



Document details - Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies

1 of 1

📄 Export 📄 Download More... >

FIB Business Review

Volume 12, Issue 4, December 2023, Pages 439-458

Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies(Article)

Upamannyu, N.K., Rajput, S., Bhakar, S.S.

^aPrestige Institute of Management and Research, Opposite DD Nagar Maharajpura Airport Road, Madhya Pradesh, Gwalior, India

^bITM University, Turari Campus, Jhansi Road, Madhya Pradesh, Gwalior, India

Abstract

In the era of Marketing 4.0, where customers and companies interact online as well as offline, an immense need to understand the actions and reactions of a potential customer is generated. The expectation of the customer is sure to rise in the time ahead. There are challenges for organizations to prove their sustainability with all this. Among all challenges, developing loyalty among customers remains foremost, keeping into consideration the supremacy of customer loyalty (CL) in influencing other customers by using word of mouth (WOM). Organizations strategically use many tools to maintain a positive WOM and its image, that is, corporate image (CI) and brand image (BI) lead the confrontation. This article reveals that people are very rational while buying durables. The customer evaluates the CI and BI differently to buy high-priced and low-priced electronic

Cited by 4 documents

Rastogi, T. , Agarwal, B. , Gopal, G.

Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image

(2024) *Journal of Cleaner Production*

Hossain, M.S. , Rahman, M.F.

Customer Sentiment Analysis and Prediction of Insurance Products' Reviews Using Machine Learning Approaches

(2023) *FIB Business Review*

Aruldoss, A. , Rana, S. , Parayitam, S.

Demystifying hedonic shopping motivation and consumer buying behavior during the post-global pandemic: evidence from a developing country

(2023) *Journal of Marketing Theory and Practice*