

# Customer Loyalty Definition By Authors

**S. Robinson,L. Etherington**

*Customer Loyalty and Supply Chain Management* Ivan Russo,Ilenia Confente,2017-08-03 Many business-to-business (B2B) managers think that customers act rationally and base decisions mostly on price, customer loyalty isn't considered. Companies outsource various activities, which enable them to improve efficiency, reduce costs, focus more on core competencies and improve their innovation capabilities. Supply Chain Management synchronizes the efforts of all parties—particularly suppliers, manufacturers, retailers, dealers, customers—involved in achieving customer's needs. Despite much research, the relationship between customer loyalty and the supply chain strategy remains insufficiently explored and understood by practitioners and academics, while the theme has been extensively developed within marketing literature. Customer Loyalty and Supply Chain Management is the result of years of work by the authors on different projects concerning the overlapping areas of supply chains, logistics and marketing, drawing a connection between the literature to provide a holistic picture of the customer loyalty framework. Emphasis is given to the B2B context, where recent research has provided some clues to support the fact that investment in operations, new technologies and organizational strategy have had a significant role in understanding B2B loyalty, particularly in the context of global supply chains. Moreover, the book provides a modernized and predictive model of B2B loyalty, showing a different methodological approach that aims at capturing the complexity of the phenomenon. This book will be a useful resource for professionals and scholars from across the supply chain who are interested in exploring the dimension of customer loyalty in the challenging supplier and customer context.

**Handbook of Metrics for Research in Operations Management** Aleda V. Roth,2008 Scale. References: Citations for the references used in the summary

*Exploring Services Science* Henriqueta Nóvoa,Monica Drăgoicea,2015-01-06 This book contains the refereed proceedings of the 6th International Conference on Exploring Service Science (IESS), held in Porto, Portugal, in February 2015. Service science constitutes an interdisciplinary approach to systematic innovation in service systems, integrating managerial, social, legal, and engineering aspects to address the theoretical and practical challenges of the service industry and its economy. The 27 full papers accepted for IESS were selected from 69 submissions. The papers consider the topics service innovation, service exploration, service design, IT-based service engineering, and service sustainability.

New Insights on Trust in Business-to-Business Relationships Houcine Akrou, Karine Raies, Arch G. Woodside, 2019-08-15  
New Insights on Trust in Business-to-Business Relationships provides readers with advanced original insights on trust antecedents, processes and consequences within the B2B marketing context and offers practical tools alongside suggestions for future research.

Tourism Management, Marketing, and Development M. Mariani, R. Baggio, D. Buhalis, C. Longhi, 2014-09-04  
Tourism Management, Marketing, and Development revolves around the implementation of ICT applications in the tourism sector: technology is engendering a major shift both in the performance of individuals and companies involved in the tourism sector and having an impact on the way individuals consume services and enjoy experiences in space and time.

**Loyalty Management in the Airline Industry** Ben Beiske, 2007-09  
Diploma Thesis from the year 2002 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3 (A), Middlesex University in London, 66 entries in the bibliography, language: English, abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty Management consists of three different, interlinked aspects. These three 'pillars' are Customer Service, Frequent Flyer Programs, and Complaint Management; their interdependence will be analysed in depth, with special attention given to the perceived importance of Frequent Flyer Programs. Findings show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after-effect on customer loyalty.

**Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior**, 2003

*Brand Management in the Hotel Industry and its Potential for Achieving Customer Loyalty* Jessica Salver, 2009-10-14  
Diploma Thesis from the year 2005 in the subject Tourism - Hotel Management, grade: 1,0, University resin university for applied sciences, language: English, abstract: Brands are a phenomenon that has been in existence already for centuries. From its original purpose of marking livestock, the concept was later adopted by manufacturers for their products and further developed and adapted to changes in business environments. The original idea of using marks to indicate ownership and origin, however, can be traced back even for millennia to ancient Greek and Rome and early Chinese dynasties. These days, the number of brands is greater than ever. More and more businesses have come to realize the power of brands, and the concept of brand management has consequently gained considerable interest in recent years. Every year the number of

new brands registered increases. Fortune magazine suggests that In the 21st century, branding ultimately will be the only unique differentiator between companies. Initially, the use of brands, or marks respectively, was limited to physical products only. Service brands are comparatively new in the long history of branding. The hotel industry – along with many other services – is lagging behind manufactured goods by decades. For this reason, research on brand management mainly concentrates on this type of products. Literature on service brands is comparatively scarce. Nonetheless, there are great potentials for brand management in the service industry in general and the hotel industry in particular. Hotel services differ from physical goods in many ways. For this reason, research findings and approaches to building and managing brands cannot simply be transferred. The major goal of this work is therefore to examine the concept of brand management, to adapt and apply it to hotel services. In today's ultra-competitive business environment, customer loyalty is a hot topic. The hotel industry has turned into a buyer's market. Competition keeps intensifying at steady pace, resulting in a surplus of capacities. As a consequence, the importance of making guests return becomes a critical issue. It is said that brands provide the opportunity to encourage the creation of loyalty among consumers. In comparison to generic products, they are believed to have an advantage in achieving this goal. A second objective of this work is to determine the connection between these two concepts and to investigate the beneficial effects of branding hotel services for the process of establishing loyalty.

The Importance of Customer Relationship Management in Business Markets (B2B) Timo Beck, 2011-03 Scientific Essay from the year 2010 in the subject Business economics - Customer Relationship Management, CRM, grade: 1,0, University of St Andrews, course: Business Marketing, language: English, abstract: The business-to-business (B2B) landscape is rapidly changing due to a variety of trends: The evolving end-customer expectations drive companies to be more responsive and provide a better value-proposition to their customers. This has translated into business markets, demanding greater responsiveness, reliability, and quality consciousness from supplying firms (Sheth & Shainesh, 2001: 274). Market consolidation as a result of a wave of mergers and acquisitions in many industries during the past two decades forces many companies to focus on the few large customers that survived (Narayandas, 2003: 1). Globalization, hyper-competition, the rapid rise of information technology, and the commoditization of many products through e-commerce have resulted in better visibility of demand and supply and lower switching costs. Logistics and communication advances have made buying from across the globe as easy as buying locally (Schäfer, 2007: 10). All this has led to an erosion of customer loyalty and the ability to seek lower priced, better quality options from a wide variety of suppliers instantaneously. Therefore, building customer loyalty through relationship management is not a choice anymore for most businesses; it is crucial for the achievement of sustainable competitive advantage (Sheth & Shainesh, 2001). This report to the head of marketing of an imaginary business-to-business supplier aims to discuss the implementation of a customer relationship management (CRM) system. More specifically, the author will define the relevant terms, outline the suggested CRM techniques, and highlight

their potential benefits and limitations. At the end, some final conclusions and recommendations will be presented.

**A systematic literature review on customer integration in the new product development process** Nele Heubeck, 2020-05-07 Bachelor Thesis from the year 2018 in the subject Business economics - Customer Relationship Management, CRM, grade: 2,0, Saarland University, language: English, abstract: The present bachelor thesis aims to make a systematic literature review on customer integration in the new product development process because no similar literature review on this topic has been available thus far. After explaining some theoretical background on innovation and customer engagement as a preamble of customer integration in the marketing theory, the research method was described, and the results were presented. There is also an explanation of reasons why customer integration is useful and rational and nowadays not a rare occurrence anymore. As results of the systematic review, different instruments on customer integration in the new product development were categorized and risks and benefits were mainly discussed. The implications of the thesis were that customer integration is beneficial at all, but a company has to evaluate possible risks and methods painstakingly.

**Brand Loyalty and Customer Retention Strategy** Nazimudeen Saleem, 2019-08 One of the key objectives of any branding strategy is to attract and retain customers by building customer loyalty. Increasingly though firms employ loyalty card programs to retain the customer although genuine brand loyalty of a customer cannot be expected to be built through such strategies. In this book, Saleem takes a different view about customer loyalty altogether and considers it as a 'product' for exchange. He attempts to commoditize the concept of brand loyalty to sell it to customers. In this regard, it requires the firm to offer something extraordinary in exchange for their long-term relationship. Such offerings are considered different to the traditional exchanges of goods and services for money. The title of the book therefore reflects the deep meaning of the concept of brand loyalty. As a product for exchange, Saleem sees customer brand loyalty as something of an affinity and bonding that comes from the bottom of the heart of customers. Brand loyalty does not pop up suddenly but may take years to build it up through meaningful relationships. Also, the author believes that brand loyalty as a product has a life-cycle with stages of growth, maturity and decline. Having defined and described brand loyalty in depth, Saleem goes to examine the issues of managing loyalty in order to recruit and retain customers. It requires the firms to build and manage customer brand loyalty by identifying and offering loyalty attributes, he argues. In this regard, study of loyalty management may seem like an investigation into the understanding the concept of marketing orientation and customer relationship. Providing a new market segmentation model based on the attributes of the traditional marketing mix variables substantiates this argument. Moreover, this also helps to measure brand loyalty based on the attributes of customer loyalty and to construct the brand loyalty life-cycle. In a nutshell, this book is about brand loyalty management and, therefore, it is obviously about strategic customer orientation. Although the book takes the reader deeper into measuring the intensity of loyalty and examining the analytical tools, the focus is on developing a customer brand loyalty management strategy. Author believes this will remain

an essential book for all marketing professionals. Brand managers, in particular, would find it very useful when it comes to formulating a strategy for brand loyalty management, Saleem believes.

*Customer Loyalty and Brand Management* María Jesús Yagüe Guillén, Natalia Rubio, 2019-09-23 Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

**AMA Educators' Proceedings** American Marketing Association. Educators' Conference, 1983

**Customer Loyalty** S. Robinson, L. Etherington, 2005-11-07 The authors argue that the best strategic approach for a company or organization is to regard customer loyalty as a continuing response to changes in society and that this perspective is often neglected in favour of shorter term considerations. They present a new approach that builds upon social and economic research to provide practical guidelines.

*Journal of Marketing*, 2002 Apr. issues for 1940-42 include Papers and proceedings of the semi-annual [Dec.] meeting of the American Marketing Association, 1939-41.

*Dhaka University Journal of Business Studies*, 2007-06

*Consumer Behavior I: Consumer decision-making* Margaret K. Hogg, 2005 This landmark work contains classic and contemporary writings, including the most widely cited and influential papers that examine consumer behavior as a field of study. The first volume addresses the question: how do we study consumers? and provides the theoretical and historical context for the debates about consumer behavior research captured in the following volumes. The second volume examines consumer decision-making; and the third volume examines consumer socialization, concentrating particularly on studies of childhood, children and family

**The Role of Culture in Social Media Marketing. A Systematic Literature Review** Nivedha Mahendran, 2019-03-11

Master's Thesis from the year 2018 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,7, University of Bamberg, language: English, abstract: This present master thesis examines the role of culture on “Social Media Marketing” being a form of modern marketing and a bundle of marketing-related activities using social media. With the help of a systematic literature review, answers are sought to the question as to which extent cultural differences influence the effectiveness of social media marketing. The main objective is to adequately present the state of research on the interdisciplinary topic and to identify research gaps. The findings from peer-reviewed journals ascribe an indispensable value to the cultural component and illuminate the topic from different contemporary relevant perspectives. The results indicate that social media marketing is generally covered from a cultural point of view. Moreover, the insights provide valuable knowledge from both consumers research perspective and from applied social media practices in multicultural settings. However, the findings also reveal extant research gaps in several directions that need to be addressed in the near future to provide theoretical approaches and scientifically proven evidence on successful utilization of social media marketing in multicultural settings. The fact that social media plays an extremely important component in the worldwide dynamic technology development is an irrefutable fact. Companies are forced to integrate social media in the most diverse areas in order to be lucrative in the long term, to save costs and to survive in competition. Typical fields of application include all departments that deal with external corporate communication, e.g. HR for recruiting and talent acquisition, PR for professionally maintaining a favorable public image or in the marketing department as revolutionary marketing and sales platforms. According to a new study, 69% of marketing employees stated that marketing activities on social media helped to increase important marketing indicators and strengthen customer and brand loyalty. Nevertheless, social media offer great opportunities, but also hold challenges. A major challenge is to choose the right medium which depends to a great extent on the target group.

### **Harvard Business Review ,2002**

Customer Service Paul R. Timm,2007 Customer Service: Career Success in the Service Economy, 4eprovides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the book is filled with examples that demonstrate the link between service skills and career achievement. This edition emphasizes the impact of customer loyalty on business growth and discusses how to measure a company's ration of promoters, or Net Promoter Score. Throughout the book, there is an emphasis on exceeding customer expectations and translating customer loyalty into personal and corporate success. Explains why certain actions lead to better customer loyalty, and provides specific ways to accomplish these behaviors. Goes well beyond canned responses to help readers apply creative solutions to ever-changing problems. A greater emphasis on loyaltyand the latest techniques such as the Net Promoter Score, exceeding expectations, customer-friendly technology etc. Examines how loyalty translates to business growth and development

through recommendations, referrals and promotions. This book is for employees and managers of customer service departments and human resource training departments.

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