

Are e-retailer brands affected by the manufacturer brands they offer? The case of beauty subscription boxes

Richard Huaman-Ramirez
EM Strasbourg Business School
Jean-François TOTI
Université de Lille - IAE

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Abstract

This study focuses on how manufacturer brands influence the e-retailer brand from the experiential marketing approach. A sample of 252 beauty box subscribers took part in our study, and we used PLS-SEM to test our hypotheses. Our findings show that manufacturer brand experience positively and directly affects e-retailer brand experience, which in turn positively affects e-retailer brand satisfaction.

Keywords: *Manufacturer Brand; e-Retailer Brand; Brand Experience*

Track: Product and Brand Management