

Review of Brand Loyalty Literature: 2001 – 2015

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Abstract - This paper examines the academic literature on brand loyalty and presents a comprehensive bibliography on the subject via classification schemes molded in the examination. With this purpose, this study scanned seven different online databases and accessed about 400 studies published between 2001 and 2015. Among these, this study examined 140 empirical research papers, the primary research topic of which is brand loyalty and classified them according to various beneficial factors. Classification schemes were formed by examining three 5-year periods (2001–2005, 2006–2010, and 2011–2015). We classified the research papers into three categories on the basis of their approaches to measuring brand loyalty: the behavioral approach, the attitudinal approach, or the multi-domain approach that combines the first two approaches. A yearly examination reveals that more studies adopted the multi-domain approach than either of the two other singular approaches. As the only study with an inclusive review of all the research studies on brand loyalty between 2001 and 2015, this study provides a comprehensive resource to marketing practitioners and researchers interested in brand loyalty to aid them in their work.

Keywords - Brand loyalty; behavioral loyalty; attitudinal loyalty; multi-domain approach; literature review

1. INTRODUCTION

In recent years, brand loyalty has been an increasingly attractive and popular research topic for both marketing practitioners and researchers (Worthington et al. 2010)[168]. Companies have started to focus more attention on loyal customers, because they are more profitable than non-loyal customers (Helgesen 2006)[52]. Although there is no common definition of brand loyalty, there is general consensus among scholars that brand loyalty is a multidimensional construct that is defined and measured in either behavioral or attitudinal terms (Sheth and Park 1974[139]; Jacoby and Chestnut 1978[60]; Dick and Basu 1994[33]; Mellens et al. 1996[102]; Stern 1997[152]; Bowen and Chen 2001[17]; Rundle-Thiele and Bennett 2001[133]; Back and Parks 2003[8]; Worthington et al. 2010)[168]. Behavioral loyalty is defined as the frequency of repeat purchase while attitudinal loyalty is defined as the psychological commitment that a consumer makes in the purchase act, such as intention to purchase and intention to recommend (without necessarily taking actual repeat purchase behavior into account) (Jacoby 1971[59]; Jarvis and Wilcox 1976)[62]. In general, the approaches commonly used to measure brand loyalty have been behavioral, attitudinal, or a combination of attitudinal and behavioral (Rundle-Thiele and Bennett 2001)[133].

The concept of brand loyalty is over ninety years old (Copeland 1923)[27] and has been recognized as a field of research in the marketing literature for almost five

decades (Howard and Sheth 1969)[55]. Despite its importance and popularity in marketing and consumer research, a comprehensive literature review has not been conducted on brand loyalty, especially in recent years. This study provides a wide-reaching review of brand loyalty studies published in academic journals between 2001 and 2015 and also provides a comprehensive classification of these studies. For this reason, it is hoped that this study will (1) fill this void in the literature, (2) indicate the current state of and direction for future research aimed at developing better approaches and advancing knowledge of brand loyalty, and (3) be helpful for both marketing researchers and practitioners in their future inquiries.

2. RESEARCH METHODOLOGY

In this study, a content analysis was used as a research technique to review the brand loyalty literature. Content analysis is a systematic technique for compressing words of text into fewer content categories on the basis of on explicit rules of coding (Weber, 1990; Krippendorff 2012)[167][76]. This study also followed procedures similar to those taken by different review studies in marketing literature (Ngai ve Wat 2002; Ngai 2003[111]; Ngai 2005[112]; Das 2009[29]; and Line and Runyan 2012)[98]. With this aim, this study searched the following online journal databases to provide a comprehensive bibliography of brand loyalty studies:

- Taylor and Francis
- JSTOR

- Emerald Insight
- Science Direct
- Palgrave
- Wiley
- SAGE

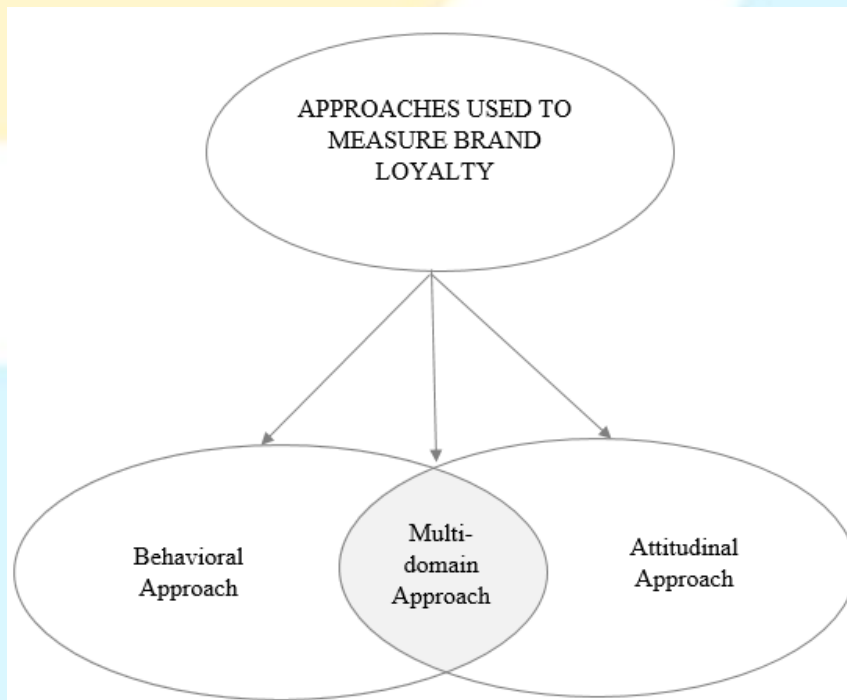
The literature review was conducted through the aforementioned databases by means of examining the published studies on brand loyalty. The terms “brand loyalty” and “loyalty” were used as the main keywords when searching the databases, and the research papers found in the databases were queried in terms of their contents, headlines, abstracts, and keywords. The scan results yielded 396 research papers. Because this study sought studies about the approaches and methods used to measure brand loyalty, only empirical studies were included in the study, and conceptual and modeling studies were excluded. Consequently, 140 empirical studies with brand loyalty as a primary research topic were included in the research and then classified on the basis of several criteria.

3. CLASSIFICATION METHOD

Jacoby and Chestnut (1978) [60] concluded that brand loyalty possesses a structure that includes both behavioral

and attitudinal characteristics. Fournier and Yao (1997)[41] stated that brand loyalty research evolves and develops with time. For the behavioral approach, which can be defined as the first step of the evolution, the researchers considered issues such as repurchasing (Ehrenberg 1988)[35], purchase frequency (Kahn *et al.* 1986)[64], and the ratio of a specific product category within the total purchased products and then developed models accordingly, aiming to estimate the future purchasing behavior of consumers (Ehrenberg 1991)[36]. The second approach is defined as the attitudinal approach. This approach claims that the explanatory aspect of the behavioral approach is deficient (Jacoby and Kyner 1973), and definitions of the attitudinal approach and that of the attitudinal/behavioral approach (a multi-domain structure that includes the adoption of both approaches) emerged. Rundle-Thiele and Bennett (2001) [133] classified the literature they examined during their studies on brand loyalty approaches into three categories: “behavioral,” “attitudinal,” and “multi-domain” (this third approach merges the two approaches). In line with this classification, the research papers examined for this study were classified as shown in Figure 1 by the approaches they adopt in measuring brand loyalty.

Figure 1. Classification of approaches used to measure brand loyalty



In addition, the research papers examined for this study have been analyzed with the following criteria:

- Distribution of research papers based on publication years
- Distribution of total number of research papers in journals
- Distribution of research papers based on the research countries

- Distribution of research papers based on the research industries
- Distribution of research papers based on research and sampling methods

All of the 140 research papers examined within the scope of the research were published within a period of 15 years. These studies were classified on the basis of three successive periods during the analysis.

- Period I: (2001–2005)
- Period II: (2006–2010)
- Period III: (2011–2015)

4. RESULTS

The classification graphs are presented in this section. The research papers were classified on the basis of the publication years, the approaches they adopted in measuring brand loyalty, the journals in which they were published, the applicable countries, the applicable industries, and the research and sampling methods.

Figure 2. Distribution of research papers by years and period

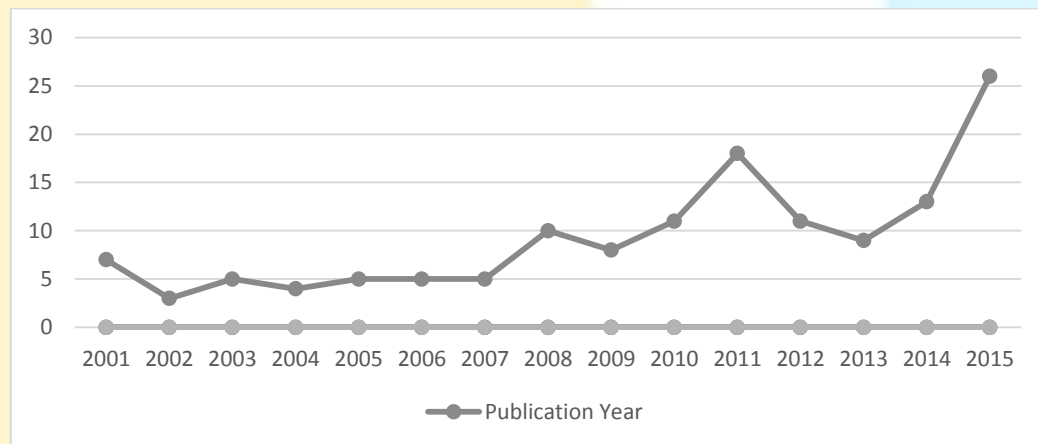


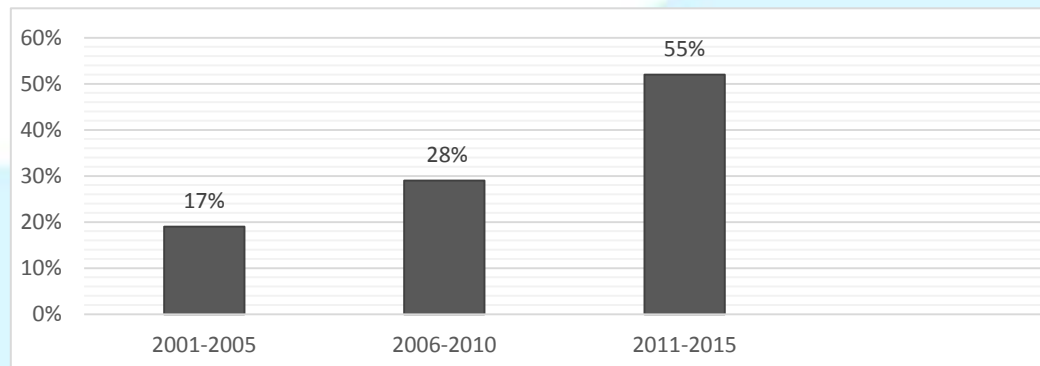
Figure 3 exhibits the 5-year-period distribution of the studies on brand loyalty. The number of studies increased in each period, with a total of 77 research papers

4.1 Distribution of research paper by years and period

The distribution of the studies according to the years between 2001 and 2015 is shown in Figure 2. The databases that were examined exhibited an important increase in the number of studies on brand loyalty, especially after 2009. This increase can be observed more clearly when grouping the studies into the three periods as shown in Figure 3.

published in the last 5-year-period, accounting for 55% of the total publications.

Figure 3. 5-year-period distribution of the studies on brand loyalty.



4.2 Classification of the reviewed literature (brand loyalty measures)

As is seen in Table 1, the studies were classified on the basis of their approaches towards brand loyalty. The

studies were classified into three general categories based on their approaches to measuring and conceptualizing brand loyalty: behavioral, attitudinal, or multi-domain.

Table 1: A Classification of Brand Loyalty Measures

Approach	Bibliography
Behavioral approach	Allender and Richards (2012), Alnawas and Altarifi (2015), Arcella, Soggiu and Leclercq (2003), Aspara (2009), Bennett (2008), Bianchi, Drennan and Proud (2014), Dawes (2014), Dawes, Meyer-Waarden and Driesener (2015), Demirbag-Kaplan et al. (2015), Drennan et al. (2015), Empen, Loy and Weiss (2015), Gazquez-Abad and Sanchez-Perez (2009), Ha and John (2010), Ha et al. (2011), Jang et al. (2008), Jones and Kim (2011), Knox and Walker (2001), Knox and Walker (2003), Ko et al. (2009), Krystallis and Chrysochou (2011), Kuenzel and Halliday (2010), Labeaga, Lado and Martos (2007), Lee and Workman (2015), Leclercq et al. (2003), Murray and Kline (2015), Park and Kim (2011), Pedeliento et al. (2015), Raies, Mühlbacher and Gavard-Perret (2015), Romaniuk and Nenycz-Thiel (2013), Ronda Catalunya, Garcia and Phau (2006), Sano et al. (2014), Shum (2004), Sirgy et al. (2008), So et al. (2014), Podoshen (2006), Stocchi, Driesener and Nenycz –Thiel (2015), Thompson and Sinha (2008), Uncles, Wang and Kwok (2010), Van Steenburg and Spears (2011), Vander Schee (2010), Wu (2011)
Attitudinal approach	Ahn, Kim and Hyun (2015), Back (2005), Balakrishnan, Dahnil and Yi (2014), Bennett, Hartel and McColl-Kennedy (2005), Bhardwaj, Park and Kim (2011) Bianchi and Pike (2011), Brexendorf et al. (2010), Casalo, Flavian and Guinaliu (2010), Chang (2010), Cheng, Fang and Chen (2015), Costa-Font, Rudisill and Tan (2014), Erdogmus and Cicek (2012), Fountain, Fish and Charters (2008), Guido and Peluso (2015),Hochgraeffe, Faulk and Vieregge (2012), Hosseini, Zainal and Sumarjan (2015), Huber and Herrmann (2001), Kang, Tang and Lee (2015), Kim, Kim and Lee (2010), Kressmann et al. (2006), Krystallis and Chrysochou (2014), Kuo and Feng (2013), Lam (2007), Lam and Shankar (2014), Laroche, Habibi and Richard (2013), Laroche et al. (2012), Lee (2011) Lee, Back and Kim (2009) Lee et al. (2015), Luo, Zhang and Liu (2015), Mahasuweerachai and Qu (2015), Munnukka, Karjaluoto and Tikkanen (2015), Nam, Ekinci and Whyatt (2011), Park, Song and Ko (2011), Phau and Cheong (2009), Sahin, Zehir and Kitapci (2011), Shobri et al. (2012), Sindik and Graybeal (2011), Srivastava and Prakash (2012), Tsai (2011), Unal and Aydın (2013), Zehir et al. (2011)
Multi-domain Approach	Back and Parks (2003), Bianchi (2015), Bristow and Sebastian (2001), Bruwer and Buller (2013), Chahal and Bala (2010), Chaudhuri and Holbrook (2001), Chung and Park (2015), Ercis et al. (2012), Francisco-Maffezolli, Semperebon and Prado (2014), Fullerton (2005), Gounaris and Stathakopoulos (2004), Greve (2014), He and Lai (2014), He, Li and Harris (2012), Huang et al. (2015), Iglesias, Singh and Batista-Foguet (2011), Kim, Han and Park (2001), Kim, Kim and Hyun (2015), Kim, Lee and Lee (2007), Kim, Lee and Park (2010), Kim, Morris and Swait (2008), Kwon, Englis and Mann (2015), Labrecque, Krishen and Grzeskowiak (2011), Lee and Back (2009), Li (2009), Li and Petrick (2008a), Li and Petrick (2008b), Lin (2010), Lu and Xu (2015), Merisavo and Raulas (2004), Moore and Sekhon (2005), Moller Jensen and Hansen (2006), Nagar (2009), Odin, Odin and Valette-Florence (2001), Oh and Fiorito (2002), Podoshen and Andrzejewski (2012), Puligadda et al. (2012), Punniyamoorthy and Raj (2007), Punniyamoorthy et al. (2011), Ramaseshan and Stein (2014) Reich et al. (2006), Roehm, Pullins and Roehm (2002), Russell-Bennett, Hartel and Worthington (2013), Russell-Bennett, McColl-Kennedy and Coote (2007), Seric, Gil-Saura and Molla – Descals (2013), Shih (2012) So, Danaher and Gupta (2015), So et al. (2013), Sritharan, Jyothi and Rajakumar (2008), Podoshen (2008), Taylor et al. (2002), Thompson, Newman and Liu (2014), Thorbjornsen and Supphellen (2004), Uslu, Durmus and Tasdemir (2013), Van den Brink, Odekerken-Schroder and Pauwels (2006), VonRiesen and Herndon (2011), Vonresen, Herndon and Vonriesen (2001), Yi and Jeon (2003)

To accomplish the classification in Table 1, this study sought to examine whether the researchers clearly stated the approach they adopted in measuring brand loyalty. Sixty-three studies stated the adopted approach. For the research studies that did not specify the approach that was used, this study examined in depth the scales used to measure brand loyalty, the hypotheses established in the research, and the research questions to determine the adopted measurement approach. The following criteria were considered in the determination: (1) attitudinal loyalty refers to the psychological commitment that a consumer makes in the purchase act, such as intention to purchase and intention to recommend (without necessarily

taking the actual purchase behavior into account) (Jacoby 1971[59]; Jarvis and Wilcox 1976)[62] and (2) attitudinal measures only rely on consumer declarations (Odin, Odin and Valette-Florence, 2001)[114], while behavioral measures rely on effective (i.e., actual) purchasing behavior (Quester and Lim 2003)[126]. Therefore, approaches that measure real behavior were included in the classification of behavioral loyalty, and approaches that measure planned commitment, such as recommendation to others and intention to repurchase, were included in the classification of attitudinal loyalty.

4.3 Distribution of research papers by measurement approaches and period

Table 2 shows the classification of the studies based on approach. The most adopted approach to measuring brand

loyalty was the multi-domain approach with 56 total studies, or 40% of the total number of empirical research papers.

Table 2. Distribution of research papers by measurement approach and period

Research Method	2001-2005		2006-2010		2011-2015		Total	
	Nos	%	Nos	%	Nos	%	Nos	%
Behaviorist approach	5	20.83	14	35.89	23	29.87	42	30
Attitudinal approach	5	20.83	9	23.08	28	36.36	42	30
Multi-domain approach	14	58.34	16	41.03	26	33.77	56	40
Total	24	100	39	100	77	100	140	100

4.4 Distribution of research papers by journal and period

Table 3 presents the distribution of the studies based on the type of journals in which they were published and their publication periods. As seen in the table, the majority (80) of the research papers were published in 32 different marketing journals, which indicates that research papers published in marketing journals make up 57% of the total number of studies. Among the marketing journals, the Journal of Business Research (12 studies, or 9%) and the Journal of Brand Management (9 studies, 6%) hosted the highest number of publications. The Journal of Business Research handles a wide diversity of topics that includes business decisions, processes, and applications within the current business community. The Journal of Brand Management has established itself as the

leading authoritative journal on brand management and strategy. This journal publishes the most up-to-date opinions and cutting-edge technology analyses that direct international trends both in industry and academia and original peer-review papers that examine this fast-growing field.

Procedia Social and Behavioral Sciences publishes conference papers on social and behavioral sciences, art, and humanities. Outside the scope of marketing journals, Procedia Social and Behavioral Sciences published the highest number of studies (10 papers). We observed that the number of research papers on brand loyalty in service-based journals increased every year. In the entire span, 23 studies were published in a total of 14 service-based journals.

Table 3. Distribution of research papers by journal and period

Marketing Journals	Journal Name	2001-2005	2006-2010	2011-2015	Total
	Australasian Marketing Journal		1	2	3
	European Journal of Marketing			2	2
	Industrial Marketing Management	1		1	2
	International Business Review			1	1
	Journal of Advertising		1		1
	Journal of Brand Management	2		7	9
	Journal of Business Research	1	4	7	12
	Journal of Consumer Behavior			1	1
	Journal of Consumer Marketing	1	4	1	6
	Journal of Fashion Marketing and Management	1			1
	Journal of Food Products Marketing			1	1
	Journal of Global Academy of Marketing Science	1	1		2
	Journal of Global Scholars of Marketing Science			1	1
	Journal of Hospitality Marketing and Management			1	1
	Journal of Interactive Marketing			1	1
	Journal of International Consumer Marketing		2	1	3
	Journal of Marketing	1	1		2
	Journal of Marketing Channels			1	1
	Journal of Marketing Communications			1	1

	Journal of Marketing Management	1	1		2
	Journal of Marketing Research	1			1
	Journal of Marketing Theory and Practice			1	1
	Journal of Product and Brand Management	1	2	1	4
	Journal of Retailing			1	1
	Journal of Retailing and Consumer Services		2	3	5
	Journal of Relationship Marketing			1	1
	Journal of Strategic Marketing	2			2
	Journal of Targeting, Measurement and Analysis for Marketing		2	1	3
	Journal of The Academy of Marketing Science	1			1
	Journal of Travel and Tourism Marketing		1	3	4
	Services Marketing Quarterly		1		1
	The International Review of Retail Distribution and Consumer Research	1	2		3
	Total	15	25	40	80
Business, Economics and Management Journals	Asia Pacific Business Review		1		1
	Asia-Pacific Journal of Management Research and Innovation			1	1
	Australian Journal of Management			1	1
	Canadian Journal of Administrative Sciences	1		1	2
	International Journal of Management		1		1
	Journal of Business Ethics		1		1
	Journal of East-West Business	1			1
	Journal of Economics and Management Strategy	1			1
	Journal of Media Business Studies			1	1
	The Journal of Business Perspective		2		2
	Total Quality Management and Business Excellence			1	1
	Total	3	5	5	13
Service (Tourism, Food & Hospitality Journals	Annals of Tourism Research			1	1
	Current Issues in Tourism			1	1
	International Journal of Hospitality Management			3	3
	International Journal of Wine Business Research		1		1
	International Journal of Fashion Design, Technology and Education			1	1
	Journal of Foodservice Business Research	1			1
	Journal of Hospitality and Tourism Research	2	2	1	5
	Journal of Quality Assurance in Hospitality & Tourism		1		1
	Journal of Sustainable Tourism			1	1
	Journal of Travel Research		2		2
	Journal of Vacation Marketing			1	1
	Journal of Wine Research			2	2
	The Service Industries Journal		1	1	2
	Tourism and Hospitality Research			1	1
	Total	3	7	13	23
Information Technology and Information Systems Journals	Computers in Human Behavior			4	4
	Information and Management			1	1
	International Journal of Electronic Commerce		1		1
	International Journal of Information Management			2	2
	Journal of Information and Optimization Sciences		1		1

	Procedia Computer Sciences			1	1
	Total		2	8	10
Others	Food additives and Contaminants	1			1
	Health policy			1	1
	Toxicology Letters	1			1
	Japanese Psychological Research	1			1
	Procedia Social and Behavioral Sciences			10	10
	Total	3		11	14

4.5 Distribution of research papers by country and period

When analyzed by country of study, 13 research papers (6.42%) were not country-specific. The remaining

research papers covered over 30 countries as shown in Table 4.

Table 4. Distribution of research papers by country and period

Country	2001-2005	2006-2010	2011-2015	Total	Contribution (%)
Australia	1	4	8	13	9.21
Brazil			1	1	0.71
Canada	1			1	0.71
Chili			2	2	1.42
China		3	4	7	4.96
Croatia			1	1	0.71
Denmark		1	1	2	1.42
England	3		5	8	5.67
Finland		1	1	2	1.42
France	1		3	4	2.83
Germany	1	1	4	6	4.26
Greece	1		1	2	1.42
Hong Kong	1		2	3	2.13
India		4	3	7	4.96
Italy	2			2	1.42
Japan			2	2	1.42
Jordan			1	1	0.71
Korea	4	7	4	15	10.63
Malesia			2	2	1.42
Mexico			1	1	0.71
New Zealand		1		1	0.71
Norway			1	1	0.71
Persia			1	1	0.71
Portugal			1	1	0.71
Singapore			1	1	0.71
Spain		4	2	6	4.26
Switzerland			1	1	0.71
Taiwan		1	5	6	4.26
Turkey			6	6	4.26
USA	7	11	17	35	24.82
Total	22	38	81	141	100%
Country coverage (%)	30	36.6	90		

Because some of the studies are cross-country studies, the distribution numbers indicated in the table exceed the total number of research papers that were country-specific. As seen in the table, 30% of the 30 countries were represented in the first period, followed by 36.6% in the second period, and 90% in the third period. This finding suggests that the importance of brand loyalty is increasing and the research on this subject is spreading across countries. We note that the country with the

highest number of studies is the United States, followed by Korea and Australia.

4.6 Distribution of research papers by industry and period

According to the analysis results by industry, 27 (19.3%) of the 140 research papers were not specific to any industry. The remaining 113 studies fall under 32 different industries. Forty-six percent of the 32 industries

were represented in the first period, followed by 68% in the second period, and 68% in the last period. According to this result, it can be stated that there has been an increase in the applicability of brand loyalty among different industries and in industry-based research activities. In addition, the retail, automotive, and hotel

industries stand out as the industries with the highest number of brand loyalty studies, followed by the mobile phone, food service, and alcoholic beverage industries. Because some studies include two or more industry areas, the total of the distribution by industry exceeds the total number of examined studies. See Table 5 for this data.

Table 5. Distribution of research papers by industry and period

Industry	2001-2005	2006-2010	2011-2015	Total	Contribution(%)
Airline			4	4	3.15
Alcoholic beverage	1	1	5	7	5.51
Automotive	1	5	5	11	8.67
Beauty shop	1			1	0.79
Beverage	1		2	3	2.36
Cement			1	1	0.79
Cigarette			1	1	0.79
Cleaning products	1	1		2	1.57
Clothing	2	2	4	8	6.30
Cosmetic	1	2	3	6	4.72
Computer parts		1		1	0.79
Cruise		3		3	2.36
Education		2		2	1.57
Electronic device		1	3	4	3.15
Financial services		1	3	4	3.15
Food	2	1	3	6	4.72
Food chemical	2			2	1.57
Food services	1	2	4	7	5.51
Free software		1		1	0.79
Healthcare		1	1	2	1.57
Home decor			1	1	0.79
Hotels	2	1	8	11	8.67
Media		1	1	2	1.57
Mobil phone	1	1	8	10	7.87
Packaged goods	1	1	2	4	3.15
Retailing	3	5	7	15	11.81
Shoes		1	2	3	2.36
Sport	1			1	0.79
Telecommunication		1		1	0.79
Theme park			1	1	0.79
Tourism			1	1	0.79
Toys and Online gaming		1		1	0.79
Total	21	36	70	127	100%
Industry Coverage (%)	46.87	68.75	68.75		

4.7 Distribution of research papers by research method and period

Table 6 provides the distribution of research papers based on research methods. We observed that survey research is the most widely used method, followed by panel research,

which shows an upward curve, especially over the past few years. As both methods were used in some studies, the total distribution in the table exceeds the total number of examined research papers.

Table 6. Distribution of research papers by research method and period

Research Method	2001-2005	2006-2010	2011-2015	Total
Survey research	17	29	62	108
Panel research	3	8	10	21

Qualitative research	0	1	2	3
Secondary data research	0	0	3	3
Experimental research	3	2	3	8
<i>Total</i>	23	40	80	143

4.8 Distribution of research papers by sampling method and period

Table 7 shows the distribution of the studies based on the sampling method used. Twelve studies in which the sampling method was not specified or that did not have a

Table 7. Distribution of research papers by sampling method and period

Sampling Method	2001-2005	2006-2010	2011-2015	Total
Probability	12	10	26	48
Non-probability	8	29	43	80
Total	20	39	69	128

sampling method as a result of the research method, were excluded from this classification. The distribution of the remaining research papers based on sampling methods is shown in the table.

5. CONCLUSIONS AND IMPLICATIONS

This study covers 140 research papers published between 2001 and 2015, obtained from seven selected databases. The research results indicate that the distribution ratios of the examined studies, based on 5-year periods, show an increasing curve and that brand loyalty studies in the period between 2011 and 2015 contributed significantly to the entirety of the examined period. About 55% of the total studies were conducted in that 5-year period.

The distribution ratio of the examined studies among the journals indicates that a large portion of the studies on brand loyalty (69%) were published in marketing, consumer, business, and management journals. The remaining studies were published in journals with fundamental topics, such as tourism, psychology, economics, and behavioral sciences. One important finding was the fact that no studies were published in information technology or information system journals in the first period (2001–2005), but a total of 10 studies were published in such journals in the second and third periods (2006–2015). The fact that journals focusing on different disciplines have published studies on brand loyalty in recent years is an indicator that the subject has gained importance in a multidisciplinary aspect.

The research papers have also been classified by country, industry type, as well as research and sampling methods. The results show that the studies focused mostly on the USA, Korea, and Australia. From an industrial standpoint, the retail, automotive and hotel industries are the ones with the highest number of studies conducted. Survey research is the most widely used method; however, panel research has increased, especially over the past few years. We note that the evaluation of these results indicates that studies with the behavioral approach were generally conducted with panel data, while studies with the attitudinal approach were conducted with survey data.

The research papers examined in the study were classified under three fundamental areas based on their approaches: behavioral, attitudinal, and multi-domain. The classification results show that 40% of the studies adopted a multi-domain approach, 30% adopted the behavioral approach, and 30% adopted the attitudinal approach. The studies included in the classification of behavioral loyalty generally used indicators such as amount of purchase, purchasing frequency, and brand shares that can be observed within a specific period of time for behavior measurement (Baldinger et al. 2002[10]; Aydın and Özer 2004; Moore and Sekhon 2005)[105]. Meanwhile, studies included in the classification of attitudinal loyalty measured brand loyalty generally via planned commitments such as repurchase intention, word of mouth, supplier privatization, and recommendation willingness (Aydın and Özer 2004; Narayandas 1996[110]; Sirdesmukh *et al.* 2012[144]; Kressmann *et al.* 2006)[75].

The fact that the majority of the research papers did not state the adopted approach allows us to make specific implications. First, the researchers might have deemed it unnecessary to state the approach they used to measure brand loyalty. This indicates that these researchers ignored the approaches discussed in the prior literature (behavioral/attitudinal loyalty, spurious/true loyalty, stochastic/deterministic loyalty, etc.). Certainly, obtaining a stronger theoretical background on the subject of brand loyalty will contribute to the development of the best approach to be used in measuring this phenomenon. This will further contribute to the literature. Second, in studies that did not state the adopted approach, the approaches used to measure brand loyalty as a phenomenon were highly diversified. This indicates that there are important disagreements between researchers on the methods to define and measure brand loyalty. For example, Chaudri and Holbrook (2001: 82,88)[24] claimed that the intention to repurchase measured behavioral loyalty, while Kressmann *et al.* (2006) suggested that the intention to

repurchase measured attitudinal loyalty. In order to remedy this confusion and to apply a useful, common classification to cover all the studies, this study defined the studies that measured real behavior as behavioral loyalty and those that measured planned commitment such as recommendation to others and intention to repurchase as attitudinal loyalty. It must be emphasized that this review study aims to provide future researchers with functional classifications regarding the general literature. It does not intend to improve measurement approaches or join conceptual discussions on brand loyalty. In this sense, the classification schemes might not be perfect from every researcher's point of view. It is also important to note that between 2001 and 2015, there were more studies adopting a multi-domain approach in measuring brand loyalty versus merely a behavioral or attitudinal approach. Researchers agree in the literature that brand loyalty is a multidimensional construct. Finally, this study presents a comprehensive summary of the literature on brand loyalty, to benefit researchers in their future inquiries. Furthermore, the classification of non-empirical studies (such as conceptual research) on brand loyalty (Solomon 1983; Ozkara 2014) can make a significant contribution to the literature. The comprehensive list of research papers examined and the bibliography are presented in the Appendix 1. at the end of this paper.

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Appendix 1

Author (Year)	Country	Industry	Research Method	Analysis	Sampling Unit	Sampling Method	Data Collection Method	Sample Size
Ahn, Kim and Hyun (2015)	USA	Airline	Survey research	SEM	Passengers	Prob.	Internet	205
Allender and Richards (2012)	USA	Retail	Secondary data	F-test, T-test, Mean, Regression	Secondary data	Not applicable	Not applicable	—
Alnawas and Altarifi (2015)	Jordan	Hotel	Survey research	PLS-SEM	Consumers	Non-prob.	Interviews	432
Arcella, Soggiu and Leclercq (2003)	Italy	Food chemical	Survey research	Percentage, Stochastic Modelling	Students	Prob.	Interviews	3982
Aspara (2009)	Finland	Not specific	Survey research	Percentage, Chi-square	Stockowners	Prob.	Mail survey	293

Back (2005)	USA	Hotel	Survey research	SEM, Mediation analysis	Consumers	Non-prob.	Personal interview	310
Back and Parks (2003)	USA	Hotel	Survey research	SEM	Business travelers	Prob.	Personal interview	194
Balakrishnan, Dahnil and Yi (2014)	Malesia	Not specific	Survey research	Mean, Regression	Students	Prob.	Not available	150
Bennett (2008)	China	Electronic device	Survey research	Percentage, Correlation	Consumers	Non-prob.	Not available	400
Bennett, Hartel and McColl-Kennedy (2005)	Australia	Not specific	Survey research	SEM, Chi-square	Decision makers	Prob.	Not available	267
Bhardwaj, Park and Kim (2011)	India	Clothing	Survey research	SEM	Students	Non-prob.	Personal interview	411
Bianchi (2015)	Chili	Wine	Panel research	SEM	Consumers	Non-prob.	Consumer panel	300
Bianchi and Pike (2011)	Australia	Tourism	Survey research	SEM	Chilean consumers	Prob.	Mail survey	341
Bianchi, Drennan and Proud (2014)	Australia	Wine	Panel research	SEM	Consumers	Non-prob.	Consumer panel	1175
Brexendorf et al. (2010)	Not specific	Automotive	Survey research	SEM	Consumers and salespersons	Non-prob.	Personal interview	252
Bristow and Sebastian (2001)	USA	Sport	Survey research	ANOVA, Chi-square	Managers/owners	Non-prob.	Personal interview	371
Bruwer and Buller (2013)	Japan	Wine	Survey research	ANOVA, Regression, Correlation	Consumers	Non-prob.	Mail survey	173
Casalo, Flavian and Guinaliu (2010)	Spain	Free Software	Survey research	SEM	Members of free software communities	Non-prob.	Internet survey	215
Chahal and Bala (2010)	India	Healthcare	Survey research	SEM	Users healthcare services	Non-prob.	Not available	300
Chang (2010)	Not specific	Retailing	Survey research	Percentage	Consumers	Prob.	Personal interview	100
Chaudhuri and Holbrook	USA	Not specific	Survey research	Path analysis	Consumers and brand managers	Prob.	Interviews, personal	9.010

(2001)							interview, mail survey	
Cheng, Fang and Chen (2015)	China	Theme park	Survey research	SEM	Visitors	Not available	Interview s	314
Chung and Park (2015)	England, France, Germany	Mobil phone	Survey research	Factor, Regression	Consumers	Not available	Mail survey	1,651
Costa-Font, Rudisill and Tan (2014)	Spain	Healthcare	Secondary data	Probit and Bivariate probit regression	Secondary data	Not applicabl e	Not applicabl e	–
Dawes (2014)	USA	Cigarette	Panel research	Multi- nominal logit regression	Consumers	Non- prob.	Consume r panel	2000
Dawes, Meyer - Waarden and Driesener (2015)	England and USA	Not specific	Panel research	Correlation, Percentage	Consumers	Non- prob.	Consume r panel	Not availabl e
Demirbag- Kaplan et al. (2015)	Turkey	Not specific	Qualitative research	Content analysis	Students	Non- prob.	In-depth interview, observ.	14
Drennan, et al. (2015)	Australia, Chili, France, Mexico and Portugal	Alcoholic beverage	Panel research and survey research	SEM	Students and consumers	Non- prob.	Mail survey and consumer panel	3462
Empen, Loy and Weiss (2015)	Germany	Food	Panel research	T-test, Percentage, Correlation	Consumers	Non- prob.	Consume r panel	1204
Ercis et al. (2012)	Turkey	Mobil phone	Survey research	Correlation, Multiple regression	Students	Non- prob.	Interview	390
Erdogmus and Cicek (2012)	Turkey	Not specific	Survey research	Multiple regression	Social media users	Not available	Not available	338
Fountain, Fish and Charters (2008)	Australia, New Zealand	Alcoholic beverage	Qualitative research	Use of narratives	Mystery shoppers	Non- prob.	Focus group	82
Francisco- Maffezolli, Sempredon and	Brazil	Cosmetic	Survey research	SEM	Consumers	Non- prob.	Interview and	306

Prado (2014)							internet	
Fullerton (2005)	Canada	Retailing	Survey research	Factor, Regression, Mediation analysis	Student consumers and consumers	Prob.	Personal interview	418
Gazquez-Abad and Sanchez-Perez (2009)	Spain	Retailing	Panel research	Multinomial logit regression	Consumers	Non-prob.	Consumer panel	389
Gounaris and Stathakopoulos (2004)	Greece	Alcoholic beverage	Survey research	Factor, Chi-square	Consumers	Prob.	Personal interview	850
Greve (2014)	Germany	Not specific	Survey research and experimental research	Kolomogorov-Smirnov test, Mann Whitney-U test	Students	Prob.	Internet	201
Guido and Peluso (2015)	Not specific	Not specific	Survey research	SEM	Consumers	Non-prob.	Not available	951
Ha and John (2010)	South Korea	Financial service, Retailing	Survey research	SEM	Consumers	Prob.	Interviews	508
Ha et al. (2011)	South Korea	Financial service, Retailing	Survey research	SEM	Consumers	Prob.	Not specific	508
He and Lai (2014)	Hong Kong	Cosmetic	Survey research	SEM	Shopper	Prob.	Interview	254
He, Li and Harris (2012)	Taiwan	Cosmetic, Mobile phone	Survey research	SEM	Consumers	Non-prob.	Interview	400
Hochgraeefe, Faulk and Vieregge (2012)	Switzerland	Hotel	Survey research	Pearson's correlations, T-test, ANOVA	Social clubs members	Non-Prob.	Mail survey	167
Hosseini, Zainal and Sumarjan (2015)	Persia	Hotel	Survey research	Mediation analysis	Consumers	Non-prob.	Not available	302
Huang et al. (2015)	Taiwan	Retailing	Survey research	SEM	Students	Non-prob.	Not available	524
Huber and Herrmann (2001)	Germany	Automotive	Survey research	Mann-Whitney U Test, SEM	Driving-license holders	Non-prob.	Telephone survey	1.000

Iglesias, Singh and Batista-Foguet (2011)	Spain	Not specific	Survey research	SEM	Students	Non prob.	Interview and mail survey	195
Jang et al. (2008)	Korea	Not specific	Survey research	Factor, Multiple Regression, Pearson's correlation	Brand community members	Prob.	Mail survey	250
Jones and Kim (2011)	USA	Retailing	Survey research	SEM	Students	Non-prob.	Personal interview	358
Kang, Tang and Lee (2015)	Korea	Retailing	Survey research	SEM	Costumers	Non-prob.	Interview	389
Kim, Han and Park (2001)	Korea	Mobile phone	Survey research	SEM	Students	Prob.	Personal interview	130
Kim, Kim and Hyun (2015)	USA	Airline	Panel research	SEM	Passengers	Non-prob.	Consumer panel	205
Kim, Kim and Lee (2010)	South Korea	Clothing	Survey research	Factor, ANOVA, Duncan test, Multiple regression	Consumers	Non-prob.	Not available	475
Kim, Lee and Lee (2007)	Korea	Food service	Survey research	SEM	Consumers	Non-prob.	Personal interview	207
Kim, Lee and Park (2010)	USA and Korea	Not specific	Survey research	Multiple regression, SEM	Consumers	Non-prob.	Interviews	1141
Kim, Morris and Swait (2008)	USA	Not specific	Survey research	SEM	Students	Prob.	Internet survey	476
Knox and Walker (2001)	England	Retailing	Panel research	Cluster analysis	Consumer	Prob.	Consumer panel	463
Knox and Walker (2003)	England	Retailing	Panel research	SEM	Consumers	Non-Prob.	Consumer panel	466
Ko, et al. (2009)	USA, China, Korea	Shoes	Survey research	Cluster analysis, SEM	Student Consumers	Not available	Not available	411
Kressmann, et al. (2006)	Not specific	Automotive	Survey research	ANOVA, SEM	Car owners	Prob.	Mail survey	600
Krystallis and Chrysochou (2011)	Greece	Food	Survey research	Percentage, Purchase frequency	Consumers	Non-prob.	Not available	344

Krystallis and Chrysochou (2014)	Denmark and Norway	Airline, Financial service	Survey research	PLS-SEM	Students	Non-prob.	Internet	395
Kuenzel and Halliday (2010)	Germany	Automotive	Survey research	SEM	Consumer	Non-prob.	Not available	1170
Kuo and Feng (2013)	Taiwan	Automotive	Survey research	SEM	Online community members	Non-prob.	Internet survey	283
Kwon, Englis and Mann (2015)	USA	Not specific	Experimental research	ANOVA, MANOVA, Correlation	Consumers	Prob.	Consumer panel	786
Labeaga, Lado and Martos (2007)	Spain	Retailing	Panel research	Percentage, ANOVA	Consumers	Non-Prob.	Consumer panel	1095
Labrecque, Krishen and Grzeskowiak (2011)	USA	Electronic device	Survey research	Discriminant, Regression	Students	Non-prob.	Internet survey	330
Lam (2007)	Australia	Not specific	Survey research	Factor, Multiple Regression, Correlation	Students	Non-prob.	Not available	228
Lam and Shankar (2014)	Singapore	Mobile phone	Survey research	SEM	Consumers	Non-prob.	Interview	514
Laroche, Habibi and Richard (2013)	Not specific	Not specific	Survey research	SEM	Brand community members	Prob.	Internet survey	441
Laroche et al. (2012)	Not specific	Not specific	Survey research	SEM	Brand communities members	Prob.	Internet survey	441
Leclercq, et al. (2003)	Italy	Food chemical	Survey research	Chi-square test, Stochastic modelling	Students	Prob.	Not available	3685
Lee (2011)	Taiwan	Mobile phone	Survey research	SEM	Phone users	Non-prob.	Internet survey	1266
Lee and Back (2009)	USA	Hotel, Food service, Education	Survey research	SEM	Council members	Non-prob.	Mail survey	213
Lee, Back and Kim (2009)	Korea	Food service	Survey research	SEM	Consumers	Non-prob.	Personal interview	460
Lee et al. (2015)	South	Mobil Phone	Survey	SEM	Student	Prob.	Not	310

	Korea		research		consumers		available	
Lee and Workman (2015)	USA	Not specific	Survey research	SEM	Students	Prob.	Not available	260
Li (2009)	USA	Cruise	Panel research	Multiple regression, Chi-square	Consumers	Non-prob.	Consumer panel	554
Li and Petrick (2008a)	USA	Cruise	Panel research	SEM	Consumers	Non-prob.	Consumer panel	554
Li and Petrick (2008b)	USA	Cruise	Panel research	SEM	Consumer	Non-prob.	Consumer panel	554
Lin (2010)	Taiwan	Toys and video game	Survey research	Correlation, Regression	Consumers	Non-prob.	Interview	387
Lu and Xu (2015)	China	Clothing	Survey research	Multiple independent t-test, SEM	Student consumers	Non-prob.	Interview	333
Luo, Zhang and Liu (2015)	China	Mobil phone	Survey research	SEM	Consumers	Non-prob.	Internet survey	286
Mahasuweerachai and Qu (2015)	USA	Hotel	Survey research	SEM	Travelers	Non-prob.	Internet survey	511
Merisavo and Raulas (2004)	Not specific	Cosmetic	Survey research	Percentage	Consumers	Non-prob.	Mail survey	890
Moller Jensen and Hansen (2006)	Denmark	Self-care products, Cleaning products, Food	Survey research	SEM	Consumers	Prob.	Telephone survey	395
Moore and Sekhon (2005)	England	Not specific	Survey research	Not available	Members of loyalty card scheme	Not available	Mail survey	153
Munnukka, Karjaluo and Tikkanen (2015)	Finland	Shoes, Home decor	Survey research	PLS-SEM	Members of Facebook brand community	Non-prob.	Internet survey	3305
Murray and Kline (2015)	USA	Alcoholic beverage	Survey research	Multiple regression, ANOVA	Tourist consumers	Non-prob.	Mail survey	260
Nagar (2009)	India	Cleaning products, Self-care products	Survey research	Discriminant, T-test, ANOVA	Household decision makers	Prob.	Not available	427
Nam, Ekinci and Whyatt (2011)	England	Hotel, Food service	Survey research	SEM	Consumers	Prob.	Personal interview	378

Odin, Odin and Valette-Florence (2001)	France	Clothing	Survey research	SEM	Students	Not available	Not available	334
Oh and Fiorito (2002)	Korea	Clothing	Survey research	Multiple-discriminant analysis, Factor, T-test	Women consumers	Non-prob.	Personal interview	328
Park, Song and Ko (2011)	Korea	Clothing	Survey research	Factor, Cluster, ANOVA, Multiple regression	Consumer	Non prob.	Not available	331
Pedeliento et al. (2015)	Not specific	Automotive	Survey research	SEM	Heavy trucks owner operators	Not available	Internet and face to face interview	317
Phau and Cheong (2009)	Australia	Clothing	Experimental research	T-test, ANOVA	Students	Prob.	Personal interview	739
Podoshen (2006)	USA	Automotive	Survey research	Regression, Chi-square	American Jewish Consumers	Non-prob.	Mail survey	436
Podoshen (2008)	USA	Automotive	Survey research	Regression, ANCOVA	Consumers	Non-prob.	Internet survey	332
Podoshen and Andrzejewski (2012)	USA	Not specific	Survey research	SEM	Not available	Prob.	Telephone survey	538
Puligadda et al. (2012)	USA	Retailing	Survey research and experimental research	ANCOVA	Consumers and students	Non prob.	Not available	283
Punniyamoorthy and Raj (2007)	India	Newspaper	Survey research	Factor, Multiple regression	Consumers	Non-prob.	Personal interview	180
Punniyamoorthy et al. (2011)	India	Cement	Survey research	SEM	Consumers	Prob.	Not available	500
Raies, Mühlbacher and Gavard-Perret (2015)	France	Electronic device	Survey research	Fuzzy-set Qualitative Comparative Analysis	Consumers	Non-prob.	Internet survey	1065
Ramaseshan and Stein (2014)	Australia	Electronic device, Non-alcoholic beverage, Food	Survey research	SEM	Consumers	Non-prob.	Interview	300

		service						
Reich et al. (2006)	USA	Food service	Survey research	T-test, Regression, Correlation	Shoppers and students	Non-prob.	Personal interview	175
Roehm, Pullins and Roehm (2002)	Not specific	Packaged goods	Experimental research	Factor, ANOVA, MANOVA	Shoppers	Not available	Mail survey	351
Romaniuk and Nenycz –Thiel (2013)	England	Packaged goods	Panel research	Correlation, ANOVA, Regression	Consumers	Prob.	Consumer panel	8000
Rondan Cataluna, Garcia and Phau (2006)	Spain	Retailing	Panel research	Multi-nominal logit regression	Consumers	Non-prob.	Consumer panel	6000
Russell-Bennett, Hartel and Worthington (2013)	Australia	Not specific	Qualitative research	Themes and patterns	Consumers	Non-prob.	Focus group	6
Russell-Bennett, McColl-Kennedy and Coote (2007)	Australia	Not specific	Survey research	Chi-square, Correlation	Business buyers	Non-prob.	Mail survey	267
Sahin, Zehir and Kitapçı (2011)	Turkey	Automotive	Survey research	Factor, Correlation, Regression	Consumers	Prob.	Personal interview	258
Sano et al. (2014)	Japan	Food	Secondary data	Multi-nominal logit Regression	Secondary data	Not applicable	Not applicable	–
Seric, Gil-Saura and Molla – Descals (2013)	Croatia	Hotel	Survey research	Man Whitney-U, SEM	Hotel managers and guests	Non-prob.	Personal interview	120
Shih (2012)	Taiwan	Retailing	Survey research	ANOVA, SEM	Consumers	Prob.	Interview	491
Shobri et al. (2012)	Malesia	Food service	Survey research	Multiple regression	Consumers	Prob.	Not available	95
Shum (2004)	USA	Food	Panel data	Linear Regression	Consumers	Non-prob.	Consumer panel	1010
Sindik and Graybeal (2011)	USA	Media	Survey research	Factor, Correlation	Students	Prob.	Not available	464
Sirgy et al.	USA	Telecommunicati	Survey	ANOVA,	Consumers	Non-	Not	1588

(2008)		on	research	Chi-square		prob.	available	
So, Danaher and Gupta (2015)	Australia	Retailing	Survey research	SEM	Members of LP and cosmetic retailer	Non-prob.	Internet survey	628
So et al. (2013)	Australia	Hotel	Panel research	SEM	Consumers	Prob.	Consumer panel	207
So et al. (2014)	Australia	Hotel, Airline	Survey research	SEM	Consumers	Prob.	Mail survey	496
Sritharan, Jyothi and Rajakumar (2008)	India	Mobil phone	Survey research	Percentage, Factor, Multiple regression	Consumers	Non-prob.	Not available	522
Srivastava and Prakash (2012)	India	Financial service	Survey research	Correlation, Regression	Consumers	Prob.	Internet survey	164
Stocchi, Driesener and Nenycz-Thiele (2015)	England	Packaged goods	Panel research	Multiple regression	Consumers	Non-prob.	Consumer panel	Not available
Taylor et al. (2002)	South korea	Food	Survey research	Regression, T-test	Consumers	Prob.	Personal interview	293
Thompson and Sinha (2008)	Not specific	Computer parts	Panel research	Cox regression/ Proportional Hazards regression analysis	Members of brand communities	Non-prob.	Consumer panel	924
Thompson, Newman and Liu (2014)	China	Beverage	Survey research	Factor, Regression	Students	Prob.	Mail survey	316
Thorbjornsen and Supphellen (2004)	Not specific	Beverage	Survey research	Pearson's correlation, Percentage	Pepsi website visitors	Non-prob.	Internet survey	534
Tsai (2011)	Not specific	Not specific	Survey research	SEM	Consumers	Prob.	Not available	1982
Unal and Aydın (2013)	Turkey	Shoes, Clothing	Survey research	SEM	Students	Non-prob.	Face to face interview	398
Uncles, Wang and Kwok (2010)	China	Packaged goods	Panel research	Percentage	Consumers	Non-prob.	Consumer panel	Not available
Uslu, Durmus	Germany	Mobile Phone	Survey	Factor, T-	Turkish and	Non-	Not	153

and Tasdemir (2013)			research	test, ANOVA	German consumer	prob.	available	
Van den Brink, Odekerken-Schroder and Pauwels (2006)	Not specific	Not specific	Experimental research	T-test, ANOVA, Multiple regression	Students	Non-prob.	Personal interview	240
Van Steenburg and Spears (2011)	USA	Not specific	Survey research	Regression	Students and consumers	Prob.	Interview and internet survey	154
Vander Schee (2010)	USA	Education	Survey research	T-test, ANOVA, Regression	Student consumers	Prob.	Interview	445
Vonresen, Herndon and Vonriesen (2001)	USA, Hong Kong	Not specific	Experimental research	Factor, Bivariate Linear and Multiple Regression	Students	Prob.	Scenarios, projective technique	676
Vonriesen and Herndon (2011)	Hong Kong and USA	Not specific	Survey research	Mean, Regression	Student consumers	Not available	Not available	676
Wu (2011)	USA	Automotive	Survey research	Regression, Chi-square	Chinese Americans consumers	Non-prob.	Interview	150
Yi and Jeon (2003)	Korea	Beauty shop, Food service	Experimental research	ANOVA, SEM	Consumers	Prob.	Scenarios	262
Zehir et al. (2011)	Turkey	Automotive	Survey research	Factor, Correlation, Regression	Consumers	Prob.	Personal interview	258