The Influence of Consumer-Brand Relationship on Multichannel Consumer Loyalty: Focusing on the China Market

Joonyong Park[1] . **Renee B. Kim**[2]

Abstract   The purpose of this paper is to understand loyalty in the multichannel retail in the China market. We analyze the interaction between offline and online loyalty and the direct effects on loyalty of brand trust and brand attachment. Structural equation model multigroup analysis is performed to test the hypotheses. Online loyalty is largely driven by offline loyalty, and offline loyalty is positively affected by brand trust and brand attachment. The findings confirm multichannel retailers should focus on building brand trust and brand attachment, if they want to get offline loyalty. Stronger bonds between the customer and the retail brand translate into higher loyalty, particularly toward the offline channels, and then higher offline loyalty translate into higher online loyalty.

Keywords   brand trust. brand attachment. offline loyalty. online loyalty. multichannel

✉ Joonyong Park
  hyjyphd@gmail.com

  Renee B. Kim
  kimrby2@gmail.com

[1] School of Business, Hanyang University, Seoul, S. Korea

[2] School of Business, Hanyang University, Seoul, S. Korea,

Introduction

During the last decade with the growth of online selling, traditional offline retailers have added online channels, thus becoming multichannel and omnichannel retailers. Therefore, deployment and integration of multichannel has become the most important issue for retailers (Herhausen et al., 2015). Retailers can gain more revenue and loyalty through providing more services to consumers by building multiple channels. There is some evidence that multichannel customers provide higher revenues (Kushwaha & Shankar, 2013) and are more loyal because the increased portfolio of services increases satisfaction (Wallace et al., 2004). Multichannel retailers, unlike purely online or offline retailers, have the strength of offering customers multiple contact points, particularly the offline store experience, with the potential to strengthen the customer relationship with the brand (Frasquet et al., 2015). Thus, unlike pure online and offline retailers, multichannel retailers can build customer loyalty through the interaction between offline and online behavior. The interaction between offline and online customers' beliefs, attitudes, and behaviors has been explored in prior studies (Badrinarayanan et al., 2012; Hahn & Kim, 2009; Jones & Kim, 2010), with a strong focus on the transference of offline trust to the online context.

Our study continues and extends the research in this context. Many studies focus on the transfer of brand trust from offline channels to online channels. In contrast, we will expand this theme to focus on the customer-brand relationship (trust, attachment) between online and offline channels, for each channel. Brand trust has been recognized as an antecedent of loyalty in the online context (Huang et al., 2014; Sahi et al., 2016), and building a strong brand connection with customers is a solid basis for cultivating loyalty behaviors (Swoboda et al., 2013). Brand attachment also plays an important role in brand loyalty in the multichannel context (Frasquet et al., 2015). So, our aim is to analyze the differential impact of brand trust and brand attachment on loyalty to each channel (online and offline), and how offline loyalty transfers to online loyalty. Furthermore, we tested whether brand relationships have different effects on online and offline channel loyalty according to product classification. We expected that consumers' attitudes toward the brand relationship in terms of online and offline channel loyalty will differ in terms of functional products such as clothing, shoes, and electronics and hedonic products such as food and liquor. Our model is tested in the functional sector (Nike and Apple) and the hedonic sector (Ferrero Rocher and Budweiser) in China.

Theoretical framework and hypotheses

Consumer-brand relationship

Today, the importance of consumer-brand relationships is increasing (Brodie et al., 2011; Dessart et al., 2015). Many researchers have found that consumer-brand relationships are similar to interpersonal relationships in the social environment, and these relationships influence consumer-brand interaction (Aggarwal, 2004; Fournier, 1998), and ultimately, consumers will refuse to purchase other brands and will use the same brand continuously (Kates, 2000). According to previous studies, communication is an important factor in the consumer-brand relationship, and

to develop such a relationship, there must be an emotional bond to the brand (Veloutsou, 2007; Esch et al., 2006). Other studies also explain that cognitive belief and emotional ties, such as trust and attachment to the brand, are included in the consumer-brand relationship, and these factors will affect consumer behavior in relation to the brand (Albert et al., 2013; Chaudhuri & Holbrook, 2001). Attachment and trust are indispensable factors in building a successful relationship because they are very important factors in the communication with others. These two factors can reduce the risks that consumers face (Morgan & Hunt, 1994). Moreover, the consumer-brand relationship has a strong impact on consumer choice (Fournier, 1998; Hess, 1995). Batra et al. (2012) explained that brand managers should focus on the consumer-brand relationship and that the relationship will ultimately build loyalty. This point of view is verified in various studies. In other words, the consumer-brand relationship is a factor that can affect brand loyalty, and it has a great effect on consumer behaviors such as purchase, word of mouth, etc. (Aaker et al., 2004; Fournier, 1998; Park et al., 2013; Schmitt, 2013). It can lead to loyalty (Aggarwal, 2004; Keller, 2012).

Consumer loyalty

Loyalty is very important in marketing. Loyalty builds long-term and mutual relationships with customers (Pan et al., 2012). Many researchers and practitioners believe that brand loyalty is one of the important strategic factors and helps to build a sustainable competitive advantage (Gounaris & Stathakopoulos, 1995). Brand loyalty can be defined by behavioral responses and attitudes (Tepeci, 1999). In particular, brand loyalty refers to the characteristics of consumers who have a strong attachment to a particular brand (Jacoby & Chestnut, 1978). Many researchers have tried to define and measure consumer loyalty in terms of attitude and behavior (Oliver, 1999). Loyalty in terms of attitude refers to the willingness of consumers to maintain relationships with service products (Czepiel & Gilmore, 1897), and behavioral loyalty refers to repetitive purchases, which is the number of times a consumer purchases the same product or service over a period of time, expressed as a percentage (Neal, 1999). Oliver (1997) suggested that loyalty in terms of attitude is important. The attitude aspect focuses on the psychological involvement with the brand, which is the propensity to repurchase. The difference between the two aspects is that the behavioral aspect emphasizes actual behavior, while the attitudinal side emphasizes the tendency to be loyal to the brand. High-loyalty customers will continue to use and purchase the same brand. These customers are more likely to purchase the brand.

A study by Reichheld (1996) found that consumers are more likely to invest in a brand's services or products when they are loyal to a particular brand. And loyal customers will repurchase, pay a premium price, and talk positively to others about the brand (Zeithaml et al., 1996). Anderson and Mittal (2000) reached similar conclusions. Loyalty will encourage consumers to talk positively about the brands, ultimately leading to higher revenues for retailers. In addition, these consumers buy more products and are less affected by the ads of competitors (Reichheld & Sasser, 1990). Reichheld et al. (2000) also found that consumer loyalty was one of the success factors of e-commerce.

Hypothesis development and research model

In this study, we extend previous studies. We tested the consumer-brand relationship and its respective impacts on online loyalty and offline loyalty. For this research purpose, first, we examined the relationship between brand trust and brand attachment in the consumer-brand relationship. Second, we examined the effect of the consumer-brand relationship on offline loyalty and online loyalty. Third, we examined the effect of offline loyalty on online loyalty. Finally, we tested whether there was a difference in the effect of online and offline loyalty depending on the type of product. The research model is shown in Figure 1.

Brand trust

Marketers make a lot of effort to build strong bonds between consumers and brands. According to Hiscock (2001), brand trust is a major factor in creating strong bonds between consumers and brands. Brand trust can form emotional ties, and this bond can connect brands and consumers (Morgan-Thomas & Cleopatra, 2013). Albert and Merunka (2013) also reported through empirical studies that brand trust has a great influence on brand attachment. Berry (2000) concluded that brand attachment only occurs when consumers are trusted. As such, brand trust plays a large role in turning it into brand attachment, since there is a strong relationship between trust and attachment (Smaoui, 2008). And brand trust can not only build a consumer relationship, but it can also help to maintain and develop that relationship. The higher the trust, the stronger the attachment to the brand (Moorman et al., 1992). Based on the previous studies, we hypothesize that:

Hypothesis 1: Brand trust positively influences brand attachment.

Brand trust has been viewed as a decisive factor in brand loyalty (Gomez & Rubio, 2010), because brand trust is a crucial factor in the relationship between consumers and brands (Bianchi et al., 2014). Lin and Wang (2006) also found that brand trust plays a crucial role in consumer loyalty and is also strongly related to customer satisfaction. And brand trust depends largely on experience, which influences attitudes and beliefs about retailers in offline stores (Badrinarayanan et al., 2012; Kwon & Lennon, 2009; Jones & Kim, 2010). Based on the previous studies, we hypothesize that:

Hypothesis 2: Brand trust positively influences offline loyalty.

There are several studies on brand trust and online loyalty. Mutual trust in the online environment can reduce risk, and this trust allows consumers to make more online purchases (Casalo et al., 2008). The feeling of safety online generated by this trust can promote repeated purchases on the same website (Liu et al., 2005). If consumers trust an online brand, they like to shop on the brand's website and appreciate the convenience (Connolly & Bannister, 2007). Brand trust has a positive effect on purchase intention, repurchase intention, recommendation intention, and loyalty to Web sites (Harris & Goode, 2004; Das, 2016). Furthermore, brand trust generated by positive experiences can improve loyalty to online retailers (Rahman, 2016).

Based on the previous studies, we hypothesize that:

Hypothesis 3: Brand trust positively influences online loyalty.

Brand attachment

If consumers have an attachment to the brand, they maintain the attitude and loyalty to the brand, because they do not want to lose their attachment to the brand (Thomson, 2006). Consumers try to maintain this loyalty because it enables them to create value in their relationship with the brand (Fournier, 1998). Brand attachment is strongly related to purchase intention (Thomson et al., 2006). Brand attachment can affect future purchasing (Esch et al., 2006), and this relationship also influences brand loyalty (Hollebeek, 2011). If consumers feel that they are emotionally connected to a particular brand, their loyalty will also increase, and this loyalty allows consumers to ignore negative information and to repurchase (Dunn & Hoegg, 2014; Chakravarty et al., 2010). The emotional state of a consumer's brand attachment affects loyalty (Carroll & Ahuvia, 2006; Chaudhuri & Holbrook, 2001; Thomson et al., 2005). In consumer activities, consumers may have an attachment to the brand through contact with people related to the brand, such as other customers or employees (Keller, 2010). Offline stores can promote the formation of friendly feelings, and contact with salespeople can create consumer-brand relationships (Dolbec & Chebat, 2013). Based on the previous studies, we hypothesize that:

Hypothesis 4: Brand attachment positively influences offline loyalty.

According to Keller (2010), online channels affect consumers' brand attachment through events that provide consumers with a sense of community and emotional rewards by connecting consumers. Bock et al. (2012) argued that brand attachment in offline networks affects online loyalty directly or indirectly. If consumers have an attachment to an enterprise in the Internet environment, these consumers will continue to use the products and services (Shin et al., 2013). Based on the previous studies, we hypothesize that:

Hypothesis 5: Brand attachment positively influences online loyalty.

Online loyalty and offline loyalty

According to studies on the relationship between offline loyalty and online loyalty, when consumers got a new impetus such as online channels, they want to transfer their attitudes and beliefs about offline channels to online channels. In Keller's (1993) study, offline loyalty can be transferred to online loyalty, and this loyalty includes both behavioral and attitudinal aspects. If loyalty to the offline channel is already established, this loyalty will translate into a positive attitude toward online channels of the brand (Jones & Kim 2010). Attitudes toward offline stores have a positive effect on attitudes toward online channels (Balabanis & Reynolds 2001). Loyal consumers do not seek information and only accept positive reviews of retailers, and these consumers have a positive attitude toward the online channels (Supphellen & Nysveen,

2001). Soderlund (2003) explained that consumers' satisfaction with offline product or service quality causes consumers to visit the brand's online store. Based on the previous studies, we hypothesize that:

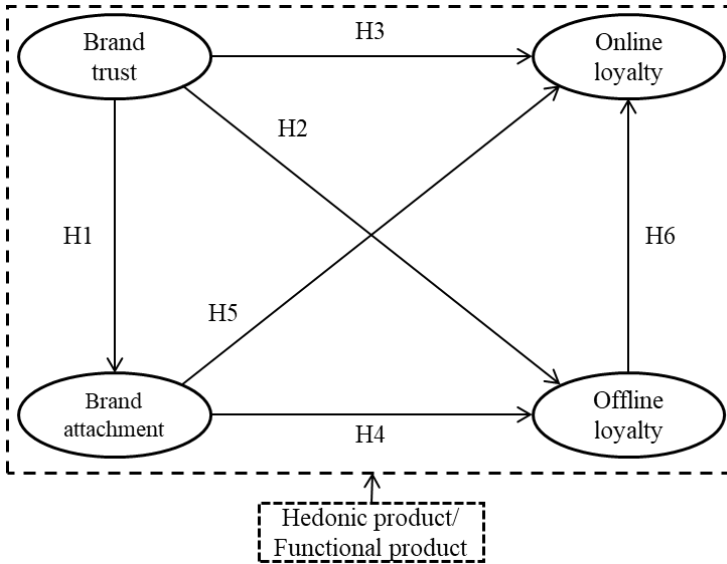*Hypothesis 6: Offline loyalty positively influences online loyalty.*

Fig. 1 Research model

Method and data

Samples

The data used to test our hypotheses were collected by a survey in China. The survey was given to Chinese consumers who had purchased in both offline and online stores. The survey consisted of a total of 69 items, and the configuration of the survey was measured in items (64 questions: 14 questions for each product—Nike, Apple, Ferrero Rocher, and Budweiser) and five demographic questions. The total number of respondents was 439, and in the final analysis 98 that were randomly sampled were used, 49 each of male and female respondents. The demographic characteristics are shown in Table 1.

Measurement development

All the measurement items have been applied in previous studies. The indicator and relevant literature of each construct are shown in Table 2. In the survey, all of the variables were measured using a 1−5-point (strongly disagree to strongly agree) Likert-type scale.

Table 1 Sample characteristics ($N = 98$)

	Valid	Frequency	Percent
Gender	Male	49	50
	Female	49	50
Age	20s	8	8.2
	30s	12	12.2
	40s	50	51
	50s + over	28	28.6
Job	Student	22	22.4
	Government Official	9	9.2
	Office Worker	6	6.1
	Self-employed	22	22.4
	Housewife	7	7.1
	Profession	3	3.1
	Service / Sales	18	18.4
	Other	11	11.2
Education	High school diploma	8	8.2
	Vocational degree	12	12.2
	Bachelor's degree	50	51
	Master's degree and above	28	28.6
Income	7000 Yuan + under	17	17.3
	7000 – 9999 Yuan	18	18.4
	10000 – 14999 Yuan	20	20.4
	15000 – 19999 Yuan	17	17.3
	20000 Yuan + over	26	26.5
Total		98	100

Table 2 List of items by construct

Construct	Items	Indicator	Related literature
Brand trust	BT1	I believe in (trust) the brand XYZ.	Chaudhuri & Holbrook, 2001
	BT2	I rely on the brand XYZ.	
	BT3	The brand XYZ is an honest brand.	
	BT4	The brand XYZ is safe.	
Brand attachment	BA1	The brand XYZ is part of me and tells me who I am.	Park et al., 2010
	BA2	I personally feel that the brand XYZ is related to me.	
	BA3	My thoughts and feelings about the brand XYZ always come to my mind unconsciously.	
	BA4	My thoughts and feelings about the brand XYZ are instinctive and instantaneous.	
Offline loyalty	OFL1	I will tell others a positive story about the brand XYZ's offline store.	Yang & Peterson (2004)
	OFL2	I will recommend an offline store of brand XYZ to those who ask me for advice.	
	OFL3	I will encourage friends and relatives to use the brand XYZ's offline store.	
	OFL4	I will visit the brand XYZ's offline store more often.	
Online loyalty	ONL1	I will tell others a positive story about XYZ's online store.	Yang & Peterson (2004)
	ONL2	I would recommend XYZ's online store to anyone seeking advice.	
	ONL3	I would encourage friends and relatives to use XYZ's online store.	
	ONL4	I will visit XYZ's online store more often.	

Estimation

The structural model consists of four latent variables. It includes the constructs shown in Figure 1. The model was estimated using the partial least squares structural equation modeling (PLS-SEM) approach. This option is mainly motivated by the characteristics of the data and the properties of the model. In fact, PLS-SEM works efficiently with small sample sizes and complex models and practically makes no assumptions about the underlying data (Hair et al., 2012). All data analyses were carried out using Smart PLS 3.0 and SPSS 21.

Results

Reliability and validity

The constructs were assessed for reliability using Cronbach's alpha (Cronbach, 1951). Nunnally (1978) suggested that a value of at least 0.70 indicates adequate reliability. The results of Cronbach's α testing showed a value between 0.870 and 0.960 for all items and all products (NIKE, Apple, Ferrero Rocher, and Budweiser). Subsequently, all of the constructs had adequate reliability (see Table 3). In order to check the discriminant validity, the correlations between all pairs of constructs were calculated (Fornell & Larcker 1981). This test states that the discriminant validity is confirmed provided that the variance extracted estimates are greater than the squared correlation estimate for any two constructs. This technique allows us to confirm the discriminant validity of the constructs included in our model, and if composite reliability (CR) is greater than 0.70, internal consistency reliability is secured (Hair et al., 1998), and if the average variance extracted (AVE) is more than 0.50, the measurement model has convergent validity (Fornell & Larcker 1981). The results of this study show that the CR is greater than 0.70, the AVE is greater than 0.50, and the square root of AVE is greater than the correlation coefficient. From this we can consider that construct validity is ensured and the measurement model has convergent validity and discriminant validity (see tables 3 and 4).

Table 3 Construct reliability and validity

Measures	Cronbach's Alpha				Composite Reliability				Average Variance Extracted (AVE)			
	A	N	F	B	A	N	F	B	A	N	F	B
BT	.934	.870	.948	.934	.953	.911	.963	.953	.836	.719	.866	.836
BA	.953	.921	.954	.953	.966	.944	.966	.966	.877	.808	.878	.877
OFL	.950	.910	.960	.950	.964	.937	.971	.964	.869	.787	.892	.869
ONL	.959	.923	.954	.959	.970	.945	.967	.970	.891	.812	.880	.891

(N: Nike, A: Apple, F: Ferrero Rocher, B: Budweiser)

Table 4 Discriminant validity

	BA				OFL				ONL				BT			
	A	N	F	B	A	N	F	B	A	N	F	B	A	N	F	B
BA	.937	.899	.937	.937												
OFL	.955	.849	.932	.955	.932	.887	.945	.932								
ONL	.944	.872	.926	.944	.964	.860	.966	.964	.944	.901	.938	.944				
BT	.871	.714	.884	.871	.903	.855	.904	.903	.892	.729	.898	.892	.914	.848	.931	.914

(N: Nike, A: Apple, F: Ferrero Rocher, B: Budweiser)

Model estimation results

Table 5 presents the estimates of the path coefficients of the proposed model and the respective significances. The effect sizes for evaluating the predictive importance of each determinant (original constructs and interaction terms) may also be found in Table 5 (origins of the effects in rows and destinations in columns).

Table 5 Research model results

Hypothesis	Path coefficients				T Statistics ($|O/STDEV|$)				P Values			
	A	N	F	B	A	N	F	B	A	N	F	B
BT → BA	.909	.714	.884	.871	38.619	14.453	27.489	31.782	.000 ***	.000 ***	.000 ***	.000 ***
BT → OFL	.470	.508	.364	.293	4.528	7.380	2.887	3.554	.000 ***	.000 ***	.004 **	.000 ***
BT → ONL	.026	.000	.097	.105	.292	.005	1.093	1.445	.770	.996	.275	.149
BA → OFL	.481	.486	.611	.700	4.651	8.151	5.130	8.483	.000 ***	.000 ***	.000 ***	.000 ***
BA → ONL	.332	.509	.165	.244	2.871	5.658	1.473	1.437	.004 **	.000 ***	.141	.151
OFL → ONL	.590	.429	.725	.641	3.905	4.121	5.031	3.676	.000 ***	.000 ***	.000 ***	.000 ***

(N: Nike, A: Apple, F: Ferrero Rocher, B: Budweiser)

The hypotheses that brand trust positively influences online loyalty were rejected in all product groups, and the hypothesis about the effects of brand attachment and online loyalty was rejected in the hedonic (Ferrero Rocher and Budweiser) product group. All other hypotheses were supported.

Discussion

Our study makes an incremental contribution to the limited literature on the interaction effects between offline and online channels in the China market. Our results reveal that offline loyalty has a strong impact on online loyalty. Global brands face severe competition in the China market and feel the constant pressure to differentiate themselves and build a loyal customer

base. Providing unique brand experiences to customers may be an effective way to develop brand trust and brand loyalty and differentiate the brand in the mind of the customer. However, little research has been carried out on this topic. Also, no previous study has investigated the transference of a shopper's brand trust and attachment from the offline context to the online channel by product type in the China market. The sample was divided into four subsamples: functional product (Apple and Nike) consumers and hedonic product (Ferrero Rocher and Budweiser) consumers, to perform a multigroup analysis (Table 5). This allowed investigation of the existence of differences in loyalty by product type. As a result, it should be noted, first, that the strongest predictor of online loyalty is offline loyalty, both in functional and hedonic products, in the line of H6. This confirms that there exist relevant interaction effects between offline and online behaviors and the importance of multichannel shopping (Frasquet et al., 2017). Second, brand trust positively and significantly influences brand attachment (H1) and offline loyalty (H2) for both product types. Brand attachment also positively affects offline loyalty (H4). Consumers who feel more connected to the retail brand are more likely to repurchase in offline stores. By contrast, the relationship of brand trust to online loyalty (H3) is not significant for either the functional or the hedonic products, and only in the functional product group did brand attachment affect online loyalty (H5). This result may be explained as attachment having been traditionally related to social bonding, personal ties or interaction, personal friendship, and mutual liking shared by a buyer and a seller (Liang & Wang, 2008). In this sense, functional product group brand attachment may have been developed through personal or face-to-face service encounters in the early stage of the relationship with the retailer, before the existence of the online store. so there is no direct influence of brand trust and attachment on online loyalty but it is rather mediated through offline loyalty.

Practical implications and conclusion

Our investigation analyzed the interaction between the brand loyalty of online and offline channels, focusing on the customer-brand relationship. It contributes to advance our knowledge of this topic in the following ways. First, our main conclusion is that offline loyalty has the strongest effect on online loyalty in the China market. This is in accordance with previous research that showed that the attitude toward the offline channel transferred to the online channel (Kim & Park, 2005; Jones & Kim, 2010; Frasquet et al., 2017). Second, the results show that the brand plays a relevant role in driving shopping intentions toward the offline channel of the retailer. Brand trust and brand attachment are the important variables explaining offline channel loyalty, in line with previous results (Sirdeshmukh et al., 2002; Jones & Kim, 2010; Huang et al., 2014; Frasquet et al., 2017). Brand trust and brand attachment contribute to explain offline loyalty, but not loyalty toward the online shop. According to Huang et al. (2014), brand attachment builds through interactions in physical stores and then transfers to online loyalty. Third, our results show that differences depending on the product group affect the relationships investigated. Brand attachment was found to affect online loyalty only in functional brands such as Apple and Nike. These functional brands are distinguished by their superior product quality and differentiated services. Consumers have developed confidence in the brand through their experience. Also these brands have an enthusiastic fan base that has

blind faith in and an infinite affection for the brand. From another point of view, we can look at the differences between industrial products and food. Attachment to a product brand that can be used consistently affects online loyalty, but attachment to a food brand has no effect on online loyalty.

One of the most important issues facing retailers in China today is how to gain synergies by managing offline and online channels to improve overall performance. Multichannel retailers need to coordinate their online and offline channels to build stronger brands through an enhanced multichannel shopping experience. In today's multichannel environment, consumers have more choices, and as they cross between channels during the shopping process, they may not only switch channels but also switch retailers. In this context, gaining and maintaining loyalty becomes even more challenging. Multichannel retailers enjoy the privilege of building customer-brand relationships that can increase loyalty both offline and online when compared to purely online players.

Online and offline customers are not others, and customers who are likely to increase their online loyalty are those who are loyal to the offline stores. Retailers can leverage synergies between the offline network and online channels to enhance consumers' trust and build online loyalty by stimulating loyalty to their offline channels. Given that brand trust and attachment contribute to offline loyalty, not online loyalty, retailers entering the China market need to adopt a multichannel approach.

Therefore, if a multichannel retailer wants to build customer loyalty, every effort must be made to build trust and attachment to the brand. Efforts to build stronger ties between customers and retail brands lead to high loyalty, especially for offline channels. Thus, retailers need to take advantage of their offline presence by providing a favorable offline experience through store design, mood, and service to increase online revenues.

References

Aaker, J., Fournier, S., & Brasel, A. (2004). When good brands go bad. *Journal of Consumer Research,. 31*(1): 1-16.

Aggarwal, P. (2004). The effects of brand relationship norms on consumer attitudes and behavior. *Journal of Consumer Research, 31*(1): 87-101.

Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing, 30*(3): 258-266.

Anderson, E. W., & Mittal, V. (2000). Strengthening the satisfaction-profit chain. *Journal of Service Research, 3*: 107-120.

Badrinarayanan, V., Becerra, E. P., Kim, C. H., & Madhavaram, S. (2012). Transference and congruence effects on purchase intentions in online stores of multichannel retailers: Initial evidence from the U.S. and South Korea. *Journal of the Academy of Marketing Science, 40*(4): 539-557.

Balabanis, G., & Reynolds, N. L. (2001). Consumer attitudes towards multichannel retailers' Web sites: The role of involvement, brand attitude, Internet knowledge and visit duration. *Journal of Business strategies, 18*(2): 105.

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of marketing, 76(*2): 1-16.

Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science, 28*(1): 128-137.

Bianchi, C., Drennan, J., & Proud, B. (2014). Antecedents of consumer brand loyalty in the Australian wine industry. *Journal of wine research, 25*(2): 91-104.

Bock, G. W., Lee, J., Kuan, H. H., & Kim, J. H. (2012). The progression of online trust in the multichannel retailer context and the role of product uncertainty. *Decision Support Systems, 53*(1): 97-107.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research, 14*(3): 252-271.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters, 17*(2): 79-89.

Casalo, L. V., Flavian, C., & Guinaliu, M. (2008). Fundaments of trust management in the development of virtual communities. *Management Research News, 31*(5): 324-338.

Chakravarty, A., Liu, Y., & Mazumdar, T. (2010). The differential effects of online word-of-mouth and critics' reviews on pre-release movie evaluation. *Journal of Interactive Marketing, 24*(3): 185-197.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing, 65*(2): 81-93.

Connolly, R., & Bannister, F. (2007). Consumer trust in Internet shopping in Ireland: towards the development of a more effective trust measurement instrument. *Journal of Information Technology, 22*(2): 102-118.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika, 16*(3): 297-334.

Czepiel, J. A., & Gilmore, R. (1987). Exploring the concept of loyalty in services. In C. Congram, J. A. Czepiel, and J. Shanahan (Eds.), *The service challenge: Integrating for competitive advantage* (pp. 91-94). Chicago: American Marketing Association.

Das, G. (2016). Antecedents and consequences of trust: An e-tail branding perspective. *International Journal of Retail & Distribution Management, 44*(7): 713-730.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management, 24*(1): 28-42.

Dolbec, P. Y., & Chebat, J. C. (2013). The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity. *Journal of Retailing, 89*(4): 460-466.

Dunn, L., & Hoegg, J. (2014). The impact of fear on emotional brand attachment. *Journal of Consumer Research, 41*(1): 152-168.

Esch, F. R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management, 15*(2): 98-105.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1): 39-50.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research, 24*(4): 343-373.

Frasquet, M., Mollá Descals, A., & Ruiz-Molina, M. E. (2017). Understanding loyalty in multichannel retailing: The role of brand trust and brand attachment. International *Journal of Retail & Distribution Management, 45*(6): 608-625.

Frasquet, M., Mollá, A., & Ruiz, E. (2015). Identifying patterns in channel usage across the search, purchase and post-sales stages of shopping. *Electronic Commerce Research and Applications, 14*(6): 654-665.

Gómez, M., & Rubio, N. (2010). Re-thinking the relationship between store brand attitude and store brand loyalty: a simultaneous approach. *The International Review of Retail, Distribution and Consumer Research, 20*(5): 515-534.

Gounaris, S., & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *Journal of brand Management, 11*(4): 283-306.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the academy of marketing science, 40*(3): 414-433.

Harris, L. C., & Goode, M. M. (2004). The four levels of loyalty and the pivotal role of trust: a study of online service dynamics. *Journal of retailing, 80*(2): 139-158.

Herhausen, D., Binder, J., Schoegel, M., & Herrmann, A. (2015). Integrating bricks with clicks: retailer-level and channel-level outcomes of online-offline channel integration. *Journal of Retailing, 91*(2): 309-325.

Hess, J. S. (1995). Construction and assessment of a scale to measure consumer trust. In Stern B, Zinkhan

G (Eds.), *Proceedings of the American Marketing Association Educators' conference*, vol 6 (pp. 20-26). Chicago: American Marketing Association.

Hiscock, J. (2002). Most trusted brands. *Marketing, March 1*: 32-32.

Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management, 27*(7-8), 785-807.

Hongyoun Hahn, K., & Kim, J. (2009). The effect of offline brand trust and perceived internet confidence on online shopping intention in the integrated multi-channel context. *International Journal of Retail & Distribution Management, 37*(2): 126-141.

Huang, C. C., Fang, S. C., Huang, S. M., Chang, S. C., & Fang, S. R. (2014). The impact of relational bonds on brand loyalty: The mediating effect of brand relationship quality. *Managing Service Quality, 24*(2): 184-204.

Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management.* New York: John Wiley & Sons Incorporated.

Jones, C., & Kim, S. (2010). Influences of retail brand trust, off‑line patronage, clothing involvement and website quality on online apparel shopping intention. International *Journal of Consumer Studies, 34*(6): 627-637.

Kates, S. M. (2000). Out of the closet and out on the street!: Gay men and their brand relationships. *Psychology & Marketing, 17*(6): 493-513.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing, 57*(1): 1-22.

Keller, K. L. (2010). Brand equity management in a multichannel, multimedia retail environment. *Journal of Interactive Marketing, 24*(2): 58-70.

Keller, K. L. (2012). Understanding the richness of brand relationships: Research dialogue on brands as intentional agents. *Journal of Consumer Psychology, 22*(2): 186-190.

Khan, I., & Rahman, Z. (2016). Retail brand experience: Scale development and validation. *Journal of Product & Brand Management, 25*(5): 435-451.

Kim, J., & Park, J. (2005). A consumer shopping channel extension model: attitude shift toward the online store. *Journal of Fashion Marketing and Management, 9*(1): 106-121.

Kushwaha, T., & Shankar, V. (2013). Are multichannel customers really more valuable? The moderating role of product category characteristics. *Journal of Marketing, 77*(4): 67-85.

Kwon, W. S., & Lennon, S. J. (2009). What induces online loyalty? Online versus offline brand images. *Journal of Business Research, 62*(5): 557-564.

Liang, C. J., & Wang, W. H. (2008). Do loyal and more involved customers reciprocate retailers' relationship efforts? *Journal of Services Research, 8*(1): 63.

Lin, H. H., & Wang, Y. S. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. *Information & Management, 43*(3): 271-282.

Liu, C., Marchewka, J. T., Lu, J., & Yu, C. S. (2005). Beyond concern: A privacy-trust-behavioral intention model of electronic commerce. *Information & Management, 42*(2): 289-304.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research, 29*(3): 314.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The Journal of Marketing, 58*(3): 20-38.

Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research, 66*(1): 21-27.

Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research, 11*(1): 20.

Nunnally, J. C., & Bernstein, I. H. (1978). *Psychometric Theory.* New York: McGraw-Hill.

Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing, 63*: 33-44.

Pan, Y., Sheng, S., & Xie, F. T. (2012). Antecedents of customer loyalty: An empirical synthesis and reexamination. *Journal of Retailing and Consumer Services, 19*(1): 150-158.

Park, C. W., Eisingerich, A. B., & Park, J. W. (2013). Attachment-aversion (AA) model of customer-brand relationships. *Journal of Consumer Psychology, 23*(2): 229-248.

Reichheld, F. F. (1996). Learning from customer defections. *Harvard Business Review, 74*(2): 56-70.

Reichheld, F. F., & Sasser, J. W. (1990). Zero defections: Quality comes to services. *Harvard Business Review, 68*(5): 105-111.

Reichheld, F. F., Markey Jr, R. G., & Hopton, C. (2000). The loyalty effect: The relationship between loyalty and profits. *European Business Journal, 12*(3): 134.

Sahi, G. K., Sekhon, H. S., & Quareshi, T. K. (2016). Role of trusting beliefs in predicting purchase intentions. *International Journal of Retail & Distribution Management, 44*(8): 860-880.

Schmitt, B. (2013). The consumer psychology of customer-brand relationships: Extending the AA relationship model. *Journal of Consumer Psychology, 23*(2): 249-252.

Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management, 33*(3): 453-463.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of marketing, 66*(1): 15-37.

Smaoui, F. (2008, January). Les déterminants de l'attachement émotionnel à la marque: effet des variables relationnelles et des variables relatives au produit. In *Proceedings of the 2008 Marketing Trends Congress* (pp. 17-19).

Söderlund, M. (2003). The retrospective and the prospective mind and the temporal framing of customer satisfaction. *European Journal of Marketing, 37*(10): 1375-1390.

Supphellen, M., & Nysveen, H. (2001). Drivers of intention to revisit the websites of well-known companies: The role of corporate brand loyalty. *International Journal of Market Research, 43*(3): 341-352.

Swoboda, B., Berg, B., Schramm-Klein, H., & Foscht, T. (2013). The importance of retail brand equity and store accessibility for store loyalty in local competition. *Journal of Retailing and Consumer Services, 20*(3): 251-262.

Tepeci, M. (1999). Increasing brand loyalty in the hospitality industry. *International Journal of Contemporary Hospitality Management, 11*(5): 223-230.

Thomson, M. (2006). Human brands: Investigating antecedents to consumers' strong attachments to celebrities. *Journal of Marketing, 70*(3): 104-119.

Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology, 15*(1): 77-91.

Veloutsou, C. (2007). Identifying the dimensions of the product-brand and consumer relationship. *Journal of Marketing Management, 23*(1-2): 7-26.

Wallace, D. W., Giese, J. L., & Johnson, J. L. (2004). Customer retailer loyalty in the context of multiple channel strategies. *Journal of Retailing, 80*(4): 249-263.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *The Journal of Marketing, 60*: 31-46.