Identifying Drivers Of Brand Loyalty Across Various Industries In Changing Business Environment: A Review

Lavanya Singhal And Vijay Kumar Gangal

Department Of Applied Business Economics, Faculty Of Commerce
Dayalbagh Educational Institute, Agra, India

Abstract

This paper aims to provide a comprehensive knowledge of the drivers influencing brand loyalty. After analysing empirical and conceptual articles from various industries, such as consumer goods and retail, fashion and apparel, cosmetics and beauty, technology and electronics, healthcare, hospitality and travel, automobile, and financial services, the author has identified several key drivers significantly influencing brand loyalty. The review provides the literature regarding different drivers such as customer satisfaction, brand trust, culture, brand affect, brand performance, brand relevance, switching costs, commitment, perceived value, relationship proneness, brand awareness and customer involvement essential for building brand loyalty studied by different authors in several industries over a period of time. 127 empirical articles and 43 conceptual articles have suggested that 12 drivers are responsible for building brand loyalty for any industry. However, their degree of impact differs from industry to industry. Research is limited to the drivers studied over a period of time concerning only eight industries. Also, the bias of selective assessment may be present. These identified drivers can be used by business firms using different marketing strategies to build brand loyalty amongst customers. These drivers are still effective in the changing marketing environment of different industries.

Keywords: *Brand Loyalty, Brand Trust, Culture, Customer Satisfaction, Brand Awareness, Brand Performance*

I. Introduction

After establishing a brand, brand loyalty plays an utmost important role in increasing the worth of a brand (Rehman, et al. 2012). To withstand increasing competition in the marketplace, it is the most powerful tool for any business (Amine, 1998) as it helps in retaining customers. Brand loyalty is defined as "the biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision-making, evaluative processes" (Jacoby and Chestnut, 1978). Brand loyalty is described as a positive perception by consumers towards the brand (Ishak and Abd Ghani, 2013).

Brand loyalty is primarily categorised as attitudinal and behavioural loyalty. Behavioural loyalty simply means repeat purchase of a brand but it should be accompanied by attitudinal loyalty which is defined as a positive attitude towards a brand. This means repeat purchases can be influenced by different buying situations rather than a positive attitude (Dick and Basu, 1994). Attitudinal loyalty emphasises the psychological commitment of the consumer (Odin, et al. 2001) which involves intense problem-solving behaviour, including brand and feature comparisons, leading to strong brand preferences (Bennett and Rundle-Thiele, 2002). Behavioural loyalty defines brand loyalty as behaviour which means a person buying a certain brand continuously is considered to be loyal towards the brand (Odin, et al. 2001). Customers who show high levels of loyalty are more likely to stick with a brand based on their attitudes towards it. Assessing, tracking and taking actions to improve brand health is based on a combined set of attitudes and behaviours (Baldinger and Rubinson, 1996). Measuring attitudinal loyalty provides deeper insight into the reasons behind a customer's behavioural loyalty (Bandyopadhyay and Martell, 2007).

By requiring fewer resources, marketers can retain their customers instead of acquiring new ones (Reichheld and Sasser, 1990). Brand loyalty can result in numerous benefits like reduced marketing costs (Chaudhuri and Holbrook, 2001), benefit the company globally, customers being less price sensitive (Mao, 2010), an increase of market share (Gounaris and Stathakopoulos, 2004), effective word of mouth (Sutikno, 2011), providing a competitive advantage in the market (Iglesias, et al. 2011), making a business profitable in the long-term (Kabiraj and Shanmugan, 2011).

Brand loyalty can either be true or spurious. Spurious loyalty is driven by price and convenience (Iglesias, et al. 2011) while true loyalty is derived from the affective attachment of customers towards the brand (Arnold and Reynolds, 2003). When assessing the value of a brand, brand loyalty plays an utmost important role in a company's profits (Aaker, 2009). When a brand goes beyond functionality and represents an individual's

status and personality, it is considered a luxury brand. People purchase luxury brands because they represent symbolic values.

'Kotler' and 'Aaker' defined the extremes for a brand as follows:

1. Brands not known to buyers

2. Brands with high awareness
3. Brands with high acceptability

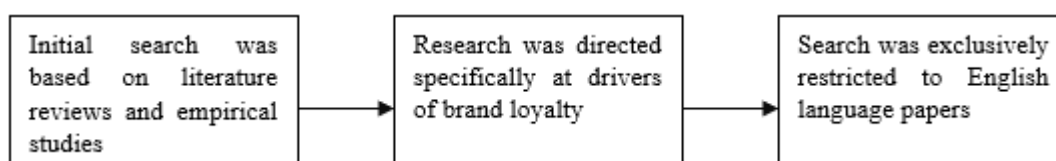| 4. Brands with high brand preference |
|---|
| 5. Brands commanding high brand loyalty |

Brands with the highest degree of brand loyalty get an edge in the market over their respective competitors. Drivers like brand awareness, brand trust, customer satisfaction, customer involvement, brand performance, brand affect, brand relevance, culture, relationship proneness, perceived value, commitment and switching costs help to build brand loyalty in different industries of business (Moolla and Bisschoff, 2013; Gustafson and Chabot, 2007). However, the impact with which they influence brand loyalty differs from industry to industry. Therefore, this study is an attempt to know the most influential drivers of brand loyalty in industries such as consumer goods and retail, fashion and apparel, cosmetics and beauty, technology and electronics, healthcare, hospitality and travel, automobile and finance and banking.

II. Research Methodology

This review represents comprehensive knowledge of drivers of brand loyalty as studied by several authors using empirical and non-empirical approaches. This study further provides significant drivers of brand loyalty in different industries through practical implications.

Literature review process

This structured review of drivers of brand loyalty for different industries utilises both published and unpublished sources. We conducted a literature search using the three steps outlined in Figure 1. Searches were performed on platforms such as Google Scholar, ScienceDirect, ResearchGate, Scopus, Mendeley and others to locate relevant research. Specific studies were included or excluded based on established criteria. The predetermined inclusion criteria are detailed in Figure 1.

Initial search was based on literature reviews and empirical studies	→	Research was directed specifically at drivers of brand loyalty	→	Search was exclusively restricted to English language papers

Fig-1. Pre-determined study selection and inclusion criteria
(Authors' construct)

Process to search and select appropriate literature

1. Keywords such as brand loyalty, customer satisfaction, brand trust, perceived value, switching costs, culture, and brand commitment were used for search queries.
2. Searched digital libraries: 226 articles on Google Scholar, Science Direct, Mendeley, Scopus, Scispace, Taylor and Francis.
3. All relevant articles were sorted and selected reading title, abstract and keywords. 127 empirical and 43 conceptual articles were fully read, analysing the research objective, methodology, findings, and conclusion.
4. Finally, the reference section was checked for relevant publications.

III. Review Of Literature

(Moolla and Bisschoff, 2013) on the basis of previous studies analysed different influences that are used for the measurement of brand loyalty in the fast-moving consumer goods environment. The result showed that customer satisfaction, brand relevance, brand trust, culture, brand performance, relationship proneness, brand

affect, repeat purchase, perceived value, commitment, involvement and switching costs are influencers of brand loyalty. Price and quality and social and emotional connection forms perceive value. Purchase pattern and purchase frequency form repeat purchase. (Bisschoff and Wiese, 2014) conducted an empirical study to measure brand loyalty in an agribusiness environment. They found influences like customer satisfaction, brand trust, repeat purchases, involvement, brand relevance, perceived value and brand performance to be the most crucial ones to influence brand loyalty amongst agribusiness customers. (Punniyamoorthy and Prasanna Mohan Raj, 2007) stated that involvement, perceived value, brand trust, satisfaction, commitment and repeat purchases had a significant positive influence on brand loyalty. Functional value, emotional value, social value and price worthiness together form the basis for perceived value. This study was based on readers of English newspapers. (Ledikwe, 2020) mentioned that brand awareness, brand image and brand trust influence the different levels of brand loyalty in the context of the apparel industry. Brand awareness is directly related to brand image, brand image is positively related to brand trust and brand trust influences brand loyalty. (Usman and Nawaz, 2011) suggested that service quality, satisfaction, commitment and trust positively influenced brand loyalty after studying customers of cellular network providers. Service quality also gives satisfaction. Satisfaction leads to commitment and trust building. (Alhaddad, 2015) specifies that perceived quality, brand image and brand trust have a positive influence on brand loyalty. Perceived quality has a significant impact on brand image. Brand image has a significant influence on brand trust in the context of the sportswear industry. (Ramesh Kumar and Advani, 2005) found brand trust, genetic influence and brand benefits to have a positive influence on brand loyalty. Price consciousness is negatively related to brand loyalty. (Thaichon et al. 2013) said brand value and brand trust have a positive impact on brand loyalty. Brand image, personality, awareness and customer satisfaction influence brand trust and brand value. By controlling the drivers related to brand loyalty, companies can ensure to not let customers switch to another brand. (Shaban et al. 2017) mention that trust and perceived quality are predictors of brand loyalty. Due to the development of technology and changes in customer behaviour, satisfaction, brand awareness, commitment to a brand, switching costs between brands and substitute products, attitude towards the brand, brand experience, and benefits of using a product are new variables of brand loyalty. Product quality is the key to satisfaction which helps in the formation of brand loyalty. (Dick and Basu, 1994) specified that repeat purchases do not necessarily contribute to the formation of brand loyalty as it can be circumstantial like influenced by offers, discounts or non-availability of substitute products.

Research gap

As per the authors' best knowledge, no study showed the considerable impact of different drivers on brand loyalty in respect of eight industries based on a comprehensive literature.

Research objectives

The current study emphasises finding the key drivers to build brand loyalty with the help of empirical and non-empirical articles. Also, their importance concerning different industries has been identified.

IV.   Findings And Discussions

Identification of drivers

The author has identified the following drivers necessary to build brand loyalty through a comprehensive literature review.
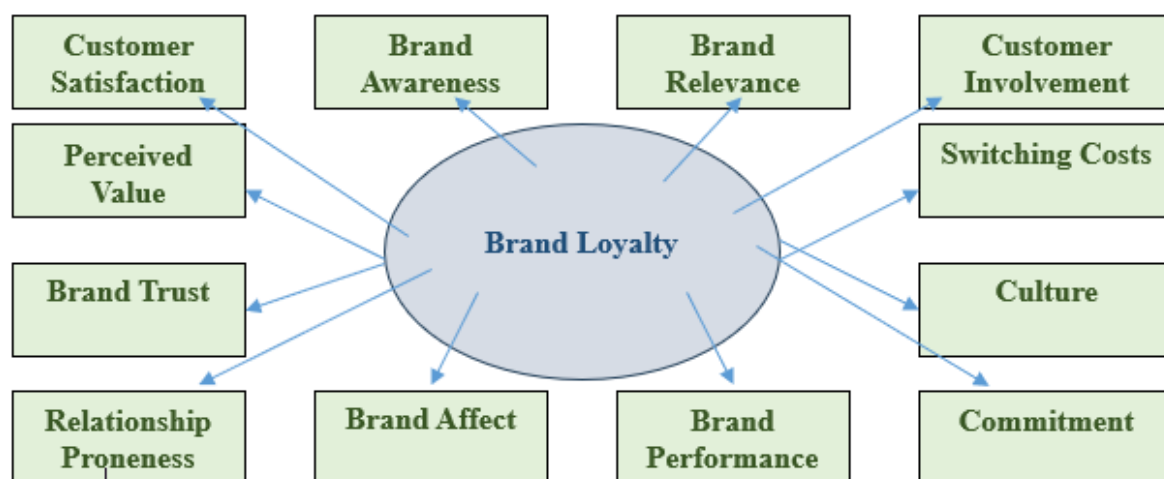

Fig.2 Drivers of Brand Loyalty (Reference: Researchers' construction)

Customer satisfaction

   Customer satisfaction describes an overall positive evaluation of the performance of a product or service offered up to date by a customer (Hollebeek, 2011). Customer satisfaction leads to a positive effect on brand loyalty. Any business can generate brand loyalty by improving customer satisfaction and offering high brand value. Satisfaction is mainly driven by perceiving good product performance (Awan and Rehman, 2014) and quality (Ahmed, et al. 2014). Businesses can achieve customer satisfaction by focusing on fair pricing and building a strong brand image, which results in establishing and maintaining a solid market share (Al-Msallam, 2015). Companies should prioritise the needs and desires of their customers when they provide them with goods and services. This will enable them to offer the best possible products or services (Ahmed, et al. 2014). Nowadays, companies are placing more emphasis on increasing customer satisfaction since satisfied customers have a higher likelihood of repurchasing the same product (Reichheld, 1996). Contentment, attribute and repeat purchases drive customer satisfaction (Moolla).

Brand awareness

   Brand awareness is best described as the level of familiarity your customers and potential customers have with the brand and the services or products that you provide (Gustafson and Chabot, 2007). Brand familiarity and brand recognizability are two of its main components (Keller, 1993), both having a positive impact on brand loyalty (Arani and Shafiizadeh, 2019). Familiarity with a brand influences consumers' confidence in it, affecting their intention to purchase the same brand. (Laroche, et al. 1996). Brand recognition has a considerable impact on repurchase intention as well as on brand recommendations (Arani and Shafiizadeh, 2019). The longer the time spent to process the brand information, the more familiar it becomes (Bettman, 1979). Use of messages, slogans, taglines and images helps to create brand awareness. Awareness about brands can play a major role in making purchase decisions (Gustafson and Chabot, 2007). It has a positive effect on brand loyalty (Bernarto, et al. 2020). It can be created using different marketing strategies like influencer marketing, social media marketing, content marketing, campaigns and so on.

Brand trust

   Brand trust is a customer's willingness to count on the ability of a brand to perform its defined functions (Li, et al. 2008). It plays a crucial role in building brand loyalty (Chaudhuri and Holbrook, 2001; Erciş, et al. 2012; Ahmed, et al. 2014). Customers can feel vulnerable when purchasing a product, but they can reduce uncertainty by choosing trusted brands. (Chaudhuri and Holbrook, 2001). Service quality and perceived value are key factors in building brand trust. Companies should provide customers with effective and detailed information about their offerings to gain complete loyalty (Ahmed, et al. 2014). Enterprises should prioritise building trust and emotional commitment with their customers. A strong brand trust can significantly impact customer satisfaction (Erciş, et al. 2012). It acts as a guiding factor for consumers to decide on product buying (Hidayanti and Nuryakin, 2018). It also increases brand loyalty and decreases brand risk. Brand affect helps to develop brand trust (Song, et al. 2012). Brand trust is related to both behavioural as well as attitudinal loyalty (Chaudhuri and Holbrook, 2001). Confidence and consistency prepare the way for the formation of brand trust (Moolla).

Brand relevance

   Brand relevance speaks about innovative offerings achieving sustainable differentiation by creating new categories or sub-categories. Brand relevance is a more powerful notion than brand preference in the sense that it creates a winning strategy by becoming isolated from competitors (Aaker, 2011). Enhancing and enabling customer experience and an increased focus on customers help to sustain brand relevance (Bisschoff and Wiese, 2014, September). Customers perceive a brand to be relevant when it aligns with the self-expression motive that they have. In other words, it should reflect their identity. Self-expression motives consist of self-esteem, self-consistency, social consistency and social approval (Sirgy, et al. 1991). The motivational behaviour of customers to purchase the brand is that the user image is consistent a) with their ideal self during self-esteem (Sirgy, et al. 2008), b) with their actual self during self-consistency, c) with their ideal social self during social approval with how they believe others see them during social-consistency (Sirgy, et al. 1991). Brand relevance has a positive effect on brand loyalty. Perception, positivity and symbols help to make the brand relevant (Moolla).

Switching Costs

   Switching costs are perceived psychological and economic costs of shifting from one brand to another (Jones, et al. 2002). When a buyer switches to another brand, there is uncertainty about the expected value. The value of any specific brand fluctuates between what the brand can offer and the perceived value of the buyer (Tsao and Li-Wei, 2005). To retain customers, enterprises must prioritise service quality, especially when customers incur switching costs while shifting between brands (Nesset and Helgesen, 2014). Switching costs have a significant positive impact on perceived value resulting to leave an impact on brand loyalty (Yin and Shen, 2017).

It also plays a moderating role in the satisfaction of customers and loyalty. High switching costs make shifting difficult for buyers from one brand to another (Lee, et al. 2001). Economy, effort and high cost of shifting are detrimental factors of switching costs (Moolla).

Culture

Culture is a fundamental aspect of human life that is deeply ingrained in individuals. It is impossible to dissociate someone completely from their culture. Culture is a lens through which all phenomena are perceived, and it shapes how individuals understand and assimilate these phenomena. Additionally, culture serves as the blueprint for human activity, providing the coordinates for social action and productive activity. It specifies the behaviours and objects that emerge from both of these activities (McCracken, 1990). Action, behaviour and perception of consumers are affected by culture (Hampden-Turner, et al. 2020). Virtuousness, religion, sociability and ethnocentrism are key components of culture (Parida and Sahney, 2017). Family is also a detrimental factor of culture (Moolla). Culture has an impact on both customer value and loyalty (Malai and Speece, 2005).

Customer involvement

Customer involvement means the level of interest an individual has in the product (Day, 1976). It also indicates a positive relationship with brand loyalty (Bloemer and Kasper, 1995; Pritchard, et al. 1999; Quester and Lim, 2003). It is crucial to prioritise customer engagement when attempting to comprehend customer brand loyalty (Chen, et al. 2008). The degree of involvement of a customer in the purchasing process decides the likeliness of them to become loyal to the brand (Russell-Bennett, et al. 2007). Involvement is considered one of the indicators of clients' willingness to pay more (Amendah and Park, 2008). Retail marketers should prioritise customer engagement to cultivate loyalty and foster lasting relationships (Menidjel, et al. 2020). Usage and arousal make customers involved with the brand (Moolla).

Relationship proneness

Relationship proneness refers to a consumer's stable and conscious tendency to engage in relationships with retailers of any particular product category. Relationship-prone customers automatically develop sustainable relationships with specific brands (De Wulf, et al. 2001). Brand loyalty is mediated by relationship proneness, so marketers should prioritise forming and maintaining relationships with their customers (Menidjel, et al. 2020). Relationship proneness is categorised into three types, namely, a) Contextual b) Psychological and c) Psycho-contextual. Contextual means the influencing factors of relationship proneness are contextual. Psychological means the transactional or relational orientation of the customer depends on his personality. Psycho-contextual means factors affecting relationship proneness are of a contextual and personal nature (Bouguerra and Mzoughi, 2011). Consumer relationship proneness is a personality trait that is known to influence an individual's inclination towards formation of long-term relationships and maintaining them with a brand or a business (Odekerken-Schröder, et al. 2003). Duration and personality match lead to relationship proneness (Moolla).

Commitment

A customer's commitment to a brand is simply defined by their readiness and attachment to the brand, which is measured by brand loyalty, satisfaction, involvement, and performance (Shuv-Ami, 2010). The concept of commitment is crucial in distinguishing between brand loyalty and other types of repeat purchases (Jacoby, 1975). Commitment is defined by the bond between a customer and a brand, extending beyond repeat purchases (Samuelson and Sandvik, 1997). Promotional efforts should be used strategically to improve customer commitment and enhance retention (Martin and Goodell, 1991). Effective communication is key to managing customer loyalty. By turning your communication efforts into a source of brand commitment, you can build stronger relationships with your customers (Amine, 1998). Brand community, substitutes and price effects are the drivers of commitment (Moolla).

Perceived value

Perceived value is considered a benefit that a customer receives concerning the price paid for a product or service (Woodruff, 1997). Price worthiness plays a significant role in determining perceived value (Moolla). Perceived value has a great effect on brand loyalty. For businesses to stay competitive in the market, customer-perceived value plays a crucial role (Li and Green, 2011). Higher perceived value results in positive behavioural intentions (Tabaku and Kushi, 2013). Functional, emotional, social, conditional and epistemic values are five variables to measure customer perceived value (Sheth, et al. 1991). Functional, conditional and emotional value has a positive effect on perceived value and thus on brand loyalty (Ashraf, et al. 2018). Due to globalisation and technological innovations, customers have too many purchase alternatives, more access to products and opportunities to be less brand-loyal. Therefore, the customer's perceived value is crucial for companies to stay competitive in the market (Li and Green, 2011).

Brand affect

Brand affect refers to a brand's ability to elicit a positive emotional response from the average consumer when it is used. Brands with higher brand affect are likely to be purchased more frequently. This concept is linked to both behavioural and attitudinal loyalty, which play a significant role in market share and relative pricing (Chaudhuri and Holbrook, 2001). Emotions and connection to a brand, make the brand affect stronger (Moolla). Brand affect is the foundation for building consumer relationships with the company (Berry and Parasuraman, 2004). In the case of luxury goods, brand affect significantly increases brand trust and further brand trust significantly increases brand loyalty and decreases brand risk (Song, et al. 2012). Brand affect provides certain marketing advantages like gaining more customers, reducing marketing costs, performing favourable word of mouth, and resisting competitors' marketing efforts (Kabadayi and Alan, 2012). It contributes to brand loyalty.

Brand performance

Brand performance is the economic outcome that strong brand producers aim to attain. It indicates the success of a brand in the market (Chirani, et al. 2012). Based on brand performance, if a customer gets to experience pleasurable fulfilment, he may become effectively loyal (Oliver, 2014). Higher brand performance results in the formation of brand trust and brand loyalty (Ahmed, et al. 2014). Market share and relative price are outcomes of brand performance (Chaudhuri and Holbrook, 2001). The overall performance of a company is interlinked with brand performance (Harris and De Chernatony, 2001). It is directly influenced by culture (Unurlu and Uca, 2017). It is a crucial antecedent of customer satisfaction (Awan and Rehman, 2014). Communication, switch-on performance and top performance are determiners of brand performance (Moolla). It plays a significant role in building brand loyalty.

Application of drivers of brand loyalty across industries
Automobile industry

Perceived value, customer satisfaction and involvement are very crucial drivers of brand loyalty in the industry. Customers should be satisfied in terms of product and service quality. Also, the interaction between the customer and the company enhances brand loyalty (Loureiro, et al. 2017; Hassan, 2015). Perceived value is mostly associated with functional value followed by emotional value and then epistemic value for this industry. After-sale service should be effective to improve customer satisfaction.

Finance and banking industry

Perceived quality, trust and switching cost were key drivers of brand loyalty (Afsar, et al. 2010; Veloutsou, et al. 2004). Perceived quality is attained with the help of commitment and satisfaction. By providing error-free services and paying special attention to queries of customers, the commitment of customers can be increased. This builds the trust of customers in the organisation (Afsar, et al. 2010). Customer satisfaction leads to forming a positive image of an organisation which helps in building brand loyalty (Veloutsou, et al. 2004).

Healthcare industry

Trust, commitment, perceived value and satisfaction were essential drivers for building brand loyalty (Zhou, et al. 2017; Sharma, 2017). Satisfaction depends on the quality of objects, processes, infrastructure and interaction (Sharma, 2017). Quality delivers satisfaction and value, satisfaction leads to the formation of trust and commitment, and trust and brand image lead to form loyalty (Zhou, et al. 2017).

Hospitality and travel industry

Customer satisfaction, perceived value, relationship proneness and customer involvement are vital in building brand loyalty (Tepeci, 1999; Kandampully, et al. 2015). Perceived quality provides customer satisfaction and customer satisfaction further provides perceived value. Brand familiarity creates brand awareness. Quality service is essential as it does not let customers switch. Being innovative in the industry prompts customers to visit again (Tepeci, 1999).

Cosmetics and beauty industry

Brand awareness, customer satisfaction, brand affect, perceived value and brand performance are highly significant in building brand loyalty (Khraim, 2011; Chan and Mansori, 2016). Brand image, perceived quality, price and promotion were drivers of brand loyalty (Chan and Mansori, 2016). Perceived quality results in customer satisfaction, price leads to commitment, and promotion leads to brand awareness towards the brand. Customer satisfaction and brand performance build brand image.

Technology and electronics industry
Perceived value, customer satisfaction, brand affect, brand trust, brand awareness and brand performance have a considerable impact on brand loyalty (Uzir, et al. 2021; Hashmi, et al. 2014). Quality of product leads to customer satisfaction (Uzir, et al. 2021). Brand credibility has a positive impact on brand loyalty. The brand is said to be credible when it delivers what is expected. In other words, it means it has appropriate perceived value.

Fashion and apparel industry
Brand awareness, involvement, brand trust, brand commitment, relationship proneness and perceived value are considerable factors in building brand loyalty (Ledikwe, 2020; Hui and Yee, 2015). Brand awareness fosters brand image. Brand awareness and brand image together form brand trust. Brand trust contributes to brand loyalty with moderator brand commitment (Ledikwe, 2020). Interpersonal relationship between customers and customer-contact employees builds brand loyalty (Hui and Yee, 2015).

FMCG industry
Brand trust, brand commitment, perceived value and cultural influence play crucial roles in building brand loyalty (Ramesh Kumar and Advani, 2005; Upamannyu, et al. 2014). Brand image and brand trust positively influence brand loyalty (Upamannyu, et al. 2014). Brand trust and brand benefits significantly influence brand loyalty. The family also plays a part in genetic influence. Therefore, culture influences brand loyalty (Ramesh Kumar and Advani, 2005).

V.   Implications Of The Research

These identified drivers can be used by business firms to build brand loyalty amongst customers using different strategies of marketing. These make customers aware of the values given by the brand. A company's bottom line, reputation and long-term success are highly influenced by understanding and leveraging these drivers. Working on these drivers would help companies meet and exceed the justified expectations of customers.

Managers should work on customer relationship management, quality and consistency, innovation and adaptation, social media engagement, customer feedback and improvement, marketing communication strategies and loyalty programs to foster and capitalise on brand loyalty. Businesses can create a conducive environment for sustaining brand loyalty across different industries. Although industries vary based on specific characteristics but fundamental principle is to understand customer needs, deliver value and build a positive relationship.

VI.   Conclusion And Future Work

Brand loyalty is still an important factor in determining the position of a business firm in the market in any industry, especially with the entry of new brands and changing marketing strategies. By retaining the customers, the business firm shows the strength of a product or service it is delivering. This helps the brand to get an edge over its competitors. This comprehensive review of the literature has delved into the multifaceted concept of brand loyalty. Like brand loyalty can be attitudinal or behavioural or both. It can be spurious or true. Drivers of brand loyalty are customer satisfaction, brand trust, brand awareness, brand performance, brand affect, perceived value, commitment, customer involvement, relationship proneness, culture, switching cost and brand relevance. Certain drivers are considered universal while building brand loyalty such as customer satisfaction, brand trust and perceived value as they help to form the foundation of a strong connection with customers. Then there are industry-based drivers helping to build brand loyalty. In the automobile industry, perceived value plays a very important role. In the finance and banking industry, perceived quality provides customer satisfaction. In the technology and electronics industry, continuous innovation is needed to engage customers forever. In the healthcare industry, objects, infrastructure, processes and interaction with specialists should be of quality to drive the patient and his family's loyalty. In the cosmetic and beauty industry, brand image and perceived quality play a very important role. In the fashion and apparel industry, creativity, brand image and brand awareness play crucial roles. In FMCG culture, perceived value and trust are essential drivers of brand loyalty. In the hospitality and travel industry, quality service and relationship proneness are important drivers of brand loyalty. Emotional connections establish more profound and lasting bonds with customers. This is why business firms pursue social responsibility, emotional design, emotional branding, authenticity and storytelling through ad campaigns. They also use marketing strategies like influencer marketing, digital media marketing, social media marketing, content marketing, celebrity endorsement, and artificial intelligence on digital platforms to engage customers. Empirical and conceptual studies helped in analysing the different drivers of brand loyalty in different industries. In future, studies can be based on the industries not covered in the paper and also the role of determinants of marketing evolution in building brand loyalty can be studied. With time, marketing strategies are changing, and brand loyalty is not static. The emergence of digital platforms, societal shifts, and changing consumer behaviour have contributed to the evolution of drivers of brand loyalty using different approaches. This will help in figuring out how drivers of brand loyalty can be worked upon using new marketing strategies.

References

[1]   Aaker, D. A. (2009). Managing Brand Equity. Simon And Schuster.
[2]   Aaker, D. A. (2011). Brand Relevance: Making Competitors Irrelevant. John Wiley & Sons.
[3]   Afsar, B., Rehman, Z. U., Qureshi, J. A., & Shahjehan, A. (2010). Determinants Of Customer Loyalty In The Banking Sector: The Case Of Pakistan. African Journal Of Business Management, 4(6), 1040.
[4]   Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect Of Brand Trust And Customer Satisfaction On Brand Loyalty In Bahawalpur. Journal Of Sociological Research, 5(1), 306-326.
[5]   Alhaddad, A. (2015). Perceived Quality, Brand Image And Brand Trust As Determinants Of Brand Loyalty. Journal Of Research In Business And Management, 3(4), 01-08.
[6]   Al-Msallam, S. (2015). Customer Satisfaction And Brand Loyalty In The Hotel Industry. International Journal Of Management Sciences And Business Research, 4.
[7]   Amendah, E., & Park, J. (2008). Consumer Involvement And Psychological Antecedents On Eco-Friendly Destinations: Willingness To Pay More. Journal Of Hospitality & Leisure Marketing, 17(3-4), 262-283.Https://Doi.Org/10.1080/10507050801984859
[8]   Amine, A. (1998). Consumers' True Brand Loyalty: The Central Role Of Commitment. Journal Of Strategic Marketing, 6(4), 305-319. Https://Doi.Org/10.1080/096525498346577
[9]   Arani, M. S., & Shafiizadeh, H. (2019). Investigation Of Brand Familiarity And Brand Recognition And Their Relationship With Loyalty, Repurchase Intention, And Brand Recommendation With Mediating Role Of Brand Reputation (Case Study: Esteghlal Hotel). Revista Gestão & Tecnologia, 19(5), 7-29.
[10]   Arnold, M. J., & Reynolds, K. E. (2003). Hedonic Shopping Motivations. Journal Of Retailing, 79(2), 77-95. Https://Doi.Org/10.1016/S0022-4359(03)00007-1
[11]   Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018). Impact Of Service Quality, Corporate Image And Perceived Value On Brand Loyalty With Presence And Absence Of Customer Satisfaction: A Study Of Four Service Sectors Of Pakistan. International Journal Of Academic Research In Business And Social Sciences, 8(2), 452-474. Http://Dx.Doi.Org/10.6007/IJARBSS/V8-I2/3885
[12]   Awan, A. G., & Rehman, A. U. (2014). Impact Of Customer Satisfaction On Brand Loyalty: An Empirical Analysis Of Home Appliances In Pakistan. British Journal Of Marketing Studies, 2(8), 18-32.
[13]   Baldinger, A. L., & Rubinson, J. (1996). Brand Loyalty: The Link Between Attitude And Behavior. Journal Of Advertising Research, 36, 22-36.
[14]   Bandyopadhyay, S., & Martell, M. (2007). Does Attitudinal Loyalty Influence Behavioral Loyalty? A Theoretical And Empirical Study. Journal Of Retailing And Consumer Services, 14(1), 35-44. Https://Doi.Org/10.1016/J.Jretconser.2006.03.002
[15]   Bennett, R., & Rundle-Thiele, S. (2002). A Comparison Of Attitudinal Loyalty Measurement Approaches. Journal Of Brand Management, 9, 193-209.
[16]   Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence Of Brand Awareness, Brand Image, And Brand Trust On Brand Loyalty. Jurnal Manajemen, 24(3), 412-426. Https://Doi.Org/10.24912/Jm.V24i3.676
[17]   Berry, L. L., & Parasuraman, A. (2004). Marketing Services: Competing Through Quality. Simon And Schuster.
[18]   Bettman, J. R. (1979). An Information Processing Theory Of Consumer Choice. (No Title).
[19]   Bisschoff, C. A., & Wiese, M. (2014, September). Brand Loyalty Of North West Farmers Towards Their Agricultural Business. In International Business Conference, Victoria Falls, Zambia (Pp. 22-24).
[20]   Bloemer, J. M., & Kasper, H. D. (1995). The Complex Relationship Between Consumer Satisfaction And Brand Loyalty. Journal Of Economic Psychology, 16(2), 311-329. Https://Doi.Org/10.1016/0167-4870(95)00007-B
[21]   Bouguerra, A., & Mzoughi, M. N. (2011). Relationship Marketing: The Forgotten Consumer. International Journal Of Business And Social Science, 2(6), 210-223.
[22]   Chaudhuri, A., & Holbrook, M. B. (2001). The Chain Of Effects From Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty. Journal Of Marketing, 65(2), 81-93. Https://Doi.Org/10.1509/Jmkg.65.2.81.18255
[23]   Chan, Y. Y., & Mansori, S. (2016). Factor That Influences Consumers' Brand Loyalty Towards Cosmetic Products. Journal Of Marketing Management And Consumer Behavior, 1(1).
[24]   Chen, L. S. L., Wang, M. C. H., Cheng, J. M. S., & Kuntjara, H. (2008). Consumer Involvement And Brand Loyalty In Services: Evidence From The Commercial Airline Industry In Taiwan. International Journal Of Services And Standards, 4(4), 437-452. Https://Doi.Org/10.1504/IJSS.2008.020058
[25]   Chirani, E., Taleghani, M., & Moghadam, N. E. (2012). Brand Performance And Brand Equity. Interdisciplinary Journal Of Contemporary Research In Business, 3(9), 1033-1036.
[26]   De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments In Consumer Relationships: A Cross-Country And Cross-Industry Exploration. Journal Of Marketing, 65(4), 33-50. Https://Doi.Org/10.1509/Jmkg.65.4.33.18386
[27]   Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward An Integrated Conceptual Framework. Journal Of The Academy Of Marketing Science, 22, 99-113. Https://Doi.Org/10.1177/0092070394222001
[28]   Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect Of Brand Satisfaction, Trust And Brand Commitment On Loyalty And Repurchase Intentions. Procedia-Social And Behavioral Sciences, 58, 1395-1404. Https://Doi.Org/10.1016/J.Sbspro.2012.09.1124
[29]   Funke, U. H., & Day, G. S. (1976). A Two-Dimensional Concept Of Brand Loyalty. Mathematical Models In Marketing: A Collection Of Abstracts, 89-89. Https://Doi.Org/10.1007/978-3-642-51565-1_26
[30]   Gounaris, S., & Stathakopoulos, V. (2004). Antecedents And Consequences Of Brand Loyalty: An Empirical Study. Journal Of Brand Management, 11, 283-306. Https://Doi.Org/10.1057/Palgrave.Bm.2540174
[31]   Gustafson, T., & Chabot, B. (2007). Brand Awareness. Cornell Maple Bulletin, 105(1), 1-5.
[32]   Hampden-Turner, C., Trompenaars, F., & Hampden-Turner, C. (2020). Riding The Waves Of Culture: Understanding Diversity In Global Business. Hachette UK.
[33]   Harris, F., & De Chernatony, L. (2001). Corporate Branding And Corporate Brand Performance. European Journal Of Marketing, 35(3/4), 441-456. Https://Doi.Org/10.1108/03090560110382101
[34]   Hashmi, F. K. H., Khalid, F., Akram, M. A., Saeed, U., & Rizwan, M. (2014). An Empirical Study Of Brand Loyalty On Samsung Electronics In Pakistan. Journal Of Sociological Research, 5(1), 350-364.
[35]   Hassan, Z. (2015). Customer Perceived Values Associated With Automobile And Brand Loyalty. Moosa, MY & Hassan, (2015), 99-115.
[36]   Hidayanti, I., & Nuryakin, N. F. (2018). A Study On Brand Commitment And Brand Trust Towards Brand Loyalty Of Branded Laptop In Indonesia. Journal Of Business And Retail Management Research, 12(3).
[37]   Hollebeek, L. D. (2011). Demystifying Customer Brand Engagement: Exploring The Loyalty Nexus. Journal Of Marketing Management, 27(7-8), 785-807. Https://Doi.Org/10.1080/0267257X.2010.500132

[38] Hui, S. L., & Yee, R. W. (2015). Relationship Among Interpersonal Relationship, Customer Satisfaction And Brand Loyalty In Fashion Retailing Industry. Research Journal Of Textile And Apparel, 19(1), 65-72. Https://Doi.Org/10.1108/RJTA-19-01-2015-B007

[39] Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The Role Of Brand Experience And Affective Commitment In Determining Brand Loyalty. Journal Of Brand Management, 18, 570-582. Https://Doi.Org/10.1057/Bm.2010.58

[40] Ishak, F., & Abd Ghani, N. H. (2013). A Review Of The Literature On Brand Loyalty And Customer Loyalty.

[41] Jacoby, J. (1975). A Brand Loyalty Concept: Comments On A Comment. Journal Of Marketing Research, 12(4), 484-487. Https://Doi.Org/10.1177/002224377501200414

[42] Jacoby, J., & Chestnut, R. W. (1978). Brand Loyalty: Measurement And Management. (No Title).

[43] Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why Customers Stay: Measuring The Underlying Dimensions Of Services Switching Costs And Managing Their Differential Strategic Outcomes. Journal Of Business Research, 55(6), 441-450. Https://Doi.Org/10.1016/S0148-2963(00)00168-5

[44] Kabadayi, E. T., & Alan, A. (2012). Brand Trust And Brand Affect: Their Strategic Importance On Brand Loyalty. Journal Of Global Strategic Management, 11(6), 81-88.

[45] Kabiraj, S., & Shanmugan, J. (2011). Development Of A Conceptual Framework For Brand Loyalty: A Euro-Mediterranean Perspective. Journal Of Brand Management, 18, 285-299. Https://Doi.Org/10.1057/Bm.2010.42

[46] Kandampully, J., Zhang, T. C., & Bilgihan, A. (2015). Customer Loyalty: A Review And Future Directions With A Special Focus On The Hospitality Industry. International Journal Of Contemporary Hospitality Management, 27(3), 379-414. Https://Doi.Org/10.1108/IJCHM-03-2014-0151

[47] Keller, K. L. (1993). Conceptualizing, Measuring, And Managing Customer-Based Brand Equity. Journal Of Marketing, 57(1), 1-22. Https://Doi.Org/10.1177/002224299305700101

[48] Khraim, H. S. (2011). The Influence Of Brand Loyalty On Cosmetics Buying Behavior Of UAE Female Consumers. International Journal Of Marketing Studies, 3(2), 123.

[49] Laroche, M., Kim, C., & Zhou, L. (1996). Brand Familiarity And Confidence As Determinants Of Purchase Intention: An Empirical Test In A Multiple Brand Context. Journal Of Business Research, 37(2), 115-120. Https://Doi.Org/10.1016/0148-2963(96)00056-2

[50] Ledikwe, A. (2020). Determinants Of Brand Loyalty In The Apparel Industry: A Developing Country Perspective. Cogent Business & Management, 7(1), 1787736. Https://Doi.Org/10.1080/23311975.2020.1787736

[51] Lee, J., Lee, J., & Feick, L. (2001). The Impact Of Switching Costs On The Customer Satisfaction-Loyalty Link: Mobile Phone Service In France. Journal Of Services Marketing, 15(1), 35-48. Https://Doi.Org/10.1108/08876040110381463

[52] Li, F., Kashyap, R., Zhou, N., & Yang, Z. (2008). Brand Trust As A Second-Order Factor: An Alternative Measurement Model. International Journal Of Market Research, 50(6), 817-839. Https://Doi.Org/10.2501/S1470785308200225

[53] Li, M. L., & Green, R. D. (2011). A Mediating Influence On Customer Loyalty: The Role Of Perceived Value. Journal Of Management And Marketing Research, 7, 1.

[54] Loureiro, S. M. C., Sarmento, E. M., & Le Bellego, G. (2017). The Effect Of Corporate Brand Reputation On Brand Attachment And Brand Loyalty: Automobile Sector. Cogent Business & Management, 4(1), 1360031. Https://Doi.Org/10.1080/23311975.2017.1360031

[55] Malai, V., & Speece, M. (2005). Cultural Impact On The Relationship Among Perceived Service Quality, Brand Name Value, And Customer Loyalty. Journal Of International Consumer Marketing, 17(4), 7-39. Https://Doi.Org/10.1300/J046v17n04_02

[56] Mao, J. (2010). Customer Brand Loyalty. International Journal Of Business And Management, 5(7), 213.

[57] Martin, C. L., & Goodell, P. W. (1991). Historical, Descriptive And Strategic Perspectives On The Construct Of Product Commitment. European Journal Of Marketing, 25(1), 53-60. Https://Doi.Org/10.1108/03090569110003193

[58] Mccracken, G. D. (1990). Culture And Consumption: New Approaches To The Symbolic Character Of Consumer Goods And Activities (Vol. 1). Indiana University Press.

[59] Menidjel, C., Benhabib, A., Bilgihan, A., & Madanoglu, M. (2020). Assessing The Role Of Product Category Involvement And Relationship Proneness In The Satisfaction–Loyalty Link In Retailing. International Journal Of Retail & Distribution Management, 48(2), 207-226. Https://Doi.Org/10.1108/IJRDM-01-2019-0020

[60] Moolla, A. I., & Bisschoff, C. A. (2013). An Empirical Model That Measures Brand Loyalty Of Fast-Moving Consumer Goods. Journal Of Economics, 4(1), 1-9. Https://Doi.Org/10.1080/09765239.2013.11884959

[61] Negash, M., Tesfaye Gedion, T., & Tsegay, A. (2010). Levels And Factors Of Brand Loyalty Towards Beer Brands: The Case Of A Developing Country Perspective, Ethiopia.

[62] Nesset, E., & Helgesen, Ø. (2014). Effects Of Switching Costs On Customer Attitude Loyalty To An Airport In A Multi-Airport Region. Transportation Research Part A: Policy And Practice, 67, 240-253. Https://Doi.Org/10.1016/J.Tra.2014.07.003

[63] Odekerken-Schröder, G., De Wulf, K., & Schumacher, P. (2003). Strengthening Outcomes Of Retailer–Consumer Relationships: The Dual Impact Of Relationship Marketing Tactics And Consumer Personality. Journal Of Business Research, 56(3), 177-190. Https://Doi.Org/10.1016/S0148-2963(01)00219-3

[64] Odin, Y., Odin, N., & Valette-Florence, P. (2001). Conceptual And Operational Aspects Of Brand Loyalty: An Empirical Investigation. Journal Of Business Research, 53(2), 75-84. Https://Doi.Org/10.1016/S0148-2963(99)00076-4

[65] Oliver, R. L. (2014). Satisfaction: A Behavioral Perspective On The Consumer: A Behavioral Perspective On The Consumer. Routledge.

[66] Parida, R. R., & Sahney, S. (2017). Cultural Influence On Brand Loyalty Of Rural Consumers In The Indian Context. Journal Of Asia Business Studies, 11(1), 60-72. Https://Doi.Org/10.1108/JABS-08-2015-0137

[67] Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing The Commitment-Loyalty Link In Service Contexts. Journal Of The Academy Of Marketing Science, 27, 333-348. Https://Doi.Org/10.1177/0092070399273004

[68] Punniyamoorthy, M., & Prasanna Mohan Raj, M. (2007). An Empirical Model For Brand Loyalty Measurement. Journal Of Targeting, Measurement And Analysis For Marketing, 15, 222-233. Https://Doi.Org/10.1057/Palgrave.Jt.5750044

[69] Quester, P., & Lin Lim, A. (2003). Product Involvement/Brand Loyalty: Is There A Link?. Journal Of Product & Brand Management, 12(1), 22-38. Https://Doi.Org/10.1108/10610420310463141

[70] Ramesh Kumar, S., & Advani, J. Y. (2005). Factors Affecting Brand Loyalty: A Study In An Emerging Market On Fast Moving Consumer Goods. Journal Of Customer Behaviour, 4(2), 251-275. Https://Doi.Org/10.1362/1475392054797223

[71] Rehman, A., Zia Ur Rehman, D. M., & Akhtar, W. (2012). Factors Affecting Brand Loyalty: A Perspective Of Fast Food Restaurants. Rehman, A., Zia-Ur-Rehman, M., & Akhtar, W.(2012). Factors Affecting Brand Loyalty: A Perspective Of Fast Food Restaurants. Actual Problems Of Economics, 130, 13-20.

[72] Reichheld, F. F. (1996). Learning From Customer Defections. Harvard Business Review, 74(2), 56-67.

[73] Reichheld, F. F., & Sasser, W. E. (1990). Zero Defections: Quality Comes To Services. 1990, 68(5), 105-111.

[74] Russell-Bennett, R., Mccoll-Kennedy, J. R., & Coote, L. V. (2007). Involvement, Satisfaction, And Brand Loyalty In A Small Business Services Setting. Journal Of Business Research, 60(12), 1253-1260. Https://Doi.Org/10.1016/J.Jbusres.2007.05.001

[75] Samuelsen, B. M., & Sandvik, K. A. R. E. (1997, May). The Concept Of Customer Loyalty. In EMAC Proceedings, Annual Conference (Pp. 1122-1140). Warwick, UK: European Marketing Academy.

[76] Shaban, O. K. A., Yao, L., Darun, M. R. B., & Alkhateeb, A. (2017). Review Of Important Brand Loyalty Influencing Factors: State Of Art. International Business Management, 11(5), 1034-1040.

[77] Sharma, V. (2017). Patient Satisfaction And Brand Loyalty In Health-Care Organizations In India. Journal Of Asia Business Studies, 11(1), 73-87. Https://Doi.Org/10.1108/JABS-09-2015-0157

[78] Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory Of Consumption Values. Journal Of Business Research, 22(2), 159-170. Https://Doi.Org/10.1016/0148-2963(91)90050-8

[79] Shuv-Ami, A. (2010). A New Brand Commitment Scale For Market Segmentation. College Of Management. Academic Studies.

[80] Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-Congruity Versus Functional Congruity: Predictors Of Consumer Behavior. Journal Of The Academy Of Marketing Science, 19, 363-375. Https://Doi.Org/10.1007/BF02726512

[81] Sirgy, M. J., Lee, D. J., Johar, J. Y., & Tidwell, J. (2008). Effect Of Self-Congruity With Sponsorship On Brand Loyalty. Journal Of Business Research, 61(10), 1091-1097. Https://Doi.Org/10.1016/J.Jbusres.2007.09.022

[82] Song, Y., Hur, W. M., & Kim, M. (2012). Brand Trust And Affect In The Luxury Brand–Customer Relationship. Social Behavior And Personality: An International Journal, 40(2), 331-338. Https://Doi.Org/10.2224/Sbp.2012.40.2.331

[83] Sutikno, B. (2011). Does Consumers' Brand Identification Matter: The Mediating Roles Of Brand Loyalty. International Journal Of Interdisciplinary Social Sciences, 6(3).

[84] Tabaku, E., & Kushi, E. (2013). Service Quality, Customer Satisfaction, Perceived Value And Brand Loyalty: A Critical Review Of The Literature. Academic Journal Of Interdisciplinary Studies, 2(9), 223.

[85] Tepeci, M. (1999). Increasing Brand Loyalty In The Hospitality Industry. International Journal Of Contemporary Hospitality Management, 11(5), 223-230. Https://Doi.Org/10.1108/09596119910272757

[86] Thaichon, P., Quach, T. N., & Lobo, A. (2013, December). Marketing Communications: Factors Influencing Brand Loyalty Of Internet Service Provider. In Australian And New Zealand Marketing Academy Conference (Pp. 1-4).

[87] Tsao, H. Y., & Li-Wei, C. (2005). Exploring Brand Loyalty From The Perspective Of Brand Switching Costs. International Journal Of Management, 22(3), 436.

[88] Unurlu, C., & Uca, S. (2017). The Effect Of Culture On Brand Loyalty Through Brand Performance And Brand Personality. International Journal Of Tourism Research, 19(6), 672-681. Https://Doi.Org/10.1002/Jtr.2139

[89] Upamannyu, D. N. K., Gulati, C., & Mathur, D. G. (2014). Effect Of Brand Trust, Brand Image On Customer Brand Loyalty In FMCG Sector At Gwalior Region. Schollars World, 2(2).

[90] Usman, A., & Nawaz, N. U. A. (2011). What Makes Customers Brand Loyal: A Study On Telecommunication Sector Of Pakistan. International Journal Of Business And Social Science, 2(14).

[91] Uzir, M. U. H., Hamid, A. B. A., Jerin, I., Latiff, A. S. A., & Thurasamy, R. (2021). Customer Satisfaction And Brand Loyalty To Electronic Home Appliances In Bangladesh: The Contingent Role Of Brand Trust. SN Business & Economics, 1(6), 86. Https://Doi.Org/10.1007/S43546-021-00088-Z

[92] Veloutsou, C., Daskou, S., & Daskou, A. (2004). Are The Determinants Of Bank Loyalty Brand Specific?. Journal Of Financial Services Marketing, 9, 113-125. Https://Doi.Org/10.1057/Palgrave.Fsm.4770146

[93] Woodruff, R. B. (1997). Customer Value: The Next Source For Competitive Advantage. Journal Of The Academy Of Marketing Science, 25, 139-153. Https://Doi.Org/10.1007/BF02894350

[94] Yin, C. K., & Shen, H. (2017). Assessing The Effects Of Switching Costs On Perceived Values And Brand Loyalty: The Impact Of Customers' Perceived Authenticity In Hotel Sector. International Journal Of Business And Management, 12(1), 84-94. Https://Doi.Org/10.5539/Ijbm.V12n1p84

[95] Zhou, W. J., Wan, Q. Q., Liu, C. Y., Feng, X. L., & Shang, S. M. (2017). Determinants Of Patient Loyalty To Healthcare Providers: An Integrative Review. International Journal For Quality In Health Care, 29(4), 442-449. Https://Doi.Org/10.1093/Intqhc/Mzx058