

# 5<sup>th</sup> International Consumer Brand Relationship Conference

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*Conference Proceeding*



**Porto**  
Business School

<http://www.consumerbrandrelationship.com>

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**CUSTOMERS' CORPORATE BRAND RELATIONSHIPS IN B2B**

Anne Rindell, Hanken School of Economics, Finland; Tore Strandvik, Hanken School of Economics, Finland

**Purpose:** The purpose of this study is to introduce customers' corporate brand relationships in B2B markets into the research field of consumer-brand relationships (CBR).

**Design/Methodology:** We employ understanding from relationship marketing relating to how relationships start, develop and end. This approach has been called for by Breazeale and Fournier (2012) urging for inspirational settings from relationship management in the B2B context. Earlier studies on consumer-brand relationships within CBR have focused on consumers (Fetscherin and Heinrich, 2015; 2014) on the B2C markets. As far as we know, all studies within CBR actually focus on customers, for example studies in the context of brand communities, despite the name of the research field.

**Findings:** We take in this study a temporal perspective on brand relationships among customers in the B2B setting. We argue that customers in B2B also form brand relationships in their stakeholder networks.

**THE RELATIONSHIP BETWEEN LUXURY SOCIALLY RESPONSIBLE BRANDS AND LUXURY CONSUMERS**

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**Purpose:** The purpose of this article is to explore the relationship between luxury brands and their motivation to produce luxury socially responsible goods in response to the increase in consumers' demand for sustainable luxury.

**Design:** Based on the literature, the different perspectives and findings of distinct scholars, the authors developed a conceptual model that establishes a connection between luxury brands' symbolic identity and their motivations to engage in a CSR approach.

**Findings:** The authors established a relationship between luxury brands' positioning and their driving forces that compel luxury brands to be involved in the production of luxury socially responsible items. Moreover, the creation and development of the conceptual model allowed the researchers to identify four distinct categories of luxury brands labeled Democratic luxury brands, Limited Edition luxury brands, Extensively Rare luxury brands, and One-of-a-kind luxury brands.

**Originality / value:** This paper tries to enhance scholars and practitioners' knowledge about luxury socially responsible brands and their motivations to engage in a fruitful relationship with luxury socially responsible consumers.

**SESSION 5: BRAND RELATIONSHIPS THEORIES**

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**ONLINE RELATIONSHIP QUALITY: TESTING AN INTEGRATIVE AND COMPREHENSIVE MODEL IN THE BANKING INDUSTRY**

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**Purpose:** This paper examines online relationship quality as a multidimensional, integrative construct comprising trust, commitment and satisfaction. Important antecedents of the construct identified in traditional relationship marketing and e-commerce literature (classified respectively under 'relationship characteristics' and 'website characteristics') are also investigated.

**Design/methodology/approach:** A Web-based questionnaire is administered to 476 online banking users, members of a large consumer panel. Data is analysed using structural equation modeling.

**Finding:** They largely support the proposed framework as the model explains 95.3% of online relationship quality. Results demonstrate that website characteristics (in order of importance: ease of use, website design, information quality and security/privacy) are especially important for fostering online relationship quality in the banking sector. The moderating