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Corporate heritage brand insight from John Lewis

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Purpose: This paper studies the relationship between corporate heritage brand identity and customers satisfaction of John Lewis Partnership (JLP) which is one of the most successful British retail heritage brands internationally. We conceptualize and address the key factors of corporate heritage brand identity which includes brand price, quality, design, and symbol. It examines the corporate heritage brand experience of JLP customers through which corporate heritage brand identity influence its customers' satisfaction. We also established the moderating role of word of mouth (WoM) on these relationships.

Design/methodology/approach: An Online and observation surveys targeting over than 6000 customers in some five main cities in England (London, Manchester, Liverpool, Leicester and Southampton) used in this study, A (596) survey success responses collected from JLP stores, shopping centres, and public places within the United Kingdom, in addition to that, approaching all JLP online customers and followers to their social media applications and their website.

Findings: The results confirmed the importance of heritage brand identity to reach for a powerful heritage brand satisfaction. The relation becomes stronger once corporate heritage brand experience considered as mediation between identity and satisfaction.

Research limitations/implications: This study was implemented on a single at the retail sector in the United Kingdom, were still the management strategy had huge restrictions to represent the heritage identity and involve the academic sector to test it or represent it.

Practical implications: The corporate heritage brand identity dimensions that were tested in this study gives the brand managers a clear picture in how to represent their heritage brand to the market, while the negative effect of word of mouth on the relation between the corporate heritage brand identity and brand experience is a reasonable indicator of lack communication between the heritage brand and the customers which need more attention from the heritage corporation to consider to sustain their brand on the market.

Originality/value: This paper identifies the distinct characteristics of corporate heritage brand identity dimensions that must be taken into account to get a powerful brand experience and sustain the brand satisfaction on the market.

Keywords Corporate heritage brand identity; Corporate heritage brand; Brand strategy; Brand experience; Word of mouth; Satisfaction

Paper Type - Research Paper