‘THE EFFECT OF BRAND EQUITY ON THE SALES CHANNEL CHOICE, WHEN MANUFACTURER ENCROACHMENT IS A FACTOR’

An experiment of brand awareness, brand loyalty and perceived quality.

Name student: Fabian de Boer
Student number: 543958
MSc. Business & Economics: Marketing

Supervisor: M. van Crombrugge

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Abstract

Selling products via a retailer is a relatively common practice in the sports equipment market. However, since manufacturers are engaging in manufacturer encroachment, an additional sales channel has been created for the consumer to choose from. Instead of walking through the city and go into a retailer's store where a wide variety of brands are being sold, brand stores are created where only the brand of the manufacturer is sold. It is up to the consumer to decide where to purchase the product.

In this thesis, the connection between the variables of brand equity (brand awareness, brand loyalty and perceived quality) and the odds of choosing the sales channel of the manufacturer is researched has been investigated. Since both the manufacturer and the retailer have a brand equity of their own, these are compared with each other in order to determine the differences in impact. The Results of the present investigation show that the brand equity of each seller is in favour of that respective seller. However, the brand equity of the manufacturer has the largest significant impact on the odds of choosing the sales channel of the manufacturer. There is also a different amount of impact per aspect of brand equity. The awareness of the manufacturer for example, has a larger impact on the odds of choosing the manufacturer's sales channel than the retailer's awareness. In addition to that, this study also shows that, out of the variables of manufacturer's brand equity, manufacturer loyalty has the greatest impact on the odds of choosing the manufacturer's sales channel. Besides, a moderating factor (online) has also been tested, which turned out to be not significant for this study, except for the perceived quality of the retailer.

The results of this study are not completely in line with the current literature. Given the specific focus of the present thesis, this study provides new insights in a setting where manufacturer encroachment is a factor within the sports equipment industry. Studying this phenomenon in a different industry is of interest for future research, as the present study shows different insights compared to literature which may be related to the specific area of interest.

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I also would like to thank my other professors and teachers that shared their knowledge with me and therefore gave me the opportunity to learn and grow. These teachers have provided me with the knowledge that I can use in the future.

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1. Introduction

The retail market has been going through different developments throughout the years. One of these developments is the trend of an increasing amount of companies engaging in manufacturer encroachment (Arya, Mittendorf, & Sappington, 2007; Xia & Niu, 2020). When a manufacturer in a supply chain is engaging in manufacturer encroachment, it is introducing a direct channel for the consumers and is therefore interfering in the wholesale market or retailer market, both for the good of the retailer and for the worst (Yu Xiong, 2011). There are multiple examples across a variety of different industries of manufacturers introducing a direct channel in a market where the retailers are already selling their products. Nike and Apple for example, have their own stores, while their products get sold at local retailers' shops as well (Hsiao & Chen, 2014). Not only is this phenomenon noticeable in the physical environment, but in the online sales as well. Since people tend to behave differently online opposed to offline, it is important to recognize this aspect (Rajavy, Kushwaha, & Steenkamp, 2019).

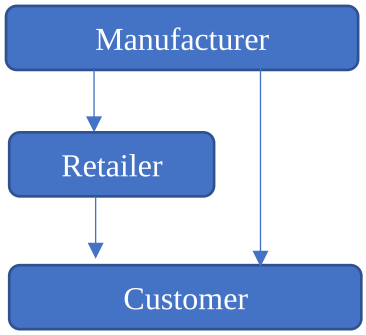

Figure 1: manufacturer encroachment simplified

1.1. Problem statement

As a result of manufacturer encroachment, consumers have two different sales channels to choose from; the direct sales channel (the manufacturer) and the indirect sales channel (the retailer). Both the retailer and the manufacturer are trying to persuade the customer to choose their respective sales channels. Because of this, both the retailer and the manufacturer must improve their brand, which is influencing the channel choice of the customer. However, both these brand equities have a different amount of influence on the purchase channel choice of the customer. The main issue that is being researched, is the difference of impact of the brand equities of both parties on the purchase channel choice. Thus, the research question of this paper is:

How does brand equity influence the sales channel choice when manufacturer encroachment is a factor?

1.2. Managerial relevance

Since manufacturers are increasingly engaging in manufacturer encroachment, it is important for managers of both the manufacturer and the retailer to understand the difference of the influence of brand equity on the sales channel choice of a customer. Both the manufacturer and the retailer have to deal with different brand equities. Whereas manufacturers are often directly connected to the product they are producing and selling, the retailer is not bound to one brand (Jones & Yuon-Kyung, 2011). For example, a customer can shop directly at Nike.com and Zalando.com. Whereas Nike.com only sells Nike products, Zalando.com has a more varied inventory. This means that the products of Nike are responsible for 100% of the sales, and therefore 100% of the brand equity of Nike.com, whereas the Nike products have a significant lower impact on the brand equity of Zalando at Zalando.com. As a result, the managers of both sales channels have a different perspective on the outcome of this research.

The literature review shows that brand equity consists of three aspects; Brand Awareness, Brand Loyalty and Perceived Quality. This research is providing insights on how these variables effect the odds of choosing the manufacturer's sales channel, which in its turn can form a foundation for a marketing strategy.

1.3. Academic relevance

According to the literature study, brand equity has a certain degree of impact on the behaviour of the customer. Even more so, the current literature is rich on the aspect of the influence of brand equity on purchase intention (Senthilnathan & Tharmi, 2012; Sharma, Singh, & Patel, 2015; Moreira, Fortes, & Santiago, 2017; Lakshmi & Kavida, 2016). However, these researchers have, to my knowledge, not made a differentiation between the retailer and the manufacturer in the retail market. Nonetheless, the distinction is important because manufacturers are more often engaging in encroachment and therefore interacting with the consumer more directly. Besides the interaction with the consumer, the manufacturers are encroaching the market and therefore competing with the retailers.

Manufacturer encroachment is a phenomenon that has been researched in the literature before (Sun, Tang, Chen, Li, & Zhang, 2019; Yu Xiong, 2011; Zhang, Feng, & Wang, 2020; A. Arya, 2007) . Research shows us that manufacturer direct channels can differentiate from retailer channels in a variety of ways. Price differentiation (Cattani, Gilland, Heese, & Swaminathan, 2006) and product quality differentiation (Chai, Chen, Huang, & Yan, 2017) have been researched before. However, the combination of the impact of brand equity on the sales channel choice when manufacturer encroachment is factor, has not been researched yet. This thesis will provide insights on this aspect.

2. Literature review

In this chapter the current literature is reviewed and structured as follows: The first sub-chapter 2.1 describes the complexity of the decisions that manufacturers have to make regarding manufacturing encroachment. The second sub-chapter 2.2 defines brand equity and the influence of it on the decision making process of the consumer. Different studies and their perspectives on the three components of brand equity are highlighted in this chapter as well. After these components have been defined, the conceptual model is presented in 2.3 in order to provide a guideline for the following sub-chapters. The following sub-chapters 2.4 – 2.6 review the components defined in sub-chapter 2.2 and their influence on brand equity individually. The second to last chapter, 2.7, highlights the difference of online shopping vs offline shopping, which is the moderator of this research The literature review ends with an overview of all the hypotheses in 2.8.

2.1. Manufacturer encroachment

Manufacturers have been competing with retailers for many years (Arya et al., 2007). Direct sales channels have been introduced both offline and online to provide the manufacturer with an additional possibility to reach (potential) customers (Huang & Swaminathan, 2009). The decisions made by the manufacturer to do so, have an impact on both the sales of the retailer and the manufacturer. In order to compete with the retailers, the manufacturer has to develop a strategy regarding its brand equity.

2.2. Brand equity

In order to conceptualize the impact of brand equity, I assume that both the relative price-ratios (Cattani, Gilland, Heese, & Swaminathan, 2006; Park, Jung, & Choi, 2020; Chen, Li, & Zhou, 2012) and the product quality (Chai, Chen, Huang, & Yan, 2017) remain homogeneous between the manufacturer and retailer. Nevertheless, there is a possibility for the manufacturer to ensure a differentiation product wise (Gielens & Steenkamp, 2019). Nike for example, offers a personalization possibility for their shoes. This is only possible via the direct sales channel, and not via the retailer. Nonetheless, the shoes being sold via both the manufacturer and the retailer are quality-wise homogeneous to the ones being sold at the manufacturer’s sales channel. To compete with the retailers, manufacturers will therefore have to distinguish themselves in a different way. One of the possibilities, may be through brand equity (H. Data, 2017). Because of the introduction of direct sales channels, the manufacturer is creating and altering its own brand equity, and possibly that of the retailer too (A.C. Haridasan, 2018). These renewed brand equities may play a decisive role in determining via which channel the consumer will purchase the product. This section covers the known literature regarding brand equity with a main focus on the equity of manufacturers and retailers.

The literature teaches us that there has been a lot of research regarding brand equity and its components in the marketing industry. Aaker (1996) and Keller (1993) have both developed a model to determine brand equity, which in its turn has been used as a foundation in a wide variety of studies. Eagle et al. (2003) for example, researched the impact of brand equity on the vulnerability of the brand. Slotegraaf and Pauwels (2008) determined the impact of brand equity on long term of promotions. Brand equity even influences the B2B co-branding (Kalafatis, Remizova, Riley, & Singh, 2012). Sloot et al. (2005) for example, have researched the impact of brand equity on the reactions of customers when the stock of a product has been sold out. Other researchers (Danaher, Wilson, & Davis, 2003) used Aaker's model to research the difference between online and offline consumer loyalty.. Stahl et al. (2012) concluded that brand equity has meaningful impact on customer acquisition, retention and profitability.

2.2.1. Brand equity definition

It is known that brand equity has a certain degree of influence on the decision making process of a customer when purchasing a product or service. According to Buil (2013), brands with a higher brand equity tend to have a higher revenue compared to brands with a lower equity. Therefore, it is important to have an understanding of the impact of brand equity on sales.

To determine the impact of brand equity, the term "brand equity" needs to be defined. Both Aaker (1991) and Keller (1993) have developed a model to determine brand equity. According to Aaker, brand equity can be defined as '*a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers'* (Aaker, 1991). He also explained that brand equity is being influenced by five categories: brand loyalty, name awareness, perceived quality, brand association, and other proprietary assets. However, other researchers have defined brand equity in other ways. According to Keller (1993), brand equity can be defined as '*the differential effect of the brand knowledge on consumer response to the marketing of the brand'.* Yoo and Donthu have created a model of their own based on the models of both Aaker and Keller (Yoo & Donthu, 2001). According to this research, the scale of brand equity consists of brand loyalty, perceived quality and brand awareness. This thesis subscribes to the definition of brand equity according to Yoo and Donthu (2001) to compare the difference of impact of brand equity of both parties on the channel choice, as I believe that this method is better applicable for both equities.

2.2.2. Brand equity manufacturer.

Manufacturers selling their product via indirect sales channels are relying on the sales capability of the indirect sales party. By adding a direct sales channel, the brand is more directly responsible for its brand equity since the customers are directly in contact with the manufacturer. This influences the brand equity (Kim & Cavusgil, 2009; A.C. Haridasan, 2018). Via these direct sales channels the manufacturer can increase its awareness, perceived quality and loyalty (Yoo & Donthu, 2001).

Manufacturers with large brands are able to invest heavily in these aspects of brand equity, since these companies have a large budget (Atsmon, Kloss, & Smit, 2012). In addition to that, large premium brands have an additional advantage. According to Kathuria and Gill (2013) brands with more expensive products are related with a better brand equity. Consumer are less price sensitive regarding brands with a better brand equity and will therefore pay more for the product (Punniyamoorthy, Mahadevan, Shetty, & Lakshmi, 2011).

2.2.3. Brand equity retailer.

Not only manufacturers and brands have a certain degree of brand equity, but retailers as well. Numerous papers refer to this as '*retail equity*' (Anselmsson, Burt, & Tunce, 2017; Baldauf, Cravens, Diamantopoulos, & Zeugner-Roth, 2009). Even though there has been a substantial amount of research regarding retail equity, a lot of studies use different measurements (see table 1).

Table 1; overview of studies and their measuring dimensions of retail equity

	Single Retailer Equity dimension	Awareness	Image	Perceived Quality	Loyalty
Baldauf et al. (2003)		x		x	x
Choi & Huddleston (2013)		x	x	x	x
Das (2014)		x	x	x	x
Das, Datta & Guin (2012)		x	x	x	x
Gil-Saura, Ruiz-Molina, Michel, & Corraliza-Zapata (2013)	x	x	x	x	x
Jara & Cliquet (2012)		x		x	
Pappu & Quester (2006)		x	x	x	x

The importance of creating and maintaining the branding for retailers has been researched and featured in a number of papers (Quester, 2006; Burt, 2000; Jara & Cliquet, 2012). According to these studies, the (variables that have an impact on) brand equity directly influence "retailer trust" which is in turn influencing consumer loyalty (Burt, The strategic role of retail brands in British grocery retailing, 2000). Thus, we learn that these independent variables have a certain degree of influence in the decision-making process of the (potential) customer as to where to purchase a certain product.

However, the retailer not only influences the equity of the retailer, but also the equity of the brand they are selling (Buchanan, Simmons, & Bickart, 1999, vol 3). If a retailer's strategy is to display brand X numerous times over brand Y, customers create an expectation of both brands. This brand equity dilution is therefore influencing the decision-making process of the customer. Thus, we learn that the retail equity is not only influencing the customer, but also the equity of the brands being sold.

The retailer is not only influencing the equity of the manufacturer, but the manufacturer is also influencing the equity of the retailer. If a brand has a high equity, consumers tend to react more in the favour of the brand (Ailawadi & Keller, 2004). As a result of these positive actions of the consumer, the retailer is able to charge a higher price for the higher equity brands (Ailawadi & Neslin, 2003). This can also backfire for the retailer. If a retailer delists a certain brand with a high equity, consumers loyal to that specific brand are likely to not purchase a product at that retailer again (Sloot & Verhoef, 2008).

2.2.4. Brand Equity, given encroachment.

The manufacturer and the retailer each have their own strengths regarding the aspects of brand equity. The overall findings conclude that manufacturers and their large brands are better able at generating awareness and perceived quality, whereas the retailer is better able to generate loyalty. By adding a direct sales channel, these ratios might alter. The individual aspects of brand equity and the impact of manufacturer encroachment on each of these variables will be discussed later.

2.2.5. Brand Equity variables

For this paper, the consumer-based brand equity model of Yoo and Donthu (2001) is being used as a framework to determine the measurements of brand equity. In combination with the research mentioned before, the variables of brand equity studied in this paper are brand awareness, brand loyalty, and perceived quality.

H1: Manufacturer equity has a larger impact on the purchase channel choice than the retailer equity.

2.3. Main concept and conceptual model

As mentioned in the paragraphs before, the model of Yoo and Donthu (2001) is being adopted in this paper. The mentioned variables of brand equity are the independent variables that are influencing the decision making process of the consumer. In this paper, the dependent variable is the choice of the consumer where to purchase product X; either via the channel of the manufacturer, or the channel of the retailer. In addition to that is a moderating factor also taken into account. As previously mentioned is online shopping a significant part of shopping in general in today's market. These variables will be elaborated further based on the existing literature in the following chapters. In order to order to provide a structural framework for this paper, the variables and their interactions are modelled as follows.

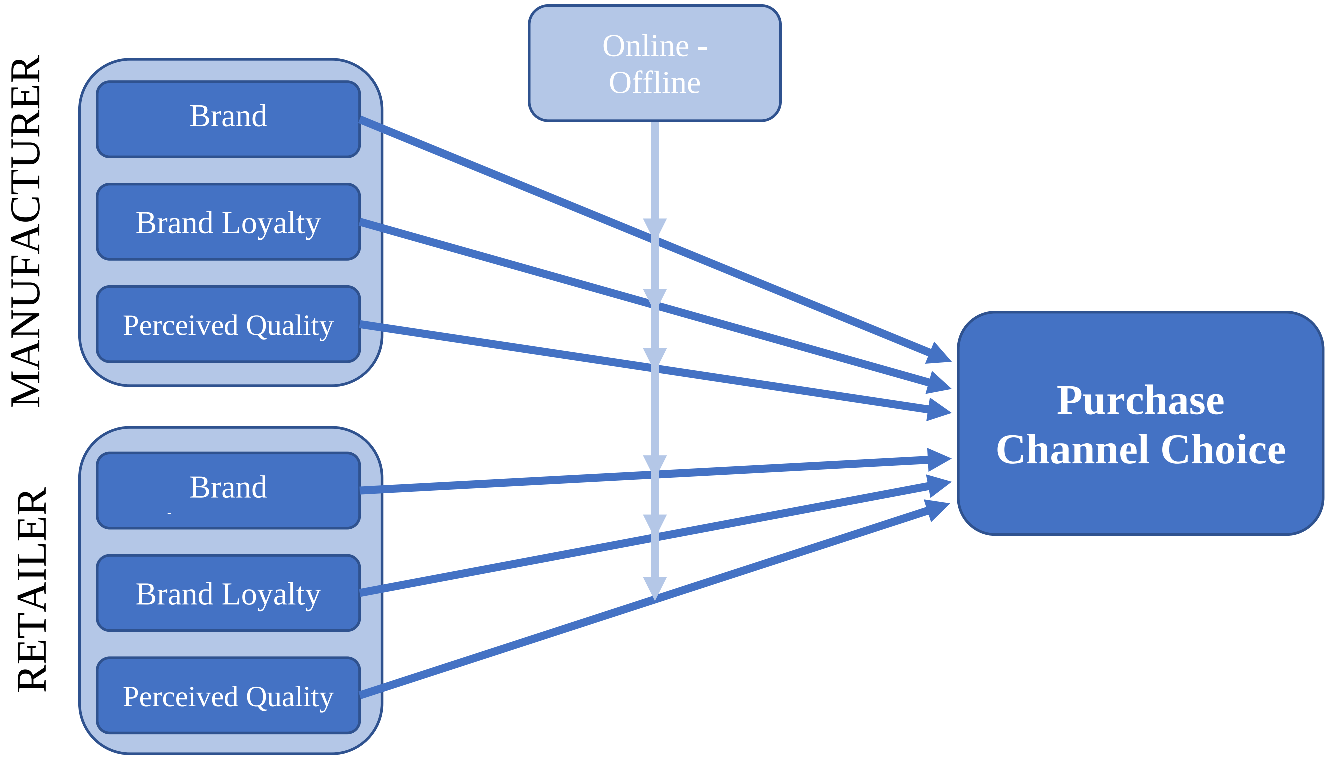

Figure 2; Conceptual model

2.4. Brand loyalty

One of the measurements of brand equity is *brand loyalty.* According to Oliver (1999), brand loyalty can be defined as '*an attained state of enduring preference to the point of determined defence*`. This definition basically translates into the amount of time the consumer repurchases a product and how well this person "defends" itself from competitors trying to persuade them to purchase at a different store or purchase a different product. Sheth (1968) has developed a factor analytical model of brand loyalty, based on the amount of time the consumer purchases a product. The model also takes into account the behaviour of the consumer by looking at the patterns of repurchasing. Based on this, we learn that brand loyalty depends on both the company where the customer is repeatably purchasing its products and the competitors trying to persuade the customer to purchase elsewhere.

Literature review shows us that purchase intention is positively being influenced by brand loyalty (Chi, Yeh, & Yang, 2009; Jalilvand, Samiei, & Mahdavinia, 2011; Tariq, Nawaz, Nawaz, & Butt, 2009; Souiden & Pons, 2009; Luo & Chen, 2011; Lee, Back, & Kim, 2009). Loyal customers not only purchase more often at the same store, but they tend to purchase more often in general (Yang & Peterson, 2004). This has been researched and proven before. Tari et al. (2013) even concluded that brand loyalty overrules the price; even if the product is more expensive compared to a different brand, loyal customers still purchase that product. In addition to this conclusion, Santoso and Cahyadi (2014) concluded that, besides the immunity regarding price alterations, loyal customers tend to become oblivious for alterations in product features. This indicates that brand loyalty is a very strong influence on the decision-making process of the customer. However, there is a difference between the loyalty towards manufacturers and towards retailers.

2.4.1. Loyalty to the manufacturer.

A variety of studies addressed the importance of maintaining the loyalty of the consumer, since it directly influences the sales (Gupta & Zeithaml, 2006; Kumar & Shah, 2004; Meyer-Waarden, 2007). According to Hu and Chang (2009), manufacturer's brands are important for a firm since these brands generate a secure loyalty towards the manufacturer. This loyalty is in its turn responsible for a sustained revenue. However, without a direct sales channel to sell from, the manufacturer is dependent on the retail store. As a result of this, manufacturers are trying to control the retailers regarding the in-store presentation, since this directly influences their brands (Lindblom & Olkkonen, 2006). Hence, the manufacturer's brand has to compete with the retailer's brand (and other manufacturers' brands). This indicates that it could be significantly more difficult to generate loyalty via the retailer without any direct sales channels interfering. Creating loyalty is therefore relatively difficult compared to the retailer, as will be explained in the following paragraph.

2.4.2. Loyalty to the retailer.

Not only the manufacturer of a single brand is able to create a certain degree of loyalty, but the retailer with many different brands as well. These so-called multi-brand retailers can create loyalty via different ways, such as loyalty programmes. Opposed to manufacturers (who produce a single brand), these retailers have a variety of brands to sell. According to Pappu and Quester (2006), store loyalty (of the retailer) can be described as "*the tendency to be loyal to a focal retailer as demonstrated by the intention to buy from the retailer as a primary choice*". Thus, these retailers are becoming a brand on their own. As a result of this, we learn that brand loyalty is also applicable to these retailers (Ailawadi & Keller, 2004). Additionally, brand loyalty plays an important role in the revenue of the retailer (Kumar & Shah, 2004). Not only is loyalty important for the retailer, but research shows that retailers are generally good at generating loyalty. In addition to that, the loyalty towards retail brands has a greater influence on the purchase behaviour of the consumer than the manufacturer's brands (Broyles, Ross, Davis, & Leingpibul, 2011). This indicates that consumers tend to be more loyal towards retailers than to manufacturers.

2.4.3. Loyalty, given encroachment.

As mentioned before, retailers tend to have a better brand loyalty compared to the manufacturer. However, manufacturers are directly engaging with consumers by adding a direct sales channel, which could shift the balance of this aspect. Prior literature tells us that physical contact with the seller is of significant importance regarding the loyalty of the seller (Gilliland & Bello, 2002). Manufacturers have become more aware of the consequences the selling strategy of the retailer has on its own brand (Dewsnap & Hart, 2004; Gruenn & Shah, 2000). By adding physical direct channels, manufacturers are no longer (only) relying on the physical contact of the retailer, but controlling this aspect themselves. By adding a direct sales channel, the manufacturer is able to increase its loyalty by always providing the product.. An experimental study showed the importance of loyalty regarding the purchase behaviour of the consumer (Verbeke, Farris, & Thurik, 1998). According to this study, over 40% of the consumers will go to a different store if their preferred brand is not available at the initial store.

The overall conclusion that can be drawn based on the literature review, is that the retailer is better at generating loyalty opposed to manufacturers. Since manufacturers encroachment is a factor, the manufacturer might be able to increase its loyalty. However, it is unclear how much these direct sales channels are actually altering the perspective of the consumer regarding the loyalty towards brand X. As a result of this, the following hypotheses have been formulated.

H2a: Brand loyalty has a positive impact on the purchase channel choice.
H2b: Retailer loyalty has a greater impact on the purchase channel choice than manufacturer loyalty.

2.5. Brand awareness.

To have a certain view of a brand, the brand must first be known by its (potential) customers and therefore have a certain degree of awareness (Hartman, 2005; Arnett, 2003). Besides, brand awareness is positively influencing the purchase intention of the customer (Chi, Yeh, & Yang, 2009; Jalilvand, Samiei, & Mahdavinia, 2011; Hutter, Hautz, Dennhardt, & Füller, 2013). If a

customer is more familiar with brand x opposed to brand y, the customer tends to purchase more from brand x (Kamins & Marks, 1991).
During this consumer decision making process, brand awareness plays a significant role as it is responsible for the brand to be considered in the first place (Baker, Hutchinson, Moore, & Nedungadi, 1968). On top of that, during low involvement purchases brand awareness on its own could be responsible for the choice of brand, even with the lack of additional knowledge of the brand (Hoyer & Brown, 1990; Bettman & Park, 1980). Thirdly, brand awareness is responsible for associations consumers have with a certain brand; the better the brand awareness, the more likely a consumer is able to connect information to that specific brand (Keller, 2008). This underlines the importance of brand awareness.

Brand awareness is generally generated via marketing channels, both online and offline (Aaker, 1996; Buil, Chernatony, & Martinez, 2013; Keller & Lehmann, 2003). According to Radder and Huang (2008) brand awareness has a significant impact on the purchase intention in a highly competitive market. Furthermore, Hoyer and Brown (1990) concluded that brand awareness has a positive influence on brand choice, which in its turn is influencing the purchase intention.

2.5.1. Brand awareness manufacturer.

Manufacturers with large brands often have a larger budget for marketing purposes compared to the retailer, which in its turn results in more awareness (Sloot & Verhoef, 2008; Cho, Rha, & Burt, 2015). These large brands (such as Nike, Rolls Royce, etc.) are generally well known amongst the consumer, even though the consumer is not necessarily interested in purchasing these specific brands (Aaker, 1996). This gives the manufacturer an advantage over the smaller brands and retailers. Cho et al. (2015) even concluded that the manufacturer awareness is influencing the attitude towards the retailers brand. This means that the awareness of the manufacturer goes beyond just their own brand.

To generate awareness, manufacturers are not directly dependent of a retailer, since there are a lot of ways to generate awareness. Not only are the generally more known options such as tv commercials and sponsorships important for awareness, but the online aspect as well (especially the online social networks) (Sigala, 2012; Barwise & Meehan, 2010). The awareness these large brands are able to generate on their own (i.e. without a retailer) is evidently sufficient to promote themselves amongst the potential customers. It is clear that the manufacturer has a powerful position to create and maintain brand awareness.

2.5.2. Brand Awareness Retailer.

In order to be aware of a retailer, the consumer has to recognize the fact that the retailer is part of a certain retailer category (Pappu & Quester, 2006). However, retailers often rely on the products of the manufacturer for any revenue. Campaigns and other marketing tools that are being used to create awareness for these products, are beneficial for the brand awareness of the manufacturer, but not per se for the retailer as they are not directly linked to this product (Jones & Yuon-Kyung, 2011). The retailers need to generate awareness for its own brand, as brand awareness is considered a deciding factor in the decision making process of the customer regarding low involvement purchases (Hoyer & Brown, 1990). In Europe, retailers have been doing so by investing in advertising and activities to generate more sales via a better retail awareness (Burt & Davies, 2010). Burt and Davies (2010) even concluded that retailers are becoming a brand on its own. As a result of this, the retailers are competing directly with the manufacturer. However, it is relatively difficult for a retailer to generate awareness compared to the manufacturer.

2.5.3. Brand Awareness, given encroachment.

As mentioned before, the manufacturer is perfectly capable of generating awareness on its own. However, due to the fact that the manufacturer is engaging directly with the consumer, the consumer is becoming even more aware of the manufacturer as a brand (Yoo & Donthu, 2001). The visibility of the physical stores increases the awareness of the manufacturer, simply because the store itself is more noticeable when consumers are shopping in the city. Besides that, the channels that used to be used for awareness purposes only, changed into a sales channel (the online sales channel for example). The encroachment of the manufacturer could lead to an even larger advantage for the manufacturer regarding awareness.

H3a: Brand awareness has a positive impact on the purchase channel choice.
H3b: Manufacturer awareness has a greater impact on the purchase channel choice than retailer awareness.

2.6. Perceived quality

The third variable influencing the brand equity is the perceived quality. Perceived quality can be defined as to what extend a product meets the expectations (judgements) of the consumer (Zeithaml, 1988). Perceived quality is not the actual quality of a product, but quality seen from the point of view of the customer (Yoo & Donthu, 2001). Even more so, according to Rust et al. (1999), the development of products and services alter the expectations of the consumer regarding these products and services. As a result of this, the perceived quality of these products and services alters as well.

The influence of quality on the purchase intention has been researched before (Dodds, Monroe, & grewal, 1991; Zeithaml, 1988; Boulding, Kalra, & Staelin, 1999). However, quality is not the only factor influencing perceived quality. Therefore, a brand should not settle for only improving on quality, but also take into account the other factors. If the quality of the product increases, but the performance expectations increase significantly more, the perceived quality overall will drop (Rust et al., 1999). Richardson (1994) concluded that perceived quality is even more important for the decision making process than other variables, such as value for money. The key takeaway of this is that the perceived quality is more than just the actual quality of the product.

2.6.1. Perceived quality manufacturer.

Manufacturers and retailers both have a brand to maintain and therefore a perceived quality. Product wise, the manufacturer seems to have an advantage over the retailer since the customer tends to score the quality of the retail's products lower than the manufacturer's brand (Cunningham, Hardy, & Imperia, 1982; Richardson, Jain, & Dick, 1996). The fact that consumers perceive the quality of the products differently could imply that this differentiation continues for the perceived quality overall, which could be beneficial for the manufacturer. However, without a direct sales channel, the manufacturer relies for a great part on the retailer. If the retailer charges a significant higher price, the overall perceived quality of the manufacturer will drop (Rust et al., 1999). It is therefore difficult for a manufacturer to alter its perceived quality without a direct sales channel.

2.6.2. Perceived quality retailer.

When applied to the retailer, perceived quality can be defined as "the perception of quality of the retailer as well as the (perception of) quality of products (goods or services) offered by retailers" (Quester, 2006). The key takeaway of this definition is the fact that the perceived quality of the retailer consists of two factors; the perceived quality of the retailer itself and the perceived quality of the products being sold. In addition to that, Das (2014) concluded that the retailer perceived quality have a positive impact on purchase intention.

To my knowledge, the current literature does not elaborate more on the perceived quality of the retailer itself. However, the known literature does provide insights regarding the perceived quality of the retailer's store products compared with the manufacturer's products. Since the comparison between the retailer and the manufacturer is being made, there is still a logical similarity to be made.

The perceived quality of the products being sold at the retailer can be altered by the retailer via a variety of strategies, such as increasing the advertising budget (Kirmani & Wright, 1989; Kirmani, 1990), increasing the objective quality (Sprott & Shimp, 2004) and becoming similar to the manufacturers brand. These strategies have a positive effect on the equity of the retailer (Sprott & Shimp, 2004), which means that the same strategies applied to the store itself could be beneficial as well.

2.6.3. Perceived quality, given encroachment.

By adding a direct sales channel, the manufacturer is better to influence the perceived quality directly. First of all, the price of the products being sold can be monitored and adjusted immediately. Secondly, the manufacturer brand has a general advantage over the retailer, since the perceived quality of the retailer appears to be lower than the manufacturer (Rosen, 1984). The manufacturer can exploit this even further and the retailer has to take into account the added direct channel for its own perceived quality.

H4a: Perceived quality has a positive impact on the purchase channel choice.
H4b: Manufacturer's perceived quality has a greater impact on the purchase sales channel choice than retailer's perceived quality.

2.7. Online sales

Brand equity, and therefore the three variables of brand equity elaborated in the chapters before, can be created and maintained via a lot of different ways. One of the more significant approaches is via the online environment. The reason being that online sales channels are becoming increasingly more popular, since a considerable amount of consumers are getting access to internet (Steenkamp, 2020). The global B2C e-commerce sales was $3.9 trillion in 2019, which was 14.1% of the total retail sales. According to Lipsman (2019), this number will increase even further to $6.5 trillion in 2023 (which will be 22.0% of the total retail sales).

Online, consumers tend to behave differently opposed to offline. It is important for a brand to live up to the promises it makes and therefor gain the trust of the customers (Rajavy, Kushwaha, & Steenkamp, 2019). Strong global brands might therefor benefit since they have a known equity. However, new brands have even greater opportunities to get a share of the market via online channels. As a result of these increases in online sales channels, the channel advantage of the existing global brands decreases.

Manufacturers can either sell their products online via a direct sales channel (Nike.com for example), or through an e-retailer (such as Zalando.nl). Both these channels have their own pros and cons as Steenkamp (2020) mentioned. At the own brand website, the manufacturer is more in control over the marketing mix, brand imagery and the contact with the customer. However, the e-retailer generates more traffic and the manufacturer does not have to worry about the delivery process. Each channel has therefor a different amount of impact on the decision making process of the customer. In addition to this, previous research shows that consumers tend to value products purchased online less contradicted to the same product purchased via a retailer offline (Liang & Huang, 1998; Chiang, Chhajed, & Hess, 2003; King, Sen, & Xia, 2004). The combination of the behaviour of the consumer online and the different benefits of the company, suggests that there could be a different influence of brand equity on the channel choice online in contrast to offline.

H5a: Weather or not the purchase is being made online moderates the influence of brand equity on the channel choice of the consumer.
H5b: The moderating effect has a greater impact on the retailer's awareness than the manufacturer's awareness.
H5c: The moderating effect has a greater impact on the retailer's perceived quality than the

manufacturer's perceived quality.

H5d: The moderating effect has a greater impact on the manufacturer's loyalty than the retailer's loyalty.

2.8. Research questions and hypotheses

The main research question that has been formulated is as follows:

How does brand equity influence the sales channel choice when manufacturer encroachment is a factor?

The sub-research questions that have been formulated are as follows:

1. *How do the variables of the brand equity of the manufacturer differ in impact on the odds of choosing a sales channel compared to the variables of the brand equity of the retailer when manufacturer encroachment is a factor?*
2. *How does the online aspect moderate the impact of brand equity on the odds of choosing a sales channel when manufacturer encroachment is a factor?*

Based on the literature review, the hypotheses have been formulated. Each variable has its own characteristics and therefore different amount of impact on the brand equity. Where the retailer excels in generating loyalty, the manufacturer is better at creating awareness and perceived quality. In addition to that, it is important to mention the impact the online aspect has as a moderating factor. As a result of these findings, the following hypotheses have been formulated:

H1: Manufacturer equity has a larger impact on the purchase channel choice than the retailer equity.

H2a: Brand loyalty has a positive impact on the purchase channel choice.

H2b: Retailer loyalty has a greater impact on the purchase channel choice than manufacturer loyalty.

H3a: Brand awareness has a positive impact on the purchase channel choice.

H3b: Manufacturer awareness has a greater impact on the purchase channel choice than retailer awareness.

H4a: Perceived quality has a positive impact on the purchase channel choice.

H4b: Manufacturer's perceived quality has a greater impact on the purchase sales channel choice than retailer's perceived quality.

H5a: Weather or not the purchase is being made online moderates the influence of brand equity on the channel choice of the consumer.
H5b: The moderating effect has a greater impact on the retailer's awareness than the manufacturer's awareness.
H5c: The moderating effect has a greater impact on the retailer's perceived quality than the manufacturer's perceived quality.
H5d: The moderating effect has a greater impact on the manufacturer's loyalty than the retailer's loyalty.

3. Methodology

In this chapter, the method of the research is discussed and described. The goal of this research is to identify the impact of brand equity on the channel choice of the customer within a context of manufacturer encroachment in the sports equipment market. At first, the motivation for data collection via a survey is substantiated. Second, the sampling method is described, along with the biases the researcher has to take into account. The next part mentions the measurables of the survey. The methodology chapter ends with the empirical model.

3.1. Research design

The primary data to test the hypotheses of this paper was collected via a survey, using 16 randomized brands (an overview can be found in appendix 3.1.) in an within-subject design. Previous papers have used surveys to research the influence of the mentioned variables on consumers purchasing behaviour (Das, 2014; Anselmsson, Burt, & Tunce, 2017; Pappu & Quester, 2006). However, Before the survey itself could be distributed, a pre-test had been conducted in order to determine a valid product category. The outcome of this pre-test was that the product category *sports equipment* was used for the survey. This will be elaborated at chapter *3.2.1. Pre-test*.

The survey consists of 3 subjects. In the first part, the descriptive statistics were collected in the in the form of demographic information, to be able to differentiate the outcome based on these characteristics of each group. The demographic data that was collected contained gender and age. In addition to these standard data, the respondents answered questions regarding the control variables based on their purchase behaviour. A degree of affinity with the product category is required along with the financial capabilities to purchase sports equipment . In order to test this, the respondent had to answer five questions to validate the respondent's contribution.

The second part's function is to provide a baseline regarding the brand equity of the surveyed brands, based on the preferences of the respondents. Each respondent scored the independent variables (brand awareness, brand loyalty and perceived quality) regarding the given brands. This applies for both the manufacturer and the retailer. Each respondent was randomly assigned to four brands; one offline manufacturer, one offline retailer, one online manufacturer and one online retailer. Each group of brands consists of four brands (so 16 brands in total) which are evenly randomly distributed amongst the respondents (see appendix 3.1. for the brands). The respondent scored the manufacturers and the retailers on a likert-scale from 1 to 5 for the three independent variables that together represent brand equity; Brand Awareness, Brand Loyalty and Perceived Quality. Each variable was questioned via four constructs based on previous research (see: *chapter 3.3. Measurables)*.
The third part focused on the channel choice. After the baseline brand equity had been created for the brands assigned to the respondents, the respondents had to decide where to purchase product X; either at the direct sales channel, or the indirect sales channel. This question was asked for both offline and online.

3.2. Sampling

3.2.1. Pre-test

Different papers have researched the influence of brand equity in different markets (Yu Xiong, 2011; Das, 2014; Burt, 2000). Across these different studies, the product category varies throughout. Even though the theory has a degree of overlap, the influence of the product category on the brand equity has to be taken into account for.
Different types of product are being influenced differently by the impact of brand equity and its components. Not only the difference in durable and non-durable goods is of importance (Hoch & Deighton, 1989), but also the amount of experience a customer has with the product. The difference of online and offline availability is playing a role in this aspect as well (Degeratu, Rangaswamy, & Wu, 2000).

To determine a valid product category regarding the main survey, a pre-test has been conducted (N=19). To determine which product had to be used in the survey, the pre-test tested the level of how difficult the choice for the customer is to choose between a retailer and a manufacturer channel. If the choice is too obvious, the outcome of the survey would be invalid since the outcome would be predictable on forehand. The respondent had to provide their preference regarding the sales channel of where to purchase product X. The product categories that have been tested were: sports equipment, mobile phones, household equipment, shoes and electronic devices. All these categories have both been questioned for the offline- and the online environment. The results of the pre-test are provided in the tables 1 and 2 below.

As can be seen, the product categories mobile phones, household equipment and electronic devices had a too obvious answer regarding the channel choice. After comparing the averages of the remaining two categories, the outcome of this pre-test has led to the usage of the product category "*sports equipment*" (sportartikelen) in the actual survey itself.

Table 1; overview offline channel choice pre-test

	Sports equipment	**Mobile phones**	**Household equipment**	**Shoes**	**Electronic devices**
Total Count (All)	19	19	19	19	19
Definitely via the sales channel of the manufacturer	0,00%	15,80%	0,00%	0,00%	5,30%
Probably via the sales channel of the manufacturer	5,30%	10,50%	0,00%	5,30%	5,30%
Perhaps via the sales channel of the manufacturer, but not sure	10,50%	0,00%	0,00%	5,30%	10,50%
I don't have a preference	52,60%	21,10%	21,10%	52,60%	26,30%
Perhaps via the sales channel of the retailer, but not sure	5,30%	5,30%	10,50%	5,30%	0,00%
Probably via the sales channel of the retailer	26,30%	31,60%	36,80%	31,60%	26,30%
Definitely via the sales channel of the retailer	0,00%	15,80%	31,60%	0,00%	26,30%

Table 2; overview online channel choice pre-test

	Sports equipment	**Mobile phones**	**Household equipment**	**Shoes**	**Electronic devices**
Total Count (All)	19	19	19	19	19
Definitely via the sales channel of the manufacturer	5,30%	15,80%	0,00%	0,00%	0,00%
Probably via the sales channel of the manufacturer	5,30%	15,80%	5,30%	10,50%	15,80%
Perhaps via the sales channel of the manufacturer, but not sure	15,80%	10,50%	0,00%	5,30%	0,00%
I don't have a preference	47,40%	26,30%	31,60%	47,40%	36,80%
Perhaps via the sales channel of the retailer, but not sure	10,50%	5,30%	5,30%	5,30%	5,30%
Probably via the sales channel of the retailer	10,50%	10,50%	36,80%	21,10%	26,30%
Definitely via the sales channel of the retailer	5,30%	15,80%	21,10%	10,50%	15,80%

3.2.2. Sample size

This research focuses on the inhabitants of the Netherlands (1) who are financially able to (2) purchase sports articles (3). According to Green (1991), a sample size of 50 should be adequate for a logistic regression analysis. There are a few rules of thumb that are applicable to this case. The first one being that the sample size needs to be 50 to a 1000 times the choice set size (Cho et al. 2015). A second rule of thumb is to multiply the amount of attributes with 10 to a 100 (Jain & Chandrasekaran, 1982; Kavzoglu & Mather, 2003). Based on these rules of thumb, the aimed sample size for this research results in 100+ respondents.

A total of 145 respondents started the survey. However, 14 respondents did not complete the survey. As a result of this, the total count of respondents that completed this survey is 131. However, there were respondents that answered the question "Are you financially able to purchase sports equipment on your own?" with either a 1 or 2 on a scale from 1 to 5 and will therefore be excluded from the sample. The total sample size is totalled at 126. But since this is a within-subject design, a total of 252 observations are collected.

Out of the 126 respondents, 67% are male and 33% are female. The age of the respondents is also interesting, since a significant amount of respondents (44%) are between the age of 18 and 25, while the group of respondents of 46 years old or older is only responsible for 19% (with no respondents with an age over 65). Secondly, 68% of the respondents answered the question "I prefer to shop online" with a score of 3 or higher on a scale from 1 to 5. This indicates that the moderating effect could be very interesting.

3.2.3. Survey distribution

The survey is distributed via the online social media connections of the researcher, such as Facebook, Instagram and Whatsapp. As a result of this, a variety of respondents have been surveyed. This provides an additional differentiation in the results and therefore increase the randomization. By analysing the outcome of the survey combined with the demographic data of the respondents, additional conclusion can be drawn. For example: different age categories could have significantly different preferences and therefore different answers.

3.3. Measurables

This study measured four variables. According to previous studies, these variables can be measured in a variety of different ways, as will be elaborated in the paragraphs below. However, to enhance a fair comparison regarding the three independent variables, it was important to use a homogeneous measurement. As a result of this, the researcher decided to use a likert scale from 1 to 5 for the respondents to score the independent variables. Each variable is tested with four statements (per brand). In order to enhance an improved validity, each respondent was given a random brand for each of the following aspects: manufacturer offline, retailer offline, manufacturer online and retailer online. The survey* can be found in appendix 3.3..

3.3.1. Dependent variable

In this research, the channel choice of the customer is a nominal variable since the respondent can choose from two sales channels without a ranking differentiation and no measurable distance; either the direct channel or the indirect channel. In previous researches, the channel choice was measured via a choice model (Senthilnathan & Tharmi, 2012). The respondents had the possibility to choose a brand amongst a variety of brands. This strategy has been applied to this research as well. The respondents was given the choice to either choose the direct sales channel (the manufacturer), or the indirect sales channel (the retailer). For analysis purposes, the dependent variable will be treated as a dummy.

3.3.2. Independent variables

3.3.2.1. Brand Awareness

Many studies have measured and defined brand awareness. Yoo et al. (2000), Moreira et al. (2017) and Yoo and Donthu (2001) for example, have used brand awareness as an independent variable. The general approach of these researches was to let the respondent score the awareness constructs on a score from 1 to 5. Statements like "*I can recognize X among other competing brands*" have been used to determine the awareness of brand X. The questions in the survey are based on these questions that have been used and proven before. However, in order to enhance a beneficial time for the respondents to take the survey, the number of constructs has been deducted to 4. The questions that have been used for the survey have been slightly altered to fit the research purpose of this paper.

**Since the survey has been distributed amongst Dutch respondents, the survey is in Dutch. A translated survey can be provided if requested.*

A differentiation between online and offline was included as well, which resulted in a slight alteration of the word choice of the question. For example, whereas the offline awareness was measured for the store, for the online part it was changed to webstore. This had been done to ensure a clear difference between the two subjects.

3.3.2.2. Brand loyalty

Measuring brand loyalty has been done before in a variety of studies. Yoo et al. (2000), Moreira et al. (2017), Yoo and Donthu (2001) and Yasin et al. (2007) have researched the effect of loyalty on a variety of dependent variables. Statements (such as: "*I consider myself loyal to brand X*") were provided and asked to score on a scale from 1 to 5. The statements in the survey of this study have been based on the statements used before in other studies, and were slightly modified to provide a better fit as mentioned before.

3.3.2.3. Perceived quality

In order to measure perceived quality, it is important to not make the mistake to only research the quality aspect, since the perceptual aspect makes a significant difference. For that reason, studies that have researched the influence of perceived quality, made this distinction very clear. Yoo et al. (2000), Moreira et al. (2017), Yoo and Donthu (2001) and Delassus and Descotes (2012) are among these studies. The scale from 1 to 5 was applied on statements such as "*X must be of very good quality*". The same alterations are applicable for this independent variable as mentioned at the other independent variables.

3.3.2.4. Operationalization

As mentioned in the paragraphs before, each independent variable has been measured via four constructs on a likert scale from 1 to 5. In order to operationalize the variables, these four constructs have been averaged. In other words; each independent variable is now reduced to 1 average construct in order to perform a logistic regression. The correlation between all the constructs are significant and is therefore justified (See appendix 3.3.2.).

The logistic regression analyses are separated in two different analyses: with and without the impact of the moderator. However, before the analyses can be done, a dummy needs to be created for the dependent variable for each aspect. The dummy variable has a value of '1' for when the respondent chooses the channel of the manufacturer, and a value of '0' for other (which is the channel of the retailer). In addition to that, a dummy variable for the control variable 'gender' has been created as well, where '1' is male and '0' otherwise.

3.3.3. Control variables

With the purpose of increasing the validity, control variables were added to the survey. These questions were based on previous studies, such as the studies of Bareda et al. (2015) and Yoo et al. (2000). Since the product category is relatively accessible, the control variables mainly focus on the gender and age. Additional questions about the respondents' knowledge and affinity with the product category were asked as well in order to increase the validity. The affinity with the product category was tested with statements such as "*I can name the brand of the most recent sports equipment I have purchased with certainty.*" which was scored on a scale from 1 to 5. The same strategy goes for the statement "*I am brand conscious when purchasing sports equipment.*". The purchase frequency was also questioned. It was also important to know if the respondent is financially able to purchase sports equipment. The respondents without any financial capabilities are withdrawn from the sample.

3.4. Empirical model

During the survey, the respondent had the option to either purchase the product via the manufacturer, or the retailer. Because the dependent variable is a binary nominal variable and the independent variables are all continuous variables, a binary logistic regression analysis is used. This regression analysis is used in order to explain the impact of each independent variable of brand equity on the dependent variable. As a result of this, the following models are constructed:

$$LikelinessToChooseManufacturer = \beta 0 + \beta 1 * BrandAwareness_{Manufactuer} + \beta 2 * BrandLoyalty_{Manufacturer} + \beta 3 * PerceivedQuality_{Manufacturer} + \beta 4 * BrandAwareness_{Retailer} + \beta 5 * BrandLoyalty_{Retailer} + \beta 6 * PerceivedQuality_{Retailer} + \beta\, 7 * Age + \beta 8 * Gender + \varepsilon i$$

Furthermore, in order to research the impact of the moderating factor, the following model is constructed:

$$LikelinessToChooseManufacturer = \beta 0 + \beta 1 * BrandAwareness_{Manufactuer} + \beta 2 * BrandLoyalty_{Manufacturer} + \beta 3 * PerceivedQuality_{Manufacturer} + \beta 4 * BrandAwareness_{Retailer} + \beta 5 * BrandLoyalty_{Retailer} + \beta 6 * PerceivedQuality_{Retailer}\ \beta 7 * Age + \beta 8 * Gender + \beta 9\ online + \beta 10(Online * BrandAwareness_{Manufactuer}) + \beta 11(Online * BrandLoyalty_{Manufacturer} + \beta 12(Online * PerceivedQuality_{Manufacturer}) + \beta 13(Online * BrandAwareness_{Retailer}) + \beta 14(Online * BrandLoyalty_{Retailer}) + \beta 15(Online * PerceivedQuality_{Retailer}) + \varepsilon i.$$

Where β7online is a dummy variable that indicates the purchase is being made online.

4. Analysis and results

In this chapter, all the hypotheses will be tested and analysed. This will be done mainly by analysing the binary logistic regression analysis. The most substantial outputs of the models are presented in the following sub-chapters, whereas the more detailed results can be found in the appendix. The outcome of these analyses will determine if the hypotheses are either supported or rejected.

4.1. Descriptive statistics

Before the regression is performed, the descriptive statistics provide a first insight on the results. In addition to that, it will also offer a simplified interpretation of the data set.

4.1.1. Respondents characteristics

In this analysis, there are two control variables; ‘age’ and ‘gender’. As can be seen in the tables below, the majority of the respondents are male. Secondly, the most respondents are between 18 and 25 years old. Since this is not an optimal representation of the population, this has to be taken into account. This is discussed in chapter 5 ‘Conclusion’. Overall, respondents are relatively active regarding sports (mean of 3,89 on a scale from 1 to 5 and with a median value of 4) and since no respondents showed a value below the threshold of 2, which I deemed acceptable, non were excluded based on this question. The other questions that have been asked in this part were merely to provide an insight on the potential biases and therefore no respondents have been excluded from the data.

Table 1: Age frequency table

Age

	Frequency	Percent
18-25	56	44,4
26-35	34	27,0
36-45	12	9,5
46-55	15	11,9
56-65	9	7,1
Total	126	100,0

Table 2: Gender frequency table

Gender

	Frequency	Percent
Man	84	66,7
Woman	42	33,3
Total	126	100,0

Table 3: Means and Medians characteristics

Statistics

	Sport Frequency	Purchase Frequency	Recall last purchase	Prefer to Shop online
Mean	3,98	3,14	3,82	3,18
Median	4,00	3,00	4,00	3,00

4.1.2. First insights

In order to provide some first insights, the descriptive statistics of the dependent variables are analysed. The question that was asked that was linked to the dependent variable, was fairly simple: Via which channel would you purchase a product, if you don't have to take into account any product differentiations, price differentiations and accessibility of the sales channel; the retailer or the manufacturer? This question was asked for both the offline sales channels and the online sales channels. In the tables below, the descriptive statistics can be found of these questions.

Table 4: Purchase via which channel? – Offline

Channel choice offline

	Frequency	Percent
Retailer	25	19,8
Manufacturer	101	80,2
Total	126	100,0

Table 5: Purchase via which channel? - Online

Channel choice online

	Frequency	Percent
Retailer	43	34,1
Manufacturer	83	65,9
Total	126	100,0

As can be seen, the vast majority of the respondents preferres to purchase the product via the channel of the manufacturer, both offline and online. This seems to be contradicting to the fact that the retailers are still responsible for the majority of sales. However, the sales channels of the manufacturers are becoming increasingly popular, which could explain the preference for the manufacturer. In addition to this, the differences in channel choice offline opposed to online is not as significant as the expectations that have been created based on the literature review. This could indicate that the moderator might not have a significant effect. In order to gain details regarding the influence of the independent variables on this phenomenon, logistic regression analyses have been performed.

4.2. Logistic regression analyses

4.2.1. Logistic regression without the influence of a moderator

4.2.1.1. Odds analysis

First, the logistic regression without the impact of the moderator is analysed. The output can be found in table 6 below, where the dependent variable is the dummy for 'channel choice' where '1' is the choice being made in favour of the sales channel of the manufacturer, and '0' is otherwise (thus, the retailer's sales channel). The dependent variable is therefore the odds of choosing the manufacturer's sales channel.. The variables that have a negative effect on the odds of choosing the sales channel of the manufacturer, have a Exp(B) value which is lower than '1'. In order to enhance a better visual representation, the Exp(B) of these negative effect values have been converted into $(1/Exp(B))^{-1}$. This provides a better understanding of each variable's impact on the odds of choosing the manufacturer's sales channel.

Table 6: Logistic regression manufacturer channel choice

Variables in the Equation

	B	S.E.	Sig.	Exp(B)	Exp(B)II
Awareness Manufacturer	0,712	0,265	0,007	2,037	2,037
Loyalty Manufacturer	1,188	0,328	0,000	3,282	3,282
Perceived Quality Manufacturer	0,513	0,384	0,182	1,670	1,670
Awareness Retailer	-0,820	0,244	0,001	0,441	$2{,}270^{-1}$
Loyalty Retailer	-0,804	0,315	0,011	0,447	$2{,}235^{-1}$
Perceived Quality Retailer	-0,884	0,364	0,015	0,413	$2{,}421^{-1}$
Gender*	-0,938	0,446	0,036	0,391	$2{,}555^{-1}$
Age	0,028	0,171	0,871	1,028	1,028
Constant	1,569	1,226	0,201	4,800	4,800

* *Gender being a dummy variable where '1' is male and '0' is female.*
Nagelkerke R Squared = 0.592
$\alpha < 0{,}05$
a. Variable(s) entered on step 1: Awareness Manufacturer, Loyalty Manufacturer, PerceivedQualityManufacturer, Awareness Retailer, Loyalty Retailer, PerceivedQualityRetailer, Gender, Age.

Looking at the impact of manufacturer brand equity, we find that the variables 'awareness manufacturer' (Exp(B) = 2,037; p = 0,007) and 'loyalty manufacturer' (Exp(B) 3,282; p = 0,000) both have a significant positive impact on the odds of choosing the manufacturer's sales channel. Specifically, a one unit increase in awareness manufacturer and loyalty manufacturer, respectively, will lead to 103,7 and 228,2 percentage *increase* in the odds of choosing the manufacturer's sales channel. The variable 'perceived quality manufacturer' (Exp(B) = 1,670; p = 0,182) however, has no significant effect on the odds of the dependent variable. Looking at the effect of retailer's brand equity, the variables 'awareness retailer' (Exp(B) = $2{,}270^{-1}$; p = 0,001), 'loyalty retailer' (Exp(B) = $2{,}235^{-1}$; p = 0,011) and 'perceived quality retailer' (Exp(B) $2{,}421^{-1}$; p = 0,015) all have a significant negative impact on the odds of choosing the manufacturer sales channel. Specifically, a one unit increase in awareness retailer, loyalty retailer and perceived quality retailer, respectively, will lead to 55,9, 55,3 ,and 58,7 percentage *decrease* in the odds of choosing the manufacturer channel.

As described in the paragraph above, the effect of 'loyalty manufacturer' is significant and has an Exp(B) > 1 and the effect of 'loyalty retailer' is significant and has an Exp(B) < 1 when the dependent variable is the sales channel choice of the manufacturer. Based on these findings, H2a *'Brand loyalty has a positive impact on the purchase channel choice'* is accepted. Since this is also the case for the variables 'awareness manufacturer' and 'awareness retailer', H3a '*Brand awareness has a positive impact on the purchase channel choice*' is accepted as well. However, H4a '*Perceived quality has a positive impact on the purchase channel choice'* cannot be accepted, since the variable 'perceived quality manufacturer' is not significant.

With the purpose of accepting or rejecting hypotheses H2b '*Retailer loyalty has a greater impact on the purchase channel choice than manufacturer loyalty',* the impact on the odds of choosing the manufacturer's sales channel of the loyalty variables are compared. The same is done for H3b '*Manufacturer awareness has a greater impact on the purchase channel choice than retailer awareness'* and H4b '*Manufacturer's perceived quality has a greater impact on the purchase sales channel choice than retailer's perceived quality'*. In the table below, an overview is provided.

Table 7: Comparison of the impact of each variable on the odds of choosing the sales channel of the manufacturer

Comparison impact on odds

	Manufacturer	**Retailer**
Awareness	103,70%*	-55,90%*
Loyalty	228,20%*	-55,30%*
Perceived Quality	67%	-58,70%*

**p* < α *0,05*

Based on these figures, the conclusion can be drawn that the loyalty of the manufacturer has a significant larger impact on the odds of choosing the sales channel of the manufacturer compared to the loyalty of the retailer. Thus, H2b cannot be accepted. Since the impact of 'awareness' is significantly larger for the manufacturer in contrast to the retailer, H3b is accepted. Even though the value of 'perceived quality manufacturer' is larger than the value of 'perceived quality retailer', H4b cannot be accepted since the variable 'perceived quality manufacturer' is not significant.

Taken all these findings in considering, H1 '*Manufacturer's equity has a larger impact on the odds of choosing a purchase channel than the retailer's equity'* is accepted. Even though the variable 'perceived quality manufacturer' is not significant, the overall impact of the brand equity of the manufacturer on the odds of choosing the manufacturer's sales channel is larger than the retailer's brand equity.

4.2.1.2. Probability

Based on the logistic regression, it is also possible to formulate the probability. In order to do so, the following formula is used:

$$P = \frac{e^{1,569 + 0,712 * BAMan + 1.188 * BLMan + 0,513 * PQMan - 0,820 * BARet - 0,804 * BLRet - 0,884 * PQRet + 0,028 * Age - 0,938 * Gender}}{e^{1,569 + 0,712 * BAMan + 1.188 * BLMan + 0,513 * PQMan - 0,820 * BARet - 0,804 * BLRet - 0,884 * PQRet + 0,028 * Age - 0,938 * Gender} - 1}$$

Where:

P= probability of choosing sales channel manufacturer

BAMan = Brand Awareness Manufacturer

BLMan = Brand Loyalty Manufacturer

PQMan = Perceived Quality Manufacturer

BARet = Brand Awareness Retailer

BLRet = Brand Loyalty Retailer

PQRet = Perceived Quality Retailer

Based on the scores given to the independent variables, the proability of choosing the manufacturer´s sales channel is calculated. An example has been provided in table 8.

Table 8: Examples probability of choosing manufacturer's sales channel

Variables	**Scores given**		
	Example 1	Example 2	Example 3
Awareness Manufacturer	4	2	5
Loyalty Manufacturer	4	1	3
Perceived Quality Manufacturer	5	2	4
Awareness Retailer	4	5	5
Loyalty Retailer	2	4	3
Perceived Quality Retailer	2	3	4
Age	1	1	1
Gender	0	0	0
Probability of choosing manufacturer´s sales channel	**99,39%**	**0,01%**	**67,37%**

It is also possible to calculate the impact of each independent variable on the probability. This can provide useful insights regarding the effects of the variables. In order to do so, each variable has an increase of ‘1’, ceteris paribus. As control measurement, all the variables have been given a score of ‘3’, since this is roughly the mean of all the variables. In addition to that, the age group that has been selected is ‘1’, which is from 18 to 25 years old, the reason being that this is the largest group in this study. For a comprehensive analysis, the gender dummy has been labeled as ‘0’. In the table below, the impact on the probability of choosing the manufacturer’s sales channel with an increase of one is provided for each independent variable.

Table 9:impact on the probability of choosing the manufacturer's sales channel with an increase of one per variable

Variables	**Tested variable**						
	Control	**AM**	**LM**	**PQM**	**AR**	**LR**	**PQR**
				Scores given			
Awareness Manufacturer (AM)	3	4	3	3	3	3	3
Loyalty Manufacturer (LM)	3	3	4	3	3	3	3
Perceived Quality Manufacturer (PQM)	3	3	3	4	3	3	3
Awareness Retailer (AR)	3	3	3	3	4	3	3
Loyalty Retailer (LR)	3	3	3	3	3	4	3
Perceived Quality Retailer (PQR)	3	3	3	3	3	3	4
Age	1	1	1	1	1	1	1
Gender	0	0	0	0	0	0	0
Probability of choosing manufacturer´s sales channel	78,78%	88,32%	92,41%	86,12%	62,05%	62,43%	60,54%
Delta Percent Points	-	9,54%	13,63%	7,34%	-16,73%	-16,35%	-18,24%
Delta Percent	-	12,11%	17,30%	9,32%	-21,24%	-20,75%	-23,15%

Based on this analysis, it is noticeable that the variables of the retailer appear to have a larger impact (being negative) on the probability of choosing the manufacturer for a woman between the age of 18 and 25, when the control test consists of all the independent variables having a value of '3'. The initial probability of choosing the retailer's channel was relatively high, which could explain that the retailer's variables have an higher degree of impact. In order to compare with other variants, the formula provided before can be used.

4.2.2. Logistic regression with the influence of a moderator

In order to determine the impact of the moderating factor, an additional logistic regression analysis is performed. The difference being that the moderating factor 'online' is added, along with the interactions between this variable and the independent variables. The output of the regression is provided as follows:

Table 10: Logistic regression with the impact of the moderator

Variables in the Equation

	B	S.E.	Sig.	Exp(B)	Exp(B) II
Awareness Manufacturer	0,699	0,451	0,121	2,012	2,012
Loyalty Manufacturer	1,707	0,451	0,000	5,513	5,513
Perceived Quality Manufacturer	0,004	0,493	0,993	1,004	1,004
Awareness Retailer	-0,332	0,318	0,297	0,718	$1{,}393^{-1}$
Loyalty Retailer	-1,389	0,452	0,002	0,249	$4{,}008^{-1}$
Perceived Quality Retailer	-0,674	0,457	0,140	0,509	$1{,}963^{-1}$
Online moderator	3,003	2,888	0,298	20,141	20,141
Awareness Manufacturer by Online moderator	0,573	0,674	0,396	1,773	1,773
Loyalty Manufacturer by Online moderator	-0,610	0,840	0,468	0,543	$1{,}840^{-1}$
Perceived Quality Manufacturer by Online moderator	2,077	1,171	0,076	7,984	7,984
Awareness Retailer by Online moderator	-1,431	0,625	0,022	0,239	$4{,}183^{-1}$
Loyalty Retailer by Online moderator	1,391	0,774	0,072	4,021	4,021
Perceived Quality Retailer by Online moderator	-2,285	1,197	0,056	0,102	$9{,}830^{-1}$
Gender*	-1,218	0,511	0,017	0,296	$3{,}381^{-1}$
Age	0,186	0,193	0,336	1,204	1,204
Constant	0,410	1,537	0,790	1,506	1,506

* *Gender being a dummy variable where '1' is male and '0' is other.*
Nagelkerke R Squared = 0.669
$\alpha < 0{,}05$
a. Variable(s) entered on step 1: Awareness Manufacturer, Loyalty Manufacturer, PerceivedQualityManufacturer, Awareness Retailer, Loyalty Retailer, PerceivedQualityRetailer, Online moderator, Awareness Manufacturer * Online moderator , Loyalty Manufacturer * Online moderator , Online moderator * PerceivedQualityManufacturer , Awareness Retailer * Online moderator , Loyalty Retailer * Online moderator , Online moderator * PerceivedQualityRetailer , Gender, Age.

The first noticeable characteristic, is the fact that the moderating variable ‘online’ (Exp(B) = 20,141; p=0,298) is not significant. This implies that there is no main moderating effect. In addition to that, most interactions are not significant as well, except for the interaction variable ‘awareness retailer by online moderator’ (Exp(B) = 0,239; p = 0,022). This is in line with the expectations that have been created after analysing the frequency tables, given the fact that the differences in sales channel choice between offline and online is not very substantial. Less respondents have chosen the sales channel of the manufacturer in the online environment (65,9%) opposed to the offline environment (80,2%), but the difference is marginal. As a result of these findings, the hypothesis H5a; *Weather or not the purchase is being made online moderates the influence of brand equity on the channel choice of the consumer’* is not accepted.

Even though the overall moderator effect is not significant, the interaction variable ‘awareness retailer by online moderator’ (Exp(B) = $4{,}183^{-1}$; p = 0,022) is. Since the interaction variable ‘awareness manufacturer by online moderator’ (Exp(B) = 1,773; p = 0,396) is not significant, H5b; *The moderating effect has a greater impact on the retailer’s awareness than the* *manufacturer's awareness'* is accepted. Contradicting to H5b, H5c '*The moderating effect has a greater impact on the retailer's perceived quality than the manufacturer's perceived quality'* cannot be accepted, since both interaction variables are not significant, respectively p = 0,076 for 'perceived quality manufacturer by online moderator' and p = 0,056 for 'perceived quality retailer by online moderator'. Due to the fact that this is also the case for the interaction variables 'loyalty manufacturer by online moderator' (p = 0,396) and 'loyalty retailer by online moderator' (p = 0,072), H5d *'The moderating effect has a greater impact on the manufacturer's loyalty than the retailer's loyalty'* cannot be accepted as well.

In addition to these findings, it is important to note the following. Even though the significance level of 'awareness retailer by online moderator online' is significant, it is noticeable that this is the only aspect of the moderating aspect that is significant. It is therefore important to take into account the possibility of this being coincidence when interpreting these findings.

4.3. Overview Hypotheses

Table 11: Overview hypotheses supported/rejected

Hypotheses	**Supported or rejected**
H1: Manufacturer's equity has a larger impact on the odds of choosing a purchase channel than the retailer's equity.	Supported
H2a: Brand loyalty has a positive impact on the purchase channel choice.	Supported
H2b: Retailer loyalty has a greater impact on the purchase channel choice than manufacturer loyalty.	Rejected
H3a: Brand awareness has a positive impact on the purchase channel choice.	Supported
H3b: Manufacturer awareness has a greater impact on the purchase channel choice than retailer awareness.	Supported
H4a: Perceived quality has a positive impact on the purchase channel choice.	Rejected
H4b: Manufacturer's perceived quality has a greater impact on the purchase sales channel choice than retailer's perceived quality.	Rejected
H5a: Weather or not the purchase is being made online moderates the influence of brand equity on the channel choice of the consumer.	Rejected
H5b: The moderating effect has a greater impact on the retailer's awareness than the manufacturer's awareness.	Supported
H5c: The moderating effect has a greater impact on the retailer's perceived quality than the manufacturer's perceived quality.	Rejected
H5d: The moderating effect has a greater impact on the manufacturer's loyalty than the retailer's loyalty.	Rejected

5. General conclusion

Since manufacturers are actively encroaching, the consumers have an additional sales channel at their disposal. The main goal of this study is to understand the impact of brand equity on the purchase channel choice of the consumer when manufacturer encroachment is a factor. In this chapter, the conclusion is discussed and the main research question "*How does brand equity influence the sales channel choice when manufacturer encroachment is a factor?* is answered. Additionally, the sub-research questions are answered as well.

Based on previous literature, the expectations were that the equity of the manufacturer has a larger impact on the purchase channel choice than the retailer's equity. The results of this study are in line with this expectation, as is elaborated in the following paragraphs. It is clear that the brand equity of both parties have a positive impact on the odds of the consumer choosing their respective sales channel, which is conforming to the hypotheses H3a, H4a and H5a. In addition to that, the manufacturer's equity has a larger and significant impact on the odds of choosing the purchase channel of the manufacturer, which results in supporting H1. As a matter of fact, the vast majority of respondents indicated that they prefer to purchase the products via the sales channel of the manufacturer, which seems logical based on the findings described above. However, there might be an additional factor having a significant impact on this decision, which will be elaborated in chapter 5.3. 'limitations and future research'.

This study provides insights on the amount of impact each variable of brand equity has on the odds of choosing a sales channel. First, based on the literature review, the researcher adopted the model of Yoo and Donthu (2001) in order to define brand equity and its variables. Based on further literature review, it was expected that each seller (manufacturer and retailer) has its own strengths regarding the variables of brand equity. Where the manufacturer excels at creating awareness and perceived quality, the retailer is better at generating loyalty. The findings of this study are in line with the literature regarding the effect of the variable 'awareness'. However, the results of this study suggest that the manufacturer's loyalty has a larger impact on the odds of choosing a sales channel opposed to the retailer's loyalty. In addition to that, the retailer's perceived quality has a larger impact on the odds of choosing a sales channel than these manufacturer's variables, since the perceived quality of the manufacturer has no significant effect. The conclusion that can be drawn regarding the sub-research question '*How do the variables of the brand equity of the manufacturer differ in impact on the odds of choosing a sales channel compared to the variables of the brand equity of the* *retailer when manufacturer encroachment is a factor?'* is as described above. I.e. when it comes to the sports equipment sellers, the impact of the variables of brand equity differs from the current literature.

Existing literature shows the importance of the online environment regarding the purchase behaviour of consumers (Steenkamp, 2020; Rajavy, Kushwaha, & Steenkamp, 2019; Liang & Huang, 1998; Chiang, Chhajed, & Hess, 2003; King, Sen, & Xia, 2004). Based on these findings in combination with the previously mentioned variables of brand equity, the impact of shopping online has been constructed as a moderating factor. It was expected that each variable would be impacted by the moderator, although in a different amount. However, the moderator variable and five out of the six interaction variables did not have a significant value (even though three of the five were almost significant). This indicates that the moderator does not have a significant impact on the variables. The interaction that has a significant value is not automatically justified, since this could be very well coincidence. Also importantly to note is that although a variable can be significant the impact has to be determined. Based on the ratio we found it can be stated that the parameter also has reasonable impact.
As a result of this, the sub-research question '*How does the online aspect moderate the impact of brand equity on the odds of choosing a sales channel when manufacturer encroachment is a factor?*' can be answered as follows. Since five out of the six interaction variables are not significant, the moderator has no significant effect. As a result of this, this model is not taken into account for answering the main research question.

Taken this conclusion into account, the main research question can be answered. Brand equity influences the odds of the consumer choosing the sales channel of the seller positively, with a different amount of impact for each variable. Regarding the manufacturer, the variable 'loyalty' has the largest significant impact, followed by 'awareness'. The variable 'perceived quality' is not significant and has therefore no effect. The variables related to the retailer are structed as follows; 'perceived quality' has the largest significant negative impact on the odds of choosing the channel of the manufacturer, followed by 'awareness' and 'loyalty' who are relatively close to each other.

5.2. Academic and managerial implications

This study provides some interesting insights regarding the effects of the variables of brand equity on the odds of choosing the sales channel. Where the existing literature is mainly focussing on aspects of the retailer and the manufacturer individually, this study takes into account the effect of manufacturer encroachment. Based on the outcome of this study, academic and managerial implications are provided.

5.2.1. Academic implications

The impact of brand equity has been investigated in a variety of papers before (Aaker, 1991; Yoo & Donthu, Developing and validating a multidimensional consumer-based brand equity scale, 2001; Atsmon, Kloss, & Smit, 2012; Punniyamoorthy, Mahadevan, Shetty, & Lakshmi, 2011; Anselmsson, Burt, & Tunce, 2017; Baldauf, Cravens, Diamantopoulos, & Zeugner-Roth, 2009). However, the setting of this study is different compared to the known literature, namely the sports equipment market in combination with manufacturer encroachment. Sellers such as Nike, Adidas and Decathlon are well known amongst the consumers. The findings of this research are not completely in line with the existing literature. The reason being that the strengths, according to the literature, of each seller (i.e. manufacturer or retailer) do not all correspond with the results of this study. Which indicates that this study provides new findings to the current literature.

First of all, whereas Broyles et al. (2011) concluded that the retailer has an advantage regarding generating loyalty, this study shows that retailer's loyalty is not significantly more impactful when it comes to the odds of choosing the sales channel, compared to the loyalty of the manufacturer. It is very well possible that retailers in general are better able to generate loyalty, but the effect of retailer's loyalty on the odds of choosing the sales channel is not shown in this setting. As a matter of fact, in this study the loyalty of the manufacturer has a significant larger effect. The other contradiction to the literature is concerning the perceived quality. Rosen (1984) for example, found that the manufacturer has an overall advantage over the retailer when it comes to perceived quality. However, in this study there is no significant impact found for 'perceived quality manufacturer'. In order to test this fully, additional research is required (which is elaborated in 5.3. 'limitations and future research').

The last variable that has an effect on the odds of choosing the manufacturer's sales channel, is brand awareness. Researchers such as Sigala (2012) and Barwise and Meehan (2010) concluded that manufacturers with large brands have a powerful position to create brand awareness. The results of this study substantiate this, since the effect of ‘manufacturer awareness’ on the odds of choosing the manufacturer’s sales channel are significantly larger than the effect of ‘retailer awareness’.

The main concept of this study is to provide insights on the effects of each variable of brand equity on the odds of choosing a sales channel within a previously described setting. The findings in this study can help other researchers with future studies. However, since the outcome is relatively contradicting to the current literature, it is not advisable to take over these findings for other markets. Though, this study could provide a baseline for further elaborations.

5.2.2. Managerial implications

To arrange that the conclusion of this paper are of use for business purposes, the reader must have an understanding of the managerial implications. First of all, this study is best applied in the sports equipment market, due to reasons mentioned before. In order to be of use for a specific business, the outcome needs to be interpreted correctly. It is important for the business to understand the working of brand equity and its components. This study adopted the model of Yoo and Danthu (2001), which is mentioned in the literature review. However, it is advisable for a manager to investigate this further to fully understand how this model is created.

It is also important to mention that being a manager of a manufacturer is significantly different, to being a manager of a retailer when it comes to usage of the provided data. Interpreting the output is relatively easier for a manufacturer than a retailer, since the dependent variable is measured as ‘choosing the sales channel of the manufacturer’. For a manufacturer to interpret this, the output and conclusions are adequate. However, this is not the case for the retailer. It could be useful to get insights regarding the impact of brand equity on the odds on choosing the sales channel of the manufacturer, but this conclusion cannot be inverted into the odds of choosing the retailer’s sales channel. In order to gather insights for this aspect, an additional analysis needs to be performed (which is possible with the current data) in which the dependent variable is ‘choosing the sales channel of the retailer’.

In addition to this, it is also to be understand that this paper does not focus on how to create brand equity for a business, it merely provides insights for the business to create a strategy. Further research is necessary in order to implement these findings in each respective business.

For example, a manufacturer of sports equipment can use the results of this study to substantiate to focus more on the loyalty aspect. I.e. this study is a good starting point for strategy purposes.

5.3. Limitations and future research

The first limitation that is addressed, is the fact that all the independent variables have been measured via a likert-scale from 1 to 5, where 1 is 'absolutely disagree' and 5 is 'absolutely agree'. All the statements that have been tested, have been tested in a positive way. For example; ´I recognize the brand amongst other brands'. According to previous studies (Bradburn & Sudman, 1979; Winkler, Kanouse, & Ware, 1982), this could indicate a bias since the respondend tend to agree more with statements opposed to disagreeing. The solution to decrease this bias is to include reversed scales (Spector, 1992; Churchill, 1979). Due to the lack of these reversed scales in this study, the reader must be aware that this could potentially lead to acquiescence response bias, which in its turn could lead to a slight alteration regarding the results.

Secondly, the limitations regarding the sample size and population have to be taken into account. First of all, the age of the respondents could be a bias. Even though the range of age of the respondents was from 18 all the way to 65, over 44% of the respondents are below the age of 26. Including the age group of 26 to 35, this percentage increases to 71,4%. Since these age groups are relatively more used to online shopping, the effect of the moderator might alter when the average age of the respondents is significantly higher. A larger sample size would have provided a data set that could be more reliable regarding this aspect. For future research, it is advisable to increase both sample size and age differentiation.

A third limitation that has to be addressed, is the selection of manufacturers and retailers that have been used for the survey. This selection is based on a combination of the most popular brands in the Netherlands and a follow up of the pre-test. As described before, the vast majority of respondents preferred to purchase a product via the sales channel of the manufacturer. Even though the researcher tried to limit the impact of this decision to the variables of brand equity, it is very well possible that certain brands have a certain intrinsic advantage over other brands. This could play a role in the decision making process of the respondents, even though the respondent might not be fully aware of that. I.e. factors that have not been tested in this study might have an impact on the channel choice of the respondent, even though this has been tried to reduce to a minimum.

Due to the fact that this study has been researched in a setting regarding sports equipment, it could potentially be difficult to implement these findings in other markets. The behaviour of consumers towards sports equipment might be different compared to, for example, mobile phones. Therefore, the reader needs to keep in mind that the results of this study might not be fully applicable in other settings. However, this could be an interesting subject for future research.

Since the test is a within-subject design, a few limitations need to be addressed. First of all, a practice effect could occur, meaning that the second set of questions are 'compensated' for the first. The respondents first had to score the manufacturer and retailer for the offline aspect, and after that the online aspect. Due to the fact that the respondent already knew what was coming, it might have scored differently for the online aspect opposed to the offline aspect. The investigator has tried to eliminate this by randomizing the brands that have been shown, meaning that the respondent is likely to not get the same brand for offline and online. However, the possibility of this bias to be completely eliminated is slim. For future research, it is advisable to incorporate a larger variety of brands, which should also reduce of the intrinsic advantages certain brands have as described in the previous paragraph.

In order to increase the usability of the results of this study, future research is advisable. First of all, this study is executed on a quantitative base and provide some interesting insights. However, it could be interesting to conduct a qualitative research to get to know the 'how' and 'why' of the scores provided by the respondents. In addition to that, the intrinsic advantage of the brands could be questioned in order to eliminate this bias. Questions such as: What do you think of Nike as a brand? Why do you prefer Adidas above Puma?
An additional advice regarding any future research, is to investigate the moderating effect of online in a different way. First of all, increasing the sample size and simple differentiation. Secondly, it could be interesting to create a between subject design for this.

As described above, there are a lot of opportunities regarding future research. This investigation can be used as a starting/reference point for these studies. What other markets need to be investigated? Is the type of products being sold a moderating factor?

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6. Appendix

3.1.

Table 12; overview brands conducted in survey

Offline		Online	
Manufacturer	**Retailer**	**Manufacturer**	**Retailer**
UnderArmour	Decathlon	UnderArmour	Zalando
Nike	DAKA	Nike	Decathlon
Puma	Sport2000	Puma	Wehkamp
Adidas	Aktiesport	Adidas	Aktiesport

3.3

Brand Equity Retailer and manufacturer

Start of Block: Intro

Q46 Bedankt voor het invullen van deze enquête. Het invullen neemt ongeveer 6 minuten in beslag en is volledig anoniem. Door deze enquête in te vullen draagt u bij aan mijn onderzoek voor mijn masterthesis.

De vragen die volgen hebben te maken met het aanschaffen van sportartikelen. U wordt gevraagd om 4 merken (winkels/webwinkels) te beoordelen. Er is geen goed of fout, enkel uw voorkeur. Overdenk de vragen niet en ga met uw gevoel mee.

Ik begrijp dat de coronamaatregelen invloed hebben op uw koopgedrag. Om deze reden zou ik u willen vragen deze enquête in te willen vullen met de "normale omstandigheden" in gedachte.

Alvast bedankt.

Fabian de Boer

End of Block: Intro

Start of Block: Demografische gegevens

Q1 Geslacht

○ Man (1)

○ Vrouw (2)

○ Anders (3)

Q2 Leeftijd

○ 18 - 25 (1)

○ 26-35 (2)

○ 36-45 (3)

○ 46-55 (4)

○ 56-65 (5)

○ 65+ (6)

Q105 Geef aan in hoeverre u het eens bent met onderstaande stellingen (1 = helemaal niet mee eens; 5 helemaal mee eens).

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik ben merkbewust bij het aanschaffen van sportartikelen. (1)	○	○	○	○	○
Ik ben vermogend genoeg dat ik zelfstandig sportartikelen aan kan schaffen. (2)	○	○	○	○	○
Ik sport graag. (3)	○	○	○	○	○
Ik schaf regelmatig sportartikelen aan (sportschoenen, -kleding, tennisrackets, etc.). (4)	○	○	○	○	○
Ik kan met zekerheid zeggen van welk merk ik als laatst een sportartikel heb gekocht. (5)	○	○	○	○	○
Ik shop het liefst online. (6)	○	○	○	○	○

End of Block: Demografische gegevens

Start of Block: UnderArmour_Offline

Q16 De volgende vragen gaan over Under Armour en de fysieke winkels van dit merk. Under Armour heeft in Nederland verschillende winkels waar je de producten van deze producent aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q7 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q8 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q9 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding (4)	○	○	○	○	○

End of Block: UnderArmour_Offline

Start of Block: Nike_Offline

Q53 De volgende vragen gaan over Nike en de fysieke winkels van dit merk. Nike heeft in Nederland verschillende Nike winkels waar je de producten van deze producent aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q57 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q58 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q59 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding (4)	○	○	○	○	○

End of Block: Nike_Offline

Start of Block: Adidas_Offline

Q66 De volgende vragen gaan over Adidas en de fysieke winkels van dit merk. Adidas heeft in Nederland verschillende Adidas winkels waar je de producten van deze producent aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q69 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q70 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q71 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding (4)	○	○	○	○	○

End of Block: Adidas_Offline

Start of Block: Puma_Offline

Q62 De volgende vragen gaan over Puma en de fysieke winkels van dit merk. Puma heeft in Nederland verschillende Puma winkels waar je de producten van deze producent aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q63 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q64 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q65 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat de winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding (4)	○	○	○	○	○

End of Block: Puma_Offline

Start of Block: Decathlon_Offline

Q15 De volgende vragen gaan over Decathlon en de fysieke winkels van dit merk. Decathlon heeft in Nederland verschillende winkels waar je de producten van verschillende producenten aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q11 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q12 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q13 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Decathlon_Offline

Start of Block: DAKA_Offline

Q73 De volgende vragen gaan over DAKA en de fysieke winkels van dit merk. DAKA heeft in Nederland verschillende winkels waar je de producten van verschillende producenten aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q76 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q77 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q78 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: DAKA_Offline

Start of Block: Sport2000_Offline

Q81 De volgende vragen gaan over Sport2000 en de fysieke winkels van dit merk. Sport2000 heeft in Nederland verschillende winkels waar je de producten van verschillende producenten aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q83 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

---

Q84 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q85 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Sport2000_Offline

Start of Block: Actiesport_Offline

Q89 De volgende vragen gaan over Aktiesport en de fysieke winkels van dit merk. Aktiesport heeft in Nederland verschillende winkels waar je de producten van verschillende producenten aan kunt schaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q90 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q91 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze winkel. (1)	○	○	○	○	○
Als deze winkel beschikbaar is, zal ik niet voor een andere winkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze winkel te kopen. (4)	○	○	○	○	○

Q92 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze winkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze winkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze winkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze winkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Actiesport_Offline

Start of Block: Manufacturer vs retailer_offline

Q40 U heeft zojuist 2 merken beoordeeld op uw persoonlijke voorkeur. Stel u staat voor deze 2 winkels om hetzelfde product aan te schaffen. Er zit geen verschil in prijs, kwaliteit van het product of andere product variabelen; de producten zijn bij beide winkels identiek. U hoeft verder geen rekening te houden met reistijd of bereikbaarheid van de winkel. Bij welke winkel zou u het product aanschaffen?

- ○ De winkel die ik als eerst heb beoordeeld (1)
- ○ De winkel die ik als tweede heb beoordeeld (2)

End of Block: Manufacturer vs retailer_offline

Start of Block: Nike_Online

Q22 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Nike; Nike.com. Op deze website kan je de producten die Nike zelf geproduceerd heeft aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q26 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q27 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	○	○	○	○	○
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	○	○	○	○	○

Q28 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Nike_Online

Start of Block: UnderArmour_Online

Q94 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van UnderArmour; Underarmour.nl. Op deze website kan je de producten die UnderArmour zelf geproduceerd heeft aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q97 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

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Q98 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	o	o	o	o	o
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	o	o	o	o	o
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	o	o	o	o	o
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	o	o	o	o	o

Q99 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: UnderArmour_Online

Start of Block: Adidas_Online

Q102 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Adidas; Adidas.com. Op deze website kan je de producten die Adidas zelf geproduceerd heeft aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q104 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q105 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	○	○	○	○	○
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	○	○	○	○	○

Q106 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Adidas_Online

Start of Block: Puma_Online

Q110 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Puma; Puma.com. Op deze website kan je de producten die Puma zelf geproduceerd heeft aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q111 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q112 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	○	○	○	○	○
Als het merk beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	○	○	○	○	○

Q113 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Puma_Online

Start of Block: Wehkamp_Online

Q34 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Wehkamp; Wehkamp.nl. Op deze website kan je de producten van verschillende producenten aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q36 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	○	○	○	○	○
Ik herken het merk tussen concurrerende merken. (2)	○	○	○	○	○
Ik ben bewust van het merk. (3)	○	○	○	○	○
Ik kan makkelijk eigenschappen van het merk noemen. (4)	○	○	○	○	○

Q37 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	○	○	○	○	○
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	○	○	○	○	○
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	○	○	○	○	○
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	○	○	○	○	○

Q38 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Wehkamp_Online

Start of Block: Zalando_Online

Q115 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Zalando; Zalando.nl. Op deze website kan je de producten van verschillende producenten aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q118 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)					
Ik herken het merk tussen concurrerende merken. (2)					
Ik ben bewust van het merk. (3)					
Ik kan makkelijk eigenschappen van het merk noemen. (4)					

Q119 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)					
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)					
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze winkel niet. (3)					
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)					

Q120 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Zalando_Online

Start of Block: Decathlon_Online

Q121 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Decathlon; Decathlon.com. Op deze website kan je de producten van verschillende producenten aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q125 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q126 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	o	o	o	o	o
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	o	o	o	o	o
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	o	o	o	o	o
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	o	o	o	o	o

Q127 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Decathlon_Online

Start of Block: Actiesport_Online

Q131 Consumenten schaffen steeds vaker producten online aan. De volgende vragen gaan over de webshop van Aktiesport; Aktiesport.nl. Op deze website kan je de producten van verschillende producenten aanschaffen. Geef bij de volgende vragen op een schaal van 1-5 aan in hoeverre u het eens bent met de stellingen. Hoe hoger het cijfer, hoe meer u het eens bent met de stelling.

Q132 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik weet hoe het merk eruitziet. (1)	o	o	o	o	o
Ik herken het merk tussen concurrerende merken. (2)	o	o	o	o	o
Ik ben bewust van het merk. (3)	o	o	o	o	o
Ik kan makkelijk eigenschappen van het merk noemen. (4)	o	o	o	o	o

Q133 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Ik beschouw mezelf loyaal aan deze webwinkel. (1)	o	o	o	o	o
Als deze webwinkel beschikbaar is, zal ik niet voor een andere webwinkel kiezen. (2)	o	o	o	o	o
Prijsveranderingen van concurrenten beïnvloeden mijn keuze voor deze webwinkel niet. (3)	o	o	o	o	o
Ik vind het leuk om producten bij deze webwinkel te kopen. (4)	o	o	o	o	o

Q134 In hoeverre bent u het eens met onderstaande stellingen?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Deze webwinkel vertegenwoordigt een hoge kwaliteit. (1)	○	○	○	○	○
Ik verwacht dat deze webwinkel een goede kwaliteit levert. (2)	○	○	○	○	○
Ik vind dat deze webwinkel een goede kwaliteit dient te leveren. (3)	○	○	○	○	○
Deze webwinkel heeft een goede prijs-kwaliteitverhouding. (4)	○	○	○	○	○

End of Block: Actiesport_Online

Start of Block: Manufacturer vs Retailer_ online

Q47 U heeft zojuist 2 webwinkels beoordeeld op uw persoonlijke voorkeuren. Stel u bent online aan het shoppen en u heeft beide webwinkels openstaan. U wilt een product aanschaffen via één van deze webwinkels. Er zit geen verschil in prijs, kwaliteit van het product of andere product variabelen; de producten zijn bij beide webwinkels identiek. Bij welke webwinkel zou u het product aanschaffen?

○ De webwinkel die ik als eerst heb beoordeeld (1)

○ De webwinkel die ik als tweede heb beoordeeld (2)

End of Block: Manufacturer vs Retailer_ online

3.3.2. Correlation constructs

Table 13; Correlation matrix awareness manufacturer

		Awareness Manufacturer			
		Knowing what brand X looks like	**Recognizing the brand amongst competitors**	**Aware of brand X**	**Recall properties of brand X**
Knowing what brand X looks like	Pearson Correlation	1	,863**	,723**	,526**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
Recognizing the brand amongst competitors	Pearson Correlation	,863**	1	,754**	,517**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
Aware of brand X	Pearson Correlation	,723**	,754**	1	,669**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Recall properties of brand X	Pearson Correlation	,526**	,517**	,669**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 14; Correlation matrix loyalty manufacturer

		Loyalty Manufacturer			
		Consider myself loyal	**If available, no other choice**	**Immune to pricechanges competitors**	**Like to purchase brand X**
Consider myself loyal	Pearson Correlation	1	,780**	,560**	,710**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
If available, no other choice	Pearson Correlation	,780**	1	,540**	,628**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
Immune to pricechanges competitors	Pearson Correlation	,560**	,540**	1	,512**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Like to purchase brand X	Pearson Correlation	,710**	,628**	,512**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 15; Correlation matrix perceived quality manufacturer

		Perceived Quality Manufacturer			
		Brand X represents a high quality	**High quality expectations**	**High quality should be standard**	**Good value for money**
Brand X represents a high quality	Pearson Correlation	1	,724**	,598**	,609**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
High quality expectations	Pearson Correlation	,724**	1	,685**	,530**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
High quality should be standard	Pearson Correlation	,598**	,685**	1	,502**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Good value for money	Pearson Correlation	,609**	,530**	,502**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 16; Correlation matrix awareness retailer

		Awareness Retailer			
		Knowing what brand X looks like	**Recognizing the brand amongst competitors**	**Aware of brand X**	**Recall properties of brand X**
Knowing what brand X looks like	Pearson Correlation	1	,839**	,819**	,732**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
Recognizing the brand amongst competitors	Pearson Correlation	,839**	1	,827**	,751**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
Aware of brand X	Pearson Correlation	,819**	,827**	1	,821**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Recall properties of brand X	Pearson Correlation	,732**	,751**	,821**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 1717; Correlation matrix loyalty retailer

		Loyalty Retailer			
		Consider myself loyal	**If available, no other choice**	**Immune to pricechanges competitors**	**Like to purchase brand X**
Consider myself loyal	Pearson Correlation	1	,768**	,451**	,751**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
If available, no other choice	Pearson Correlation	,768**	1	,527**	,678**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
Immune to pricechanges competitors	Pearson Correlation	,451**	,527**	1	,456**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Like to purchase brand X	Pearson Correlation	,751**	,678**	,456**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 18; Correlation matrix perceived quality retailer

		Perceived Quality Retailer			
		Brand X represents a high quality	**High quality expectations**	**High quality should be standard**	**Good value for money**
Brand X represents a high quality	Pearson Correlation	1	,795**	,647**	,592**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	252	252	252	252
High quality expectations	Pearson Correlation	,795**	1	,777**	,548**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	252	252	252	252
High quality should be standard	Pearson Correlation	,647**	,777**	1	,573**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	252	252	252	252
Good value for money	Pearson Correlation	,592**	,548**	,573**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

4.2.

Table 18; Prediciton percentage model 1

Prediction percentage

Observed		Predicted		
		Manufacturer Channel Choice		
		Retailer	Manufacturer	Percentage Correct
Manufacturer Channel Choice	Retailer	48	20	70,6
	Manufacturer	13	171	92,9
Overall Percentage				86,9

a. The cut value is ,500

Table 19; model summary logistic regression model 1

Model Summary

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
162,054[a]	0,407	0,592

Table 20; Prediction percentage model 2

Prediction percentage

Observed		Predicted		
		Manufacturer Channel Choice		Percentage Correct
		Retailer	Manufacturer	
Manufacturer Channel Choice	Retailer	48	20	70,6
	Manufacturer	13	171	92,9
Overall Percentage				86,9

a. The cut value is ,500

Table 21; model summary logistic regression model 2

Model Summary

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
138,494[a]	0,460	0,669