Leveraging Brand Heritage's Effects on Consumers' Attitudes and Intentions to Enhance Competitiveness

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ABSTRACT

The purpose of this study is to investigate a firm's ability to enhance its competitiveness by leveraging the effects of brand heritage on consumers' brand attitudes such as brand trust, self-brand connection, consumer purchase intention, and perceived fair price for the product. Additionally, the authors investigate moderating effects of country of origin of the brand on the relationships between brand heritage and consumer attitudes and intentions. The results indicate that effective communication of a brand's heritage might substantially improve consumers' perceptions of the brand and favorably influence purchase intentions and willingness to pay a higher price for the product.

Keywords: brand heritage, brand trust, self-brand connection, country of origin