

## BRAND LOYALTY: A LITERATURE REVIEW

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**Abstract:** Brand loyalty has been of interest to researchers for many decades and known as an amicable attitude, also commitment toward a particular brand, builds around consumer satisfaction and leads to continued maintenance and purchasing of that brand. Brand loyalty consists of attitudinal and behavioral loyalty, and all of which contribute to brand performance. The concept of brand loyalty has been shown to have two components: an attitudinal component and a behavioral component. Brand loyalty is a driving force for business growth and an important asset for businesses, as it ensures stable and sustainable profits for the company and is an important factor for consumers. Dissatisfied customers can have a significant impact on business operations through negative reviews, therefore managing loyal customers is an important way to strengthen customer relationships. The objective of this research is to determine the factors associated with brand loyalty. We presented a literature study using systematic literature review of relevant publications and as a result of this process, 22 articles are included and then examined the bibliographical references to check the validity of the inquiry and to avoid any potential omissions. The results didn't find brand loyalty as a moderating variable. There are some variables that affect brand loyalty such as brand satisfaction, brand identity and relationship commitment. Other variables are affected by brand loyalty such as affective place image. Practical implications are also presented here.

**Keywords:** *brand, brand loyalty, literature review.*

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### 1. Introduction

Brand loyalty has been of interest to researchers for many decades (Bawa et al., 1989; Gedenk & Neslin, 1999; Holland & Baker, 2001; Odin et al., 2001). Loyalty is generally recognised as a brand asset (Aaker & McLoughlin, 2010) that firms invest in to protect and develop. Hence, marketers need to understand factors that are related to higher or lower levels of brand loyalty (Trinh & Dawes, 2020).

Achieving customer loyalty is a central goal for most firms (Ngobo, 2017) due to its contribution to their profitability (Reinartz et al., 2005) and long-term survival (Agustin & Singh, 2005). The customers' cross buying intentions are primarily associated with image conflicts about the provider's abilities to deliver high quality services from different service activities, and the perceived convenience of cross buying from the same provider and customers' experiences with the service provider have a weaker or marginal effect on cross buying (Ngobo, 2004). Relative to non-loyal customers, loyal customers engage more in

positive word of mouth communication (Roy et al., 2014), are less price sensitive (Yoon & Tran, 2011) and resist competitive offers, even when they are objectively better (Ahluwalia, 2000).

A brand is a trust mark for all intangible credibility and is a symbol of guarantee for a particular brand product or activity (Bart et al., 2005). Brand loyalty, defined as an amicable attitude and commitment toward a particular brand, builds around consumer satisfaction and leads to continued maintenance and purchasing of that brand (Ballantyne et al., 2006). Brand loyalty consists of attitudinal and behavioral loyalty, and all of which contribute to brand performance (Yeh et al., 2016). Behavioral loyalty, specifically, can increase brand market share and profit (Kim et al., 2020). The attitudinal loyalty positively correlates with the acceptance of word of mouth and premium price (Shankar et al., 2003).

Chen et al. (2016) analysed which factors affect consumers' repurchasing intentions and identified brand related qualities (experience with the brand, service quality, trust, satisfaction, and commitment) as influencers. Price, function, appearance, social influence, and brand perception were set as external variables that affect brand-related qualities and the analysis revealed that some consumers made their purchasing decisions because they were convinced by other people (Kim et al., 2020). When consumers were satisfied with the quality of the service of a certain brand, they encouraged people around them to make similar purchasing decisions through word of mouth (Azad & Safaei, 2012). In sum, consumers can develop an interest in a new brand of smartphone under the influence of their peers, which can affect their intention to switch to a new brand (Kim et al., 2020).

Abbes et al. (2020) show that loyalty intentions to collaborative redistribution platforms has an impact on brand loyalty intentions, while the effect of satisfaction towards platform service experience on brand loyalty intentions is mediated by platform loyalty intentions and platform's characteristics don't have the same influence on platform and brand loyalty intentions. Scholars have found that consumer brand relationships (CBRs) are a mechanism in building customer brand loyalty and these different CBRs features are positive predictors of customer brand loyalty (Homburg et al., 2009; Mazodier & Merunka, 2012).

The concept of brand loyalty has been shown to have two components: an attitudinal component and a behavioral component (Li et al., 2010). Brand loyalty, in the present study, is operationalized as its most common attitudinal manifestation in the hospitality and tourism literature, as “a deeply held psychological commitment to repurchase a product or repatronize a service in the future” (Oliver, 2010). Batra et al. (2012) found strong relationships between brand love and brand loyalty, and Bergkvist & Bech-Larsen (2010) demonstrated robust support for this relationship across a number of contexts, including painkillers, food, personal care items, and electronics. Back & Parks (2003) presented the relationship between brand love and loyalty in the lodging industry with similar results, and Thomson et al. (2005) found a strong positive relationship between brand love and brand loyalty across a number of different contexts.

Correia Leal & Ferreira (2020) presented that when hospitality employees appear to be sick, customers have weaker recommendation and return intentions compared to when employees do not show any sickness and due to perceived ethnic dissimilarity, customers do not tend to withdraw from non-similar sick employees, not showing weaker recommendation and rebooking intentions toward tourist accommodations. Amine (1998) argued that brands that generate positive emotions amongst consumers (for example feeling “happy” or “joyful” or “affectionate”) are likely to benefit from greater attitudinal brand loyalty. Chaudhuri &

Holbrook (2001) considered attitudinal brand loyalty as a committed and affect-laden “partnership” between consumers and their favoured brands.

Yoshida et al. (2018) found that brand-related social media engagement and team identification, a type of consumer-brand identification, simultaneously affected behavioral brand loyalty. Palomba (2018) found that high brand loyalty video game players who perceived themselves to have high perceived emotional intelligence were inclined to seek out discernible gratifications from video game play, were aware of their feelings during video game play, and were able to obtain sought after gratifications. Kim et al. (2018) presented that among celebrity attributes, expertise was revealed to be most related to brand equity and destination attachment and loyalty to the festival was found to affect attachment to the festival destination, while festival brand awareness had a positive impact on festival brand loyalty.

By applying service-dominant logic, the lens of affordance, and two brand perceptions (brand competence and brand warmth), Fang (2019) has explored critical determinants of app continuance intention and brand loyalty among app users, and five affordances of branded apps are linked to value in use, which contributes both directly and indirectly to the two loyalty related outcomes, through either brand competence or brand warmth. Arifine et al. (2019) suggested that mood congruence, identity enhancement, unavailability risk reduction and market competition are the most important facets that explains the two types of multi-brand loyalty (complementary based and product substitutes).

## **2. Research Method**

This research uses a literature study, namely systematic literature review that presented in previous researches (Artha & Jufri, 2021; Khairi et al., 2021; Larsson & Broström, 2020; Snyder, 2019; Yang et al., 2020) and included 22 articles as a result.

## **3. Results and Discussion**

### **3.1. Results**

This research presents that some variables are related with brand loyalty. Those variables are affect and affected by brand loyalty. Details of the results are presented in table 1 below:

Table 1.  
Selection References Listed According to Brand Loyalty

<b>Author(s)</b>	<b>Variable(s)</b>	<b>Result(s)</b>
Chuenban et al. (2021)	brand attitude, brand quality, brand value	brand attitude, brand quality, and brand value have positive effects on brand loyalty
Taylor et al. (2020)	satisfaction	satisfaction has a positive effect on brand loyalty
Panda et al. (2020)	consumer altruism	consumer altruism has a positive effect on brand loyalty
Liu et al. (2020)	affective place image, place attachment	brand loyalty has a positive effect on affective place image; brand loyalty has a positive effect on affective place image place attachment
Li et al. (2020)	Customer engagement	customer engagement has no influence on brand loyalty
Kim et al. (2020)	interest	brand loyalty has a positive effect on interest

<b>Author(s)</b>	<b>Variable(s)</b>	<b>Result(s)</b>
Jung et al. (2020)	brand image, consumer satisfaction, consumer trust	brand image has a positive effect on brand loyalty; consumer satisfaction has a positive effect on brand loyalty; consumer trust has a positive effect on brand loyalty
Kaur et al. (2020)	consumer brand engagement	consumer brand engagement has a positive impact on brand loyalty
Boateng et al. (2020)	service excellence, customer return on investment, brand trust, social interaction ties, brand identification, self-image expression	service excellence has a positive effect on brand loyalty; customer return on investment has a positive effect on brand loyalty; brand trust has a positive effect on brand loyalty; social interaction ties has a positive effect on brand loyalty; brand identification has a positive effect on brand loyalty; self-image expression has a positive effect on brand loyalty
Zainudin et al. (2020)	brand personality	brand personality has a positive impact on brand loyalty
Kataria & Saini (2020)	customer satisfaction	customer satisfaction has a positive impact on brand loyalty
Lee & Chung (2020)	brand satisfaction, brand trust, brand commitment	brand satisfaction has a positive impact on brand loyalty; brand trust has a positive impact on brand loyalty; brand commitment has a positive impact on brand loyalty
Shanahan et al. (2019)	brand attachment, perceived quality	brand attachment has a positive effect on brand loyalty; perceived quality has a positive effect on brand loyalty
Mody et al. (2019)	brand love, memorability	brand love has a positive effect on brand loyalty; memorability has a positive effect on brand loyalty
Lin et al. (2019)	brand identification	brand identification has a positive impact on brand loyalty
Chung & Kim (2019)	brand quality, brand trust, brand sustainability, economic value, symbolic value, experiential value	brand quality has a positive impact on brand loyalty; brand trust has a positive impact on brand loyalty; brand sustainability has a positive impact on brand loyalty; economic value has a positive impact on brand loyalty; symbolic value has a positive impact on brand loyalty; experiential value has a positive impact on brand loyalty
Song et al. (2019)	mystery, sensuality, intimacy, trust, reputation, performance, brand love, brand respect	mystery has a positive impact on brand loyalty; sensuality has a positive impact on brand loyalty; intimacy has a positive impact on brand loyalty; trust has a positive impact on brand loyalty; reputation has a positive impact on brand loyalty; performance has a positive impact on brand loyalty; brand love has a positive impact on brand loyalty; brand respect has a positive

Author(s)	Variable(s)	Result(s)
		impact on brand loyalty
Kim & Lee (2019)	brand identification, brand image, brand love	brand identification has a positive impact on brand loyalty, brand image has a positive impact on brand loyalty, brand love has a positive impact on brand loyalty
Adhikari & Panda (2019)	relationship quality, consumer-brand engagement	relationship quality has a positive impact on brand loyalty; consumer-brand engagement has a positive impact on brand loyalty
Garanti & Kissi (2019)	brand equity, brand personality	brand equity has a positive impact on brand loyalty; brand personality has a positive impact on brand loyalty
Han et al. (2018)	brand satisfaction, relationship commitment	Brand satisfaction has a positive impact on brand loyalty; relationship commitment has a positive impact on brand loyalty
Coelho et al. (2018)	brand identity	brand identity has a positive impact on brand loyalty

### 3.2. Discussion

The results in the table above show the variables that associated with brand loyalty. The results didn't find brand loyalty as a moderating variable. There are some variables that affect brand loyalty such as brand satisfaction, brand identity and relationship commitment. Other variables are affected by brand loyalty such as affective place image.

### 4. Conclusion

The results of the research show the variables that associates with brand loyalty. This research contributes the variables that affect by brand loyalty. There are some variables that affect brand loyalty such as brand satisfaction, brand identity and relationship commitment. Other variables are affected by brand loyalty such as affective place image. The implication for practitioners is to be able to know things related to brand loyalty, so that it can be taken into consideration in decision making. The limitation of this study is brand loyalty didn't find as a moderating variable. Future research should investigate about variables that moderate the relationship of a variable with brand loyalty.

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