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MAPPING IDEA & LITERATURE FORMAT

The Impact of Consumer Behavior on Consumer Loyalty

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Abstract: In an era marked by increasingly fierce competition in the global marketplace, companies strive to maintain and enhance consumer loyalty, a key factor influenced by consumer behavior. Consumer behavior, once viewed as random actions, is now recognized as a complex phenomenon shaped by psychological, social, and economic factors. Beyond purchase decisions, it encompasses constant interaction between individuals and their environment, influenced by personal preferences, social influences, culture, values, and past experiences. Understanding consumer behavior enables companies to identify trends, preferences, and needs accurately, leading to more effective marketing strategies and stronger customer relationships. However, companies face challenges such as lifestyle changes, technology, and evolving consumer expectations. Globalization and technology have altered consumer behavior, making consumers more informed and critical. To remain relevant, companies must adapt their strategies to these dynamics. Consumer behavior's influence extends beyond individuals to impact market dynamics, government policies, industry regulations, and economic trends, highlighting its significance for overall economic stability and growth. Through a multidimensional approach to studying consumer behavior, we can explore various factors influencing consumer loyalty, including psychological, social, cultural, and economic aspects. Deepening our understanding of these dynamics empowers companies to develop more effective strategies for building and maintaining consumer loyalty. This paper reviews literature on consumer behavior and its impact on consumer loyalty, highlighting key determinants such as brand loyalty, loyalty programs, digital marketing, perceived expensiveness, corporate associations, customer commitment, and customer experience. It emphasizes the need for further research to bridge existing gaps and elucidate the complex relationship between consumer behavior and loyalty. The primary objective is to undertake a comprehensive exploration of this relationship, uncovering underlying mechanisms and discerning how various aspects of consumer behavior influence loyalty. By offering insights to marketing practitioners, researchers, and stakeholders, this paper aims to contribute to academic discourse and provide actionable recommendations for fostering stronger bonds with customers. Ultimately, understanding consumer behavior's role in shaping loyalty empowers businesses to develop effective strategies and thrive in today's competitive marketplace. Through collaborative efforts and continued scholarly inquiry, we can unlock consumer behavior's full potential as a driving force behind sustainable business growth.

Keywords: Consumer Behavior, Consumer Loyalty, Marketing Strategies, Brand Loyalty, Loyalty Programs, Digital Marketing.

JEL Classification Code: M31, D12, L81

1. INTRODUCTION

In an era marked by increasingly fierce competition in the global marketplace, companies across various sectors relentlessly strive to maintain and enhance consumer loyalty. One of the key factors influencing consumer loyalty is consumer behavior itself. Consumer behavior is no longer viewed



merely as random actions but rather as a complex phenomenon involving various psychological, social, and economic factors. As widely acknowledged, consumer behavior is the study of how individuals make decisions to purchase, use, and dispose of goods and services. However, beyond the act of purchase, consumer behavior also encompasses constant interaction between individuals and their environment. In this context, factors such as personal preferences, social influences, culture, values, and past experiences play significant roles in shaping consumer behavior.

Consumer behavior not only reflects rational decisions to purchase a product or service but also how individuals respond to, interact with, and experience a brand or company. In this regard, the concept of consumer loyalty becomes highly relevant. Consumer loyalty is not merely a physical attachment to a particular brand but also encompasses strong emotional, psychological, and behavioral aspects. By deeply understanding consumer behavior, companies can identify trends, preferences, and consumer needs more accurately. This enables them to develop more effective marketing strategies, strengthen customer relationships, and ultimately enhance consumer loyalty. However, in doing so, companies are also faced with significant challenges, including lifestyle changes, technology, and evolving consumer expectations.

Factors such as globalization, information technology, and easy access to information have significantly altered the landscape of consumer behavior. Modern consumers tend to be more informed, critical, and value-conscious before making purchasing decisions. Therefore, companies must be able to adapt their strategies to these dynamics to remain relevant and competitive in rapidly changing markets. In a broader context, it is important to recognize that the influence of consumer behavior is not limited to the individual level. Consumer behavior can also impact market dynamics, including government policies, industry regulations, and economic trends. Therefore, a deep understanding of consumer behavior is not only beneficial for individual companies but also essential for overall economic stability and growth. Through a multidimensional approach to the study of consumer behavior, we can explore various aspects that influence consumer loyalty. These include, but are not limited to, psychological, social, cultural, and economic factors that play a key role in shaping consumer preferences and behavior. With a deeper understanding of these dynamics, companies can develop more effective strategies to build and maintain consumer loyalty.

Consumer behavior has a significant impact on consumer loyalty, with brand loyalty being a key determinant (Brasini & Tussinari, 2003). Loyalty programs can influence consumer purchase behavior and exclusive loyalty to a firm, particularly for light buyers (Liu, 2007). Digital marketing techniques, such as endorsements and social media, can also impact consumer behavior and loyalty (Mukhtar, Mohan, & Chandra, 2023). Perceived expensiveness can affect customer loyalty behaviors (Leisen & Prosser, 2004), and corporate associations, including commercial expertise and corporate social responsibility, can influence consumer satisfaction and identification with a company, which in turn affects loyalty (Pérez, del Mar García de los Salmones, & Rodríguez del Bosque, 2013). The three components of customer commitment - affective, normative, and continuance - can influence loyalty behaviors (Hur & Kang, 2012). Lastly, customer experience can impact both attitudinal and behavioral loyalty, including consumer spend (Srivastava & Kaul, 2016).

In order to fully comprehend the intricate dynamics of consumer loyalty and its relationship with consumer behavior, it is imperative to conduct further research. This research will serve to bridge existing gaps in understanding and shed light on the nuanced interplay between consumer behavior and loyalty. Therefore, the primary objective of this paper is to undertake a comprehensive exploration of the impact of consumer behavior on consumer loyalty, considering a multitude of factors that contribute to the complex relationship between consumers and brands. By delving deeply into this subject matter, we aim to uncover the underlying mechanisms that drive consumer loyalty and discern how various aspects of consumer behavior influence this phenomenon. Through a meticulous examination of existing literature and empirical evidence, we seek to elucidate the key determinants and moderators of consumer loyalty, including but not limited to brand loyalty, loyalty programs, digital marketing techniques, perceived expensiveness, corporate associations, customer commitment, and customer experience.

Moreover, by considering the multifaceted nature of consumer behavior and its implications for loyalty, we aspire to offer valuable insights to a diverse audience comprising marketing practitioners,

researchers, and other stakeholders. It is our fervent hope that this paper will not only contribute to the academic discourse on consumer behavior and loyalty but also provide actionable recommendations and strategies for businesses seeking to foster stronger bonds with their customers. Ultimately, by enhancing our understanding of the critical role played by consumer behavior in shaping consumer loyalty, we aim to empower businesses to develop more effective marketing strategies, cultivate deeper relationships with their customers, and ultimately thrive in today's competitive marketplace. Through collaborative efforts and continued scholarly inquiry, we can unlock the full potential of consumer behavior as a driving force behind sustainable business growth and success.

2. LITERATURE REVIEW PROCEDURE

In contemporary marketing discourse, consumer loyalty emerges as a critical determinant of business success. Central to this phenomenon is the intricate relationship between consumer behavior and loyalty. This literature review seeks to explore this dynamic interplay, drawing from theoretical frameworks, empirical studies, and practical implications to provide a comprehensive understanding of how consumer behavior influences loyalty. Consumer behavior, a multifaceted construct rooted in psychology, sociology, and economics, encompasses the actions individuals or groups undertake throughout the consumption process. It is influenced by a myriad of internal and external factors, including attitudes, motivations, perceptions, social norms, and environmental stimuli. Understanding these drivers is crucial for deciphering the complexities of consumer decision-making processes.

Theoretical frameworks such as the Theory of Planned Behavior and the Expectancy-Value Theory offer insights into the cognitive processes underpinning consumer behavior and its subsequent impact on loyalty. These frameworks highlight the significance of attitudes, subjective norms, perceived behavioral control, and perceived value in shaping consumer intentions and behaviors. They underscore the importance of cognitive evaluations and social influences in driving consumer loyalty. Empirical evidence further elucidates the relationship between consumer behavior and loyalty across various industries and contexts. Studies by Oliver (1999) emphasize the pivotal role of customer satisfaction in fostering loyalty, demonstrating that satisfied customers are more likely to exhibit repeat purchase behaviors and positive word-of-mouth recommendations. Similarly, research by Reichheld & Sasser (1990) underscores the economic benefits of customer retention, illustrating that even a slight increase in retention rates can lead to substantial profit growth.

In the digital era, technological advancements and the rise of online platforms have revolutionized consumer behavior and loyalty paradigms. The proliferation of social media and e-commerce platforms has empowered consumers with unprecedented access to information, reviews, and alternative options. Consequently, businesses must adapt their strategies to cater to digitally savvy consumers who demand personalized experiences, seamless transactions, and meaningful engagements. Practically, understanding the impact of consumer behavior on loyalty has profound implications for marketing practitioners. By cultivating positive brand experiences, fostering emotional connections, and delivering superior value propositions, businesses can enhance customer satisfaction and loyalty. Moreover, leveraging data analytics and predictive modeling enables firms to anticipate consumer preferences, tailor marketing initiatives, and mitigate churn risks effectively.

Despite significant advancements, challenges persist in deciphering consumer behavior and loyalty dynamics. Rapid technological advancements, evolving consumer preferences, and intensifying competition necessitate continuous adaptation and innovation. Future research endeavors should delve deeper into emerging phenomena such as brand activism, ethical consumption, and the gig economy to unravel their implications for consumer loyalty. The nexus between consumer behavior and loyalty constitutes a fundamental aspect of contemporary marketing discourse. Through an integrative review of theoretical frameworks, empirical evidence, and practical implications, this literature review underscores the dynamic nature of consumer behavior and its profound impact on loyalty. By embracing innovative strategies, leveraging technology, and prioritizing customer-centricity, businesses can cultivate enduring relationships with their customers, fostering loyalty and sustainable growth in the ever-evolving marketplace.

The provided table 1 encompasses a diverse array of studies investigating the intricate relationship between consumer behavior and loyalty across various industries and contexts. These studies shed light on the multifaceted nature of consumer behavior and its implications for fostering loyalty towards brands, retailers, and service providers. Brasini and Tassinari (2002) underscore the pivotal role of brand loyalty in driving marketing policies, emphasizing its interaction with promotional activities. Similarly, Liu (2007) delves into the long-term impact of loyalty programs on consumer behavior, highlighting the influence of consumer idiosyncrasies on program effectiveness.

Moreover, Mukhtar et al. (2023) explores the influence of digital marketing on consumer behavior and loyalty, emphasizing the significance of social media platforms and personalized marketing strategies. Leisen and Prosser (2004) introduce the concept of perceived expensiveness and its effects on customer loyalty behaviors, shedding light on the importance of pricing perceptions in shaping consumer loyalty. Pérez et al. (2013) delve into the relationship between corporate associations and consumer loyalty, emphasizing the role of commercial expertise and corporate social responsibility. Similarly, Hur and Kang (2012) investigate the influence of affective, normative, and continuance commitment components on customer loyalty behaviors, highlighting the complex interplay between commitment and loyalty. Srivastava and Kaul (2016) explore the impact of customer experience on loyalty and consumer spending, underscoring the growing importance of experiential marketing strategies in the retail sector. Lombart and Louis (2012) focus on the role of retailer personality in shaping customer satisfaction and loyalty, proposing a model to illustrate its consequences.

Furthermore, McAlexander et al. (2003) emphasize the significance of brand community integration as a key driver of loyalty, surpassing satisfaction in influencing consumer behavior. Mehmood et al. (2012) highlight the role of customer satisfaction and perceived value in driving loyalty, particularly in the context of mobile handset preferences among university students. Knox and Denison (2000) present empirical findings on store loyalty and consumer spending, emphasizing the importance of developing a corporate approach to managing customer loyalty in retailing. Yim and Kannan (1999) propose a segmentation model to study consumer behavioral loyalty, emphasizing the need to consider both hard-core and reinforcing loyalties in loyalty-building strategies.

Finally, Chiu et al. (2005) investigate the impact of relationship marketing on consumer switching behavior, highlighting the varying effects of different types of bonds on customer loyalty across consumer groups. Yusof et al. (2015) explore the effects of corporate social responsibility initiatives on customer loyalty in the retail banking industry, underscoring the importance of customer-centric approaches. In essence, these studies collectively contribute to our understanding of the complex dynamics between consumer behavior and loyalty, offering valuable insights for both theoretical understanding and practical application in marketing strategies and customer relationship management.

3. CONCLUSION AND PROPOSITION

Based on the comprehensive review of literature presented above, several hypotheses can be formulated to further investigate the relationship between consumer behavior and loyalty across diverse contexts. These hypotheses aim to contribute to the existing body of knowledge and provide actionable insights for marketers and businesses:

Hypothesis 1: Consumers who exhibit higher levels of brand loyalty are more likely to engage with promotional activities offered by the firm.

Hypothesis 2: Loyalty programs have a differential impact on consumer behavior based on their initial patronage levels, with moderate and low buyers demonstrating a greater propensity for increased purchases and loyalty over time compared to heavy buyers.

Hypothesis 3: Digital marketing initiatives, particularly those focused on personalized experiences and engagement through social media platforms, positively influence consumer behavior and foster loyalty towards brands and retailers.

Hypothesis 4: Perceived expensiveness of products or services influences consumer loyalty behaviors, with perceptions of value and quality playing a crucial role in shaping loyalty outcomes.

Hypothesis 5: Corporate associations, including factors such as commercial expertise and corporate social responsibility, significantly impact consumer satisfaction and loyalty towards brands and service providers.

Hypothesis 6: Different components of customer commitment, such as affective, normative, and continuance commitment, have varying effects on loyalty behaviors, with each component exerting a distinct influence on consumer loyalty outcomes.

Hypothesis 7: Positive customer experiences contribute to attitudinal and behavioral loyalty, with observed behavior, such as share of spend, serving as a key indicator of long-term loyalty and engagement.

Hypothesis 8: Retailer personality traits influence customer satisfaction and loyalty, with specific characteristics shaping consumer perceptions and preferences towards brands and retailers.

Hypothesis 9: Brand community integration surpasses satisfaction as a key driver of consumer loyalty, indicating the importance of fostering a sense of community and belonging among consumers.

Hypothesis 10: Customer satisfaction and perceived value significantly contribute to customer loyalty, particularly in industries characterized by high competition and rapid technological advancements.

These hypotheses provide a foundation for further empirical research aimed at unraveling the nuanced dynamics of consumer behavior and loyalty, informing strategic decision-making processes in marketing and customer relationship management.

Table 1. Mapping Literature

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
The Impact of Brand Loyalty and Promotion on Consumer Behaviour	S. Brasini, Giorgio Tassinari	2002	Brand loyalty is the main target which drives the marketing policy of the firm.	<p>The main findings of the paper are:</p> <ul style="list-style-type: none"> - Brand loyalty is a key driver of marketing policy and is integral to the competitive framework of marketing activities. - The research focuses on analyzing the interaction between brand loyalty and promotional activities. 	The theory in S. Brasini, Giorgio Tassinari (2002) is the interaction between brand loyalty and promotional activities.	The "State of The Art" in S. Brasini, Giorgio Tassinari (2002) is the importance of brand loyalty in driving marketing policies and its interaction with promotional activities.
The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty	Yuping Liu	2007	Consumers whose initial patronage levels were low or moderate gradually purchased more and became more loyal to the firm.	<p>The main findings of the study are:</p> <ul style="list-style-type: none"> - Consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. - Consumers with low or moderate initial patronage levels gradually purchased more and became more loyal to the firm. - For light buyers, the loyalty program broadened their relationship with the firm into other business areas. 	The theory in Yuping Liu (2007) is that the long-term impact of a loyalty program on consumers' usage levels and their exclusive loyalty to the firm is influenced by consumer idiosyncrasies, such as their initial patronage levels and purchase behavior. The paper also emphasizes the cocreation of value in the marketing process.	The "State of The Art" in Yuping Liu (2007) is the limited evidence on the long-term effects and effectiveness of loyalty programs, and the need to consider consumer idiosyncrasies when studying loyalty programs. The study examines the long-term impact of a loyalty program on consumers' usage levels and their exclusive loyalty to the firm, showing different effects on heavy buyers, moderate buyers, and light buyers. It also highlights consumers' cocreation of value in the marketing process.
The Long-Term Impact of Loyalty Programs on Consumer Purchase	Yuping Liu	2007	-	<p>The main findings of the study are:</p> <ul style="list-style-type: none"> - Consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the 	The theory in Yuping Liu (2007) revolves around the long-term impact of loyalty programs on consumers' usage levels and their exclusive loyalty to the firm, as well as the need to consider consumer idiosyncrasies	The "State of The Art" in Yuping Liu (2007) is the limited evidence on the long-term effects of loyalty programs and the need to consider consumer idiosyncrasies when studying loyalty programs. The paper also highlights

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
Behavior and Loyalty				<p>program did not prompt them to change their purchase behavior.</p> <ul style="list-style-type: none"> - Consumers with low or moderate initial patronage levels gradually purchased more and became more loyal to the firm. - For light buyers, the loyalty program broadened their relationship with the firm into other business areas. 	when studying loyalty programs. It also highlights consumers' cocreation of value in the marketing process.	the impact of a loyalty program on consumers' usage levels and their exclusive loyalty to the firm.
Exploring The Influence of Digital Marketing on Consumer Behavior and Loyalty	Shams Mukhtar, Chandra Mohan A., Deepti Chandra	2023	Social media platforms significantly impact consumers when making online purchases.	<ul style="list-style-type: none"> - Consumers are influenced by suggestions from friends, peers, and social media platforms when making online purchases. They prefer side-panel ads and online coupons but are annoyed by pop-up ads and un-closable windows. - Competitive pricing, efficient shipping pricing, coupon vouchers, incentives for repeat customers, complimentary items, personalization, revised product details, favorable refund policies, and an interactive website motivate consumers to share online reviews, especially when discounts or coupons are offered. - The study emphasizes the crucial role of digital marketing in understanding consumer behavior 	The theory in the paper revolves around the concept of digital marketing, its capabilities, and the factors influencing consumer behavior in the digital marketing context. It aims to explore the interconnections among various key concepts related to digital marketing.	-

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
				and preferences for successful digital endeavors.		
Customers' Perception of Expensiveness and Its Impact on Loyalty Behaviors	B. Leisen, Elise K. Prosser	2004	Perceived expensiveness tests its effects on four customer loyalty behaviors.	-	The theory in the paper revolves around the importance of customer satisfaction and loyalty in the marketing of services, as well as the introduction of a new construct, perceived expensiveness, and its effects on customer loyalty behaviors.	The "State of The Art" in B. Leisen, Elise K. Prosser (2004) is the importance of customer satisfaction and loyalty in the marketing of services, along with the ongoing efforts to understand the antecedents and consequences of customer loyalty. The paper also introduces a new construct, perceived expensiveness, and tests its effects on customer loyalty behaviors in two different industries.
The Effect of Corporate Associations on Consumer Behaviour	Andrea Pérez, María del Mar García de los Salmones, I. Bosque	2013	-	The main findings of the paper are: - Commercial expertise (CE) is a significant determinant of consumer satisfaction and identification with their financial services provider. - Corporate social responsibility (CSR) contributes to building consumer identification with the company, which is positively correlated to satisfaction. - Satisfaction, along with identification, determines the attitudinal loyalty a consumer shows towards their financial services provider.	The theory in the paper revolves around the relationship between corporate associations and consumer loyalty, with a focus on the role of identification with the company and satisfaction. It also highlights the importance of commercial expertise and corporate social responsibility in determining consumer satisfaction and identification, which in turn influence attitudinal loyalty.	The "State of The Art" in Andrea Pérez, María del Mar García de los Salmones, I. Bosque (2013) is the study of the relationship between corporate associations and loyalty, focusing on the role of identification with the company and satisfaction. The paper uses a structural equation model to test the effects of corporate associations on consumers' loyalty in the financial services industry. It highlights the importance of commercial expertise (CE) and corporate social responsibility (CSR) in determining consumer satisfaction, identification with the

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
						company, and ultimately, attitudinal loyalty.
Interaction Effects of The Three Commitment Components on Customer Loyalty Behaviors	Won-Moo Hur, Seongho Kang	2012	Each of the 3 customer commitment components had an influence on loyalty behaviors.	The main findings of the study are that each of the 3 customer commitment components had an influence on loyalty behaviors, but the influence differed for each component. Additionally, significant 2-way and 3-way interactions were found for loyalty behaviors, indicating complex relationships between customer commitment and loyalty behaviors.	The theory in the paper is about the relationships among affective, normative, and continuance customer commitment and their influence on customer loyalty behaviors. It also discusses the differences in influence for each commitment component and the significant interactions found for loyalty behaviors.	The "State of The Art" in Won-Moo Hur, Seongho Kang (2012) is the examination of the relationships among affective, normative, and continuance customer commitment and their influence on customer loyalty behaviors, as well as the identification of significant interactions for loyalty behaviors.
Exploring The Link Between Customer Experience– Loyalty– Consumer Spend	Mala Srivastava, Dimple Kaul	2016	Building loyalty is found in successful customer experience management.	The main findings of the paper are: - The study focuses on the impact of customer experience on attitude and behavior loyalty. - It extends the findings by incorporating observed behavior-share of spend in the framework. - The study is expected to provide valuable insights for theorists and practitioners in the retail context.	The theory in Mala Srivastava, Dimple Kaul (2016) revolves around the impact of customer experience on attitudinal and behavioral loyalty, emphasizing the importance of attitudes as a determinant of behavior and the gap in existing knowledge regarding the incorporation of customer experience into explaining customer loyalty. The study also extends the findings by adding an observed behavior - share of spend in the framework.	The "State of The Art" in Mala Srivastava, Dimple Kaul (2016) is the growing interest in customer experience, the understanding of attitudes formed by experiences, the relationship between customer experience and loyalty, and the potential impact on retail strategies.
Consumer Satisfaction and Loyalty: Two	Cindy Lombart, Didier Louis	2012	-	The study used partial least squares analysis to demonstrate that specific traits of retailer personality have a	The theory in Cindy Lombart, Didier Louis (2012) is that retailer personality has a direct or indirect	The paper discusses the impact of retailer personality on consumers' satisfaction and loyalty, using partial

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
Main Consequences of Retailer Personality				direct or indirect impact on customer satisfaction and loyalty. The article proposes a model illustrating the consequences of retailer personality on customer satisfaction and loyalty, emphasizing the importance of considering retailer personality in satisfaction and loyalty programs.	impact on consumers' satisfaction and loyalty, and it is an important concept for practitioners to consider in their satisfaction and loyalty programs.	least squares analysis to show the impact of specific traits. It also proposes a model of the consequences of retailer personality and suggests its importance for practitioners.
Loyalty: The Influences of Satisfaction and Brand Community Integration	J. McAlexander, S. K. Kim, Scott D. Roberts	2003	-	Satisfaction yields to brand community integration as a key driver of loyalty. The data from the survey of 1000 patrons of a Native American casino indicate that brand community integration is a significant factor in customer loyalty. The findings have important implications for marketing theory and practice.	The theory in the paper is that brand community integration is a key driver of customer loyalty, surpassing satisfaction.	The "State of The Art" in J. McAlexander, S. K. Kim, Scott D. Roberts (2003) is the exploration of the relative impacts of satisfaction, brand community integration, and consumer experience on customer loyalty, with a focus on data from a survey of 1000 patrons of a Native American casino. The findings suggest that brand community integration is a key driver of loyalty.
Attaining Customer Loyalty! The Role of Consumer Attitude and Consumer Behavior	Mohammad Majid Mehmood, Bagram, Shahzad Khan	2012	-	Customer loyalty is more dependent on customer satisfaction than customer retention. Customer perceived value and quality are major factors contributing to customer loyalty among university students for mobile handsets.	The theory in the paper is that customer satisfaction plays a more significant role in contributing to customer loyalty compared to customer retention. Additionally, customer perceived value and quality are major factors influencing customer loyalty for mobile handsets among university students.	The "State of The Art" in Mohammad Majid Mehmood, Bagram, Shahzad Khan (2012) is the relationship between customer satisfaction, customer retention, and customer loyalty, with a specific focus on the mobile handset preferences of university students. The study emphasizes the importance of customer satisfaction



Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
						and the perceived value and quality of products in driving customer loyalty.
Store Loyalty: Its Impact on Retail Revenue. An Empirical Study of Purchasing Behaviour in the UK	Simon Knox, Tim Denison	2000	-	<p>The main findings of the study are:</p> <ul style="list-style-type: none"> - Home improvement stores generate the lowest levels of consumer loyalty in the UK. - Loyal shoppers tend to have smaller monthly budgets than switchers, but they spend double the amount in their “first choice” store. 	<p>The theory in Simon Knox, Tim Denison (2000) is that developing a corporate approach to managing customer loyalty is crucial in retailing. This is supported by empirical findings about store loyalty and consumer spending in the UK across five retail sectors. The paper highlights the differences in loyalty levels across retail sectors and the impact of loyal shoppers on consumer spending.</p>	<p>The “State of The Art” in Simon Knox, Tim Denison (2000) is the presentation of significant empirical findings about store loyalty and consumer spending in the United Kingdom across five retail sectors, including comparisons of loyalty levels and the importance of developing a corporate approach to managing customer loyalty in retailing.</p>
Consumer Behavioral Loyalty: A Segmentation Model and Analysis	Chi Kin Yim, P. K. Kannan	1999	-	<p>The main findings of the paper are:</p> <ul style="list-style-type: none"> - The study proposes a modeling framework to study consumer behavioral loyalty, considering both hard-core loyalty and reinforcing loyalty. - Measuring a product’s loyalty in terms of both hard-core and reinforcing loyalties provides valuable information for the management of brand loyalty. - Loyalty-building strategies depend on the composition of a brand’s hard-core loyal and reinforcing loyal base and on the factors that 	-	-



Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
				motivate reinforcers to repeat purchase the brands.		
Relationship Marketing and Consumer Switching Behavior	Hung-Chang Chiu, Yi-Ching Hsieh, Yu-Chuan Li, Monle Lee	2005	-	<p>The main findings are:</p> <ul style="list-style-type: none"> - Different types of bonds have varying impacts on customer utilitarian and hedonic values, leading to enhanced customer loyalty for different consumer groups. - For dissatisfied switchers, only the structural bond significantly improves customer loyalty through its impact on utilitarian value. - For satisfied switchers, the social bond significantly affects hedonic value, while the structural bond significantly affects utilitarian value, and both utilitarian and hedonic values have significant effects on customer loyalty. 	-	The "State of The Art" in Hung-Chang Chiu, Yi-Ching Hsieh, Yu-Chuan Li, Monle Lee (2005) involves the use of a substantial dataset from Taiwanese bank customers and an awareness of the practical implications and potential for further research in the field.
Customer's Loyalty Effects of CSR Initiatives	Jamaliah Mohd Yusof, Hasman Abdul Manan, Norzitah Abd. Karim, Nor Akila Mohd. Kassim	2015	-	<p>The main findings are:</p> <ul style="list-style-type: none"> - Customer centric has the greatest effect on retail banking industry. - Philanthropic is the least influencing factor on loyalty. 	The theory in this paper revolves around the impact of social responsibility factors such as customer centric, ethics, green environment, and philanthropic on customer loyalty in the retail banking industry. It also highlights the varying degrees of influence these factors have on customer loyalty,	The "State of The Art" in this paper is the investigation of the effects of customer centric, ethics, green environment, and philanthropic factors on customer loyalty in the retail banking industry in Malaysia. The study found that customer centric has the greatest effect on

Title	Authors	Year	Abstract summary	Main findings	Theory	State of The Art
					with customer centric being the most influential and philanthropic being the least influential.	customer loyalty, while philanthropic has the least influence.
Brand And Retailer Loyalty: Past Behavior and Future Intentions	M. Ewing	2000	-	<ul style="list-style-type: none"> - Purchase expectations/intentions data remain a valid research metric. - The brand/consumer interface offers greater predictive ability than the retail/consumer interface. - Willingness to recommend is influenced by the respondent's expectation to purchase a brand. 	The theory in M. Ewing (2000) revolves around investigating brand loyalty by examining actual past behavior and its impact on future behavioral intentions, with a focus on purchase expectations/intentions and willingness to recommend. The paper suggests that the brand/consumer interface offers greater predictive ability than the retail/consumer interface.	The "State of The Art" in M. Ewing (2000) is the investigation of brand loyalty through the examination of actual past behavior and its impact on future behavioral intentions. The paper suggests that purchase expectations/intentions data are a valid research metric, and the brand/consumer interface offers greater predictive ability than the retail/consumer interface. Additionally, it is noted that willingness to recommend is influenced by purchase expectations.

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