

Abstract

Since the customers seek for the convenience of buying products and services, the businesses have become more competitive than early days. Thus they have found many channels to deliver their products and services as the customers demand such channels in order to maintain a lasting relationship. In that case trust and commitment are major tents for a successful relationship with the customer. This is vital in both offline and online retailing spheres. Even the customer have interact with retailers face to face in an offline environment it is more difficult to build trust on brands. This makes even more when the brands deal in an online environment where the consumer cannot physically see the product or feel the service. Therefore this paper aims to study the combine effect (Multichannel Brand Trust) of both online and offline brand trust towards the behavioural intention. The researcher of the study has utilized the well-known Commitment-Trust theory to establish the relationships and thus it will further advance the theory by examining the multichannel effect which in previous studies have only examined this in different channels separately.

The researcher used validated scales from previous researches and modified it to match the context which this study took place. 507 surveys were accepted after a comprehensive screening process. The data gathered were analysed using the AMOS software and in the initial stage of the analysis, it was described the data screening process and testing for violation of assumptions. Then the hypothesis were also tested using the same software package. The findings revealed that the multichannel brand trust is having a positive relationship and it strengthening the behavioural intention. However the impact of multichannel brand trust is less when considering the impact of each channels separately. Also the mediating effect of relationship commitment is not that influential in between brand trust and behavioural intention (partial mediation). Based on the results the researcher has proposed a model to test the relationship between the brand trust and the behavioural intention. Thus this study provides several contributions to knowledge and the business firms in their managerial decisions.

Key words: Trust, Brand Trust, Offline and Online Brand Trust, Relationship Commitment, Behavioral Intention