

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

WHAT INFLUENCE ATTITUDES AND INTENTIONS TO
CONTINUE TO USE THE DEPARTMENT STORE
CO-BRANDED CREDIT CARDS IN MAINLAND CHINA:
ANTECEDENTS AND GENDER DIFFERENCES

The watermark is a large, light gray circular seal of the University of Macau. It features a central shield with a crown on top, flanked by two pillars. Below the shield is a banner with Chinese characters. The outer ring of the seal contains the text 'UNIVERSIDADE DE MACAU' at the top and '澳門大學' at the bottom.

Zhao Ying Ying

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ABSTRACT

The spread in ownership and usage of credit cards in mainland China have been overwhelming. Currently the co-branded credit card, which is the major component of credit card categories in mainland China, has been generated a great of concerns due to its substantial issuance in terms of volume and varieties year by year. Among all categories of co-branded credit cards, department store co-branded credit card occupies the largest weight according to the latest statistics from People's Bank of China, 2010. The main purposes of this paper are to investigate what affect attitudes and behavioral intentions toward the department store co-branded credit cards in mainland China, and to examine the underlying relationships among them.

This study was based on questionnaire survey method conducted in Beijing, Chongqing, Shanghai, and Shenzhen respectively in mainland China where the sample size of 433 current cardholders of department store co-branded credit cards was utilized to gauge attitudes and behavioral intentions toward the cards.

The findings revealed that relationships between affective loyalty to the bank, affective loyalty to the department store and perceived card benefits toward attitudes of department store co-branded credit card owners in the possession were all significantly positive respectively, which indicated cardholders' attitude formations were strongly influenced by both cognitive evaluations of card benefits and emotional attachment to brands which is affective loyalty. Among affective loyalty to the bank,

affective loyalty to the department store, and perceived card benefits, perceived card benefits had the most influential impacts on attitudes formation process than affective loyalty. Moreover, gender differences were found statistically significant in all variables apart from perceived card benefits, and attitudes toward the department store co-branded credit cards. The findings are likely to be important to banks and department stores on their co-branded credit cards, as they help executives and managers to have better understandings on attitudes, behavioral intentions and antecedents on department store co-branded credit cardholders.

This research is to enhance the current literatures on co-branded credit cards in mainland China where the findings confirmed with the several literatures that attitude formations were affected by both cognitive beliefs and affections. Furthermore, this paper timely offers valuable suggestions to current co-branding partnerships of commercial banks and department stores and for those who seek to enter co-branding programs.

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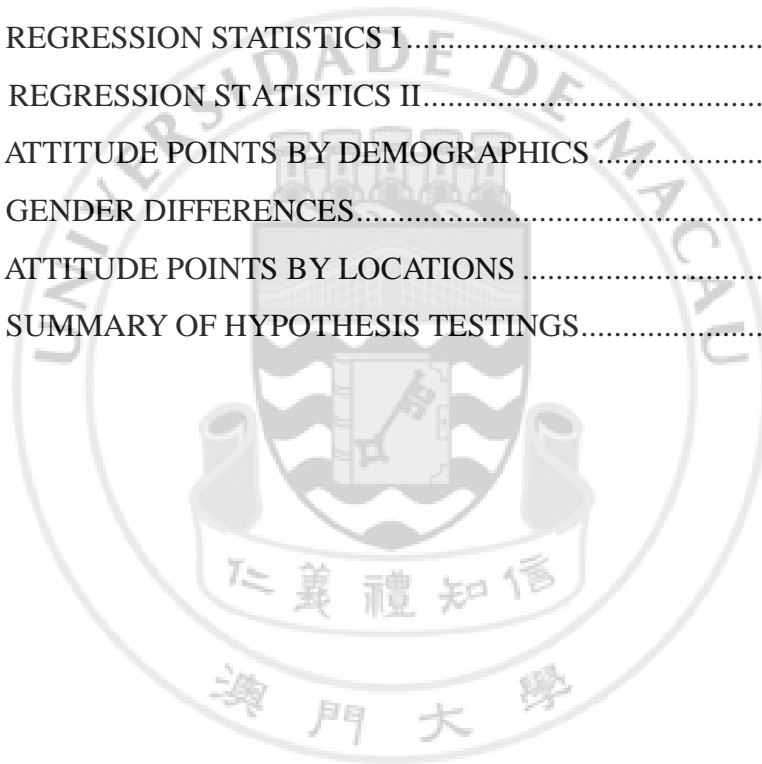
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