

Attribution after service failure for two-sided platforms



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Master Thesis

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Abstract

Extant literature has highlighted that on two-sided platforms, it is impossible to completely prevent service failure. When a customer experiences service failure, they look for the cause. However, within a two-sided platform, the cause of the service failure becomes unclear since multiple actors are involved—namely, an online two-sided retail platform and a brand selling their products on the two-sided platform. Since the service failure takes place in an online context, trust in both parties has a prominent role because the consumer cannot confirm the transaction face-face.

The purpose of the research is to investigate the effect of service failure on both platform loyalty intentions and brand loyalty intentions in an online two-sided platform retail context while considering the effect of initial brand and platform trust. This has been researched with an experimental design, manipulating who caused the service failure (Brand versus two-sided platform). A total of 150 participants were asked about their initial trust and afterwards asked to read a scenario and fill in a questionnaire. The study results indicate that loyalty intentions to both parties are negatively affected by a service failure. However, the effect on the platform is more severe due to being seen as the responsible organisation for the transaction. The effects of initial trust, both for the brand and the platform reduce the adverse effects on loyalty intentions.

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1 Introduction

1.1 Service failure in online shopping

Online shopping has seen strong growth in the last few years. Online retail sales in 2016 in Western Europe reached 780 Billion USD, with a predicted growth of 12% in the next five years (L. Chen, Nan, & Li, 2018). In the Netherlands, online retail has grown to a value of 25.8 billion euros (Statista, 2021). Moreover, the recent COVID-19 pandemic has positively affected the growth of online shopping, further boosting the switch from offline to online shopping, which is expected to have permanent long-term implications. Thus, the pandemic highlighted that only having a brick-and-mortar store makes retailers vulnerable (Voss & Zwijnenburg, 2021).

With the increase of online retailing, a new online selling model has been introduced, the agency pricing model, in which a retailer allows a manufacturer to sell on their two-sided platform (L. Chen et al., 2018). From now on referred to as platform.

Two-sided platforms create an interesting dynamic within service failure literature. It becomes unclear whom consumers blame when a service failure occurs since multiple actors are involved. The unique environment of the internet creates circumstances that differ at the core of the service failure compared to an offline service failure (Gohary, Hamzeli, & Alizadeh, 2016). While in both an online and offline retail environment, service failure occurs, the cause is often different. Within a traditional brick-and-mortar context, the failure can often be attributed to an employee (Gohary et al., 2016). In an online retail context, the failure is often related to system design flaws, delivery glitches, or problematic products (Gohary et al., 2016, p. 127). Therefore, it is more ambiguous whom to blame. This may mean that service failure caused by the online platform (retailer) can influence not only the opinion of customers about the online platform but as well as the opinion of customers about the brand (manufacturer) and vice versa. This effect is the subject of this study because this is a relatively unexplored area. According to Wirtz, So, Mody, Liu, and Chun (2019), it is currently unclear, within a two-sided platform, how consumers attribute service failure in a two-sided platform context (Wirtz et al., 2019).

An indicator of the effects of service failure in the literature is often loyalty intentions. These are negatively affected when a customer has a negative experience (Van Vaerenbergh, Orsingher, Vermeir, & Larivière, 2014). Since this study is interested in both the effects on the platform and the brand, both loyalty intentions towards the brand and the platform are of importance. Loyalty intentions are built over time. Thus the impact of a service failure will be affected by previous experiences of customers (Saavedra Torres, Rawal, & Bagherzadeh, 2021). Especially in an online environment, a factor that has a key role is trust. Since the buyer and the seller are unable to physically confirm the transfer of goods.

Therefore, it is important to take into account the initial trust towards the brand and the platform. Extant literature has shown a different effect of trust in the platform and trust in the brand (Yeon, Park, & Lee, 2019).

As aforementioned, in an online platform context, it is difficult for a consumer to determine who or what caused the failure. Within service literature, a common model used to investigate how consumers attribute blame is the attribution theory. The attribution theory explains the pursuit of a consumer to understand why a service failure happened (Van Vaerenbergh et al., 2014). It distinguishes three dimensions. One of them is the locus of causality, which refers to the customer's pursuit to investigate who caused the service failure. Therefore, this theory is used in this study to explain the blame attribution and differentiate blame attribution between the brand and the platform.

To conclude, the purpose of the research is to investigate the effect of service failure on both platform loyalty intentions and brand loyalty intentions in an online two-sided platform retail context while considering the effect of initial brand and platform trust. Resulting in the following research question:

Research question

What is the effect of service failure on both platform loyalty intentions and brand loyalty intentions in an online two-sided platform retail context, while considering the effect of initial brand and platform trust?

This research question will be investigated based upon two scenarios of locus of causality, the platform and the brand. In the remaining part of this chapter, the research gap (1.2) that this study aims to fill will be described. Moreover, the managerial relevance (1.3) and the research structure (1.4) will be explained.

1.2 Research gap

The aim of the study is to add to the existing service-failure literature. Studies often focus on either platform loyalty or brand loyalty (Yeon et al., 2019). This study focuses on both. Other authors do recognise the difference. However, for example, Sugathan, Ranjan, and Mulky (2017) excluded the effect of two forms of loyalty due to it complicating the models. The division has been previously made by Yeon et al. (2019) and Abbes, Hallem, and Taga (2020), but both focus on the second-hand industry. Therefore, this study will add to the existing literature by untangling two types of loyalty in an online retail two-sided platform context. Determining what the effect is on both the brand and the platform

after service failure and investigating potential spillover effects of platform loyalty on brand loyalty. As was suggested by Van Vaerenbergh et al. (2014).

Moreover, in their meta-analysis, Van Vaerenbergh et al. (2014) were unable to include causal attribution due to the limited number of studies. Therefore, this study investigates the causal attribution on two different actors, the platform and the brand.

Thirdly, this study investigates both initial platform trust and initial brand trust. Consumers can have existing positive feelings towards brands or companies, which is, according to Saavedra Torres et al. (2021), something that extant literature has neglected. This study will add to this area of knowledge by investigating the effect of trust before the service failure.

1.3 Managerial relevance

The repercussions of a service failure can affect all parties involved (Suri, Huang, & Sénécal, 2019). Service failure can have a significant impact on a brand and its overall evaluations and relationship with customers (Das, Roy, & Spence, 2020; Y. Zhang, Zhang, & Sakulsinlapakorn, 2021)

Especially in an online environment where it is easy to switch. Specifically, loyalty intentions have a managerial value; they are advised by Van Vaerenbergh et al. (2014) to be specifically included because of their managerial relevance. Since loyalty is an important predictor future, a service failure can significantly affect loyalty. Therefore it is important for a platform and a brand to understand what the effect is when either causes a service failure. In order for brands to determine if they want to sell on the platform and by the platform respectively in choice of brands to sell and the contractually demands they make towards each other. Lastly, this study considers initial trust. The effects of initial trust are interesting for both brand and platforms due to being measured before the service failure. Therefore, the results of initial trust can lead to a potential opportunity to reduce the negative effects of a service failure.

1.4 Research structure

To answer the research question, chapter 2 (p. 9) explores existing service failure literature. The chapter focuses on platform loyalty intentions, brand loyalty intentions, attribution theory, trust, and their relations. These findings are translated into a conceptual model. Chapter 3 (p. 19) describes the methodology of the study. The results and discussion are presented in chapter 4 (p. 24) and chapter 5 (p. 39). Lastly, the limitations and recommendations for future research are presented in chapter 6 (p. 44)

2 Literature review

The objective of this chapter is to come to a conceptual model which visualises the relations between service failure and brand and platform loyalty intentions based upon a review of relevant literature. First, the method used for the literature review is introduced. Then the different constructs relevant in the context of the research and their possible relations are described. This leads to several hypotheses about the way service failure influences brand loyalty intentions and platform loyalty intentions which are combined in a conceptual model.

2.1 Method of literature review

The objective of the literature review is to gain an overview of the relevant literature regarding service failure, brand and platform loyalty intentions and their relations. To increase the validity and reproducibility, inclusion criteria have been utilised. In the end, the objective is to provide a comprehensive overview of the best evidence (Petticrew & Roberts, 2008). To select the relevant literature, Business Source Complete was used based upon the recommendation of the Nijmegen School of Management Library (University Library Nijmegen, n.d.). It has over 1.300 journals and gives an exhaustive overview of business studies (Zott, Amit, & Massa, 2011).

Inclusion criteria are requirements that determine the inclusion or exclusion of studies (Okoli & Schabram, 2010). The criteria within this study are based upon keyword selection, quality of the journal in which the study is published, and year of publication. Articles were selected based upon their rating in the SCImago Journal Rank (SJR). The SJR has a sociological origin and assesses publications of the last 3-years. It applies a weight citation based upon the journal that is giving the citation (Roldan-Valadez, Salazar-Ruiz, Ibarra-Contreras, & Rios, 2019). Articles published in journals with a rating lower than Q2 were removed from the extraction or published before 2014.

2.2 Service failure

It is impossible within a business environment that involves employees to completely eliminate all forms of service failure (Poh-Lin, Woolford, Eshghi, & Butaney, 2014). Research into service-failure has been conducted in different contexts (e.g., airlines (Keiningham, Morgeson, Aksoy, & Williams, 2014), banking (Chang & Hung, 2018), hospitality (Guchait, Han, Wang, Abbott, & Liu, 2019), online shopping (Gohary et al., 2016) telecommunication (Haj-Salem & Chebat, 2014). Even for highly prestigious companies, service free failure service is impossible (Gohary et al., 2016). The context of this study is an online environment. In an online environment, it is more likely that service failure occurs compared to a brick-and-mortar store (Wang & Zhang, 2018). Market research from 2015 found that 38.1% of customers encountered a failure when ordering online (Radionova-Girsa & Lahiža, 2017). Supported

by recent studies that, even though companies are investing in preventing service failures, complaints and dissatisfaction are still high (Moliner-Velázquez, Ruiz-Molina, & Fayos-Gardó, 2015).

In this study, service failure is defined as *“a service performance which is perceived by the customer as a performance below their expectations”* (Saavedra Torres et al., 2021, p. 377). This definition of service failure has been adopted due to being used recently in a service failure context. Moreover, Saavedra Torres et al. (2021) use a similar research setup. Multiple different types of service failure exist within an online platform context. Poh-Lin et al. (2014, p. 42) give the following examples of service failure in a retail context: never received the product, delivery was delayed, received a defective product, a credit card was charged incorrectly.

While in their meta-analysis of service failure, Van Vaerenbergh et al. (2014) identify outcome and process failures. Process failure refers to a failure where the service failure delivery was flawed (Fatma, Khan, & Rahman, 2016; Van Vaerenbergh et al., 2014). For example, the delivery person was rude while delivering your package. An outcome failure refers to a service failure at the essence of the service. For example, the wrong product has been delivered. An outcome failure increases uncertainty more since it is more unclear who caused the failure. Gohary et al. (2016) highlight that within an online retail context, the most common failure types are related to delivery, website design, customer service, payment and security. Therefore, within an online context, a focus on an outcome failure fits better. Since in online environment manners are less relevant. Thus, this research will focus on a delivery failure.

2.3 Attribution theory

If a consumer experiences a service failure, he or she wants to understand why this happened. The process of creating this understanding is called attribution theory. Attribution theory creates an understanding of what information consumers use to explain a situation and, afterwards, the actions a consumer takes with this information (Van Vaerenbergh et al., 2014). According to attribution theory, consumers look for the causes of their experience, especially when the outcome was unforeseen (Moliner-Velázquez et al., 2015).

Van Vaerenbergh et al. (2014) provides the following explanation: *“Customers seek causal explanations for service failures because they sense a need to understand, control, and predict their environment (p. 381).”*

For example, a customer orders a pair of shoes online. After a few days, she receives a notification that the shoes have been delayed. She will start investigating the cause of the service failure: e.g., delivered to the wrong address, out-of-stock, or understaffing at the warehouse.

Attribution theory can generally be categorised into three dimensions: stability, locus of causality, and controllability attributions. The dimensions have been defined based upon different authors due to their different research setups. Van Vaerenbergh et al. (2014) define stability as: *“the degree to which people believe the cause of an event is temporary or erratic versus permanent or constant over time”* (P. 381). In attribution theory, controllability refers to the degree to which a consumer believes that the failure was preventable (Suri et al., 2019, p. 357). In this study, controllability is defined as *“the degree to which a customer identifies that a firm/brand has control over the source of the failure and whether the brand can impede a failure from occurring (Saavedra Torres et al., 2021, p. 381) ”*. Their definition has been adapted due to their clear operationalization of the construct.

Lastly, locus of causality refers to if a consumer perceives the cause as external or internal. Generally, customers consider attribution externally since they perceive the failure as being caused by the firm (Moliner-Velázquez et al., 2015, p. 471). The definition of Moliner-Velázquez et al. (2015) has been used since they are one of few studies that measure locus of causality in a retail environment.

Previous literature found that the impact of controllability is greater for the perceived severity of the service failure than that of stability (Suri et al., 2019). Controllability plays a significant role in whom consumers blame (Piatak, Mohr, & Leland, 2017). Moreover, including stability for research regarding two-sided platforms is less relevant. Customers can face different providers each time. Furthermore, providers are able to remove their products from the platform at any time, resulting in “supply-side

flexibility” (Suri et al., 2019). Therefore, similar to Suri et al. (2019), this research will focus on the first two dimensions. Excluding stability from the study.

2.3.1 Locus of causality

Generally, studies focusing on the locus of causality are less common due to the causality often being unambiguous (Van Vaerenbergh et al., 2014). Most research on service failure examines it from the perspective that it is attributed to the firm (Y. S. Kim & Baker, 2020). However, two-sided platforms create an interesting dynamic. Multiple external parties are involved, namely, the platform and the brand. Therefore, consumers can attribute blame to either (Suri et al., 2019). Empirical evidence suggests that external attribution has a positive influence on dissatisfaction about the service encounter (Moliner-Velázquez et al., 2015).

2.3.2 Controllability

Different studies have included controllability within their research. When a consumer judges whether someone is guilty, they take into account if the other party could have either prevented or controlled the cause (Moliner-Velázquez et al., 2015). In this study, similar to Suri et al. (2019), the expectation is that if the consumer perceives the failure as avoidable, negative emotions will be experienced. While if the service failure is seen as less controllable, fewer negative emotions will be experienced

To summarise attribution theory, a consumer investigates the cause of service failure and whom to blame. Moreover, a consumer considers if the failure could have been avoided. If this is the case, it is more likely that negative emotions are evoked.

2.4 Initial Trust

A significant barrier for e-commerce was trust. Since the consumer is unable to directly identify the actors (Yeon et al., 2019). Compared to an offline environment where consumers can physically confirm the purchase or form initial trust due to experiencing face-to-face interactions (Shankar & Jebarajakirthy, 2019; Yeon et al., 2019)

A significant amount of studies have highlighted the importance of trust in firm-customer relationships (Kingshott, Sharma, & Chung, 2018). Within this study, trust is defined as “a willingness to rely on an exchange partner in whom one has confidence” (Dewitt, Nguyen, & Marshall, 2008, p. 272). When there is trust between both parties, the expectation is that the other party will not behave opportunistic (Huang, Chen, Ou, Davison, & Hua, 2017). Moreover, higher trust results in a reduced investment of additional resources, increasing profitability and productivity (Huang et al., 2017; Yeon et al., 2019). In contrast, low trust is associated with scepticism and the concept that a platform or brand is trying to maximise its own self-interest (T. Kim, Barasz, & John, 2019). Negatively affecting

trust can have a substantial impact for a company since trust is not easily acquired (Kingshott et al., 2018). Moreover, trust is an important pillar in creating a long-term relationship. If a consumer trusts another party, they are more likely to develop higher loyalty (K. Zhang, Benyoucef, & Zhao, 2016). Since it enhances long term commitment (Shafiee & Bazargan, 2018; Shankar & Jebarajakirthy, 2019) additionally, gaining trust can lead to a potential competitive advantage (Kingshott et al., 2018).

In this research, a division is made between two types of trust. Namely, brand trust and platform trust. This division has been made earlier by Yeon et al. (2019). The reason that two types of trust are included is that two different actors are included in the research. Trust in the brand is important because they are the company that actually sells the goods. If, for example, a consumer had a previous negative experience with a brand, they might have a lower trust, which then, if a service failure occurs, confirms their prior experience. Secondly, platform trust was included because the product is ordered from the platform website. Abbes et al. (2020) argue that a good platform reputation builds, trust which influences loyalty intentions. Moreover, (Yeon et al., 2019) found a significant direct effect of platform trust.

Within the service failure context, trust plays an important role and is often seen as a key construct (Das et al., 2020). As aforementioned, within the literature, the role of existing emotions has been underexposed (Saavedra Torres et al., 2021). Therefore, this research considers trust before service failure. Another reason to include trust before the service occurs is the ability of firms to actually adapt their current trust. Therefore, it has a higher managerial relevance. Moreover, few studies exist that investigate antecedents of attribution Van Vaerenbergh et al. (2014). Therefore, the inclusion of initial trust also increases the theoretical relevance. Different authors have taken a similar approach. E.g., Manika, Papagiannidis, and Bourlakis (2017) considered subjective knowledge of the service or brand before the service failure., while Saavedra Torres et al. (2021) considered the role of brand attachment before the service failure.

2.5 Negative emotions

Customers experience emotions after being provoked, which can either be positive or negative. The consequence of a service failure is that a customer is likely to experience negative emotions (Das et al., 2020; Van Vaerenbergh et al., 2014). Negative emotions have been extensively studied in the psychological literature. They can be defined as a state in which personal goals are threatened, and the traditional status quo is being disrupted (Saavedra Torres et al., 2021). Negative emotions are, for example, anger, frustration or sadness, are often caused due to someone being unable to reach a goal, unfulfilled desires or rights (Haj-Salem & Chebat, 2014). Attribution theory finds that consumers experience more negative emotions when the service failure is seen as controllable and attributed

towards an external party since the customer believes that the involved company has broken their agreement, which could have been prevented (Van Vaerenbergh et al., 2014). After an individual experiences negative emotion, he or she starts coping with the new situation, resulting in coping behaviour. Typical examples of coping behaviour are changes in loyalty or exit behaviour (Haj-Salem & Chebat, 2014).

2.6 Loyalty intentions

Relationship marketing highlights the importance of maintaining customer loyalty (Y. S. Kim & Baker, 2020). It is seen as an essential asset within the service industry (Gohary et al., 2016). Especially since customers are able to easily switch providers in an online environment. A report from 2018 found that 67% of the customers are willing to switch brands after a negative experience (Y. S. Kim & Baker, 2020), which signifies the importance of investigating different types of loyalty (Y. S. Kim & Baker, 2020). In general, two different types of loyalty can be identified: attitudinal and behavioural loyalty (Kamboj & Rahman, 2016; Shafiee & Bazargan, 2018; Yeon et al., 2019).

The attitudinal school defines loyalty as *“customer tendency to continue a relationship with a service provider (Shankar & Jebarajakirthy, 2019, p. 1122)”*. The behavioural school defines loyalty as *“the frequency of using particular services in a specific category compared with the total services availed by consumers in that category (Shankar & Jebarajakirthy, 2019, p. 1122)”*. This research defines loyalty from a similar perspective as Abbas et al. (2020) and Mattila, Hanks, and Wang (2014), focussing on behavioural loyalty, also referred to as loyalty intentions. The study focuses on behavioural loyalty because, within service literature, a common method of gathering data is to experiment with a scenario. In this case, usage is less relevant. Therefore, loyalty in this study is defined based upon the definition of Zeithaml, Berry, and Parasuraman (1996, p. 33) as *“as an indicator that signals whether a customer will remain with or defect from the platform”*,

As aforementioned, attribution theory explains that a customer who experiences a service failure investigates whom to blame. When a service failure is experienced as controllable, the loyalty intentions of customers are significantly lower due to a consumer assuming that a company has made a conscious decision to negatively affect them (Van Vaerenbergh et al., 2014). This report untangles two different types of loyalty intentions, namely, loyalty intentions towards the brand and loyalty intentions towards the platform.

2.7 Hypothesis

In this chapter, the different hypotheses will be presented starting from the two included dimensions of the attribution theory; controllability and locus of causality. Afterwards, the hypothesized effects of initial trust and negative emotions are presented. Lastly, a hypothesis about the potential spill-over effect of platform loyalty intentions is given.

Based upon the recommendation of Van Vaerenbergh et al. (2014), loyalty intentions are included while excluding the direct effect of the two attribution theory dimensions on loyalty intentions. A summary of the conceptualisation of the constructs can be found in Table 1 (p. 15).

Table 1: Operationalisation constructs the conceptual model

Author	Construct	Operationalisation
Saavedra Torres et al. (2021, p. 381)	Controllability attributions	"the degree to which a customer identifies that a firm/brand has control over the source of the failure and whether the brand can impede a failure from occurring."
Moliner-Velázquez et al. (2015, p. 471)	Locus of causality	"search for the origin".
Saavedra Torres et al. (2021, p. 378)	Negative emotions	"As the presence of a state that threatens personal goals and defies the traditional status quo."
Dewitt et al. (2008, p. 315); Mody, Lu, and Hanks (2020)	Trust	"a willingness to rely on an exchange partner in whom one has confidence".
Adapted from Zeithaml et al. (1996, p. 33). Scales recently used by Abbes et al. (2020) and Mattila et al. (2014)	Platform loyalty intentions	"Platform loyalty intentions can be viewed as an indicator that signals whether a customer will remain with or defect from the platform."
	Brand loyalty intentions	"Brand loyalty intentions can be viewed as an indicator that signals whether a customer will remain with or defect from the brand."

2.7.1 Controllability

The meta-analysis of Van Vaerenbergh et al. (2014) found that higher levels of failure attribution results in a higher level of negative emotions. When customers perceive that the failure they experienced could have been prevented, they will experience more negative emotions since they feel that a "contract" has been breached since controllability refers to the assumption that the service

failure was preventable (Saavedra Torres et al., 2021; Van Vaerenbergh et al., 2014). Thus, when a service failure is seen as controllable, the negative emotions increase.

Platform - Hypothesis 1p (H1p): When the platform causes the service failure, controllability of the service failure has a significant positive effect on negative emotions.

Brand – Hypothesis 1b (H1b): When the brand causes the service failure, controllability of the service failure has a significant positive effect on negative emotions.

2.7.2 Locus of causality

Consumers can either attribute the cause as external or internal (Moliner-Velázquez et al., 2015). This study will focus on external attribution of causality since the purpose is to establish knowledge about two external parties, the brand or the platform. Consumers attribute blame to those who cause the most negative outcome (Piatak et al., 2017). The expectation is that if the failure is attributed more strongly, it will have a significant negative impact.

Platform - Hypothesis 2p (H2p): When the platform causes the service failure, both the locus of causality platform and locus of causality brand have a significant positive impact on negative emotions

Brand – Hypothesis 2p (H2b): When the brand causes the service failure, both the locus of causality platform and the locus of causality brand have a significant positive impact on negative emotions

2.7.3 Trust

As aforementioned, past experiences can create attachments that a customer has towards a brand or platform (Das et al., 2020). Mody et al. (2020) found a direct effect of trust on negative emotions for heavier users. Stating that trust for customers, who use a platform more often, negative emotions stemming from service failure can be alleviated. Yeon et al. (2019) also included platform trust of a social networking service, a place where individuals can sell items as a retailer, and vendor trust. They concluded that the effects of both forms of trust (platform and brand) are significantly different. Therefore, both platform trust and brand trust will be included in the model.

The expectation is that customers with higher trust develop less negative emotions than customers who have lower trust in the brand or platform. Since they have faith in the platform or brand, either party can be relied upon to keep their promises. In this case, the expectation is that when the platform causes the service failure, initial trust in the platform reduces the negative emotions that arise. Similarly, when the brand causes the service failure, the expectation is that initial trust in the brand reduces the negative emotions that a customer experiences.

Hence, the following hypothesis

Platform – hypothesis 3p (H3p): When the platform causes the service failure, initial platform trust has a significant negative effect on negative emotions

Brand – hypothesis 3b (H3b): When the brand causes the service failure, initial brand trust has a significant negative effect on negative emotions

Multiple authors found a significant effect of trust on loyalty, e.g., Guchait et al. (2019) and Manika et al. (2017) found a significant effect of trust on loyalty in a service failure and service recovery context. At the same time, Mody et al. (2020) used trust as a critical variable within their research on online platforms in a home-sharing context. Highlighting that indirectly and directly trust affects loyalty outcomes. Therefore, the expectation is that trust reduces the negative impact of a service failure. Thus loyalty intentions are positively affected.

Hence, the following hypothesis

Platform – hypothesis 4 (H4p): When the platform causes service failure, initial platform trust has a significant positive effect on platform loyalty.

Brand – hypothesis 4 (H4b) When the brand causes service failure, initial brand trust has a significant positive effect on brand loyalty.

2.7.4 Negative emotions

When customers experience negative emotions, their focus is narrowed—causing the performance of the individual to decline. Extant literature has identified an effect of a current customer emotion on their future behaviour. Specifically, that negative emotions can negatively affect future loyalty intentions (Saavedra Torres et al., 2021; Van Vaerenbergh et al., 2014).

Platform – Hypothesis 5 (H5p): When the platform causes the service failure, negative emotions have a significant negative effect on platform loyalty intentions

Consumers buy at the platform. Therefore, if a failure occurs, the expectation is that the platform is responsible. Since the consumers consider the platform as a guarantor of the brand, thus vouching for their credibility (Abbes et al., 2020). Therefore, the expectation is that negative emotions do not affect brand loyalty intentions if the platform has caused service failure. However, platform loyalty intentions are negatively affected when the brand has caused the service failure.

Brand – hypothesis (H5b): When the brand causes the service failure, negative emotions have a significant negative effect on platform loyalty intentions

Brand – Hypothesis (H6): When the brand causes the service failure, negative emotions have a significant negative effect on brand loyalty intentions.

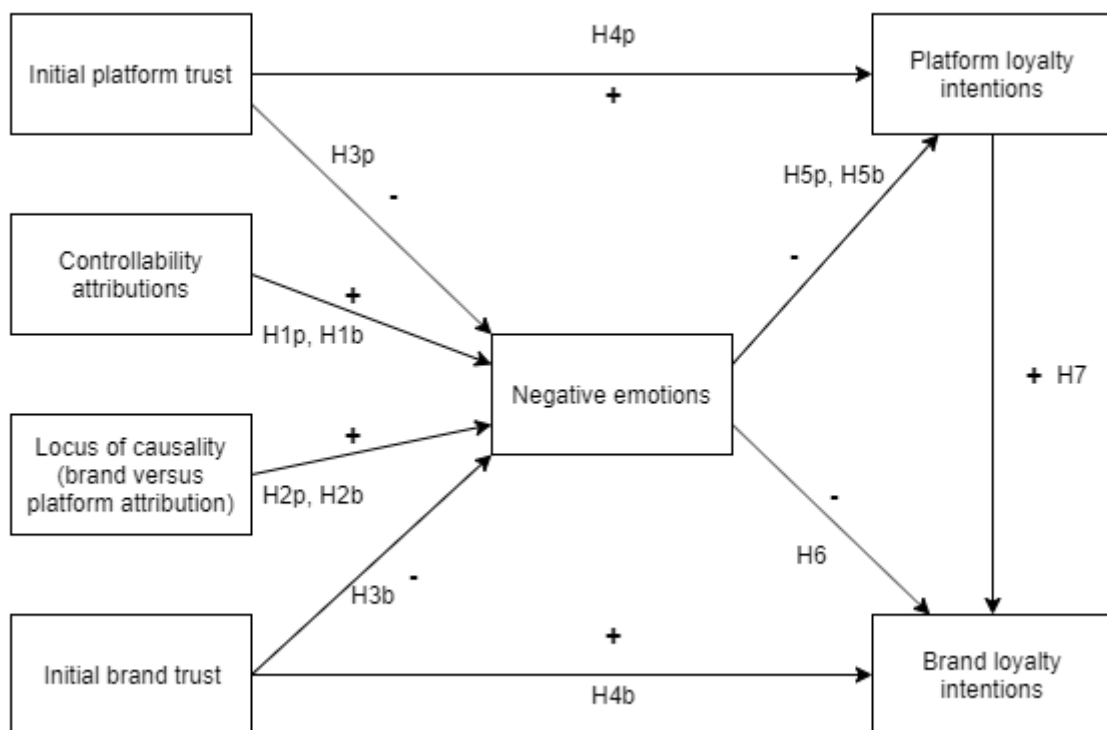
According to research from Abbes et al. (2020), brand loyalty intentions is positively influenced by platform loyalty intentions within a platform context. They argue that the presence of a brand on a platform or community positively influences the brand. Moreover, Liat, Mansori, Chuan, and Imrie (2017) found that the corporate image does affect customer loyalty towards the brand within the hotel industry. Extending their findings towards a two-sided platform, the expectation is that platform loyalty positively influences brand loyalty. Hence, the following hypothesis:

Hypothesis 7 (H7): Platform loyalty has a significant positive effect on brand loyalty intentions regardless of who caused the service failure.

2.7.6 Conceptual model

Figure 1 shows the full conceptual model.

Figure 1: Conceptual model



3 Methodology

In this chapter, the methodology of the study will be described. The purpose of this research is to explore loyalty attribution after a service failure. Therefore, first, the design of the research will be described. Afterwards, the operationalisation of the different variables will be presented. Lastly, the ethics, limitations and planning will be discussed.

3.1 Experiment design

In order to test the effect of service failure on loyalty intentions, a quantitative study was conducted. A summary of the technical research design can be found in Table 2 (p. 19). Forza (2002) distinguishes between three survey types, exploratory, confirmatory, and descriptive. This survey is confirmatory since the goal is to test hypothesised linkages between variables. The advantage of using a quantitative survey is that the researcher only has to collect data from a subset of the population (Groves et al., 2011), which allows for an economical and relatively swift data collection (Scheuren, 2004).

Table 2: Summary technical research information

Geographical scope	The Netherlands
Target demographic	Dutch population, age 18 or older
Data collection method	Quantitative cross-sectional study
Type of survey	Experiment – scenarios Locus of causality (Brand versus platform)
Sampling method	Convenience sampling and snowballing method
Statistical software	SPSS version 26
Sample size	170

An experimental design has been adopted to test the formulated hypotheses, where the variable locus of causality has been manipulated. An experimental design allows for more control. Therefore, the expected effect sizes are sometimes larger than in a survey. However, Van Vaerenbergh et al. (2014) did not find a significant difference between a survey design and an experimental design within their meta-analysis. Within service failure research, a scenario-based experiment has been commonly used (e.g., Saavedra Torres et al. (2021); Suri et al. (2019))

The scenario has been adapted from Pacheco, Pizzutti, Basso, and Van Vaerenbergh (2019). Their scenario has been chosen for multiple reasons. First of all, their area of study was similar, also focussing on webshops. Furthermore, within their study, trust and attribution theory were central elements. While also focussing on a delivery failure. Furthermore, their study was published recently. Lastly, by adapting their method of testing a service failure, the validity of the survey increases. The locus of causality was manipulated similarly to Suri et al. (2019), who also manipulated the locus of causality in a platform environment—manipulating the locus of causality from the service provider to the service enabler.

Research design

170 participants have been asked about their trust in a platform and a brand. Afterwards, a scenario was presented, where either the brand or platform caused the failure.

As aforementioned, within this research, the focus is on two external parties. Since trust is only formed after a significant amount of time, two different well-known companies in The Netherlands have been selected. Bol.com in the role of two sided-platform and Canon in the role of brand.

Bol.com is the largest two-sided platform in The Netherlands, with a revenue of 2.17 billion in 2019, nearly double of its nearest competitor Coolblue (Twinkle100, 2020). Bol.com fits the research since it clearly states on its website who is sending the package. See Appendix A (p49) for an example. Moreover, they normally offer the option for companies to join their logistics program, which means that Bol.com takes the products in their warehouses and arranges the shipping. However, due to high demand, their website currently states that the program is full. Thus, forcing companies who have not joined the program to arrange their own shipping.

Canon has been selected due to fitting within the camera industry, which is used in the scenario of Pacheco et al. (2019). Canon is the largest player in the camera market, followed by Sony and Nikon (Van Bemmelen, 2020). The products of Canon are sold on Bol.com, thus making it a realistic scenario. Moreover, by using a camera within the scenario, a product that fits within the high involvement category, trust becomes more important. Therefore, Canon has been chosen as the service provider within the scenarios (Bart, Shankar, Sultan, & Urban, 2005). The full survey can be found in Appendix D (p. 52).

3.2 Procedure

The survey was made available online via Qualtrics. When respondents opened the survey, a short description was given about the scope goals and asked for their consent. Then a short description was given of the platform and brand to ensure that the participants were answering the questions about the correct companies. Afterwards, the participants answered questions about existing trust and usage. Next, they were randomly assigned one of two scenarios (locus of causality: brand versus platform), adapted from Pacheco et al. (2019). The scenario described a situation in which the participants bought a camera for their holiday. However, even though they contacted the customer service of either the platform or the brand, the camera was delivered later than promised and too late for the holiday. A photo was shown of the camera, similar to the website, reinforcing who sold the camera. Following the scenario, the survey presented a set of questions about controllability, locus of causality, negative emotions, and loyalty intentions. Lastly, questions about the realism of the scenario and the demographic of the respondent were asked.

3.3 Measurements

Measurement scales previously used in marketing literature have been adopted. All the scales that have been adopted had an assessed convergent validity of above 0.5 and construct reliability of above 0.7 (Joseph F Hair, Black, Babin, & Anderson, 2018; Yeon et al., 2019). To ensure that the results of the questionnaire match the defined items in the conceptual model, the questionnaire items have been adopted from the same authors. All constructs have been measured in a seven-point Likert scale based upon the recommendation of Allen and Seaman (2007), who suggests using a seven-point Likert scale since it is as wide as possible while still being reliable. All items and constructs can be found in Appendix B (p50)

Brand loyalty intentions and platform loyalty intentions have been measured with the scale of Zeithaml et al. (1996), which has been recently used in a platform context by Abbes et al. (2020), who also distinguished between platform loyalty and brand loyalty. The scale used for brand loyalty intentions and platform loyalty intentions has five items, asking customers about their positivity towards the brand or the platform, if they would recommend either the brand or the platform, and lastly, if they would purchase something from either the brand or the platform.

Negative emotions has been measured with the scale of Varela-Neira, Vázquez-Casielles, and Iglesias-Argüelles (2008). The scale has been recently used in a service-failure context by Saavedra Torres et al. (2021). The scale has four items measuring their disappointment, frustration, dissatisfaction, and anger after experiencing the service failure.

Initial trust was measured based upon the scale of (Dewitt et al., 2008). The scale has been recently used by Mody et al. (2020), who research service failure and recovery within a platform context. Initial trust in the brand and platform have been measured with a three-item scale, asking if they believe that the company puts the customer's interest first. Moreover, it asks about their faith in the company.

Lastly, the controllability attributions and locus of causality have been measured with the same scale as Moliner-Velázquez et al. (2015). Who investigated service failure in a retail context, with a specific focus on attribution theory. The scale of controllability attribution has two items and originated from Wirtz and Mattila (2004). The scale asks if the participant believes that the service failure could have been prevented or controlled. Maxham and Netemeyer (2002) were the authors of the scale for the locus of causality. The original scale has two items and has been split for both the brand and the platform.

3.4 Data collection

The sample has been gathered by using convenience sampling and the snowballing method. Convenience sampling is a form of non-random sampling. Members of the target population are selected based upon practical criteria, e.g., ease of accessibility (Etikan, Musa, & Alkassim, 2016). The advantage of using a snowballing method is that the convenience sample is extended towards a population that otherwise would be hidden for the researcher (Johnson, 2014). The target population was specifically limited to Dutch nationals in order to reduce cultural differences, which can have a significant effect within a service failure context—reducing the validity of the research (Saavedra Torres et al., 2021; Van Vaerenbergh et al., 2014). Since the study has been conducted in The Netherlands, the survey was conducted in Dutch to prevent misunderstanding. A back-translation method was used. Meaning that the researcher translated the items to Dutch, and then the initial translation was translated back to the original language (English) by a translator who has not seen the initial questionnaire in order to identify discrepancies between the original and the translation (Bradley, 1994; H.-Y. Chen & Boore, 2010).

3.5 Pre-test

To ensure validity and prevent confusion, a pre-test was conducted. Two different pre-tests have been conducted. An initial research setup had eight different scenario's while manipulating controllability, trust and locus of causality. However, based on the pre-test, the research setup was not feasible.

The research setup was deemed not feasible because of multiple reasons. First of all, the initial scenario tried to manipulate trust for an unknown brand. As previously mentioned, trust is not easily acquired. In the scenario, it gave a description of the unknown firm and its rating, which either gave a positive description or a more negative description. On reflection, it did not seem reasonable to ask

participants about their trust in a brand that does not exist—especially considering that it was used in the same model as a brand that did exist.

Moreover, the scenario tried to manipulate three variables. Manipulating three variables is not common within service-failure literature. Furthermore, it became unclear if the manipulation was actually working. Additionally, if three variables would be manipulated, the sample had to be quite large, which could have caused a potential issue. Thus, the decision was made to only manipulate one variable. A new pre-test was conducted with the current scenarios. Again ten potential participants were asked to fill in the survey and discuss it afterwards. All participants were asked the realism of the scenario if they could imagine themselves in the scenario, and lastly, if the manipulation was successful. The pre-test was discussed verbally in order to gain a richer understanding of potential issues with the survey and create the ability to ask questions in more detail. For example, feedback of the pre-test included adding a short description of the companies involved or highlighting certain words. Moreover, it confirmed that the questions included in the survey were understood correctly.

3.6 Research ethics

Within a study, it is important to highlight elements of doing ethical research. A respondent was informed on the first page of the survey with the following information

- Participation is voluntarily
- Brief information about the study
- The survey can be exited at any moment
- The data will be treated anonymously
- The mentioned companies are not involved in any way with this research.

Moreover, at the start and end of the study, the contact information of the researcher was given if potential issues arose. Additionally, the last question of the survey allowed respondents to give additional feedback. Lastly, to enter the survey, participants had to confirm participation and that their age was above 18.

4 Results

In the previous chapter, the methodology of the study was described. In this chapter, the results will be discussed. First, the descriptive data will be presented. Afterwards, a factor and reliability analysis of the different constructs has been conducted. Lastly, the different hypotheses have been tested

4.1 Sample

The survey data was collected in one week at the end of July. A total sample of 170 respondents has been collected. Twenty responders were removed due to missing data. All of these respondents exited the survey when the scenario was presented. Therefore, the final data set consisted of 150 participants. The descriptive statics have been summarised in Table 3 (25). The final sample contained a slight in-balanced in gender, 56.7% of the participants identified as male, while 42.7% identified as female. Within the sample, one person did not identify as either a male or a female. 34.7% of the sample was under the age of 25 ($M=39.51$, $SD\ 18.73$). The majority of the respondents is highly educated with either a university (44.7%) or HBO degree (36.0%). In terms of shopping frequency with the platforms, most respondents visited Bol.com once per quarter (41.3%), while the larger part of the respondents never purchased Canon products (63.3%). An overview of the

4.2 Manipulation

In order to confirm that the scenarios were manipulated correctly, different questions were included within the questionnaire. Two questions about the scenario were asked about realism and if they could imagine themselves being in the scenario. Participants agreed that the scenario was realistic ($M = 5.28$, $SD=1.405$, $t(147)=45.759$, $p<0.05$), and believable ($M= 5.46$, $SD = 1.342$, $t(147)=49.490$, $p<0.05$).

An independent T-test was conducted to confirm that the manipulation was successful. Levene's test was not significant ($p = 0.870$). There was a significant difference between the brand ($M = 4.21$, $SD = 1.581$) and the platform ($M = 4.62$, $SD\ 1.560$), $t(148)=-6.267$, $p= <0.01$.

In the second scenario, Levene's test was significant ($p = <0.05$). Meaning that the data did not have equal variance. There was also a significant difference between the brand ($M = 2.60$, $SD\ 1.560$) and the platform ($M= 5.39$, $SD\ 1.330$), $t(148) = 3.133$, $p = <0.01$. The calculations for the manipulation can be found in Appendix E (p. 60)

Table 3: Sample demographics, empty cells have been left out for clarity.

Demographic	Frequency	Percentage
Gender		
Male	85	56.7
Female	64	42.7
Other	1	.7
Education level		
Secondary education	6	4.0
MBO	23	15.3
HBO	54	36.0
University	67	44.7
Age		
Under 25	52	34.7
25-35	31	20.7
36-45	5	3.3
46-55	22	14.7
56-65	24	16.0
66-75	11	7.33
Older than 76	5	3.33
Bol.com shopping frequency		
Weekly	5	3.3
Monthly	43	28.7
Once per quarter	62	41.3
Yearly	24	16.0
(Almost) never	16	10.7
Canon shopping frequency (per five years)		
Five or six times	2	1.3
Three or four times	4	2.7
Once or twice	49	32.7
Never	95	63.3

4.3 Factor and reliability analysis

In order to analyse the data, factor analysis has been conducted. Therefore, twenty-two items were entered. First of all, the assumptions were tested. The assumption of Kaiser-Meyer-Olkin Measure (KMO) (KMO = 0.741) of Sampling Adequacy was met since it is above the recommended value of .6. Furthermore, Bartlett's Test of Sphericity ($\chi^2 (231) = 1731.83, p < 0.01$) was significant. The communalities of each item were above 0.2. Therefore, the factor analysis was deemed suitable. An eight-factor pattern matrix was created based upon principal axis factoring with an Oblimin rotation. An Oblimin rotation has been used since the expectation is that the items are not completely independent since data involving humans was used (Field, 2013).

Within the pattern matrix, all factors are loaded on one item in the same direction. Moreover, no cross loaders were found. The correlation matrix, commonalities, pattern matrix, and factor correlation matrix can be found in appendix F (p. 62). Afterwards; a reliability analysis was conducted. The fitting of the measurement model can also be found in Table 4 (p. 26). The reliability analysis shows that most factors have good reliability ($\alpha > 0.8$). (Joseph F. Hair, Black, Babin, & Anderson, 2019) However, Cronbach's alpha for controllability ($\alpha = .535$) is below the cut-off point of 0.6. Therefore, the subscale of controllability has relatively low reliability.

Table 4: Measurement fit

	Cronbach's alpha
Initial Platform trust	0.863
Initial Brand trust	0.735
Controllability	0.535
Negative emotions	0.823
Platform loyalty intentions	0.876
Brand loyalty intentions	0.885

4.4 Independent t-test

First, an independent Sample T-test was conducted for all variables, based upon the scenario to which the respondents were assigned. Table 5 (p. 27) gives an overview of the independent sample t-test. As expected, there were no significant differences in either brand trust or platform due to the questions being asked for the scenario. Interestingly, there was no significant difference between the scenarios in negative emotions. No other significant differences were found, except brand loyalty intentions. Participants who received the brand scenario had statistically significantly lower brand loyalty than participants who received the platform scenario, $t(146) = -2.818, p = < 0.05$.

Table 5: Independent T-test

Construct	Levene's Test for Equality of Variances		T-test for equality of means		
	F	Sig.	Sig.	Mean difference	SD
Initial Platform trust	0.768	0.382	0.411	-0.166	0.201
Initial Brand trust	0.075	0.785	0.603	0.139	-0.199
Controllability	1.535	0.217	0.388	-0.177	0.205
Negative emotions	1.307	0.255	0.106	0.257	0.160
Platform loyalty intentions	1.108	0.294	0.644	0.094	0.204
Brand loyalty intentions	0.941	0.334	0.01	-0.497	0.176

4.5 Hypothesis testing

To accurately predict the effect of the independent variables on the dependent multiple regression analysis has been performed. A bootstrapping method with 1000 bootstraps was used due to the variables not being normally distributed as was suggested by (Field, 2013). An overview of the variables and the regression analysis in Appendix G & H (p. 70& p 85). A stepwise entering method was used to enter the different independent variables into the model. A stepwise method has been used to the relatively low number of independent variables. A stepwise method is the most popular sequential approach for variable selection; it enables the researcher to assess the contribution of each independent variable in the regression (Joseph F. Hair et al., 2019)

4.5.1 Negative emotions

Negative emotions were predicted based upon 11 independent variables. Two different regression analyses have been conducted to determine the effect on negative emotions, first of all, for the scenario in which the failure is caused by the platform, secondly, when the failure is caused by the brand.

Platform

The correlation matrix for when the platform caused the failure showed that the highest bivariate correlation with the dependent variable, negative emotions, is the locus of causality of the platform (0.517). Therefore, a stepwise procedure was started with the locus of the platform. The initial regression analysis showed that the effect of platform locus on negative emotions is significant ($b=0.387$ [0.133, 0.624], $p < 0.01$), with an R^2 of 0.260. After platform locus was entered into the model, no other variables showed a significant effect on negative emotions. The full model can be found in Table 6 (p. 29)

Based upon these results, H1p, H2p and H3p can be assessed. H1p hypothesised the positive effect of controllability on negative emotions when a platform caused the service failure. H1p is rejected since the effect of controllability is not significant ($p = 0.278$). Thus, controllability has no significant effect on negative emotions. H2p investigated the effect of locus of causality. H2p has been partly accepted. The effect of the locus of the brand was not significant ($p = 0.926$), while the effect of the locus of the platform was significant ($b=.387$ [0.133, 0.624], $p < 0.01$). Lastly, H3p was assessed. H3p investigated the effect of initial platform trust ($p = 0.067$) on negative emotions. This hypothesis was also rejected.

Table 6: Multiple Regression, Negative emotions, service failure caused by the brand

Dependent: Negative emotions		Service failure caused by the platform				
R		0.510				
R2		0.260				
Adjusted R2		0.250				
Standard error of the estimate		0.872				
Analysis of variance		Sum of squares	df	Mean square	F	sig
Regression		19.772	1	19.772	26.003	.000b
Residual		56.267	74	0.760		
Total		76.039	75			
Variables entered into the regression model		Bootstrap				
					95% Ci	
		B	β	Std.Error	Sig. (2-tailed)	LowerUpper
(Constant)		3.472		0.731	0.001	2.1094.902
Locus platform		0.387	0.510	0.125	0.003	0.1330.624
		Statistical Significance			Collinearity Statistics	
Variables excluded from the regression model		Beta in	T	Sig.	Partial correlation	ToleranceVIF
Controllability		0.172	1.505	0.137	0.177	0.9931.007
Initial brand trust		0.183	1.605	0.113	0.188	0.9951.005
Initial platform trust		0.096	0.833	0.408	0.099	0.9991.001
Locus brand		0.124	1.076	0.285	0.128	0.9981.002
Locus platform		0.079	0.682	0.498	0.081	1.0001.000
Education		0.101	0.867	0.389	0.103	0.9871.013
Purchasing frequency platform		0.027	0.232	0.817	0.028	0.9761.025
Purchasing frequency brand		0.126	1.095	0.277	0.130	1.0001.000
Age		-0.040	-0.338	0.736	-0.040	0.9831.018

Brand

The correlation matrix for when the brand caused the service failure showed that the highest bivariate correlation with the dependent variable, negative emotions was gender (-0.239). The effect of gender was significant ($b = -0.441$, $[-0.863, -0.059]$, $p = <0.05$) with an R^2 0.057. No other variables had a significant effect on negative emotions. Therefore, H1b, h2b, and h3b can be assessed, and all be rejected. Due to controllability ($p = 0.137$), locus of causality of the brand ($p = 0.285$), locus of causality of the platform ($p = 0.498$), and initial brand trust ($p = 0.133$) all not having a significant effect. The full model can be found in Table 7 (p. 30)

Table 7: Multiple regression, negative emotions, service failure caused by the brand

Dependent: Negative emotions		Service failure caused by the brand				
R		0.239				
R2		0.057				
Adjusted R2		0.044				
Standard error of the estimate		0.903				
Analysis of variance		Sum of squares	df	Mean square	F	sig
Regression		3.509	1	3.509	4.308	0.042
Residual		57.838	71	0.815		
Total		61.348	72			
Variables entered into the regression model		Bootstrap				
					95% Ci	
	B	β	Std.Error	Sig. (2-tailed)	Lower	Upper
(Constant)		6.053		0.145	0.001	5.750 6.324
Gender		-0.441	-0.239	0.208	0.046	-0.863 -0.059
Statistical Significance				Collinearity Statistics		
Variables excluded from the regression model		Beta in	T	Sig.	Partial correlation	Tolerance VIF
Controllability		0.172	1.505	0.137	0.177	0.993 1.007
Initial brand trust		0.183	1.605	0.113	0.188	0.995 1.005
Initial platform trust		0.096	0.833	0.408	0.099	0.999 1.001
Locus brand		0.124	1.076	0.285	0.128	0.998 1.002
Locus platform		0.079	0.682	0.498	0.081	1.000 1.000
Education		0.101	0.867	0.389	0.103	0.987 1.013
Purchasing frequency platform		0.027	0.232	0.817	0.028	0.976 1.025
Purchasing frequency brand		0.126	1.095	0.277	0.130	1.000 1.000
Age		-0.040	-0.338	0.736	-0.040	0.983 1.018

4.5.2 Platform loyalty intentions

Platform loyalty intentions were predicted based upon 13 independent variables. Two different regression analyses have been conducted to determine the effect on platform loyalty intentions, first of all, for the scenario in which the failure is caused by the platform, secondly, when the failure is caused by the brand.

Platform

The correlation matrix for when the platform caused the failure showed the highest bivariate correlation with negative emotions (-0.291). Therefore, the stepwise procedure was started with the independent variable negative emotions. The initial regression analyses showed that the effect of negative emotions on platform loyalty intentions is significant ($b = -0.315$ [-0.604, -0.11], $p < 0.05$), with an R^2 of 0.076. Investigating the excluded variables, only the variable initial platform trust had a

significant effect ($p < 0.05$). Therefore, initial trust has been added to the model. However, when included, the effect is not significant ($b = 0.224 [-0.05, 0.482]$ $p = 0.074$).

Based upon these findings, the H4p and H5p can be assessed. H4p hypothesised that when the platform caused the service failure, the initial platform trust would have a significant positive effect on platform loyalty intentions. H4p has to be rejected since the effect when included in the model, is not significant ($p = 0.074$). H5p investigates the effect of negative emotions on platform loyalty intentions. This hypothesis can be accepted since the effect was significant ($b = -0.315 [-0.604, -0.11]$, $p < 0.05$). The full model can be found in Table 8 (p.31)

Table 8: Multiple regression, Platform loyalty intentions, service failure caused by the platform

Dependent: Platform loyalty intentions		Service failure caused by the platform				
R		0.354				
R2		0.125				
Adjusted R2		0.101				
Standard error of the estimate		1.089				
Analysis of variance	Sum of squares	df	Mean square	F	sig	
Regression	12.394	2	6.197	5.221	0.008	
Residual	86.646	73	1.187			
Total	99.040	75				
Variables entered into the regression model	Bootstrap					
	B	β	Std.Error	Sig. (2-tailed)	95% CI	
					Lower	Upper
(Constant)	5.038		0.953	0.001	3.339	7.066
Negative emotions	-0.364	-0.319	0.146	0.016	-0.639	-0.067
Initial Platform trust	0.224	0.225	0.127	0.074	-0.005	0.482
	Statistical Significance			Collinearity Statistics		
Variables excluded from the regression model	Beta in	T	Sig.	Partial correlation	Tolerance	VIF
Brand loyalty intentions	-.030b	-0.258	0.797	-0.030	0.924	1.082
Controllability	-.200b	-1.620	0.110	-0.187	0.767	1.304
Initial Brand trust	-.124b	-1.024	0.309	-0.120	0.822	1.217
Locus brand	.014b	0.128	0.899	0.015	0.941	1.063
Locus platform	-.094b	-0.736	0.464	-0.086	0.739	1.352
Gender	-.109b	-0.987	0.327	-0.116	0.982	1.019
Purchase frequency platform	-.119b	-0.990	0.325	-0.116	0.828	1.208
Purchase frequency brand	-.060b	-0.541	0.590	-0.064	0.978	1.023
Age	-.100b	-0.857	0.395	-0.100	0.875	1.143
Education	.053b	0.468	0.641	0.055	0.935	1.070

Brand

The correlation matrix for when the brand caused the failure showed the highest bivariate correlation with the buy frequency platform (-0.430). Therefore, a stepwise procedure was initially conducted with the independent variable buy frequency platform. How often a consumer buys at the platform significantly affects platform loyalty intentions ($b = -0.591$ [-0.832, -0.301], $p < 0.01$ with an R^2 of 0.185). A second linear regression was conducted because the effect of the locus of the platform was significant ($p = < 0.01$). When the platform locus was included, the R^2 increased to 0.318. Moreover, the effect of locus of causality of the platform was significant ($b = -0.302$ [-0.482, -0.125]). No other variables had a significant effect on platform loyalty intentions. The full model can be found in Table 9 (p. 32)

Based upon these findings, H5b can be assessed. H5b has to be rejected since the effect of negative emotions on platform loyalty intentions is not significant

Table 9: Multiple regression, Platform loyalty intentions, service failure caused by the brand

Dependent: Platform loyalty intentions		Service failure caused by the brand					
R		0.563					
R2		0.318					
Adjusted R2		0.298					
Standard error of the estimate		1.142					
Analysis of variance		Sum of squares	df	Mean square	F	sig	
Regression		42.502	2	21.251	16.283	0.000	
Residual		91.359	70	1.305			
Total		133.861	72				
Variables entered into the regression model		Bootstrap					
		B	β	Std.Error	Sig. (2-tailed)	95% Ci	
						Lower	Upper
(Constant)		7.447		0.518	0.001	6.371	8.430
Purchase frequency platform		-0.601	-0.438	0.131	0.001	-0.855	-0.333
Locus platform		-0.302	-0.364	0.090	0.003	-0.482	-0.125
		Statistical Significance			Collinearity Statistics		
Variables excluded from the regression model		Beta in	T	Sig.	Partial correlation	Tolerance	VIF
Gender		0.042	0.422	0.674	0.051	0.976	1.025
Purchase frequency brand		0.054	0.543	0.589	0.065	0.997	1.003
Age		-0.052	-0.496	0.622	-0.060	0.905	1.104
Education		-0.069	-0.692	0.491	-0.083	0.984	1.016
Brand loyalty intentions		0.077	0.769	0.445	0.092	0.969	1.032
Negative emotions		-0.133	-1.355	0.180	-0.161	0.994	1.006
Controllability		0.048	0.471	0.639	0.057	0.947	1.056
Initial Brand trust		-0.008	-0.080	0.936	-0.010	0.998	1.002
Locus brand		-0.121	-1.083	0.283	-0.129	0.783	1.277
Initial Platform trust		0.181	1.813	0.074	0.213	0.951	1.051

4.5.3 Brand loyalty intentions

Brand loyalty intentions were predicted based upon 13 independent variables. Two different regression analyses have been conducted to determine the effect on brand loyalty intentions, first of all, for the scenario in which the failure is caused by the platform, secondly, when the brand causes the failure.

Platform

The correlation matrix for when the platform caused the service failure showed the highest bivariate correlation with locus brand (0.416). Therefore, the stepwise procedure was started with the independent variable locus of causality of the brand. The initial regression analyses showed that the effect locus of causality of the brand was significant on brand loyalty intentions ($b = -0.268 [-0.384, -0.149]$, $p < 0.01$), with an R^2 of 0.181. The effect of brand trust was significant ($p < 0.05$) if included; thus, it was therefore added to the model ($b = 0.339 [0.038, 0.650]$, $p < 0.05$). The R^2 positively increased to 0.253. Afterwards, no more variables had a significant effect. The full model can be found in Table 10 (p. 34)

Brand

The correlation matrix for when the brand caused the service failure showed the highest significant bivariate correlation with the purchasing frequency of the brand (-0.483). The purchasing frequency of the brand had a significant negative effect ($b = -0.783 [-1.115, -0.487]$, $p < 0.01$) with a R^2 of 0.233. Investigating the excluded variables showed that the locus of causality of the brand had a significant effect ($P < 0.01$), thus was, therefore, included ($b = -0.196 [-0.331, -0.51]$, $p < 0.01$). The R^2 positively increased to 0.304. The excluded variables showed that the effect of initial brand trust was now also significant ($P < 0.05$). Thus, it was therefore included in the regression analysis. Initial brand trust was the last variable that had a significant effect on brand loyalty intentions ($b = 0.368 [0.037, 0.659]$, $p < 0.05$). The R^2 positively increased to 0.359. The full model can be found in Table 11 (p. 35)

Based upon these findings H4b, and H6 and H7 can be assessed. H4b investigated the effect of initial brand trust on brand loyalty intentions when the brand caused the service failure. Hypotheses H4b has been rejected since initial brand trust had a significant negative effect on brand loyalty intentions. Additionally, hypothesis H6 has been investigated and rejected ($p = 0.483$) since negative emotions did not have a significant effect on brand loyalty intentions when the brand causes the service failure. Lastly, H7 has to be rejected since neither when the brand ($p = 0.409$) or when the platform (0.947) caused the service failure, platform loyalty had a significant effect

Table 10: Multiple regression, Brand Loyalty Intentions, service failure caused by the brand

Dependent: Brand loyalty intentions		Service failure caused by the platform				
R		0.503				
R2		0.253				
Adjusted R2		0.232				
Standard error of the estimate		0.861				
Analysis of variance	Sum of squares	df	Mean square	F	sig	
Regression	18.327	2	9.164	12.352	0.000	
Residual	54.155	73	0.742			
Total	72.482	75				
Variables entered into the regression model	Bootstrap					
	B	β	Std.Error	Sig. (2-tailed)	95% Ci	
					Lower	Upper
(Constant)	3.304		0.836	0.002	1.548	4.943
Locus brand	-0.199	-0.315	0.074	0.008	-0.320	-0.032
Initial Brand trust	0.339	0.290	0.154	0.037	0.038	0.650
	Statistical Significance			Collinearity Statistics		
Variables excluded from the regression model	Beta in	T	Sig.	Partial correlation	Tolerance	VIF
Platform loyalty intentions	-0.007	-0.067	0.947	-0.008	0.989	1.011
Negative emotions	0.081	0.761	0.449	0.089	0.920	1.087
Controllability	0.019	0.181	0.857	0.021	0.895	1.117
Initial Platform trust	0.054	0.493	0.623	0.058	0.860	1.163
Locus platform	0.181	1.681	0.097	0.194	0.858	1.165
Gender	-0.191	-1.921	0.059	-0.221	0.999	1.001
Purchase frequency platform	0.067	0.653	0.516	0.077	0.986	1.014
Purchase frequency brand	-0.097	-0.897	0.373	-0.105	0.882	1.133
Age	0.096	0.874	0.385	0.103	0.848	1.179
Education	-0.019	-0.181	0.857	-0.021	0.929	1.076

Table 11: Multiple Regression, Brand loyalty intentions, service failure caused by the brand

Dependent: Brand loyalty intentions		Service failure caused by the brand					
R		0.600					
R2		0.359					
Adjusted R2		0.332					
Standard error of the estimate		0.940					
Analysis of variance		Sum of squares	df	Mean square	F	sig	
Regression		34.222	3	11.407	12.908	0.000	
Residual		60.979	69	0.884			
Total		95.201	72				
Variables entered into the regression model		Bootstrap					
					95% Ci		
		B	Bias	Std.Error	Sig. (2-tailed)	Lower	Upper
(Constant)		6.294	0.046	1.293	0.001	4.005	9.197
Purchase frequency brand		-0.695	-0.007	0.160	0.001	-1.043	-0.394
Locus brand		-0.242	0.002	0.073	0.001	-0.384	-0.097
Initial Brand trust		0.368	-0.004	0.149	0.023	0.037	0.659
		Statistical Significance			Collinearity Statistics		
Variables excluded from the regression model		Beta in	T	Sig.	Partial correlation	Tolerance	VIF
Platform loyalty intentions		0.081	0.831	0.409	0.100	0.991	1.009
Negative emotions		-0.085	-0.847	0.400	-0.102	0.920	1.087
Controllability		0.097	0.975	0.333	0.117	0.933	1.072
Initial Platform trust		0.091	0.918	0.362	0.111	0.943	1.060
Locus platform		0.027	0.246	0.806	0.030	0.773	1.294
Gender		-0.034	-0.345	0.731	-0.042	0.990	1.010
Purchase frequency platform		-0.043	-0.447	0.656	-0.054	0.996	1.004
Age		-0.082	-0.804	0.424	-0.097	0.893	1.120
Education		0.055	0.542	0.589	0.066	0.928	1.078

An overview of the accepted and rejected hypotheses can be found in Table 12. Moreover, a visual representation of the hypothesis can be found in Figure 2 (p. 37) and Figure 3 (p. 38)

Table 12: Results hypothesis

Independent variable	Hypothesis	Expected effect	Accepted
Controllability	H1b	Positive	Rejected
	H1p	Positive	Rejected
Locus of causality	H2b	Positive	Rejected
	H2p	Positive	Partly accepted
Brand trust	H3b	Negative	Rejected
	H4b	Positive	Accepted
Platform trust	H3p	Negative	Rejected
	H4p	Positive	Accepted
Negative emotions	H5b	Negative	Rejected
	H5p	Negative	Accepted
	H6	Negative	Rejected
Platform loyalty intentions	H7	Positive	Rejected

*Effect was significant; however, a positive effect was expected. Thus, the hypothesis was rejected.

Figure 2: Effect of service failure on platform and brand loyalty intentions when caused by the platform

Service failure caused by the platform

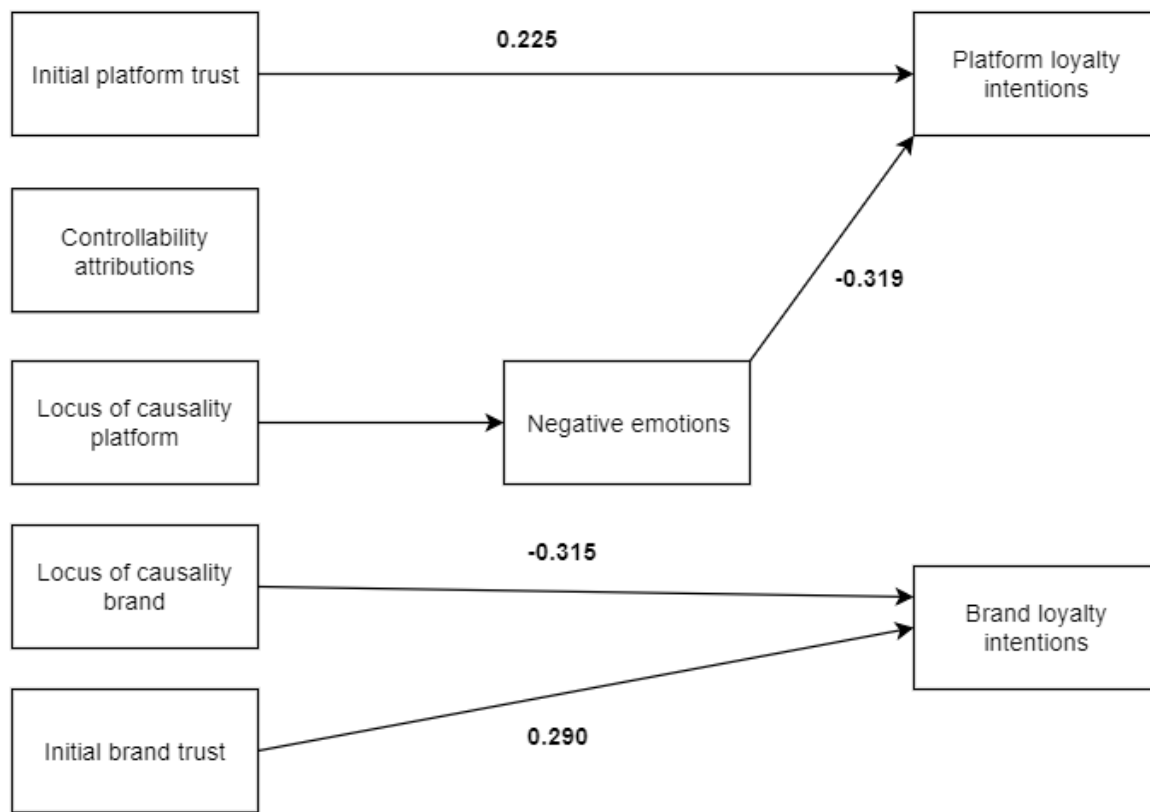
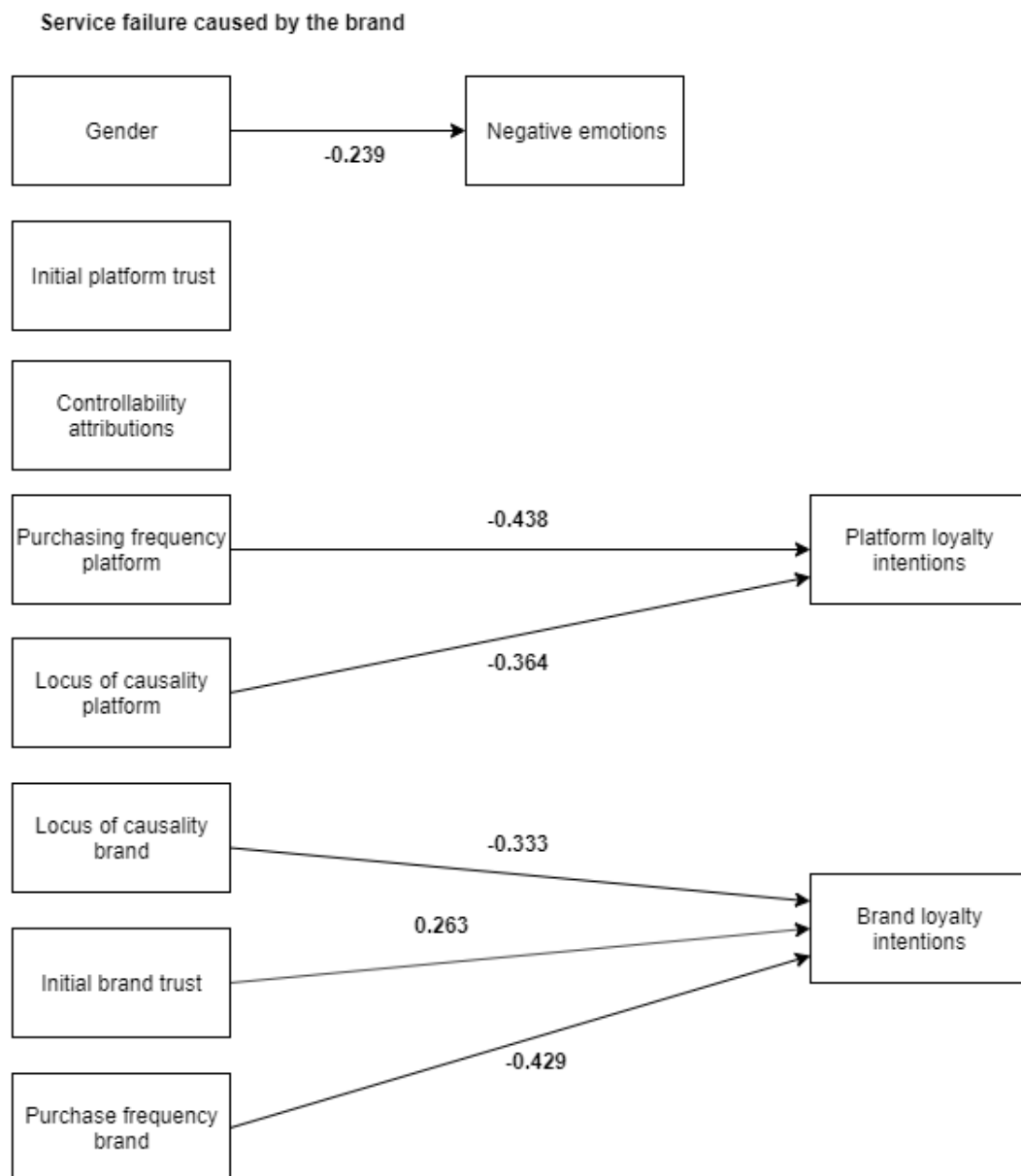


Figure 3: Effect of service failure on platform and brand loyalty intentions when caused by the brand



5 Discussion

The purpose of the study was to investigate the effect of service failure on both platform loyalty intentions and brand loyalty intentions in an online two-sided platform retail context while considering the effect of initial brand and platform trust. In the previous chapter, most of the proposed hypotheses were rejected. However, the study still adds to the service literature. By including previous experiences of the customer with the platform and brand, initial trust, and its effect on two forms of loyalty, the study shines a light on the relationships in a two-sided platform and the effect of service failure. The conceptual model predicted that service failure would affect loyalty intentions via negative emotions. Overall the effect of negative emotions was limited. Surprisingly, an outcome of the research was that locus of causality had a direct effect on loyalty intentions. In the scenario where the brand caused the service, there was a direct effect of locus of causality of the brand on brand loyalty intentions. Moreover, the effect of the locus of causality of the platform had a significant negative effect on platform loyalty intentions

5.1 Discussion of the conceptual model

5.1.1 Locus of causality

When the service failure was caused by the brand, the locus of causality of the brand also had a significant negative effect on brand loyalty intentions. However, the locus of causality of the platform affected platform loyalty via negative emotions, as was hypothesised. For clarity, it has been summarized in Table 13 (p. 39)

Table 13: Overview locus of causality

Independent	Dependent	Direction
Service failure caused by the platform		
Locus of causality of the platform	Negative emotions	+
Locus of causality of the brand	Brand loyalty intentions	-
Service failure caused by the brand		
Locus of causality of the platform	Platform loyalty intentions	-
Locus of causality of the brand	Brand loyalty intentions	-

These findings are important because it indicates that both the platform and the brand cannot permit a service failure caused by themselves or the other actor, without risking diminishing loyalty intentions

Furthermore, the results show that the locus of causality towards the platform is higher in the scenario that the platform causes the service failure than in the scenario the brand does. The same applies to the locus of causality towards the brand; the locus of causality brand is higher in the scenario that the brand itself causes the service failure than in the platform scenario. However, the blame towards the platform is still high in the scenario where the brand has caused the failure. The platform is considered as a guarantor of the transaction, thus vouching for credibility.

5.1.2 Negative emotions

The study found one significant effect of negative emotions: when the platform caused the service failure, negative emotions did affect platform loyalty intentions, but not brand loyalty intentions. This effect was as hypothesized. Overall the findings of locus of causality and negative emotions are mostly in accordance with the results reported by Abbes et al. (2020). They argued that if a failure occurs, the platform will be seen as the responsible organisation by the consumer.

However, this does not explain why negative emotions did not affect either platform loyalty intentions or brand loyalty intentions when the brand caused the service failure. A potentially explaining factor can be the argumentation made by Saavedra Torres et al. (2021). They argue that a single performance under expectations, e.g., a service failure, is not impactful enough. Therefore, due to the brand causing the service failure, the direct effect of negative emotions disappears on platform loyalty intentions but does not become significant on brand loyalty intentions. Thus, to potentially see a stronger effect of negative emotions, a customer needs to experience either a more severe service failure or multiple services failures in a row before the loyalty intentions are negatively affected.

5.1.3 Controllability

Within the study, multiple other effects, besides the effect of locus of causality of the platform, were hypothesised to directly affect negative emotions. In both scenarios, few effects were found. Controllability did not have a significant effect on negative emotions, regardless of who caused the service failure. Previous literature has established this relationship, e.g., Van Vaerenbergh et al. (2014). However, within this study, controllability did not affect any of the variables. A potential explaining factor could be the low Cronbach's alpha of scale, affecting the reliability (Field, 2013). Therefore, the results need to be interpreted hesitantly. Taking this limitation into account, the study results suggest that the controllability of a service failure does influence negative emotions.

5.1.4 Initial trust

The study hypothesised a direct effect of both forms of initial trust on negative emotions. However, the study did not find these effects. These findings are consistent with the findings of Mody et al. (2020). Who highlight that trust has a nuanced effect in a post-failure context and did not find a direct

effect on negative emotions. In other words, the effect of neither initial platform trust nor initial brand trust does lead to customers developing less negative emotions. Therefore, including the effect of initial trust does not create a better understanding of negative emotions after a service failure. It implies that investing in trust before the service does not help with reducing the negative emotions experienced. However, investing in initial trust does help in positively influencing loyalty intentions. Three out of four hypotheses regarding the direct positive effect of initial brand trust on loyalty intentions were accepted. Therefore, this study provides empirical support for the inclusion of initial trust within a service failure context. Brands need to be aware that customers experiences, initial trust, can help significantly reduce the effect of service failure on their loyalty intentions. While similarly, for a platform, the initial platform trust can help reduce negative emotions on platform loyalty intentions when the platform causes the service failure.

5.1.5 Purchasing frequency

The study showed a negative effect of purchasing behaviour when the brand had caused the service failure. When a consumer has a higher frequency in purchasing the brand, there is a negative effect on brand loyalty intentions. Furthermore, the frequency of purchasing at the platform also had a significant negative effect on the platform loyalty intentions. This implies that when customers are frequent shoppers at either the brand or the platform, their loyalty intentions are negatively affected. Thus, frequent shoppers are more severely affected by service failure than customers who purchase less frequently. This effect was not seen in the regression analysis when the platform caused the service failure. These results imply that a service failure caused by the brand has a more severe effect on frequent shoppers than a service failure caused by the platform.

5.1.6 The Spillover effect

Untangling the two different actors within the research, the brand and the platform, the results clearly show that none of the variables associated with the brand had a spillover effect on platform loyalty intentions and vice versa. None of the variables associated with the platform had a spillover effect on brand loyalty. For example, the initial brand trust did not affect the loyalty intentions towards the platform. It implies that initial platform trust and initial brand trust are two different concepts, and customers can distinguish between different actors when information about the locus of causality is provided. Moreover, the spillover effect from platform loyalty intentions towards brand loyalty intentions was not found. Thus, a brand does not directly benefit when present on a platform with higher loyalty intentions.

5.1.7 Research question

To conclude and answer the main research question, the effect of service failure on platform loyalty intentions and brand loyalty intentions differs based upon who caused the service failure. Consistently, the locus of causality and initial trust play an important role in explaining the effect of service. Within the model, the platform loyalty intentions are negatively affected if the locus of causality of the platform is higher, which can be reduced by initial platform trust if the platform had caused the service failure. The effect of service failure on brand loyalty intentions can be significantly reduced for a brand if the initial brand trust of a customer is higher.

5.2 Theoretical implications

The goal of the study was to add to the existing service failure literature. Therefore, the introduction of this report highlighted multiple theoretical gaps. This study focussed on filling these gaps. Specifically, a limited number of authors have made the division between brand loyalty intentions and platform loyalty intentions within a service failure context. This study helps untangle the relationship. As a first contribution, the results show that it is not recommended to include a spillover effect between a platform and a brand. Within this context, the results show that the two actors are unrelated. These findings are important because they contradict the findings of (Abbes et al., 2020). Who did find a significant spillover effect in a collaborative platform context. Moreover, it fulfils the direction of future research suggested by (Van Vaerenbergh et al., 2014).

As a second contribution, the study included the effect of locus of causality for two external parties. Extant literature on this dimension of attribution theory is relatively limited. This study suggests the inclusion of the dimension due to its direct effect on specifically loyalty intentions. Moreover, the locus of causality can have a potentially positive effect on negative emotions. Additionally, within a two-sided platform context, the study supports the results of Abbes et al. (2020) that a platform generally receives the blame from consumers.

Furthermore, the study included two types of initial trust. It highlights the importance of the direct effect of initial brand trust and initial platform trust. It gives a novel perspective on how a pre-existing belief affects service failure. Namely, reducing the effect of the service failure. Therefore, it is recommended to consider pre-existing beliefs when assessing service failure. Lastly, the study emphasizes the importance of the inclusion of the purchase frequency of all actors involved. Specifically, in a platform context, it can explain a reduction in loyalty intentions.

5.3 Managerial implications

The study not only extends the current literature but also highlights the difference between two actors, the platform and brand. The segregation of these two actors creates several insights for managers.

First of all, trust is an important factor in an online platform context. Initial trust can help reduce the negative effects of a service failure. Thus for both actors, it's advisable to invest in becoming a trusted party for the consumers, a party in which the consumer has confidence, for example, by investing in direct contact points where the consumer can go to if potential issues arise. By creating an environment where contact is more easily established with the consumers, the platform and the brand can enhance the initial customer's trust (Mody et al., 2020). For both actors, it is important to inform customers that if they did not cause the service failure, the customers are aware that their actions did not lead to the service failure. This will reduce the impact on loyalty intentions. This is in line with the managerial recommendations of Van Vaerenbergh et al. (2014), who recommend providing information accurately and on time, with a clear explanation to customers.

Moreover, the study recognizes an effect of purchase frequency. It indicates that consumers who purchase more often and experience a service failure caused by the brand become less loyal. This could be a potential indicator that a customer requires more attention after a service failure. Thus, a notification system when a customer, who purchases often, experiences a service failure could potentially increase customer loyalty intentions.

Lastly, it is advisable for a platform to strictly manage brands who interact via their platform with customers. A service failure that is not caused by them still has a significant negative impact—thus monitoring the service failures caused by brands. An example in practice is Bol.com, which makes daily updates about their service expectations, with recommendations, e.g., recommending to increase the delivery time due to delivery partners being overloaded (Bol.com, 2021).

6 Limitations and further research

This study is subject to a number of limitations. First of all, the sampling method was based upon convenient sampling with a snowballing method. Therefore, a significant amount of the data was collected from respondents who had a relation to the researcher due to the COVID-19 pandemic and the COVID-19 measures in The Netherlands, e.g., a maximum number of visitors in a day. It was difficult to collect a diverse sample. The sample mainly consisted of higher educated participants under the age of twenty-five. Moreover, the sample collected is limited. These factors reduce the generalizability of the results. Therefore, it would be interesting to replicate the study with a larger sample.

Secondly, the study used two existing companies; both companies have existing characteristics and expectations from customers. In the study, most respondents purchased once a quarter at the platform, while most respondents had never purchased a product from the brand in the past five years. Moreover, both companies scored above average on initial trust (platform $M = 5.12$, $SD = 0.82$, brand $M = 4.98$, 1.23). Due to these specific characteristics of the used companies, the generalizability of the study decreased. A potential avenue for future research is to compare a sample in which the brand is purchased more often or where the trust in the brand is lower.

Furthermore, the Cronbach's alpha of the scale of controllability was low; it did not meet the minimum requirement of 0.7 (Joseph F. Hair et al., 2019). Therefore, the internal consistency of the measurement was low. Thus, the results regarding the effect of controllability are less reliable since the scale had a low internal consistency. This limits the generalizability of the results.

Additionally, the sample used a scenario with a cross-sectional data approach. A longitudinal approach would show how consumer loyalty develops after the service failure—providing an insight into the customer's actual behaviour (Saavedra Torres et al., 2021). Furthermore, a sample with actual data of customers who perceived failure could provide a more accurate insight into the effect of service on loyalty intentions. Specifically because this research only included the brand and the platform. Other actors might also have an impact.

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Appendix

A. Example website Bol.com

The screenshot was taken on 09 August 2021 from Bol.com (n.d.)

Figure 4: Screenshot Bol.com



The red circle highlights the text who is selling the product.

B. Survey items

Figure 5: Survey items

Author	Construct	Scale
Saavedra Torres et al. (2021)	Controllability attributions	Based on the scenario, the cause of the delay was likely to be: Highly controllable – uncontrollable
	Note: Adapted into a 7 point scale	The cause of the delay was: preventable (by the brand) – unpreventable (by the brand)
Moliner-Velázquez et al. (2015)	Locus of causality	In general, Bol.com was responsible for the problems I experienced
		The problem's that I encountered were all the fault of bol.com
		In general, a third party was responsible for the problems I experienced
		The problems that I encountered were all the fault of the third party
Saavedra Torres et al. (2021)	Negative emotions	Think about the way you felt when the problem arose. Indicate the extent to which you have experienced the following emotions
		Disappointed
		Dissatisfaction
		Frustration
		Angry
Dewitt et al. (2008); Mody et al. (2020)	Trust	The firm puts the customer's interests first.
		I can count on the firm to respond to my requests.
		The firm can be relied upon to keep its promises.
Abbes et al. (2020); Mattila et al. (2014); Zeithaml et al. (1996)	Loyalty intention	Say something positive things about [platform/brand name]
		Recommend [platform/brand name] to someone who seeks your advice
		Encourage friends and relatives to do business with [platform/brand name]
		Consider XYZ your first choice to buy [services]
		Do more business with [platform/brand name] in the next few years

C. Scenarios

For your upcoming holiday, you wanted to purchase a camera. After browsing Bol.com, you selected a camera from Canon. The camera matched all your expectations and would be delivered just before you left since the stated delivery time was seven days. After four days, you noticed that the camera had not been shipped yet.

Therefore, you contacted Bol.com to ask when the camera would be delivered. The person you spoke to said that plenty of stock was available in the warehouse. Thus, he would contact the Bol.com warehouse and request that the camera would be sent immediately. The camera takes a few more days to be shipped and is not delivered in time for your holiday.

The person you spoke to said that the product was being sold by the third party, Canon and that he could transfer your request to them. The customer service representative of Canon said that he would contact their warehouse and request that the camera would be sent immediately. The camera takes a few more days to be shipped and is not delivered in time for your trip.

D. Survey

Beste lezer,

Bedankt dat u tijd wilt besteden aan het invullen van mijn survey. Ik ben Michiel Westra en op het moment bezig met mijn afstudeerscriptie aan de Radboud Universiteit voor mijn Master Marketing.

De vragenlijst gaat over producten die besteld worden via bol.com. Specifiek, een fotocamera die te laat geleverd wordt. Hiervoor beschrijf ik een kort scenario. Vervolgens treft u enkele stellingen en vragen aan waarop u gevraagd wordt te reageren. De vragenlijst duurt maximaal vijf minuten en zal anoniem verwerkt worden.

Het invullen van de vragenlijst is volledig vrijwillig en u kan op elk moment stoppen. In de enquête worden twee bedrijfsnamen gebruikt, de informatie wordt niet gedeeld met de genoemde bedrijven. Deze bedrijven zijn op geen enkele wijze betrokken bij dit onderzoek.

Mocht u verder nog vragen hebben dan kunt u mailen naar:
Michiel.westra@student.ru.nl

Nogmaals bedankt voor het invullen van de vragenlijst,
Michiel Westra

0: Ik bevestig dat ik 18 jaar of ouder ben en ga akkoord met het anoniem verwerken van mijn antwoorden.

In het scenario worden twee verschillende merken gebruikt namelijk Canon en bol.com.

bol.com is een online retail website met een miljoenen assortiment in tientallen productcategorieën, met focus op non-food.

Canon Inc. is een Japanse producent van optische en elektronische apparatuur waaronder fotocamera's, videocamera's, printers, kopieerapparaten en medische apparatuur.

De volgende vragen gaan over deze twee merken.

Hoe vaak winkelt u bij **bol.com**?

- ☐ Wekelijks
- ☐ Maandelijks
- ☐ Eens per kwartaal
- ☐ Jaarlijks
- ☐ (Bijna) Nooit

In hoeverre bent u het eens met de volgende uitspraken over **bol.com**?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
bol.com zet het belang van u als klant voorop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb vertrouwen in de dienstverlening van bol.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vertrouw erop dat bol.com zijn afspraken nakomt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre bent u het eens met de volgende uitspraken over **Canon**?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Canon zet het belang van u als klant voorop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb vertrouwen in de producten van Canon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vertrouw erop dat Canon zijn afspraken nakomt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hoe vaak heeft u de laatste vijf jaar een product gekocht van **Canon**?

- ☐ Vaker dan zeven keer
- ☐ 5 of 6 keer
- ☐ 3 of 4 keer
- ☐ 1 of 2 keer
- ☐ Nog nooit

Voor uw vakantie wilt u graag een fotocamera aanschaffen. Daarom bekijkt u meerdere camera's bij bol.com en selecteert u een camera van Canon. De camera voldoet aan al uw verwachtingen en wordt volgens de website geleverd **enkele dagen voordat** u vertrekt. De verwachte levertijd is zeven dagen. Na vier dagen is de camera nog niet verzonden.

Daarom neemt u contact op met bol.com met **de dringende vraag** of de camera op tijd geleverd kan worden. De bol.com medewerker vertelt dat het product **verzonden wordt door Canon** en dat u contact op moet nemen met hen en geeft u het telefoonnummer. De Canon medewerker zegt dat er genoeg voorraad is in hun eigen magazijn. Hij zal het magazijn vragen de camera **direct te verzenden**. Uiteindelijk wordt de camera pas na een paar dagen verzonden en is deze **niet op tijd** gearriveerd voor uw vakantie.

Hieronder ziet u de camera.

Canon PowerShot SX540 HS - Zwart

Lichte en flexibele brigdecamera geschikt voor alle fotomomenten

Merk: [Canon](#) | Serie: [Canon PowerShot](#) | ★★★★★ 4,6/5 (62 reviews) | [Delen](#)

Verkoop door [Canon](#)



In hoeverre bent u het eens met de volgende uitspraken?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
De camera is te laat bezorgd vanwege omstandigheden die beheersbaar waren.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De oorzaak van de vertraging was te voorkomen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bol.com is verantwoordelijk voor het te laat leveren van de camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alle problemen die ik heb ervaren waren de fout van bol.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canon is verantwoordelijk voor het te laat leveren van de camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alle problemen die ik heb ervaren waren de fout van Canon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Als u zichzelf in het scenario verplaatst en dit overkomt u, welke emoties roept dit bij u op?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Teleurstelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ontevredenheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frustratie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boosheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Na het lezen van het scenario, in hoeverre bent u het eens met de volgende uitspraken over **bol.com**?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik ben positief over bol.com	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik raad bol.com aan als iemand mij om advies vraagt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik beveel vrienden en familie sterk aan om iets bij bol.com te kopen	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als ik iets online nodig heb dan is bol.com mijn eerste keuze	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De kans is groot dat ik iets bij bol.com koop de komende jaren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Na het lezen van het scenario, in hoeverre bent u het eens met de volgende uitspraken over **Canon**?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik ben positief over Canon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik raad Canon aan als iemand mij om advies vraagt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik beveel vrienden en familie sterk aan om een product van Canon te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als ik een fotocamera nodig heb is Canon mijn eerste keuze	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De kans is groot dat ik een product van Canon koop de komende jaren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre bent u het eens met de volgende uitspraken?

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Het gepresenteerde scenario was realistisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het was makkelijk om mijzelf te verplaatsen in het scenario	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wat is uw leeftijd?

Wat is uw geslacht?

☐ Man

☐ Vrouw

☐ Anders

Wat is uw hoogst genoten opleiding?

- ☐ Basisonderwijs
- ☐ Middelbare school
- ☐ Middelbaar beroepsonderwijs MBO
- ☐ Hoger beroepsonderwijs HBO
- ☐ Wetenschappelijk onderwijs WO of hoger

Wat is uw nationaliteit

- ☐ Nederlands
- ☐ Duits
- ☐ Anders

Heeft u nog iets toe te voegen?



E. Manipulation test

Figure 6: group statistics

Group statistics		N	Mean	Std. Deviation	Std. Error Mean
Locus of causality brand	Platform	77.000	2.597	1.560	0.178
	Brand	73.000	4.205	1.581	0.185
Locus of causality platform	Platform	77.000	5.390	1.329	0.151
	Brand	73.000	4.623	1.641	0.192

Figure 7: Levene's test for manipulation

Levene's Test for Equality of Variances		F	Sig.
Locus of causality brand	Equal variances assumed	0.027	0.870
	Equal variances not assumed		
Locus of causality platform	Equal variances assumed	5.836	0.017
	Equal variances not assumed		

Figure 8: T-test for manipulation

t-test for Equality of Means		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Locus of causality brand	Equal variances assumed	-6.269	148.000	0.000	-1.608	0.257	-2.115	-1.101
	Equal variances not assumed	-6.267	147.343	0.000	-1.608	0.257	-2.115	-1.101
Locus of causality platform	Equal variances assumed	3.150	148.000	0.002	0.766	0.243	0.286	1.247
	Equal variances not assumed	3.133	138.626	0.002	0.766	0.245	0.283	1.250

F. Factor and reliability analysis

Factor Correlation Matrix								
Factor	1	2	3	4	5	6	7	8
1	1.000	-.026	-.032	-.293	-.145	.098	-.344	.160
2	-.026	1.000	-.175	.019	-.237	-.192	.017	-.133
3	-.032	-.175	1.000	.055	-.139	.180	-.207	.217
4	-.293	.019	.055	1.000	.074	-.106	.000	-.262
5	-.145	-.237	-.139	.074	1.000	-.110	.292	-.088
6	.098	-.192	.180	-.106	-.110	1.000	-.156	.296
7	-.344	.017	-.207	.000	.292	-.156	1.000	-.024
8	.160	-.133	.217	-.262	-.088	.296	-.024	1.000

The factor matrix correlation showed a value greater than 0.3. Thus an oblim rotation was applied.

KMO and Barlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	2241.347
	df	325
	Sig.	.000

KMO is .765, and Barlett's is significant. Therefore, the factor analysis can be continued.

Communalities

	Initial	Extraction
trust_bol_1	.591	.584
trust_bol_2	.719	.848
trust_bol_3	.682	.708
trust_canon_1	.416	.291
trust_canon_2	.531	.625
trust_canon_3	.546	.737
Brand loyalty intentions 1	.683	.642
Comb_brandloyalty_2	.775	.771
Comb_brandloyalty_3	.814	.841
Comb_brandloyalty_4	.678	.705
Comb_brandloyalty_5	.545	.505
Comb_control_1	.282	.240
Comb_control_2	.511	.719
Comb_negemotions_1	.464	.509
Comb_negemotions_2	.634	.671
Comb_negemotions_3	.659	.804
Comb_negemotions_4	.564	.547
Comb_platformloyalty_1	.633	.637
Comb_platformloyalty_2	.756	.692
Comb_platformloyalty_3	.816	.820
Comb_platformloyalty_4	.610	.614
Comb_platformloyalty_5	.528	.498
Comb_locusBol_1	.668	.741
Comb_locusBol_2	.683	.733
Comb_locusCanon_1	.729	.827
Comb_locusCanon_2	.740	.756

Extraction Method: Principal Axis Factoring.

Based upon these results, the following factor matrix was created.

Construct	Loading	Mean	SD
Initial Platform trust			
Initial platform Trust 1	-0.737	4.46	1.390
Initial platform Trust 2	-0.925	5.33	1.430
Initial platform Trust 3	-0.795	5.57	1.320
Negative emotions			
Negative emotions 1	0.574	6.05	1.045
Negative emotions 2	0.798	5.91	1.121
Negative emotions 3	0.884	5.80	1.159
Negative emotions 4	0.643	4.95	1.460
Controllability			
Control 1	0.402	5.08	1.805
Control 2	0.872	5.86	1.129
Initial Brand trust			
Initial Brand trust 1	-0.737	4.53	.929
Initial Brand trust 2	-0.925	5.28	1.088
Initial Brand trust 3	-0.795	5.14	1.057
Brand loyalty intentions			
Brand loyalty intentions1	0.709	4.43	1.425
Brand loyalty intentions 2	0.809	4.43	1.284
Brand loyalty intentions 3	0.882	4.22	1.204
Brand loyalty intentions 4	0.806	4.20	1.304
Brand loyalty intentions 5	0.691	3.82	1.95
Platform loyalty intentions			
Platform loyalty intentions 1	0.668	3.91	1.463
Platform loyalty intentions 2	0.835	4.26	1.439
Platform loyalty intentions 3	0.898	3.84	1.438
Platform loyalty intentions 4	0.724	4.00	1.604
Platform loyalty intentions 5	0.689	5.23	1.608

Brand loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Comb_brandloyalty_1	16.6600000	18.964	.705	.865
Comb_brandloyalty_2	16.6666667	19.459	.762	.851
Comb_brandloyalty_3	16.8733333	19.574	.818	.841
Comb_brandloyalty_4	16.8800000	19.529	.737	.857
Comb_brandloyalty_5	17.2666667	20.130	.612	.887

Platform loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.883	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Comb_platformloyalty_1	17.1866667	27.106	.689	.864
Comb_platformloyalty_2	16.8400000	26.377	.758	.849
Comb_platformloyalty_3	17.2533333	25.855	.808	.838
Comb_platformloyalty_4	17.0933333	25.683	.708	.860
Comb_platformloyalty_5	15.8666667	26.479	.644	.876

Negative emotions

Reliability Statistics

Cronbach's Alpha	N of Items
.826	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Comb_negemotions_1	16.6800000	10.300	.569	.816
Comb_negemotions_2	16.8266667	8.976	.728	.749
Comb_negemotions_3	16.9266667	8.659	.750	.736
Comb_negemotions_4	17.7866667	7.994	.607	.819

Locus of causality brand

Reliability Statistics

Cronbach's Alpha	N of Items
.882	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Comb_locusCanon_1	3.6533333	3.758	.792	.
Comb_locusCanon_2	3.1066667	3.170	.792	.

Locus of causality Bol.com

Reliability Statistics

Cronbach's Alpha	N of Items
.817	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Comb_locusBol_1	4.5133333	3.392	.707	.
Comb_locusBol_2	5.5200000	2.171	.707	.

Controllability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Comb_control_1	5.8800000	1.274	.387	.
Comb_control_2	5.0666667	3.351	.387	.

Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.514	2

Spearman-brown coefficient

Reliability Statistics

Cronbach's Alpha	Part 1	Value	1.000
		N of Items	1 ^a
	Part 2	Value	1.000
		N of Items	1 ^b
	Total N of Items		
Correlation Between Forms			.387
Spearman-Brown Coefficient	Equal Length		.558
	Unequal Length		.558
Guttman Split-Half Coefficient			.514

a. The items are: Comb_control_1

b. The items are: Comb_control_2

Brand trust

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.732	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
trust_brand_1	10.41	3.761	.428	.184	.788
trust_brand_2	9.66	2.736	.628	.441	.564
trust_brand_3	9.81	2.788	.641	.449	.548

Platform trust

Reliability Statistics

Cronbach's Alpha	N of Items
.865	3

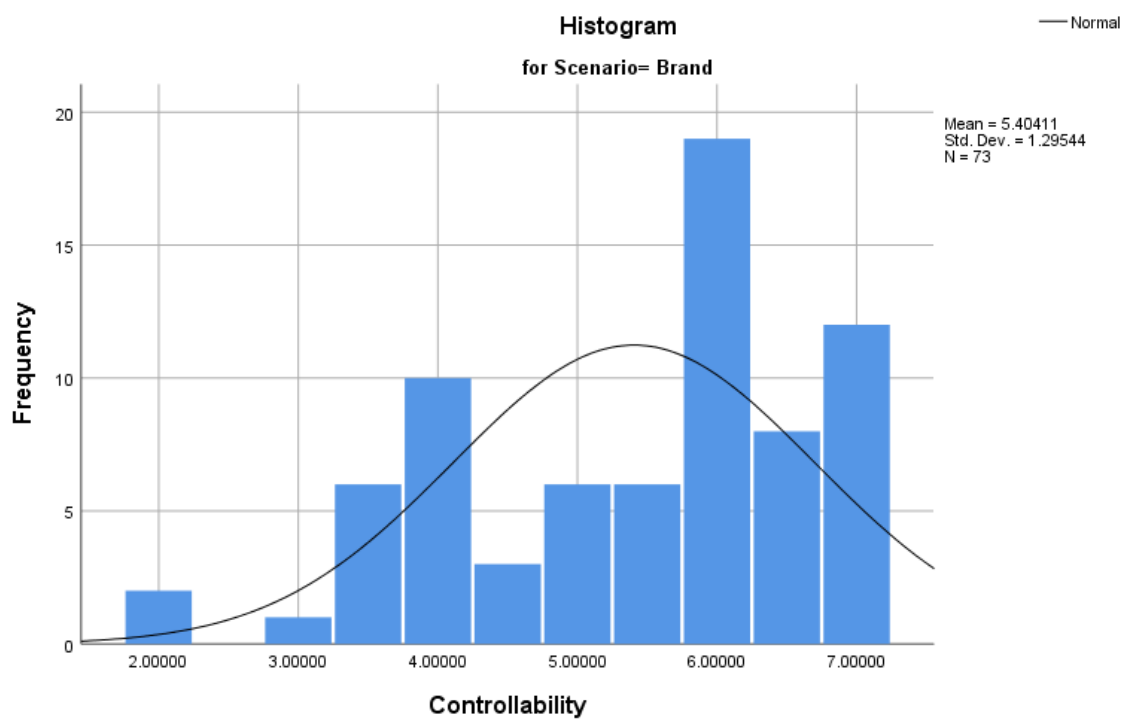
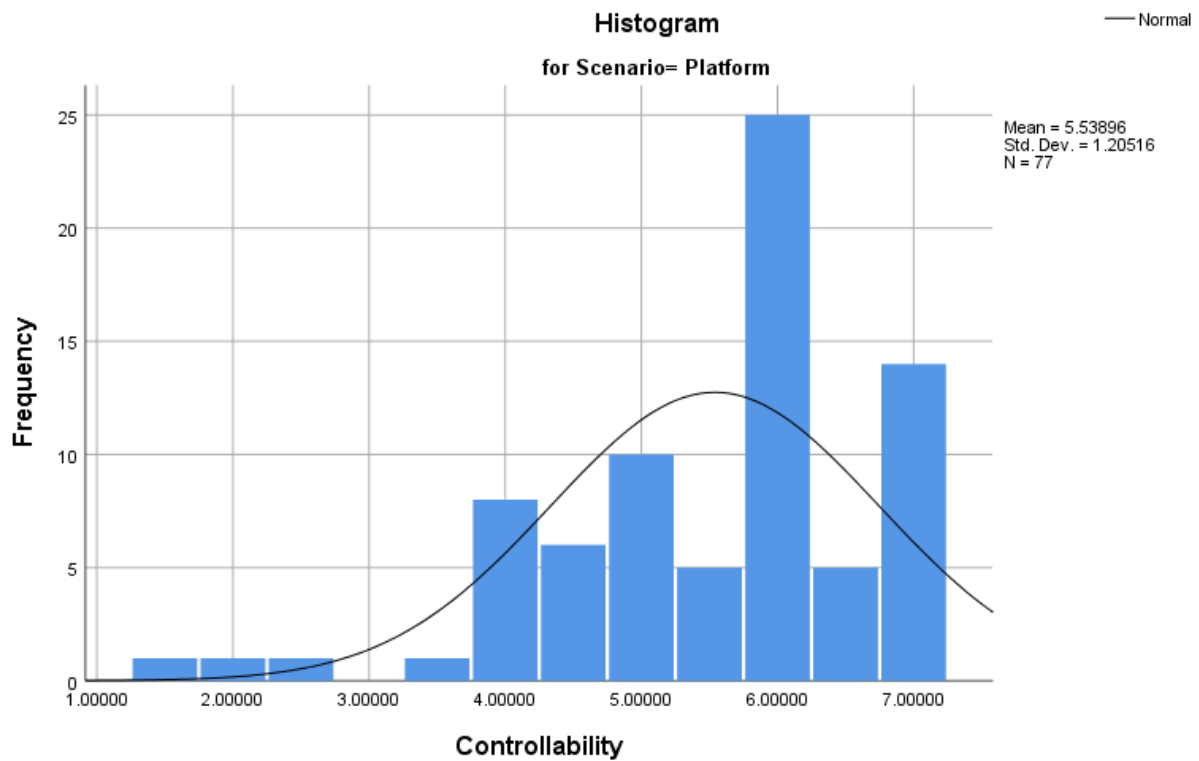
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
trust_platform_1	10.88	6.683	.697	.853
trust_platform_2	10.19	5.911	.805	.751
trust_platform_3	9.93	6.868	.734	.820

G. Overview Variables

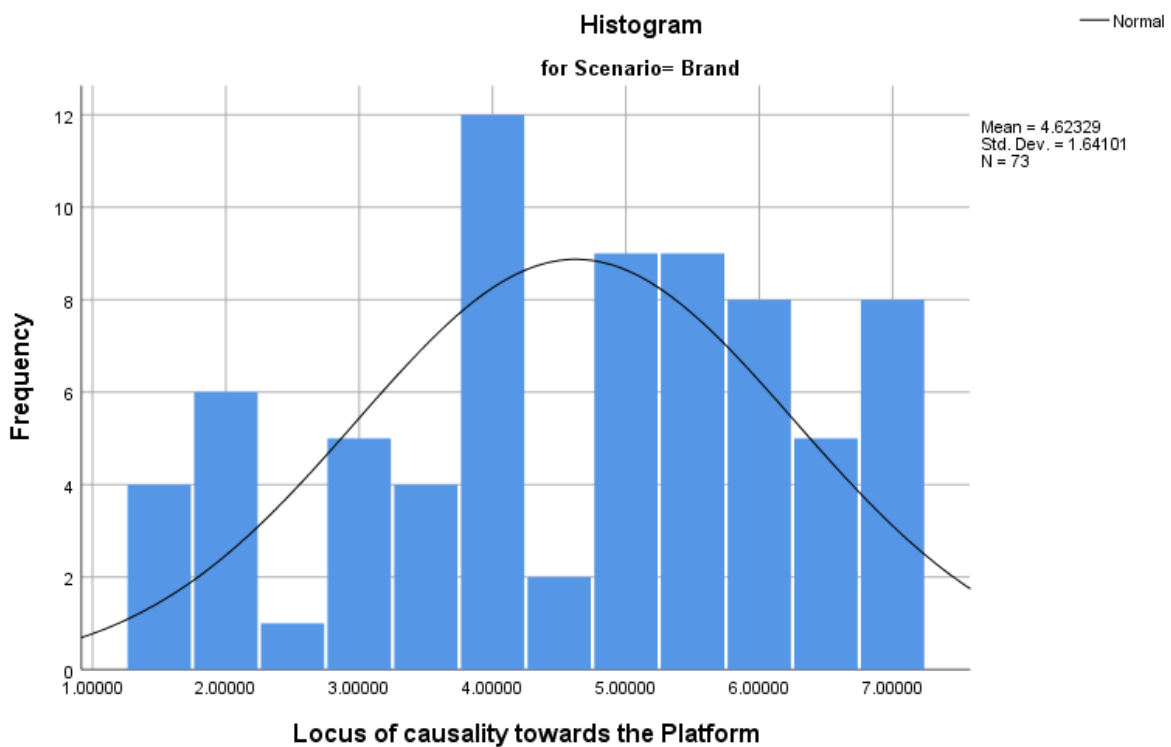
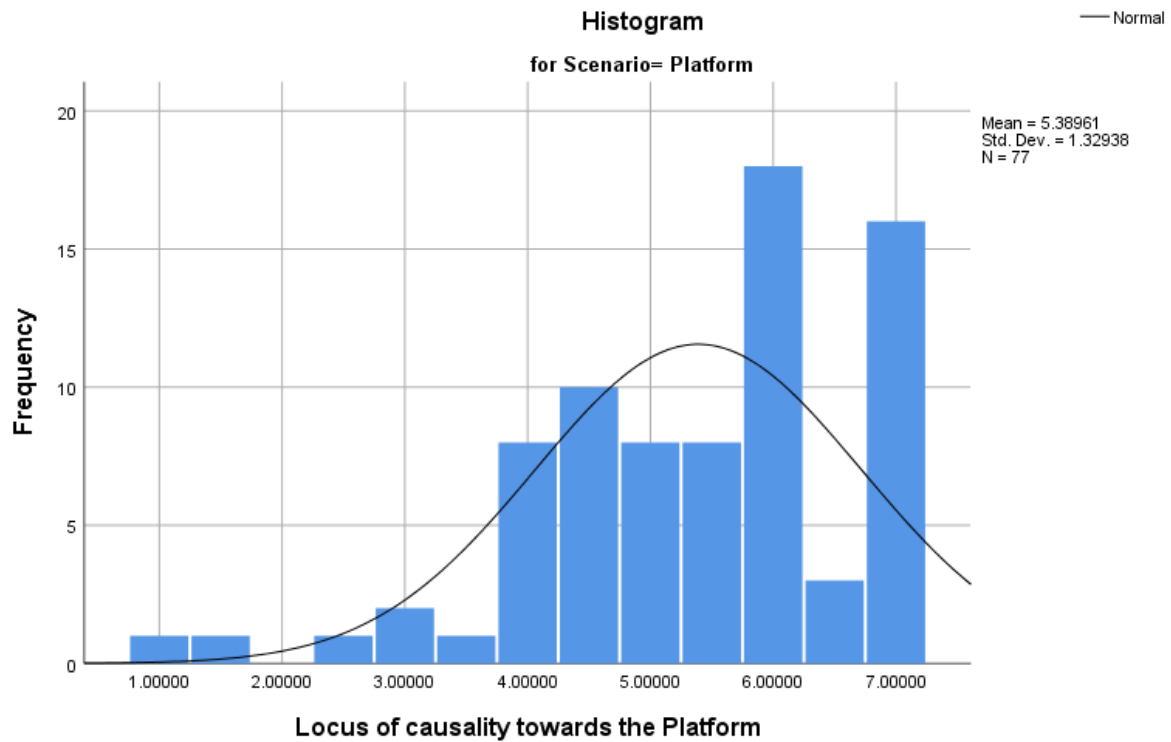
Controllability

Figure 9: Histogram controllability, platform scenario & brand



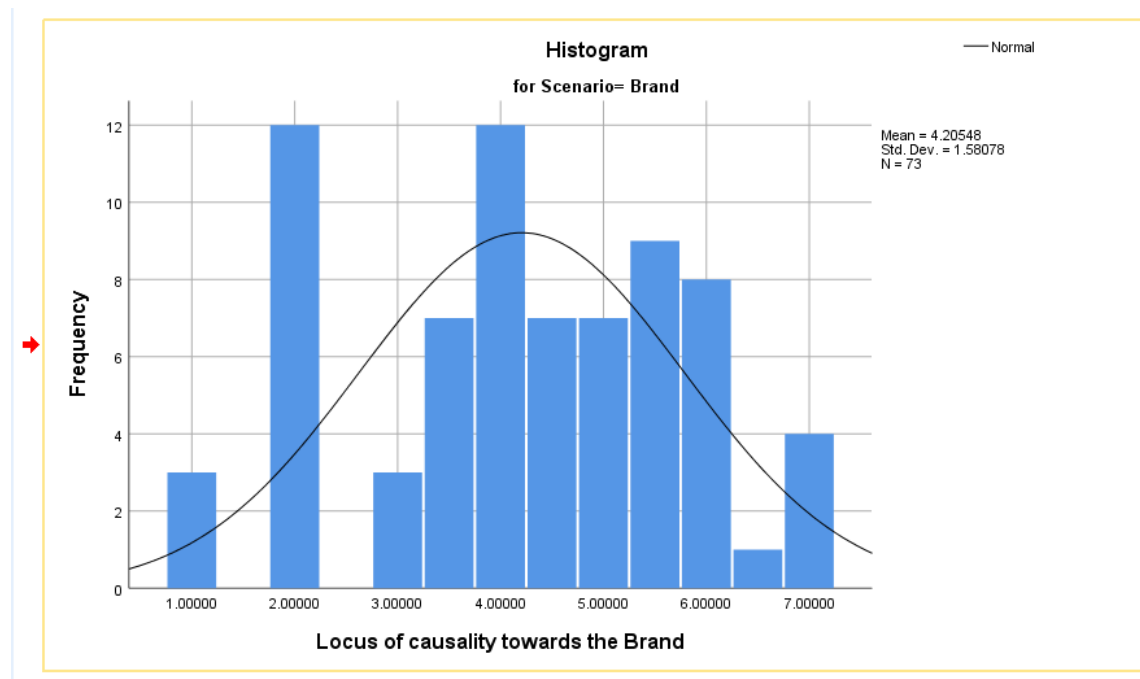
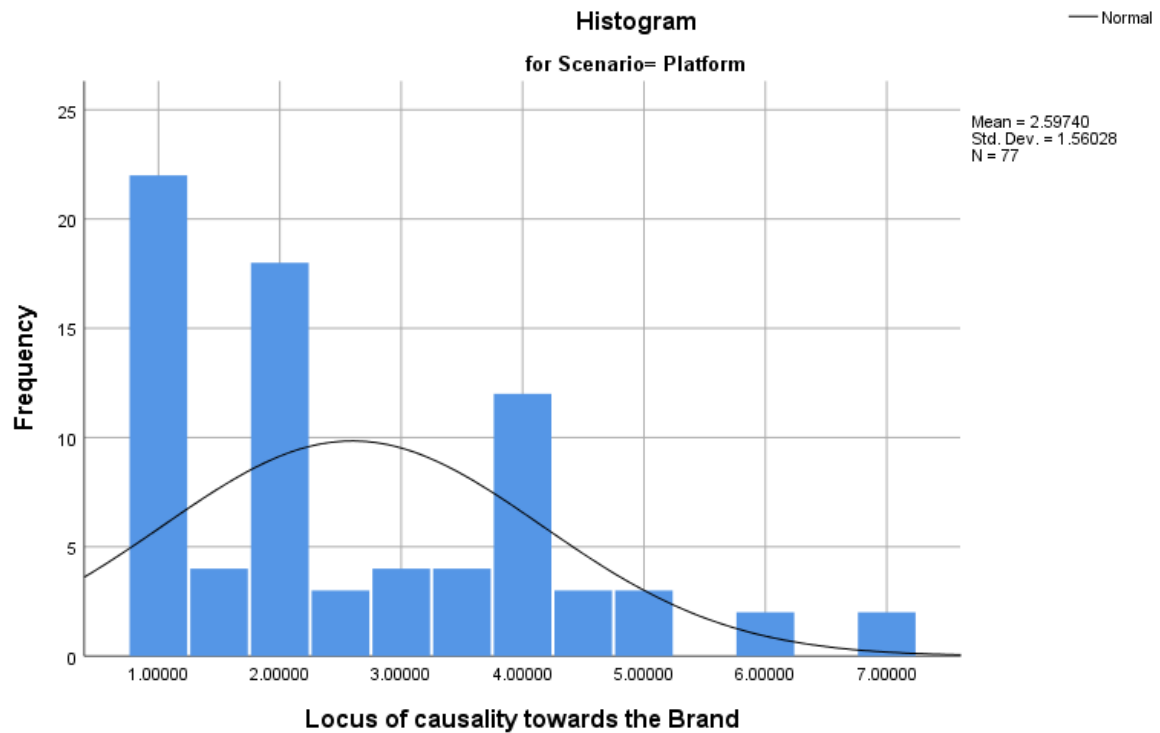
Locus of causality towards the platform

Figure 10: histogram locus of causality



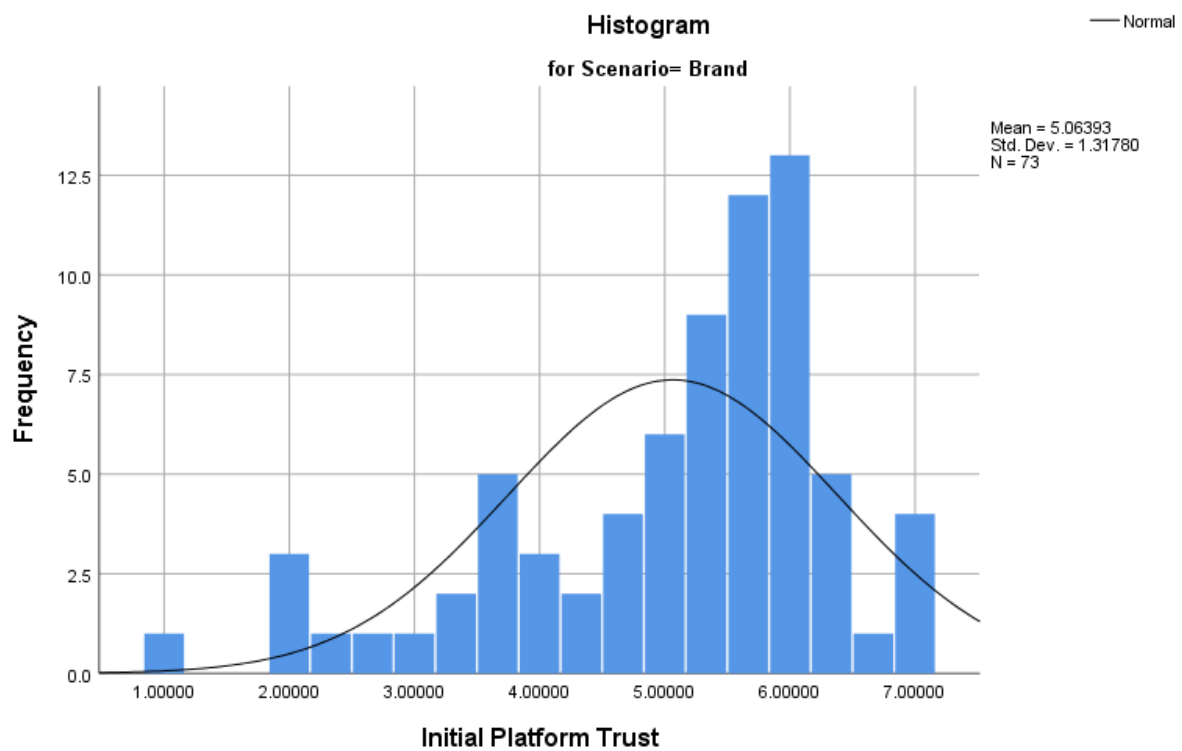
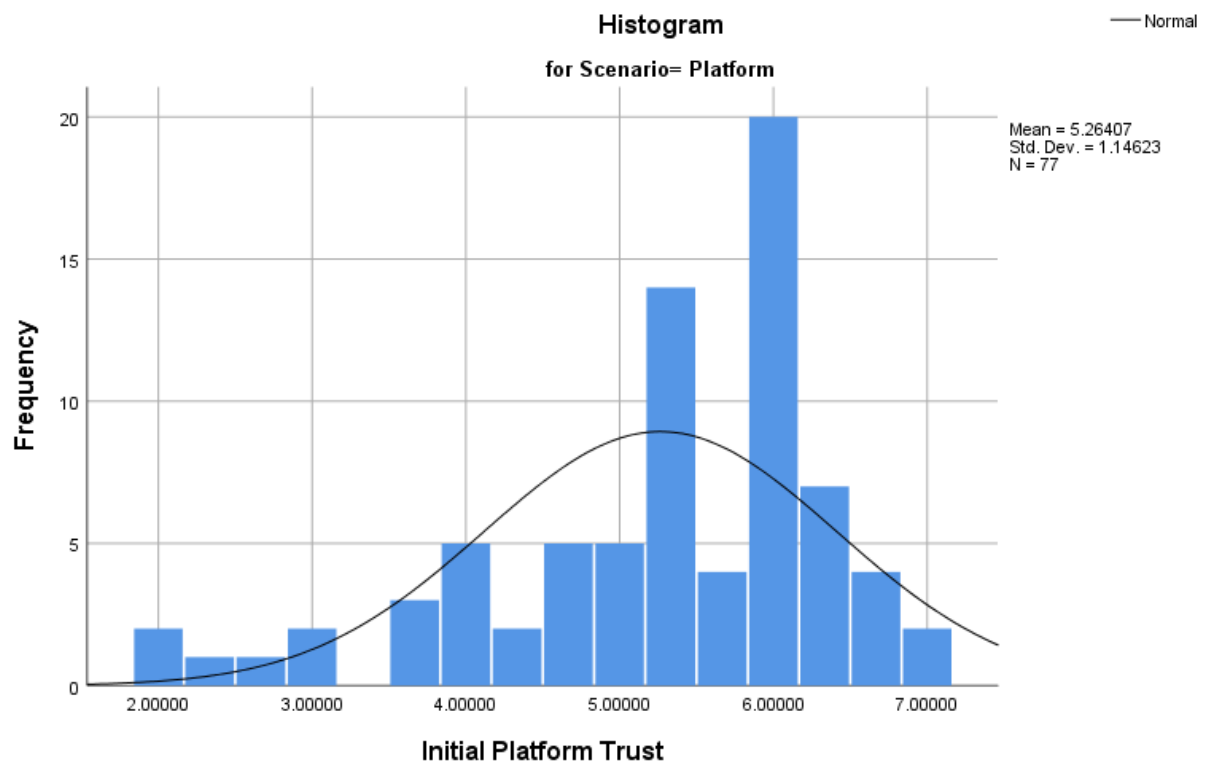
Locus of causality towards the brand

Figure 11: histogram locus of causality towards the brand



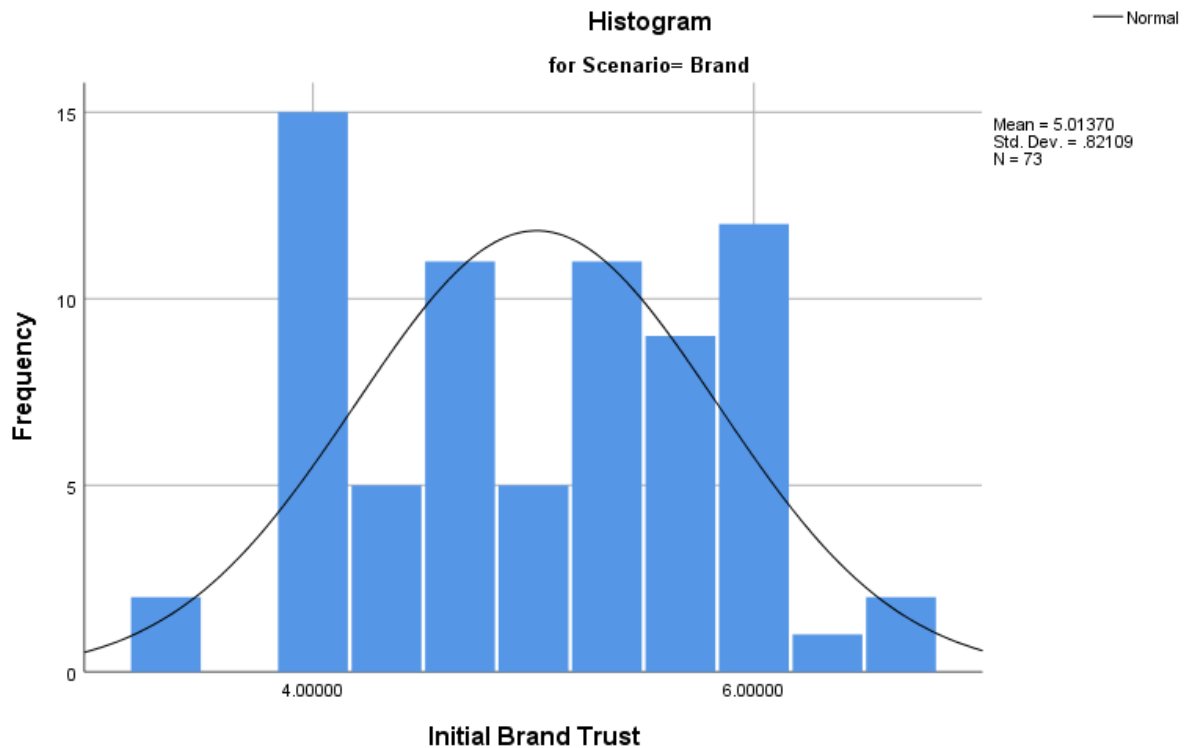
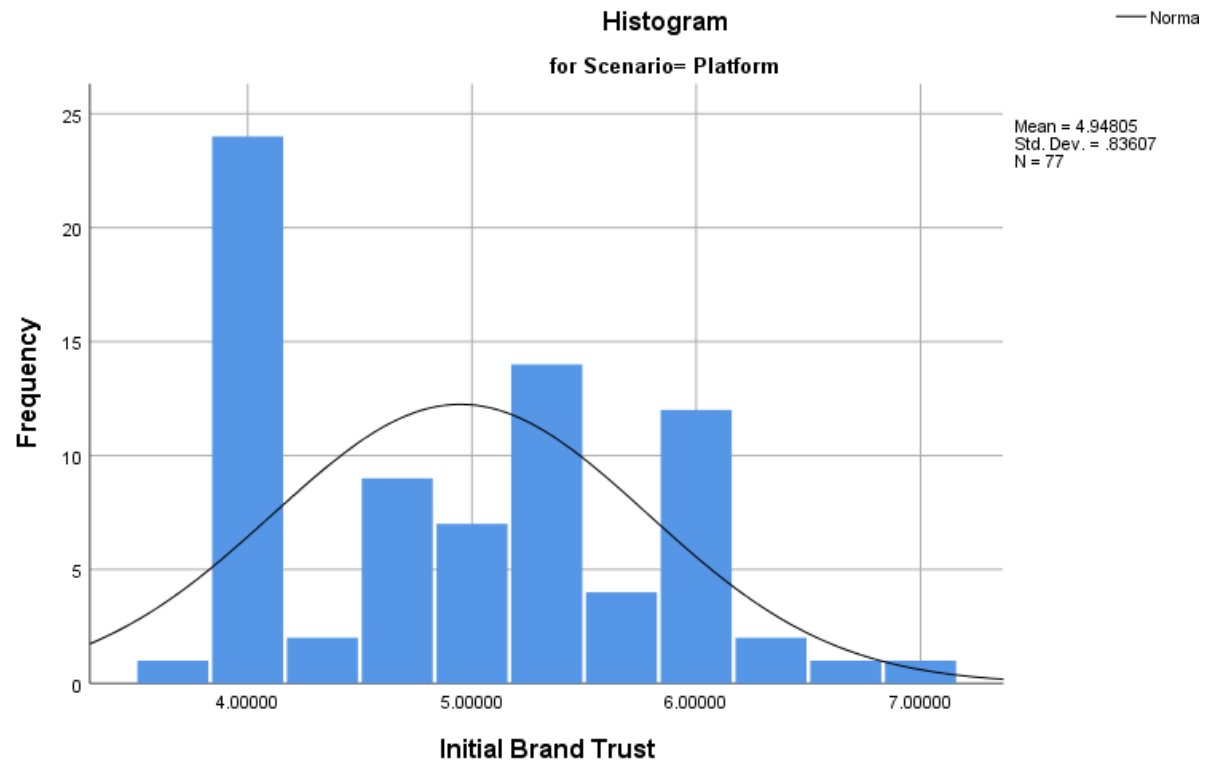
Initial platform trust

Figure 12: Histogram initial platform trust



Initial brand trust

Figure 13: Histogram initial brand trust



Negative emotions

Figure 14: Histogram negative emotions

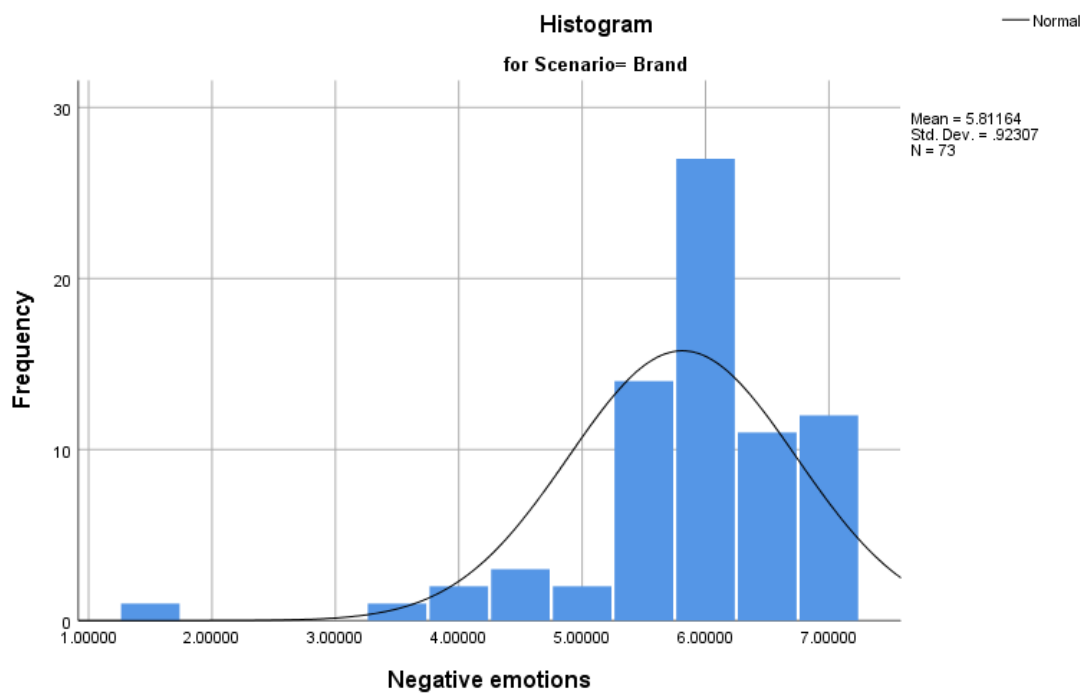
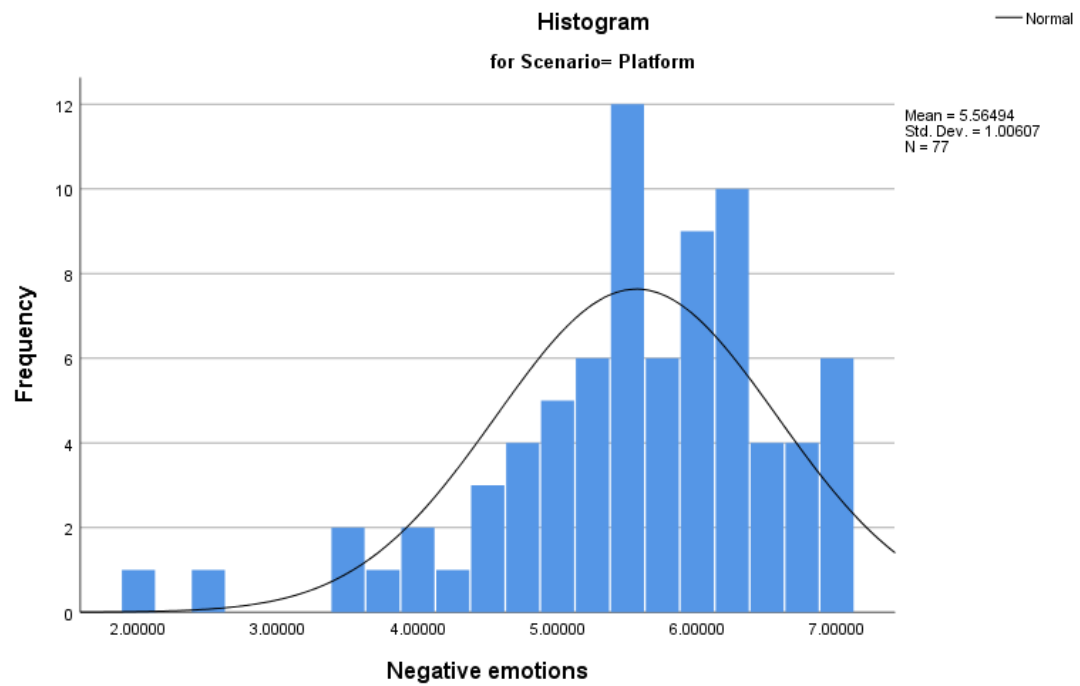


Figure 15: Scatterplot negative emotions

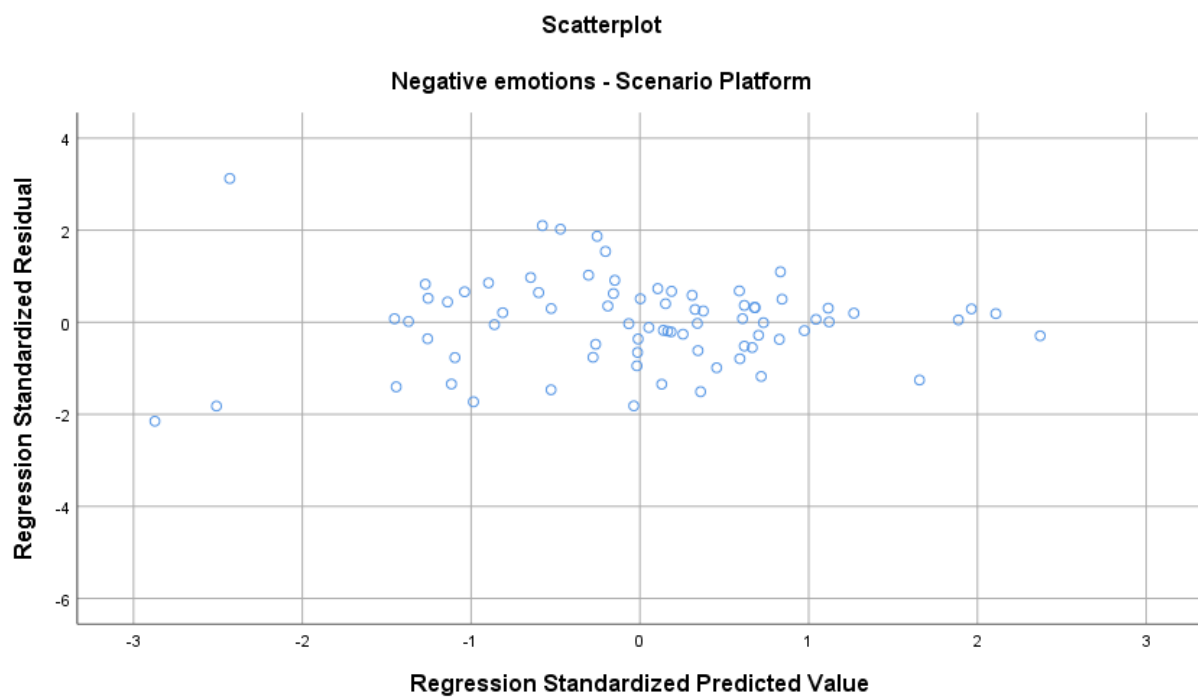
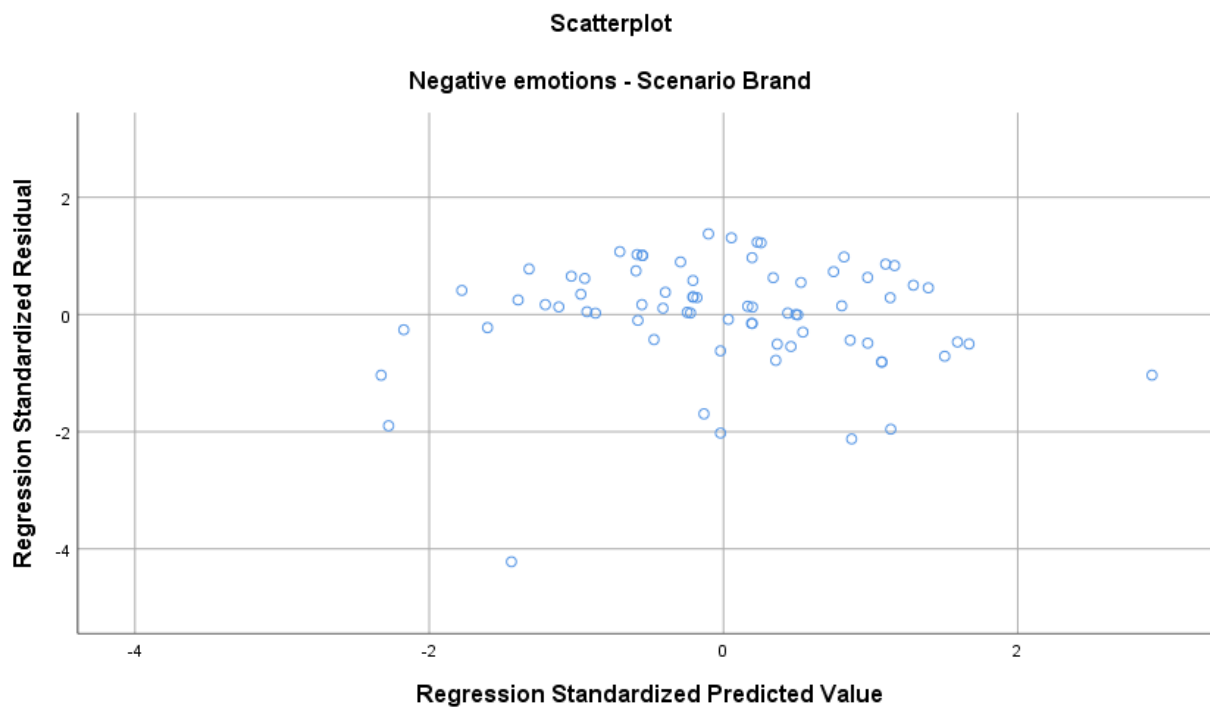


Figure 16: Normal P-P plot negative emotions scenario platform

Normal P-P Plot of Standardized Residual for Selected Cases

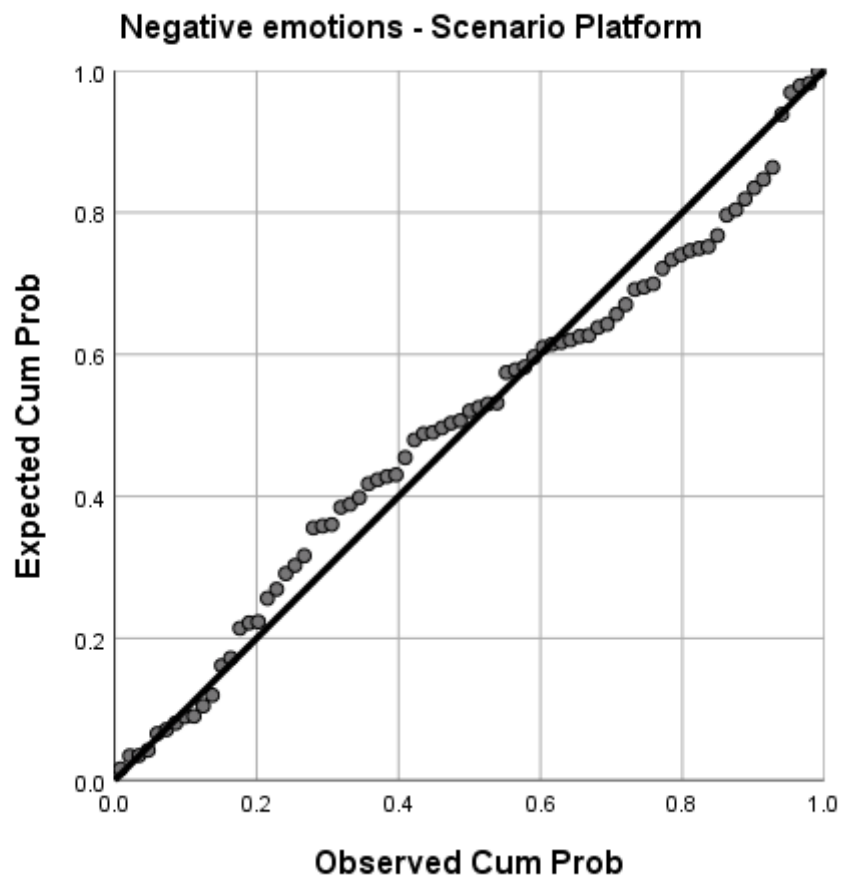
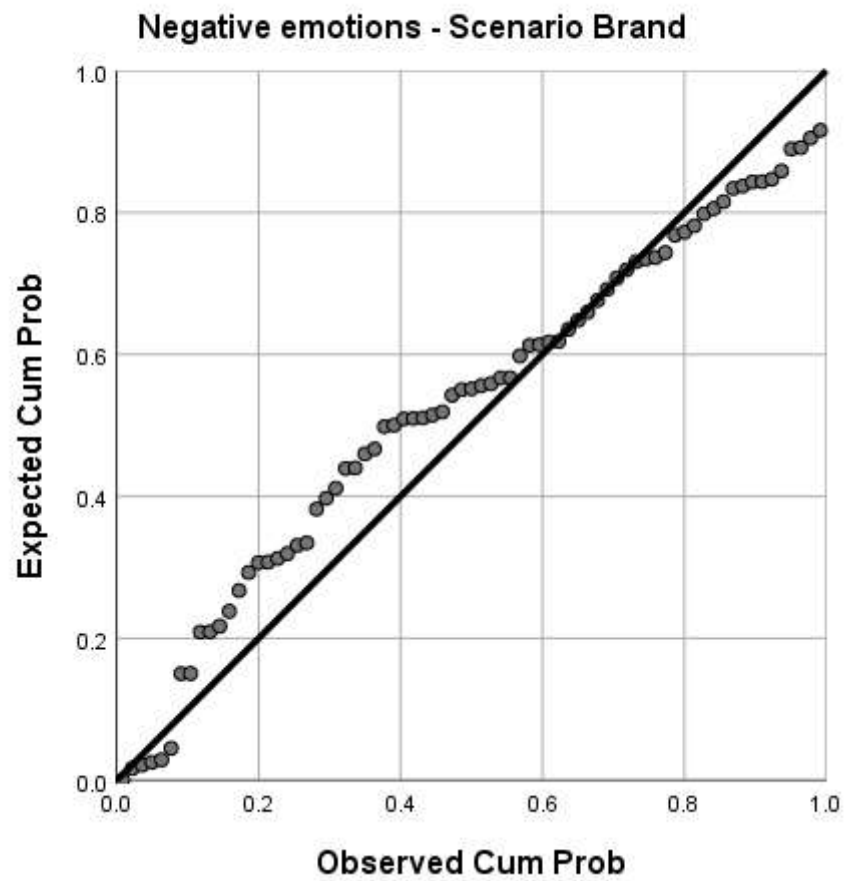


Figure 17: Normal P-P plot negative emotions scenario brand

Normal P-P Plot of Standardized Residual for Selected Cases



Brand loyalty intentions

Figure 18: Histogram brand loyalty intentions

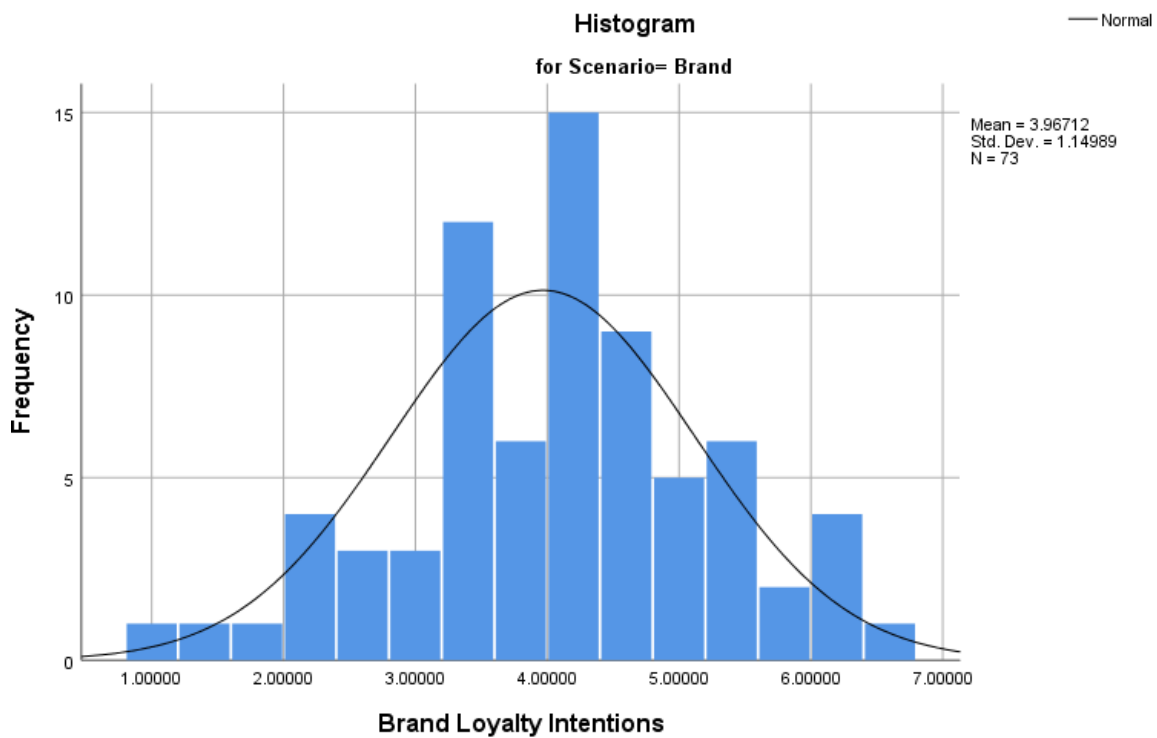
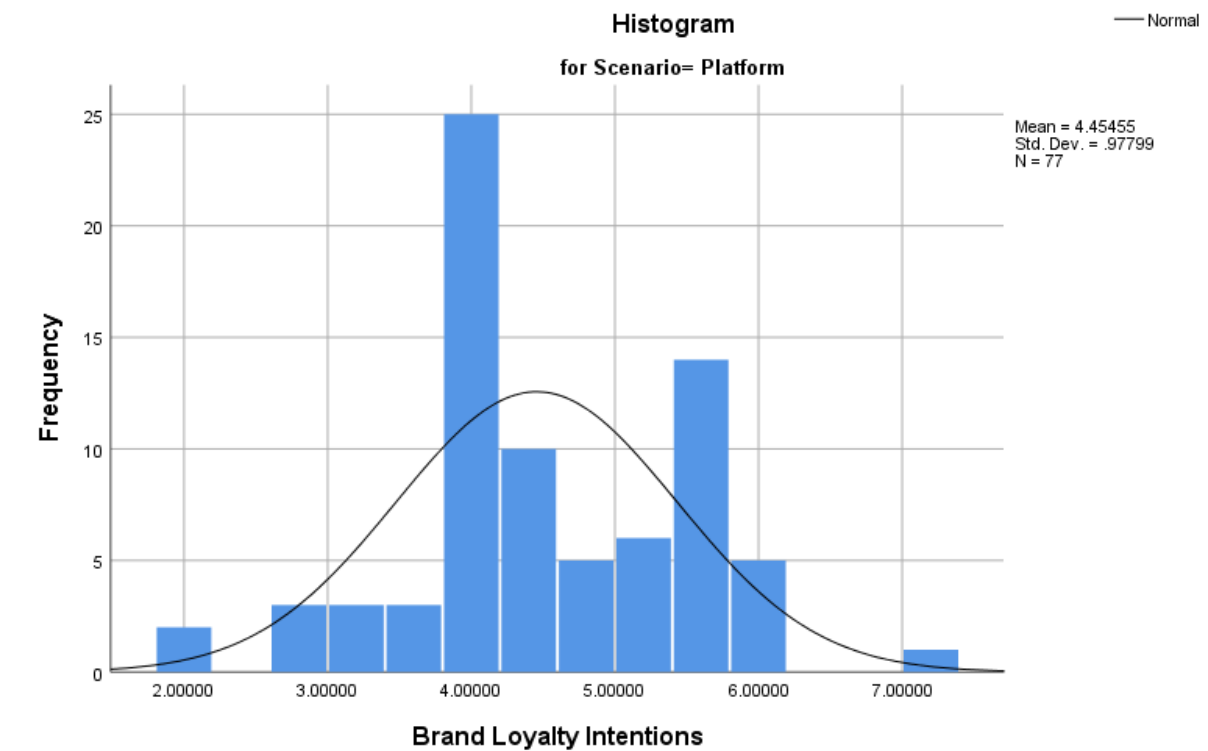


Figure 19: Normal P-P plot brand loyalty intentions scenario platform

Normal P-P Plot of Standardized Residual for Selected Cases

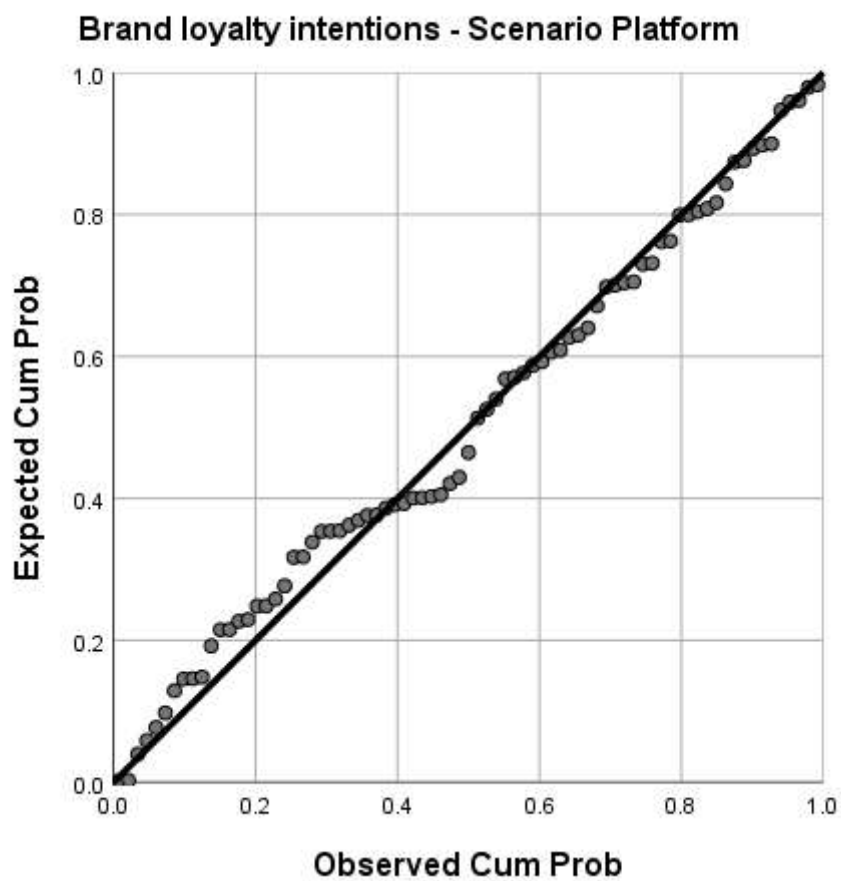


Figure 20: Scatterplot brand loyalty intentions scenario platform

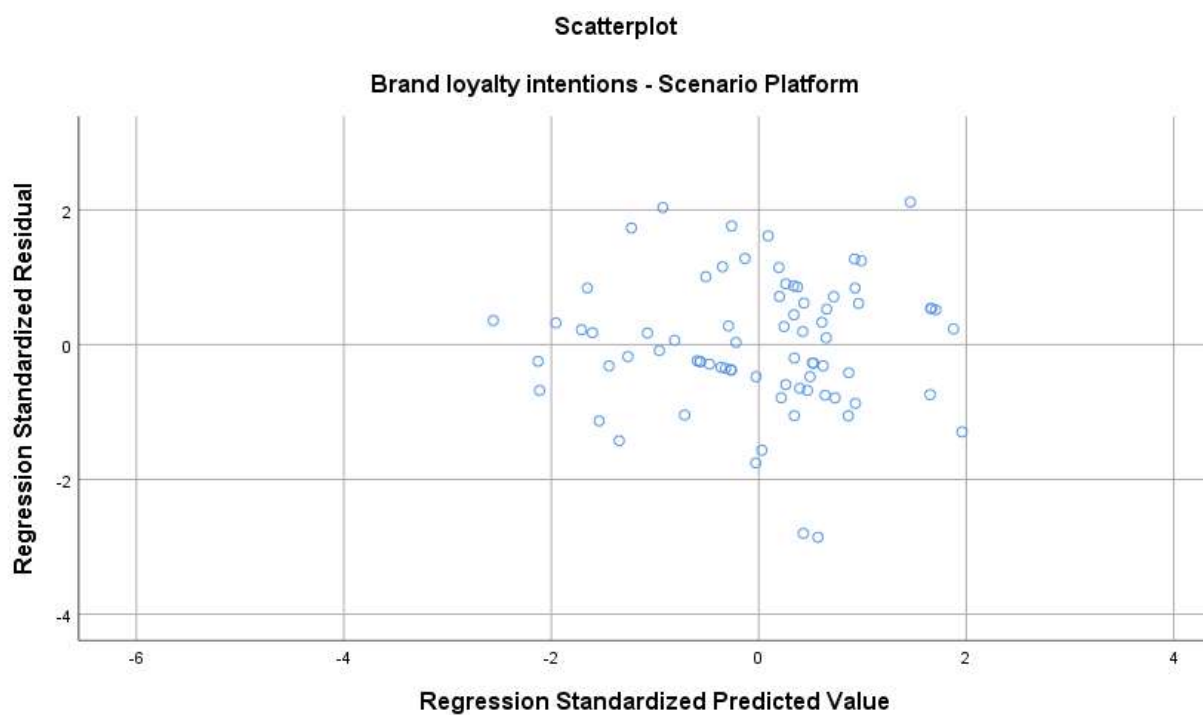


Figure 21: Normal P-P plot brand loyalty intentions scenario brand

Normal P-P Plot of Standardized Residual for Selected Cases

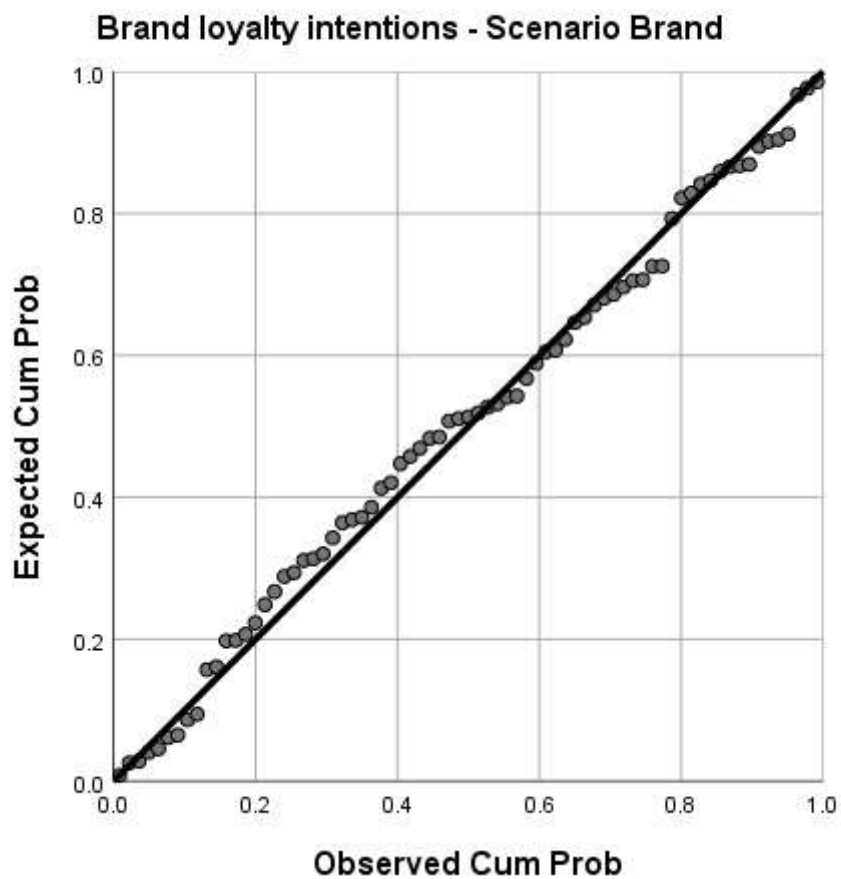
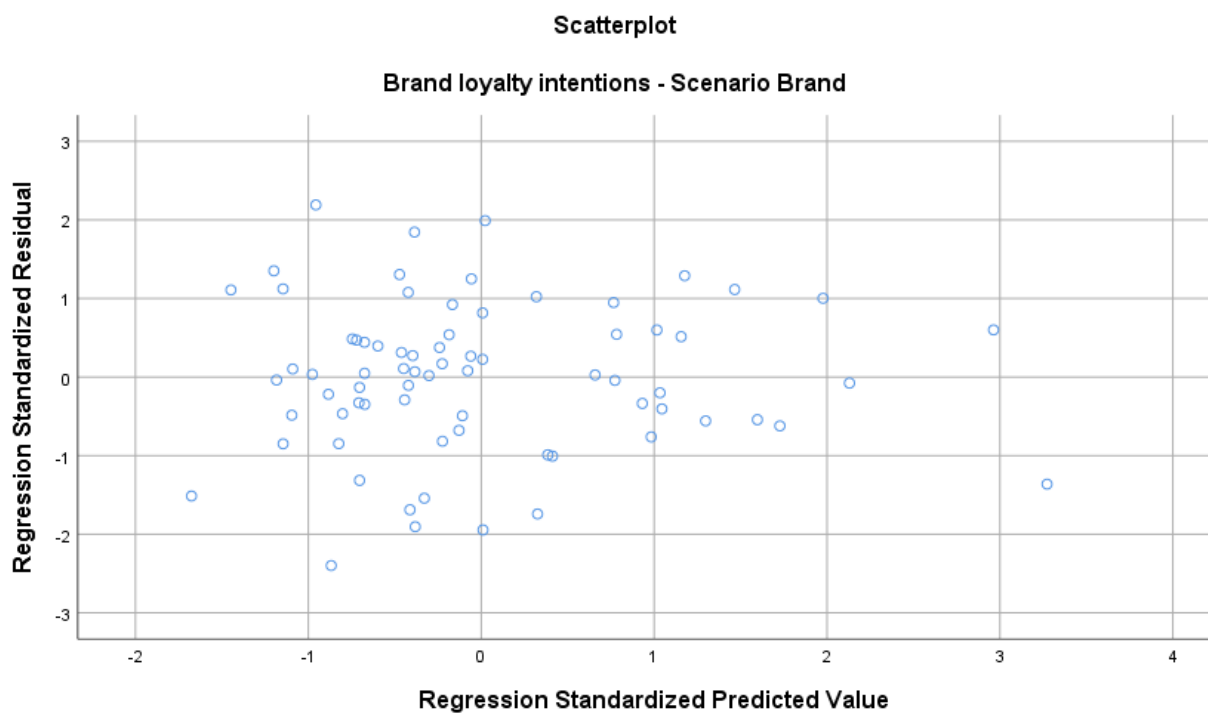


Figure 22: Scatterplot brand loyalty intentions scenario brand



Platform loyalty intentions

Figure 23: Histogram Platform loyalty intentions

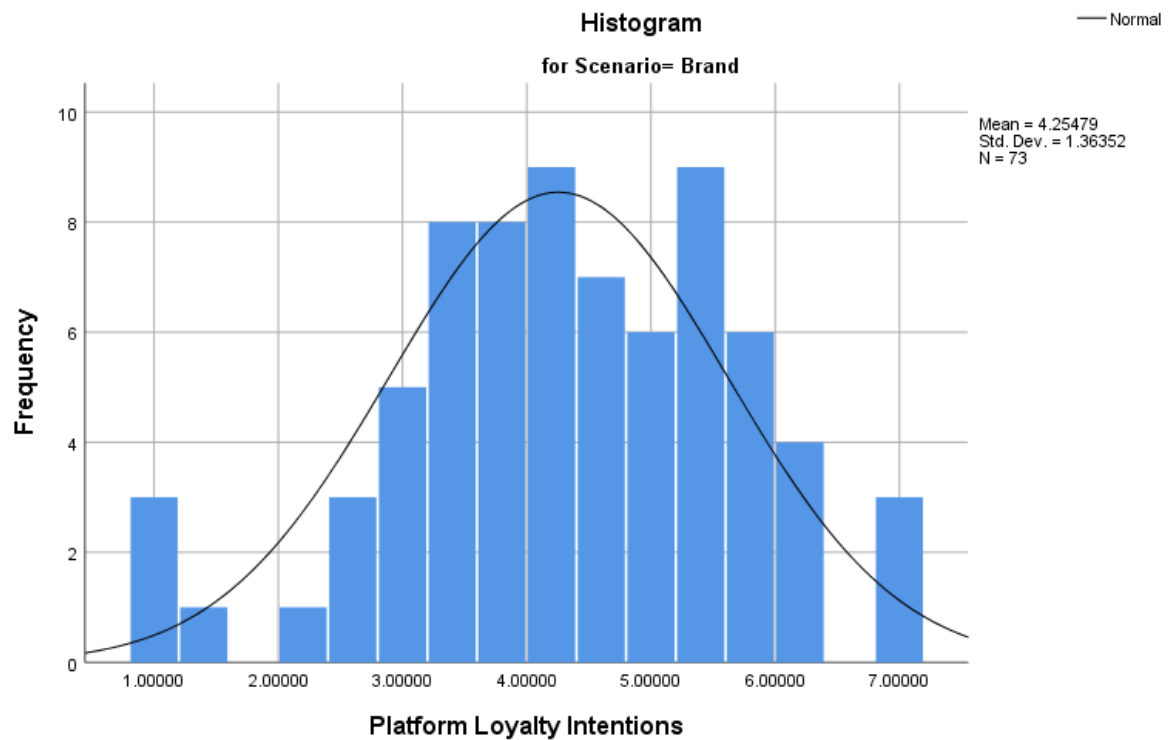
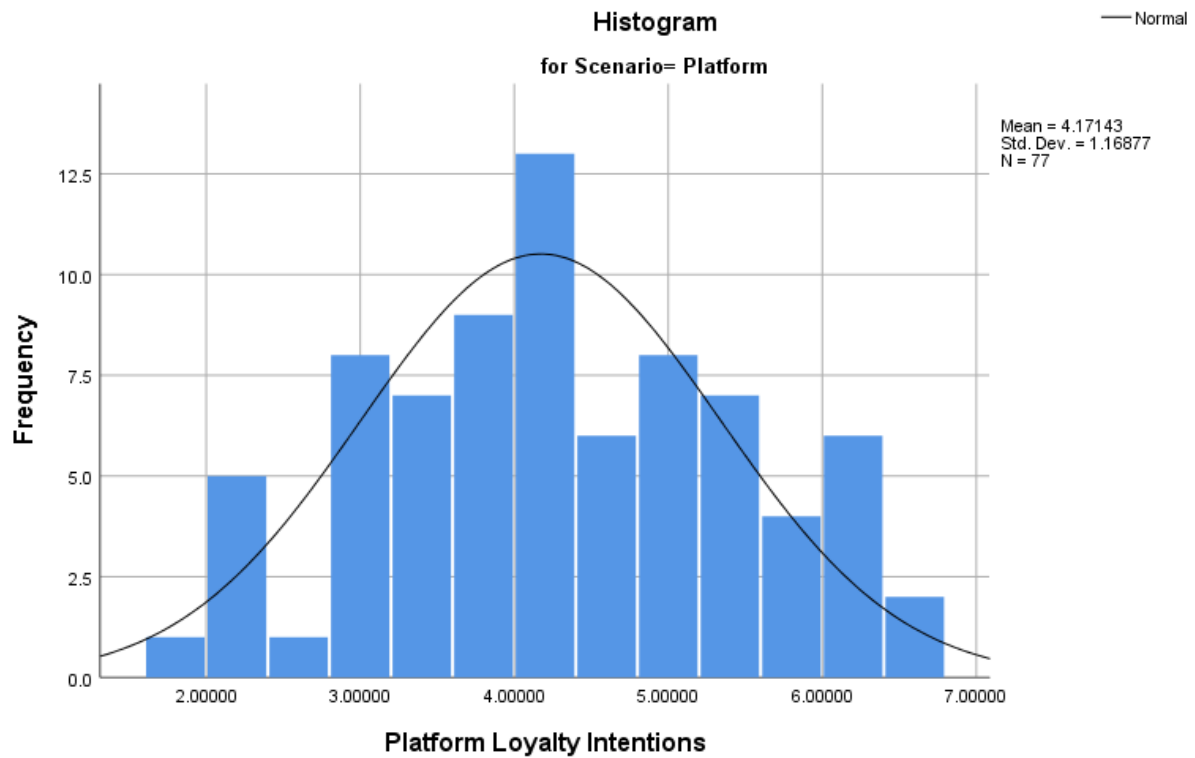


Figure 24: Normal P-P plot platform loyalty intentions scenario brand

Normal P-P Plot of Standardized Residual for Selected Cases

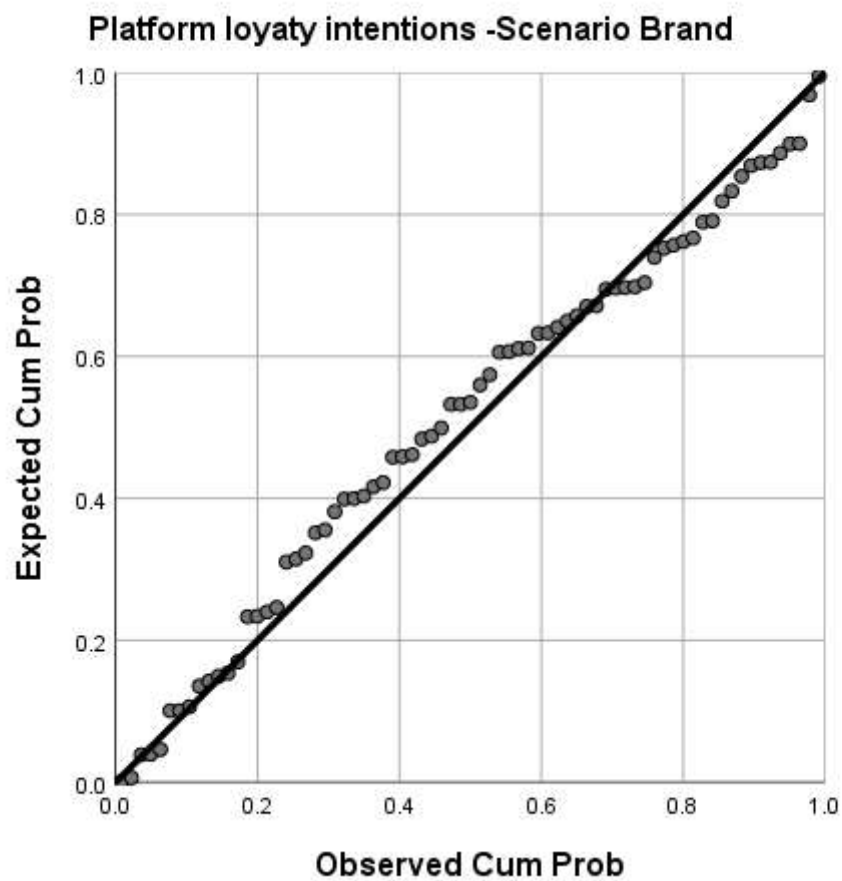
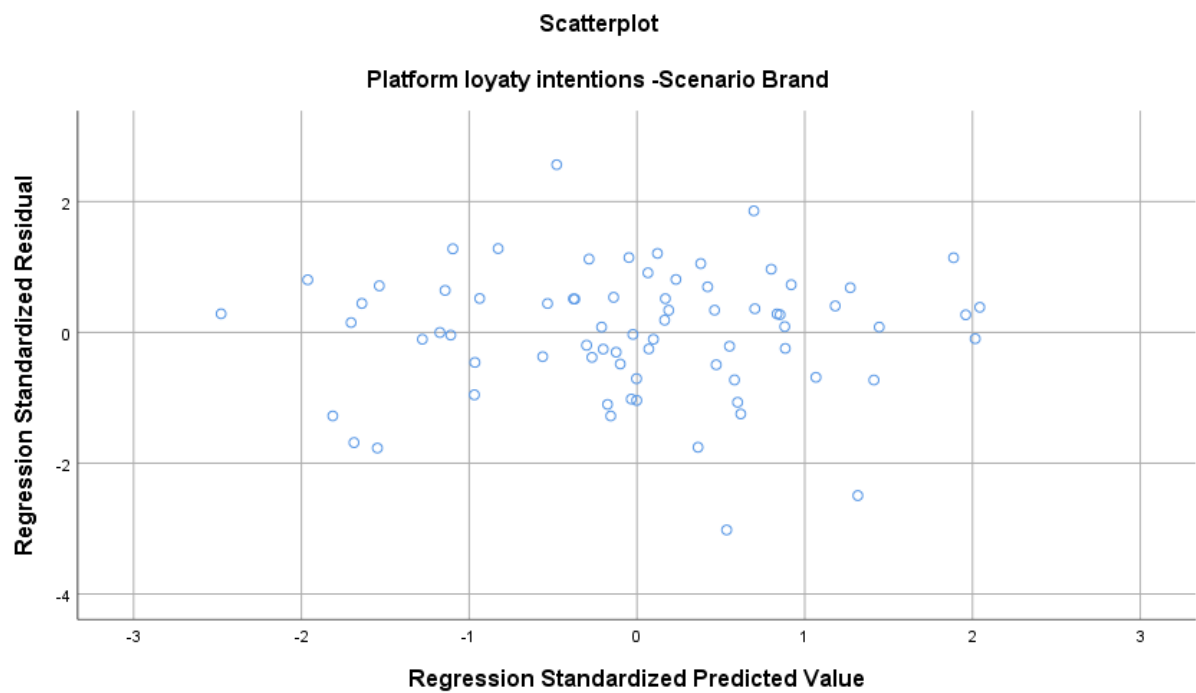


Figure 25: Scatterplot platform loyalty intention scenario brand



Normal P-P Plot of Standardized Residual for Selected Cases

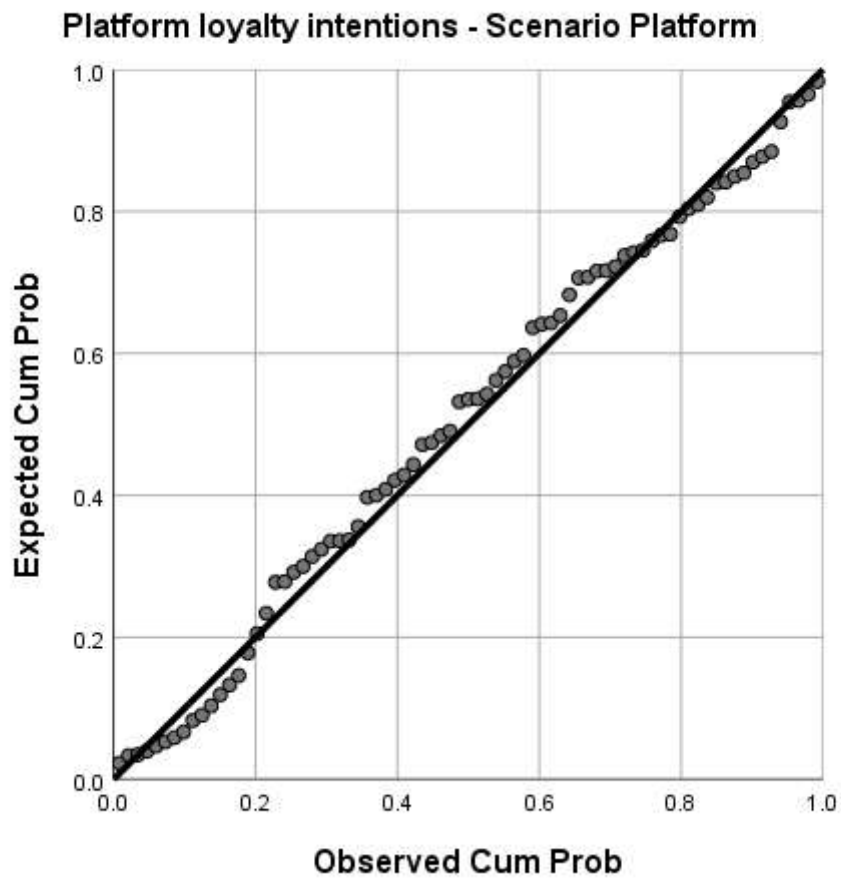
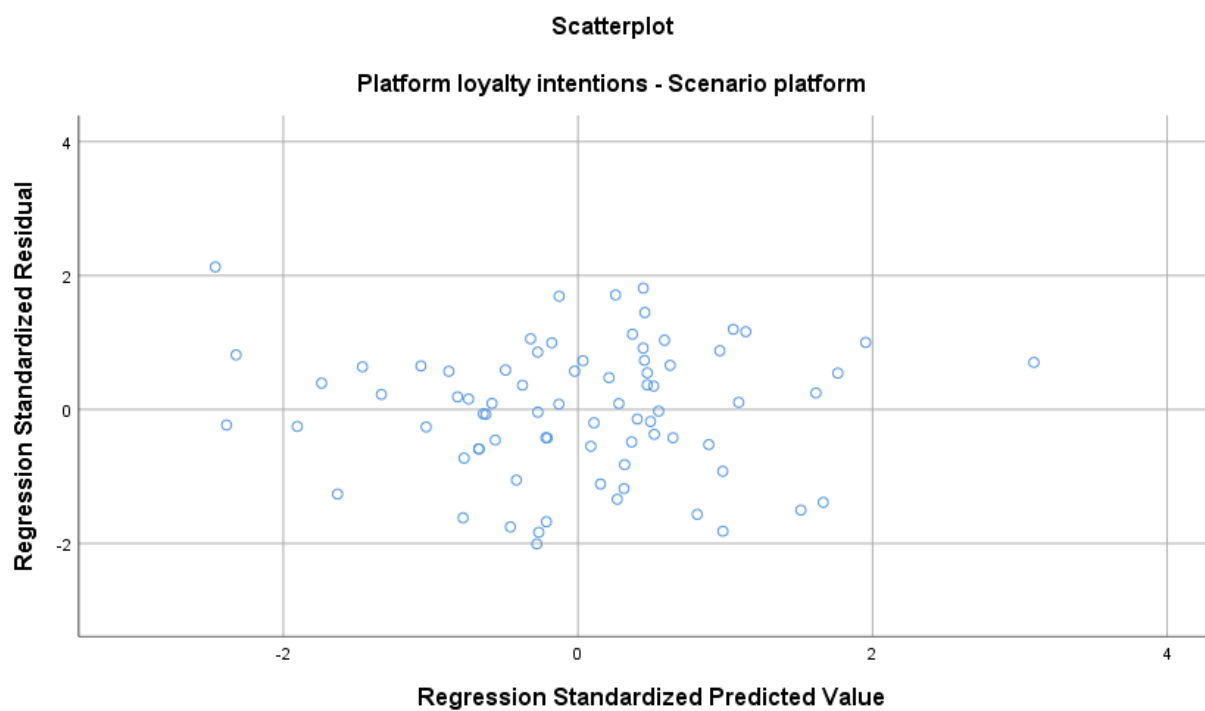


Figure 26: Scatterplot platform loyalty intentions



H. Regression analysis

The assumption of normality has not been met for all variables, except brand and platform loyalty intentions. However, the sample size exceeds 30. Therefore, a regression analysis can still be conducted with bootstrapping (Field, 2013).

i. Negative emotions, scenario platform

Figure 27: Correlation negative emotions scenario platform

Correlations													
	Negative emotions	Brand loyalty	Platform loyalty	Controllability	Brand trust	Platform trust	Locus brand	Locus platform	Geslacht	Purchasing frequency platform	Purchasing frequency brand	Leeftijd	Opleiding
Negative emotions	1	0.202	-.291*	.395**	.263*	0.189	-0.193	.517**	0.097	0.134	-0.086	0.165	0.213
Brand loyalty	0.202	1	-0.033	0.178	.411**	0.214	-.416**	.313**	-0.179	0.008	-.226*	-0.117	0.105
Platform loyalty	-.291*	-0.033	1	-0.177	-0.093	0.160	0.053	-.238*	-0.155	-0.216	-0.036	-.226*	0.005
Controllability	.395**	0.178	-0.177	1	.311**	.312**	-0.186	.625**	-0.004	0.025	0.162	-0.191	0.158
Brand trust	.263*	.411**	-0.093	.311**	1	.370**	-.374**	0.168	0.016	-0.089	-.332**	-.338**	.244*
Platform trust	0.189	0.214	0.160	.312**	.370**	1	-0.192	0.074	-0.074	-.359**	-0.142	-.281*	0.189
Locus brand	-0.193	-.416**	0.053	-0.186	-.374**	-0.192	1	-.385**	-0.023	0.104	0.178	.258*	-0.190
Locus platform	.517**	.313**	-.238*	.625**	0.168	0.074	-.385**	1	0.070	0.062	0.035	0.114	0.160
Geslacht	0.097	-0.179	-0.155	-0.004	0.016	-0.074	-0.023	0.070	1	0.043	-0.127	0.160	-0.136
Purchasing frequency platform	0.134	0.008	-0.216	0.025	-0.089	-.359**	0.104	0.062	0.043	1	-.262*	0.076	-0.218
Purchasing frequency brand	-0.086	-.226*	-0.036	0.162	-.332**	-0.142	0.178	0.035	-0.127	-.262*	1	-0.067	-0.130
Leeftijd	0.165	-0.117	-.226*	-0.191	-.358**	-.281*	.258*	0.114	0.160	0.076	-0.067	1	-0.211
Opleiding	0.213	0.105	0.005	0.158	.244*	0.189	-0.190	0.160	-0.136	-0.218	-0.130	-0.211	1

*, Correlation is significant at the 0.05 level (2-tailed).

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

Figure 28: ANOVA negative emotions scenario platform

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.772	1	19.772	26.003	.000 ^b
	Residual	56.267	74	0.760		
	Total	76.039	75			
2	Regression	30.856	10	3.086	4.439	.000 ^c
	Residual	45.183	65	0.695		
	Total	76.039	75			

a. Dependent Variable: Negative emotions

b. Predictors: (Constant), Locus platform

c. Predictors: (Constant), Locus platform, Purchasing frequency brand, Age, Gender, Purchasing frequency platform, Education, Initial platform trust, Locus brand, Initial brand trust, Controllability

Figure 29: Model summary negative emotions scenario brand

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.510 ^a	0.260	0.250	0.87199125	0.260	26.003	1	74	0.000
2	.637 ^b	0.406	0.314	0.83374399	0.146	1.772	9	65	0.091

a. Predictors: (Constant), Locus platform

b. Predictors: (Constant), Locus platform, Purchasing frequency brand, Age, Gender, Purchasing frequency platform, Education, Initial platform trust, Locus brand, Initial brand trust, Controllability

Figure 30: coefficients negative emotions scenario platform

Coefficients ^a											
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.472	0.420		8.267	0.000					
	Locus platform	0.387	0.076	0.510	5.099	0.000	0.510	0.510	0.510	1.000	1.000
2	(Constant)	0.178	1.623		0.110	0.913					
	Locus platform	0.257	0.114	0.338	2.254	0.028	0.510	0.269	0.215	0.407	2.458
	Locus brand	0.005	0.076	0.008	0.071	0.944	-0.182	0.009	0.007	0.659	1.517
	Initial platform trust	0.167	0.102	0.192	1.641	0.106	0.190	0.199	0.157	0.668	1.497
	Initial brand trust	0.198	0.149	0.166	1.329	0.188	0.269	0.163	0.127	0.589	1.698
	Controllability	0.085	0.125	0.101	0.680	0.499	0.418	0.084	0.065	0.413	2.423
	Gender	0.107	0.201	0.053	0.533	0.596	0.097	0.066	0.051	0.933	1.072
	Education	0.184	0.113	0.170	1.627	0.109	0.204	0.198	0.156	0.841	1.189
	Purchasing frequency platform	0.215	0.106	0.220	2.023	0.047	0.135	0.243	0.193	0.774	1.292
	Purchasing frequency brand	-0.082	0.222	-0.042	-0.371	0.712	-0.072	-0.046	-0.036	0.717	1.394
	Age	0.015	0.007	0.259	2.216	0.030	0.151	0.265	0.212	0.667	1.499

a. Dependent Variable: Negative emotions

Figure 31: bootstrap for coefficients negative emotions scenario platform

Bootstrap for Coefficients							
Model		B	Bootstrap ^a				
			Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
						Lower	Upper
1	(Constant)	3.472	-0.026	0.731	0.001	2.109	4.902
	Locus platform	0.387	0.005	0.125	0.003	0.133	0.624
2	(Constant)	0.178	-0.021	1.528	0.909	-2.828	3.038
	Locus platform	0.257	0.008	0.189	0.191	-0.124	0.608
	Locus brand	0.005	0.002	0.112	0.963	-0.219	0.212
	Initial platform trust	0.167	0.001	0.108	0.144	-0.040	0.375
	Initial brand trust	0.198	-0.003	0.142	0.179	-0.084	0.496
	Controllability	0.085	0.018	0.147	0.563	-0.217	0.381
	Gender	0.107	-0.021	0.218	0.596	-0.334	0.529
	Education	0.184	-0.017	0.143	0.207	-0.126	0.430
	Purchasing frequency platform	0.215	-0.010	0.117	0.093	-0.009	0.457
	Purchasing frequency brand	-0.082	0.007	0.192	0.678	-0.438	0.304
	Age	0.015	-0.001	0.009	0.144	-0.004	0.031

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 32: excluded variables negative emotions scenario platform

Excluded Variables ^a								
Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			Minimum Tolerance
					Tolerance	VIF		
1	Locus brand	.010 ^b	0.093	0.926	0.011	0.860	1.163	0.860
	Initial platform trust	.153 ^b	1.539	0.128	0.177	0.995	1.005	0.995
	Initial brand trust	.186 ^b	1.856	0.067	0.212	0.969	1.032	0.969
	Controllability	.145 ^b	1.092	0.278	0.127	0.566	1.768	0.566
	Gender	.062 ^b	0.616	0.540	0.072	0.995	1.005	0.995
	Education	.131 ^b	1.303	0.197	0.151	0.978	1.023	0.978
	Purchasing frequency platform	.103 ^b	1.031	0.306	0.120	0.996	1.004	0.996
	Purchasing frequency brand	-.100 ^b	-1.001	0.320	-0.116	0.997	1.003	0.997
	Age	.103 ^b	1.031	0.306	0.120	0.991	1.009	0.991

a. Dependent Variable: Negative emotions

b. Predictors in the Model: (Constant), Locus platform

ii. Negative emotions, scenario brand

Figure 33: correlations negative emotions scenario brand

Correlations												
		Negative emotions	Controllability	Locus brand	Locus platform	Initial brand trust	Initial platform trust	Age	Gender	Purchasing frequency platform	Purchasing frequency brand	Education
Negative emotions	Pearson Correlation	1	0.152	0.135	0.079	0.165	0.102	-0.007	-.239*	-0.010	0.129	0.072
Controllability	Pearson Correlation	0.152	1	-0.019	0.207	0.073	0.092	0.007	0.082	0.096	0.200	0.024
Locus brand	Pearson Correlation	0.135	-0.019	1	-.465**	.288*	-0.051	0.098	-0.048	-0.020	-0.137	0.102
Locus platform	Pearson Correlation	0.079	0.207	-.465**	1	-0.041	-0.045	0.212	0.001	-0.020	-0.010	-0.119
Initial brand trust	Pearson Correlation	0.165	0.073	.288*	-0.041	1	0.193	-0.198	0.072	0.006	-.379**	0.150
Initial platform trust	Pearson Correlation	0.102	0.092	-0.051	-0.045	0.193	1	-0.176	-0.026	-0.215	0.008	0.141
Age	Pearson Correlation	-0.007	0.007	0.098	0.212	-0.198	-0.176	1	-0.132	0.218	-0.119	-.477**
Gender	Pearson Correlation	-.239*	0.082	-0.048	0.001	0.072	-0.026	-0.132	1	0.155	-0.014	0.114
Purchasing frequency platform	Pearson Correlation	-0.010	0.096	-0.020	-0.020	0.006	-0.215	0.218	0.155	1	0.050	0.041
Purchasing frequency brand	Pearson Correlation	0.129	0.200	-0.137	-0.010	-.379**	0.008	-0.119	-0.014	0.050	1	0.139
Education	Pearson Correlation	0.072	0.024	0.102	-0.119	0.150	0.141	-.477**	0.114	0.041	0.139	1

*. Correlation is significant at the 0.05 level (2-tailed).

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

Figure 34: Model summary negative emotions scenario brand

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	Sig. F Change
1	.239*	0.057	0.044	0.90256635	0.057	4.308	1	0.042
2	.419*	0.176	0.043	0.90308420	0.110	0.991	9	0.457

a. Predictors: (Constant), Gender

b. Predictors: (Constant), Gender, Locus platform, Purchasing frequency brand, Initial platform trust, Education, Purchasing frequency platform, Controllability, Initial brand trust, Locus brand, Age

Figure 35: Anova negative emotions scenario brand

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.509	1	3.509	4.308	.042 ^a
	Residual	57.838	71	0.815		
	Total	61.348	72			
2	Regression	10.763	10	1.076	1.322	.239 ^a
	Residual	50.585	62	0.816		
	Total	61.348	72			

a. Dependent Variable: Negative emotions
b. Predictors: (Constant), Gender
c. Predictors: (Constant), Gender, Locus platform, Purchasing frequency brand, Initial platform trust, Education, Purchasing frequency platform, Controllability, Initial brand trust, Locus brand, Age

Figure 36: Coefficients negative emotions scenario brand

Coefficients ^a										
Model			Standardized Coefficients Beta	t	Sig.	Correlation s Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	6.053	0.157	38.526	0.000					
	Gender	-0.441	0.212	-2.239	0.042	-0.239	-0.239	-0.239	1.000	1.000
2	(Constant)	2.223	1.528	1.455	0.151					
	Gender	-0.473	0.220	-2.153	0.035	-0.239	-0.264	-0.248	0.935	1.069
	Controllability	0.056	0.089	0.627	0.533	0.152	0.079	0.072	0.856	1.168
	Initial brand trust	0.212	0.181	1.315	0.193	0.165	0.165	0.152	0.648	1.547
	Initial platform trust	0.048	0.087	0.546	0.587	0.102	0.069	0.063	0.858	1.166
	Locus brand	0.103	0.088	1.176	0.244	0.135	0.148	0.136	0.586	1.705
	Locus platform	0.093	0.082	1.131	0.262	0.079	0.142	0.130	0.625	1.600
	Education	0.032	0.168	0.026	0.192	0.848	0.072	0.024	0.698	1.434
	Purchasing frequency platform	0.032	0.118	0.035	0.270	0.788	-0.010	0.034	0.806	1.241
	Purchasing frequency brand	0.260	-0.174	1.490	0.141	0.129	0.186	0.172	0.742	1.347
	Age	-0.001	0.007	-0.016	0.917	-0.007	-0.013	-0.012	0.559	1.790

a. Dependent Variable: Negative emotions

Figure 37: Bootstrap for coefficients negative emotions scenario brand

Bootstrap for Coefficients							
Model		B	Bootstrap ^a			95% Confidence Interval	
			Bias	Std. Error	Sig. (2-tailed)	Lower	Upper
1	(Constant)	6.053	-0.009	0.145	0.001	5.750	6.324
	Gender	-0.441	0.003	0.208	0.046	-0.863	-0.059
2	(Constant)	2.223	0.192	1.841	0.238	-0.956	6.183
	Gender	-0.473	0.040	0.231	0.075	-0.905	-0.022
	Controllability	0.056	0.004	0.111	0.621	-0.162	0.272
	Initial brand trust	0.212	-0.011	0.166	0.211	-0.130	0.523
	Initial platform trust	0.048	-0.013	0.141	0.753	-0.231	0.309
	Locus brand	0.103	-0.009	0.107	0.368	-0.109	0.310
	Locus platform	0.093	-0.009	0.083	0.280	-0.076	0.257
	Education	0.032	-0.015	0.180	0.863	-0.346	0.370
	Purchasing frequency platform	0.032	-0.012	0.161	0.856	-0.267	0.341
	Purchasing frequency brand	0.260	0.014	0.162	0.116	-0.041	0.621
	Age	-0.001	-3.643E-06	0.008	0.927	-0.016	0.014
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples							

Figure 38: Excluded variables negative emotions scenario brand

		Excluded Variables*						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Controllability	.172 ^b	1.505	0.137	0.177	0.993	1.007	0.993
	Initial brand trust	.183 ^b	1.605	0.113	0.188	0.995	1.005	0.995
	Initial platform trust	.096 ^b	0.833	0.408	0.099	0.999	1.001	0.999
	Locus brand	.124 ^b	1.076	0.285	0.128	0.998	1.002	0.998
	Locus platform	.079 ^b	0.682	0.498	0.081	1.000	1.000	1.000
	Education	.101 ^b	0.867	0.389	0.103	0.987	1.013	0.987
	Purchasing frequency platform	.027 ^b	0.232	0.817	0.028	0.976	1.025	0.976
	Purchasing frequency brand	.126 ^b	1.095	0.277	0.130	1.000	1.000	1.000
	Age	-.040 ^b	-0.338	0.736	-0.040	0.983	1.018	0.983

a. Dependent Variable:

Negative emotions

b. Predictors in the Model:

(Constant), Gender

iii. Platform loyalty intentions, scenario platform

Figure 39: Correlations platform loyalty intentions scenario platform

Correlations												
Platform loyalty intentions	Brand loyalty intentions	Negative emotions	Controllability	Initial brand trust	Initial platform trust	Locus brand	Locus platform	Gender	Purchase frequency platform	Purchase frequency brand	Age	Education
Platform loyalty intentions	1	-.033	-.291 ^{**}	-0.177	-0.093	0.160	0.053	-.238 ^{**}	-0.155	-0.216	-0.036	-.226 ^{**}
Brand loyalty intentions	-.033	1	0.202	0.178	.411 ^{**}	0.214	-.416 ^{**}	-.313 ^{**}	-0.179	0.008	-.226 ^{**}	-0.117
Negative emotions	-.291 ^{**}	0.202	1	.395 ^{**}	.263 ^{**}	0.189	-0.193	.517 ^{**}	0.097	0.134	-0.086	0.165
Controllability	-0.177	0.178	.395 ^{**}	1	.311 ^{**}	.312 ^{**}	-0.186	.625 ^{**}	-0.004	0.025	0.162	-0.191
Initial brand trust	-0.093	.411 ^{**}	.263 ^{**}	.311 ^{**}	1	.376 ^{**}	-.374 ^{**}	0.168	0.016	-0.089	-.332 ^{**}	-.358 ^{**}
Initial platform trust	0.160	0.214	0.189	.312 ^{**}	.376 ^{**}	1	-0.192	0.074	-0.074	-.359 ^{**}	-0.142	-.281 ^{**}
Locus brand	0.053	-.416 ^{**}	-0.193	-0.186	-.374 ^{**}	-0.192	1	-.385 ^{**}	-0.023	0.104	0.178	.258 ^{**}
Locus platform	-.238 ^{**}	.313 ^{**}	.517 ^{**}	.625 ^{**}	0.168	0.074	-.385 ^{**}	1	0.070	0.062	0.035	0.114
Gender	-0.155	-0.179	0.097	-0.004	0.016	-0.074	-0.023	0.070	1	0.043	-0.127	0.160
Purchase frequency platform	-0.216	0.008	0.134	0.025	-0.089	-.359 ^{**}	0.104	0.062	0.043	1	.292 ^{**}	0.078
Purchase frequency brand	-0.036	-.226 ^{**}	-0.086	0.162	-.332 ^{**}	-0.142	0.178	0.035	-0.127	.292 ^{**}	1	-0.067
Age	-.226 ^{**}	-0.117	0.165	-0.191	-.358 ^{**}	-.281 ^{**}	.258 ^{**}	0.114	0.160	0.076	-0.067	1
Education	0.005	0.105	0.213	0.158	.244 ^{**}	0.189	-0.190	0.160	-0.136	-0.218	-0.130	-0.211

*. Correlation is significant at the 0.05 level (2-tailed).

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

Figure 40: Model summary platform loyalty intentions scenario platform

Model Summary 1-2 variables								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	F Change	df1	Sig. F Change
1	.416 ^a	0.173	0.162	0.89539146	0.173	15.668	1	0.000
2	.499 ^b	0.249	0.228	0.85903689	0.076	7.482	1	0.008

a. Predictors: (Constant), Locus brand

b. Predictors: (Constant), Locus brand, Initial brand trust

Figure 41: Model summary Run 1 platform loyalty intentions scenario platform

Run 1									
Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.276 ^a	0.076	0.064	1.11195297	0.076	6.101	1	74	0.016
2	.469 ^b	0.220	0.072	1.10729613	0.144	1.057	11	63	0.410

a. Predictors: (Constant), Negative emotions
b. Predictors: (Constant), Negative emotions, Purchase frequency brand, Gender, Age, Purchase frequency platform, Locus brand, Education, Controllability, Brand loyalty intentions, Initial platform trust, Initial brand trust, Locus platform

Figure 42: ANOVA run 1 platform loyalty intentions scenario platform

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.543	1	7.543	6.101	.016 ^b
	Residual	91.497	74	1.236		
	Total	99.040	75			
2	Regression	21.795	12	1.816	1.481	.155 ^c
	Residual	77.245	63	1.226		
	Total	99.040	75			

a. Dependent Variable: Platform loyalty intentions
b. Predictors: (Constant), Negative emotions
c. Predictors: (Constant), Negative emotions, Purchase frequency brand, Gender, Age, Purchase frequency platform, Locus brand, Education, Controllability, Brand loyalty intentions, Initial platform trust, Initial brand trust, Locus platform

Figure 43: Coefficients run 1 platform loyalty intentions scenario platform

Run 1 Coefficients ^a													
Model	Unstandardized Coefficients B	Standard Error Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound Upper Bound	Correlations Zero-order	Partial	Part	Tolerance	VIF	Collinearity Statistics	
1	(Constant)	5.949	0.719	8.269	0.000	4.515 7.382							
	Negative emotions	-0.315	0.128	-2.470	0.016	-0.569 -0.061	-0.276	-0.276	-0.276	1.000	1.000		
2	(Constant)	8.032	2.240	3.586	0.001	3.558 12.508							
	Negative emotions	-0.182	0.165	-1.105	0.273	-0.511 0.147	-0.276	-0.138	-0.123	0.594	1.684		
	Brand loyalty intentions	-0.032	0.165	-0.027	0.102	-0.361 0.297	-0.048	-0.024	-0.021	0.624	1.602		
	Controllability	-0.234	0.168	-0.244	0.169	-0.570 0.102	-0.216	-0.173	-0.155	0.402	2.488		
	Initial brand trust	-0.245	0.207	-0.179	0.182	-0.659 0.169	-0.104	-0.147	-0.132	0.539	1.857		
	Initial platform trust	0.225	0.140	0.226	0.112	-0.054 0.504	0.165	0.199	0.180	0.630	1.587		
	Locus brand	0.026	0.104	0.035	0.248	0.805 -0.182	0.233	0.028	0.031	0.928	1.601		
	Locus platform	0.089	0.162	0.102	0.547	0.587 -0.235	0.413	-0.215	0.060	0.961	2.824		
	Gender	-0.240	0.279	-0.103	0.860	0.393 -0.798	0.318	-0.155	-0.108	0.906	1.166		
	Purchase frequency platform	-0.105	0.147	-0.094	0.715	0.477 -0.398	0.188	-0.223	-0.090	0.900	1.399		
	Purchase frequency brand	-0.200	0.299	-0.080	0.668	0.506 -0.797	0.397	-0.068	-0.064	0.974	1.434		
	Age	-0.015	0.009	-0.220	1.555	0.125 -0.033	0.004	-0.200	-0.192	0.619	1.615		
	Education	0.004	0.153	0.003	0.027	0.378 -0.302	0.310	0.027	0.003	0.993	1.241		

a. Dependent Variable: Platform loyalty intentions intentions

Figure 44: Bootstrap for coefficients run 1 platform loyalty intentions scenario platform

Run 1 Bootstrap for Coefficients							
Model		Bootstrap ^a					
		B	Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval Lower	Upper
1	(Constant)	5.949	0.028	0.846	0.001	4.308	7.589
	Negative emotions	-0.315	-0.005	0.149	0.042	-0.604	-0.015
2	(Constant)	8.032	0.015	2.574	0.005	3.102	12.927
	Negative emotions	-0.182	-0.014	0.195	0.342	-0.581	0.183
	Brand loyalty intentions	-0.032	-0.017	0.218	0.874	-0.496	0.370
	Controllability	-0.234	-0.003	0.191	0.219	-0.626	0.143
	Initial brand trust	-0.245	-0.010	0.230	0.274	-0.724	0.207
	Initial platform trust	0.225	0.016	0.145	0.116	-0.014	0.547
	Locus brand	0.026	-0.014	0.118	0.818	-0.254	0.248
	Locus platform	0.089	0.010	0.184	0.600	-0.242	0.456
	Gender	-0.240	-0.002	0.301	0.427	-0.834	0.355
	Purchase frequency platform	-0.105	0.007	0.149	0.471	-0.393	0.206
	Purchase frequency brand	-0.200	-0.005	0.312	0.549	-0.795	0.402
	Age	-0.015	0.001	0.009	0.125	-0.033	0.003
	Education	0.004	0.017	0.160	0.980	-0.301	0.357

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 45: Run 1 excluded variables platform loyalty intentions scenario platform

Run 1 Excluded Variables ^a							
Model						Collinearity Statistics	
		Beta In	t	Sig.	Partial Correlation	Tolerance	Minimum Tolerance
1	Brand loyalty intentions	.013 ^b	0.109	0.913	0.013	0.956	0.956
	Controllability	-.121 ^b	-0.987	0.327	-0.115	0.825	0.825
	Initial brand trust	-.032 ^b	-0.273	0.785	-0.032	0.927	0.927
	Initial platform trust	.225 ^b	2.021	0.047	0.230	0.964	0.964
	Locus brand	-.023 ^b	-0.199	0.843	-0.023	0.967	0.967
	Locus platform	-.101 ^b	-0.775	0.441	-0.090	0.740	0.740
	Gender	-.129 ^b	-1.153	0.253	-0.134	0.991	0.991
	Purchase frequency platform	-.189 ^b	-1.696	0.094	-0.195	0.982	0.982
	Purchase frequency brand	-.088 ^b	-0.785	0.435	-0.092	0.995	0.995
	Age	-.162 ^b	-1.447	0.152	-0.167	0.977	0.977
	Education	.087 ^b	0.764	0.448	0.089	0.958	0.958

a. Dependent Variable: Platform loyalty intentions intentions

b. Predictors in the Model: (Constant), Negative emotions

Figure 46: Model summary Run 2 platform loyalty intentions scenario platform

Run 2									
Run 2 Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.354 ^a	0.125	0.101	1.08946620	0.125	5.221	2	73	0.008
2	.469 ^b	0.220	0.072	1.10729613	0.095	0.767	10	63	0.660

a. Predictors: (Constant), Initial platform trust, Negative emotions
b. Predictors: (Constant), Initial platform trust, Negative emotions, Gender, Purchase frequency brand, Locus brand, Education, Age, Purchase frequency platform, Brand loyalty intentions intentions, Controllability, Initial brand trust, Locus platform

Figure 47: ANOVA Run 2platform loyalty intentions scenario platform

Run 2 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.394	2	6.197	5.221	.008 ^b
	Residual	86.646	73	1.187		
	Total	99.040	75			
2	Regression	21.795	12	1.816	1.481	.155 ^c
	Residual	77.245	63	1.226		
	Total	99.040	75			

a. Dependent Variable: Platform loyalty intentions intentions

b. Predictors: (Constant), Initial platform trust, Negative emotions

c. Predictors: (Constant), Initial platform trust, Negative emotions, Gender, Purchase frequency brand, Locus brand, Education, Age, Purchase frequency platform, Brand loyalty intentions intentions, Controllability, Initial brand trust, Locus platform

Figure 48: Coefficients run 2 platform loyalty intentions scenario platform

Run 2 Coefficients ^a													
Model		Standardized Coefficients		t	Sig.	95% Confidence Interval for B		Correlations	Zero-order	Partial	Part	Tolerance	VIF
		Beta	Std. Error			Lower Bound	Upper Bound						
1	(Constant)	5.038	0.837	6.023	0.000	3.371	6.706						
	Negative emotions	-0.364	0.127	-2.859	0.006	-0.617	-0.110	-0.276	-0.317	-0.313		0.964	1.037
	Initial platform trust	0.224	0.111	2.025	0.047	0.003	0.446	0.165	0.230	0.221		0.964	1.037
2	(Constant)	8.032	2.240	3.586	0.001	3.556	12.508						
	Negative emotions	-0.182	0.195	-0.930	0.353	-0.571	0.207	-0.276	-0.138	-0.123		0.594	1.684
	Initial platform trust	0.225	0.140	1.614	0.112	-0.054	0.504	0.105	0.199	0.180		0.630	1.587
	Brand loyalty intentions	-0.032	0.165	-0.207	0.846	-0.361	0.297	-0.046	-0.024	-0.021		0.624	1.602
	Controllability	-0.234	0.188	-1.244	0.219	-0.579	0.102	-0.216	-0.173	-0.155		0.402	2.488
	Initial brand trust	-0.245	0.207	-1.182	0.242	-0.659	0.169	-0.104	-0.147	-0.132		0.536	1.857
	Locus brand	0.026	0.104	0.255	0.806	-0.182	0.233	0.028	0.031	0.028		0.625	1.601
	Locus platform	0.089	0.162	0.547	0.587	-0.235	0.413	-0.215	0.069	0.061		0.354	2.824
	Gender	-0.240	0.279	-0.860	0.383	-0.798	0.318	-0.155	-0.108	-0.096		0.857	1.166
	Purchase frequency platform	-0.105	0.147	-0.716	0.477	-0.398	0.188	-0.223	-0.090	-0.080		0.715	1.399
	Purchase frequency brand	-0.200	0.290	-0.689	0.506	-0.787	0.287	-0.068	-0.064	-0.074		0.698	1.434
	Age	-0.015	0.009	-1.555	0.125	-0.033	0.004	-0.200	-0.192	-0.173		0.619	1.615
	Education	0.004	0.193	0.020	0.978	-0.302	0.310	0.027	0.003	0.003		0.806	1.241

a. Dependent Variable: Platform loyalty intentions intentions

Figure 49: Bootstrap for coefficients platform loyalty intentions scenario platform

Run 2 Bootstrap for Coefficients							
Model		Bootstrap ^a					
		B	Bias	Std. Error	tailed)	Confidence Lower	Upper
1	(Constant)	5.038	0.017	0.953	0.001	3.339	7.066
	Negative emotions	-0.364	-0.013	0.146	0.016	-0.639	-0.067
	Initial platform trust	0.224	0.009	0.127	0.074	-0.005	0.482
2	(Constant)	8.032	-0.017	2.461	0.006	3.243	12.961
	Negative emotions	-0.182	-0.014	0.202	0.368	-0.592	0.184
	Initial platform trust	0.225	0.016	0.143	0.118	-0.026	0.532
	Brand loyalty intentions	-0.032	-0.020	0.229	0.897	-0.493	0.388
	Controllability	-0.234	-0.011	0.187	0.214	-0.595	0.127
	Initial brand trust	-0.245	-0.004	0.241	0.314	-0.760	0.204
	Locus brand	0.026	-0.017	0.116	0.838	-0.224	0.224
	Locus platform	0.089	0.016	0.184	0.623	-0.256	0.457
	Gender	-0.240	0.005	0.299	0.431	-0.822	0.332
	Purchase frequency platform	-0.105	-0.001	0.145	0.465	-0.372	0.187
	Purchase frequency brand	-0.200	0.014	0.309	0.545	-0.805	0.430
	Age	-0.015	0.001	0.009	0.117	-0.033	0.004
	Education	0.004	0.009	0.161	0.982	-0.294	0.337

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 50 :Excluded variables platform loyalty intentions scenario platform

Run 2 Excluded Variables ^a								
Model						Collinearity Statistics		
		Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
1	Brand loyalty intentions	-.030 ^b	-0.258	0.797	-0.030	0.924	1.082	0.924
	Controllability	-.200 ^b	-1.620	0.110	-0.187	0.767	1.304	0.767
	Initial brand trust	-.124 ^b	-1.024	0.309	-0.120	0.822	1.217	0.822
	Locus brand	.014 ^b	0.128	0.899	0.015	0.941	1.063	0.938
	Locus platform	-.094 ^b	-0.736	0.464	-0.086	0.739	1.352	0.717
	Gender	-.109 ^b	-0.987	0.327	-0.116	0.982	1.019	0.952
	Purchase frequency platform	-.119 ^b	-0.990	0.325	-0.116	0.828	1.208	0.813
	Purchase frequency brand	-.060 ^b	-0.541	0.590	-0.064	0.978	1.023	0.947
	Age	-.100 ^b	-0.857	0.395	-0.100	0.875	1.143	0.863
	Education	.053 ^b	0.468	0.641	0.055	0.935	1.070	0.935

a. Dependent Variable: Platform loyalty intentions intentions

b. Predictors in the Model: (Constant), Initial platform trust, Negative emotions

iv. Platform loyalty intentions, scenario brand

Figure 51: Correlations platform loyalty intentions scenario brand

Correlations													
	Platform loyalty intentions intentions	Brand loyalty intentions intentions	Negative emotions	Controllability	Initial platform trust	Initial brand trust	Locus brand	Locus platform	Gender	Purchase frequency platform	Purchase frequency brand	Education	Age
Platform loyalty intentions intentions Pearson Correlation	1	0.038	-0.157	-0.072	.282*	0.004	0.084	-.355**	-0.110	-.438**	0.035	-0.043	-0.220
Brand loyalty intentions intentions Pearson Correlation	0.038	1	-0.135	0.030	0.151	.325**	-0.199	0.169	0.098	-0.056	-.483**	-0.003	-0.107
Negative emotions Pearson Correlation	-0.157	-0.135	1	0.152	0.162	0.165	0.135	0.079	-.239*	-0.010	0.129	0.072	-0.007
Controllability Pearson Correlation	-0.072	0.030	0.152	1	0.092	0.073	-0.019	0.207	0.082	0.096	0.203	0.024	0.007
Initial platform trust Pearson Correlation	.282*	0.151	0.162	0.092	1	0.193	-0.051	-0.045	-0.026	-0.215	0.008	0.141	-0.116
Initial brand trust Pearson Correlation	0.004	.325**	0.165	0.073	0.193	1	.288*	-0.041	0.072	0.006	-.379**	0.150	-0.198
Locus brand Pearson Correlation	0.084	-0.199	0.135	-0.019	-0.051	.288*	1	-.065**	-0.048	-0.020	-0.137	0.102	0.098
Locus platform Pearson Correlation	-.355**	0.169	0.079	0.207	-0.045	-0.041	-.065**	1	0.091	-0.020	-0.010	-0.119	0.212
Gender Pearson Correlation	-0.110	0.008	-.239*	0.082	-0.026	0.072	-0.048	0.001	1	0.155	-0.014	0.114	-0.132
Purchase frequency platform Pearson Correlation	-.438**	-0.056	-0.010	0.096	-0.215	0.006	-0.020	-0.020	0.155	1	0.050	0.041	0.218
Purchase frequency brand Pearson Correlation	0.035	-.483**	0.129	0.203	0.008	-.379**	-0.137	-0.010	-0.014	0.050	1	0.139	-0.119
Education Pearson Correlation	-0.043	-0.003	0.072	0.024	0.141	0.150	0.102	-0.119	0.114	0.041	0.139	1	-.477**
Age Pearson Correlation	-0.220	-0.107	-0.007	0.007	-0.176	-0.198	0.086	0.212	-0.132	0.218	-0.119	-.477**	1

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Figure 52: Model summaryloyalty intentions scenario brand

Model Summary 1-2 variables									
Model					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.430 ^a	0.185	0.174	1.23946691	0.185	16.133	1	71	0.000
2	.563 ^b	0.318	0.298	1.14242316	0.132	13.575	1	70	0.000

a. Predictors: (Constant), Purchase frequency platform
b. Predictors: (Constant), Purchase frequency platform, Locus platform

Figure 53: Model summary run 1 loyalty intentions scenario brand

Run 1 Model Summary									
Model					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.430 ^a	0.185	0.174	1.23946691	0.185	16.133	1	71	0.000
2	.635 ^b	0.403	0.283	1.15442337	0.217	1.986	11	60	0.046

a. Predictors: (Constant), Purchase frequency platform
b. Predictors: (Constant), Purchase frequency platform, Initial brand trust, Locus platform, Gender, Education, Controllability, Initial platform trust, Negative emotions, Brand loyalty intentions intentions, Age, Purchase frequency brand, Locus brand

Figure 54: Anova run 1 loyalty intentions scenario brand

Run 1 ANOVA ^a						
Run 1 ANOVA ^a		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.785	1	24.785	16.133	.000 ^b
	Residual	109.076	71	1.536		
	Total	133.861	72			
2	Regression	53.899	12	4.492	3.370	.001 ^c
	Residual	79.962	60	1.333		
	Total	133.861	72			

a. Dependent Variable: Platform loyalty intentions intentions

b. Predictors: (Constant), Purchase frequency platform

c. Predictors: (Constant), Purchase frequency platform, Initial brand trust, Locus platform, Gender, Education, Controllability, Initial platform trust, Negative emotions, Brand loyalty intentions intentions, Age, Purchase frequency brand, Locus brand

Figure 55: coefficients Run 1 loyalty intentions scenario brand

Run 1 Coefficients ^a											
Run 1 Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Correlations		Collinearity Statistics			
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.019	0.463		13.011	0.000					
	Purchase frequency platform	-0.591	0.147	-0.430	-4.017	0.000	-0.430	-0.430	-0.430	1.000	1.000
2	(Constant)	7.102	2.229		3.187	0.002					
	Purchase frequency platform	-0.506	0.153	-0.368	-3.312	0.002	-0.430	-0.393	-0.331	0.805	1.242
	Gender	0.242	0.292	0.089	0.829	0.410	0.110	0.106	0.083	0.863	1.159
	Purchase frequency brand	0.197	0.253	0.103	0.779	0.439	0.035	0.100	0.078	0.574	1.743
	Age	-0.005	0.009	-0.079	-0.589	0.558	-0.220	-0.075	-0.055	0.554	1.804
	Education	-0.230	0.215	-0.128	-1.070	0.289	-0.043	-0.137	-0.107	0.697	1.435
	Brand loyalty intentions inten	0.067	0.153	0.056	0.439	0.662	0.038	0.057	0.044	0.602	1.661
	Negative emotions	-0.258	0.164	-0.175	-1.573	0.121	-0.167	-0.199	-0.157	0.807	1.240
	Controllability	0.037	0.115	0.035	0.321	0.745	-0.072	0.041	0.032	0.837	1.194
	Initial brand trust	0.030	0.214	0.018	0.141	0.888	0.004	0.018	0.014	0.599	1.668
	Initial platform trust	0.196	0.112	0.189	1.745	0.085	0.282	0.220	0.174	0.845	1.183
	Locus brand	-0.020	0.117	-0.023	-0.167	0.868	0.084	-0.022	-0.017	0.537	1.862
	Locus platform	-0.303	0.106	-0.364	-2.851	0.006	-0.355	-0.345	-0.284	0.610	1.640

a. Dependent Variable: Platform loyalty intentions intentions

Figure 56: Bootstrap for coefficients run 1

Run 1 Bootstrap for Coefficients							
Model		Bootstrap ^a		Sig. (2-tailed)	95% Confidence Interval		
Run 1 Bootstrap for Coefficients		B	Bias		Std. Error		
						Lower	Upper
1	(Constant)	6.019	-0.014	0.479	0.001	5.059	6.909
	Purchase frequency platform	-0.591	0.006	0.144	0.001	-0.868	-0.307
2	(Constant)	7.102	-0.084	1.766	0.001	3.493	10.757
	Purchase frequency platform	-0.506	0.022	0.175	0.003	-0.842	-0.120
	Gender	0.242	-0.054	0.301	0.420	-0.436	0.750
	Purchase frequency brand	0.197	0.009	0.215	0.320	-0.190	0.712
	Age	-0.005	-0.001	0.008	0.505	-0.023	0.010
	Education	-0.230	0.003	0.187	0.202	-0.579	0.189
	Brand loyalty intentions inten	0.067	0.024	0.194	0.745	-0.300	0.447
	Negative emotions	-0.258	0.001	0.142	0.041	-0.565	0.002
	Controllability	0.037	-0.005	0.118	0.758	-0.191	0.270
	Initial brand trust	0.030	-0.041	0.238	0.894	-0.497	0.425
	Initial platform trust	0.196	0.013	0.161	0.208	-0.102	0.545
	Locus brand	-0.020	0.008	0.122	0.850	-0.254	0.238
	Locus platform	-0.303	0.020	0.125	0.024	-0.530	-0.029

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 57: Excluded variables loyalty intentions scenario brand

Run 1 Excluded Variables ^a								
Run 1 Excluded Variables ^a						Collinearity Statistics		Minimum Tolerance
		Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	
1	Gender	.044 ^b	0.404	0.688	0.048	0.976	1.025	0.976
	Purchase frequency brand	.057 ^b	0.529	0.598	0.063	0.997	1.003	0.997
	Age	-.132 ^b	-1.206	0.232	-0.143	0.952	1.050	0.952
	Education	-.025 ^b	-0.231	0.818	-0.028	0.998	1.002	0.998
	Brand loyalty intentions inten	.014 ^b	0.128	0.899	0.015	0.997	1.003	0.997
	Negative emotions	-.161 ^b	-1.518	0.133	-0.179	1.000	1.000	1.000
	Controllability	-.031 ^b	-0.282	0.778	-0.034	0.991	1.009	0.991
	Initial brand trust	.007 ^b	0.063	0.950	0.008	1.000	1.000	1.000
	Initial platform trust	.199 ^b	1.846	0.069	0.215	0.954	1.049	0.954
	Locus brand	.075 ^b	0.697	0.488	0.083	1.000	1.000	1.000
	Locus platform	-.364 ^b	-3.684	0.000	-0.403	1.000	1.000	1.000

a. Dependent Variable: Platform loyalty intentions intentions
b. Predictors in the Model: (Constant), Purchase frequency platform

Figure 58: Model summary Run 2 loyalty intentions scenario brand

Run 2									
Run 2 Model Summary									
Model					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.563 ^a	0.318	0.298	1.14242316	0.318	16.283	2	70	0.000
2	.635 ^b	0.403	0.283	1.15442337	0.085	0.855	10	60	0.579

a. Predictors: (Constant), Locus platform, Purchase frequency platform
b. Predictors: (Constant), Locus platform, Purchase frequency platform, Initial brand trust, Gender, Education, Controllability, Initial platform trust, Negative emotions, Brand loyalty intentions intentions, Age, Purchase frequency brand, Locus brand

Figure 59: ANOVA Run 2 loyalty intentions scenario brand

Run 2 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.502	2	21.251	16.283	.000 ^b
	Residual	91.359	70	1.305		
	Total	133.861	72			
2	Regression	53.899	12	4.492	3.370	.001 ^c
	Residual	79.962	60	1.333		
	Total	133.861	72			

a. Dependent Variable: Platform loyalty intentions
b. Predictors: (Constant), Locus platform, Purchase frequency platform
c. Predictors: (Constant), Locus platform, Purchase frequency platform, Initial brand trust, Gender, Education, Controllability, Initial platform trust, Negative emotions, Brand loyalty intentions intentions, Age, Purchase frequency brand, Locus brand

Figure 60: Bootstrap Run 2 loyalty intentions scenario brand

Run 2 Bootstrap for Coefficients							
Model		Bootstrap ^a					
		B	Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
						Lower	Upper
1	(Constant)	7.447	-0.016	0.518	0.001	6.371	8.430
	Purchase frequency platform	-0.601	0.008	0.131	0.001	-0.855	-0.333
	Locus platform	-0.302	-0.001	0.090	0.003	-0.482	-0.125
2	(Constant)	7.102	-0.088	1.867	0.002	3.272	11.055
	Purchase frequency platform	-0.506	0.022	0.175	0.006	-0.844	-0.141
	Locus platform	-0.303	0.019	0.129	0.026	-0.532	-0.025
	Gender	0.242	-0.037	0.307	0.435	-0.451	0.773
	Purchase frequency brand	0.197	0.006	0.218	0.329	-0.180	0.683
	Age	-0.005	0.000	0.008	0.515	-0.022	0.011
	Education	-0.230	0.017	0.188	0.204	-0.548	0.185
	Brand loyalty intentions inten	0.067	0.012	0.190	0.746	-0.310	0.434
	Negative emotions	-0.258	-0.009	0.150	0.059	-0.606	0.000
	Controllability	0.037	-0.008	0.117	0.758	-0.186	0.265
	Initial brand trust	0.030	-0.042	0.256	0.899	-0.528	0.495
	Locus brand	-0.020	0.006	0.124	0.872	-0.260	0.228
	Initial platform trust	0.196	0.023	0.161	0.231	-0.072	0.539

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 61: Coefficients Run 2 loyalty intentions scenario brand

Run 2 Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients			Correlations		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	7.447	0.576		12.924	0.000					
	Purchase frequency platform	-0.601	0.136	-0.438	-4.432	0.000	-0.430	-0.468	-0.438	1.000	1.000
	Locus platform	-0.302	0.082	-0.364	-3.684	0.000	-0.355	-0.403	-0.364	1.000	1.000
2	(Constant)	7.102	2.229		3.187	0.002					
	Purchase frequency platform	-0.506	0.153	-0.368	-3.312	0.002	-0.430	-0.393	-0.331	0.805	1.242
	Locus platform	-0.303	0.106	-0.364	-2.851	0.006	-0.355	-0.345	-0.284	0.610	1.640
	Gender	0.242	0.292	0.089	0.829	0.410	0.110	0.106	0.083	0.863	1.159
	Purchase frequency brand	0.197	0.253	0.103	0.779	0.439	0.035	0.100	0.078	0.574	1.743
	Age	-0.005	0.009	-0.079	-0.589	0.558	-0.220	-0.076	-0.059	0.554	1.804
	Education	-0.230	0.215	-0.128	-1.070	0.289	-0.043	-0.137	-0.107	0.697	1.435
	Brand loyalty intentions mean	0.067	0.153	0.056	0.439	0.662	0.038	0.057	0.044	0.602	1.661
	Negative emotions	-0.258	0.164	-0.175	-1.573	0.121	-0.157	-0.199	-0.157	0.807	1.240
	Controllability	0.037	0.115	0.035	0.321	0.749	-0.072	0.041	0.032	0.837	1.194
	Initial brand trust	0.030	0.214	0.018	0.141	0.888	0.004	0.018	0.014	0.599	1.668
	Locus brand	-0.020	0.117	-0.023	-0.167	0.868	0.084	-0.022	-0.017	0.537	1.862
	Initial platform trust	0.196	0.112	0.189	1.745	0.086	0.282	0.220	0.174	0.846	1.183

a. Dependent Variable: Platform loyalty intentions

Figure 62: Excluded variables Run 2 loyalty intentions scenario brand

Run 2 Excluded Variables ^a								
Model						Collinearity Statistics		
		Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
1	Gender	.042 ^b	0.422	0.674	0.051	0.976	1.025	0.976
	Purchase frequency brand	.054 ^b	0.543	0.589	0.065	0.997	1.003	0.997
	Age	-.052 ^b	-0.496	0.622	-0.060	0.905	1.104	0.905
	Education	-.069 ^b	-0.692	0.491	-0.083	0.984	1.016	0.984
	Brand loyalty intentions inten	.077 ^b	0.769	0.445	0.092	0.969	1.032	0.969
	Negative emotions	-.133 ^b	-1.355	0.180	-0.161	0.994	1.006	0.993
	Controllability	.048 ^b	0.471	0.639	0.057	0.947	1.056	0.947
	Initial brand trust	-.008 ^b	-0.080	0.936	-0.010	0.998	1.002	0.998
	Locus brand	-.121 ^b	-1.083	0.283	-0.129	0.783	1.277	0.783
	Initial platform trust	.181 ^b	1.813	0.074	0.213	0.951	1.051	0.951

a. Dependent Variable: Platform loyalty intentions

b. Predictors in the Model: (Constant), Locus platform, Purchase frequency platform

v. Brand loyalty, scenario platform

Figure 63: Correlations brand loyalty scenario platform

Correlations													
	Brand loyalty intentions	Platform loyalty intentions	Negative emotions	Controllability	Initial brand trust	Initial platform trust	Locus brand	Locus platform	Gender	Purchase frequency platform	Purchase frequency brand	Age	Education
Brand loyalty intentions	1	-.833*	0.202	0.178	-.411*	0.224	-.495*	.313	-.473	0.008	-.226*	-.811*	8.805
Platform loyalty intentions	-.833*	1	-.291*	-.177	-.050	0.166	0.953	-.238*	-.195	-.028	-.636	-.226	8.805
Negative emotions	0.202	-.291*	1	-.395*	-.263*	0.388	-.193	-.517*	0.097	0.104	-.688	8.155	8.215
Controllability	0.178	-.177	-.395*	1	-.311*	.312	-.136	-.625*	-.094	0.025	0.162	-.191	8.155
Initial brand trust	-.411*	-.050	-.263*	-.311*	1	-.376*	-.374	0.161	0.885	-.068	-.332*	-.358*	-.244*
Initial platform trust	0.224	0.166	0.388	.312	-.376*	1	-.112	0.074	-.074	-.359*	-.042	-.201	8.109
Locus brand	-.495*	0.953	-.193	-.136	-.374	-.112	1	-.385*	-.023	0.104	0.179	-.298*	-.190
Locus platform	.313	-.238*	.517*	-.094	0.161	0.074	-.385*	1	0.070	0.062	0.029	8.118	8.160
Gender	-.473	-.195	0.097	-.094	0.885	-.074	-.023	0.070	1	0.043	-.027	8.160	-.136
Purchase frequency platform	0.008	-.028	0.104	0.025	-.068	-.359*	0.104	0.062	0.043	1	-.262*	0.076	-.129
Purchase frequency brand	-.226*	-.636	-.068	8.162	-.332*	-.042	8.175	0.025	-.127	-.262*	1	-.067	-.130
Age	0.107	-.226	0.162	-.191	-.358*	-.201	-.298*	0.179	8.160	0.076	-.067	1	-.121
Education	8.805	8.805	0.212	8.155	-.244*	8.160	8.190	0.161	-.136	-.028	-.038	-.121	1

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

†. Correlation is significant at the 0.05 level (2-tailed).

Figure 64: Model summary brand loyalty scenario platform

Model Summary 1-2 variables									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1. Predictors: (Constant), Locus brand	.426*	.181	0.170	0.89556219	0.301	16.372	1	74	0.000
2. Predictors: (Constant), Initial brand trust, Locus brand	.602*	.353	0.232	0.86130277	0.250	12.252	2	73	0.000

Figure 65: Model summary Run 1 brand loyalty scenario platform

Run 1 Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.426*	.181	0.170	0.89556219	0.301	16.372	1	74	0.000
2	.602*	.353	0.232	0.86170703	0.195	17.92	2	73	0.004

a. Predictors: (Constant), Locus brand
b. Predictors: (Constant), Locus brand, Gender, Purchase frequency platform, Controllability, Education, Platform loyalty intentions, Purchase frequency brand, Age, Initial platform trust, Negative emotions, Initial brand trust, Locus platform

Figure 66: ANOVA Run 1 brand loyalty scenario platform

Run 1 ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	13.131	1	13.131	16.372
	Residual	59.350	74	0.802	
	Total	72.482	75		
2	Regression	27.277	12	2.273	3.168
	Residual	45.204	63	0.718	
	Total	72.482	75		

a. Dependent Variable: Brand loyalty intentions
b. Predictors: (Constant), Locus brand
c. Predictors: (Constant), Locus brand, Gender, Purchase frequency platform, Controllability, Education, Platform loyalty intentions, Purchase frequency brand, Age, Initial platform trust, Negative emotions, Initial brand trust, Locus platform

Figure 67: Coefficients Run 1 brand loyalty scenario platform

Run 1 Coefficients ^a													
Model	Unstandardized Coefficients				Standardized Coefficients		Confidence Interval for B		Collinearity Statistics		Tolerance		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Variance Inflation Factor	Zero-order	Partial	Partial	Tolerance	VIF
1	(Constant)	9.363	0.263	35.594	0.000	8.838	9.889						
	Locus brand	-4.288	0.864	-.495	0.000	-6.000	-2.576		0.426	0.426	0.426	0.000	1.000
2	(Constant)	3.696	1.495	2.472	0.020	0.709	6.283						
	Locus brand	-4.944	0.811	-.609	0.000	-6.561	-3.327		0.426	0.228	0.000	0.574	1.724
	Platform loyalty intentions	-0.018	0.090	-.022	0.982	-0.198	0.162		0.074	0.004	0.004	0.999	1.001
	Negative emotions	-0.029	0.117	-.025	0.982	-0.261	0.203		0.225	0.225	0.000	0.875	1.143
	Controllability	-0.162	0.025	-.619	0.000	-0.212	-0.112		0.166	0.166	0.000	0.999	1.001
	Initial brand trust	0.395	0.085	0.294	0.000	0.224	0.566		0.449	0.240	0.000	0.551	1.819
	Initial platform trust	0.188	0.060	0.310	0.000	0.061	0.315		0.295	0.107	0.000	0.991	1.009
	Locus platform	0.246	0.020	0.332	0.000	0.206	0.286		0.496	0.245	0.000	0.504	1.984
	Gender	-0.478	0.292	-.162	0.094	-1.067	0.117		0.175	0.279	0.223	0.777	1.286
	Purchase frequency platform	0.198	0.162	0.124	0.294	-0.125	0.520		0.807	0.122	0.000	0.722	1.385
	Purchase frequency brand	-0.284	0.205	-.140	0.189	-0.740	0.172		0.295	0.129	0.119	0.881	1.120
	Age	0.002	0.011	0.018	0.988	-0.021	0.025		0.004	0.004	0.000	0.996	1.004
	Education	0.001	0.017	0.003	0.938	-0.033	0.035		0.000	0.000	0.000	0.999	1.001

a. Dependent Variable: Brand loyalty intentions

Figure 68: Bootstrap for coefficients Run 1 brand loyalty scenario platform

Run 1 Bootstrap for Coefficients								
Model		B	Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval		
						Lower	Upper	
1	(Constant)	5.163	0.001	0.209	0.001	4.733	5.594	
2	Locus brand	-0.268	0.000	0.063	0.001	-0.385	-0.137	
	(Constant)	3.855	0.172	1.639	0.031	0.889	7.361	
	Locus brand	-0.144	0.010	0.083	0.083	-0.295	0.043	
	Platform loyalty intentions	-0.019	-0.020	0.123	0.888	-0.269	0.201	
	Negative emotions	-0.029	-0.008	0.128	0.813	-0.326	0.186	
	Controllability	-0.146	-0.001	0.123	0.220	-0.387	0.094	
	Initial brand trust	0.305	-0.007	0.178	0.099	-0.083	0.616	
	Initial platform trust	0.118	0.003	0.109	0.282	-0.092	0.340	
	Locus platform	0.246	0.009	0.112	0.028	0.034	0.500	
	Gender	-0.475	-0.010	0.198	0.026	-0.887	-0.088	
	Purchase frequency platform	0.118	-0.012	0.147	0.435	-0.181	0.394	
	Purchase frequency brand	-0.294	-0.005	0.200	0.167	-0.698	0.095	
	Age	0.002	0.000	0.007	0.769	-0.013	0.016	
	Education	-0.051	-0.003	0.132	0.692	-0.292	0.234	

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 69: Excluded variables Run 1 brand loyalty scenario platform

Run 1 Excluded Variables*								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Platform loyalty intentions	-.034 ^a	-0.319	0.751	-0.037	0.999	1.001	0.999
	Negative emotions	.136 ^a	1.281	0.204	0.148	0.967	1.034	0.967
	Controllability	.088 ^a	0.815	0.418	0.095	0.957	1.045	0.957
	Initial brand trust	.290 ^a	2.647	0.010	0.296	0.854	1.171	0.854
	Initial platform trust	.138 ^a	1.289	0.201	0.149	0.963	1.039	0.963
	Locus platform	.192 ^a	1.715	0.091	0.197	0.860	1.163	0.860
	Gender	-.189 ^a	-1.822	0.073	-0.209	0.999	1.001	0.999
	Purchase frequency platform	.052 ^a	0.490	0.626	0.057	0.989	1.011	0.989
	Purchase frequency brand	-.171 ^a	-1.617	0.110	-0.186	0.973	1.028	0.973
	Age	.010 ^a	0.091	0.927	0.011	0.921	1.086	0.921
	Education	.036 ^a	0.332	0.741	0.039	0.968	1.033	0.968

a. Dependent Variable: Brand loyalty intentions

b. Predictors in the Model: (Constant), Locus brand

Figure 70: Model summary Run 2 brand loyalty scenario platform

Run 2 Model Summary									
Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change	
1	.503 ^a	0.253	0.232	0.86130277	0.253	12.352	2	73	0.000
2	.613 ^a	0.376	0.258	0.84707083	0.123	1.247	10	63	0.280

a. Predictors: (Constant), Initial brand trust, Locus brand

b. Predictors: (Constant), Initial brand trust, Locus brand, Gender, Purchase frequency platform, Platform loyalty intentions, Education, Controllability, Age, Purchase frequency brand, Initial platform trust, Negative emotions, Locus platform

Figure 71: ANOVA Run 2 brand loyalty scenario platform

Run 2 ANOVA*						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.327	2	9.164	12.352	.000*
	Residual	54.155	73	0.742		
	Total	72.482	75			
2	Regression	27.277	12	2.273	3.168	.001*
	Residual	45.204	63	0.718		
	Total	72.482	75			

a. Dependent Variable: Brand loyalty intentions

b. Predictors: (Constant), Initial brand trust, Locus brand

c. Predictors: (Constant), Initial brand trust, Locus brand, Gender, Purchase frequency platform, Platform loyalty intentions, Education, Controllability, Age, Purchase frequency brand, Initial platform trust, Negative emotions, Locus platform

Figure 72: Coefficients Run 2 brand loyalty scenario platform

Run 2 Coefficients*										
Model		Standardized Coefficients	t	Sig.	Confidence Interval for B	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics
		Beta			Lower Bound					Tolerance
1	(Constant)	3.304	0.729	4.532	0.000	1.851	4.758			
	Locus brand	-0.199	0.069	-0.315	-2.878	0.005	-0.336	-0.061	-0.426	0.854
	Initial brand trust	0.339	0.128	0.290	2.647	0.010	0.084	0.594	0.410	0.854
2	(Constant)	3.855	1.816	2.122	0.038	0.225	7.485			
	Locus brand	-0.144	0.077	-0.228	-1.862	0.067	-0.298	0.011	-0.426	0.658
	Initial brand trust	0.305	0.156	0.261	1.960	0.054	-0.006	0.616	0.410	0.559
	Platform loyalty intentions	-0.019	0.096	-0.022	-0.192	0.848	-0.211	0.174	-0.046	0.780
	Negative emotions	-0.029	0.127	-0.029	-0.225	0.823	-0.283	0.226	0.210	0.583
	Controllability	-0.146	0.129	-0.178	-1.126	0.265	-0.404	0.113	0.172	0.398
	Initial platform trust	0.118	0.108	0.139	1.096	0.277	-0.097	0.334	0.215	0.617
	Locus platform	0.246	0.120	0.331	2.041	0.045	0.005	0.486	0.325	0.376
	Gender	-0.475	0.206	-2.339	-2.304	0.025	-0.887	-0.063	-0.179	0.919
	Purchase frequency platform	0.118	0.112	0.124	1.059	0.294	-0.105	0.341	0.007	0.722
	Purchase frequency brand	-0.294	0.226	-0.153	-1.299	0.199	-0.746	0.158	-0.236	0.711
	Age	0.002	0.007	0.035	0.271	0.788	-0.013	0.017	-0.110	0.597
	Education	-0.051	0.117	-0.048	-0.436	0.664	-0.285	0.183	0.111	0.808

a. Dependent Variable:

Figure 73: Bootstrap for coefficients Run 2 brand loyalty scenario platform

Run 2 Bootstrap for Coefficients						
Model		B	Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval Lower Upper
1	(Constant)	3.304	-0.060	0.836	0.002	1.548 4.943
	Locus brand	-0.199	0.007	0.074	0.008	-0.320 -0.032
	Initial brand trust	0.339	0.010	0.154	0.037	0.038 0.650
2	(Constant)	3.855	0.072	1.686	0.033	0.354 7.255
	Locus brand	-0.144	0.015	0.087	0.089	-0.283 0.062
	Initial brand trust	0.305	-0.001	0.173	0.090	-0.058 0.647
	Platform loyalty intentions	-0.019	-0.011	0.123	0.879	-0.250 0.226
	Negative emotions	-0.029	-0.016	0.133	0.816	-0.352 0.185
	Controllability	-0.146	-0.002	0.119	0.219	-0.379 0.082
	Initial platform trust	0.118	0.005	0.111	0.284	-0.080 0.338
	Locus platform	0.246	0.011	0.117	0.037	0.028 0.514
	Gender	-0.475	-0.009	0.195	0.027	-0.878 -0.086
	Purchase frequency platform	0.118	-0.010	0.148	0.458	-0.166 0.423
	Purchase frequency brand	-0.294	0.001	0.196	0.134	-0.678 0.118
	Age	0.002	0.000	0.007	0.762	-0.012 0.014
	Education	-0.051	0.000	0.127	0.688	-0.284 0.213

a. Unless otherwise noted,

Figure 74: Excluded variables Run 2 brand loyalty scenario platform

Run 2 Excluded Variables*								
Model		Beta In	t	Sig.	Collinearity Statistics			
					Partial Correlation	Tolerance	VIF	Minimum Tolerance
1	Platform loyalty intentions	-.007 ^a	-0.067	0.947	-0.008	0.989	1.011	0.845
	Negative emotions	.081 ^a	0.761	0.449	0.089	0.920	1.087	0.813
	Controllability	.019 ^a	0.181	0.857	0.021	0.895	1.117	0.799
	Initial platform trust	.054 ^a	0.493	0.623	0.058	0.860	1.163	0.763
	Locus platform	.181 ^a	1.681	0.097	0.194	0.858	1.165	0.757
	Gender	-.191 ^a	-1.921	0.059	-0.221	0.999	1.001	0.854
	Purchase frequency platform	.067 ^a	0.653	0.516	0.077	0.986	1.014	0.849
	Purchase frequency brand	-.097 ^a	-0.897	0.373	-0.105	0.882	1.133	0.775
	Age	.096 ^a	0.874	0.385	0.103	0.848	1.179	0.787
	Education	-.019 ^a	-0.181	0.857	-0.021	0.929	1.076	0.820

a. Dependent Variable:
b. Predictors in the Model:

vi. Brand loyalty intentions, scenario brand

Figure 75: Coefficients brand loyalty intention scenario brand

	Brand loyalty intentions	Platform loyalty intentions	Negative emotions	Controllability	Initial platform trust	Initial brand trust	Locus brand	Locus platform	Gender	Purchase frequency platform	Purchase frequency brand	Education	Age
Brand loyalty intentions	1	0.038	-0.135	0.030	0.133	.319 ^{**}	-0.198	0.168	0.008	-0.058	-.483 ^{**}	-0.003	-0.107
Platform loyalty intentions	0.038	1	-0.157	-0.072	.282	0.004	0.084	-.355 ^{**}	-0.110	-.450 ^{**}	0.030	-0.043	-0.230
Negative emotions	-0.135	-0.157	1	0.153	0.100	0.165	0.135	0.079	-.230 [*]	-0.010	0.119	0.073	-0.007
Controllability	0.030	-0.072	0.153	1	0.092	0.073	-0.018	0.207	0.082	0.096	0.200	0.024	0.007
Initial platform trust	0.133	.282	0.100	0.092	1	0.193	-0.051	-0.045	-0.036	-0.215	0.008	0.142	-0.176
Initial brand trust	.319 ^{**}	0.004	0.165	0.073	0.193	1	.288	-0.043	0.073	0.006	-.379 ^{**}	0.150	-0.188
Locus brand	-0.198	0.084	0.135	-0.018	-0.051	.288	1	-.465 ^{**}	-0.048	-0.020	-0.187	0.103	0.098
Locus platform	0.168	-.355 ^{**}	0.079	0.207	-0.045	-0.043	-.465 ^{**}	1	0.005	-0.020	-0.010	-0.138	0.212
Gender	0.008	-0.110	-.230 [*]	0.082	-0.036	0.073	-0.048	0.005	1	0.155	-0.014	0.114	-0.182
Purchase frequency platform	-0.058	-.450 ^{**}	-0.010	0.096	-0.215	0.008	-0.020	-0.020	0.155	1	0.050	0.043	-0.218
Purchase frequency brand	-.483 ^{**}	0.030	0.119	0.200	0.008	-.379 ^{**}	-0.187	-0.024	-0.014	0.050	1	0.138	-0.118
Education	-0.003	-0.043	0.073	0.024	0.142	0.150	0.103	-0.138	0.114	0.043	0.138	1	-.477 ^{**}
Age	-0.107	-0.230	-0.007	0.007	-0.176	-0.188	0.098	0.212	-0.182	0.218	-0.118	-.477 ^{**}	1

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

* Correlation is significant at the 0.05 level (2-tailed).

Figure 76: Model summary brand loyalty intention scenario brand

Model Summary 1-3 variables									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.483 ^a	0.233	0.222	1.01417693	0.233	21.558	1	71	0.000
2	.552 ^b	0.304	0.284	0.97273505	0.071	7.179	1	70	0.009
3	.600 ^c	0.359	0.332	0.94008100	0.055	5.947	1	69	0.017

a. Predictors: (Constant), Purchase frequency brand

b. Predictors: (Constant), Purchase frequency brand, Locus brand

c. Predictors: (Constant), Purchase frequency brand, Locus brand, Initial brand trust

Figure 77: Model summary Run 1 brand loyalty intentions scenario brand

Run 1 Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.483 ^a	0.233	0.222	1.01417693	0.233	21.558	1	71	0.000
2	.632 ^b	0.400	0.280	0.97569833	0.167	1.519	11	60	0.148

a. Predictors: (Constant), Purchase frequency brand

b. Predictors: (Constant), Purchase frequency brand, Initial platform trust, Gender, Locus platform, Education, Purchase frequency platform, Negative emotions, Controllability, Initial brand trust, Locus brand, Platform loyalty intentions, Age

Figure 78: ANOVA brand loyalty intentions scenario brand

Run 1 ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	22.174	1	22.174	21.558	.000 ^b
	Residual	73.027	71	1.029		
	Total	95.201	72			
2	Regression	38.082	12	3.173	3.334	.001 ^c
	Residual	57.119	60	0.952		
	Total	95.201	72			

a. Dependent Variable: Brand loyalty intentions

b. Predictors: (Constant), Purchase frequency brand

c. Predictors: (Constant), Purchase frequency brand, Initial platform trust, Gender, Locus platform, Education, Purchase frequency platform, Negative emotions, Controllability, Initial brand trust, Locus brand, Platform loyalty intentions, Age

Figure 79: Coefficients run 1 brand loyalty intentions scenario brand

Run 1 Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta	t		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	7.518		0.774	0.000					
	Purchase frequency I	-0.783	0.169	-0.483	0.000	-0.483	-0.483	-0.483	1.000	1.000
2	(Constant)	6.271	1.893		0.002					
	Purchase frequency I	-0.749	0.193	-0.461	0.000	-0.483	-0.449	-0.389	0.711	1.406
	Platform loyalty inte	0.048	0.109	0.057	0.439	0.038	0.057	0.044	0.999	1.669
	Negative emotions	-0.145	0.140	-0.116	0.306	-0.135	-0.132	-0.103	0.788	1.268
	Controllability	0.092	0.096	0.104	0.958	0.342	0.030	0.125	0.096	0.849
	Initial brand trust	0.301	0.177	0.215	1.706	0.093	0.529	0.215	0.171	1.592
	Initial platform trust	0.063	0.097	0.072	0.647	0.520	0.151	0.083	0.065	1.234
	Locus brand	-0.193	0.096	-0.266	2.011	0.049	-0.199	-0.251	-0.203	0.573
	Locus platform	0.059	0.095	0.064	0.615	0.541	0.169	0.079	0.061	1.850
	Gender	-0.169	0.248	-0.074	0.498	0.008	-0.088	-0.068	0.859	1.164
	Purchase frequency I	0.023	0.140	0.020	0.162	0.871	-0.096	0.021	0.016	1.469
	Age	-0.005	0.008	-0.068	0.517	-0.107	-0.084	-0.065	0.555	1.802
	Education	0.044	0.185	0.029	0.145	0.809	-0.005	0.051	0.024	0.884

a. Dependent Variable: Brand loyalty intentions

Figure 80: Bootstrap for Coefficients brand loyalty intentions scenario brand

Run 1 Bootstrap for Coefficients							
Model	B	Bootstrap ^a		Sig. (2-tailed)	Confidence Interval		
		Bias	Std. Error		Lower	Upper	
1	(Constant)	7.518	0.051	0.755	0.001	6.156	9.104
	Purchase frequency I	-0.783	-0.011	0.166	0.001	-1.115	-0.487
2	(Constant)	6.271	-0.062	1.779	0.001	2.863	9.668
	Purchase frequency I	-0.749	0.021	0.209	0.002	-1.172	-0.352
	Platform loyalty inte	0.048	0.012	0.138	0.716	-0.214	0.335
	Negative emotions	-0.145	-0.030	0.153	0.278	-0.533	0.087
	Controllability	0.092	0.003	0.112	0.397	-0.137	0.328
	Initial brand trust	0.301	0.011	0.197	0.128	-0.070	0.721
	Initial platform trust	0.063	-0.020	0.141	0.647	-0.280	0.276
	Locus brand	-0.193	0.008	0.109	0.079	-0.383	0.047
	Locus platform	0.059	0.005	0.102	0.562	-0.126	0.275
	Gender	-0.169	-0.027	0.246	0.519	-0.671	0.316
	Purchase frequency I	0.023	-0.010	0.160	0.887	-0.316	0.342
	Age	-0.005	0.000	0.007	0.492	-0.019	0.010
	Education	0.044	0.022	0.174	0.798	-0.270	0.445

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 81: Excluded variables run 1 brand loyalty intentions scenario brand

Run 1 Excluded Variables ^a							
Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		Minimum Tolerance
					Tolerance	VIF	
1	Platform loyalty inte	.055 ^b	0.528	0.599	0.063	0.999	1.001
	Negative emotions	-.074 ^b	-0.706	0.483	-0.084	0.983	1.017
	Controllability	.132 ^b	1.254	0.214	0.148	0.960	1.042
	Initial brand trust	.171 ^b	1.535	0.129	0.180	0.857	1.167
	Initial platform trust	.154 ^b	1.496	0.139	0.176	1.000	1.000
	Locus brand	-.270 ^b	-2.679	0.009	-0.305	0.981	1.019
	Locus platform	.165 ^b	1.601	0.114	0.188	1.000	1.000
	Gender	.001 ^b	0.006	0.995	0.001	1.000	1.000
	Purchase frequency I	-.032 ^b	-0.308	0.759	-0.037	0.997	1.003
	Age	-.167 ^b	-1.613	0.111	-0.189	0.986	1.014
	Education	.065 ^b	0.616	0.540	0.073	0.981	1.020

a. Dependent Variable: Brand loyalty intentions

b. Predictors in the Model: (Constant), Purchase frequency brand

Figure 82: Model summary run 2 brand loyalty intentions scenario brand

Run 2									
Run 2 Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.552 ^a	0.304	0.284	0.97273505	0.304	15.306	2	70	0.000
2	.632 ^b	0.400	0.280	0.97569833	0.096	0.958	10	60	0.489

a. Predictors: (Constant), Locus brand, Purchase frequency brand
b. Predictors: (Constant), Locus brand, Purchase frequency brand, initial platform trust, Gender, Controllability, Age, Negative emotions, Purchase frequency platform, Education, Platform loyalty intentions, initial brand trust, Locus platform

Figure 83: ANOVA run 2 brand loyalty intentions scenario brand

Run 2 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.966	2	14.483	15.306	.000 ^b
	Residual	66.235	70	0.946		
	Total	95.201	72			
2	Regression	38.082	12	3.173	3.334	.001 ^c
	Residual	57.119	60	0.952		
	Total	95.201	72			

a. Dependent Variable: Brand loyalty intentions
b. Predictors: (Constant), Locus brand, Purchase frequency brand
c. Predictors: (Constant), Locus brand, Purchase frequency brand, Initial platform trust, Gender, Controllability, Age, Negative emotions, Purchase frequency

Figure 84: Coefficients run 2 brand loyalty intentions scenario brand

Run 2 Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	8.613	0.847		10.164	0.000					
	Purchase frequency i	-0.845	0.165	-0.519	-5.161	0.000	-0.483	-0.525	-0.515	0.981	1.019
	Locus brand	-0.196	0.073	-0.270	-2.679	0.009	-0.199	-0.305	-0.267	0.981	1.019
2	(Constant)	6.271	1.893		3.315	0.002					
	Purchase frequency i	-0.749	0.192	-0.461	-3.892	0.000	-0.483	-0.449	-0.389	0.711	1.406
	Locus brand	-0.195	0.098	-0.268	-2.012	0.049	-0.199	-0.251	-0.201	0.573	1.748
	Platform loyalty inte	0.048	0.109	0.057	0.439	0.662	0.038	0.057	0.044	0.599	1.669
	Negative emotions	-0.145	0.140	-0.118	-1.033	0.306	-0.135	-0.132	-0.103	0.788	1.268
	Controllability	0.092	0.096	0.104	0.958	0.342	0.030	0.123	0.096	0.848	1.178
	Initial brand trust	0.301	0.177	0.215	1.706	0.093	0.093	0.215	0.171	0.628	1.592
	Initial platform trust	0.065	0.097	0.072	0.647	0.520	0.151	0.083	0.085	0.810	1.234
	Locus platform	0.059	0.095	0.084	0.615	0.541	0.169	0.079	0.061	0.541	1.850
	Gender	-0.169	0.248	-0.074	-0.682	0.498	0.008	-0.088	-0.068	0.859	1.164
	Purchase frequency j	0.023	0.140	0.020	0.162	0.871	-0.056	0.021	0.016	0.681	1.469
	Age	-0.005	0.008	-0.088	-0.652	0.517	-0.107	-0.084	-0.065	0.555	1.802
	Education	0.044	0.183	0.029	0.243	0.809	-0.003	-0.031	0.024	0.684	1.461

a. Dependent Variable: Brand loyalty intentions

Figure 85: bootstrap for coefficients run 2 brand loyalty intentions scenario brand

Run 2 Bootstrap for Coefficients							
Model		B	Bootstrap ^a		Sig. (2-tailed)	95% Confidence Interval	
			Bias	Std. Error		Lower	Upper
1	(Constant)	8.613	0.013	0.877	0.001	6.923	10.446
	Purchase frequency I	-0.843	-0.005	0.168	0.001	-1.216	-0.530
	Locus brand	-0.196	0.002	0.072	0.009	-0.331	-0.051
2	(Constant)	6.271	0.006	1.868	0.002	2.507	9.742
	Purchase frequency I	-0.749	0.017	0.225	0.002	-1.216	-0.329
	Locus brand	-0.193	0.007	0.110	0.080	-0.386	0.056
	Platform loyalty inte	0.048	0.009	0.141	0.741	-0.220	0.334
	Negative emotions	-0.145	-0.024	0.154	0.321	-0.528	0.090
	Controllability	0.092	0.001	0.108	0.381	-0.113	0.318
	Initial brand trust	0.301	0.020	0.206	0.153	-0.081	0.737
	Initial platform trust	0.063	-0.023	0.138	0.646	-0.266	0.261
	Locus platform	0.059	0.001	0.109	0.579	-0.153	0.288
	Gender	-0.169	-0.035	0.243	0.503	-0.692	0.303
	Purchase frequency I	0.023	-0.012	0.166	0.910	-0.309	0.336
	Age	-0.005	0.000	0.008	0.509	-0.019	0.010
	Education	0.044	0.010	0.173	0.815	-0.282	0.381

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 86: excluded variables run 2 brand loyalty intentions scenario brand

Run 2 Excluded Variables ^a								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Platform loyalty intentions	.080 ^b	0.794	0.430	0.095	0.991	1.009	0.974
	Negative emotions	-.033 ^b	-0.323	0.747	-0.039	0.959	1.042	0.958
	Controllability	.135 ^b	1.332	0.187	0.158	0.960	1.042	0.942
	Initial brand trust	.263 ^b	2.439	0.017	0.282	0.799	1.251	0.799
	Initial platform trust	.141 ^b	1.424	0.159	0.169	0.997	1.003	0.979
	Locus platform	.050 ^b	0.439	0.662	0.053	0.778	1.285	0.764
	Gender	-.013 ^b	-0.127	0.899	-0.015	0.997	1.003	0.979
	Purchase frequency platform	-.036 ^b	-0.358	0.722	-0.043	0.997	1.003	0.979
	Age	-.146 ^c	-1.456	0.150	-0.173	0.979	1.021	0.970
	Education	.100 ^b	0.982	0.329	0.117	0.966	1.035	0.958

a. Dependent Variable: Brand loyalty intentions

b. Predictors in the Model: (Constant), Locus brand, Purchase frequency brand

Figure 87: Model summary run 3 brand loyalty intentions scenario brand

Run 3									
Run 3 Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		df1	df2	Sig. F Change
					R Square Change	F Change			
1	.600 ^a	0.359	0.332	0.94008100	0.359	12.908	3	69	0.000
2	.632 ^b	0.400	0.280	0.97569833	0.041	0.450	9	60	0.901

a. Predictors: (Constant), Initial brand trust, Locus brand, Purchase frequency brand

b. Predictors: (Constant), Initial brand trust, Locus brand, Purchase frequency brand, Purchase frequency platform, Gender, Controllability, Education, Initial platform trust, Negative emotions, Platform loyalty intentions, Age, Locus platform

Figure 88: ANOVA run 3 brand loyalty intentions scenario brand

Run 3 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.222	3	11.407	12.908	.000 ^b
	Residual	60.979	69	0.884		
	Total	95.201	72			
2	Regression	38.082	12	3.173	3.334	.001 ^c
	Residual	57.119	60	0.952		
	Total	95.201	72			

a. Dependent Variable: Brand loyalty intentions

b. Predictors: (Constant), Initial brand trust, Locus brand, Purchase frequency brand

c. Predictors: (Constant), Initial brand trust, Locus brand, Purchase frequency brand, Purchase frequency platform, Gender, Controllability, Education, Initial platform trust, Negative emotions, Platform loyalty intentions, Age, Locus platform

Figure 89: Coefficients run 3 brand loyalty intentions scenario brand

Run 3 Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.294	1.255		5.014	0.000					
	Purchase frequency brand	-0.695	0.169	-0.429	-4.115	0.000	-0.483	-0.444	-0.396	0.856	1.169
	Locus brand	-0.242	0.073	-0.333	-3.308	0.001	-0.199	-0.570	-0.319	0.916	1.092
	Initial brand trust	0.368	0.151	0.285	2.439	0.017	0.329	0.382	0.255	0.799	1.251
2	(Constant)	6.271	1.893		3.315	0.002					
	Purchase frequency brand	-0.749	0.192	-0.461	-3.892	0.000	-0.483	-0.449	-0.389	0.711	1.406
	Locus brand	-0.193	0.096	-0.266	-2.012	0.049	-0.199	-0.251	-0.201	0.573	1.746
	Initial brand trust	0.301	0.177	0.215	1.706	0.093	0.329	0.215	0.171	0.628	1.592
	Platform loyalty intentions	0.048	0.109	0.057	0.439	0.662	0.038	0.057	0.044	0.599	1.669
	Negative emotions	-0.145	0.140	-0.116	-1.033	0.306	-0.135	-0.132	-0.103	0.788	1.268
	Controllability	0.092	0.096	0.104	0.958	0.342	0.030	0.123	0.096	0.849	1.178
	Initial platform trust	0.063	0.097	0.072	0.647	0.520	0.151	0.083	0.065	0.810	1.234
	Locus platform	0.059	0.095	0.084	0.615	0.541	0.169	0.079	0.061	0.541	1.850
	Gender	-0.169	0.248	-0.074	-0.682	0.498	0.008	-0.088	-0.068	0.859	1.164
	Purchase frequency platform	0.023	0.140	0.020	0.162	0.871	0.056	0.021	0.016	0.881	1.469
	Age	-0.005	0.008	-0.088	-0.652	0.517	-0.107	-0.084	-0.065	0.555	1.802
	Education	0.044	0.183	0.029	0.245	0.809	-0.003	0.031	0.024	0.684	1.461

a. Dependent Variable: Brand loyalty intentions

Figure 90: Bootstrap for coefficients run 3 brand loyalty intentions scenario brand

Run 3 Bootstrap for Coefficients							
Model		B	Bootstrap ^a		Sig. (2-tailed)	95% Confidence Interval	
			Bias	Std. Error		Lower	Upper
1	(Constant)	6.294	0.046	1.293	0.001	4.005	9.197
	Purchase frequency brand	-0.695	-0.007	0.160	0.001	-1.043	-0.394
	Locus brand	-0.242	0.002	0.073	0.001	-0.384	-0.097
	Initial brand trust	0.368	-0.004	0.149	0.023	0.037	0.659
2	(Constant)	6.271	0.001	1.849	0.004	2.481	9.630
	Purchase frequency brand	-0.749	0.026	0.208	0.001	-1.164	-0.343
	Locus brand	-0.193	0.008	0.109	0.085	-0.380	0.046
	Initial brand trust	0.301	0.030	0.202	0.150	-0.059	0.721
	Platform loyalty intentions	0.048	0.005	0.140	0.767	-0.226	0.318
	Negative emotions	-0.145	-0.024	0.149	0.299	-0.510	0.083
	Controllability	0.092	0.005	0.103	0.381	-0.104	0.300
	Initial platform trust	0.063	-0.030	0.143	0.644	-0.281	0.282
	Locus platform	0.059	-0.003	0.109	0.580	-0.154	0.290
	Gender	-0.169	-0.023	0.249	0.515	-0.687	0.284
	Purchase frequency platform	0.023	-0.025	0.170	0.906	-0.331	0.311
	Age	-0.005	0.000	0.007	0.482	-0.019	0.010
	Education	0.044	0.008	0.181	0.800	-0.284	0.416

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Figure 91: Excluded variables run 3 brand loyalty intentions scenario brand

Run 3 Excluded Variables ^a							
Model					Collinearity Statistics		Minimum Tolerance
		Beta In	t	Sig.	Partial Correlation	Tolerance	VIF
1	Platform loyalty intentions	.081 ^b	0.831	0.409	0.100	0.991	1.009
	Negative emotions	-.085 ^b	-0.847	0.400	-0.102	0.920	1.087
	Controllability	.097 ^b	0.975	0.333	0.117	0.933	1.072
	Initial platform trust	.091 ^b	0.918	0.362	0.111	0.943	1.060
	Locus platform	.027 ^b	0.246	0.806	0.030	0.773	1.294
	Gender	-.034 ^b	-0.345	0.731	-0.042	0.990	1.010
	Purchase frequency platform	-.043 ^b	-0.447	0.656	-0.054	0.996	1.004
	Age	-.082 ^b	-0.804	0.424	-0.097	0.893	1.120
	Education	.055 ^b	0.542	0.589	0.066	0.928	1.078

a. Dependent Variable: Brand loyalty intentions

b. Predictors in the Model: (Constant), Initial brand trust, Locus brand, Purchase frequency brand