

## Product Legitimacy on Customer Brand Loyalty

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### Abstract

Brands must achieve brand legitimacy and authenticity as part of their development process. Brand legitimacy and authenticity ensure that the online brand is perceived as trustworthy and authentic by the general audience. This is the first step toward developing a strong brand reputation, which is both a corporate asset and legally protectable. Businesses encounter difficulties in building and keeping consumer loyalty, especially as counterfeit products flood the market and undercut their reputation. Based on the Product Legitimation Framework (PLF), this study assessed the impact of product legitimacy on brand loyalty by analyzing important criteria such as comprehension, value, compatibility, validation, and procedural justice. This study also delves into the critical relationship between product legitimacy and consumer brand loyalty, with a particular emphasis on customer perceptions. Using a quantitative study approach, data were collected via an online survey disseminated to a random sample of the population aged 19-30. Statistical tools including frequency and percentage distributions were utilized to analyze the gathered data, revealing insights into consumer preferences and behaviors regarding product legitimacy and brand loyalty. The findings highlighted the importance of product legitimacy in building consumer trust and loyalty, especially in the context of online commerce, where counterfeit products offer considerable hurdles. The study emphasizes the value of effective marketing tactics that focus on consumer education and brand reputation management in building long-term customer connections. The need for product testing and transparency for firms in mitigating the dangers associated with counterfeiting was revealed. Businesses may build their brand value and create long-term loyalty from customers by cultivating an environment of trust and reliability. Overall, this study provides significant insights into the dynamics of customer behavior and brand loyalty, as well as practical tips for businesses navigating the intricacies of today's economy, particularly about product legitimacy and how it impacts brand loyalty.

*Keywords: Impact on Product Legitimacy, Customer Brand Loyalty, Product Legitimation Framework (PFL), Brand Loyalty*