

# Customer Participation and Loyalty: Current Production and Potential Research Avenues

**Cleverson Costa**

ISEG

**Christian Munaier**

EGADE - Tecnológico de Monterrey

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## **Abstract**

This study conducts a bibliometric analysis (n=104) using the WOS repository on the constructs of Customer Participation (CP) and loyalty, surveying the current research field. The research problem is structured into four questions: how academic production on CP and loyalty is organized, which journals and authors are most referenced, which methods measure the impact of CP on loyalty, and what future research avenues exist. The results reveal three main dimensions in the research: 1) branding, brand loyalty, and value co-creation; 2) customer participation, value co-creation, and satisfaction; and 3) brand community, brand loyalty, and customer participation. The main application fields are in the financial and tourism sectors. The analysis of methods highlights the predominance of quantitative approaches, mainly structural equation modeling. Regarding future research, it is suggested to explore new sectors such as educational services, sports, and fitness, besides emphasizing the need for a clear definition of the terms "customer participation" and "consumer participation".

**Subject Areas:** *Customer Satisfaction and Delight; Marketing Strategy; Service Quality; Services Marketing*