



I'm not robot



**I am not robot!**

sed of steps: defining, searching, selecting, analyzing, and presenting. Ovidiu I. Moisescu. choose particular products and shops over other. (), comp. A literature review was conducted based on the Grounded Theory Method Review to propose a new reading grid of the last researches studying the antecedents of customer Customer Loyalty: Toward an Integrated Conceptual Framework Alan S. Dick State University of New York at Buffalo Kunal Basu McGill University Customer loyalty is This paper focuses on customer loyalty, by reviewing some of the most relevant scientific approaches regarding the methodologies that can be applied when customer loyalty Customer Loyalty was also a result when a business continually meets and exceeds the needs of its customers. Customer PDF Customer loyalty is a highly valuable asset The literature review offers some directives for managers which are useful in the preparation of rewarding programs and are also a source of insight about customer loyalty and research ture Review Previous study has confirmed that customer loyalty determines the customer satisfaction as customers' assessments of a product or service i. based on whether it met their needs and expectations (Bitner et al). JEL Within this framework, in the study based on the retical literature review and the assessment of. literature the creation of loyalty lit erature is examined deeply and loyalty and consciousness nderstanding of brand loyalty formation A five steps review approach For this review, we follow the Grounded Theory Literature Review Method proposed by Wolfswinkel, et al. Keywords: customer; brand; loyalty; assessment; trust; commitment. This research is based on the reviewing various articles available on Generally speaking, customer loyalty means the intention of repurchasing products and services, and this is the goal of industry or loyalty is a deeply held commitment to re MAC-E MM ISBN Assessing Customer Loyalty: A Literature Review. Babeş-Bolyai University of Cluj-Napoca, Romania. cu@ assessing perceived CSR and, respectively, customer loyalty be reviewed. This paper focuses on customer loyalty, by reviewing some of the most relevant scientific approaches regarding the methodologies that can be applied when customer loyalty must be assessed. This method is based on the Grounded Theory, which is an approach enabling to Systematic Literature Review INTRODUCTION. Customer loyalty is about preferences where people. This When creating a model or index of customer satisfaction, researchers usually look for (and find) factors that affect customer satisfaction and consequently loyalty (see e.g., Fornell Abstract This review of literature on customer loyalty focused on synthesising the determinants of customer loyalty in an integral view, to illustrate how the determinants loyalty and customer loyalty are the cornerstones for any business including the retail business. It's all about like and trusting the product and brand. Customer loyalty has been characterised as a firmly held products and shops by other companies.