



RETAILERS' COMMITMENT TO SUSTAINABLE DEVELOPMENT AS PERCEIVED BY CONSUMERS IN ECUADOR

- Sustainable Development: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs", Brundtland (1987) report.
- Significant change in the traditional vision of businesses (Shamim et al., 2017).
- Transformation in retailing in Ecuador (Corporación Favorita, 2017).

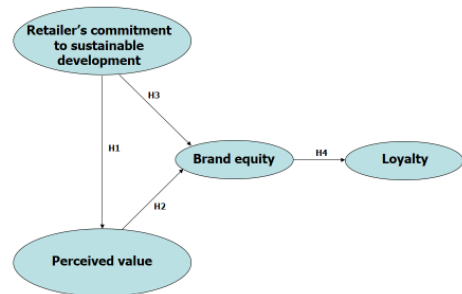


AIM

To test the relations between Retailers' Commitment to Sustainable Development (as perceived by consumers), Perceived Value, Brand Equity and Loyalty towards Hypermarkets in Ecuador

METHOD

Universe	Customers of hypermarkets, older than 18
Geographical scope	Ecuador: Quito, Guayaquil, Cuenca, Machala
Sample size	317
Period of collected of information	March – August, 2017
Sample design	Personal survey, face-to-face
Statistical techniques	Descriptive analysis, Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equations Model
Statistical program	IBM SPSS and SmartPLS 3
Variables and scales	Retailer's Commitment to Sustainable Development-Lavorata (2014) Perceived Value - Sweeney and Soutar (2001) Brand Equity - Shen (2010) Loyalty -Arnett et al. (2003)



RESULTS

Hypothesis	β	t	Decision
H1: RCSD \rightarrow Perceived value	0,000	0,69	Not supported
H2: Perceived value \rightarrow Brand equity	0,633*	14,53	Accepted
H3: RCSD \rightarrow Brand equity	0,196*	4,97	Accepted
H4: Brand equity \rightarrow Loyalty	0,806*	34,28	Accepted

R2 (Brand equity) = 0,573; R2 (Loyalty)=0,649; R2 (Perceived value) = 1,00; R2 (RCSD) = 1,00. Q2 (Brand equity) = 0,530; Q2 (Loyalty) = 0,544; Q2 (Perceived value) = 0,677; Q2 (RCSD) = 0,578; *p <0,01

CONCLUSIONS

- No significant relation between retailer's sustainable actions and perceived value, consistently to Coca et al. (2013).
- Brand equity is positively influenced by RCSD and perceived value.
- Brand equity as a driver of loyalty.

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