

What Do Users Value? Insights into Perceived Benefits on Brand Flagship Platforms

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Abstract

Brand Flagship Platforms (BFPs) act as strategic tools for manufacturer brands, complementing traditional retail channels by offering digital benefits beyond mere purchases. Building on Wichmann et al. (2022), this study establishes a scale for five user-perceived benefits: commercial exchange, epistemic empowerment, social exchange, self-improvement, and creative empowerment. The effects of these benefits on brand attachment and purchase intention are examined in the sports context. The results show that commercial exchange and epistemic empowerment directly enhance both brand attachment and purchase intention. Social exchange and creative empowerment positively affect brand attachment, with no significant impact on purchase intention. Self-improvement shows no significant influence on either outcome. These findings underline BFPs as a valuable complement to other retail channels, offering insights for designing user-centered platforms and advancing their role as marketing tools.

Keywords: *Brand Flagship Platform, Benefits, Retail Channel*

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