EXAMINING DEMOGRAPHIC MODERATION IN B2B LOGISTICS: INSIGHTS FROM BOXPLOT VISUALIZATION AND MGA OF BRAND RELATIONSHIP DRIVERS

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Appendix 1. Full list of measurement items

Item description		Source
Brand Engagement (BE)	Our company actively engages with brand X due to its consistent and reliable service performance	Bagozzi et al. (2017)
	We choose brand X because it consistently meets our logistics needs efficiently and effectively.	
	Our company values strong relationships and reliable service, so we often work with brand X.	
Brand Love (BL)	We have a strong preference for working with brand X over other logistics providers	Hollebeek et al. (2014)
	Brand X consistently meets our expectations, fostering a deep sense of trust and reliability	
	Working with brand X gives us confidence and satisfaction in our logistics operations	
	We feel a strong commitment to maintaining our relationship with brand X	
Brand Loyalty (BLY)	I will keep using LSP X because it always does a good job and I can trust it.	Juntunen et al. (2011)
	I will keep working with LSP X because they do a great job.	
	I really like LSP X because it helps us with our shipping needs.	
	I think LSP X is great and I would tell others to use it because it is reliable and does a good job.	
Brand Image (BI)	LSP X reliably meets our service performance expectations.	Davis et al. (2009)
	LSP X is dependable and meets its commitments and deadlines.	
	LSP X makes operations run smoothly, reducing delays and disruptions.	
	Brand X gives us better service than other companies.	