

A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets

**Han-Shen Chen, Associate Professor of School of Diet, and Restaurant Management, Chung Shan Medical University; Dept of Medical Management, Chung Shan Medical University Hospital, Taiwan
Tsuifang Hsieh, Corresponding author, Dept. of Business Administration, National Dong Hwa University; Dept. of Hospitality Management, Taiwan Hospitality & Tourism College, Taiwan**

ABSTRACT

This study explores the relationship among brand equity, brand relationship and repurchase behaviors. The study uses brand equity as an independent variable to investigate the relationship between brand relationships and repurchase behaviors, taking the consumers of the top three chain store supermarkets in Taiwan as the objects of empirical analysis. The major findings of this study include: consumer's social and economic backgrounds will influence their repurchase intentions on chain store supermarkets; the higher the brand image of a chain store supermarket is, the higher the consumer's repurchase intention will be; the higher the consumer perceived quality and perceived value of chain store supermarket are, the higher the repurchase intention will be. Finally, this study proposes managerial implications and discussions for the purpose of being taken as references by operators in the industry for their future operation directions and strategies.

Keywords: Brand Equity, Brand Relationship, Repurchase Behaviors

INTRODUCTION

The establishment of chain store supermarkets allows consumers to acquire more and more brand knowledge of chain store supermarket brands, the emergence of which has began to gradually influence public consumption patterns. Formulators of supermarket marketing policies should develop marketing strategies from the consumer's point of view, and make efforts to meet consumer demands so as to promote their brand image in consumers' minds. By promoting brand image, consumer's brand relationship will be indirectly enhanced, then final brand equity will be affected to increase enterprise benefits. Perceived quality may influence the relationship between customer and brand as well as customer repurchase behaviors. The research by Roberts et al. (2003) verifies that perceived quality influences post-purchase behaviors indirectly by influencing relationships. Zeithaml et al. (1996) think overall perceived quality has a significant relationship with customer behavioral intentions.

Whereas brand image is increasingly receiving more concerns, relevant domestic and overseas studies have made no research on the relationship between the variable and the impact of brand equity on the entire model, which strikes us as being somewhat biased. From all the above, this study tries, from customer's angle, to examine whether the brand awareness, brand image, perceived quality and brand relationship of customers of chain store supermarkets will have impact on repurchase intentions, with a hope of offering operators in the industry some reference when developing future market strategies.

LITERATURE REVIEW

Some scholars think Brand equity has impact on both the formation of brand relationship and customers repurchase behaviors. Lu and Lin (2002) analyze customer purchasing behaviors in Internet media under the structure of “belief-attitude-behavior tendency”. The cognition part of “belief-attitude-behavior tendency” relates to the cognition of brand equity, these include three parts: the cognition of products and service content, the cognition of the servicescape in which products and services are provided and the cognition of hardware facilities for providing products and services. These three factors will directly impact the customer attitude toward products and services, meanwhile customer cognition and attitude will affect repurchase behaviors.

Also, some scholars study the impact of brand image and association on customer choice, preference and purchase tendency. Chung (2002) studies the impact of brand image and country of origin on brand evaluation, purchase attitude and purchase intention. Conclusions show, in most product categories, brand image is more important than country of origin. Ataman and Uengin (2003) think brand image is the major reason that customers make choices from different brands. Hsieh et al. (2004) consider the corporate image and country of origin have significant impact on customer choice, while local culture features and traditions can adjust the effect of product image. Oliver (2010) thinks customer satisfaction is the concentrated performance of customer expectation on quality, the perception of actual quality, the perceived service quality, the perception of brand image and the perception of cost performance.

Some scholars think perceived quality will influence the relationship between customers and brands as well as customer repurchase behaviors. Cronin et al. (2000) consider service contact, service environment and product quality will influence the overall customer perceived service quality; while the level of perceived quality will influence customer satisfaction and customer value; perceived quality, customer satisfaction, customer value will have impact on customer post-purchase behaviors. The study of Olsen (2002) verifies that satisfaction is the mediator between perceived quality and repurchase intention.

Other scholars study the diversity impact of service quality on brand relationship and customer repurchase behaviors in different trades. Baker and Crompton (2000) make an analysis on tourism, indicating customer perceived quality is not in significant correlation with complaining behaviors, but is in significant positive correlation with repurchase intention, customer loyalty and willingness to pay premium price. Sivadas and Baker-Prewitt (2000) receive different conclusions in a study of the department store industry: service quality influences the customer attitude orientation and satisfaction of the department store industry, while satisfaction has impact on attitude orientation, repurchase and recommendation but no direct impact on department store loyalty.

Scholars such as Delgado-Ballester and Munuera-Alemán (2001), Garbarino and Johnson (1999) all consider the previous studies on brand loyal ignore the research of brand-customer relationship. Bearden and Teel (1983) discover in a study of automobile services, attitude plays a mediator role on the impact of customer satisfaction on purchase intention. Jones and Sasser (1995) consider the relationship between customer satisfaction and customer repurchase behaviors will be influenced by the competitive condition in the industry. Spreng and Mackoy (1996) think satisfaction has significant impact on brand attitude and brand loyalty. Fournier (1998) studies the impact of six kinds of customer-brand relationships on customer repurchase intention, habitual purchase and the willingness of WOM communication. Roberts et al. (2003) analyze the impact of customer-enterprise and customer-brand relationship on customer behaviors, suggesting the services provided by companies in the service industry influence the formation of relationship to some extent.

The study of Chaudhuri and Holbrook (2002) discover, an active emotional response against a brand has a relatively high positive correlation will brand loyalty and will reduce the customer sensibility on price. Ataman and Ulengin (2003) consider customer-brand relationship to be the key factor that influences customer acceptance and recognition degree of a brand. Erdem and Swait (2004) study the impact of brand trustworthiness and brand expertise on customer choice in different product categories, proving brand trustworthiness has greater impact on customers.

From the above dissertation, this study discovers there exists certain connections among brand awareness, brand image, perceived quality, brand relationship, customer’s social and economic background, and customer repurchase behaviors of brand equity. Thus this study proposes this conceptual structure for a comprehensive exploration of the relationships among constructs.

RESEARCH DESIGN

Research Structure and Hypothesis

The research structure of this study is shown in Figure 1. Research hypotheses are indicated in Table 7.

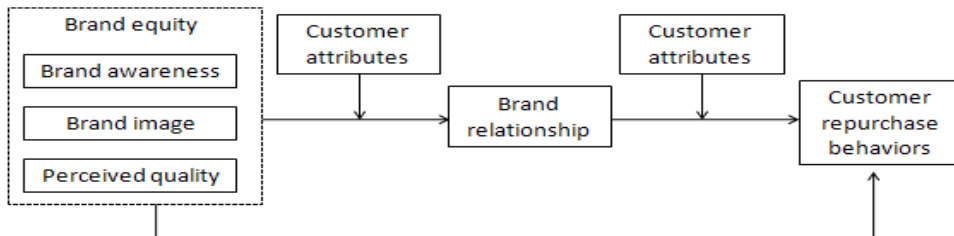


Figure 1: Research Structure

Operational Definition and Evaluation Questions of Research Variables

The questionnaire design for this study is a concealed, structural questionnaire that requires basic personal data, while other parts are completed according to Likert’s 5-degree scale. The questionnaire contents include six parts: “brand awareness”, “brand image”, “perceived quality”, “brand relationship”, “repurchase intention” and “customer’s demographic”. The following is a detailed description of the operability definition of research variables and the development of the scale.

Brand awareness: This study hereby defines brand awareness as the evidence that will be considered by consumers in priority among known product categories. Measurement questions take the brand awareness scale developed by Keller (1993) to judge consumers’ degree of awareness of the brand.

Brand image: This study takes the literature of Biel (1992), Low and Lamb (2000), Kim and Kim (2004) as references and makes revisions for the measurement perspective of this study to judge the consumer recognition degree of brand image.

Perceived quality: This study defines the so-called “perceived quality” as consumers’ overall perception level of a certain chain store supermarket. Thus the perceived quality item takes literature of Kim and Kim (2004), as well as Yoo et al. (2000), as references to revise the measurement dimensions of this study to judge the extent of customer perception on chain store supermarket quality.

Brand relationship: This study mainly takes opinions of Crosby et al. (1990); Liljander and Roos (2002); Delgado-Ballester et al. (2003) as references for judging the extent of brand relationship between customer and chain store supermarket.

Repurchase intention: “Repurchase intention” means a customer adopts certain nastic responses to subject matter after making overall product evaluation and his future intentions. This study take literature of Zeithaml et al. (1996) as a reference and make some revisions for the measurement dimensions of this study, including “willingness to make the choice of purchase”, “worthiness to purchase”, “recommendation for other relatives and friends to purchase” to test the subjects’ repurchase intentions on chain store supermarkets.

Consumer’s demographic background: According to relevant studies, fundamental personal attributes of chain store supermarket customers are concluded to consist of gender, age, profession, educational level, monthly income and family size etc. (Richardson et al. 1996).

Sampling Method and Questionnaire Design

This study takes consumers who have ever purchased in three big chain store supermarkets in Taiwan (Wellcome, Taiwan Fresh Supermarket and YuMaoWu) as the subjects for questionnaire surveys. The sampling method of this study applies the nonrandom sampling – “convenience sampling” to collect the data required by the questionnaire. The execution of sampling was done by evenly distributing 200 questionnaires at the three supermarkets from January to March 2011. Surveyors interviewed the subjects face to face at the entrances or eating area of supermarkets; subjects answered questions on site. Questionnaires were reviewed for any missing information to ensure valid responses. A total of 600 questionnaires were distributed, after taking out invalid ones, 468 valid responses were obtained, with a valid response rate of 78%.

RESEARCH RESULTS

Sampling Structure Analysis

According to the results of questionnaire responses, regarding gender, the proportion of female (54.2%) is a little higher than that of male (45.8%) responses. Age distribution falls mainly between the 31-40 (38.5%), 21-30 (24.6%), 41-50 (16.4%) age ranges. The results reveal the consumption objects of chain store supermarkets cover many age groups, among which, the rate of consumers between 21 and 40 has the highest ratio. In educational levels, those with university (junior college) degrees take a large part (50.2%), indicating the educational levels of subjects are generally high. In profession, people in service industries and students account for 36.8% and 22.8% respectively, meaning people in service industries and students have higher consumption intention in chain store supermarkets than other professions. In monthly income, many subjects have a monthly income of NT\$ 20,001-35,000 (40.6%) (1US\$=NT\$30), than are those with less than NT\$20,000 (22.4%). In times of purchasing in chain store supermarkets within the past month, the most frequent is 4-7 times (62.4%), then less than 3 times (28.8%). Purchasing times of more than 8 is in the minority (8.8%), indicating supermarket shopping has become a necessary daily activity for most people.

Reliability and Validity Analysis of Variables

Reliability test: This study applies the internal consistency method to test the reliability of the questionnaire, measuring by Cronbach’s α and composite reliability. This is shown in Table 1, the Cronbach’s α of every dimension in the questionnaire is between 0.91 and 0.75. According to Nunnally (1978), the suggested value should be over 0.7. The reliabilities of the questionnaire of this study are within the appropriate and acceptable scope.

Validity test: This study employs Confirmatory Factor Analysis (CFA) to carry out a convergent validity test on the questionnaire. According to suggestions of Fornell and Larcker (1981), a good

convergent validity means all factor loadings are bigger than 0.5, significance ($p < 0.001$) and mean extraction are bigger than 0.5. The analysis outcome of Table 1 shows standardized item loading is significant, all variables can be interpreted by the constructs significantly and the mean extraction variance is bigger than 0.5 (i.e. all variables converge at that construct) meaning items measured all converge at corresponding construct, so there is convergent validity to some extent.

Factor Analysis

This study makes use of the Kaiser-Meyer-Olkin (KMO) and Bartlett's sphericity test sampling adequacy to measure and examine whether constructs of this study are fit for factor analysis. The KMO values of constructs include brand awareness, brand reputation, product & service image, user image, corporate image, technical quality, functional quality, brand relationship, customer repurchase behavior. These are 0.846, 0.865, 0.751, 0.814, 0.826, 0.808, 0.786, 0.815 and 0.795 respectively. Meanwhile, Bartlett's sphericity test values all achieve significant levels, indicating there exist common factors in parent population's relevant matrixes, as is suitable for factor analysis.

Table 1: Factor Analysis and Internal consistency Analysis

	Items	Standardized loading	KMO	Cumulative % of variance	Cronbach's α	
Brand Awareness	I've heard about this brand before coming to shopping in the supermarket.	0.741	0.846	35.092	0.873	
	Many people know the brand of this supermarket.	0.847				
	I often see the name of the supermarket brand in advertisements.	0.824				
	So long as supermarket is mentioned, I'll think of supermarkets of this brand immediately.	0.772				
	Brand reputation	This supermarket brand has good reputation.	0.862	0.865		61.711
		This supermarket brand is the leader in the industry.	0.840			
This brand has a long history and has strong impact in the society.		0.811				
	This brand has a favorable WOM and is popular.	0.823				
Brand Image	Supermarkets of this brand offer good services.	0.869	0.751	23.909	0.887	
	Supermarkets of this brand keep improving their service quality.	0.880				
	The services provided by supermarkets of this brand are unique, as impressed me deeply.	0.715				
	User image	Most of my friends and relatives choose this supermarket brand.	0.710	0.814		45.248
		Customers shopping in this supermarket seem to be similar to me.	0.748			
		Purchasing in this supermarket is a symbol of social position.	0.818			
Corporate image	This supermarket often participates in public welfare activities.	0.797	0.826	59.391		
	This supermarket has the competence of crisis management.	0.818				
	This supermarket has a good overall image.	0.664				
	The corporate image identity of this supermarket impresses me deeply.	0.636				

Perceived Quality	Technical quality	The facilities of this supermarket are advanced and convenient for application.	0.689	0.808	44.704	0.831
		The environment of this supermarket is tidy and clean.	0.768			
		The clothing of employees in this supermarket is neat and proper.	0.766			
		The quality of products provided by this supermarket is reliable.	0.769			
		This supermarket always introduces new services or innovative products.	0.666			
		The consumption in this supermarket is above the money's worth.	0.688			
	Functional quality	The overall shopping environment of this supermarket is comfortable and pleasant.	0.810	0.786	72.252	0.847
		This supermarket can meet customized demands.	0.808			
		The employees of this supermarket have the ability to solve problems quickly.	0.776			
		The employees of this supermarket are reliable.	0.750			
	When I face difficulties, this supermarket will make efforts to help me.	0.739				
Brand relationship	The shopping experience in this supermarket is enjoyable.	0.853	0.815	64.955	0.888	
	I believe this supermarket is capable of providing the products and services needed.	0.849				
	I think this supermarket won't cheat customers.	0.802				
	I'm satisfied of the facilities in this supermarket.	0.780				
	I'm satisfied of the services provide by employees of this supermarket.	0.827				
	I believe in this supermarket brand.	0.716				
Customer repurchase behavior	I'm willing to purchase in this supermarket again.	0.926	0.795	84.835	0.911	
	If being asked to choose again, I'll choose supermarkets of this brand.	0.918				
	I won't consider about supermarkets in other brands.	0.920				

Correlation Analysis

Analysis results are indicated in Table 2. The constructs of brand equity are all significantly correlated when the emotional relationship between customer and brand is under the significance level of 0.05 and the correlations are relatively high. Among them, the correlation between functional quality, brand reputation, product & service image and brand relationship is higher, this indicates the chain store supermarkets with a good reputation and high quality service are more able to establish stable emotional relationships with customers. In addition, brand relationship and customer repurchase behaviors show significant correlation under the significance level of 0.05. This means once customers establish a good relationship with the brand of a chain store supermarket, they will most probably choose the brand again the next time they shop. Finally, all factors of brand equity are in significant correlation with customer repurchase behaviors under the significance level of 0.05. According to Pearson's correlation coefficient, the extent of correlation between all factors and repurchase behaviors can be ordered from big to small as: functional quality, brand reputation, product and service image, user image, brand awareness, corporate image and technical quality.

Table 2 also shows the significant correlation among all research variables. The only issue requiring attention is the high correlation between some variables, which may dicte collinearity problems. For example, the correlation between functional quality and brand relationship is as high as 0.884. Therefore, collinearity diagnosis will be performed prior to regression analysis to confirm whether there are collinearity problems between all independent variables in order to avoid the impact of such problems on research results.

Table 2: Correlation Coefficients among Variables

	1	2	3	4	5	6	7	8	9
1.Brand awareness	—								
2.Brand reputation	0.712	—							
3.Product/service Image	0.526	0.582	—						
4.User image	0.698	0.700	0.519	—					
5.Corporate image	0.612	0.712	0.621	0.592	—				
6.Technical quality	0.768	0.786	0.578	0.714	0.437	—			
7.Functional quality	0.814	0.867	0.712	0.708	0.432	0.801	—		
8.Brand relationship	0.475	0.786	0.718	0.526	0.337	0.193	0.884	—	
9.Repurchase behavior	0.313	0.736	0.706	0.312	0.253	0.104	0.775	0.775	—

Regression Analysis

Regression analysis of brand relationship to brand equity: By stepwise regression analysis, six independent variables are chosen into the equation except technical quality. Meanwhile, the six factors can explain in alliance 91.5% of the variances of brand relationship. The model F value achieves 293.835 and P value is 0.000, as is indicated in Table 3, representing the global fitting effect of the model is relatively fine. Though the related coefficient of technical quality to brand relationship is 0.193, technical quality is not the predictor variable of brand relationship. This means, to chain store supermarkets, technical quality is just the prerequisite to maintain good relationship between customers and brand, it has no direct impact on the relationship.

Table 3: General Effect Parameter of Stepwise Regression Model (A)

General Effect					R ²
R	R ²	Adjusted R ²	Estimated standard error	F	Sig.
0.958	0.918	0.915	0.29136824	293.835	0.000

Note: Predictor variables: (constant), functional quality, brand reputation, brand awareness, corporate image, user image and product & service image

It can be told from Table 4 that the significance test values of the 6 predictor variables are all smaller than 0.05, the standardized β coefficients are all positive numbers, indicating their impacts on brand relationship are all positive.

Table 4: Test Table of Regression Coefficient and Significance (A)

Explanatory variables	Non-standardized		Standard regression		t	Sig.
	regression coefficient	Standard Error	coefficient	Beta		
	β					

(Constant)	0.000	0.023		0.004	0.997
Functional quality	0.153	0.052	0.153	2.924	0.004
Brand reputation	0.204	0.067	0.205	3.071	0.003
Brand awareness	0.100	0.041	0.100	2.433	0.016
Corporate image	0.234	0.031	0.235	7.598	0.000
User image	0.361	0.043	0.362	8.396	0.000
Product/service Image	0.423	0.065	0.425	6.306	0.000

Note: Dependent variable: brand relationship

Regression analysis of repurchase behavior to brand equity and brand relationship: Taking customer repurchase intention as a dependent variable, brand equity and brand relationship as independent variables, this study applies stepwise regression process to establish regression equations and the results are indicated in Table 6. It can be told from the general parameter of regression model in Table 5, model 3 can explain 66.2% of the total variances and the F value in this model is 107.639, the corresponding P value is 0.000, indicating the global fitting effect of the model is fine.

Table 5: General Effect Parameter of Stepwise Regression Model (B)

Model	General effect				R ²	
	R	R ²	Adjusted R ²	Estimated standard error	F	Sig.
1	0.775 ^(a)	0.601	0.598	0.63375930	243.825	0.000 ^(a)
2	0.804 ^(b)	0.647	0.642	0.59794174	147.450	0.000 ^(b)
3	0.818 ^(c)	0.669	0.662	0.58097461	107.639	0.000 ^(c)

Note:

a: Predictor variable: (constant), brand relationship

b: Predictor variable: (constant), brand relationship, product & service image

c: Predictor variable: (constant), brand relationship, product & service image, functional quality

Table 6 indicates only 3 factors enter into the equation when carrying out multiple stepwise regression on customer repurchase behaviors; they are brand relationship, product & service image and functional quality. Their significance test values are smaller than 0.05 and their standardized β coefficients are all positive numbers, indicating their impact on customer repurchase behavior are all positive.

Table 6: Regression Coefficient and Significance (B)

Explanatory variables	Non-standardized regression coefficient		Standard regression coefficient	t	Sig.
	β	Standard error	Beta		
1(Constant)	- 1.82E-015	0.019		0.000	1.000
Brand relationship	0.775	0.050	0.775	15.615	0.000
2(Constant)	2.08E-005	0.047		0.000	1.000
Brand relationship	0.554	0.067	0.554	7.447	0.000
Product & service image	0.307	0.067	0.308	4.581	0.000
3(Constant)	1.76E-005	0.045		0.000	1.000
Brand relationship	0.316	0.102	0.301	2.615	0.003
Product & service image	0.260	0.061	0.261	3.773	0.000
Functional quality	0.324	0.100	0.324	3.247	0.001

Outcomes of Research Hypotheses

From the above statistical analysis, verification outcomes are indicated in Table7.

Table 7: Outcomes of Research Hypotheses

Hypothesis	Description	outcome
Brand equity and brand relationship	Brand awareness will influence brand relationship.	Support
	Brand reputation will influence brand relationship.	Support
	Product & service image will influence brand relationship.	Support
	User image will influence brand relationship.	Support
	Corporate image will influence brand relationship.	Support
	Technical quality will influence brand relationship.	Not supported
	Functional quality will influence brand relationship.	Support
Brand relationship and repurchase behavior	Brand relationship will influence repurchase behavior.	Support
Brand equity will influence customer repurchase behavior directly	Brand awareness will influence customer repurchase behavior directly.	Not supported
	Brand reputation will influence customer repurchase behavior directly.	Not supported
	Product & service image will influence customer repurchase behavior directly.	Support
	User image will influence customer repurchase behavior directly.	Not supported
	Corporate image will influence customer repurchase behavior directly.	Not supported
	Technical quality will influence customer repurchase behavior directly.	Not supported
	Functional quality will influence customer repurchase behavior directly.	Support
Brand equity will influence repurchase behavior indirectly	Brand awareness will influence customer repurchase behavior indirectly.	Support
	Brand reputation will influence customer repurchase behavior indirectly.	Support
	Product & service image will influence customer repurchase behavior indirectly.	Support
	User image will influence customer repurchase behavior indirectly.	Support
	Corporate image will influence customer repurchase behavior indirectly.	Support
	Technical quality will influence customer repurchase behavior indirectly.	Not supported
	Functional quality will influence customer repurchase behavior indirectly.	Support

RESULTS AND DISCUSSION

The research indicates the following conclusions.

- (1) The results of this study show gender influences customer repurchase behavior on chain store supermarkets: repurchase intentions of female consumers on chain store supermarkets are higher than that of male consumers. Age will also influence customer repurchase behavioral intentions on chain store supermarkets: elderly consumers (older than 51) and young consumers (younger than 20) have higher repurchase intentions on chain store supermarkets than customers of other age groups. Monthly income has significant impact on chain store supermarket repurchase behaviors. Consumers with low incomes have high repurchase behavioral intentions on chain store supermarkets. Educational level also has impact on chain store supermarket repurchase behaviors: the higher a person's educational level is, the lower his repurchase behavioral intention on chain store supermarket is. Finally, family size influences customer repurchase behavioral intentions on chain store supermarket: the larger a customer's family size is, the higher his repurchase behavioral intention on chain store supermarket will be. Generally speaking, customers who have higher repurchase behavioral intentions on chain store supermarket are female, young consumers with lower monthly income, lower educational level and larger family size.

(2) Brand awareness, brand reputation, product and service image, user image, corporate image and functional quality will all affect customer repurchase behavior indirectly by influencing brand relationship. Moreover, among all factors of chain store supermarket brand equity, only product and service image and functional quality have direct impact on repurchase behavior. Their direct impact is stronger than indirect impact. In terms of the comprehensive influencing effect of customer repurchase behavior, factors with larger effects are product and service image, functionally quality and brand relationship respectively. Technical quality has no significant influencing effect on customer repurchase behavior.

According to the above analytical conclusions, this study proposes the following suggestions that can be taken as references when enterprises in the industry make market strategies.

(1) To reinforce by marketing activities the image that product/service are above the money worth.

The findings indicate that brand image and perceived quality will influence customer repurchase intention on chain store supermarket, therefore supermarkets should highlight that food with their private brands have price advantages in line with marketing activities, and enable consumers to learn about foods with their private brands clearly in such occasions, so that the private brand awareness will be extended and the image that foods with private brands are above their money worth.

(2) To enhance consumer perception of chain store supermarket quality.

The findings reveal perceived quality will influence consumer repurchase intentions on chain store supermarket, thus supermarkets should pay more attention to quality improvement in addition to advertising low prices. The focus of competition should be on low price and high quality. Operators of supermarkets can learn about consumer quality perception conditions by questionnaire survey and interview etc. When consumers are not very satisfied of a certain commodity quality, improvements should be carried out to promote its quality.

REFERENCES

- Ataman, B. and Ulengin, B. (2003). A note on the effect of brand image on sales. *The Journal of Product and Brand Management*, 12(4): 237-250.
- Baker, D.A. and Crompton, J.L. (2000). Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27(7): 85-804.
- Bearden, W.O. & Teel, J.E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of Marketing Research*, 20(1): 21-28.
- Biel, A.L. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32(6): RC6-RC12.
- Chaudhuri, A. and Holbrook, M.B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Journal of Brand Management*, 10: 33-58.
- Chung, J.E. (2002). *Modeling the Differential Effects of Brand Image and country-of-Manufacture on Korean Consumers' Purchasing Behavior of Hybrid Products*. Unpublished doctoral dissertation, Michigan State University.
- Cronin, J.J. Jr, Brady, M.K. and Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2): 193-218.
- Crosby, L.A., Evans, K.A. and Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3):68-81.
- Delgado-Ballester, E. and Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12):1238-1258.

- Delgado-Ballester, E., Munuera-Aleman, J.L. and Yague-Guillen, M.J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1):35-54.
- Erdem, T. and Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1): 191-198.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4): 343-373.
- Garbarino, E. and Johnson, M. S. (1999). The different roles of satisfaction, trust and commitment in customer relationships. *Journal of Marketing*, 63(2): 70-87.
- Hsieh, M.H., Pan, S.L. and Setiono, R. (2004). Product-, Corporate-, and Country-Image Dimensions and Purchase Behavior: A Multicountry Analysis. *Journal of the Academy of Marketing Science*, 32(3): 251-270.
- Jones, T.O. and Sasser, Jr W.E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6): 88-99.
- Keller K. L. (1993). Conceptualizing, Measuring, and Managing Customer-based Brand Equity. *Journal of Marketing*, 57(1): 1-22.
- Kim, W.G. and Kim, H.B. (2004). Measuring customer-based restaurant brand equity: investigating the relationship between brand equity and firms' performance. *Cornell Hotel & Restaurant Administration Quarterly*, 45(2): 115-131.
- Liljander, V. and Roos, I. (2002). Customer-relationship levels-from spurious to true relationships. *The Journal of Services Marketing*, 16(7): 593-614.
- Low, G.S. and Lamb, C.W. (2000). The measurement and dimensionality of brand associations. *Journal of Product and Brand Management*, 9(6): 350-368.
- Lu, H.P. and Lin, C.C. (2002). Predicting customer behavior in the market-space: a study of Rayport and Sviokla's framework. *Information and Management*, 40(1): 1-10.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*. (2nd Edition) New York: M.E. Sharpe.
- Olsen, S. O. (2002). Comparative Evaluation and the Relationship between Quality, Satisfaction, and Repurchase Loyalty. *Journal of the Academy of Marketing Science*, 30(3): 240-249.
- Richardson, P.S., Jain, A.K. and Dick, A. (1996). Household store brand proneness: a framework. *Journal of Retailing*, 72(2), 159-85.
- Roberts, K., Varki, S. and Brodie, R. (2003). Measuring the quality of relationships in consumer services: an empirical study. *European Journal of Marketing*, 37(1/2): 169-196.
- Sivadas, E. and Baker-Prewit, J.L. (2000). An examination of the relationship between service quality, customer satisfaction and store loyalty. *Journal of Retail & Distribution Management*, 28(2): 73-82.
- Spreng, R.A. and Mackoy, R.D. (1996). An empirical examination of a model of perceived Service quality and satisfaction. *Journal of Retailing*, summer, 72(2): 201-214.
- Yoo, B., Donthu, N. and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal for the Academy of Marketing Science*, 28(2), 195-211.
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2): 31-46.