

Extending the Customer Equity Framework: A Manufacturer–Service Retailer Perspective

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Abstract

The customer equity framework received significant attention in the marketing literature. It differentiates between brand equity, relationship equity, and value equity. This study extends this framework by a comprehensive assessment of drivers of manufacturer and service retailer loyalty. The model also incorporates spillover effects from the manufacturer to the service retailer. The extended model is tested in an automotive context with a sample of 2,060 customers. Results reveal that the manufacturer loyalty is mainly driven by brand equity, whereas service retailer loyalty is equally driven by the three equity drivers. We also find spillover effects from the manufacturer equity drivers to the service retailer loyalty through manufacturer loyalty. Furthermore, these effects were found to depend on the type of service retailer (authorized, non-authorized) and vehicle age.

Keywords: *Loyalty; Relationships; Equity*

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