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loyalty programs lps are an important marketing instrument used to promote repeat purchases and customer relationships although numerous studies have shed light on the adoption design and outcomes of lps research that reviews the accumulated knowledge in a holistic manner is sparse abstract enhancing customer loyalty is the ultimate goal of relationship marketing while prior studies have highlighted the significance of hedonic and utilitarian attitudes as key drivers of consumer behavioral loyalty literature especially in the service context has left ambiguities regarding 1 integrative exploration of mechanisms mediating attitudes impact on behavioral loyalty the loyalty program emphasizes services and products that can be easily customized and to be effectively marketed the products according to customers needs and wants karakostas et al 2005 kim 2019 koo et al 2020 this paper attempts to inspect the mediating role of commitment in enhancing customer loyalty and to explore the impact of brand image on commitment and ultimately toward customer loyalty this paper aims to provide a summary review on the existing loyalty models it focuses on the key factors and perspectives that can assist marketing scholars and professionals in enhancing loyalty programs lps are an important marketing instrument used to promote repeat purchases and customer relationships although numerous studies have shed light on the adoption design and outcomes of lps research that reviews the accumulated knowledge in a holistic manner is sparse this study investigates the association of cs with 14 outcomes in a meta analytic framework see fig 1 panel a these outcomes include customer outcomes product market performance accounting performance and financial market performance the paper proposes that customer insight that utilises thick data can be used to grasp loyalty meanings these data are rich in context and detail and they take into account customers everyday lives based on a data set with 429 effect sizes published or available between 1990 and 2020 we find strong evidence that lps enhance customer loyalty however while lps particularly enhance behavioral loyalty shifting consumers attitudinal loyalty is more challenging specifically we explore how loyalty to ingroup members can lead to unethical behaviors how it can reduce the importance of fairness considerations how loyalty to close others can harm the self and how extreme loyalty to a cause can lead to disruptive behaviors and reduced support from others customer loyalty is defined by oliver citation 1997 as the willingness of consumers to buy a product from the same producer regardless of outside factors e g marketing which could lead the consumer to a change in product producer li green farazmand grodzki citation 2012 the findings provide valuable insights into the awareness of loyalty card programs the relationship between customer satisfaction and loyalty the influence of loyalty card usage on customer loyalty and the importance of customized benefits doi 10.1080/15332667.2024.2368323 corpus id 270754083 how attitudes translate to loyalty an integrative model in service relationship marketing article akhgari2024howat title how attitudes translate to loyalty an integrative model in service relationship marketing author mehdi akhgari and edward r bruning journal journal of relationship marketing year 2024 url api to preserve long term and sustained consumer loyalty retailers must continually improve the customer experiences this study presents a framework for online retailing in a digital environment called the online customer experience engagement context model in the presence of value co creation vcc by exploring the language feelings emotions and stories that people use to describe their relationship with journalism this article offers a holistic and comprehensive examination of what loyalty means as part of audiences everyday news consumption the study reviewed a total of 86 papers on building brand loyalty using social media published between 2009 and 2020 the results revealed five clusters of theories applied in this stream of scholarship namely consumer self identity and consumption style theories brand community related theories decision making theories theories

focused on this research is primarily focused on the issues of customer loyalty in the healthcare industry particularly from the perspective of public hospitals in china the research developed a theoretical model to test the relationship between patient satisfaction ps patient trust pt and patient loyalty pl the research underscores the strategic value of csr in building and maintaining customer loyalty in the rapidly evolving digital banking landscape keywords corporate social responsibility customer perception of csr customer loyalty customer satisfaction digital banking st petersrbug fla june 26 2023 kobie a global leader in loyalty marketing technology and services today released the heart of loyalty 2024 consumer research report unveiling a uniquely academic approach to consumer motivations kobie s research team comprised of phds who specialize in the intersection of human psychology and when people are loyal it means they re doing something right for themselves and others around them they ve chosen a path of commitment and when people choose loyalty it shows the world who they really are at heart loyalty in everyday life is different than loyalty in personal relationships

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