Tamil Nadu based on their gender toward the determinants of brand heritage of high involvement products and their attitudes toward the heritage of brands overall, and this difference is significant at the 0.001 level. Credibility, reliability, authenticity, endurance, familiarity, myth, knowledge, brand value, differentiation, uniqueness, prestige, brand image, accurate information, quality, and customized products are some of the determinants of brand heritage. In the research, the attitudes of customers about the brand's history are broken down into four categories: the economic emphasis, the attitude focus, the functional focus, and the social focus.

The hypothesis is not supported due to the findings that some dimensions, such as the Attitude of Customers Towards Brand Heritage of high involvement products being significant at the 0.005 level and the Determinants of Brand Heritage also being significant at the 0.005 level.

HYPOTHESIS II

Null Hypothesis: There is no significant difference between Demographic factors of Customers and Determinants of Brand Heritage of high involvement products

Table:3. One-way analysis for Demographic factors of Customers and Determinants of Brand Heritage of high involvement products

		Sum of Squares	df[a]	Mean Square	F[b]	Sig.[c]
Age	Between Groups	13.374	17	0.787	1.866	0.019*
	Within Groups	174.542	414	0.422		Significant
	Total	187.917	431			
Educational Qualification	Between Groups	5.455	17	0.321	2.831	0.000**
	Within Groups	46.932	414	0.113		Significant
	Total	52.387	431			
Monthly Income	Between Groups	28.883	17	1.699	1.902	0.016*
	Within Groups	369.726	414	0.893		Significant
	Total	398.609	431			

Source: Statistically analyzed data
Note: [a]Degrees of Freedom, [b]F-Statistic, [c]Significance

The data presented in table 3 indicates that there is a meaningful distinction between the demographic parameters of customers and the determinants of brand heritage of high involvement products. The degree of relevance for Educational Qualification of the Customers in Relation to Determinants of Brand Heritage is 0.001. Regarding the Determinants of Brand Heritage, the relevance of the consumers' ages and monthly incomes has been determined to be 0.005 at the level.

HYPOTHESIS III

Null Hypothesis: There is no significant difference between Demographic factors of Customers and Attitude of Customers towards Brand Heritage of high involvement products

Table:4. One-way analysis for Demographic factors of Customers and Attitude of Customers towards Brand Heritage of high involvement products

		Sum of Squares	df[a]	Mean Square	F[b]	Sig.[c]
Age	Between Groups	20.933	27	0.775	1.876	0.006**
	Within Groups	166.984	404	0.413		Significant
	Total	187.917	431			
Educational Qualification	Between Groups	4.786	27	0.177	1.504	0.049*
	Within Groups	47.601	404	0.118		Significant
	Total	52.387	431			
Monthly Income	Between Groups	48.146	27	1.783	2.056	0.002**
	Within Groups	350.463	404	0.867		Significant
	Total	398.609	431			

Source: Statistically analyzed data
Note: [a]Degrees of Freedom, [b]F-Statistic, [c]Significance

According to the data shown in table 4, there is a discernible disparity between the demographic parameters of customers and their attitudes on the heritage of the brands they purchase. The degree of relevance for Educational Qualification of Customers Towards Determinants of Brand Heritage is 0.005 percent. In addition, the significance for Age and Monthly Income of Customers in Relation to Attitude of Customers Towards Brand Heritage of high involvement products is at the 0.001 level.

HYPOTHESIS IV

Null Hypothesis: There is no significant relationship among the Attitude of Customers towards Brand Heritage of high involvement products

Table:5. Inter Correlation Matrix on Attitude of Customers towards Brand Heritage of high involvement products

			EF	AF	FF	SF
EF	Pearson Correlation		1	0.992**	0.847*	0.815*
	Sig. (2-tailed)			0.000	0.032	0.017
	N		432	432	432	432
	Bootstrap	Bias	0	-0.001	-0.006	
		Std. Error	0	0.042	0.048	
		Lower	1	0.018	-0.076	

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	95% Confidence Interval	Upper	1	0.212	0.152	
AF	Pearson Correlation		0.992**	1	0.871**	0.801**
	Sig. (2-tailed)		0.000		0.000	0.003
	N		432	432	432	432
	Bootstrap	Bias	-0.001	0	-0.003	
		Std. Error	0.042	0	0.048	
		95% Confidence Interval Lower	0.309	-0.094	-0.277	
		Upper	0.475	0.084	-0.062	
FF	Pearson Correlation		0.847*	0.871**	1	0.998**
	Sig. (2-tailed)		0.032	0.000		0.000
	N		432	432	432	432
	Bootstrap	Bias	-0.006	-0.005	-0.005	
		Std. Error	0.057	0.054	.028	
		95% Confidence Interval Lower	-0.076	0.639	1	
		Upper	0.152	0.748	1	
SF	Pearson Correlation		0.815*	0.801**	0.998**	1
	Sig. (2-tailed)		0.017	0.003	0.000	
	N		432	432	432	432
	Bootstrap	Bias	-0.006	-0.003	0	
		Std. Error	0.048	0.048	0	
		95% Confidence Interval Lower	0.018	1	0.639	
		Upper	0.212	1	0.748	

Source: Statistically analyzed data
Note: EF refers to Economic Focus, **AF** refers to Attitude Focus, **FF** refers to Functional Focus and **SF** refers to Social Focus

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The results of Table:5 demonstrate that the correlation coefficient between Economic Focus and Attitude Focus is 0.992, which suggests a strong positive association of 99 percent between Economic Focus and Attitude Focus. Additionally, the association is significant at the 1% level, which means that the null hypothesis cannot be supported. The value of the correlation coefficient between Economic Focus and Functional Focus is 0.847, which suggests a strong positive link of about 85 percent between Economic Focus and Functional Focus. In addition, the correlation is significant at the 5% level, which means that the null hypothesis cannot be true. The fact that the coefficient of correlation between Economic Focus and Social Focus is 0.815 suggests that there is an 82% strong positive association

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between Economic Focus and Social Focus. In addition, the correlation is significant at the 5% level, which means that the null hypothesis cannot be true.

The value of the correlation coefficient between functional focus and attitude focus is 0.871, which suggests that there is an 87 percent strong positive association between functional focus and attitude focus. In addition, the correlation is significant at the 5% level, which means that the null hypothesis cannot be true. The value of the correlation coefficient between attitude focus and social focus is 0.801, which shows a high level of positivity between attitude focus and social focus of almost 80 percent. In addition, the correlation is significant at the 5% level, which means that the null hypothesis cannot be true.

The correlation coefficient between Functional Focus and Social Focus is 0.998, which shows that there is a high degree of positivity, one hundred percent of the time, between Functional Focus and Social Focus. In addition, the correlation is significant at the 5% level, which means that the null hypothesis cannot be true.

Table:6. KMO and Bartlett's Test for Determinants of Brand Heritage of high involvement products

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.893
Bartlett's Test of Sphericity	Approx. Chi-Square	3796.566
	df[a]	105
	Sig.[b]	0.018*
		Significant

Source: Statistically analysed data

Note: [a]Degrees of Freedom, [b]Significance

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (table:6) reflects the percentage of variation in the variables of 'Determinants of Brand Heritage of high involvement products ' that can be driven by underlying causes. This measure was developed by the researchers at Kaiser-Meyer-Olkin. When factor analysis yields high values of KMO (0.893), it implies that the data are a perfect match.

The sphericity test developed by Bartlett establishes whether or not the variables are connected to one another. The fact that the P value is lower than 0.05 of the significance level demonstrates that the factor analysis is appropriate and significant at a level of significance equal to or greater than 5%.

Table:7. Total Variance for Determinants of Brand Heritage of high involvement products

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.291	15.275	15.275
2	2.164	14.423	29.698
3	1.919	12.794	42.492
4	1.828	12.185	54.678
5	1.672	11.146	65.824

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6	1.432	9.545	**75.369**
7			
8			
9			
10			
11			
12			
13			
14			
15			

Extraction Method: Principal Component Analysis

An examination using Principal Component Factor Analysis with Varimax rotation found a structure consisting of six factors. All of the components have an eigen value that is more than one, as shown by the Total Variance of Determinants of Brand Heritage of high involvement products (table:7), and the components 1, 2, 3, 4, 5, and 6 together explain the total of 75.369% of the variance. That amounts to a reduction of 25 percent throughout the instrument's total of fifteen components.

Figure:1. Scree Plot for Determinants of Brand Heritage of high involvement products
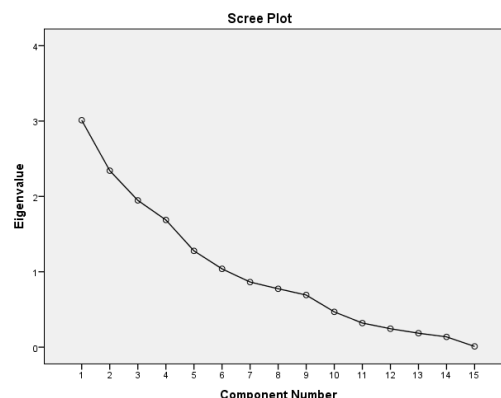
The scatter plot for the Determinants of Brand Heritage can be seen in figure 1. It is most probable that the part that is located above the original break will be excised. The component 6 and 7 may be extracted via a minor break that just appeared.

Table:8. Principal Component Analysis of Determinants of Brand Heritage of high involvement products

Determinants of Brand Heritage	Items	Component					
		1	2	3	4	5	6
Customized	**DBH15**	0.958					
Knowledge	**DBH7**	0.953					
Brand Image	**DBH12**		0.884				

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Differentiation	**DBH9**	0.840			
Uniqueness	**DBH10**	0.588			
Familiarity	**DBH5**		0.720		
Quality	**DBH14**		0.665		
Accurate Information	**DBH13**		0.566		
Authentic	**DBH3**		0.538		
Prestige	**DBH11**			0.769	
Credibility	**DBH1**			0.703	
Brand Value	**DBH8**				0.527
Reliability	**DBH2**				0.763
Myth	**DBH6**				0.762
Endurance	**DBH4**				0.886

Extraction Method: Principal Component Analysis

a. Rotation converged in 7 iterations

The six-factor method allows for the elimination of cross loadings and weak loadings. A total of fifteen things are suggested for the various components in the aforementioned table:8. Two items are proposed for component 1, three items are proposed for component 2, four items are proposed for component 3, two items are proposed for component 4, three items are proposed for component, and one item is proposed for component 6. The loadings that are placed on the things that make up the various components are robust and suitable.

The 'Customized and Knowledge' combination makes up the first factor. Within the first factor, the variables have positive factor loadings in support of the Determinants of Brand Heritage. The 'Brand Image, Differentiation, and Uniqueness' combination constitutes the second factor. In the second factor, the variables have factor loadings that are positive for the Determinants of Brand Heritage. A mixture of 'Familiarity, Quality, Accurate Information, and Authentic' makes up the third factor. Within the third component, the variables have positive factor loadings in support of the Determinants of Brand Heritage. Factor four is a blend of 'Prestige and Credibility'. In regard to the fourth component, the variables have positive factor loadings in support of the determinants of brand heritage. The 'Brand Value, Reliability, and Myth' combination is what makes up the fifth factor. The variables have positive factor loadings for the fifth component, which is titled "Determinants of Brand Heritage." The 'Endurance' factor is the sixth one. With regard to factor number six, the variable has a favorable factor loading in front of the Determinants of Brand Heritage of high involvement products.

CONCLUSION

The 'Customized and Knowledge' combination makes up the first factor. Within the first factor, the variables have positive factor loadings in support of the Determinants of Brand Heritage. The 'Brand Image, Differentiation, and Uniqueness' combination constitutes the second factor. In the second factor, the variables have factor loadings that are positive for the Determinants of Brand Heritage. A mixture of 'Familiarity, Quality, Accurate Information, and Authentic' makes up the third factor. Within the third component, the variables have positive factor loadings in support of the Determinants of Brand Heritage. Factor four is a blend of 'Prestige and Credibility'. In regard to the fourth component, the variables have positive factor loadings in support of the determinants of brand heritage. The 'Brand

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Value, Reliability, and Myth' combination is what makes up the fifth factor. The variables have positive factor loadings for the fifth component, which is titled "Determinants of Brand Heritage." The 'Endurance' factor is the sixth one. With regard to factor number six, the variable has a favorable factor loading in front of the Determinants of Brand Heritage.

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