

Organizational Legitimacy on Individual Level and Store Loyalty: The Moderating Effects of Extrinsic and Intrinsic Orientations

Aijing Song
Yunnan Normal University

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Abstract

The purpose of article is to understand how the individual consumer's identification with the preferred store will impact his/her evaluation towards the marketing actions taken by the store. In PLS analyses of survey data from supermarket shoppers in Ningbo of China, it was found that individual consumer evaluates retailers' actions from the instrumental (e.g. self-interests), relational (e.g. fairness, benevolence and communality) and moral perspectives. Higher evaluations increase the store loyalty. Consumers with extrinsic orientation towards the preferred store (e.g. the store providing valued outcome) may show less concerns of marketing strategies on the relational and moral dimensions.

Keywords: *Perceived Organizational Legitimacy; Social Identification; Store Loyalty*

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