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Ali Valipour

Department of Business and Management, Islamic Azad University (IAU), Abhar, Iran,
a.v.2330893@gmail.com

Mahmoud Noraei

Department of Business and Management, Islamic Azad University (IAU), Abhar, Iran,
mnoor20@yahoo.com

Kamyar Kavosh

Department of Business and Management, Islamic Azad University (IAU), Abhar, Iran,
kamyarkavosh68@gmail.com

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A META-ANALYSIS OF CUSTOMER LOYALTY IN THE BANKING SERVICES INDUSTRY

Ali Valipour¹

1Department of Business and Management, Islamic Azad University (IAU)
Abhar, Iran
a.v.2330893@gmail.com

Mahmoud Noraei²

Department of Business and Management, Islamic Azad University (IAU)
Abhar, Iran
mnoor20@yahoo.com

Kamyar Kavosh³

Department of Business and Management, Islamic Azad University (IAU)
Abhar, Iran
kamyarkavosh68@gmail.com

ABSTRACT

Abstract: *This paper presents a systematic framework via a meta-analytical approach to distinguish various dimensions of customer loyalty in the banking industry.*

Manuscript type: *Documentary Research.*

Research Aims: *Presenting a systematic framework of customer loyalty in the banking industry.*

Design/methodology/approach: *The authors conducted searches in various databases and analysed 146 observations in 27 articles. For the quantitative data analysis, the authors used the count of variable repetitions to measure the size and scope of the studied variables.*

Research Findings: *The findings of this meta-analysis demonstrated four dimensions of customer loyalty in the banking sector: behavioral loyalty, attitudinal loyalty, cognitive loyalty and affective loyalty. These four dimensions were derived from 25 variables.*

Theoretical Contribution/Originality: *This research has clarified the dimensions of customer loyalty in the banking sector and presented important results through a meta-analytical review. This meta-analysis contributes to the marketing literature using a set of empirical generalizations, including relationship coefficients and calculated fail-safe numbers.*

Practitioner/Policy Implication: *The results show that according to the four main dimensions of loyalty, managers should care about customer loyalty because it results from the consumer's banking outcomes.*

Research limitation/Implications: *This meta-analysis reviewed universal relations between literature throughout expanding and improving on current knowledge. It identified ways that research on customer loyalty in the banking sector is lacking and presents suggestions for the elaboration of new studies to allow future researchers to better define their agendas.*

Keywords: Meta-analysis, Customer Loyalty, Banking Services, Customer Care, Customer Behaviore.

INTRODUCTION

Loyalty is considered an important result of the consumer experience in the banking sector (Seiler et al., 2013; Keisidou et al., 2013). Due to its strategic and economic importance, the search for an understanding of loyalty in banking has attracted the attention of many researchers. Therefore, loyalty studies in the banking sector are derived from various, multidisciplinary areas: marketing, consumer behavior, finance, economics and cognitive psychology, among others. The multidisciplinary development of this area has not happened by chance; it occurred by necessity. The concept of loyalty includes cognitive, affective and other aspects (Westbrook and Oliver, 1991; Mano and Oliver, 1993). Therefore, in recent decades, many disciplines have increased academic studies on customer loyalty to banks. Researchers have struggled to understand the various dimensions of customer loyalty, to realize how it can be affected and, accordingly, to predict future customer behavior.

LITERATURE REVIEW

The Concept of Customer Loyalty

The first marketing studies perceived customer loyalty as a behavior, which was measured by repeat purchases of a particular product or service and evaluated by the sequence in which purchases were made, according to the proportion of services purchased, as a potential act of recommendation, according to the scale and scope of the customer's relationship to the institution or as several of these criteria combined (Hallowell, 1996; Homburg and Giering, 2001). Since Day (1969) criticized this one-dimensional view as behaviorally-centered and therefore unable to distinguish true loyalty from spurious loyalty, many researchers have recognized the need to add an attitudinal component to the behavioral one (Bodet, 2008).

Indeed, as we found, the existence of situational factors such as stocks being out or unavailable, individual or intrinsic factors such as resistance to change, or social and cultural factors such as social bonding reinforces the need to distinguish customer loyalty from repeat purchase behavior. These factors also point to a need for an attitudinal dimension to customer loyalty, which seems to be particularly contextual and therefore relevant in the services area (Bandyopadhyay and Martell, 2007).

Creating a loyal customer base is not only about maintaining customer volume over time but is also about nurturing the relationship with customers to encourage future purchases and to enhance their level of advocacy. Equipped with knowledge about their customers' loyalty levels, a supplier will be able to determine how their endeavors to maintain good relationships with their customers can contribute to business profits. Many academics and practitioners believe that customer loyalty has a powerful impact on company performance. For example, some authors believe that loyal customers offer a steady stream of revenue for a company by remaining with the brand or supplier and rejecting the overtures of competitors (Lam et al., 2004). Considering this alongside the nature of large purchases and transactions in a business-to-business (B2B) setting, it becomes clear that there are gigantic rewards for those suppliers who succeed in creating and maintaining loyal customers. Researchers have studied the concept of loyalty largely in a consumer context as well as in the service market (Rauyrueen and Miller, 2007).

Customer loyalty as a composite concept combines both behavioral loyalty (purchase intentions) and attitudinal loyalty. This study defines behavioral loyalty as "the willingness of average business customers to repurchase the service or the product of the service provider and to maintain a relationship with the service provider/supplier." Attitudinal loyalty is defined as "the level of the customer's psychological attachments to

and attitudinal advocacy towards the service provider/supplier ” (Rauyruen and Miller, 2007). Because the definition of attitudinal loyalty includes customers becoming advocates for the service of the service provider, which includes positive word-of-mouth, the measurement of attitudinal loyalty incorporates the customer’s willingness to recommend and encourage others to use the product/service (Zeithaml, Berry and Parasuraman, 1996).

RESEARCH METHOD

Research Questions

What are the main dimensions of customer loyalty in banking industry?

Methods

The data used in the research falls into two categories: we collected secondary data from the results of other studies which has combined in order to answer their questions and obtain new results and time analysis .(Asgharizadeh and Ghasemi, 2009). It should be noted that the research literature were developed through meta-analysis. (Bench and Day, 2010).

It can therefore be concluded that meta-analyses that employ a quantitative approach to analysing the results of previous studies are meta-analysis; if qualitative indexes are called for in the analysis, then it is also considered meta-analysis. It should be noted that in the literature heterogeneous tools have been developed via meta-synthesis. The application of meta-analysis is very common in the field of marketing.

The meta-analysis of studies has become useful in the development of knowledge regarding organizational sciences (Kepes et al., 2013), producing important theoretical contributions to future research agendas. To generate theoretical contributions to the study of banking marketing, our research is based on a literature review of secondary data.

Methodological procedures are applied to this meta-analytic context in four steps (Moher et al., 2009): record protocol and legibility criteria, define the information source, collect the studied variables and combine results using methods of data manipulation. Our analysis follows procedures similar to those used in other marketing research (Szymanski and Henard, 2001).

The main inferences derived from the definitions mentioned in the meta-analysis are:

- Applying research results that have been done in the past individually
- Using a logic and statistical approach to analyse and integrate the results (Johnson, Johnson and Stanne, 2010)

All the data to be analysed was extracted and then compiled in a database, including the article title, journal of publication, author(s), year of publication, statistical indices of the studied relationships , reliability indices, number of variables in the applied scales and journal type (banking journals vs non-banking journals and service journals vs non-service journals).

The data analysis was divided into two phases: the meta-analysis and the interpretive approach. The combination of quantitative and qualitative approaches helps us better understand the studied marketing phenomena (Van Laer, Ko De Ruyter and Wetzels, 2013). Over 100 articles were reviewed. Meta-analysis was conducted with MAXQDA12Pro software, which analyses the content of the research based on the most frequent variables and dimensions measured in the articles’ texts.

RESULT AND DISCUSSION

Component results obtained from meta-analysis based on research type

Considering that the studied research is divided into two categories—scientific articles and valid theses—this section explores how we obtained research data.

Table 1. Frequency of achieved data for meta-analysis according to research type

Component	Dissertation / Thesis	Article	Total
Emotional Loyalty	1	2	3
Enhanced Loyalty		1	1
Destination Loyalty		1	1
Worthless Loyalty	1		1
International Loyalty		1	1
Serial Loyalty		1	1
Recommend Loyalty		2	2
Spurious Loyalty	2	2	4
Patronage Loyalty		2	2
Behavioral Loyalty	3	21	24
Psychological Loyalty		4	4
Personal Loyalty		1	1
Cognitive Loyalty	2	7	9
Explicit Loyalty		1	1
Implicit Loyalty		2	2
Affective Loyalty	1	7	8
Action Loyalty	1	3	4
Functional Loyalty	1		1
Individual Loyalty		1	1
Trust-Based Loyalty		1	1
Commitment-Based Loyalty	1	3	4
Conative Loyalty	1	4	5
Attitudinal Loyalty	2	16	18
True Loyalty	1	3	4
Overall Loyalty		7	7
Total	17	93	110

Table 2. Terminology frequency by year of publication

Component	2004	2008	2009	2011	2012	2013	2014	2015	2016	2017	Total
Emotional Loyalty				1		1				1	3
Enhanced Loyalty										1	1
Destination Loyalty										1	1
Worthless Loyalty				1							1
International Loyalty								1			1
Serial Loyalty									1		1
Recommend Loyalty	1									1	2
Spurious Loyalty				2		1		1			4
Patronage Loyalty	1									1	2
Behavioral Loyalty		1	1	2	2	4	5	4	4	1	24
Psychological Loyalty							3		1		4
Personal Loyalty									1		1
Cognitive Loyalty			1	2	1	1	2			2	9
Explicit Loyalty									1		1
Implicit Loyalty									2		2
Affective Loyalty				1	2	1	2		2		8
Action Loyalty				1	1	1			1		4
Functional Loyalty				1							1
Individual Loyalty						1					1
Trust-Based Loyalty									1		1
Commitment-Based Loyalty				1			1	1	1		4
Conative Loyalty				1	1	1	1			1	5
Attitudinal loyalty		1	1	1	2	2	4	3	3	1	18
True Loyalty			2		1	1					4
Overall Loyalty		1	1				2			3	7
Total	2	3	6	14	10	14	20	10	24	7	110

Table 3. Frequency and contribution of components derived from meta-analysis data

Component	Frequency (count)	Frequency (percent)	Component	Frequency (count)	Frequency (percent)
Behavioral Loyalty	24	22%	Patronage Loyalty	2	2%
Attitudinal Loyalty	18	16%	Implicit Loyalty	2	2%
Cognitive Loyalty	9	8%	Enhanced Loyalty	1	1%
Affective Loyalty	8	7%	Destination Loyalty	1	1%
Overall Loyalty	7	6%	Worthless Loyalty	1	1%
Conative Loyalty	5	5%	International Loyalty	1	1%
Spurious Loyalty	4	4%	Serial Loyalty	1	1%
Psychological Loyalty	4	4%	Personal Loyalty	1	1%
Action Loyalty	4	4%	Explicit Loyalty	1	1%
Commitment-Based Loyalty	4	4%	Functional Loyalty	1	1%
True Loyalty	4	4%	Individual Loyalty	1	1%
Emotional Loyalty	3	3%	Trust-Based Loyalty	1	1%
Recommend Loyalty	2	2%	Total	110	100%

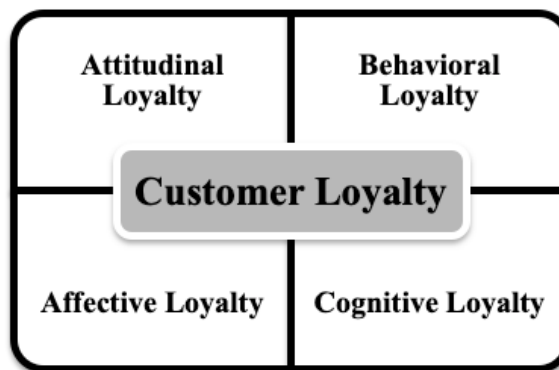


Figure 1. Customer Loyalty Dimensions Model (Source: Researchers’ Meta-Analysis Results)

Terminology frequency by year of publication
The following table presents the status of recent research in this field and the novelty, or datedness, of phrases used in loyalty research.

As you can see, researches published from 2011 to 2016 have the greatest share of concepts that explain customer loyalty.

Component results based on total share

The following frequency table presents the share of each component, as a percent of the total, selected for use in our research.

The results of the above table indicate that the four components of behavioral, attitude,

cognitive and emotional loyalty constitute the relevant dimensions of customer loyalty in this research. Therefore, the below model has been derived based on the results of the loyalty meta-analysis.

CONCLUSION

The purpose of this meta-analysis is to stimulate new thinking and thereby promote new research on the relationship between loyalty and its antecedents and consequences in the banking sector. Thus, this paper is focused on stimulating new research questions rather than answering existing ones.

Bank managers are often concerned with understanding how customers achieve a particular level of loyalty. First, what factors are the antecedents of customer loyalty in the banking context? Second, what are the consequences of a satisfied customer? Third, what is the impact of these antecedents and consequences on loyalty? A meta-analysis provides insight into each of these issues.

Based on the evidence from the meta-analysis, academic research has made significant progress toward understanding the dimensions of loyalty. However, despite this progress, there are several gaps in the existing knowledge, suggesting avenues for further research. The use of multidisciplinary approaches to understand loyalty in the banking sector indicates that the results found in the meta-analysis go beyond the effect size. We show possible alternative avenues for future research based on hermeneutical, reconstructive and interpretive approaches that have guided the analysis of qualitative and quantitative studies. The use of qualitative studies is interesting for empirical reconstruction in research practices (Bohnsack, 2005). Using different methods of data collection and analysis, different types of data and different theories according to the research question and the research area, in a methodologically controlled manner, provide credible and reliable knowledge about the phenomena and their socio-cultural contexts (Marotzki, 1998). Therefore, the combination of quantitative and qualitative approaches helps us better understand the studied marketing phenomena (Van Laer, Ko De Ruyter and Wetzels, 2013).

The contributions of this study can be summarized as follows: the meta-analytical process grouped the items with different epistemological views; the frequency of the main antecedents and consequences of loyalty in the banking sector were gathered, thus extending the robustness of existing models; the qualitative analysis of the articles provides suggestions for new research agendas to better understand loyalty in the banking sector.

This paper seeks an integrated and predictive model to better understand the complex relationship between loyalty and its antecedents and consequences in the banking sector. The construction of this model encourages the inclusion of research using non-traditional scales of personality traits, which did not often appear in literature reviews.

Although this meta-analysis does not provide a concise and timely theoretical approach to the relationship between loyalty and its antecedents and consequences, it provides an important step in that direction. We hope this paper will contribute to new research that is generating more parsimonious models in banking sector research. The research directions proposed by this meta-analysis aim to better articulate the underlying processes in the customer-bank relationship, which are important when developing guidelines and strategies used by researchers, bank and marketing professionals.

Service managers, including those at banks and monetary and financial institutions, must be aware that providing distinctive services can guarantee their survival against competition. The competition between monetary and financial institutions to attract people's deposits requires unique features to retain the customer and ensure future patronage.

One of the ways to provide distinctive services is to identify customer needs and provide services tailored to those needs. It is also important to identify the various components that can influence the customer and determine his future buying behaviors. Therefore, knowing how customer loyalty to organizations works and how each of these dimensions functions is relevant information for managers to use when developing their policies for the organization.

Over 100 articles were examined for this study, which is low compared to the overall volume of articles published in this field.

From the researchers' point of view, the quantitative method for the number of variables used in previous papers did not meet the scientific needs of this paper; a number of other variables could also be used in the context of loyalty within the banking system.

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APPENDIX

Table 4. List and details of resources used in this research

row	Title	Authors	year	obtained component	source
1	Investigating Critical Success Factors of Brand Loyalty: A Meta-data Analysis Approach	(Abd Aziz, Jusoh, & Amlus, 2017)	2017	Attitudinal loyalty	International Review of Management and Marketing, 2017, 7(3), 233-238
2	Investigating Critical Success Factors of Brand Loyalty: A Meta-data Analysis Approach	(Abd Aziz, Jusoh, & Amlus, 2017)	2017	Behavioral loyalty	International Review of Management and Marketing, 2017, 7(3), 233-237
3	The Impact of Islamic Attributes of Destination on Destination Loyalty via the Mediating Effect of Tourist Satisfaction	(Bazazo, Elyas, Awawdeh, Faroun, & Qawasmeh, 2017)	2017	destination loyalty	International Journal of Business Administration Vol. 8, No. 4, Special issue; 2017
4	Impact of Service Quality on Relationship Management in building Customer Loyalty- A Study on Third Party Logistics Service Providers in India	(Asthana & Singh, 2017)	2017	enhanced loyalty	Conference Paper · April 2017

5	The Relationship Between Perceived Service Quality, Customer Satisfaction, Customer Loyalty and Some Socio-Demographic Variables	(HIRLAK, TAŞLIYAN, GÜLER-, & CEYHAN, 2017)	2017	loyalty dimensions	Social Sciences Studies Journal (SSSJJournal)
6	Impact of Service Quality on Relationship Management in building Customer Loyalty- A Study on Third Party Logistics Service Providers in India	(Asthana & Singh, 2017)	2017	loyalty dimensions	Conference Paper · April 2017
7	Influence of Nature of Product and Frequency of Visit on Store Loyalty: A Study of Uttarakhand	(Sharma, 2017)	2017	loyalty dimensions	Retail Marketing in India: Trends and Future Insights pp. 53–64
8	Impact of Social, Epistemic and Conditional Values on Customer Satisfaction and Loyalty in Automobile Industry: a Structural...	(Hassan Z. , 2017)	2017	loyalty dimensions	Journal of Marketing and Consumer Behavior in Emerging Markets 1(5)2018
9	Impact of Service Quality on Relationship Management in building Customer Loyalty- A Study on Third Party Logistics Service Providers in India	(Asthana & Singh, 2017)	2017	Overall Loyalty	Conference Paper · April 2017
10	Impact of Social, Epistemic and Conditional Values on Customer Satisfaction and Loyalty in Automobile Industry: a Structural...	(Hassan Z. , 2017)	2017	Overall Loyalty	Journal of Marketing and Consumer Behavior in Emerging Markets 1(5)2017
11	The Impact of Islamic Attributes of Destination on Destination Loyalty via the Mediating Effect of Tourist Satisfaction	(Bazazo, Elyas, Awawdeh, Faroun, & Qawasmeh, 2017)	2017	Overall Loyalty	International Journal of Business Administration Vol. 8, No. 4, Special issue; 2017
12	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	action loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
13	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Affective Loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
14	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Affective Loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
15	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Attitudinal loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
16	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Attitudinal loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82

17	The Role of Emotional and Rational Trust in Explaining Attitudinal and Behavioral Loyalty: An Insight Into SME Brands	(Ong & Zien Yusoff, 2016)	2016	Attitudinal loyalty	Gadjah Mada International Journal of Business Vol. 18, No. 1 (January-April, 2016): 1-19
18	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Behavioral loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
19	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Behavioral loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
20	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Behavioral loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
21	The Role of Emotional and Rational Trust in Explaining Attitudinal and Behavioral Loyalty: An Insight Into SME Brands	(Ong & Zien Yusoff, 2016)	2016	Behavioral loyalty	Gadjah Mada International Journal of Business Vol. 18, No. 1 (January-April, 2016): 1-19
22	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Cognitive Loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
23	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Cognitive Loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
24	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Commitment-Based Loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
25	Brand Attachment on Service Loyalty in Banking Sector	(Taghipourian & Mashayekh Bakhsh, 2016)	2016	Conative Loyalty	International Journal of Marketing Studies; Vol. 8, No. 5
26	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	emotional loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
27	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	Explicit Loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82
28	Extending the four-stage brand loyalty framework in African Telecoms	(Hinson, VanZyl, Nimako, Chinje, & Asiamah, 2016)	2016	implicit loyalty	African Journal of Business and Economic Research (AJBER) Volume 11, Issue 2 & 3, 2016 Pp 53-82

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