

COMPARATIVE ANALYSIS OF REPURCHASE INTENTION BASED ON BRAND TRUST AND BRAND COMMITMENT OF STARBUCKS IN MANADO BETWEEN MALE AND FEMALE

ANALISIS PERBEDAAN NIAT MEMBELI KEMBALI BERDASARKAN KEPERCAYAAN MEREK DAN KOMITMEN MEREK STARBUCKS DI MANADO ANTARA PRIA DAN WANITA

by:

Clarissa A. R. Luntungan¹
Sifrid S. Pangemanan²
Farlane S. Rumokoy³

¹²³Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail:

¹clarissa.ar.luntungan@gmail.com

²psifrid@yahoo.com

³princefarlent@gmail.com

Abstract : Nowadays coffee shop are becoming an easy place to find in Indonesia with many brands, and one of them is Starbucks. This coffee shop is still competing with its domestic and international competitor that running on the same business such as St. Ali is the coffee shop from outside Indonesia, also The Coffee Bean and Tea Leaf, J.CO Donut & Coffee, Excelso, MOKKA Coffee Cabana, MAXX Coffee, Kopi Luwak, and Yellow Truck that some are offering more affordable beverage that can attract mostly Indonesian society. The aim of this study is to find out if there is significant difference between male and female customers in repurchase intention based on brand trust and brand commitment of Starbucks in Manado. This research is quantitative research and uses independent sample t-test. The sample size of this research is 100 customers of Starbucks in Manado. The results showed no significant difference between male and female customers in repurchase intention based on brand trust and brand commitment of Starbucks in Manado. The recommendation based on the result is Starbucks in Manado should create special offer for female and male customers in different day, and open new branch in Manado for easy customer reach.

Keywords : *brand trust, brand commitment, independent sample t-test.*

Abstrak : Saat ini warung kopi menjadi tempat yang mudah ditemukan di Indonesia dengan merek yang banyak, dan salah satunya adalah Starbucks. Kedai kopi ini masih bersaing dengan pesaing domestik dan internasionalnya yang menjalankan bisnis yang sama seperti St. Ali adalah kedai kopi dari luar Indonesia, juga Coffee Bean and Tea Leaf, J.CO Donut & Coffee, Excelso, Kopi MOKKA. Cabana, MAXX Coffee, Kopi Luwak, dan Yellow Truck yang beberapa menawarkan minuman yang lebih terjangkau yang bisa menarik sebagian besar masyarakat Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada perbedaan yang signifikan antara pelanggan pria dan wanita dalam niat membeli kembali berdasarkan kepercayaan merek dan komitmen merek Starbucks di Manado. Penelitian ini merupakan penelitian kuantitatif dan menggunakan uji t sampel independen. Ukuran sampel dari penelitian ini adalah 100 pelanggan Starbucks di Manado. Hasil penelitian menunjukkan tidak ada perbedaan yang signifikan antara pelanggan pria dan wanita dalam niat membeli kembali berdasarkan kepercayaan merek dan komitmen merek Starbucks di Manado. Rekomendasi berdasarkan hasilnya adalah Starbucks di Manado harus membuat penawaran khusus untuk pelanggan wanita dan pria di hari yang berbeda, dan membuka cabang baru di Manado agar mudah dijangkau pelanggan.

Kata Kunci : *kepercayaan merek, komitmen merek, t sampel independen.*

INTRODUCTION

Research Background

The food and beverage industries in Indonesia are the sector that has big contribution to the nation's economy because of the increasing selling volume of the industry. In today's world, we can easily find restaurants and coffee shops that are offering variation of food and beverage, and it is a proof that Indonesia's food and beverage industry are growing from time to time, and also evolving by following the world current development and lifestyle of the modern society that creating innovation of the food and beverage itself and to compete each other from the service, product and brand. With the current development and lifestyle of modern society, they now tend to have eat out and drinking activities in restaurant and coffee shop rather than in their house. Mostly the working people and college students who love to drink coffee are likely to hangouts or doing business meeting in place like this. The consumption growth is driven by Indonesia's expanding middle class people, and their growing taste for coffee. This lifestyle creating business opportunities and taken by the food and beverage industries that running on coffee shop.

Nowadays coffee shop are becoming an easy place to find in Indonesia with many brands, and one of them is Starbucks. This coffee shop is still competing with its domestic and international competitor that running on the same business such as St. Ali is the coffee shop from outside Indonesia, also The Coffee Bean and Tea Leaf, J.CO Donut & Coffee, Excelso, MOKKA Coffee Cabana, MAXX Coffee, Kopi Luwak, and Yellow Truck are mostly the domestic competitor that some are offering more affordable beverage that can attract mostly Indonesian society, that considering their budget to purchase beverage.

Starbucks Corporation was founded in Seattle, Washington in 1971. According to Starbucks's company profile, Starbucks is named after the first mate in Herman Melville's *Moby Dick*. The logo is also inspired by the sea – featuring a twin-tailed siren from Greek mythology. In fact, Starbucks has builds relationship with Indonesia in around 1970, Starbucks head office in Seattle often ordering the coffee bean from Sumatran and Java. The coffee shop finally enters Indonesia under the partnership with PT. Mitra Adiperkasa Tbk, and opens its store on 2002 in Plaza Indonesia. Starbucks are now spreads almost all over big cities in Indonesia. In October 2015 Starbucks opens a store in Manado, the first outlet is in Manado Town Square and in the following month their second outlet are open in Sam Ratulangi Airport. With the high competition of food and beverage industry in this country, a coffee shop specially Starbucks in Manado needs customer who trust on their brand and have commitment to the brand so the customer will have intention to purchase in again Starbucks.

Past studies shows that brand trust and brand commitment has significant effect on repurchase intention. Chaudhuri and Holbrook (2001:85). Explain brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Mosavi and Ghaedi (2012:96). Revealed that brand trust has positively influences on repurchase intention. According to Taleghani, Largani, and Mousavian (2011:5). Commitment is frequently defined as a desire to maintain a relationship. According to Sahin, Zehir and Kitapci (2011:10). Show that brand commitment has a significant effect on consumer repurchase intention for a brand.

According to Plabdaeng (2010:19). Factors that will influence male and female to make purchase decision are also different. Starbucks in Manado need to pay attention to study on the difference of brand trust and brand commitment on the perception of their male and female consumers. Basically, these are two different group of people based on the gender, and each gender has their own emotions and feelings of what they trust and experience on product and service that they have consumed. According to Buttle (1992:352). Gender influence the way people shop. Plabdaeng (2010:20). Explain there is a when gender different, the perception of consuming the product also different as well. That is why this research want to see if there are any significant difference on male and female customers of Starbucks in Manado based on the brand trust and the brand commitment

Research Objectives

Based on the research problem above, the objective of this research is to find out if there is significant difference between male and female customers in repurchase intention based on brand trust of Starbucks in Manado and to find out if there is significant difference in repurchase intention between male and female customers based on brand commitment of Starbucks in Manado

LITERATURE REVIEW

Marketing

According to Kotler (2009:132). One of the shortest definitions of marketing is meeting the needs of profitability". In business life, industries needs marketing to inform people about the market that the company is being run, and then to attract people attention about the product or services. There is also a sense of marketing, namely: The American Marketing Association, in Kotler, (2009:133). Offer to follow the formal definition of marketing: "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". Marketing is needed to show and attract people about the business that are operating to seek profits or non profits.

Repurchase Intention

According to Mosavi and Ghaedi (2012:10092). Repurchase intention refers to the consumer's willingness to buy more from a company. Every business in food and beverage industries want to survive and compete and to get profits, companies need repurchase intention to stay operating their business and to expand their business. According Eagly and Chaiken (1993:49). Purchase simply means a trading situation between seller and buyer. While intentions represent "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior.

Brand Trust

According to Matzler, Krauter, and Bidmon (2008:155). In the branding literature, the concept of brand trust is based on the idea of a consumer-brand relationship. A success and top company mostly have brand that is easy to recognize, and have good marketing to create trust for their brand to increase the repurchase intention. That is why every company needs customers to trust on their brand to be a favorable brand. According to Ballester (2003:11). Brand trust as feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer Sheth and Parvatiyar (1995:403). Explain brand is seen as a substitute for human contact between the company and its customers.

Brand Commitment

According to Moorman, Deshpande and Zaltman (1992:318). Commitment is frequently defined as a desire to maintain a relationship. A commitment is not just between human to human in maintaining relationship, in business industry also need commitment between human to a brand to create customers make purchase just to the desired brand. Brand commitment is the feeling of desire to maintain a relationship to a brand. According to Wang (2009:865). When a person found what they believed is an optimal case, they will commit to their relationship and will stop looking for other alternatives. Both parties will mutually use commitment to continuously show their trustworthiness toward the exchange relationship. According to Allen and Meyer (1990:2). Affective commitment as the 'emotional attachment to, identification with, and involvement in the organization'. According to Marshall (2010:68). Calculative commitment, by contrast, is based more on rational motives, focusing on termination or switching costs.

Gender and Repurchase Intention

According to Linn and Petersen (1985:1483). In short, from the perspective of evolutionary psychology, gender differences exist, in part, because females and males confronted different problems in human prehistory. Gender is differentiation characteristic of biological sex, there are two types of gender which is male and female. Plabdaeng (2010:18). Explain that actually, the decision maker can be divided by the genders to male and female. Tifferet and Herstein (2012:177). Gender is one of the most common segmentation criteria used by marketers. Palmer and Bejou (1995:22). Explain that the processing information obtained by men and women may differentiate. According to Plabdaeng (2010:19). The factors that will influence male and female to make purchase decision are also different, therefore the purchase decision making will change by the role of genders regard to the product that the consumer is going to purchase.

Previous Research

The first article is The effects of brand experience and service quality on repurchase intention: The role of brand relationship quality by Azize Sahin, Cemal Zehir, and Hakan Kitapci (2011). The objective of this paper is to investigate the effects of brand experience and service quality on repurchase intention with the role of brand relationship quality. The study was conducted on 258 respondents and research results are analyzed by using structural equation modeling. As a result of this study, brand experiences, satisfaction, and trust have positively effects on repurchase intention for a brand. The research findings indicate that brand experience appears to be far more salient than brand constructs in shaping and building meaningful and long-lasting relationship with consumers. The research has two variables that is the same with this current research which is brand trust, and brand commitment and has a prove that brand trust and brand commitment do affect the repurchase intention, as this research is going to focus to measure on the difference on brand trust and brand commitment, thus the repurchase intention might be different as well for each sample between gender.

The second article is Gender differences in brand commitment, impulse buying, and hedonic consumption by Sigal Tifferet and Ram Herstein (2012). Based on tenets from evolutionary psychology, the purpose of this paper is to hypothesize that in comparison to men, women will report higher levels of brand commitment, hedonic consumption, and impulse buying. In total, 257 students 153 males and 104 females completed questionnaires. The study results showed that in comparison to men, women had higher levels of brand commitment, hedonic consumption, and impulse buying. These results can be explained, at least in part, by evolutionary reasoning. The research have one variable that is the same with this current research which is brand commitment, and have gender as a tool used to know the difference in the brand commitment.

The third article is The Impact of Brand trust, Self-image Congruence and Usage Satisfaction toward Smartphone Repurchase Intention by See Kwong Goh, Nan Jiang, and Pei Leng Tee (2016). The purpose of this study is to examine the subjective factors; brand trust, self-image congruence and usage satisfaction toward repeat purchase intention of smartphones among the Gen-Y consumers in Malaysia. A total of 182 respondents participated in this research. Most of the respondents purchased a smartphone within the last 12 months and a large number of the respondents are active users of text messaging and smartphone applications. Results indicate that self-image congruence is the main antecedents for repeat purchase of smartphones. This is the followed by usage satisfaction as the second predictor and lastly would be brand trust. The research has one variable that is the same with this current research which is brand trust, and it have the prove that brand trust do have effect on repurchase intention, as this research is focus to measure the difference on brand trust, thus the repurchase intention might be different as well for each sample between gender.

Conceptual Framework

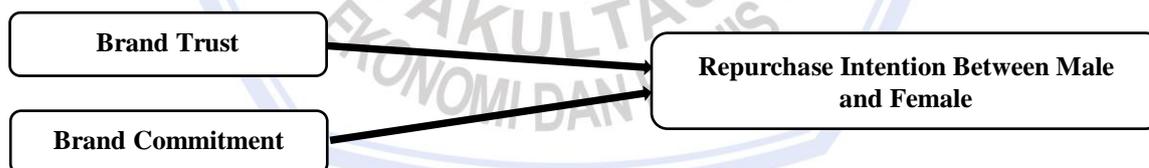


Figure 1. Conceptual Framework

Hypothesis

- H_0 : There is no significant difference between male and female customers in repurchase intention based on brand trust of Starbucks in Manado
- H_1 : There is significant difference between male and female customers in repurchase intention based on brand trust of Starbucks in Manado
- H_0 : There is no significant difference between male and female customers in repurchase intention based on brand commitment of Starbucks in Manado
- H_2 : There is significant difference between male and female customers in repurchase intention based on brand commitment of Starbucks in Manado

RESEARCH METHODOLOGY

Type of Research

This research is a quantitative and comparative approaches. According to Maholtra (2009:48). Quantitative research seeks to quantify data. According to Leedy (1993:35). It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control a phenomena.

Place and Time of Research

The place of this research will be conducted in Manado Town Square from December 2017 - February 2018.

Population and Sample

The population in this research is all the customers of Starbucks in Manado. The sample in this research is 100 customers that have atleast twice ever purchased on Starbucks in Manado.

Data Collection Method

The primary data of this study gets from the results of questionnaires. The secondary data collected in varied of sources and the sources are books, journals, articles, thesis, and websites.

Operational Definition of Research Variable

The willingness of the average consumer to rely on the ability of Starbucks brand to perform its stated function. Brand commitment is the feeling of desire to maintain a relationship to Starbucks brand.

Data Analysis Method

Validity Test

To analyze the validity of questionnaire, Pearson Product Moment was used. If probabiility of correlation is less than 0.05 (5%) then the research instrument is considered valid.

Reliability Test

Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 the it is unreliable.

Normality Test

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed.

Independent Sample T-test

The independent-samples t-test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. This t-test is to analyze the difference between male and female customers in repurchase intention based on brand trust and brand commitment of Starbucks in Manado.

RESULT AND DISCUSSION

Validity Test Result

Table 1. Correlations

		Brand trust	Brand commitment	TOTAL
Brand trust	Pearson Correlation	1	.899**	.973**
	Sig. (2-tailed)		.000	.000

	N	100	100	100
Brand commitment	Pearson Correlation	.899**	1	.975**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL	Pearson Correlation	.973**	.975**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Source : SPSS output, 2018

The value

could be classified as a good variable when the significant level below 0.005 and the correlation values are above 0.30.

Reliability Test Result

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.946	2

Source : SPSS output, 2018

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.946, it proves the data is reliable.

Normality Test Result

Table 3. One-Sample Kolmogorov-Smirnov Test

	Brand trust	Brand commitment
N	100	100
Normal Parameters	Mean	3,746
	Std. Deviation	,48271
Most Extreme Differences	Absolute	,085
	Positive	,085
	Negative	-,082
Test Statistic	,085	,086
Asymp. Sig. (2-tailed)	,075	,065

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS output, 2018

Based on the Table 3 above further decisions are resulted as follows:

1. It appears that a significant column (Asymp. Sig (2-tailed)) for brand trust is 0.075 or more than 0.05 then the probability of H_0 received population mean of brand trust normally distributed.

2. It appears that a significant column (Asymp. Sig (2-tailed)) for brand commitment is 0.065 or more than 0.05 then the probability of H_0 received population mean of brand commitment normally distributed.

Independent Sample T-test

Independent Sample T-test for Brand Trust and Brand Commitment divided between Male and Female

Table 4. Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Brand trust	Male	50	24,02	3,210	.454
	Female	50	23,64	3,102	.439
Brand commitment	Male	50	23,72	3,104	.439
	Female	50	23,20	3,470	.491

Source: SPSS output, 2018

The mean difference from table 4 shows that the mean of male about brand trust is at 24,02 while female at 23,64. In other words, male has on average higher brand trust than female.

The mean difference from table 4 shows that the mean of male about brand commitment is at 23,72 while female at 23,20. In other words, male has on average higher brand commitment than female.

Table 5. Independent Sample T-test for Brand Trust between Male and Female

		Independent Samples Test									
		Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Brand trust	Equal variances assumed	.054	.818	.602	98	.549	.380	.631	-.873	1.633	
	Equal variances not assumed			.602	97.885	.549	.380	.631	-.873	1.633	
Brand commitment	Equal variances assumed	.967	.328	.790	98	.432	.520	.658	-.787	1.827	

Equal	-	96.807	.432	-.520	.658	-.787	1.827
variances	.790						
not							
assumed							

Source : SPSS output, 2018

In the table above can be seen that the value $t=0.602$ with a significance of $p=0.549$ ($p>0.05$) indicates that H_0 is accepted which means there is no significant difference in repurchase intention based on brand trust between male and female customers of Starbucks in Manado.

In the table above can be seen that the value $t=0.790$ with a significance of $p=0.432$ ($p>0.05$) indicates that H_0 is accepted which means there is no significant difference in repurchase intention based on brand commitment between male and female customers of Starbucks in Manado.

Discussion

This research attempts to answer the problem statement as has been expounded earlier in this thesis. Hence, this research has identified the difference of repurchase intention based on brand trust and brand commitment between male and female. Research has considered all sources of theories, books, journals and other supporting sources in constructing the whole research. Questionnaire is used to collect data and Likert scale is used to score the data. Then, the data are analyzed with Independent Sample t-test. This method is useful to know the difference in the repurchase intention based on the brand trust and brand commitment between male and female customers of Starbucks in Manado. With the previous research resulting brand trust and brand commitment do affecting repurchase intention, now this research is to comparing it between the two different group which is male and female customers. But it still shows that male has better perception than female to trust in Starbucks, therefore the male consumers are the customers who trusting more to a coffee shop product given by Starbucks.

Comparison of Repurchase Intention between Male and Female Measured by Brand Trust

In the indicator value of brand trust the *mean* of male is bigger than female, it shows the male give more positive perception in brand trust of repurchase intention on Starbucks in Manado. The result also shows by the t value, which is group 1 (Male) better than group 2 (Female). But the compare *means* does not have significant different between the male and female, means both of these groups are not significantly different. With the previous research of brand trust do affecting repurchase intention just like Sahin, Zehir, and Kitapci (2011:11199). Revealed that brand trust has significant effects on repurchase intention, the comparison between two independent groups of this research shows that there is no significant difference between male and female customers in repurchase intention based on brand trust of Starbucks in Manado.

Comparison of Repurchase Intention between Male and Female Measured by Brand Commitment

In the indicator value of brand commitment the *mean* of male is bigger than female, it shows the male give more positive perception in brand commitment of repurchase intention on Starbucks in Manado. The result also shows by the t value, which is group 1 (male) better than group 2 (female). The compare *mean* does not have significant different between male and female, means both of these groups are not significantly different. With the previous research of brand commitment do affecting repurchase intention just like Sahin, Zehir, and Kitapci (2011:11199). Shows that brand commitment has significant effect on repurchase intention, then the comparison between two independent groups of this research shows that there is no significant difference between male and female customers in repurchase intention based on brand commitment of Starbucks in Manado. In terms of commitment to stay purchase in Starbucks the male also has better perception than female but it is not significant.

CONCLUSION AND RECOMMENDATION

Conclusion

1. There is no significant difference between male and female customers in repurchase intention of Starbucks in Manado measured by brand trust.

2. There is no significant difference between male and female customers in repurchase intention of Starbucks in Manado measured by brand commitment.

Recommendation

1. The female perception to trust and giving commitment to Starbucks results are below the male, therefore to increase the trust and commitment for the female customers, Starbucks should create special offer of 50% discount for a special sweet drink for “girls day out” event regularly every week to attract more female customers.
2. For the male customers, since the male have better perception of brand trust and brand commitment, to maintain and increase the male customers, Starbucks in Manado should give an extra coffee promotion for a “working men day” event in Saturday, because that day mostly the employees are home early and have more time to take a coffee.
3. Starbucks in Manado should create big event for the customers to be participating just like an option for donation to the local orphanage in one transaction of special seasonal beverage in terms of Christmas celebration.
4. Starbucks needs to open new store in Manado so the customers can be more participating on their regular event and promotion just like the Monday madness, TGIF buy 1 get 1 free events so it would be easy for customers to reach. Then, also because when the promotion start, the coffee shop become more crowded have less space for the customers to have seat and consume the product.

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