

# Loyalty Formation Towards A Global Retailer in Different Markets: A Systems Perspective

**Karin Teichmann**

University of Innsbruck

**Kurt Matzler**

University of Innsbruck

**Andreas Strobl**

Lancaster University

Cite as:

Teichmann Karin, Matzler Kurt, Strobl Andreas (2022), Loyalty Formation Towards A Global Retailer in Different Markets: A Systems Perspective. *Proceedings of the European Marketing Academy*, 51st, (107712)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



# Loyalty Formation Towards A Global Retailer in Different Markets: A Systems Perspective

## **Abstract**

Culture and culture-related personality play an important role for customer loyalty towards a retailer with standardized, worldwide stores. The question of how culture and culture-(a)typical personality traits interplay and shape a customer's loyalty is still not answered satisfactorily. We take a systems perspective and explore how influences of the retailing environment, culture, and customer's personality impacts on loyalty formation towards a global retailer. Based on field data from the US and Japan, we find that appraisals of the retailing environment less strongly impact on customer loyalty in individualistic (vs. collectivistic) cultures. Yet, this culture effect can be offset by customers' culture-typical personality. The findings demonstrate the usefulness of cross-cultural personality psychology theory and methods for understanding and predicting consumer responses to the retailing environment across cultures.

**Keywords:** *systems perspective; loyalty; culture*

**Track:** Retailing & Omni-Channel Management