



Customer Loyalty and Brand Management

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Message from the Guest Editors

Dear Colleagues,

Loyalty is one of the main assets of a brand. It means repeat purchasing of the brand based on strong internal disposition, in other words, repeat purchase behaviour resulting from a preference for that brand. Customers loyal to a brand are customers who return repeatedly to buy the brand because they are emotionally attached and committed to it. These are the customers least tempted by the competition, customers with higher switching costs and who are willing to pay a higher price for the brand to which they are loyal.

This Special Issue will explore new areas of customer loyalty and brand management, providing new insights into the field. We seek papers that span empirical research, case studies and conceptual studies in the area of customer loyalty and brand management to demonstrate the evolution of brand management practices over the last decade. We also seek to broaden the concept of “brand management” to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, and relational variables such as trust, engagement and identification (among others). We look forward to receiving many submissions from scholars interested in this exciting area of marketing research.

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