ABSTRACT

MR.SOMBAT THAMRONGSINTHAWORN: Consumer Investment in Multi-brand Service Relationship

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It is essential for consumers and firm to understand the nature of long-term relationship in multi-brand relationship service context between them, because the successful long-term relationship can generate the benefits for both firm and consumer. Firms can gain the competitive advantage, customer loyalty, future intention and so on, while consumer can gain the benefits such as anxiety reductions, price breaks, faster services and personal recognition from long-term relationship.

However, recent research lack considering the simpler model to capture and the proxy to explain the long-term relationship of consumers and firm in multi-brand relationship service context. Moreover, few paper studying the manageable marketing variables, which are inputs of long-term relationship. Therefore, our purposes of this research are to investigate the nature of long-term relationship of consumer and firm in multi-brand relationship service context, and to develop and explain it with the simpler model determined by bilateral investment constructs as the key manageable marketing variables.

Therefore, we propose the conceptual model of consumer investment in multi-brand service relationship, create the measures of long-term relationship in multi-brand relationship context, examine its antecedents, covariates, consequences and test the moderating effects and robustness test. Then, in this process, we also develop the measures of all constructs in the proposed model. These measures are pre-tested with consumer in two industries, airline and credit card. Some revisions are gained for the questionnaire in our main survey.

For the survey design, we employ a non-probability sampling via the quota sampling. The control characteristics in our study are the length of relationship and gender. We collect data from 400 respondents approximately for both airline and credit card industries. Descriptive statistics, factor analysis with varimax rotation by principal component, reliability analysis, and model fit assessment and AMOS (Analysis of Moment Structures) version 4.0 are employed to analyze the data.

The results of this study present that our simpler model of consumer investment in multi-brand service relationship can capture the long-term relationship in multi-brand relationship context and can explain the bilateral investment as the key factor in determining the successful long-term relationship. In addition, most of the hypotheses are supported and some are exceptions. Findings from the studies also generate additional insights into the changes of relative influences of antecedents and consequences of relationship strength when taking into account the length of relationship and gender. We can conclude with the theoretical contributions, managerial implications, limitations and future directions of this research.