

Impact of Multichannel Brand Trust on Behavioral Intention

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Abstract

Purpose- 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 of both online and offline brand trust towards the behavioral 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.

Design/methodology/approach- the researcher used validated scales from previous research and modified it to match the context which this study takes place. Further to validate the modified questions a pilot study will be conducted. Analysis will be done by using descriptive tools and a comprehensive description of the analysis will also be done.

Keywords: *Trust, Brand Trust, Offline and Online Brand Trust, Commitment, Behavioral Intention*