Conveniently Loyal Customers: The Effects of Post Benefit Convenience and Reciprocity on

Loyalty

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Abstract

Purpose – With the emergence of new technologies, relationship marketing has been forced to evolve and make its way online. This has been especially true for the technicalities of customer service. However, not all services that physical stores offer have been translated online. two ways to offer service is to use the reciprocity principle and service convenience. Therefore, this study's purpose is to find out how these techniques to offer service can be utilized online to generate a customer's loyalty towards the service provider.

Design/methodology/approach – This study uses a 2 (no post benefit convenience vs post benefit convenience) x 2 (no reciprocity principle vs reciprocity principle) experimental between subjects' design ($N = 238$) to study the impact of post benefit convenience, and reciprocity on loyalty, perceived reciprocity, a propensity to reciprocity and convenience orientation.

Findings – In line with the theories on post benefit convenience, ANCOVA and mediation analysis showed that post benefit convenience positively influences loyalty and perceived reciprocity. Whereas, perceived reciprocity has an indirect effect transmitted by post benefit convenience on loyalty.

Originality/value – The findings of this study underline that people's desire for convenience has a crucial role in loyalty formation and has identified perceived reciprocity as a mediating factor for this relationship. Furthermore, the effects of (in)convenience are found to be greater than the effects of reciprocity.

Keywords – *Service convenience, Influence principles, Post benefit convenience, Reciprocity principle, Loyalty, customer service, perceived reciprocity*

Paper type – Research paper

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Introduction

Service providers increasingly recognize the importance of post benefit convenience for customers' loyalty development. "Customers do not fall in love with brands anymore, but with the interface" van Belleghem (2019) coherently states. Ease of use is valued above all else, and a brand that consistently delivers on this can rightly expect customers to, return time and time again (van Belleghem 2019; Hyken, 2018; Lafrenière, 2019). Over the last decade, customers have become more aware of, and concerned with, how much time they spend doing various things in their lives (García-Fernádez, et al., 2018). Implying that customers have become more conscious of the importance of saving time and spending what little time they do have to spend well (Roy, Lassar, & Chen, 2018). For the purpose of this study, post benefit convenience is defined as consumer's perceived time and effort when reinitiating communication with an organization after the purchase of the service and can be associated to a consumer's need for product maintenance, exchange and return or advice.

Thus far, most attention has been paid to understanding what kind of convenience to offer to customers. However, Dixon, Toman, and DeLisi (2013) argued that services have the potential to drive disloyalty, especially during the reinitiating stage of the purchase. Activities such as; repetitive contact attempts, channel switching, transfers, and repeating information heighten the customers' perceived effort within the service interaction resulting in a decline of satisfaction and repurchase behavior. Berry et al. (2002) describe this as avoidance of unpleasantness, a dimension of convenience value. Moreover, customers perceive effort differently than thought, unlike the traditional definition of scholars (Berry et al., 2002; Seiders et al., 2000) customer effort is concerned with the emotional satisfaction associated with the service encounter (Smith & Bolton, 2002). What drives customer effort is not necessarily *what* customers have to do to resolve an issue but rather *how* customers feel when resolving an issue (Dixon et al., 2013). Carr (2006) reiterated that failure to recover from an after-sales purchase

inconvenience creates disappointed customers and they are not hesitant to tell others about their dissatisfaction. This is based on the principle of reciprocity which this study defines as a technique which encourages people to respond to a positive action with another positive action. A positive action is a small initial favour and is considered reciprocal if it exceeds the customer's expectations by being perceived as 'something extra'. This study investigates the role of reciprocity in the relationship between post benefit convenience and loyalty.

The relationship between a service provider and a consumer may dissolute (Berry et al., 2002; Colwell et al., 2008) since there are factors such as; a customers' convenience orientation and propensity to reciprocity that might predispose a customers' likelihood to become satisfied or loyal to a service provider (Perugini et al., 2003). Surprisingly, hardly any systematic empirical research has been published that studies how reciprocity may be applied to mediate the relationships between post benefit convenience and loyalty. The central premise of the current study is that reciprocity plays an important mediating and moderating role in extending the positive effects of post benefit convenience, and loyalty. Fournier et al. (1998) suggested that a consumer-brand partnership is a reciprocal one. In a recent study, Wu, Chan, and Lau (2008) argued that customers demonstrate reciprocity by rewarding organizations for the effort which is individually directed towards the customer.

This study posits that to translate customer satisfaction with the post benefit convenience to loyalty, reciprocity plays an important facilitating role. The objective of this study is to examine the driving motives of post benefit convenience utilization by integrating the literature of reciprocity in the explanation of loyalty formation. More specifically, this study seeks to investigate whether reciprocity can improve the utilization of post benefit convenience and eventually generate loyalty towards the convenience provider. The findings will help firms to design more effective relationship marketing practices by specifically targeting customers with post benefit convenience offers which radiate reciprocal and loyal behaviour.

Theoretical framework

This theoretical framework firstly addresses the dimensions of service convenience. Next, the effects of post benefit convenience on loyalty will be identified. Subsequently, this chapter elaborates on the effects of reciprocity in both a mediating and moderating role on the relation between post benefit convenience and loyalty. Furthermore, the roles of convenience orientation and propensity towards reciprocity are discussed in order to gain insight into the important factors influencing the effects of post benefit convenience and reciprocity. Moreover, the hypotheses regarding the subjects in the research are formulated in this section of the paper. The last section of this chapter focusses on the model of this study.

Post benefit convenience and loyalty

Post benefit convenience is one of the dimensions of service convenience. This originates from the concept of convenience and was initially introduced by Copeland (1923) into the field of marketing. Kotler (1988) in his research on convenience stores defines convenience as "goods that the customer usually purchases frequently, immediately, and with the minimum of effort in comparison and buying." (p. 433). Convenience within a service was thought of as simple as anything that adds to customers' comfort when utilizing a service (Brown, 1990). Scholars such as Berry et al. (2002) gave the terminology of service convenience substance by defining it as "the consumers' perception of the extent of time and effort related to buying and using a service" (p. 5). Farquhar and Rowley (2009) modernized the definition as "a judgment made by consumers according to their sense of control over the management, utilization, and conversion of their time and effort in achieving their goals associated with access to and use of the service" (p. 434). Hence, service convenience can be thought of as a means of adding value to consumers, by reducing the amount of effort and time spent on the service (Colwell et al., 2008). Views of service convenience affect consumers' overall evaluation of the service, even so, that it has become more influential than the quality

of the service in the decision purchasing process (Berry et al., 2002). Hence, several scholars indicate that individuals may differ in their time and effort orientation (Benoit et al., 2017; Farquhar & Rowley, 2009; Seiders et al., 2007).

Berry et al. (2002) conceptualized five dimensions of service convenience that reflect the potential for convenience at each stage of the consumer buying process. Used to measure the most effective techniques to provide consumers with convenience. These five dimensions include: First, *decision convenience*, which refers to consumers' perceived time and effort expenditures to make service purchases or use decisions. Second, *access convenience* relates to consumers' perceived time and effort expenditures to initiate service delivery. It involves actions to request a service and to be available to receive it. Third, *transaction convenience*, which refers to a consumer's perceived time and effort associated with the transaction of the purchased service. Fourth, *benefit convenience* relates to consumer's perceived time and effort associated with receiving core benefits of a service. Fifth, *post-benefit convenience*, a consumer's perceived time and effort with regards to service failure (Berry et al., 2002; Roy, Lassar, & Shekhar, 2016; Thuy, 2011).

The dimension of post benefit convenience often relates to service recovery efforts, time spent to solve frequent transaction errors, and is the only facet that takes place after purchase (Seiders et al., 2007; Thuy, 2011). Post benefit convenience is essential since errors are usually inevitable in services but inconvenient nevertheless, and most consumers demand to spend less additional time and effort to reinitiate contact with the online service provider (Benoit et al., 2017). The study of Lai et al. (2014) demonstrates that the consequences of post benefit convenience results in the least perceived convenience among given dimensions of convenience. Kotler and Armstrong (2004) denote that consumers often experience cognitive dissonance, which is discomfort or inconvenience caused by post purchase experiences. Inconvenience is a concept that has received less attention than convenience. However, scholars

suggest that consumers do not so much make judgments of convenience but rather judgments of the inconvenience they experience (Faquhar & Rowley, 2009). Inconvenience is discussed by Berry et al. (2002) as avoidance of unpleasantness, a dimension of convenience value. This dimension best relates to post benefit convenience as both are primarily concerned with the prevention of unlikable activities (Kabadayi et al., 2019).

It is widely acknowledged that the dimensions of service convenience are one of the prognosticators of customer satisfaction (Benoit et al., 2017; Kaura, 2013). "when customers can easily and conveniently experience the benefits of services, they are more likely to be satisfied with that service provider" (Chang et al., 2010 p. 1436). Customer satisfaction is defined as "a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations" (Kotler & Amstrong, 2004 p. 31). Moreover, Kotler and Amstrong (2004) define post-purchasing behavior as "the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction" (p. 201). Therefore, as proposed by Bearden and Teel (1983), "customer satisfaction is a post-purchase event indicating how much the customer likes or dislikes the service after experiencing it" (Lee et al., 2004, p. 71). The study of Carr (2006) suggests that failure to satisfy recovery efforts creates unhappy customers. Moreover, according to Wilson et al. (2000), unanswered or unreported complaints result in declined repurchase behavior. Hence, indicating that customer satisfaction can be influenced by the attendance of post-benefit convenience offers (Chang et al., 2010). Customer satisfaction is widely viewed as a predictor of loyalty (Bitner, Brown & Meuter, 2000; Bloemer & Kasper, 1995; García-Fernández et al., 2018; Gautam, 2018).

Loyalty represents "a deeply held commitment to repurchase or re-patronize a preferred product or service consistently in the future despite situational influences and marketing efforts" (Oliver, 1999, p. 34). Customer loyalty is concerned with the probability of a customer

to return, to recommend to others, and to repeat purchases (Kaura, Prasad & Sharma, 2015). Loyalty toward a product or service comprises of a brand, vendor, retail, and service loyalty (Suhartanto et al., 2018). Customer loyalty encompasses of attitudinal loyalty and behavioral loyalty (Aaker 1991; Oliver 1999). Attitudinal loyalty comprises of a dispositional commitment in terms of a distinctive value that is associated with the brand (McMullan & Gilmore, 2006; Wu, Chan & Lau, 2008). Behavioral loyalty comes from the premise 'attitudes drive behavior' and consists of repeated purchases of the brand (Kaura, 2013). The conduct of loyalty is understood as a combination of customers' favorable attitude and conforming behavior (Dowling & Uncles, 2003; Ehrenberg and Scriven, 1999). It is revealed through the disposition of customers to recommend the brand to others and repeat purchases (Kaura, Prasad & Sharma, 2015). Therefore, this study considers customer loyalty as a combination of attitudinal (a favorable mentality towards the brand) and behavioral loyalty (an ongoing propensity to purchase from the brand) (Ehrenberg and Scriven, 1999; Kaura, Prasad & Sharma, 2015). Following these calls, this research feels the need to investigate the effect of post benefit convenience and the avoidance of inconvenience for the development of a long-term exchange relationship in the form of loyalty.

H_1: Post-benefit convenience (as opposed to no convenience) will positively impact loyalty.

Moorman et al. (1993) suggested that customers who are committed to a relationship might have a greater propensity to act in a manner that is consistent with that commitment. Loyal customers are confident that the service provider will reciprocate their investments in the relationship (Wu, Chan & Lau, 2008).

The mediating role of perceived reciprocity

Reciprocity is widely viewed as a social and personal norm. Gouldner (1960) was the first to propose the norm of reciprocity, dictating that people will help those who have helped them. Reciprocity is more commonly regarded as "actions taken by one party in an exchange relationship will be reciprocated in kind by the other party" (Bagozzi, 1995). Fehr and Gächter (2000) argue that the phenomenon of reciprocity is "conditional cooperation where individuals are willing to help others by sacrificing their own interests" (p. 160). In their study, Perugini et al. (2003) differentiate between positive and negative reciprocity. Positive reciprocity relates to individuals who are expected to be more attentive to and willing to react to positive interpersonal behavior (e.g. showing kindness to someone if the other is kind to you), whereas negative reciprocity is concerned with people who devote more attention to negative interpersonal behavior (e.g. retaliating towards someone who has harmed you in any way) (Fehr & Gächter, 2000; Li et al., 2017; Wu, Chan & Lau, 2008). People may develop a preference for one of the two over time (Perugini et al., 2003).

Along similar lines, Hoppner and White (2016) suggest that in addition to positive and negative dimensions of reciprocity it is important to examine what underlies the pervasive impact of reciprocity. More specifically, they suggest that the effect that reciprocity has on exchange relationships does not rely exclusively on *what* and *when* an action is exchanged, but also on *how* the action is exchanged. For example, whether the action included a sense of authenticity, which is the extent to which the action that is exchanged in a selflessly and genuinely manner (Emmerich & Rigotti, 2017). Authenticity in this example represents a symbolic value determining whether to repay the action and what an appropriate repayment would be (Hoppner & White, 2016). A lack of perceived value can lead to disregard for the action. Individuals must believe that the action of exchange is worth the effort (Moghavveni et al., 2017). Therefore, people are usually unwilling to reciprocate if the action itself is not perceived as valuable or authentic (Chen & Hung, 2010). Li et al. (2017) reiterated that people

refuse to help others and sacrifice their own benefits when they consider others' behavior to be unfair (Fehr & Schmidt, 1999). Additionally, in a recent study, Mustapha and Shamsudin (2020) argued that an action of reciprocity should be incorporated with a sense of uniqueness, individuals that perceived reciprocity should feel special. Feeling unique leads to feeling of happiness thus perpetuating reciprocal behavior (Bin et al., 2016). Hence, this study states that for an action to be perceived as reciprocal it has to be authentic, valuable to the individual, worth the effort to reciprocate, give a sense of uniqueness, considered selfless and congruent with the individuals' disposition to reciprocity.

Various scholars have confirmed that reciprocity fosters long-lasting consumer-firm relationships (Fournier et al. 1998; Mustapha & Shamsudin, 2020; Wu, Chan & Lau, 2008). The study of Carr (2006) has established that consumers reciprocate given behavior, good for good, bad for bad, during the post-purchase stage. Furthermore, he suggests that "failure to recover from product unpleasantness creates unhappy customers and will reciprocate by telling others about their dissatisfaction" (p.80). Providing consistent, easy, and convenient services will heighten satisfaction and perceived value (Kaura, 2013). When individuals do receive something of value, they frequently feel compelled to reciprocate in some way after another (Wu, Chan, & Lau, 2008). When people receive the reciprocity they expect, they are satisfied (Cheung et al., 2013). Perugini et al. (2003) reiterate that reciprocity is associated with states of happiness and satisfaction. Schultz and Bailey (2000) argued that people seek a reciprocal relationship with the sellers from whom they purchase products and services. In other words, loyal consumers tend to be more likely to reciprocate the benefits offered by the service provider (Wu, Chan & Lau, 2008). Therefore, this research argues that customers who receive post benefit convenience may experience a greater willingness to engage in reciprocal behavior and additionally reciprocal behavior will strengthen the development of a long-term exchange relationship in the form of loyalty.

H₂: Post benefit convenience (as opposed to no convenience) positively impacts perceived reciprocity.

H₃: Perceived Reciprocity mediates the relation between post benefit convenience and loyalty.

The moderating role of the reciprocity principle

The reciprocity principle is one of the basic laws of social psychology and has been used to explain a wide range of phenomena (Cialdini, Green, & Rusch, 1992). Cialdini (1993) describes and explains the effectiveness of implementations of reciprocity as "one should try to repay, what another has provided us" (p. 14). Reciprocity is presented as one of six logical principles that influence the tendency to comply with requests, each principle depicted as "weapons of influence" (Cialdini, 1983 p. 4). The principle is used as a technique to influence future orientations, by overpowering compliance, enforcing uninvited debts, and triggering unfair exchanges (Guthrie, 2004; Wu, Chan, & Lau, 2008). The central purpose of the principle is to trigger individuals to behave in the desired way (Guthrie, 2004). The force of reciprocity can overpower the influence of other factors that normally determine whether a request will be complied (Cialdini, 1983). Moreover, it can enforce a feeling of obligation to return a favour. This works because there is a general distaste for those who make no effort to return a gift and people will often go to great lengths to avoid being considered as such (Ridley, 1997). A small initial favour can produce a sense of obligation to agree to a substantially larger return favour (Edlund, Sagarin & Johnson, 2007). This creates a chain of favour exchanges, each ensuring that the benefactor would continue such favours in the future. Contradictory, the strain to reciprocate a concession is most compelling in a sequence, changing from a larger to a smaller request can essentially change the consumer from non-compliant to compliant (Cialdini, 1983, 1993, 2009). This is often done by offering merchandise or compensations, such as; free

samples, gifts, or aid (Serviere-Munoz & Counts, 2014). Thus, this study defines the reciprocity principle as a technique that prays into the tendency of human nature to want to offer something when something is received. The main objective of this technique is to strengthen the bond that exists between the parties involved.

Several studies argue that there is a relationship between social benefits a customer may receive from the reciprocity principle and relationship commitment (Goodwin and Gremler, 1996; Hennig-Thurau et al., 2002). In other words, suggesting that the extent to which customers are committed to an organization depends fundamentally on the extent to which the customers believe the organization puts in an effort (Dagger, David & Ng, 2011). As previously mentioned, service convenience is a means of adding value to the consumer (Colwell et al., 2008). Particularly, convenience is an instrument to display effort and consequently produce commitment towards a firm. Eccles and Durand (1998) argue that through the reciprocity principle, firms can increase customer loyalty. Drawing on the aforementioned findings, this study argues that customers who perceive a post benefit convenience accompanied with a reciprocal gift have higher perceived reciprocity and consequently, a post benefit convenience accompanied with a reciprocal gift will have greater satisfaction with the convenience offer and hence develop a long-term exchange relationship in the form of loyalty.

H4: The use of the reciprocity principle (as opposed to no reciprocity principle) positively impacts perceived reciprocity.

H5: The relationship between post benefit convenience and perceived reciprocity can be positively strengthened by the reciprocity principle.

H6: The relationship between post benefit convenience and loyalty can be positively strengthened by the reciprocity principle.

The role of the covariates of convenience orientation and propensity to reciprocity

      In addition to the aforementioned literature, this study recognizes that certain human characteristics might influence the previously stated relations. Regarding reciprocity, it is believed that individuals will have a certain reciprocity disposition. This means the tendency to be sensitive to either positive behavior and prefer positive gifts or to negative behavior and prefer negative sanctions (Perugini et al., 2003). Furthermore, individuals will have a certain belief in the efficiency and general use of reciprocal behavior and expectations of others' reciprocal behavior (Li et al., 2017). Additionally, individuals may differ in their convenience orientation, including the degree to which they value time, sensitivity to time issues, and energy spend associated with the service (Benoit et al., 2017; Farquhar & Rowley, 2009; Seiders et al., 2007). Orientation refers to a person's general preference for convenient goods and services. this is determined by factors such as; household income, size, age, occupation, and lifestyle variables (Berry et al., 2002; Marquis, 2005). These factors are likely to shape an individual's internalized propensity to consume conveniences earlier than others (Voli, 1998). Thus, the abovementioned characteristics are considered as covariates to increase accuracy. On the basis of the literature, this study considers the following framework depicted in Figure 1 as the base for this paper, over which the hypotheses outlined above were tested. This framework will be tested in an online experiment including a survey in a 2x2 between-subject factorial design. The next chapter describes the procedures and methods used in this study.
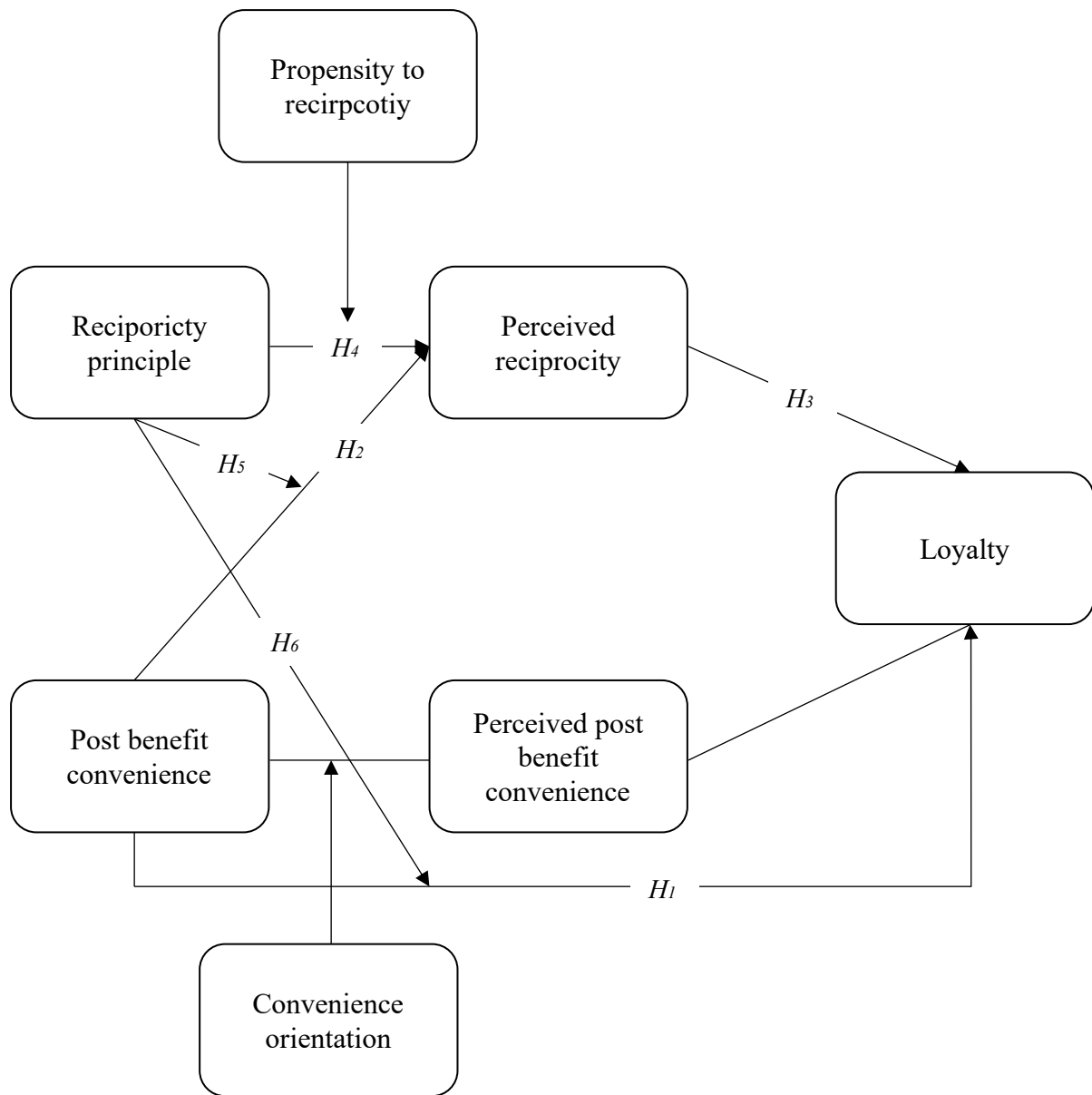
Figure 1 The hypothesized conceptual model

Methodology

In this chapter, the previously discussed literature will be applied to identify if reciprocity can be used to promote post benefit convenience and lead to an increase in loyal behaviour. This research has chosen to conduct an online experiment. A questionnaire was distributed primarily by snowball sampling.

Research design

The research design is a 2 x 2 between-subjects factorial design consisting of four conditions, as depicted in Table 1. Participants were recruited to the experiment and randomly assigned to either of the four conditions. Each condition is exposed to a different scenario in which the elements of post benefit convenience (PB) and the reciprocity principle (RP) are intensified. The 'control' condition contained a standard post purchase conversation between a representative of a vacuum cleaner company and a customer regarding product malfunction with no influence of post benefit convenience and the reciprocity principle. The second condition contained a standard post purchase conversation between a representative and customer regarding product malfunction with a clear demonstration of post benefit convenience by the representative, but no additional technique of the reciprocity principle was revealed.

Table 1

Survey design

	No convenience	Post benefit convenience
No influence principle	Condition 1 $n = 52$	Condition 2 $n = 54$
Reciprocity principle	Condition 3 $n = 52$	Condition 4 $n = 51$

The third condition contained a standard post purchase conversation between a representative and customer regarding product malfunction without any sign of post benefit convenience, but a clear action presented with the technique of the reciprocity principle by the representative. The fourth condition contained a standard post purchase conversation between

a representative and customer regarding product malfunction with a clear demonstration of post benefit convenience and action presented with the technique of the reciprocity principle by the representative.

Manipulation material

Ostrom and Iacobucci (1995) provide a relevant discussion of the experimental methodology needed to manipulate various kinds of services. A similar procedure is used to manipulate the service characteristics of post benefit convenience and the reciprocity principle. In the questionnaire, a video of an everyday customer service interaction between customer and service provider is displayed. The service provider in this scenario is a vacuum cleaner company, a non-existing brand. In this interaction, the customer introduces a product malfunction issue that has to be solved by the service provider. The malfunction is a broken filter which causes the vacuum cleaner to lose suction power. This customer is shown trying to contact the service provider and eventually communicating with the service provider. The service provider is contacted via phone. The whole re-initiation-process the customer has to go through, as well as the communication with the service provider and the proposed solution for the product malfunction, are manipulated.

Condition 2 (Post benefit convenience) and 4 (Post benefit convenience + Reciprocity) are presented as scenarios in which the independent variable 'post benefit convenience' is present. Post benefit convenience is demonstrated by emphasizing the reduction of labour intensity of the service for the customer as is proposed by Berry et al. (2002). For this study the aspects suggested by (i.e. Berry et al., 2002; Colwell et al., 2008) have been modified to, for example, 'Contact details were found easily by the customer', 'The representative showed that she was capable to solve the issue presented', 'Limited additional information and effort were needed from the customer to get the issue solved', and 'The issue was quickly solved'. Furthermore, according to the study of Dixon et al. (2013), this study manipulated the aspect

as convenience as warding off repetitive contact attempts, switching communication channels, and repeating information. As opposed to condition 1 (control) and 3 (reciprocity) where Post benefit convenience was not present, here the emphasis is put into the effort and time associated with the interaction. For example, 'The customer is shown to have considerable trouble finding the contact details of the company', 'The company is shown to be difficult to reach, depicted in Figure 3', 'The representative shows limited effort to help the customer', 'The customer is expected to find the information needed to solve the problem on their own'. And additionally,

Figure 2 Still image example of condition with post benefit convenience manipulation

Figure 3 Still image example of condition without post benefit convenience manipulation

the facial expressions of the customer have been altered to frowning instead of smiling.

Conditions 3 (Reciprocity) and 4 (Post benefit convenience + Reciprocity) are manipulated with the moderating variable 'reciprocity principle'. The reciprocity principle is displayed as an 'initial small favour' offered by the company's representative. The initial small favour is set out to conjure perceived reciprocity while being identified as authentic, valuable, worth the effort to reciprocate, a selfless act, and to make the customer feel special. The intention of the favour is to be considered as 'something extra', something that exceeds the
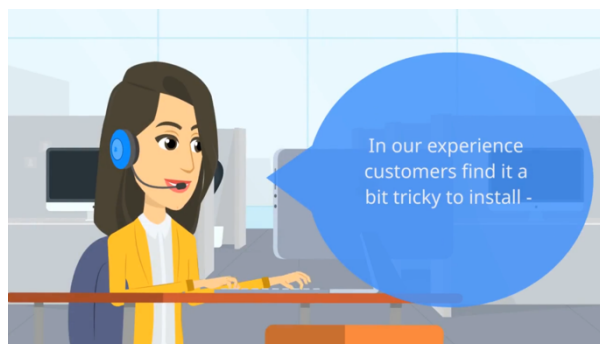

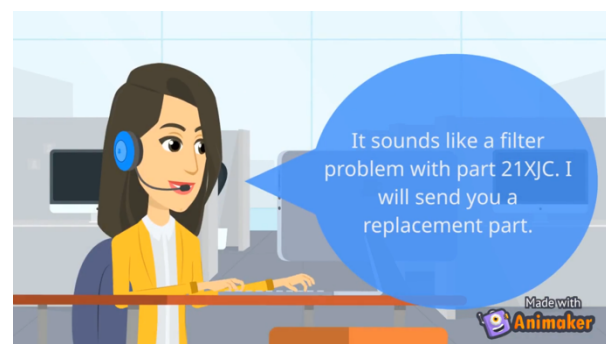*Figure 4* Still image example of condition with reciprocity principle

Figure 5 Still image example of condition without reciprocity principle

customer's expectations. The main premise is that the service provider demonstrates that they one step ahead by forewarning its customers. Furthermore, it should imply that the company is making an effort to create a bond between the parties. For example, representative: "I will send you two replacement parts", customer "Why two?", representative: "In our experience customers that call us about this part don't realize that it is a bit tricky to install, there are all these pins and tabs on the filter that if you force it, will break. So, try it, if you get it at once great! If not, you have a backup". By offering two replacement parts the company ultimately saves the customer the extra time and effort to call again for an issue. In condition 1 (Control) and 2 (Post benefit convenience) the reciprocity principle is not present, instead, no initial small favour is presented. The idea is to meet the customers' expectations, meaning that an acceptable solution is offered but nothing more. The customer should not get the impression that they received 'something extra' from the company but that their solution is a common protocol. For example, 'only one replacement part is offered', 'no forewarning of potential pitfalls', 'no progressive thinking with regards to interests of the customers'. A more thorough depiction of the visualisations of the above mentioned manipulations can be found in Appendix D.

Preliminary studies

In order to test the stimulus material used in the experimental study, two pre-tests were constructed. The goal of the pre-tests is twofold. Its first use is to verify if the storyline, purpose, and direction of the video were easy to understand. Second, is to verify the manipulations of post benefit convenience and the reciprocity principle. Thus, it was decided to perform two separate pre-tests to validate the textual content and the appropriateness manipulations.

Pre-test 1

The first preliminary study was conducted among nine participants ($N = 9$) including 5 male and 4 female respondents, who were sampled through the researcher's network, to test whether the stimulus material was understandable, clear, and relatable to the participants. The

participants were between 18 and 65 years old ($M = 34$). The respondents were randomly shown one of three conditions: a standard post purchase conversation between a representative and customer regarding product malfunction with either, 1) a clear demonstration of post benefit convenience, 2) a clear action presented with the technique of the reciprocity principle by the representative, or 3) both.

The respondents were instructed to pay thorough attention to a post purchase conversation between the customer and the representative. This conversation consisted of an everyday customer service conversation in which a product malfunction issue is solved. The malfunction, in this case, is a broken filter which reduces the suction power of the vacuum cleaner. Afterwards, participants were asked several questions such as; "Could you explain what this video was trying to portray?", "Was the video coherent?", "Were you able to read all the text in time?", "Were you distracted by anything in the video?", "Was the storyline of the video clear?", "Were the roles of the characters presented in the video clear to you?", "Did you understand the issue presented in this video?", "Was the issue presented in this conversation relatable to you?", "Did you notice anything unusual within the conversation?", and "Did the course of events presented in the video seem natural to you?".

Based on the feedback received from the respondents this study refined the context of the video by removing unnecessary monolog. For example, the text "Hold on a second, I only broke it once, you are not making me pay for two!" was changed to "Why two?". Furthermore, the product malfunction was changed from a filter issue to a loss of suction power of the vacuum cleaner to make the issue easier to understand. Additionally, since unnecessary monolog was removed the phase of the video was increased to keep the conversation phase smooth. Moreover, the appearance of the customer service employee was altered since several of the participants noted that the customer and the customer service employee look too much alike.

Pre-test 2

After the feedback of the first pre-test was implemented, a second pre-test was conducted to establish whether the manipulations of post benefit convenience and the reciprocity principle were perceived as anticipated. All respondents were exposed to both the manipulations of post benefit convenience and the reciprocity principle. Similar to the first pre-test, the respondents were sampled through the researcher's network. In the second pre-test, several respondents ($N = 8$) participated and resulted in the participation of 2 males and 6 females. The participants were aged between 24 and 26 years old ($M = 25$).

The participants were initially shown two conditions. The first condition showed a video with a clear demonstration of post benefit convenience. Afterwards questions were asked to measure if this was perceived as such. These questions included; 'I think the process the customer had to go through in this video was made easy by the company.', 'The company takes care of the issue presented in the video promptly.', 'The problems experienced by the customer were resolved quickly by the company.', 'If I was the customer in this scenario, I would consider the situation time-consuming.', and 'I consider the way the customer had to contact the company in this scenario to be a hassle.'. These measurements were modified from the measurements of Seiders et al. (2007). In the second condition, a video was shown with a clear demonstration of the reciprocity principle followed by five questions which measured if it is perceived as reciprocity. These questions were based on the literature mentioned in the theoretical framework and included; 'I think the act of the company to offer replacement was authentic', 'I would consider that act as valuable', 'If I was the customer in this scenario, I would feel like the company did me a favour by offering replacement and I would have the feeling to return the favour if possible.', 'I had the feeling that the company went out of her way to make the customer feel special.', and 'I had the feeling that the company handled in the interest of the customer and set aside their own.'. Questions for both videos were measured on a 5-point Likert scale ranging from "1 = strongly disagree" to "5 = strongly agree". The viewing

order of the videos was reformed into 2 versions. Version 1 showed a video that first showed condition 2 (only post benefit convenience is manipulated) and later condition 3 (only reciprocity principle is manipulated). It became clear that the lack of post benefit convenience in condition 3 had a stronger effect than the reciprocity principle, which made it difficult to test the manipulation of the reciprocity principle, thus version 2 was created. Version 2 showed condition 4 (both post benefit convenience and reciprocity principle are manipulated) first and later condition 2 (only post benefit convenience is manipulated). In this version, the manipulation of the reciprocity principle had the predicted results. Lastly, two control questions were asked to determine perceived post benefit convenience and perceived reciprocity: 'In which video do you think the customer had used the least amount of effort and wasted the least amount of time.' and 'Do you think the customer received a small favour from the company? and if so in which video was this most present?'.

Considering the outcome, the manipulation of post benefit convenience was well understood and perceived as anticipated. The differences between post benefit convenience and inconvenience were clear to the participants and are comprehended correctly. The effect of the reciprocity principle seems to be underwhelmed by the presence of inconvenience. However, when manipulated in combination with post benefit convenience it is well understood by all participants. Indicating that the effect of post benefit convenience is stronger than the effect of the reciprocity principle. These findings will be implemented in the manipulations for the main study, by adding a change in the customer's facial expression by showing excitement upon receiving a reciprocal offer. Condition 4 exhibits the most collective perception of the reciprocity principle.

Measurements

For all statements in this study, the participants were required to indicate on a seven-point Likert scale the degree to which they agreed with the statement (ranging from 1 'strongly disagree' to 7 'strongly agree').

Perceived post benefit convenience

The manipulation of post benefit convenience was checked and modified from past research (Berry et al., 2002; Colwell et al., 2008) and comprises of five items, 'I think the process the customer had to go through in this video was made easy by the company.', 'The company takes care of the issue presented in the video promptly.', 'The problems experienced by the customer were resolved quickly by the company.', and two reversed questions; 'If I was the customer in this scenario, I would consider the situation time consuming' and 'I consider the way the customer had to contact the service provider in this scenario to be a hassle'. This scale is designed to capture a consumer's perceived post benefit convenience fulfilment. Because of low factor loadings (< 0.6) no items were excluded (Cronbach's $\alpha = 0.88$).

Loyalty

The measurement of loyalty was generated from existing marketing literature (Anderson & Srinivasan 2003; Reich et al., 2006; Wilson et al., 1996) to capture consumer's evaluation of service (satisfaction) and their orientations for long-term relationship development (loyalty). Items were 'I say positive things about this brand to other people', 'I recommend this brand to others', 'I encourage friends and relatives to do business with this brand', 'I consider this brand my first choice to avail banking services', and 'I will do more business with this brand in next few years'. This measurement is designed to assess how willing the respondent is to repurchase the same brand. No items were removed because of low factor loadings (Cronbach's $\alpha = 0.95$).

Perceived reciprocity

'Perceived reciprocity' is used to measure whether or not a customer experienced a tendency to reciprocate. This measurement was adapted from the measures that were used by Caliendo et al. (2014) and Perugini et al. (2003) and moderated according to the experimental sketched conversation. These items based on the action of the company to offer a replacement (see appendix E for the rotated factor matrix). This scale is designed to capture a consumer's reciprocal intention with the service provider. Five items; the company's action to offer replacement felt ('unnatural', 'expensive', 'worthless', 'ordinary and 'selfish') were excluded because of low factor loadings (<0.6), resulting in a 7-item scale (Cronbach's α=0.86).

Propensity to reciprocity

The propensity to reciprocity, as previously mentioned is an individuals' ability to form a preference for positive or negative reciprocity and thus increasing the likelihood to be influenced by one or the other. The following questions will measure a respondents' tendency to be influenced by reciprocity. These items are, 'If someone does me a favor, I am prepared to return it', 'If I suffer a serious wrong, I will take revenge as soon as possible, no matter what the cost', 'If somebody puts me in a difficult position, I will do the same to him/her', 'I go out of my way to help somebody who has been kind to me before', and 'I am ready to undergo personal costs to help somebody who helped me before'. These items are drawing on Caliendo et al. (2012; 2014) and Perugini et al. (2003). Two items were removed due to low factorings ('serious wrong' and 'difficult position') (Cronbach's α=0.62).

Convenience orientation

Convenience orientation within the post benefit stage, this measurement is designed to assess a customers' prior attitude towards service conveniences in terms of time and effort savings. This scale comprises the five items, 'I consider it helpful if a brand quickly resolved any problem I had with the services or products', 'I consider it beneficial if the process of returns and exchanges is made easy', 'I think it is convenient if information regarding the

service is easy to find', 'I consider reinitiating contact with the service provider as unpleasant', and 'I would give great value to a service provider that helps to reduce my effort with arranging a follow-up service'. The five items were developed from past research (Berry et al., 2002; Colwell et al., 2008) and modified slightly. Because of low factor loadings (< 0.6), one item was excluded ('unpleasant'), resulting in a 4-item factor (Cronbach's $\alpha = 0.82$).

Procedure

Firstly, a factsheet with important information and informed consent were shown to the participants. Only respondents who agreed to the informed consent and showed that they understood what has been explained to them by answering 'yes' could proceed with the survey. The first part of the survey incorporated demographic questions, containing age, gender, and educational level. Secondly, participants were shown one of four versions of the post purchase conversation between the representative and customer regarding the malfunction of a product. Afterwards questions regarding this conversation were asked. With these questions, the concepts 'loyalty' (dependent variable), 'perceived reciprocity' (mediating variable), and 'perceived post benefit convenience' (independent variable) were measured. Then, several questions regarding the manipulation of post benefit convenience were asked. Lastly, questions were asked to measure the general convenience orientation and disposition towards the reciprocity of the participant (covariate variables).

Participants

Similar to the preliminary study, the participants for the main study were collected through the researcher's social network. The respondents have to have a basic understanding of English, implying that they should be able to understand everyday expressions, for the stimulus material was designed in English. Considering this research is a between-subjects research design; all the participants in this study were randomly assigned to one of the four experimental conditions. The respondents were selected by non-probability sampling using a convenience

sampling method. The objective of the study was to have an equal distribution, and as a result, every condition contains at least 50 valid responses, which can be found in Table 1. A response was considered valid if the whole questionnaire was completed and if the minimum completion time was above 2.5 minutes, this is the minimum time considered to complete the questionnaire and watch the video. Additionally, responses that had a page timing of the video under 50 seconds were considered as invalid. Accordingly, 209 responses were accepted out of the 238, the majority of the participants were female (n = 131) followed by male (n = 76), other (n = 1), and prefer not to say (n = 1). The age of the respondents varied between 18 and 75 (M = 25). Table 2 provides an overview of the descriptive data of the participants per experimental research condition. Additionally, most respondents have a bachelor's degree, (less than a high school diploma (0%), high school diploma or equivalent (8.7%), associate degree (5.4%), Bachelors' degree (50.7%), Masters' degree (31.2%), Doctorate (3.9%)).

Table 2

Participant Demographics split by Control group, Post benefit convenience, reciprocity principle and post benefit convenience x reciprocity principle (N=209)

	Condition			
Measure	1	2	3	4
n	52	54	52	51
Sex [*n* males/females]	16/35	22/32	19/33	19/31
Age [*M* (*SD*)]	28.62 (10.45)	28.59 (9.45)	29.73 (12.46)	29.29 (10.73)
Education [*n* 1/2/3/4/5/6]	7/2/27/13/2/1	4/6/31/11/2/0	4/2/24/18/4/0	2/2/22/22/0/3

Note. Parameter estimates in each row that share a subscript do not differ significantly (Sidak post hoc test). Education coded as 1 = less than a high school diploma, 2 = high school diploma 3 = associate degree, 4 = bachelors' degree, 5 = Masters' degree, and 6 = doctorate.

A Pearson's Chi-Square test was performed to analyse if there were differences between the gender of the participants in the four conditions. This test resulted in (χ^2 (3, *N* = 209) = 7.17, *p* = .619). The test concluded there is no significant difference between the gender of the participants among the conditions. Furthermore, a Pearson's chi-square test was performed to

analyse the equality of educational degrees among the four conditions. Since 16 cells (66.7%) have expected count less than 5 the Likelihood-ratio chi-square test is reported. (G^2(15, $N =$ 209) = 24.860, p = .052). This test concludes that there is no significant difference in the educational degree of the participants among the conditions. Moreover, there were no statistically significant differences between the conditions and age as determined by one-way ANOVA (F (3, 205) = .138, p = .937).

Reliability

The online experiment was used to reduce the potential problems of fatigue and time pressure so that respondents would find it easier to answer the questions and would not perceive the survey to be time- consuming (Aaker & Day, 1990). This will make it easier to record the data and minimize the chance of bias. Reliability tests were carried out to ensure that the scales produced consistent results for the variables. Commonly, Cronbach's alpha is considered acceptable if α is 0.7 or above, and a scale of 0.8 and above is considered reliable (Saunders & Lewis, 2016). The output of the Cronbach's alpha per construct is shown in the factor analysis (Table 3). The results indicated that Cronbach's alpha of all of the constructs was (.91), which shows there is a satisfactorily high reliability of the scales. To utilize the psychometric aspects of the factor analysis, the factor scores are used to compute variables to have as little variance overlap between scores as possible. Thus, different weighing for each item is used, so that items with higher loadings get more weight. Furthermore, to ensure the validity of all of the measures, all measures used were adapted from previous studies.

Table 3

Rotated component matrix, factor analysis (n = 209)

Statements	Factors				
	PB	PR	Loy	DPR	CO
I think the process the customer had to go through in this video was made easy by the company.	.88				
The company takes care of the issue presented in the video promptly.	.82				
The problems experienced by the customer were resolved quickly by the company.	.85				
If I was the customer in this scenario, I would consider the situation time consuming. (reversed)	.83				
I consider the way the customer had to contact the company in this scenario to be a hassle. (reversed)	.76				
I consider the company's action to offer replacement to be genuine.		.72			
I consider the company's action to offer replacement to be sincere.		.68			
I consider the company's action to offer replacement valuable to me.		.72			
I consider the company's action to offer replacement to have personal touch.		.68			
If I was the customer in this interaction, the company's action to offer replacement would make me feel special.		.77			
I consider the company's action to offer replacement to be generous.		.79			
I consider the company's action to offer replacement to be noble.		.84			
Say positive things about this company to other people.			.94		
Recommend this company to others.			.95		
Encourage friends and relatives to do business with this company.			.93		
Consider buying something from this company again.			.93		
Buy more items from the company next time.			.86		
If someone does me a favour, I am prepared to return it.				.74	
I go out of my way to help somebody who has been kind to me before.				.76	
I am ready to undergo personal costs to help somebody who helped me before.				.72	
I consider it helpful if a company quickly resolved any problem I had with the services or products.					.86
I consider it beneficial if the process of returns and exchanges is made easy.					.88
I think it is convenient if information regarding the service is easy to find.					.89
I would give great value to a company that helps to reduce my effort with arranging a follow-up service.					.66
Explained variance	13.2%	14.9%	16.2%	8.0%	10.5%
Eigenvalue	3.42	3.88	4.22	2.08	2.73
Cronbach's Alpha α	.88	.86	.95	.62	.82

Note. PB = post benefit convenience; PR = perceived reciprocity; Loy = loyalty; DPR = propensity to reciprocity; and CO = convenience orientation

Results

This chapter elaborates on the findings of the influence of post benefit convenience, reciprocity principle, and perceived reciprocity on loyalty. Merely the significant main effects are reported in this section. Furthermore, the indirect effects of perceived reciprocity on post benefit convenience and loyalty are measured in the mediation analysis. Lastly, the interaction effects of reciprocity principle on the relation between post benefit convenience and perceived reciprocity and also the relationship between post benefit convenience and loyalty are measured with a moderation analysis. This study is a 2 x 2 experimental research with the propensity to reciprocity and convenience orientation as covariates.

Manipulation control questions

Two manipulation checks were conducted to assess whether the manipulations worked as intended. The responses were measured on a 7-point Likert scale, varying from "1 = strongly disagree" to "7 = strongly agree".

Manipulation of the reciprocity principle

First the reciprocity principle was checked, a one-way ANOVA showed a non-significant effect (F (1,207) = 2.031, p = .156). This control question does not offer statistical support, for differences between the control group and the reciprocity principle group. Participants that observed a scenario with the reciprocity principle were rated greater (M = 4.29, SD = 1.55) than participants that did not observe the reciprocity principle (M = 4.61, SD = 1.68). This indicates that the manipulation might have been too subtle for participants to notice. Furthermore, as depicted in appendix F, participants that observed post benefit convenience scored higher on this manipulation check indicating that this control question does not solely measure the reciprocity principle but also the post benefit convenience presented.

Manipulation of post benefit convenience

Regarding the manipulation of post benefit convenience, a one-way ANOVA showed significant results (F (1,207) = 154.32, p < .001). When the manipulation of post benefit convenience was shown, the perceived post benefit convenience was higher (M = 5.62, SD = 1.01) than when there was no post benefit convenience was shown (M = 3.71 SD = 1.20).

Descriptive analysis

It is assumed that the distribution of the dependent variable (Loyalty) is normally distributed (Allen, Bennett & Heritage, 2018). In this context normally distributed means a bell-shaped, symmetrical curve, which has smaller frequencies on the sides and the greatest frequencies in the middle of the bell-shaped curve. The ranges of scores are reasonably normally distributed. One outlier has been removed based on the results of Mahalanobis Distance, Cooks, Leverage. Further analysis of the normality assumptions can be found in Appendix G. The descriptive statistics in Table 4 indicate a normal distribution.

Table 4

Descriptive statistics

Measure	N	Mean	SD	Range
Loyalty	208	5.17	1.26	1-7
Post benefit convenience	208	4.67	1.46	1-7
Perceived reciprocity	208	4.79	0.77	2.75-6.33
Propensity towards reciprocity	208	5.43	0.77	3.4-7
Convenience orientation	208	6.29	0.72	1.75-7

Note. The measures were computed on a 7-point Likert scale, varying from "1 = strongly disagree" to "7 = strongly agree".

When looking at the main antecedents of this study, it can be noticed that there is only one significant relationship. Between post benefit convenience and perceived reciprocity, a positive significant relationship occurs (r = .45, p < .01). The other variable within this study, the propensity to reciprocity correlates significantly positive and strong with all independent variables and covariate variables see Table 5.

Table 5

Pearson Correlation analysis (N=208)

Measure	2	3	4
1. Post benefit convenience	.45**	.05	.28**

2. Perceived reciprocity	.12	.28**
3. Convenience orientation		.52**
4. Propensity towards reciprocity		

Note. * p < .05 (two-tailed). ** p < .01 (two-tailed). *** p < .001 (two-tailed).

Main effects and interactions

A factorial between groups analysis of variance (ANOVA) was used to compare the average

perceived reciprocity, post benefit convenience and loyalty of participants: (1) participants who

observed neither post benefit convenience nor the reciprocity principle, (2) participants who

observed post benefit convenience; (3) participants who observed the reciprocity principle; (4)

participants who observed both post benefit convenience and the reciprocity principle. Prior to

the test, the dependent variables were checked for normality. Although the Kolmogorov-

Smirnov and Shapiro-Wilk's test were significant, indicating non-normally distribution,

skewness and kurtosis values were between −2 and +2, which are considered acceptable (Allen,

Bennett & Heritage, 2018; Field, 2013).

Effects of post benefit convenience and reciprocity on loyalty

The univariate ANOVA's showed that the main effect of manipulation of post benefit

convenience as independent variable on loyalty as dependent variable was statistically

significant, F (1, 205) = 27.93, p < .001, with participants that observed post benefit

convenience (M_{yespbc} = 5.60, SD = 1.09) achieving significantly higher loyalty scores than

participants that did not observe post benefit convenience (M_{nopbc} = 4.74, SD = 1.26). Partial

eta-squared (η^2) for this small effect was .12. An analysis of covariance was conducted to

compare the above-mentioned effect whilst controlling for convenience orientation and

propensity towards reciprocity. The main effect remained significant, F (1,203) = 27.09, p

< .001, η^2 = .12. The manipulation of the reciprocity principle had no significant effect on

loyalty, nor had it any effect whilst controlled by convenience orientation and propensity

towards reciprocity.

There was no interaction between the manipulation of post benefit convenience and the manipulation of the reciprocity principle on loyalty whilst controlled by covariates, F (1, 203) = 3.01, p = .08.

Effects of post benefit convenience and reciprocity on perceived reciprocity

The ANOVA revealed a statistically significant main effect for post benefit convenience on perceived reciprocity, F (1, 205) = 3.94, p =.049, η^2 = .019. Indicating that the presence of post benefit convenience results in greater scores of perceived reciprocity. However, the results of the analysis of covariance indicated that the effects of post benefit convenience on perceived reciprocity whilst controlled by convenience orientation and propensity towards reciprocity is not statistically significant, although greater propensity towards reciprocity (F(1, 203) = 4.61, p = .033, η^2 = .02, was statically associated with greater numbers of loyalty. The main effect of the manipulation of the reciprocity principle and the covariate convenience orientation on perceived reciprocity did not approach significance.

Furthermore, the interaction of the manipulation of post benefit convenience and the reciprocity principle was not deemed significant. No interaction effects were found on perceived reciprocity.

Effects of post benefit convenience and reciprocity on perceived post benefit convenience

ANOVA showed a statistically significant main effect for the manipulation of post benefit convenience F (1, 205) = 155.56, p < .001. Also, an analysis of covariance showed that loyalty was significantly greater with participants that observed post benefit convenience (M_{yespbc} = 5.62, SD = 1.01) than participants that did not observe post benefit convenience (M_{nopbc} = 3.71, SD = 1.20). The partial Eta Squared value indicated a relatively moderate effect size, η^2 = .43 (Cohen, 1988). Furthermore, propensity towards reciprocity is a significant covariate, F (1, 203) = 12.62, p < .001. The manipulation of the reciprocity principle did not affect perceived post benefit convenience.

However, there was a significant interaction between the manipulation of post benefit convenience and reciprocity principle on perceived post benefit convenience ($F (1,203) = 4.43$, $p = .03$, $\eta^2 = .021$). The interaction is presented in Figure 6.
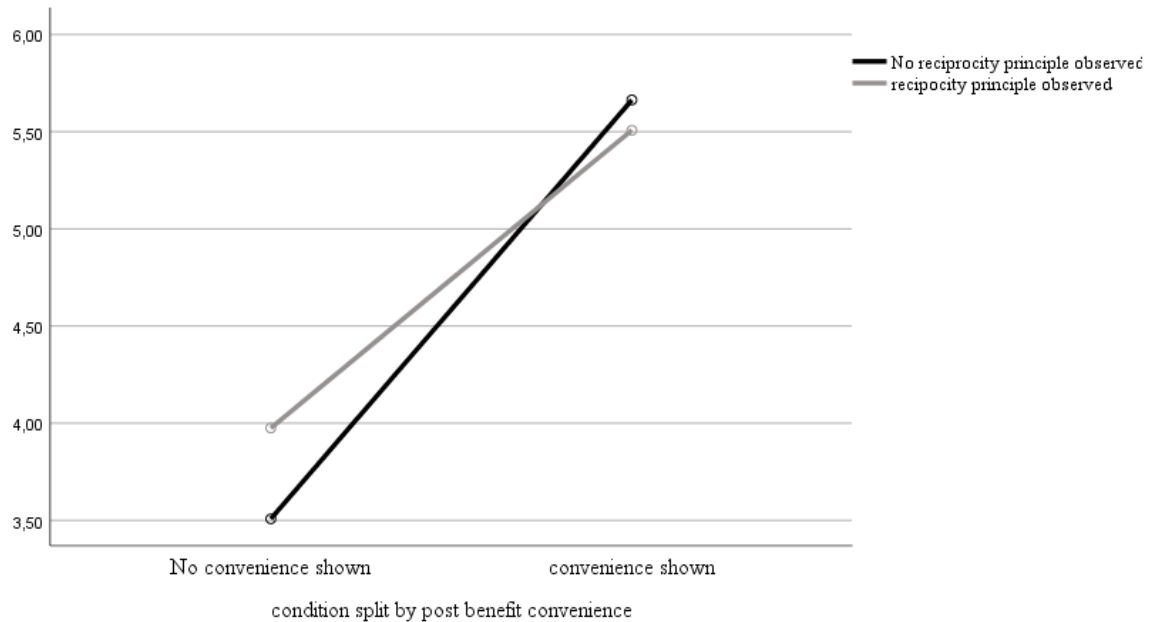

Figure 6 Interaction of manipulation of post benefit convenience x reciprocity principle on perceived post benefit convenience.

A simple effects analysis showed that the effect of manipulation of post benefit convenience on perceived post benefit convenience applies to no reciprocity principle observed ($F (1, 203) = 110.48$, $p < .001$, 95% CI[3.504, 5.682], and participants that observed reciprocity principle ($F (1, 203) = 59.58$, $p < .001$, 95% CI[3.923, 5.545]. Thus, the effect of the manipulation of post benefit convenience on loyalty occurs greater when no manipulation of reciprocity principle is observed; when the reciprocity principle was present the loyalty that resulted from the manipulation of post benefit convenience was weaker.

In conclusion, in line with expectations of hypotheses 1 and 2, the manipulation of post benefit convenience influences people's scores on loyalty, and additionally on perceived reciprocity and perceived post benefit convenience. The manipulation of the reciprocity principle showed no direct on customers' loyalty, perceived reciprocity nor perceived post

benefit convenience. This is contrary to what was expected in hypothesis 4 where the manipulation of the reciprocity principle showed no effect on customers' perceived reciprocity. The manipulation might have been too subtle. Furthermore, because there were no significant interactions between the manipulation of post benefit convenience and the reciprocity principle, the reciprocity principle does not have an impact on loyalty and perceived reciprocity. However, the interaction of the manipulation of post benefit convenience and reciprocity principle was significant on perceived post benefit convenience. The covariate of propensity towards reciprocity was significant for loyalty, perceived reciprocity, and perceived post benefit convenience; the covariate convenience orientation was significant for none.

Table 6

Overview main effects and interactions

| Sources | df | Loyalty | | Perceived reciprocity | | Perceived post benefit convenience | |
		F	Partial η^2	F	Partial η^2	F	Partial η^2
Post benefit convenience	1	27.09	.12***	3.94	.02*	155.56	.28***
Reciprocity principle	1	0.19	.01	0.88	.01	0.27	.01
Post benefit convenience x Reciprocity principle	1	3.01	.02*	0.31	.01	4.43	.02*
Between effects error	209	(1.33)		(1.06)		(0.97)	

Note. Values reported in parentheses are mean-square error values.
* $p < .05$ (two-tailed). ** $p < .01$ (two-tailed). *** $p < .001$ (two-tailed).

Perceived reciprocity as a mediator

Next, it was examined whether perceived reciprocity mediated the effects found for post benefit convenience on loyalty. Mediation analysis using SPSS PROCESS (Hayes, 2013) was performed to test the mediating role of the perceived reciprocity in the effect. The indirect effect was tested using a bootstrap estimation approach with 5000 samples (Preacher & Hayes, 2007).

Table 7

Correlation Matrix for post benefit convenience, perceived reciprocity, propensity to reciprocity, and convenience orientation on loyalty (n=205).

Variable	1	2	3	4
1. post benefit convenience	-	.15*	.13	-.42
2. Perceived reciprocity		-	.21**	.14*
3. Propensity to reciprocity			-	.40**
4. Convenience orientation				-
M	1.50	4.99	5.45	6.31
SD	0.50	1.02	0.75	0.64
Range possible	1-2	1-7	1-7	1-7
Range actual	1-2	2-7	3.6-7	4.25-7

Note. The ranges were computed on a 7-point Likert scale, varying from "1 = strongly disagree" to "7 = strongly agree".
* $p < .05$ (two-tailed). ** $p < .01$ (two-tailed). *** $p < .001$ (two-tailed).

To see whether the variables are correlated a correlation matrix based on a Pearson Correlation analysis is presented in Table 7. Furthermore, a linear regression was performed to test homogeneity, linearity, and homoscedasticity. Based on the results of Mahalanobis, Cook's, and Leverage values, four outliers were removed.

The direct effect of the manipulation of post benefit convenience on loyalty was partially mediated by perceived reciprocity; indirect effects were found for post benefit convenience on loyalty ($b = 0.25$, $SE = 0.118$, 95% CI[0.0241, 0.4989], see Figure. 7), with 95% confidence intervals, excluding zero. The direct effects of post benefit convenience on loyalty (path c) was significant ($b = 0.28$, $SE = 0.144$, 95% CI[-0.001, 0.5678]; the effect after controlling the mediation effect.

Table 8

Mediation Effects of perceived reciprocity (PR) on the Relationship between Post benefit convenience (PBC) and Loyalty controlled by Convenience orientation (CO) and Disposition to reciprocity (DR) (N = 205)

Effect	b	95% CI	
		Lower	Upper
Total	0.86	0.54	1.17
Direct	0.60	0.38	0.83
Indirect (mediation)	0.25	0.02	0.50

The effects stated in Figure 7 are considered significant thus meet the criteria for mediation according to Baron and Kenny (1986). As the CI produced does not include zero the criteria for mediation has been met (Preacher & Hayes, 2007). The coefficient for the direct effect is reduced significantly, however not to zero. In conclusion, in line with what was
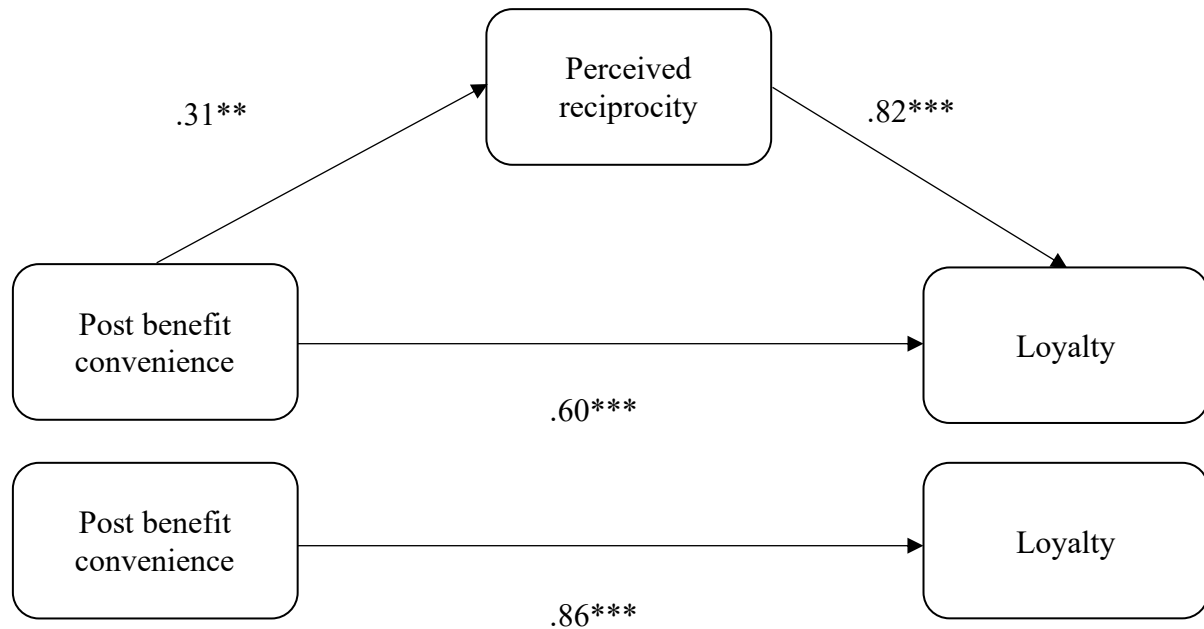

Figure 7 Mediation analyses in the effects of the manipulation of post benefit convenience on loyalty with perceived reciprocity as mediator.

expected, the manipulation of post benefit convenience increased loyalty via perceived reciprocity.

Overview hypotheses

Based on the outcomes of this study, the established hypotheses can be supported or rejected. Table 9 provides an overview of the hypotheses and identifies whether the outcomes of the study supports or rejects the hypotheses. The significance results are significant for an alpha level of .05.

Table 9

Overview of hypotheses

Hypothesis		Supported
H1	Post-benefit convenience (as opposed to no convenience) will positively impact loyalty.	Yes
H2	Post benefit convenience (as opposed to no convenience) positively impacts perceived reciprocity.	Yes

H3	Perceived Reciprocity mediates the relation between post benefit convenience and loyalty.	Partially
H4	The use of the reciprocity principle (as opposed to no reciprocity principle) positively impacts perceived reciprocity.	No
H5	The relationship between post benefit convenience and perceived reciprocity can be positively strengthened by the reciprocity principle.	No
H6	The relationship between post benefit convenience and loyalty can be positively strengthened by the reciprocity principle.	No

Discussion

This study aims to present an examination on how post benefit convenience and the reciprocity principle are associated with loyalty. The objective of this study is to investigate customers' considerations to consume post benefit convenience by integrating the literature of reciprocity on loyalty formation. More specifically, this study seeks to examine whether reciprocity can strengthen the utilization of post benefit convenience which essentially will generate loyalty.

Discussion of results

The present research shows that attributes of convenience impacts people's tendency to be or become loyal. The effect of post benefit convenience was most clear. Post benefit convenience, as opposed to no post benefit convenience, has a positive impact on the loyalty of people. In line with the hypotheses, the effect of post benefit convenience influences loyalty and perceived reciprocity. This result supports the findings of others (i.e. Chang et al., 2010; Colwell et al., 2008; Kaura, 2013) that post benefit convenience is positively related to loyalty formation. Furthermore, conforming to (Bearden & Teel, 1983; Lee et al., 2004) the results provide evidence for the idea that loyalty is a post-purchase event influencing the customer's perception of the service. Based on the results, it would seem that service providers should ensure that customers can easily and quickly access the benefits of the services they are seeking to obtain. Simply put, when customers can easily and conveniently experience the benefits of a company's services, they are more likely to be loyal to that company. Furthermore, although not hypothesized, the present study confirms the idea that the manipulation of post benefit convenience positively impacts perceived post benefit convenience this is in line with the study of (Berry et al., 2002; Farquhar & Rowley, 2009). (Seiders et al., 2007) stated that offering service that reduces effort and time is mainly associated with the experience of convenience.

This indicates that by manipulating the customer's journey and reducing the perceived effort, convenience will have a positive impact on their perceived convenience.

However, despite the difference between the conditions, the manipulation of the reciprocity principle on loyalty, perceived reciprocity, and post benefit convenience were not experienced significantly different. This may be the reason that no direct effect was found of the reciprocity principle on loyalty, perceived reciprocity, or perceived post benefit convenience. These results are not in line with previous studies indicating that customers become committed to an organization depending on the extent to which the organization shows reciprocity (Dagger, David & Ng, 2011; Eccles & Durand, 1998). Contrary to the findings of Serviere-Munoz and Counts (2014) the offering of free samples, gifs, or aids did not create a chain of favour exchanges in this study. A plausible explanation could for instance be related to the sample of respondents. The study of Serviere-Munoz and Counts (2014) only consisted of Millennials, their population is considerably different from the current study. Furthermore, they indicated that age is a negative predictor of social norm perception. Insinuating that people with a high age might not interpret reciprocity the same as people with a lower age. This could have caused the contradicting results. Another possible explanation for this non-significance could be that the effect of the manipulation of post benefit convenience or in the case of absence of convenience, is greater than the effect of the manipulation of reciprocity principle and therefore the reciprocity principle becomes tenuous. As a result, participants base their loyalty, perceived reciprocity, and perceived post benefit convenience on the manipulation of an inconvenience rather than on the principle of reciprocity. Another explanation could be related to the interpretation of the value of the reciprocity principle (Moghavveni et al., 2017). The manipulation of reciprocity is designed based on several examples used in previous studies. These studies are performed during lab-based experiments, on actual experiences in a real-life environment. However, this study used an web-based experiment which caused prejudiced

results from the respondents. For instance, the study of Cialdini (1983) states that social norms such as reciprocity are most effective when they are consciously perceived. However, the respondents in this study were not able to actually use and experience the reciprocity offered to the them. More research is needed to further investigate the role of the principle of reciprocity.

Surprisingly, although not hypothesized, the interaction between post benefit convenience and the reciprocity principle shows that when participants are not exposed to the reciprocity principle, the difference in perceived post benefit convenience caused by post benefit convenience is greater. Although participants did not perceive the manipulation of the reciprocity principle to increase loyalty, perceived reciprocity or perceived post benefit convenience; in combination with the manipulation of post benefit convenience, it was enough for the reciprocity principle to strengthen the positive effect of the manipulation of post benefit inconvenience on perceived post benefit convenience significantly. A plausible interpretation could be that since the measurement of perceived post benefit convenience is related to convenience the manipulation of the reciprocity principle nourishes the recency effect of convenience on loyalty and perhaps if prominence is given to convenience the effects of reciprocity principle are more to perceptible to respondents. This interpretation would be in line with the studies of Berry et al. (2002) and Kim et al. (2007) who state that convenience will positively strengthen the perceived value of the service and thus will generate behavioural conformity to social norms such as reciprocity. Furthermore, Chang and Polonksy (2012) deepening that if post benefit convenience manages to generate customer satisfaction it will nourish positive future intention towards service providers, such as, repeat visitation and positive word-of-mouth. Integrate this to the study of Li et al. (2017) in which they state that reciprocity often stems from a feeling of repaying and is driven by satisfaction. Thus, a consumers' satisfaction with the service determines their long for repayment.

With regards to the covariates, the measurement of propensity towards reciprocity has been a significant controlling variable on perceived reciprocity, perceived post benefit convenience, and loyalty. This is in agreement with the study of Perugini et al. (2003) who state that individuals differ in their tendency to be sensitive to either positive actions and gifts or negative actions and sanctions. This could be understood as follows; individuals interpret reciprocity differently depending on their preference for either positive or negative reciprocity, consequently, this affects how they express their loyalty, perceived reciprocity, and perceived post benefit convenience. Furthermore, the covariate of convenience orientation has not been significant on any of the variables. This is contradicting the studies of (i.e. Benoit et al., 2017; Farquhar & Rowley, 2009; Seiders et al., 2007). A possible explanation for this non-significance might be that the measurements taken from Berry, et al. (2002) and Colwell, et al. (2008) have been modified to excessively. Additionally, it might have been unclear to participants that the questions were not related to the video shown during the questionnaire. Although, there is a lot of disagreement among scholars whether to remove or to keep a non-significant covariate. This research has chosen to retain the casual covariate of convenience orientation as it has a strong theoretical justification (Shmueli, 2010).

The results of the mediation analysis provide evidence for the idea that reciprocity is one of the attributes in convenience affecting people's loyalty. The reciprocity people perceived from the service provider partially mediated the effect of the manipulation of post benefit convenience on loyalty. This is in line with the studies of (i.e. Chen & Hung, 2010; Emmerich & Rigotti, 2017; Hoppner & White, 2016; Moghavveni et al., 2017) whom state that reciprocity fosters long-lasting consumer-firm relationships during the post-purchase stage. So, the embodied relationship between perceived reciprocity and convenience explains the effect of the manipulation on loyalty. More specifically, it reveals that an alternative path exists linking post benefit convenience to loyalty via perceived reciprocity. However, it should be noted that this

mediation does not test for the causality between perceived reciprocity and loyalty. Although no correlation between the measurements was found, interrelations should not be excluded, especially when it comes to attitudinal loyalty and reciprocity. The overlap between loyalty and reciprocity could be explained by addressing that both loyalty and reciprocity are inherently attitudinal behavioural actions that are based on the mirroring of social attitudes between exchange parties (McMullan & Gilmore, 2006; Wu, Chan & Lau, 2008). Both measurements emerge from customer satisfaction and call to a similar action to express that feeling to repay another. Thus, it could be argued that the measurements of perceived reciprocity and loyalty are somewhat interrelated.

Theoretical and practical implications

For theorists, the results of this study, confirm the studies of (Berry et al., 2002; Kaura, 2013; Schultz & Bailey, 2000; Wu, Chan & Lau, 2008). The effects of the presence and absence of post benefit convenience are greater than the effects of the reciprocity principle. People's desire for convenience plays a crucial role in the development of loyalty, perceived reciprocity, and perceived post benefit convenience. The study deepens the understanding of online influencing consumer behaviour. Furthermore, post benefit convenience and the reciprocity principle were simultaneously introduced to measure the customers' loyalty. No study has combined these two concepts to investigate their effects on loyalty. This study did not find solid proof to prove the interactions effects of post benefit convenience and the reciprocity principle on loyalty. However, the main contribution of this study is that it has been successful in identifying a mediating factor explaining this relationship. Though there have been several studies regarding the effects of convenience on loyalty, no studies have presented evidence regarding perceived reciprocity. To a great extent, this study bridges the knowledge gap concerning *how* convenience is perceived and what attributes contribute. Furthermore, this study represents one of the first attempts to conceptualize perceived reciprocity by merging

several studies together. Although it could be debated whether or not this concept measures the perceived reciprocity as intended, the findings have largely supported the theoretical predictions of this research on perceived reciprocity as a different path to generate loyalty. This means that the measurement of perceived reciprocity could be used by other theorists that are interested in investigating reciprocity in the areas of cognitive and social psychology or when lab-based studies are not possible. In summary, the findings of this paper will be useful not only for marketing but also for academics and researchers engaged in psychology. This study firmly believes that knowing the different determinants of loyalty would substantially help professionals in designing services for consumers.

For practitioners, the findings show, besides *what* is offered as a service, also *how* the service is offered contributes to the formation of loyalty. Convenience in the post purchase stage should be used by the service provider to increase the tendency to develop loyalty over time. Furthermore, the reciprocity principle can be used as subtle elements to persuade consumers. However, it is wiser for service providers to focus on removing inconvenience as its effects are greater. Thus, for services that are sensitive to generate inconvenience, one emphasizes on reducing that inconvenience and consequently feaster loyalty development. Moreover, the convenience of the service is an essential predictor for loyalty, reciprocity is merely an accumulator when convenience is present.

Limitations and suggestions for future research

Although every care has been taken with this study, some inherent problems remain. First, As mentioned by various scholars (Carr, 2006; Cialdini, 2007; Dainton & Zelley, 2015) reciprocity is a technique best used in physical service encounters. This being said, it could have been difficult for the respondents to evaluate the presented act as the context seemed out of place and hence the underlying impression might not have come across. Furthermore, this study failed to provide a functioning manipulation of the reciprocity principle that was not

affected by the presence or absence of convenience. The stimulus materials were carefully designed and pretested several times. However, the stimuli unsuccessfully mirrored a reciprocal example, thus respondents had a hard time perceiving the service as reciprocal. The stimuli of reciprocity were presented in combination with either convenience or inconvenience, this clouded the desired effects of reciprocity. As both topics incite similar effects future research should focus on experimenting on a situation in which the reciprocity is clearly presented and not influenced by other aspects. Second, as this is one of the first studies to use perceived reciprocity as a mediating variable in the relationships between post benefit convenience and loyalty, this model is kept relatively simple and straightforward, leaving out some variables that might have similar effects either as dependent or independent variables. Furthermore, it should be noted that the mediation model did not check for the relation between the mediator and the dependent variable, and thus it could be argued that the two could shift positions in which loyalty mediates perceived reciprocity. However, such a sacrifice at the early stage of model development and testing should be generally considered acceptable.

For future studies, more antecedents and outcomes of perceived reciprocity could be identified and studied. For example, antecedents such as relationship benefits, shared values, and communication effectiveness could be added to the model. Concerning the outcomes, more relevant variables, such as the consumer's propensity to price, service value, product familiarity, and time could be incorporated into the model. Furthermore, it might be fruitful for future research to investigate the moderating role of the reciprocity principle in the relationships between convenience and loyalty, as this study unsuccessful manipulated reciprocity. For example, the reciprocity principle may play a moderating role in the relationship between convenience and loyalty or satisfaction. Finally, as this study has attempted, a comparative study could be conducted to investigate the differences and similarities in the roles of reciprocity and convenience in services for the purpose of cross-validation.

Conclusion

In conclusion, this study's purpose was to find out how the techniques of post benefit convenience and reciprocity can be utilized to generate customer's loyalty towards the service provider. Although not all outcomes illustrate the expected effects, the results contribute to the field of consumer behaviour and prove that the dynamics of convenience can influence consumer's loyalty and perceived reciprocity. This study demonstrates that especially convenience and inconvenience have a strong impact on loyalty both positive and negative respectfully. Moreover, a part of that total effect can be explained by the mediating effect of perceived reciprocity. The manipulation of the reciprocity principle has a positive effect on the relation between post benefit convenience and perceived reciprocity. Furthermore, consumers get clearly influenced by post benefit convenience and produce feelings of reciprocity when performed correctly. Remarkably, no interactions of the reciprocity principle on the relationship of post benefit convenience and loyalty were found, even though the theory stresses the importance of combining these elements to generate loyalty. No moderation effects of the reciprocity principle were found, it can be concluded that congruency for post benefit convenience and the reciprocity principle manipulates the outcomes of perceived reciprocity and loyalty. To conclude, this study contributes to the framework of service convenience, the use of reciprocity in marketing and loyalty predictors, and provides additional insights into how both marketing techniques can support service offers and eventually influence consumers into generating loyalty.

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Appendix

Appendix A - Preliminary study 1

- Hello, my name is Swen Alant, I am a Master student at the University of Twente and am conducting an experimental study, as part of my master thesis. The goal of this survey is to test my stimulus material to investigate interpretations of individuals on customer service interactions. You must be at least 18 years old to participate in this study. This study consists of an experiment in which participants are asked to watch a video about a customer service interaction, after which a handful of questions regarding said interaction will be asked. Completion of this survey will require approximately 6 minutes of your time.

- I consent voluntarily to be a participant in this study and understand that I can refuse to answer questions and I can withdraw from the study at any time, without having to give a reason. (Yes/No)

- Below you will find a 90 second video about a conversation between a customer and a representative regarding a product malfunction. Please watch the entire video before answering the questions. You are able to pause or rewind the video at any time. In case this video does not display correctly on your device, watch it in full screen. You can do so by pressing the square on the bottom right of the video next to the sound icon.

- <Video of condition two, three or four is shown>

Appendix B - Preliminary study 2

- Hello, my name is Swen Alant, I am a Master student at the University of Twente and am conducting an experimental study, as part of my master thesis. The goal of this survey is to test my stimulus material to investigate interpretations of individuals on

customer service interactions. You must be at least 18 years old to participate in this study. This study consists of an experiment in which participants are asked to watch a video about a customer service interaction, after which a handful of questions regarding said interaction will be asked. Completion of this survey will require approximately 6 minutes of your time.

- I consent voluntarily to be a participant in this study and understand that I can refuse to answer questions and I can withdraw from the study at any time, without having to give a reason. (Yes/No)

- Below you will find a 90 second video about a conversation between a customer and a representative regarding a product malfunction. Please watch the entire video before answering the questions. You are able to pause or rewind the video at any time. In case this video does not display correctly on your device, watch it in full screen. You can do so by pressing the square on the bottom right of the video next to the sound icon.

- <Video of condition two, three or four is shown>

Measuring post benefit convenience

- The following questions are about your perception of the re-initiating process the customer had to go through and the overall communication with the company. Based on the previous shown video, to what extent would you agree or disagree with the following statements?

(1) I think the process the customer had to go through in this video was made easy by the company. (1 'Strongly disagree'/ 7 'Strongly agree')

    a. Could you elaborate? <…>

(2) The company takes care of the issue presented in the video promptly. (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(3) The problems experienced by the customer were resolved quickly by the company. (1

    'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(4) If I was the customer in this scenario, I would consider the situation time consuming.

    (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(5) I consider the way the customer had to contact the company in this scenario to be a

    hassle. (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

Measuring perceived reciprocity

-   Below you will find a 90 second video about a conversation between a customer and a

    representative regarding a product malfunction. Please watch the entire video before

    answering the questions. You are able to pause or rewind the video at any time. In

    case this video does not display correctly on your device, watch it in full screen. You

    can do so by pressing the square on the bottom right of the video next to the sound

    icon.

(1) I think the act of the company to offer replacement was authentic. (1 'Strongly

    disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(2) I would consider that act as valuable. (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(3) If I was the customer in this scenario, I would feel like the company did me a favor by

    offering replacement and I would have the feeling to return the favor if possible. (1

    'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(4) I had the feeling that the company went out of their way to make the customer feel

      special. (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

(5) I had the feeling that the company handled in the interest of the customer and set aside

      their own. (1 'Strongly disagree'/ 7 'Strongly agree')

      a.   Could you elaborate? <…>

Control questions

(1) In which video do you think the customer had used the least amount of effort and

      wasted the least amount of time. (Video 1/Video 2)

(2) Do you think the customer received a small favor from the company? and if so in

      which video was this most present? (Video 1/Video 2)

Appendix C – Main study Survey Questions

- I have read and understood the study information dated [11/05/2020], or it has been

    read to me. I have been able to ask questions about the study and my questions have

    been answered to my satisfaction. (Yes/No)

- I consent voluntarily to be a participant in this study and understand that I can refuse

    to answer questions and I can withdraw from the study at any time, without having to

    give a reason. (Yes/No)

- Age:

- Gender: Male - Female - Prefer Not to say

- Highest education level: Less than a high school diploma - high school diploma or

    equivalent - associate degree (e.g. MBO) - Bachelors' degree (e.g. HBO, WO) -

    Masters' degree (e.g. MA, MS) - Doctorate (e.g. PhD, EdD) - prefer not to say - other

    (please specify).

Measuring manipulation of post benefit convenience

(1) I think the process the customer had to go through in this video was made easy by the company.

(2) The company takes care of the issue presented in the video promptly.

(3) The problems experienced by the customer were resolved quickly by the company.

(4) If I was the customer in this scenario, I would consider the situation time consuming.

(5) I consider the way the customer had to contact the service provider in this scenario to be a hassle.

Measuring perceived reciprocity

(1) I consider the company's action to offer replacement to be genuine.

(2) I consider the company's action to offer replacement to be sincere.

(3) The company's action to offer replacement felt unnatural to me.

(4) I consider the company's action to offer replacement valuable to me.

(5) I consider the company's action to offer replacement to be expensive.

(6) I consider the company's action to offer replacement to be worthless.

(7) I consider the company's action to offer replacement to have personal touch.

(8) If I was the customer in this interaction, the company's action to offer replacement would make me feel special.

(9) I consider the company's action to offer replacement as an ordinary offer.

(10) I consider the company's action to offer replacement to be generous.

(11) I consider the company's action to offer replacement to be noble.

(12) I consider the company's action to offer replacement to be selfish.

Measuring loyalty

(1) I say positive things about this service provider to other people.

(2) I recommend this brand to others.

(3) I encourage friends and relatives to do business with this brand.

(4) I consider this brand my first choice to avail banking services.

(5) I will do more business with this brand in next few years.

(6) I would consider buying something from this brand again.

(7) I would buy more from the service provider next time.

Manipulation check of reciprocity principle

- I would think that the company has offered me something 'extra'. (1 'Strongly disagree'/ 7 'Strongly agree')

Measuring individuals' disposition to reciprocity

(1) If someone does me a favour, I am prepared to return it.

(2) If I suffer a serious wrong, I will take revenge as soon as possible, no matter what the cost.

(3) If somebody puts me in a difficult position, I will do the same to him/her.

(4) I go out of my way to help somebody who has been kind to me before.

(5) I am ready to undergo personal costs to help somebody who helped me before.

Measuring individuals' Convenience orientation

(1) I consider it helpful if a brand quickly resolved any problem I had with the services or products.

(2) I consider it beneficial if the process of returns and exchanges is made easy.

(3) I think it is convenient if information regarding the service is easy to find.

(4) I consider reinitiating contact with the service provider as unpleasant.

(5) I would give great value to a service provider that helps to reduce my effort with arranging a follow-up service.

Appendix D – Visuals
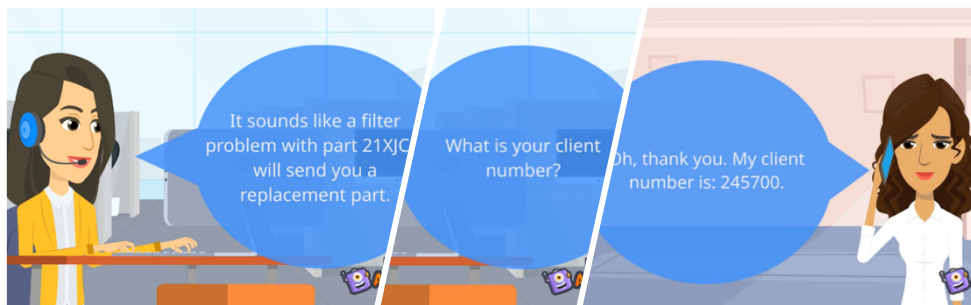

Figure 8 no reciprocity scenario
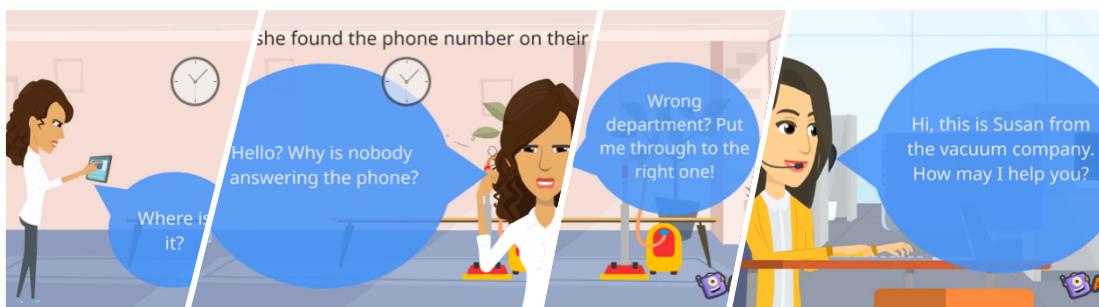

Figure 9 reciprocity scenario
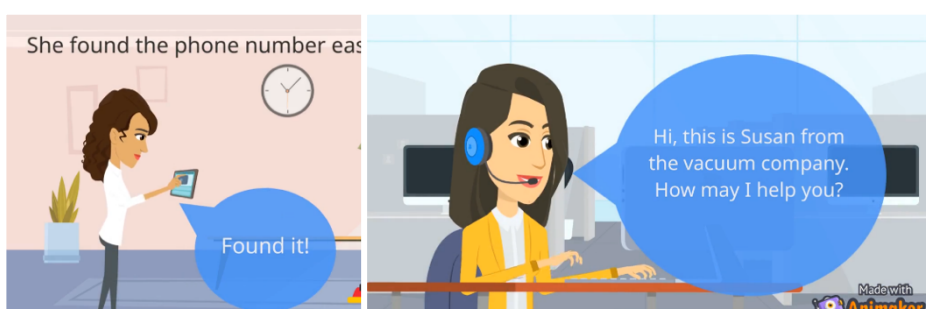

Figure 10 No convenience scenario

Figure 11 Convenience scenario

Appendix E - Rotated component matrix

Factor analysis (*n* = 209)

Statements	PBC	PR	Loy	DPR	CO
	Factors				
I think the process the customer had to go through in this video was made easy by the company.	.88				
The company takes care of the issue presented in the video promptly.	.82				
The problems experienced by the customer were resolved quickly by the company.	.85				
If I was the customer in this scenario, I would consider the situation time consuming. (reversed)	.83				
I consider the way the customer had to contact the company in this scenario to be a hassle. (reversed)	.76				
I consider the company's action to offer replacement to be genuine.		.72			
I consider the company's action to offer replacement to be sincere.		.68			
I consider the company's action to offer replacement valuable to me.		.72			
I consider the company's action to offer replacement to have personal touch.		.68			
If I was the customer in this interaction, the company's action to offer replacement would make me feel special.		.77			
I consider the company's action to offer replacement to be generous.		.79			
I consider the company's action to offer replacement to be noble.		.84			
Say positive things about this company to other people.			.94		
Recommend this company to others.			.95		
Encourage friends and relatives to do business with this company.			.93		
Consider buying something from this company again.			.93		
Buy more items from the company next time.			.86		
If someone does me a favour, I am prepared to return it.				.74	
I go out of my way to help somebody who has been kind to me before.				.76	
I am ready to undergo personal costs to help somebody who helped me before.				.72	
I consider it helpful if a company quickly resolved any problem I had with the services or products.					.86
I consider it beneficial if the process of returns and exchanges is made easy.					.88
I think it is convenient if information regarding the service is easy to find.					.89
I would give great value to a company that helps to reduce my effort with arranging a follow-up service.					.66
Explained variance	13.2%	14.9%	16.2%	8.0%	10.5%
Eigenvalue	3.42	3.88	4.22	2.08	2.73
Cronbachs' Alpha α	.88	.86	.95	.62	.82

Appendix F – means reciprocity manipulation check per condition

Participant Manipulation Checks on Control group, Post benefit convenience (PBC) reciprocity principle (RP) and post benefit convenience x reciprocity principle (PBCxRP) (N=209).

Statement	Condition	N	Mean	SD
I think the company has offered the customer something 'extra' during this interaction	Control	52	3.81	1.51
	PBC	54	4.76	1.47
	PR	52	4.37	1.65
	PBC x PR	51	4.86	1.70

Note. the statements were measured on a 7-point Likert scale (1=strongly disagree/7=strongly agree)
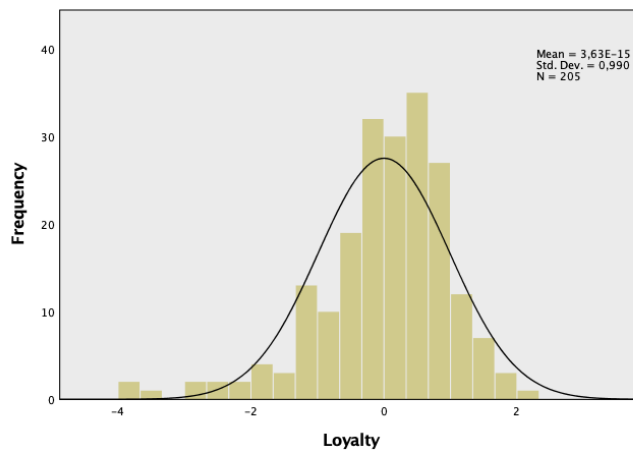
Appendix G – homogeneity assumptions
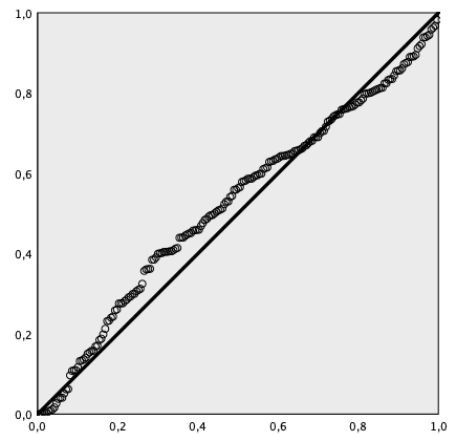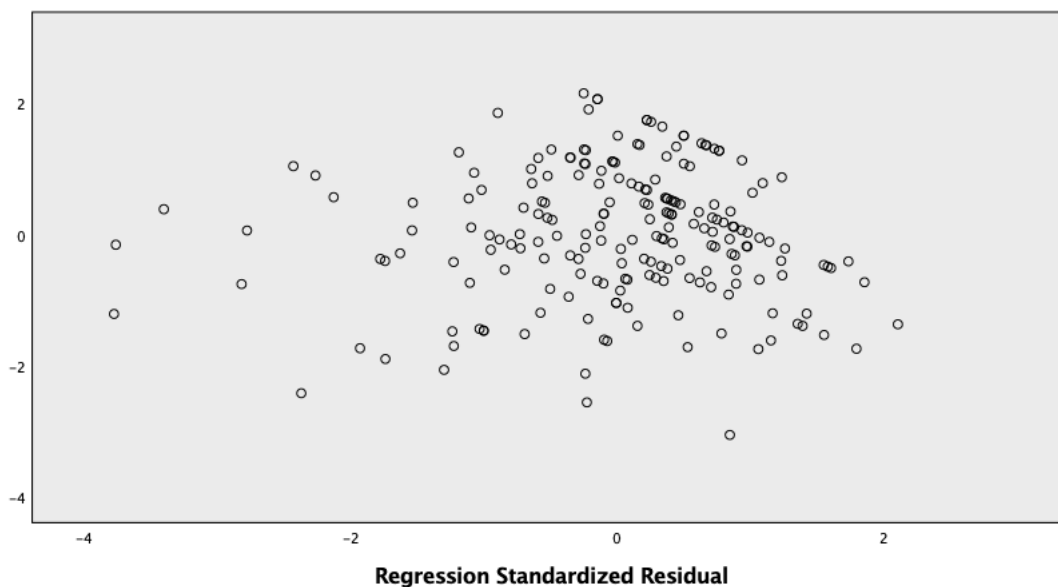

Figure 12 Histogram loyalty

Figure 13 Normality P-P plot

Figure 14 Scatterplot loyalty