

ORIGINAL

Design of an attitude scale to measure transformational marketing

Diseño de una escala de actitud para medir el Marketing Transformacional

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ABSTRACT

This research poses the challenge of generating a proposal for the measurement of transformational marketing through the validity of content and calculation of the reliability of an attitude scale. To achieve the proposed objectives, a content validation was carried out, the reliability calculation (Cronbach's alpha) of the scale proposal, the reliability calculation (Cronbach's alpha) of the responses of the members of academic associations in Latin America, and the findings related to the attitudes of the interviewed subjects were carried out. A sample of 1112 members of academic associations was obtained, with a margin of error of 2,77 % and a confidence level of 95 %. Once the reliability test is run, it can be seen that Cronbach's alpha value is 0,96.

Keywords: Marketing; Social Economy; Educational System.

RESUMEN

En esta investigación se plantea el reto de generar una propuesta para la medición del marketing transformacional a través de la validez de contenido y cálculo de confiabilidad de una escala de actitud. Para lograr los objetivos planteados se efectuó una validación de contenido, el cálculo de confiabilidad (Alpha de Cronbach) de la propuesta de escala, el cálculo de la confiabilidad (Alpha de Cronbach) de las respuestas de los miembros de asociaciones académicas de América Latina, y los hallazgos relacionados con las actitudes de los sujetos entrevistados. Se obtuvo una muestra de 1112 miembros de las asociaciones académicas, con un margen de error del 2,77 % y un nivel de confianza del 95 %. Una vez ejecutada la prueba de fiabilidad, puede apreciarse que el valor alfa de Cronbach es de 0,96.

Palabras clave: Marketing; Economía Social; Sistema Educativo.

INTRODUCTION

In the Latin American academic environment, the efficient management of academic associations plays a crucial role in knowledge-building and educational development.⁽¹⁾ In this context, transformational marketing emerges as a key factor in empowering these academic communities and influencing the engagement and loyalty of their users. Transformational marketing goes beyond conventional strategies, seeking to create

meaningful experiences that generate a lasting impact on individuals and, therefore, on the community.⁽²⁾

The concept of transformational marketing seeks to establish deep and mutually beneficial relationships with customers by inspiring and elevating their motivation through a compelling vision. This approach goes beyond transactional interactions and focuses on creating emotional connections with customers, ultimately leading to greater loyalty and long-term value for the organization.⁽³⁾ This involves understanding customer needs and personalizing the interaction to build trust, satisfaction, and loyalty.⁽⁴⁾ Furthermore, the digital transformation of marketing strategies, especially in the context of the COVID-19 pandemic, has become a crucial aspect of transformational marketing implementation, as it has reshaped the marketing process and strategy, emphasizing the need for a digital and corporate roadmap, a strategy that impacts all organizational activities.^(5,6) Furthermore, the implementation of transformational marketing requires a deep understanding of service management and the ability of companies to add value through various types of services to the core solutions offered to customers.⁽⁷⁾

The transformational approach is based on conveying transcendent purposes, satisfying individual needs and enabling personal development.⁽⁸⁾ It is essential to recognize the transformative potential of marketing strategies in the academic context, as they can contribute to shaping attitudes and behaviors within educational institutions, ultimately fostering a sense of engagement and participation among students, researchers, and other stakeholders.⁽⁹⁾

According to Brown et al.⁽¹⁰⁾, universities are adopting strategies such as communicating their inspirational mission, promoting self-improvement, and recognizing individual achievement, characteristics of transformational marketing, to build loyalty and a sense of belonging. Other research confirms the positive effects on the reputation and brand preference of institutions that apply this approach.⁽¹¹⁾

User experience is a subjective evaluation of the interaction with a system or service.^(12,13) Virtual environments depend highly on ease of use, access to quality content, and the possibility of establishing satisfactory contacts.

⁽¹⁴⁾ Positive user experience is also related to recognition and perceived progress in achieving personal goals.⁽¹⁵⁾

The field of marketing and user experience research has been extensively explored; however, there is a significant lack of studies addressing its specific application in the context of academic associations. A particularly neglected area is the impact of digital transformation on public institutions providing essential services and generating public value. The current literature has not delved deeply enough into how these concepts influence the delivery of core services and the establishment of meaningful relationships with citizens.⁽¹⁶⁾

Moreta et al.⁽¹⁷⁾ address research and thematic gaps in the application of user experience concepts in academic partnerships. For example, Zhou et al.⁽¹⁸⁾ address the growing popularity of academic social recommender systems, noting the increasing importance of academic partnerships. Ganapati et al.⁽¹⁹⁾ highlight the relevance of professional events for STEM doctoral students' work preparation experiences, further highlighting the crucial role of networks in academic development. Furthermore, Corvello et al.⁽²⁰⁾ observe the transformation of academic collaboration from physical to web interaction due to the diffusion of digital technologies, highlighting the evolving nature of academic networks.

Some authors have analyzed the adoption of transformational marketing practices by universities; for example, Makrydakis⁽²¹⁾ explores the perceptions of marketing and digital transformation in Greek public higher education organizations, providing insights into the role of marketing in the digital revolution within the higher education sector. Similarly, Kusumawati⁽²²⁾ investigates the process of students' choice of higher education institutions through digital marketing sources, highlighting the growing importance of digital marketing in student decisions about higher education.

On the other hand, Mbabazi et al.⁽²³⁾ examine the rapid transformation of the higher education sector and its impact on graduate productivity in the Ugandan labor market, highlighting the connection between educational transformation and labor market outcomes.

These references support the claim that there is an academic analysis of the adoption of transformational marketing practices by traditional universities, highlighting the growing importance of marketing strategies in the higher education landscape.

In summary, there is a knowledge gap on the application of transformational marketing strategies in academic partnerships,⁽²⁴⁾ and their impact on user loyalty and experience in these spaces.⁽²⁵⁾ It is, therefore, necessary to determine the most decisive transformational factors in this context and the keys to optimizing the participation experience to generate commitment and cohesion among members. In the context of Latin American academic associations, there is a need for a deeper understanding of how transformational marketing can influence the construction of meaningful experiences and, thus, user loyalty.

This issue presents a key challenge to optimize the management of academic associations in the region and maximize their impact on educational development and knowledge building.

Research on transformational marketing is at an early stage, so progress must be made in the maturity of the concept and its operationalization when measuring it. The challenge of this research is to generate a proposal for measuring transformational marketing through the content validity and reliability calculation of an attitude

scale. It also presents an initial snapshot of the impact of transformational marketing on user experience and loyalty building in Latin American academic associations.

METHOD

In order to achieve the objectives set out, this work went through three phases: 1) Content validation (Expert judgment) and reliability calculation (Cronbach's Alpha) of the proposed 'Attitude scale to measure Transformational Marketing' by eight (08) expert judges in marketing and psychometrics; 2) Reliability calculation (Cronbach's Alpha) of the responses of members of academic associations in Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Spain, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic and Venezuela (table 1). 3) Findings related to the attitudes of the subjects interviewed concerning implementing transformational marketing in the organizations to which they belong.

A sample of 1112 members of academic associations was obtained, with a margin of error of 2,77 % and a confidence level of 95 %. The sampling was non-random consecutive sampling. In consecutive sampling, the sample was chosen at the researcher's convenience, which is more similar to convenience sampling but with a slight variation. In this scenario, researchers selected a sample, conducted the research for some time, and collected the results before moving on to another sample. Using this sampling technique, researchers obtained vital information with multiple samples to refine their research.⁽²⁶⁾ The criterion for the selection of research subjects was affiliation with academic associations, with researchers from each country being chosen consecutively (table 1).

Table 1. Country of residence		
Countries	Frequency	Percentage
Argentina	47	4,2
Bolivia	37	3,3
Brazil	3	0,3
Chile	11	1,0
Colombia	63	5,7
Costa Rica	4	0,4
Cuba	150	13,5
Ecuador	170	15,3
El Salvador	10	0,9
Spain	8	0,7
Guatemala	13	1,2
Honduras	48	4,3
Mexico	97	8,7
Nicaragua	10	0,9
Panama	5	0,4
Paraguay	13	1,2
Peru	124	11,1
Dominican Republic	12	1,1
Venezuela	263	23,6
Other	24	2,2
Total	1112	100,0

RESULTS AND DISCUSSION

Content validation and reliability calculation (Cronbach's Alpha) of the proposed 'Attitude scale for measuring Transformational Marketing'

As stated in the introductory section, transformational marketing is going through an initial phase in which there are still many reflections, debates, hypotheses, and theories that allow an optimal level of consolidation of the construct so that the academic community can count on a level of operationalization that today reaches concepts such as achievement motivation, organizational culture, marketing strategies, among others. Some researchers may know what transformational marketing is and is not. However, it is assumed that we are still far from that, mainly because the marketing world abounds in grandiloquence and supposed theories that do not go beyond the technical.

This paper argues that a consensus in the academic community has not been reached to establish precise limits on the possible dimensions of transformational marketing. In this, we agree with Martins et al.⁽²⁾, Hossain et al.⁽²⁷⁾, and Baker⁽²⁸⁾, who states that, as a new concept in the literature, ‘transformational marketing’ responds to the need for marketing to be based on values such as integrity, patience, perseverance and the willingness to choose between easy profits and actions that protect the environment and people.

Baker⁽²⁸⁾ provides a good definition of transformational marketing: the use of marketing knowledge, ideas, tools, and techniques to communicate how choice and behavior change can increase individual satisfaction without negatively affecting other people or the environment we all share and depend on.

Organizations that apply transformational marketing as a tool will offer products that enable people to gain self-awareness and spiritual experiences and expand their consciousness in an enjoyable way, which will not only give them an advantage over their competitors but also facilitate the development of more sustainable and responsible products and conditions for life. According to Martins et al.⁽²⁾, it is possible to extrapolate from the current literature that transformational marketing should enable:

- a) Raise awareness.
- b) Create new diversified tools to attract and engage with consumers.
- c) Increase loyalty.
- d) Establish relevance.
- e) Encourage interaction and product testing.
- f) Verify target audiences.
- g) Build strong and trusted relationships.
- h) Create new opportunities to develop new tourism business models.
- i) Develop a positive perception.
- j) Stimulate positive word of mouth.

However, as Martins et al.⁽²⁾ point out, further deductive studies should be conducted to confirm these hypotheses. In addition, planning is essential when applying transformational marketing to avoid:

- a) Targeting the wrong consumers.
- b) High investment costs.
- c) Product problems.
- d) Organisational problems.
- e) Brand image problems.

Cronbach’s alpha coefficient was used to calculate the instrument’s reliability, one of the most critical statistics in instrument validation processes.^(29,30,31) Among the methods for measuring internal consistency, Cronbach’s alpha reliability deserves more attention than other methods, such as split-half reliability. Cortina reports that in a Social Science Citation Index (SCCI) literature review from 1966 to 1990, Cronbach’s 1951 article was cited almost 60 times a year in a total of 278 journals and covers many different scientific fields, including only psychology but also education, sociology, statistics, medicine, counseling, nursing, political science and economics.⁽²⁹⁾

The indicators of Martins et al.⁽²⁾ were considered to construct the attitude scale for measuring Transformational Marketing. The instrument was evaluated by eight (08) judges, experts in marketing and psychometrics, taking into account the following indicators (table 2):

Table 2. Criteria for the validation of the attitudinal scale for measuring Transformational Marketing

Criteria	Rating	Indicator
Sufficiency Items belonging to the same dimension are sufficient to obtain the measurement of this dimension.	Does not meet the criterion	The items are not sufficient to measure the dimension.
	Low Level	The items measure some aspect of the dimension, but do not correspond to the total dimension.
	Level Moderate	Some items need to be increased to be able to assess the dimension completely.
	High Level	The items are sufficient, they correspond to the total dimension.
Clarity The items are easily understood, i.e. their syntax and semantics are adequate.	Does not meet the criterion	The items are not sufficient to measure the dimension.
	Low Level	The item requires a lot of modification or a very large revision in word usage, wording, or writing completeness.
	Moderate Level	The item requires very specific modification of some of the terms in the item.

	High Level	The item is clear, has adequate semantics and syntax.
Coherence	Does not meet the criterion	The item has no logical relationship with the dimension.
The item is logically related to the dimension or indicator it is measuring.	Low Level	The item has a tangential relationship with the dimension.
	Level Moderate	The item has a moderate relationship with the dimension it is measuring.
	High Level	The item is completely related to the dimension it is measuring.
Importance	Does not meet the criterion	The item can be deleted without affecting the understanding of the dimension.
The item is essential, meaning that it contributes to a good understanding of the object of study.	Low Level	The item has some relevance, but another item may be including what it assesses.
	Level Moderate	The item is relatively important.
	High Level	The item is very relevant and should be included.
Relevance	Does not meet the criterion	The item can be deleted without affecting the analysis or the fulfilment of the purpose of the study.
The item is relevant because of its close relationship to the stated purpose.	Low Level	The item has some relevance, however, it reflects very vaguely on its relevance to the stated purpose.
	Level Moderate	The item is relatively pertinent in its implications.
	High Level	The item is highly relevant and should be included.

Table 3 shows that the Cronbach's alpha value was 0,96. The minimum accepted Cronbach's alpha value is 0,70. Below this value, the internal consistency of the scale used is low. Generally, alpha values between 0,80 and 0,90 are preferred.⁽³²⁾

Table 3. Reliability statistics	
Cronbach's alpha	N of elements
0,965	90

Cronbach's alpha is a model of internal consistency based on average inter-item correlations. This measure's advantages include the ability to assess how much a test's reliability would improve (or worsen) if a particular item were excluded.⁽³³⁾ Table 4 shows Cronbach's alpha if the item has been deleted; this statistic, above 0,90 for each item, demonstrates that, from the point of view of the 08 judges, the attitude scale for measuring Transformational Marketing is reliable.

Table 4. Item total statistics	
Criteria	Cronbach's alpha if the item has been removed
Item 1.1 Sufficiency	0,965
Item 1.2 Clarity	0,964
Item 1.3 Consistency	0,964
Item 1.4 Importance	0,965
Item 1.5 Relevance	0,965
Item 2.1 Sufficiency	0,965
Item 2.2 Clarity	0,964
Item 2.3 Consistency	0,964
Item 2.4 Importance	0,964
Item 2.5 Relevance	0,964
Item 3.1 Sufficiency	0,965
Item 3.2 Clarity	0,965
Item 3.3 Coherence	0,964
Item 3.4 Importance	0,965
Item 3.5 Relevance	0,965

Item 4.1 Sufficiency	0,965
Item 4.2 Clarity	0,964
Item 4.3 Coherence	0,965
Item 4.4 Importance	0,965
Item 4.5 Relevance	0,965
Item 5.1 Sufficiency	0,965
Item 5.2. Clarity	0,965
Item 5.3 Coherence	0,965
Item 5.4 Importance	0,965
Item 5.5 Relevance	0,965
Item 6.1 Sufficiency	0,964
Item 6.2. Clarity	0,965
Item 6.3 Coherence	0,964
Item 6.4 Importance	0,965
Item 6.5 Relevance	0,964
Item 7.1 Sufficiency	0,964
Item 7.2 Clarity	0,964
Item 7.3 Coherence	0,964
Item 7.4 Importance	0,965
Item 7.5 Relevance	0,963
Item 8.1 Sufficiency	0,964
Item 8.2. Clarity	0,964
Item 8.3 Coherence	0,965
Item 8.4 Importance	0,965
Item 8.5 Relevance	0,965
Item 9.1 Sufficiency	0,965
Item 9.2. Clarity	0,964
Item 9.3 Coherence	0,965
Item 9.4 Importance	0,964
Item 9.5 Relevance	0,965
Item 10.1 Sufficiency	0,964
Item 10.2. Clarity	0,965
Item 10.3 Consistency	0,964
Item 10.4 Importance	0,964
Item 10.5 Relevance	0,964
Item 11.1 Sufficiency	0,964
Item 11.2. Clarity	0,963
Item 11.3 Consistency	0,964
Item 11.4 Importance	0,964
Item 11.5 Relevance	0,964
Item 12.1 Sufficiency	0,964
Item 12.2. Clarity	0,965
Item 12.3 Consistency	0,965
Item 12.4 Importance	0,964
Item 12.5 Relevance	0,964
Item 13.1 Sufficiency	0,965
Item 13.2. Clarity	0,965
Item 13.3 Coherence	0,964
Item 13.4 Importance	0,964

Item 13.5 Relevance	0,964
Item 14.1 Sufficiency	0,963
Item 14.2. Clarity	0,963
Item 14.3 Coherence	0,963
Item 14.4 Importance	0,963
Item 14.5 Relevance	0,963
Item 15.1 Sufficiency	0,963
Item 15.2. Clarity	0,963
Item 15.3 Coherence	0,963
Item 15.4 Importance	0,963
Item 15.5 Relevance	0,963
Item 16.1 Sufficiency	0,965
Item 16.2. Clarity	0,964
Item 16.3 Coherence	0,964
Item 16.4 Importance	0,964
Item 16.5 Relevance	0,964
Item 17.1 Sufficiency	0,964
Item 17.2. Clarity	0,964
Item 17.3 Coherence	0,964
Item 17.4 Importance	0,964
Item 17.5 Relevance	0,964
Item 18.1 Sufficiency	0,965
Item 18.2. Clarity	0,965
Item 18.3 Coherence	0,965
Item 18.4 Importance	0,965
Item 18.5 Relevance	0,965

Content validation is a common technique that determines to what extent the components of a tool (such as a survey) are relevant and adequately reflect the construct they are intended to measure, for which the technique of ‘expert judgment’ is often used for assessment.^(32,34,35,36) The eight (08) expert judges in marketing and psychometrics validated the scale with some modifications. The initial and final items are described below (table 5):

Table 5. Content validity of the attitude scale for measuring Transformational Marketing	
Initial items	Final items
1. The association in which I am involved uses awareness-raising strategies in support of the organisation’s objectives.	1. The association in which I am involved uses awareness-raising strategies (such as training and capacity building, awareness campaigns, inclusive experiences, lectures and conferences) in support of the organisation’s objectives.
2. The association in which I am involved uses diversified tools to attract new members.	2. The association in which I participate uses diversified tools (such as phone calls, social networks, help centre, community forum, online form) to attract new members.
3. The association in which I am involved demonstrates commitment to its members.	3. The association in which I participate demonstrates commitment to its members.
4. The association in which I am involved is concerned with creating a sense of belonging to increase the loyalty of its members.	4. The association in which I participate is concerned with generating a sense of belonging among its members in order to increase the loyalty of its members.
5. The association in which I am involved demonstrates its relevance and social impact through its actions.	5. The association in which I am involved demonstrates its relevance and social impact through its actions.
6. The association in which I participate encourages interaction among its members.	6. The association in which I participate encourages synergy among its members.
7. The association in which I am involved encourages interaction with managers.	7. The association in which I am involved encourages interaction with managers.

8. The association in which I participate is constantly generating new services to meet the needs of its members.	8. The association in which I participate is constantly generating new services to meet the needs of its members.
9. In the association in which I participate, there is clarity in the public to which its strategies and actions are directed.	9. In the association in which I participate, there is clarity in the public to which its strategies and actions are directed.
10. The partnership in which I am involved builds strong and trusting relationships.	Deleted
11. The association in which I participate creates new opportunities for the development of its members.	10. The association in which I participate creates new opportunities for the development of its members.
12. I have a positive perception of the association in which I participate.	11. I have a positive perception of the strategies and actions of the association in which I participate.
13. The association in which I participate stimulates positive word of mouth.	12. The partnership in which I am involved stimulates positive word of mouth (puts the public first, provides value, taps into emotions, combines word of mouth and referral marketing).
14. The association in which I participate often targets the wrong members (who are not aligned with organisational policies).	Deleted
15. The association in which I participate manages very high costs.	13. The association in which I participate manages prices that affect its competitiveness.
16. The association in which I participate has quality problems in the services it provides.	14. The association in which I participate has flaws in the quality of the services it provides.
17. The association in which I am involved has organisational problems.	15. The association in which I am involved has a centralised structure.
18. The association in which I am involved has a strong brand image.	16. The association in which I am involved has a strong brand image.

Calculation of the reliability (Cronbach's Alpha) of the responses of members of academic associations

Once the instrument had been administered to the 1112 members of the academic associations, reliability was calculated. Table 6 shows that the Cronbach's alpha value was 0,93.

Table 6. Reliability statistics	
Cronbach's alpha	N of elements
0,936	16

The instrument's high reliability (Cronbach's alpha of 0,93) reflects that academic partnerships capture attitudes toward transformational marketing. This is crucial in the Latin American academic context, where, according to Fierro-Evans and Fortoul-Ollivier⁽¹⁾, the efficient management of academic partnerships is critical. This reliable instrument allows for assessing how transformational marketing strategies influence knowledge building.

Table 7 shows Cronbach's alpha if the item has been deleted; the latter statistic, being higher than 0,90 for each item, demonstrates that, according to the responses of the 1114 members of the academic associations, the attitude scale for measuring Transformational Marketing is reliable.

Table 7. Total element statistics	
Final items	Cronbach's alpha if the item has been removed
The association in which I am involved uses awareness-raising strategies (such as training and capacity building, awareness campaigns, inclusive experiences, lectures and conferences) in support of the organisation's objectives.	0,930
The association in which I participate uses diversified tools (such as phone calls, social networks, help centre, community forum, online form) to attract new members.	0,930
The association in which I participate demonstrates commitment to its members.	0,929
The association in which I participate is concerned with generating a sense of belonging among its members in order to increase the loyalty of its members.	0,929

The association in which I am involved demonstrates its relevance and social impact through its actions.	0,929
The association in which I participate encourages synergy among its members.	0,929
The association in which I am involved encourages interaction with managers.	0,929
The association in which I participate is constantly generating new services to meet the needs of its members.	0,928
In the association in which I participate, there is clarity in the public to which its strategies and actions are directed.	0,929
The association in which I participate creates new opportunities for the development of its members.	0,929
I have a positive perception of the strategies and actions of the association in which I participate.	0,929
The partnership in which I am involved stimulates positive word of mouth (puts the public first, provides value, taps into emotions, combines word of mouth and referral marketing).	0,929
The association in which I participate manages prices that affect its competitiveness.	0,943
The association in which I participate has flaws in the quality of the services it provides.	0,950
The association in which I am involved has a centralised structure.	0,939
The association in which I am involved has a strong brand image.	0,932

Findings related to the attitudes of the subjects interviewed about implementing transformational marketing in their organizations

The attitude scale to measure Transformational Marketing was applied to the 1114 members of the academic associations, taking into account the following ratings:

- Strongly Agree (TA) =5
- Agree (TD) =4
- Undecided (IND) =3
- Disagree (ED) =2
- Strongly Disagree (TD) =1

Means between 4,32 and 4,53 (Strongly Agree=5, Agree=4) were found for items 1, 2, 3, 4, 5, 5, 6, 7, 8, 9, 10, 11, 12 and 16, where the application of Transformational Marketing of academic partnerships is positively evaluated. On the other hand, items 13, 14, and 15, which measure the use of prices that affect competitiveness, failures in the quality of services, and the presence of centralized structures, show averages between 3,11 and 3,84, located at the neutral level (Undecided=3) of the scale.

Table 8. Descriptive statistics

Final items	N	Media
The association in which I am involved uses awareness-raising strategies (such as training and capacity building, awareness campaigns, inclusive experiences, lectures and conferences) in support of the organisation's objectives.	1114	4,51
The association in which I participate uses diversified tools (such as phone calls, social networks, help centre, community forum, online form) to attract new members.	1114	4,38
The association in which I participate demonstrates commitment to its members.	1114	4,53
The association I am involved in works to build a sense of belonging among its members in order to increase member loyalty.	1114	4,45
The association in which I participate demonstrates its relevance and social impact through its actions.	1114	4,49
The association in which I participate fosters synergy among its members.	1114	4,42
The association in which I participate encourages interaction with managers.	1114	4,39
The association in which I participate constantly generates new services to meet the needs of its members.	1114	4,39
The association in which I participate is clear about the target audience for its strategies and actions.	1114	4,45

The association in which I participate creates new opportunities for the development of its members.	1114	4,47
I have a positive perception of the strategies and actions of the association in which I participate.	1114	4,54
The association in which I participate stimulates positive word-of-mouth (puts the public first, provides value, taps into emotions, combines word-of-mouth and referral marketing).	1114	4,32
The association in which I participate manages prices that affect its competitiveness.	1114	3,40
The association in which I participate has shortcomings in the quality of the services it provides.	1114	3,11
The association in which I participate has a centralised structure.	1114	3,84
The association I participate in has a well-established brand image	1114	4,32

The generally positive attitudes towards transformational marketing (high means on most items) suggest that this approach is well-received in academia. This supports Martins et al.⁽²⁾ idea of transformational marketing as a key factor in empowering academic communities and influencing engagement and loyalty.

Also, the positive perceptions reflect that transformational marketing strategies are aligned with what is described by Brown et al.⁽¹⁰⁾ and Farooq et al.⁽¹¹⁾, where an inspirational mission is communicated. Self-improvement is promoted to build loyalty and a sense of belonging.

Furthermore, positive user experience, according to Mitre-Ortiz et al.⁽¹⁴⁾, depends on ease of use, access to quality content, and successful networking. The article shows that academic associations positively value the experiences provided by transformational marketing, which may be related to an adequate implementation of digital and service strategies.^(5,6)

Finally, although the study has shown a positive perception and reliability of the instrument, Moreta et al.⁽¹⁷⁾ point out gaps in understanding the full impact of transformational marketing in academic associations. This opens the door for future research addressing these neglected areas, especially with regard to digital transformation and public value generation.

CONCLUSIONS

Today, marketing is a powerful tool that impacts different spheres of society. It allows companies and other entities to make themselves known and thus build a solid reputation in the marketplace. The changes and transformations in today's technological world make marketing more meaningful than ever.

In this way, transformational marketing emerges as a new proposal capable of adapting and incorporating those positive elements to achieve an effective transformation that contributes to increasing the performance and efficiency of entities and workers. For this reason, this study proposes an attitude scale to measure transformational marketing in academic associations.

Academic associations are nowadays one of the main drivers of knowledge. This is undoubtedly a fundamental factor to consider, where implementing transformational marketing can positively impact their positioning through basic organizational principles that inspire self-improvement, thus building loyalty and a sense of belonging.

In this way, the results of this study expose several elements that should be considered. First, it is important to highlight that transformational marketing is still in a stage where a state of maturity is not yet evident. Therefore, it continues to be immersed in training processes in the changing conditions of the socio-economic and cultural environment in which it takes place. Thus, once the reliability test has been carried out, it can be seen that Cronbach's alpha value is 0,96, with 0,80 and 0,90 being the regular standards for this test. According to the experts, this result shows that the attitude scale for measuring transformational marketing in academic associations is reliable. Moreover, the instrument's reliability is evident (Cronbach's alpha of 0,93). This result makes it possible to assess how transformational marketing strategies directly influence the educational development of academic associations. Generally, most positive attitudes towards transformational marketing are shown, with a prevalence of high means for most items, suggesting that this approach is currently favorably accepted in academia.

Finally, the research team considers it pertinent to state that this study can serve as a precedent for future research on transformational marketing. This is mainly because the topic continues to gain ground in business and academia.

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CONFLICT OF INTEREST

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