Research on Cultural Soft Power and Customer Loyalty from the Perspective of Organizational Legitimacy, Taking Multinational Corporations as an Example Academic Level : Professional Paper details The independent variable of this paper is cultural soft power（include cultural shaping ability+cultural communication ability+cognitive ability with stakeholders) The dependent variable is customer loyalty. The first mediator variable is organizational legitimacy（include practical legitimacy+moral legitimacy+cognitive legitimacy） The second mediator variable is the quality of relationship with customers. The first moderator variable is the consumer ethnocentrism. The second moderator variable is the multinational company's operating experience in the host country.