

The impact of Perceived value on the Intention to Purchase Dance Drama

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ABSTRACT

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This study delves into the relationship between a product's perceived value and the likelihood that a consumer will make a purchase, specifically looking at how higher perceived value might boost brand trust and, by extension, buy intent. Using the Stimulus-Organism-Response Theory (S-O-R) framework, the authors present a practical model of buy intention for dance theater that combines the research on perceived value and purchase intention. We want to shed light on what influences consumers' perceptions of value, their faith in brands, and their propensity to make a purchase.

This study aims to examine the factors that influence customers' tendency to buy dance drama tickets. With 537 valid responses from 539 questionnaires, the effective rate was 99.6 percent. To confirm the sample data's validity and suitability for further investigation, data analysis was carried out using software to evaluate its reliability and validity. In order to further validate the research hypotheses, a structural equation model (SEM) was used to fit the model, perform route analysis, and assess the mediating effect.

The results show that trust in the brand and the value one perceives have a beneficial effect on the intention to buy. At the same time, there is a favorable and strong influence of brand trust mediating perceived value.

Keywords: Dance Drama, Perceived value, Brand trust, Purchase Intention

INTRODUCTION

The performing arts have consistently constituted a dynamic area of research (Cheng TsungChi & Wen WeiJen, 2011). The consumption of art offers numerous advantages, including the enrichment of cultural understanding, engagement with peers, the exhibition of social position and aesthetic preferences, and the enjoyment derived from the interaction with artworks (Holbrook, 1980). A recent study corroborated that artistic encounters can motivate customers and improve their subjective well-being (An, Jeong, & Youn, 2022). The beneficial effects of such artistic encounters are evident in participants' emotional and cognitive dimensions, social engagement, and cultural identification.

As a performing art, dance plays expose societal paradoxes and illustrate the vibrant social life through an integrated display of visual and auditory elements (Guo, 2023). According to F. L. Morin, dance drama mainly tells stories by combining aesthetic elements from drama, dance, and drama. (Morin, 1987). The themes of these narratives are frequently intertwined with reality, derived from quotidian experiences, and embody authentic events and genuine feelings (Preston-Dunlop, 1980). Consequently, engaging with dance dramas beyond mere artistic appreciation encourages audiences to encounter the profound personal and societal values conveyed by art through emotional resonance and the depiction of cultural narratives. The actualization of this value is a crucial avenue for artistic encounters to positively influence customers.

Nonetheless, despite the substantial artistic merit and societal importance of dance dramas, there is currently a paucity of research regarding purchase and repurchase intentions for theatres. In the academic field, research on theater purchase intention and buyback intention is relatively scarce, leading to the lack of a systematic theoretical framework to explain why certain groups choose theater consumption or refuse to participate in it (Ignacio, 2023), and hinders a thorough investigation of the principal factors affecting audience decisions. Consequently, examining the purchasing intentions for dance dramas not only addresses a theoretical deficiency in academia but also offers pragmatic insights for theatre administrators, art marketers, and policymakers, ultimately enhancing the promotion and proliferation of performing arts.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The S-O-R model is the foundation of this research. It delves into the ways in which customers' perceptions of value impact their confidence in brands, which in turn impacts their intention to buy dance dramas, drawing on the theories of commitment-trust and perceived value. An individual's internal evaluative state can be triggered by external stimuli, according to the S-O-R framework (Mehrabian & Russell, 1974). This state can then cause behavioral reactions that are either positive or negative. In other words, S-O-R theory describes how users respond to internal/external environmental stimuli that affect the customer's emotional/cognitive intermediary state and ultimately influence their behavior (Z. Ghali, Rather, & Khan, 2024). It has been extensively utilized in consumer behavior (Song, Liu, & Shi, 2022). This allows researchers to include different specific elements and evaluate the

overall impact of the user's inner state and subsequent behavior (Chopdar, 2020). Stimuli (S) are typically characterized as external (mostly environmental) variables that influence an individual's interior condition (Eroglu, 2001). As these components are in the presence of external stimuli, they will affect the inner state of the organism (O) and consequently, create a variety of responses (Buxbaum, 2016). The organism (O) component makes clear the inner workings of the external stimulus in the form of feelings, emotional, or cognitive states (R. P. Bagozzi, 1986). The response (R) is the final step in this process (Julie Baker, 1992), and reflects a psychological response or behavior of the individual. In this conceptual framework, the stimulus is the external initiating factor and the organism serves to mediate between the external stimuli and the specific behavioral response (Jafar & Ahmad, 2023).

The S-O-R model has seen a lot of use in consumer research in recent years (Faizan Ali, 2021). Some scholars have examined the relationship between advertising value and consumers' purchase intention using this construct (Ali Hussaina, 2023), while some literature has also investigated how environmental stimuli impact attitudes and purchase behavior towards organic personal care products, thereby providing explanation for their purchase intention (Vergura, Zerbini, & Luceri, 2020). In fact, based on this model, some scholars discussed the influence of metaverse (MV) system experience, MV-mediated interaction, and MV-mediated immersion on MV participation, which then influenced MV satisfaction and behavioral intent to visit a place. Collectively, these studies show that external environmental stimuli influence internal psychological states of consumers, which in turn drive their external behavioral responses. Therefore, these studies provide important theoretical justification for understanding the psychological and behavioral change responses of consumers to different forms of marketing stimuli. In this research, perceived value is the stimulus; brand trust is the organism, and buy intention is the behavioral reaction.

Perceived value and brand trust

In consumer decision-making research, perceived value is a pivotal component affecting purchase intention (Eggert, Ulaga, & Schultz, 2006). It serves as a prelude to buy intention (Calvo-Porrall & Lévy-Mangin, 2017; Cuong, 2020). The perceived value hypothesis posits that consumers assess the total value of a product or service by balancing its cost against its benefits during the decision-making process (Zeithaml, 1988). Peng et al. view perceived value as a conclusion reached by consumers after weighing perceived benefits against costs, where costs involve price, time, energy, and emotional experience (Peng, 2019). The so-called value contains the following four different meanings: first, low price; Second, any characteristics that consumers seek in the product; Third, the quality consumers get for the price they pay; Fourth, the return that consumers should get based on the cost they pay (Bojanic, 1996; Zeithaml, 1988). In short, perceived value affects consumers' overall evaluation of products.

The perceived value influences consumers' assessment of a product or service's appeal and willingness to acquire it (Gallarza, 2022). When clients see substantial value from a product, it can enhance their faith in the brand (Shirin & Puth, 2011). Several researches have identified a substantial correlation between perceived value and brand trust (Ahmed, Rizwan, Ahmad, & Haq, 2014; Pratiwi, Salim, & Sunaryo, 2021). Pratiwi et al. 's empirical study shows that

consumers' perceived value will significantly impact brand trust (Pratiwi et al., 2021). In addition, Shirin and Puth (2011) emphasize that such positive reviews will further enhance brand trust if customers feel the product is worth the money (Shirin & Puth, 2011). When customers perceive that a product or service has a higher value, their trust in the brand will increase accordingly. This research proposes the subsequent hypothesis:

H1: Perceived value will have an impact on consumers' brand trust

Brand trust and purchase intention

Trust is a crucial factor influencing customer purchase behavior (P. M. Doney & Cannon, 1997). In social psychology, trust originates from a fundamental conviction in the benevolence of others (H., 1950). Similarly, trust is also an embodiment of confidence. This confidence stems from consumers' trust in the quality and credibility of merchants' products or services (Garbarino, 1999). If one side believes their business partner is trustworthy and reliable, then trust develops (Morgan & Hunt, 1994). When it comes to brand marketing, Chaudhuri and Holbrook (2001) defined brand trust as consumers' belief that the brand will help them achieve their goals (Chaudhuri & Holbrook, 2001). According to Becerra et al. (2011), from the perspective of customer perception, brand trust represents consumers' psychological expectations about the dependability and consistency of every product sold under the brand (Becerra E P, 2011). Under existing risks, Brand trust means that consumers are willing to take all the risks to trust a brand because they hope that the brand can bring positive results and thus form loyalty (Djamaludin & Fahira, 2023). It is the consumers' confidence expectation regarding a brand's reliability and their behavioural intentions towards the brand (Elena Delgado-Ballester, 2003). Trust mitigates the dangers customers associate with particularly hazardous situations as they recognize their reliance on reputable brands (M. Doney, & Cannon, J. P., 1997).

Kim et al.'s research found that brand trust reduces uncertainty and psychological risks, motivating consumers and positively influencing consumers' purchase intention and purchase behaviour (Kim & Kim, 2017). In other words, brand trust increases the possibility for consumers to choose their products (Erdem & Swait, 2004). Furthermore, Blackston (1992) indicated that when consumers engage with the company's brand, they are influenced by the subjective emotional factors of individuals towards the company's brand (Blackston, 1992). Subsequent studies further verified this view, Maulidina et al. through empirical analysis, confirmed the connection between brand trust and purchase intention (Maulidina, 2025). Based on this, this research proposes the subsequent hypothesis:

H2: Brand trust will have an impact on consumers' purchase intention

Perceived value and purchase intention

Customer perceived value links customers to their consumption behaviors, integrating psychological processes with the consumption behavior continuum. When consumers recognize significant value in a product or service, it positively shapes their internal evaluations and attitudes, influencing their behavioral intentions. Intention reflects a person's tendency to plan to do and put effort into pursuing the given degree of behavior (Fitriana, 2020). Purchase

intention is a necessary process for consumers to engage in purchasing behaviors and plays a decisive role in whether purchasing behaviors occur (Ajzen, 1992; Kaizhong, 2013). Some scholars have pointed out that purchase intention reflects the subjective probability or possibility of consumers choosing to purchase products (Dodds, Monroe, & Grewal, 1991; Schiffman & Wisenblit, 2015; Yao, 2022). Eagly et al. hold that purchase intention is an effort made by an individual to plan to purchase a certain brand of goods consciously (Eagly, 1993; Spears, Singh, & Advertising, 2004). It is an important criterion for evaluating consumers' choices (Chang & Tseng, 2013). Ghali's research demonstrates that when consumers perceive an increase in the intrinsic value of services and products, their purchase intentions will significantly improve (Z. Z. Ghali, 2020).

Cronin et al. (2000) discovered in a cross-industry study that perceived value positively impacts post-purchase intentions (Cronin Jr, Brady, & Hult, 2000). These studies demonstrate that perceived value is a crucial determinant affecting consumers' purchase intentions and behaviors. A more excellent perceived value among consumers correlates with intensified purchase intentions. Based on this, this research proposes the subsequent hypothesis:

H3: Perceived value will have an impact on consumers' purchase intentions

The intermediary function of brand trust

Customers' intents to buy are affected by their perceptions of value and trust in the brand, according to previous research. As a mediating variable in the relationship between perceived value and buy intentions, brand trust influences consumers' propensity to make a purchase (Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020; Tri, 2020). This indicates that when consumers regard a product or service as except ionally valued, they are more inclined to develop trust in the brand, there by enhancing their purchase intentions. Perceived value does not operate autonomously regarding purchase intentions; it can also function as a mediating factor through brand trust to affect customers' buying intentions (Reynaldi & Nuvriasari, 2024). Based on this, this research proposes the subsequent hypothesis:

H4: The brand trust serves as a mediator between perceived value and purchase intention

Figure 1 shows the framework constructed using the above-mentioned investigated materials and the proposed hypotheses.

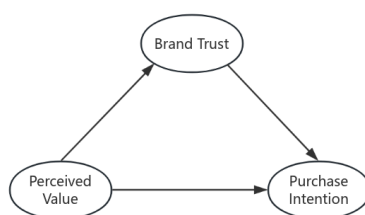


Figure 1 Theoretical Model

METHODS

Instrument development

The effectiveness and thoroughness of the research process are guaranteed by this study's use of a quantitative research approach and data collection through electronic questionnaires. The goal of this survey, which makes use of a 5-point Likert scale, is to gain a better understanding of how people perceive and are aware of various measurement indicators. This scoring method provides strong backing for additional data analysis by accurately capturing the intensity of respondents' opinions and emotional tendencies.

There are mainly two parts to the questionnaire: the primary purpose of the first segment is to gather basic demographic information from the respondents, such as their age, gender, income, and educational background, in order to set the stage for any further data analysis. This information will assist in analyzing how individual differences among respondents influence their opinions toward art consumption and associated variables. The second component pertains to the core scale measurement, including the three principal variables of the research and formulating 24 particular measurement items in alignment with the theoretical framework, corresponding to various dimensions of each variable.

This methodology thoroughly assesses respondents' performance across each dimension while ensuring the accuracy and scientific rigour of the research findings. This organized questionnaire design guarantees the completeness and correctness of respondents' fundamental information. Simultaneously, it offers ample quantitative data to comprehend essential variables' interactions comprehensively. This method effectively captures respondents' views, actions, and preferences, establishing a robust foundation for later statistical analysis and theoretical research.

Sampling and data collection

The study's subjects were all adults who had purchased tickets for dance dramas in Henan Province, China. The stratified sampling method was utilized to determine this study's sampling sites and ratios. Secondly, a random sampling method was utilized to obtain and gather samples in Henan Province, China. The research involved a sample of 539 people. After data purification and eliminating two invalid surveys, 537 valid samples ($n = 537$) were obtained, yielding an effective recovery rate of 99.6%.

Table 1 Customer Behavior characteristics of the respondent ($n=537$)

variables		n (%)	variables		n (%)
Gender	Male	261(48.6)	Age	18-24 years old	174(32.4)
	Female	276(51.4)		35- 49 years old	278(51.8)
Education				Over 50 years old	85(15.8)

	Diploma or under	94(17.5)	Occupation	Professional Executives, administration and managerial White collar / service sector	140(27.6)
	Advance Diploma	170(31.7)			50(9.3)
	Bachelor's degree	208(38.7)			249(46.4)
	Master's degree	50(9.3)		Manual	53(9.9)
	Doctor's degree /PHD	15(2.8)		Not in employment	37(6.9)
Income	Less than 9215 RMB	81(15.1)			
	9215 to 20442 RMB	287(53.4)			
	20443 to 32195 RMB	133(24.8)			
	32196 to 50220 RMB	26(4.8)			
	More than 95055 RMB	10(1.9)			

Regarding gender, the male viewership of dance dramas somewhat exceeds that of females. Respondents aged 35 to 49 constitute the most significant proportion, reaching 51.8%, indicating that the audience of this survey is mainly young people aged between 35 and 49. Regarding education, about 31.7% of the respondents have obtained a college diploma, 38.8% have received a bachelor's degree, 9.7% have obtained a master's degree, and only 2.8% have obtained a doctor's degree. It shows that the respondents with undergraduate degrees account for the highest proportion in this survey. The majority of respondents are employed in white-collar or service sector occupations. According to the monthly household income, the income of the respondents in this survey is mostly between 9215 and 20442 yuan. The sample group exhibits a considerable degree of cultural literacy and economic strength, establishing a solid demographic framework and empirical study to examine the relationship between consumers' perceived value, brand trust, and purchase intention in performance art items, including dance dramas.

Reliability and Aggregation Validity Analysis

In order to guarantee the stability and reliability of the data, this study first conducted a reliability analysis, the results of which are displayed in Table 2. All the study's variables had Cronbach's Alpha values of more than 0.7, ranging from 0.789 to 0.861. In addition, Cronbach's Alpha for the whole sample was 0.889, which is higher than the generally accepted threshold of 0.7 (R. P. Bagozzi, Yi, Y., & Phillips, L. W. , 1991). This confirms that the scale has strong internal consistency and that the questionnaire contains reliable information.

Secondly, in order to further explore whether the collected data is suitable for factor analysis, the researchers adopted the KMO and Bartlett sphericity test (Jamil, Baharuddin, Sulaiman, Rosle, & Harun, 2020; Lavrakas, 2008); these

two tests help to evaluate whether the factor structure of the data is reasonable. Factor analysis may be performed on this sample because the KMO value for the latent variables is 0.864. The data were deemed suitable for factor analysis because Bartlett's test produced a p-value lower than 0.05 (J. F. Hair, 2009).

Finally, to evaluate the convergent validity of the measurement model, a Confirmatory Factor Analysis (CFA) was performed. In table 2, the factor loading values of all the different items was under the acceptable standard of 0.7 (Chin, 1998), suggesting that each of the items explains some amount of variability in the associated construct and was statistically significant. Additionally, all Average Variance Extracted (AVE) levels were greater than the 0.5 standard (J. F. Hair, Ringle, C. M., & Sarstedt, M., 2011).

Lastly, a Confirmatory Factor Analysis (CFA) was conducted to assess the measurement model's convergent validity. According to Table 2, all of the items had factor loading values below the acceptable threshold of 0.7 (Chin, 1998), which means that each item significantly and partially explains the associated construct's variability. According to Hair et al. (2011), all Average Variance Extracted (AVE) levels were higher than the 0.5 norm (J. F. Hair, Ringle, C. M., & Sarstedt, M., 2011). That the measurement model showed enough convergent reliability is proven by this. The composite reliability (CR) values for all variables ranged from 0.79 to 0.86 meeting the required reliability thresholds (R. P. Bagozzi, Yi, Y., & Phillips, L. W. , 1991). In sum, the factors of measurement were deemed acceptable and the measurement model was confirmed to be valid thus confirming the quality of data that would be examined in the subsequent analysis.

The findings suggest that the KMO value for the latent variable scale is 0.864, and the P-value is below 0.05, signifying that the data is appropriate for factor analysis. We assessed convergence validity by confirmatory factor analysis. Table 2 indicates that the factor load values for all items fall within the allowed range of 0.7. All variables had AVE values beyond 0.5, satisfying the criterion that AVE values must surpass 0.5. This signifies that the measurement values of each variable exhibit strong convergent validity. The composite dependability ranged from 0.79 to 0.86, satisfying the criteria.

Table 2 Analysis of Reliability and Aggregation Validity

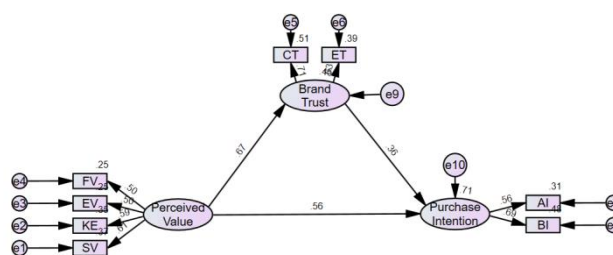
Variables	Item	Factor loading	Cronbach's α	AVE	CR
Function value	FV3	0.788	0.807	0.58	0.81
	FV2	0.755			
	FV1	0.747			
Emotional value	EV3	0.791	0.814	0.60	0.81
	EV2	0.770			
	EV1	0.750			

	KE3	0.778	0.789	0.56	0.79
Knowledge education value	KE2	0.714			
	KE1	0.745			
	SV3	0.755	0.791	0.56	0.79
Social value	SV2	0.743			
	SV1	0.741			
	CT3	0.803	0.840	0.64	0.84
Cognitive trust	CT2	0.791			
	CT1	0.800			
	AT3	0.813	0.861	0.67	0.86
Affective trust	AT2	0.823			
	AT1	0.827			
	ATT3	0.822	0.839	0.64	0.84
Attitude intention	ATT2	0.773			
	ATT3	0.795			
	BEH3	0.792	0.844	0.64	0.84
Behavior intention	BEH2	0.811			
	BEH1	0.803			
Overall reliability and validity		Cronbach' s α value = 0.889 ; KMO value = 0.864			
Bartlett's test of sphericity	Aproximate chi square = 5644.484		Df = 276	Sig.= 0.000	

Structural model and hypotheses testing

This research utilized Amos 26.0 software to develop a structural equation model diagram (refer to Figure 2 to validate and examine the hypothesized path linkages among the numerous assumptions posited in the research model. This model diagram clarifies the causal relationship between perceived value, brand trust, and purchase intention, providing a thorough understanding of the interdependencies and mechanisms among these variables while offering a theoretical foundation backed by visualization and data for future theoretical exploration and practical application.

Figure 2 presents the analytical results and the route coefficients for each variable.

**Figure 2** SEM Structure Diagram

Structural Equation Modeling (SEM) was employed in this study to extensively examine the research hypotheses by assessing the relationships among the variables. In Table 3, you can see the results of the hypothesis testing on the validity of the hypotheses among the variables, as well as the path coefficients (Standardized Path Coefficients) and significant levels (p-values).

Table 3 Summary of SEM

Hypothetical	Pathway relationship	Unstandardized path coefficients	S.E.	C.R.	P	Standardized path factor(β)	Test results
H1	Perceived Value \rightarrow Brand Trust	0.955	0.119	8.051	***	0.672	Accepted
H2	Brand Trust \rightarrow Purchase Intention	0.275	0.089	3.097	***	0.365	Accepted
H3	Perceived Value \rightarrow Purchase Intention	0.615	0.133	4.612	***	0.560	Accepted

Preliminary hypothesis testing indicates that there is a statistically significant relationship between perceived value and brand trust, brand trust and buy intention, and perceived value and purchase intention. In particular, there is a strong positive correlation between perceived value ($\beta=0.672$, $p<0.001$) and brand trust, suggesting that customers build trust in a product or service more easily when its perceived value is higher. We have confirmed Hypothesis H1. Moreover, purchase intention was significantly positively affected by brand trust ($\beta=0.365$, $p<0.001$). Assuming H2 is correct, this indicates that customers are more likely to make a purchase when they have faith in the brand.

Lastly, buying intent is positively impacted by perceived value ($\beta=0.560$, $p<0.001$), suggesting that customers' intentions to buy are amplified in relation to the perceived worth of a brand or product, presuming that H3 is true. Ultimately, with P values less than 0.001, all predicted pathways in the model are statistically significant. The

standardized coefficients (β) for each path demonstrate that perceived value and brand trust exert considerable beneficial influences on customers' attitudes and purchase intentions.

Mediation effect test

Both the direct and indirect effects of perceived value on purchase intention are highlighted by this study's results. With an effect size of 0.263, perceived value significantly influences purchase intention indirectly through brand trust. This indirect effect is statistically significant because the P-value is 0.016 and the confidence range for the effect (0.058 to 0.510) does not contain zero. There is a strong correlation between perceived value and purchase intention (0.878, $p = 0.000$), with a confidence interval of 0.696 to 1.059 (excluding zero). What this means is that perceived value has a substantial effect on increasing the likelihood that a consumer will make a purchase. The cumulative effect of perceived value is 0.299, showing its substantial influence on purchase intention via both direct and indirect pathways. In conclusion, perceived value positively affects purchase intention directly and indirectly via brand trust, highlighting its critical importance in consumer decision-making.

Table 4 Mediation Effect Examination

Hypothesis	Trails	Parameter	Estimate	Lower	Upper	P	Test results
H4	Perceived value →	Indirect Effect	0.263	0.058	0.512	0.016	Accepted
	Brand Trust →	Direct Effect	0.878	0.696	1.059	0.000	
	Purchase Intention	Total Effect	0.299	0.066	0.581	0.016	

CONCLUSIONS

Perceived value, trust in the brand, and desire to purchase were the variables studied in this structural equation model. The study shed light on the following main conclusions:

At the outset, it relates to perceived value. Perceived value is an important correlate of brand trust (Ling, Zheng, & Cho, 2023). Researchers demonstrate that there is a significant association between perceived value and brand trust (Ahmed et al., 2014). This study's findings corroborate those of earlier studies in showing that perceived value significantly increases trust in brands (Ling et al., 2023; Prameka, Do, & Rofiq, 2017; L. Sanny, A. N. Arina, R. T. Maulidya, & R. P. Pertiwi, 2020).

Secondly, regarding purchase intention. This study demonstrates that consumer trust in a brand favourably affects purchase intention, aligning with prior research (L. Sanny, A. N. Arina, R. T. Maulidya, & R. P. J. M. S. L. Pertiwi,

2020). Research has shown that an elevated perceived value increases purchasing intention (Chen, 2018; Ling et al., 2023). As the prevalence of positive emotional value views increases, customers' purchasing intentions strengthen; conversely, their buying intentions decline with an increase in negative emotional value perceptions (Lee, 2008). When a product fulfils consumers' expectations and requirements, they experience satisfaction and are more inclined to purchase (Pang, 2021). Reichheld et al. (2000) discovered that brand trust significantly influences customers' intentions for word-of-mouth communication, product repurchase rates, and the development of brand loyalty. Consequently, brand trust influences consumers' immediate purchasing decisions and significantly bolsters the brand's long-term growth and market competitiveness.

This study also examined the impact of perceived value on the purchase intention for dance drama, revealing that perceived value considerably and positively affects consumers' purchase intention. This conclusion aligns with prior research findings (Calvo-Porrall & Lévy-Mangin, 2017; Cuong, 2020; Hsieh, 2016). Customers are more inclined to plan to buy a product or service if they recognize its value. Thus, increasing customers' perceptions of value is essential for boosting their propensity to buy.

Ultimately, regarding brand trust. This research discovered that brand trust had a robust moderating effect on the connection between perceived value and behavioral intention to purchase. This finding is congruent with the work by Prameka (Prameka et al., 2017), Enjela (Enjela, 2022), and Reynaldi (Reynaldi & Nuvriasari, 2024). Indirectly influencing purchase intentions, perceived value boosts buyers' faith in the brand. Consumers are more likely to make a purchase when they have a positive impression of the brand, which in turn increases their trust in the company. This discovery emphasizes the significant importance of brand trust in the connection between perceived value and purchase intentions. It implies that brand trust has a dual function as a bridge between consumer behaviors and the choice to buy.

In conclusion, there is a strong two-way relationship between perceived value and purchase intentions, with brand trust playing a critical mediating role. Therefore, trust in brands is critical for consumers to make purchases and for businesses to maintain their performance.

LIMITATIONS AND FURTHER RESEARCH

In this research, a two-dimensional model of customer brand trust distinguishes between cognitive and emotional trust. Cognitive trust reflects a rational belief that a brand is reliable, while emotional trust accounts for feelings of attachment and affection towards the brand. This allows for a more clear and straightforward way to understand brand trust in consumer relationships. Additionally, brand trust can also be considered in more complex frameworks of either three or four factors: competence, dependability, honesty, and emotional connection.

Given the multifaceted nature of brand trust, future research could explore these various dimensions from a broader, more comprehensive perspective. Investigating multiple dimensions of brand trust can yield more profound insights into how different aspects of trust influence consumer behaviour, especially in diverse cultural and market contexts.

Employing a multi-dimensional approach enables scholars to deepen our comprehension of the influence of trust on brand loyalty, customer pleasure, and purchase decisions, yielding significant implications for both theoretical and practical aspects of brand management.

Disclosure statement

No potential conflict of interest was reported by the authors.

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