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## Retail Branding and Store Loyalty

Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats

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## **Table of Contents**

PI	erace	v
Αc	knowledgements	VI
Та	ble of Contents	IX
Lis	st of Figures	XII
Lis	st of Tables	XV
Lis	st of Abbreviations	XVI
Α.	Introduction	1
1.	Relevance and Focus	1
2.	Research Gaps and Questions	6
	2.1. Overview	6
	2.2. Literature Gap and Relevant Research Domains	6
	2.3. Theoretical Gap	14
	2.4. Methodological Gap	15
	2.5. General Research Objectives	17
3.	Structure of and Contributions by the Studies	18
	3.1. Reciprocal Effects in Retailing	18
	3.2. Competition Effects in Local Markets	20
	3.3. Format Perceptions in Developed Markets and Emerging Countries	23
4.	Further Remarks	
В.	Study 1: Reciprocal Effects of the Corporate Reputation and Store Equity of Retailers	27
	• •	
1.	Introduction	
2.	Literature Review	29
	Studies Considering Concepts at Different Perceptional  Levels	33

	2.2.	Studies Considering Concepts at One Perceptional Level	34
3.	Con	nceptual Framework and Hypothesis Development	35
	3.1.	Hypothesis Regarding the Reciprocity between Corporate Reputation and Retail Store Equity	36
	3.2.	Hypothesis Regarding the Effects of Corporate Reputation and Retail Store Equity on Story Loyalty	38
4.	Emp	pirical Study	40
	4.1.	Study 1: Cross-Sectional Study	40
		4.1.1 Aims and sample design	40
		4.1.2 Measurement	42
		4.1.3 Method	44
		4.1.4 Results and limitations	51
	4.2.	Study 2: Longitudinal Study	52
		4.2.1 Aims and sample design	52
		4.2.2 Measurement and method	54
		4.2.3 Results and limitations	62
	4.3.	Study 3: Experimental Study	63
		4.3.1 Aims and sample design	63
		4.3.2 Measurement and method	65
		4.3.3 Results and limitations	67
5.	Disc	cussion and Conclusions	68
	5.1.	Theoretical Implications	69
	5.2.	Managerial Implications	70
6.	Limit	tations and Further Research	71
C.		dy 2: Retail Branding and Local Competition: The	
	-	ortance of Retail Brand Equity and Store Accessibility Store Loyalty in Local Competition	73
1.	Intro	duction	73

2.	Conceptualization and Hypothesis Development	76
	2.1. Conceptual Framework and Theory	76
	2.2. Hypotheses on the Perceptions of a Focal Retailer and its Competitors	79
	2.3. Hypotheses regarding the Effects of the Objective	
	Characteristics of Local Competition	82
3.	Empirical Study	
	3.1. Sample Design	86
	3.2. Measurement	87
	3.3. Method	89
	3.4. Results	93
4.	Discussion and Conclusions	97
	4.1. Summary of Findings	97
	4.2. Theoretical Implications	97
	4.3. Managerial Implications	99
5.	Limitations and Further Research	100
D.	•	
	Formats: A Comparison Study in Germany and Romania	103
1.	Introduction	103
2.	Retail Format Transfer and Perception	105
3.	Conceptualization and Hypothesis Development	108
	3.1. Perceptions of Format-specific Attributes	109
	3.2. Format-specific Attributes as Antecedents of Retail Brand	
	Equity	112
	3.3. Retail Brand Equity and Store Loyalty	114
4.	Empirical Study	115
	4.1. Context and Sample	115
	4.2 Measurement	117

	4.3. Method	9
5.	Results	!3
6.	Discussion	8
7.	Limitations and Further Research	1
E.	Final Remarks 13	3
1.	Discussion and Conclusions	3
	1.1. Core Results	3
	1.2. Research and Theoretical Implications13	7
	1.3. Managerial Implications14	0
2.	Further Research	3
F.	References14	7
G.	Appendix175	5
1.	Exogeneity Test of Instrumental Variables175	5
2.	Cover Studies of the Experimental Design17	7
	2.1. Cover Stories Concerning the Fictional Retail Brand	7
	2.2 Cover Stories Concerning the Real Retail Brand 179	9