

## AN OVERVIEW ON BRAND LOYALTY AND CUSTOMER LOYALTY

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### ABSTRACT

*Brand Loyalty or Customer Loyalty? Brand Loyalty and Customer Loyalty are two ideas that have been dug into by academics since they are two extremely significant aspects in marketing. Brand loyalty is a biased behavioral reaction exhibited over a period of time. It indicates a consistent repurchase behavior of the brand as a consequence of positive love towards the brand. Brand loyalty theories stated that loyalty to brands is the result of many variables including emotional, behavioral and attitudinal aspects. Customer loyalty is defined as it is a strongly held commitment to re-buy or re-patronize a chosen product or service continuously in the future despite situational factors and marketing efforts having the ability to induce switching behavior. This article examines the distinction between Brand Loyalty and Customer Loyalty and the techniques employed by academics in academic study. Brand Loyalty in marketing has been linked with a positive perception of customers towards the whereas Customer Satisfaction has been associated with the purchasing power of consumers induced by different loyalty programs. However research in both Brand Loyalty and Customer Loyalty utilizes the same multi-dimensional notions of emotional and behavioral approach.*

**KEYWORDS:** Applications, Behavioral, Brand Loyalty, Customer Loyalty, Market.

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