



Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector

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To cite this article: Raouf Ahmad Rather, Shehnaz Tehseen, Murtaza Hassan Itoo & Shakir Hussain Parrey (2019) Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector, Journal of Global Scholars of Marketing Science, 29:2, 196-217, DOI: [10.1080/21639159.2019.1577694](https://doi.org/10.1080/21639159.2019.1577694)

To link to this article: <https://doi.org/10.1080/21639159.2019.1577694>



Published online: 15 Mar 2019.



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