

Forging Bonds: The Development of a Scale to Measure Perceived Benefits of Brand Flagship Platforms

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Abstract

More and more established online retailers transforming themselves into online marketplaces. While the ongoing "platformization" represents an opportunity for growth for large online retailers, it comes with significant risks for manufacturer brands, such as dependence on retailers and loss of customer data. Brand Flagship Platforms (BFP) can serve as a countermeasure for precisely these problems, by offering additional benefits beyond the products they sell. The presented study is the first to develop a scale to measure the perceived benefits of BFPs. This is an essential prerequisite for the successful design of BFPs. The final scale contains five dimensions (commercial exchange, social exchange, self-improvement, epistemic empowerment, and creative empowerment) and represents a reliable and valid measure for determining the benefits of BFPs.

Subject Areas: *Branding, Channels, Electronic Commerce and Internet Marketing, Retailing*

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