

Drivers of Brand Royalty

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ABSTRACT

The causes of brand loyalty were covered in this paper. It looked at the advantages of fostering and preserving brand loyalty. The two philosophical schools of thought on brand loyalty—the stochastic vs. deterministic and the behaviourist versus the attitudinal—were examined. The paper also analysed a number of studies that looked into the factors that influence brand loyalty. The paper included significant brand loyalty models that served as a guide for creating the model for this investigation. The conceptual model for this study was presented at the end of the paper, together with information on its variables and any connections between them. The methods for testing the suggested model from the study are covered in the following paper.

Keywords: Brand royalty, marketing costs, models.

I. INTRODUCTION

The nature, importance, and marketing of FMCG products were all covered in Chapter 2. It also dug into the issue of whether FMCGs, which are said to be the main motivators of brand loyalty, can help consumers develop brand trust, brand affect, and brand satisfaction. The idea and factors influencing brand loyalty are examined in this paper. The two philosophical approaches to brand loyalty are first discussed, notably the stochastic against the deterministic and the behaviourist versus the attitudinal perspectives. The following paper emphasises the advantages of fostering and preserving brand loyalty. The study, which aims to examine and explain brand loyalty to FMCGs in South Africa, finishes with a proposed model after reviewing the documented factors of brand loyalty.

II. DEFINITION AND CONCEPTUALISATION OF

BRAND LOYALTY

Understanding what a brand is necessary before establishing brand loyalty. A brand is a good or service that adds features that set it apart from other goods or services created to fill the same demand, according to Kotler and Keller [1]. These variations could be practical, logical, or concrete—related to how the brand's products perform. They might also be more abstract, intangible, or symbolic in nature—related to what the brand stands for.

Brand equity is created when a brand's attributes "contribute to or detract from the value supplied by a product or service to a business and/or to that firm's customers" [2]. Since it embraces or serves as a crucial intermediary between other elements and brand equity, brand loyalty is one of the main factors influencing brand equity [3]. What is brand loyalty then?

Definitions of Brand Loyalty

One of the most studied subjects is loyalty, and there are many different definitions of it (Moolla and Bisschoff [4]). (see [5, 6, 7] for the various definitions). Brand loyalty, for instance, is defined by Jacoby and Kyner [9] as the biased behavioural response displayed over time by some decision-making unit toward one or more alternative brands out of a group of such brands. Brand loyalty is described as a result of psychological decision-making and as an evaluation process. In the same vein, Oliver [8] defines brand loyalty as a strongly held determination to repeatedly purchase a preferred good or service in the future, leading to recurring purchase of the same brand or brand set despite situational influences and marketing efforts being able to cause switching behaviour.

Because there are so many competing brands in the FMCG sector, Jacoby and Kyner's [9] definition of brand loyalty is the most comprehensive and frequently cited. This definition is acceptable for this study. One of the problems this study seeks to answer is whether

or not the biased repurchase of a certain FMCG brand over time is a result of some psychological processes as the definition says.

Since Day (1969) proposed a composite definition of loyalty, academics have considered loyalty in terms of two dimensions: behavioural and attitudinal [9, 10, 11]. The inclusion of psychological processes forms the core of this composite definition. This indicates that recurring purchases are the outcome of some earlier factors rather than being just an arbitrary response (for example psychological, emotional or situational factors). Re Dick and Basu (1994) make the point that even a very significant repeat purchase could not be an accurate reflection of actual commitment to a product but rather may be the outcome of contextual factors like the brands the merchant carries. Hofmeyr and Rice [12], who contend that a brand can be purchased loyally without commitment, further bolster this claim. Specifically:

- When customers are unable to get the brand they prefer, they loyally buy the second- or third-best brand.
- Alternatively, when consumers have no preference over what they buy, they loyally buy the market-leading brand by default.

According to Mellens et al. [13], brand loyalty must meet the following six criteria:

1. Biased behavioural response: This suggests that there is probably a regular propensity to purchase a particular brand or group of brands.
2. Actual purchase of the brand: Brand loyalty is not achievable without a brand's actual purchase.
3. Expressed over time: Brand loyalty is not always assured by an unintentional bias. Over the course of a particular period of brand purchases, certain consistency is required. Not only should the frequency of purchases of a particular brand during that time be taken into account, but also the pattern of purchases made on subsequent occasions.
4. Decision-making unit: The purchasing behaviour of a decision-making unit, which could be an individual, a household, or a business, defines brand loyalty. The actual buyer is not required to be the decision unit.
5. Selection of brands: Out of a group of

brands, one or more are chosen. This condition suggests that customers might truly be devoted to more than one brand, which has been documented by other researches, particularly for low involvement goods when consumers frequently categorise brands as acceptable or unsuitable rather than evaluating them on a continuous scale.

6. Function of a psychological process: Decision-making and evaluative psychological processes play a role in brand loyalty. Brands are chosen based on internal criteria, which results in loyalty to the brand, which is a crucial component of the brand.

Brand loyalty, according to Moolla [6], is developed over time through a string of pleasant encounters and necessitates constant work and close attention to detail. Repeat buyers who don't even investigate alternative possibilities are loyal customers who choose a brand or business. They typically suggest the brand to others and make larger and more frequent purchases.

Philosophical viewpoints of brand loyalty

Three major points of view, according to Fournier and Yao [14], divide loyalty researchers:

1. The stochastic versus deterministic / purposive nature of repeat purchasers.
2. The behavioural versus the attitudinal / hybrid attitudinal-behavioural operationalization of the brand loyalty concept.
3. The psychological (cognitive) versus anthropological / sociological (emotional) research orientations.

The first two competing philosophical stances, i.e., the stochastic vs deterministic perspective of repeat purchases and the behaviourist versus attitudinal view of operationalizing brand loyalty, are where the majority of brand loyalty research is conceptualised.

Stochastic versus deterministic nature of repeat purchases

The stochastic group often concentrates on overall trends of recurring purchases. From a stochastic/coincidence perspective, brand

loyalty is equated to recurrent purchasing and is not based on discrete elements that control this behaviour. As a result, it is impossible to identify the causes of stochastic repeat purchases, which prevents businesses from learning how to foster brand loyalty using this strategy [15].

The core tenet of the theory is that consumers repurchase brands at random, which may be anticipated by evaluating the probability distribution or known purchase frequency (Knox and Walker, [17]) using fundamental factors. Because "even if behaviour is caused, the bulk of the explanation lies in a myriad of variables which occur with unpredictable frequency," the theory of stochastic preference suggests that deterministic forecasts of individual behaviour would have relatively little success.

For analysing consumer purchasing patterns of quickly dispersed consumer items, such as de-tergents and toothpaste, the stochastic technique appears to be useful [18, 19]. However, there is proof that even for commonly acquired consumer goods, decisions about which to buy are rarely based solely on chance.

Typically, the deterministic group focuses on a theoretical justification of loyalty as a skewed manifestation of personal preference. The deterministic approach contends that for a particular brand and consumer type, repeat purchase behaviour is influenced by a predetermined number of independent variables, in contrast to the stochastic view which maintains that loyalty is predicted by a variety of variables. For instance, [11] claim that a determinist approach to brand loyalty is taken by looking at relative attitude as an antecedent of recurrent purchasing. This indicates that, from a determinist perspective, brand loyalty is predicted for a specific brand and group of consumers by a small number of causes or independent variables.

However, because brand loyalty is based on repeat purchases, deterministic school causal re- search has only had limited success. This is because multivariate factors may be at play (Mahesh- wari [20]). The takeaway is that brand loyalty is a complicated term that may need for behavioural metrics, psychological (commitment) assessments, or a combination of the two.

Behavioural versus attitudinal operationalisation of the loyalty concept

Brand loyalty is viewed as a behavioural construct by behaviourists. They contend that the

fre- quency with which customers repurchase a certain brand in a given time frame after using it can be gauged. However, Rundle-Thiele and Mackay [21] argue that there should be a distinction be- tween recurring business and brand loyalty. Behavior measures have been criticised for lacking a conceptual underpinning and for having a limited understanding of what is actually a dynamic and complicated part of consumer behaviour, making them insufficient for good predictions of future behaviour [22, 23].

Based on expressed preferences, promises, or purchase plans, attitude loyalty is created ([21, 24]). Three measurement factors for attitudinal loyalty are provided by Kwong [25], and they are as follows:

1. Relative attitude - when customers assess a good or service in terms of how much differenti- ation it provides from rivals.
2. Willingness to recommend - when customers endorse a product or service to other customers or talk about their positive experiences with it.
3. Altruism - when customers offer their help in order to help the business or other customers supply a good or service.

Attitudinal measures can discriminate between brand loyalty and recurrent purchasing since they are based on commitment of purchase intentions and place focus on the cognitive component of brand loyalty, according to [24]. Behavioral choices made by consumers are less likely to be mo- tivated by random or stochastic short-term variations when attitudes are measured. However, Suhartanto et al. [23] point out that the attitudinal method is criticised for having little ability to predict actual purchasing behaviour. Furthermore, they warn against measuring only one aspect of brand loyalty because doing so could lead to the measurement of false attitudes, or unstable attitudes that don't completely account for subsequent behaviour.

According to customers build loyalty in relation to several aspects of the attitudinal development structure at each stage of the attitudinal life cycle. In particular, it is hypothesised that customers develop loyalty firstly in a cognitive sense, then in an emotive sense, again in a conative sense, and ultimately in a behavioural sense, which is referred to as action-inertia.

1. According to factual data about a company's or product's qualities and performance, cognitive loyalty refers to the weakest stage,

during which a consumer is still susceptible to persuasive arguments from other businesses.

2. After utilising the product for a while, the customer enters the affective phase, when they have a favourable outlook and some emotional attachment but are still susceptible to competing companies.
3. In the third stage of consumer loyalty, when the customer has developed a strong desire to repurchase the brand, real devotion to a brand starts.
4. The consumer then enters the mature stage of action loyalty, having both the desire and the drive to buy the brand again.

Mellens Dekimpe and Steenkamp [24] suggest that brand loyalty be measured by a composite embodiment of both behavioural and attitudinal measurements because it is a complex entity. According to [10], brand loyalty can be better understood using the combined behavioural and attitudinal measures of loyalty. They define brand loyalty as a positive sentiment toward a brand relative to rival brands and frequent purchase behaviour. Purchase loyalty and attitudinal loyalty, two connecting dimensions of brand loyalty, are further examined by Chaudhuri and Holbrook [27]. One definition of a loyal client is someone who consistently purchases only one brand in a given category and has a favourable opinion of the company. Additionally, Keller [28] divides brand loyalty into two categories: behavioural loyalty and attitudinal loyalty. He discusses these aspects in terms of how frequently and in what amounts consumers buy a certain brand as well as how they perceive that brand to be unique, endearing, and a favourite.

III. BRAND BENEFITS LEADING TO BRAND LOYALTY

The meaning an item has for an individual that is retained in their memory can be used to define consumer brand knowledge. It has to do with the brand's cognitive representation. A brand may be associated with a variety of information, including the advantages (worth and significance) that customers place on the brand's product features. Three categories of brand advantages are proposed by the literature: functional, symbolic, and experiential benefits resulting from consumption or purchase.

According to Park et al. [29], the ability of marketers to choose a brand meaning or advantage prior to market launch is a

prerequisite for a brand's long-term success. They suggest that this image be maintained across time by operationalizing the meaning as an image. The practical, symbolic, and experiential needs of the consumer, which are covered in more detail below, serve as the foundation for the brand meaning chosen by the company.

Functional

Functional advantages are those that motivate people to look for products that address consumption-related issues (Huang et al., [30]). It is connected to consistent and trustworthy product qualities. A brand with a functional concept is created to address consumer requirements that are generated from the outside.

Symbolic

The desire for things that satiate internally created demands based on self-enhancement, occupying a role position, achieving group membership, or ego-identification is known as a symbolic benefit. They relate to innate desires for emotional fulfilment, self-expression, and social acceptance. They connect to non-product qualities. A brand built on a symbolic idea aims to connect the person with the ideal self-image, group, or role.

Experiential

Desires for things that offer sensory pleasure, variety, and/or cognitive stimulation are referred to as experiential benefits. When a consumer uses a product or service, it connects to how they feel, ensuring that their experiential needs—such as those for sensory, variety, and cognitive stimulation—are satisfied.

Researchers frequently categorise products into one of these three benefit categories based on product class membership (for instance lawnmowers are typically seen as functional products, cars are seen as symbolic, and food is experiential). However, it should be understood that the terms "functional," "symbolic," and "experiential" apply to a brand's image, not a category of products. A brand is a collection of practical and sentimental values that provides customers with a range of symbolic, practical, and sensory benefits. Customers often interact with a brand as it fulfils these crucial functions (Langer, [31]), and they are prepared to pay more for the brands they prefer (Davis, [32]).

If brand owners and managers effectively grasp and convey the demands satisfied by their brands and establish suitable brand strategies, brand equity and loyalty will be increased while brand parity will be combated. Despite how crucial it is to understand the advantages that various FMCG brands offer, this knowledge is still lacking.

IV. BENEFITS OF BRAND LOYALTY

Motivating consumers to repurchase a brand's product is a key goal of any marketing campaign. Because client retention frequently needs fewer marketing resources than acquiring new consumers, repeat business is crucial to marketing management because it is economically advantageous. However, there are three key elements that make it difficult to keep clients:

1. It is necessary to collect behavioural data to comprehend recurring buying behaviour. Particularly in the FMCG industry, gathering such self-report survey data is frequently expensive.
2. Research has used the phrases "repeat purchase," "brand commitment," and "brand loyalty" interchangeably, leading to different reference points.
3. Assumptions regarding differences in dependent variables emerge from having two contradictory theories about the nature of repeat purchasing.

The results would produce a deeper understanding of brand loyalty and customers and make it possible to best harness the advantages of this relationship if these difficulties in brand loyalty research can be resolved. Here are a few of these advantages:

Reduced marketing costs and its affects

According to Tuominen [33], a brand's increased market presence as a result of lower marketing expenses is one of brand loyalty's most significant outcomes. As a result, consumers spread favourable word-of-mouth recommendations about the company to their networks, increasing brand recognition, which helps it stand out from competitors and boost revenue.

Strategic barrier to entry for competitors

Since existing customers must be persuaded to try the new brand rather than sticking with tried- and-true brands to which they are devoted, significant resources are needed for a brand to enter a market. The potential profit for the new entrant is automatically diminished due to the challenge of entering the market and competing with an established brand that has built up customer loyalty.

Trade leverage

Brands with greater brand equity and loyalty are given preference on supermarket shelves. Thus, brand loyalty encourages trade influence and supermarket assistance. These supermarkets are treated as destination stores by customers, which boosts sales for both supermarkets and brands.

Attracting new consumers

A brand purchase for a first-time customer will be risky and unclear. A satisfied customer base can lessen uncertainty and risk since it shows that a brand is popular, effective, and long-lasting. Additionally, a customer base can promote brand awareness. Observing a brand on a store shelf, in use, or being used by a friend can increase brand awareness and draw in new customers.

Time to respond to competitive threats

When a new brand enters the market, having devoted customers gives the maker of the existing brand breathing room. Consumers' brand loyalty gives businesses the time they need to evaluate the advantages of a new brand, update an old brand, or defend against a new brand's attack.

Higher revenue and profitability for the brand owner

According to Moolla [6], devoted customers frequently purchase more items and services from their favoured brands, increasing revenue and profitability throughout the course of the relationship.

Higher sales volume

Gaining brand loyalty and minimising customer churn can significantly boost company growth. Since consumers consistently buy the same brand, brand loyalty results in steady and improved sales.

Premium price ability

Consumers tend to be less sensitive to price adjustments as brand loyalty grows. As a result, consumers are prepared to pay more for a chosen brand because they see value in it that other options do not (Aaker, [2]).

Retain rather than seeking new consumers

Brand aficionados are more open to searching for their preferred brand, making them less sensitive to advertising from rival companies. Because of this phenomena, distribution, marketing, and advertising expenses are reduced. According to some studies, it can be up to four times more expensive to bring in new clients than it is to keep them.

Creating positive brand perceptions

The majority of consumers agree with the brand's assertion that a price premium denotes quality. According to the most crucial strategic factors in the marketing mix are a product's pricing and quality. Understanding the relationship between pricing and quality is important for a brand's placement in the minds and hearts of consumers. Perceived quality, according to [2], is the single factor that has the biggest impact on a company's return on investment (ROI).

Increased usage

It has been demonstrated that perceived quality has a favourable impact on consumer

usage by encouraging repeat purchases and the brand loyalty it fosters. Customers frequently stick with brands that provide them with positive experiences.

Reducing ongoing expenses

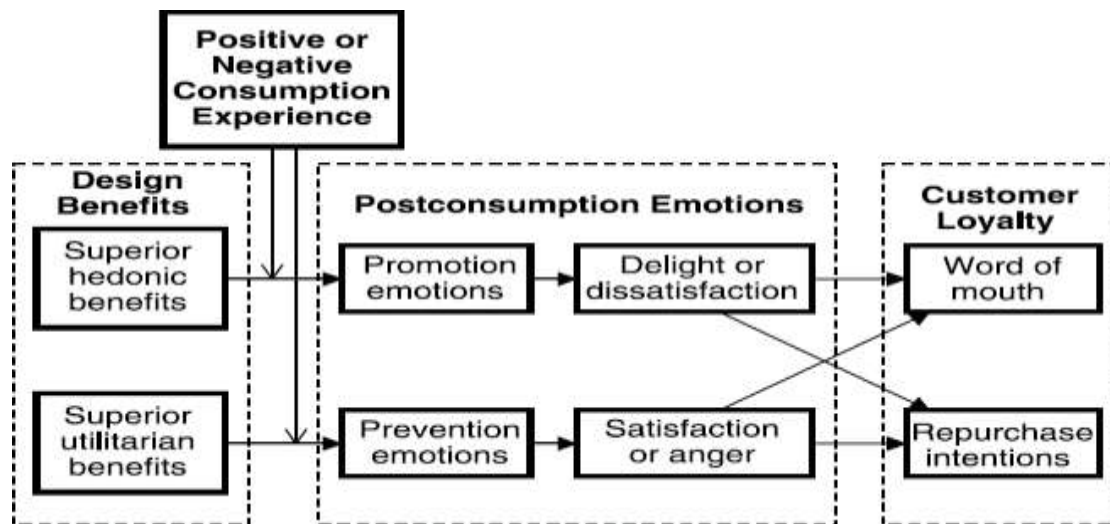
According to Moolla [6], maintaining a customer's loyalty can help cut down on recurring costs (the loyalty effect). Retaining consumers allows a business to spend less on new client acquisition.

Because of the rising competition, marketers are making brand loyalty development and sustenance the centre of their brand-building efforts due to the difficulties in gaining and keeping loyal clients. However, the management of consumer brand loyalty depends on a marketer's capacity to assess, comprehend, and capitalise on brand loyalty. According to this capacity should be supported by conceptual and empirical studies pertinent to comprehending how and why such loyalty exists. Despite the management importance of brand loyalty, Chaudhuri and Holbrook [27] point out that there are still conceptual and empirical research gaps in the field. The following section covers earlier conceptual and empirical research that looked at the factors that influence loyalty, particularly brand loyalty.

V. DRIVERS OF BRAND LOYALTY

Through studies that look at brand loyalty from behavioural, attitudinal, and multidimensional perspectives, researchers have discovered various drivers of brand loyalty. Moolla [6] has examined nearly three decades' worth of research on the factors that influence brand loyalty. Table 1 lists the 26 potential brand loyalty factors that Moolla found.

Table 1: Moolla’s (2010) brand loyalty drivers from his review of three decades of research



More recent research on the factors influencing brand loyalty in several industries, including South African studies, was reviewed.

Rai and Mehda [34] report that the antecedents of loyalty can be grouped into four categories, namely:

1. Environment-related traits include perceived switching costs and competitive attractiveness, as well as technology advancements and societal, cultural, or environmental changes.
2. Shared norms (such as solidarity, mutuality, flexibility, and dispute/complaint resolution), equity, close proximity, and longevity of the relationship are dyadic relationship characteristics.
3. Consumer proclivities include engagement in the category, deal propensity, and connection propensity [34].
4. Consumer impressions of their relationship with the marketing company include overall happiness with the product or service, performance trust and benevolent trust, the depth or value of communication, perceptions of the company or brand, relationship quality, and relationship satisfaction.

Moolla and Bisschoff [4] examined the explanatory power of twelve brand loyalty drivers associated with FMCG brands for FMCGs, which are the subject of the current study. Their chosen factors are influenced by environmental factors (such as culture and switching costs), consumer tendencies (such as

relationship proneness and participation), and consumer views of their interactions with the marketing firm (for example customer satisfaction, brand trust, brand performance). The findings of the brand loyalty drivers’ explanatory power or strength are presented in Table 2.

According to Moolla and Bisschoff’s [4] findings in Table 3.3, brand loyalty in the South African FMCGS business is best explained by dedication to the brand, whereas customer satisfaction has the least bearing on brand loyalty. Further research on the influence of drivers on customer loyalty to financial institutions in South Africa was conducted by Bisschoff and Salim [35]. They discovered that in the financial services sector, customer satisfaction and brand trust had the most explanatory power, while culture had the least impact. These findings imply that brand loyalty drivers’ effects depend on the industry. As a result, distinct brand loyalty models should be applied to various industries and product categories.

Table 2: Explanatory power of FMCG brand loyalty drivers

Loyalty driver	Strength of impact
Commitment	0.809
Brand affect	0.793
Brand relevance	0.770
Perceived value	0.769
Relationship proneness	0.701
Repeat purchase	0.683
Involvement	0.675
Switching cost	0.597
Culture	0.587
Brand trust	0.461
Brand performance	0.455
Customer satisfaction	0.337

VI. BRAND LOYALTY MODELS

Tables of the main factors influencing brand loyalty across industries were shown in the previous section. Depending on the product category examined and the socio-cultural setting of the study, several models and conceptions are used. This section discusses an earlier conceptual framework that has been applied to explain brand loyalty and that can serve as a model for the conceptual framework of this study.

Chitturi’s model

In their 2008 study, Chitturi et al., [27] looked at the relationship between hedonic and

utilitarian product benefits and consumer pleasure, delight, and loyalty. They discovered that the emotional experiences brought on by the consumption of hedonic advantages varied from those brought on by utilitarian rewards in both type and intensity. This variation in emotional experience led to noticeably differing degrees of client satisfaction, loyalty, and delight.

Although Chaudhuri define brand affect as "a brand’s potential to elicit a positive emotional response in the average consumer as a result of its use" and brand trust as "the willingness of the average consumer to rely on the ability of a brand to perform its stated function," they did not test

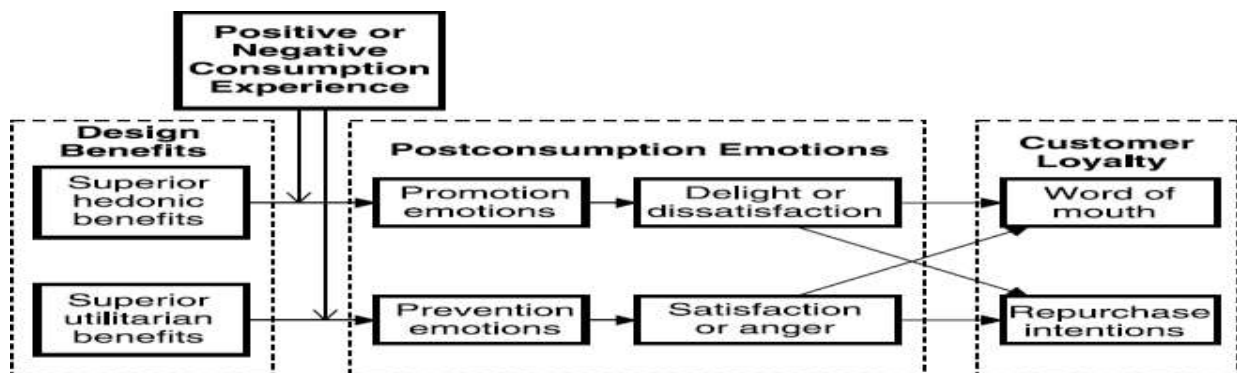


Figure 1: Chitturi et al.’s [27] model

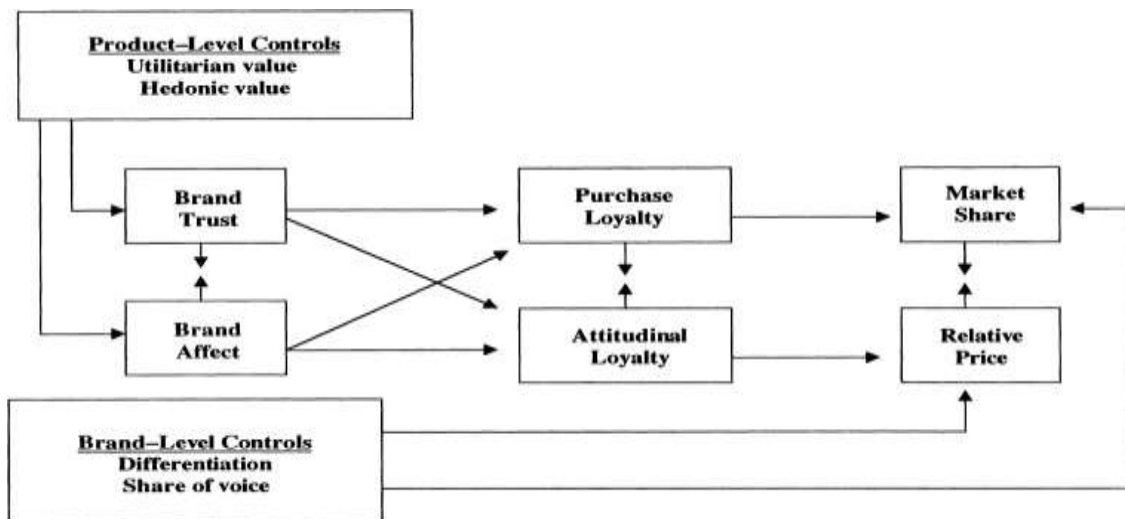


Figure 2: Chaudhuri and Holbrook's (2001) model of brand loyalty and brand performance.

How these two constructs impact on satisfaction before they affect brand loyalty. Additionally, they did not distinguish between the outcomes of the variable connections for various product categories. As a result, it was unclear how the connections' findings applied to the FMCGs category. Since a link between satisfaction and both attitudinal and behavioural loyalty, this study addresses this gap by analysing brand satisfaction as one of the drivers of brand loyalty and focusing on FMCG brands.

Moolla and Bisschoff's model

Moolla and Bisschoff [4] searched through three decades' worth of earlier research on brand loyalty factors but were unable to locate any studies that specifically addressed FMCGs. In their analysis, they pinpoint twelve key determinants and investigate how these twelve elements affect brand loyalty in the

FMCG sector, as shown in Figure 3. Their findings show that, despite the fact that each of the twelve characteristics has a considerable impact on brand loyalty, brand commitment, brand effect, brand relevance, perceived value, and relationship propensity have the biggest effects. However, brand loyalty is least affected by brand performance, brand trust, and customer satisfaction. Moolla and Bisschoff evaluated a variety of brand loyalty drivers' effects, but they did not examine how these drivers interact with brand loyalty.

In addition, they didn't look at brand loyalty's two components, behavioural and attitudinal. In addition to taking a two-dimensional approach to brand loyalty, the current study also looks at how some of the Moolla and Bisschoff [4] factors (such as brand affect and trust) predict brand satisfaction before both brand loyalties are explained.

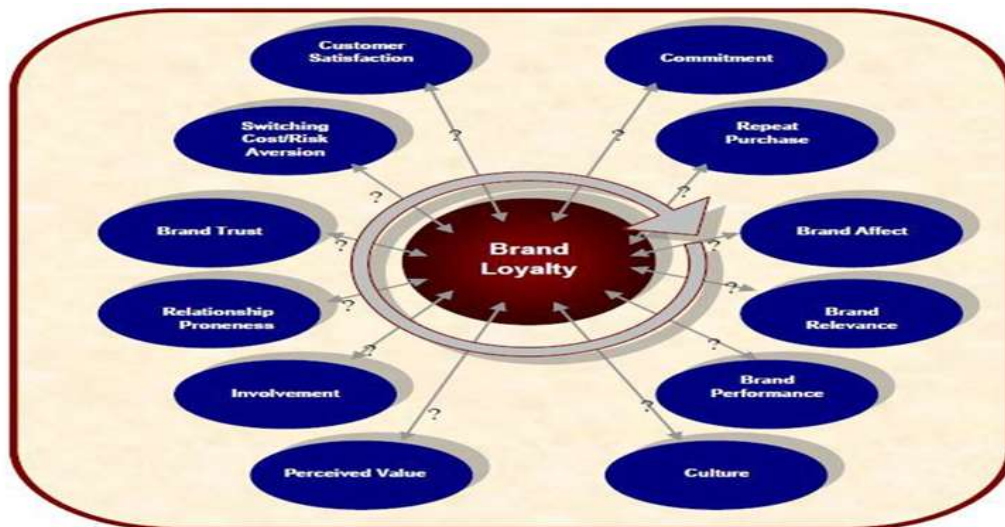


Figure 3: Moolla and Bisschoff's brand loyalty model

VII. CONCLUSION

This paper discussed the factors influencing brand loyalty. It examined the benefits of encouraging and maintaining brand loyalty. The two schools of thought on brand loyalty—behaviorist versus attitudinal and stochastic versus deterministic—were explored. The research also examined other studies that investigated the elements that affect brand loyalty. Significant brand loyalty models from the study were used to create the model for this investigation. The conceptual model for this investigation, together with details on its variables and any relationships between them, were supplied towards the conclusion of the publication. The following paper discusses the procedures for putting the suggested model from the study to the test.

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