

Reaching Higher: Sacrifices and Brand Loyalty

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Abstract

Sacrifice is a key element of loyalty. It plays a vital role in the continuation of human relationships. For example, loyal partners are willing to sacrifice to maintain the relationship with their partner. However, theories of brand loyalty overlook the sacrificial element of loyalty. The purpose of this paper is to introduce the concept of relational sacrifice into brand loyalty theory by exploring the obstacles of brand loyal. The paper proposes that loyal consumers may engage in some activities that include sacrifice for the sake of a brand. Consumers may sacrifice time, energy, money for the brand. The paper suggests that brand loyalty consists of sacrificial behaviour and further studies are needed to explore the willingness of loyal consumers to make a sacrifice for their favourite brand.

Keywords: *Brand loyalty; Brand relationship; Willingness to sacrifice*

Track: Relationship Marketing