The Impact of Individualism/Collectivism and Masculinity/Femininity on Brand Loyalty: A Mediation Role of Perceived Ease of Use

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Abstract

Cultural dimensions have varying impacts on brand loyalty. This signifies that each cultural dimension is associated with brand loyalty in different ways. The influence of individualism/collectivism and masculinity/femininity dimensions on brand loyalty is dependent on the levels of these dimensions in different countries. Given the significance of cultural dimensions in relation to brand loyalty, this study aims to investigate the impact of individualism/collectivism and masculinity/femininity on brand loyalty, while also exploring the mediating role of perceived ease of use. The data for this study was collected through an online survey questionnaire, with a total of 501 respondents participating. The collected data was analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The findings of the study revealed that both individualism/collectivism and masculinity/femininity dimensions have significant effects on brand loyalty. Additionally, the study indicated that masculinity/femininity dimension significantly impacts perceived ease of use. Furthermore, the study found that perceived ease of use partially mediates the relationship between masculinity/femininity dimensions and brand loyalty. Perceived ease of use was also found to have a significant positive effect on brand loyalty. This study contributes to the existing literature on brand loyalty by providing insights into the effects of individualism/collectivism and masculinity/femininity on brand loyalty. Additionally, it contributes to understanding the mediating effect of perceived ease of use in the relationship between individualism/collectivism, masculinity/femininity, and brand loyalty.

Keywords: brand loyalty; individualism/collectivism; masculinity/femininity; perceived ease of use; Hofstede cultural dimensions