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BRANDING THROUGH EXPERIENCE: THE ROLE OF AMBIENT ENVIRONMENT IN DRIVING CUSTOMER LOYALTY IN THE CONSTRUCTION SECTOR

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Abstract

In today's experience-driven marketplace, customer loyalty is no longer built on functionality alone—it thrives on emotional engagement and brand perception. This study explores the impact of *Ambient Environment*—a key component of experiential marketing—on *Attitudinal Loyalty*, with *Service Satisfaction* acting as a mediating variable. Set within the high-end construction sector of the UAE and Pakistan, the research uses a quantitative approach, surveying 200 customers to understand how physical and sensory elements of the brand environment shape loyalty outcomes. Results reveal a strong, positive relationship between Ambient Environment and Attitudinal Loyalty, with ambiance emerging as the most influential dimension. Service Satisfaction partially mediates this relationship, underscoring its role in translating atmospheric cues into lasting brand connections. This study advances marketing literature by applying environmental psychology to a traditionally utilitarian industry, demonstrating that brand spaces—no matter the sector—can be powerful drivers of customer engagement and retention. The findings offer actionable insights for marketers and brand strategists: investing in emotionally resonant and well-curated environments can strengthen brand image, enhance satisfaction, and foster deep-rooted customer loyalty, even in sectors where it's least expected.

Introduction

The construction industry, a pivotal sector in the global economy, faces intense competition and increasing customer expectations. Being competitive requires construction companies to deliver superior customer experiences which build client loyalty as well as customer retention. Customers form their perceptions and conduct their behaviors through physical contact with the service delivery areas known as Ambient Environment. The physical settings through which services are delivered form the basis of Ambient Environment according to Booms and Bitner (1981) which determines customer encounters and final results.

Construction stands as an essential economic driver for the world economy while facing fundamental changes similar to those from the recent ten years. Construction sector expansion requires the industry to manage mounting market competition together with demanding customers who seek better quality and sustainability along with innovative approaches. To maintain market competitiveness construction firms should spend time developing superior client services that build advocacy while keeping customers retained instead of solely focusing on project schedule and cost effectiveness.

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Ambient Environment defines the important elements between construction service delivery settings. Apart from physical elements of offices and sites, Ambient Environment combines indiscernible factors like atmosphere and aesthetics and sensory perceptions through which consumers develop behavioral and attitudinal responses. The delivery of Ambient Environment by construction businesses establishes long-term customer relationships while building trust through comfort-based experiences that support communication and cooperation.

This research examines the fundamental impact that Ambient Environment has on the construction business because it helps companies build environments that promote customer happiness and loyalty and retention. This paper investigates key elements of effective Ambient Environment while exploring benefits from ambient environment investments and emerging market trends for construction services using research literature with expert opinions and industry examples.

Recent research confirms how Ambient Environment effects Service Satisfaction levels and proves its direct impact on attitudinal loyalty which leads to better business results. Due to its unique characteristics with complex projects and extended relationships the construction industry requires more detailed insights into Ambient Environment-attitudinal loyalty interactions. This paper examines the effects of Ambient Environment on attitudinal loyalty in construction while investigating Service Satisfaction as an intermediary factor. This research examines the dimensions of Ambient Environment under which physical environment, atmosphere, and layout operate to impact Service Satisfaction leading to loyalty (Wu, C. W., & Li, J. 2020).

This research analyzes several project developments at Samana developers which are industry leaders. The United Arab Emirates declares this developer as its leading and fastest developing real estate company. Samana Group of Companies maintains its Head quarter in Dubai which operates globally through its ten different business entities. Samana developers has received multiple industry awards in quality along with consistency and professionalism over the years 2022 and 2023. The group of companies meets its client needs through exceptional service delivery. The organization dedicates its efforts to maintaining client loyalty and exhibits professional thoroughness because of its commitment to retaining customers.

The study looks into Ambient Environment influences over client loyalties applying client

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comfort as an intermediary throughout the construction business domain since facilities emerge through joint client creation. The noticeable change in atmosphere requires targeted observation because obtaining new clients stands as essential under present market competition. An insufficient amount of academic literature exists which studies the connection between Ambient Environment and Service Satisfaction together with attitudinal loyalty in construction. The research fills this knowledge deficit by studying how ambient environment factors relate to actual loyalty in the construction field.

This research evaluates service space effects on brand loyalty while examining how service satisfaction operates between the research variables. The research investigates this relationship and provides proposed modifications to the infrastructure to make it more effective and durable. A service environment determines to a great degree the degree of customer happiness. Ambient environment contains recreational elements that sometimes bring about additional emotional stress for customers. Service satisfaction significantly depends on the perceived value of Ambient Environment if customers spend extended periods observing this facility (Wakefield & Blodgett, 1994).

Any organization prioritizes customer retention because it represents one of their most important business objectives which they fund heavily to maintain client relationships. Customer commitment shows itself through reduced refund giving and failure to generate referral opportunities or viral promotions (Bowen & Shoemaker, 1998). The most rapid and efficient promotional method is frequently considered to be word-of-mouth advertising. Customers who share positive remarks about a company to others usually stay committed for long periods which leads to a strong business relationship that drives sales growth for the organization.

Literature Review

Ambient environment received an alternative name as Service Surroundings when it was widely applied previously to denote how clients experience office design during service delivery (Wirtz, Chew, & Lovelock, 2012). The initial creators of this idea were the prominent Booms who collaborated with Bitner. The Ambient environment concept received a famous definition as the environment where services occur between customers and providers and includes physical items which support either communication or service performance (Bitner & Booms, 1981). A specific place that exists for supplying facilities and services to clients constitutes one definition of ambient environment. Here both the

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organization providing service and its customers meet to exchange service interactions. Berry & Parasuraman (1991) explain how the service category extends beyond tangible products for encompassing all intangible features that enhance customer interactions based on their experiences.

Due to their intangible character services become evaluated by many clients by focusing on physical aspects within their environment. The main concept of Ambient Environment depends entirely upon tangible signals. As an assistant it inspires customers to pick between other alternatives while still remaining loyal to their company because they face minimal risk along with ample performance review opportunities (Berry & Parasuraman, 1991). The facilities offered are known as liquidity and these encompass content materials alongside all accessible equipment and modern technological capabilities (Parasuraman, Zeithaml, & Berry, 1985). According to (Ananth, Ramesh, & Prabakaran, 2011) a firm's aesthetic appeal and consumer perception are influenced by liquidity which includes modern and quick technical systems. Most organizations maintain operations within a setting that perpetually shifts. Organizations needed to survive will understand and adjust to all vital changes that come their way. The organizational effort for adapting to its environment constitutes the definition of adaptation. The new environment sets several distinct business models that organizations need to adopt during their adjustment periods. Organizational adaptation exists across different levels starting from individual employee action changes up to complete organizational restructuring. Structural inertia is often a problem within companies that stops them from implementing major structural modifications after their environmental circumstances shift.

Company reputation as well as client growth significantly depends on the facilities and ambient environment which a business provides. Continuous evolution is made possible through this process to succeed in the international economy. The 21st century organization needs both strong brand reputation and the highest quality standards and a strong focus on client needs (Balachandran, 2005). The construction sector is highly competitive so Ambient Environment helps the company establish itself separate from rivals through its existing domestic and global competition (Kaynak & Kucukemiroglu, 1992). Organizations who receive Ambient Environment resources gain capability to build unique appearances. The study shows that satisfying customers functions as the main goal for extended business existence (Zeithaml, Berry, & Parasurama, 1996).

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A market power and enhanced market share and loyal client base result in extended rivalrous company performance (Tsoukatos & Rand, 2006). These companies have reoriented their focus toward consumer needs and opinions because of difficult worldwide market competition (Gerrard & Cunningham, 2001). The companies developed this understanding after determining that small improvements in client satisfaction lead to greater commitment together with increased longevity in their relationships (Bowen & Chen, 2001). Multiple research investigations within the advertising domain explore customer patterns which lead them to stick with single businesses above all others. The research on customer associations with competitive businesses concerning Ambient Environment remains insufficient to assess the role of physical surroundings in business process outsourcing service delivery facilities that host consumption activities. Clarke & Schmidt (1995) explained the insufficient and improper research supporting client-place attachment formation when using the Ambient Environment domain. A business environment includes elements such as appearance, symbols, space, redesigning, color scheme, technology, structure, style, warmth, ambience, parking space and more that define the operational space.

Comments on customer behavior can be facilitated through the widely accepted Ambient environment terminology. These establishments create locations which achieve a balanced state. A captivating service environment serves as the top objective for business operations since it needs to appeal to clients. A proper ambience maintains client satisfaction at the location while eliminating negative effects on staff hierarchy and helping the organization perform at its best. An explanation within the landmark study outlines how several ambient environmental elements and their corresponding layout structure promote client loyalty towards both organization personnel and company.

The companies operate as open systems because they need to change and evolve to survive market competition before they can achieve wealth. The process of environment adaptation depends on successful interactions with surrounding entities by the companies. Businesses remain open systems that obtain resources from their surroundings to develop products or services. The firm uses its resources to create sales and cash flow which benefits those individuals found in external surroundings. A company must maintain effective interaction with its environment because this practice ensures survival in today's competitive global market.

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Multiple corporate entities operate as open systems which adapt to competitive circumstances to survive prior to achieving business success. Company success with environmental adaptation requires effective interaction between business entities and their surroundings. Throughout the years the method of organizational environmental selection has experienced significant evolution. Organizational change needs combined with performance excellence represent critical concerns in modern business operations. Organizational management is able to understand employee attitudes along with their beliefs and adjustment standards thus they design an environment that supports company productivity. An organization selects its environmental setting through thorough examination of internal and external organizational structural elements. Current researcher studies point toward an organization improvement solution that involves both environment development by companies and creation of innovative employee productivity methods for better results.

Ambient environment layout maintains an essential connection with client maintenance as explained in this section. When an OCO site client matches with one of the business process outsourcing clients through the Ambient Environment it forms an emotional bond that strongly impacts their loyalty towards the organization (M. J. Bitner 1992). The found pattern explains how Ambient Environments produce emotional responses that modify client actions and patterns of conduct. Thus this association between clients and the organization continues indefinitely. The basic version of SOR theory described as Stimulus Organism Sensitivity establishes a simple foundation. According to the concept Stimulus signifies the actual representation whereas species refers to client responses from stimuli. Reaction consists of both unchanged and modified client responses and the behavioral tendency which emerges from empirical data.

According to the researchers the physical aspects of contract management areas influence human actions through reach behavior and avoidance as explained in Mehrabian & Russell (1974). An organization requires a favorable Ambient Environment if it needs to better connect with its clients. The clients show deep contentment and satisfaction through a pleasing atmosphere provided to them. The appearance of ambient environment forms typical interactions between staff members and customers that advance service exchanges between people. The Ambient Environment stimulates inherent client responses that generate particular feelings and relationship experiences as well as emotional and physiological effects and religious perceptions about the business process outsourcing site and suppliers.

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The market-oriented character of this framework enhances understanding because it requires an understanding of the organization providing the site along with client-based evaluations. The growth and business success of a firm depends on strategists who identify what aspects customers prefer (Ofir & Simonson, 2001). Running functioning departments should focus on satisfying loyal customers to make their organization customer-centric because this strategy leads to positive business results in various international marketplaces (Szymanski & Henard, 2001). The article explains how Service Satisfaction drives approach construction for enhancing attitudinal loyalty and retention along with repeat business which directly affects organization performance and profitability levels. (Mittal & Kamakura, 2001) Prior to other factors the ambient environment remains the strongest driver of customer retention. The services delivered by the company allow customers to build strong connections. Selecting a service generates a specific mood that makes customers comfortable while the need for repetitive visits often serves as the whole purpose of their visit to a particular company because of its Ambient Environment which explains their dedication to the company (Johnstone, 2012). Based on Zeithaml V. A. (1988), ambient environment has proven capability to achieve service satisfaction because service satisfaction results directly from observed customer wants. Thus ambient environment plays a crucial role in evaluation. The design elements of service facilities influence client loyalty according to research done by Godwin and Gremler (Godwin and Gremler, 1994). Practical items such as the quality of courier service in an institution with aspects including speedy money transfers and the delivery of essential services through voice communication and quick processing are essential elements to developing devotion among clients. (Whyte W. H., 2001) evaluated human conduct within public domains where micro-spaces of arrangement adjustment such as comfy chairs trigger adjusted client performance and actions. The orientation of specific Ambient Environment components such as fastened purchasing process setups as well as décor for speedier transactions combined with quality support services, clear signage, cozy spaces and diverse product offerings encourages customers to stay longer and come back to the same premises for both previous and new offerings.

Researchers currently work to identify customer and environmental patterns in a modern business context. Researchers study client components within ambient environments to determine their connection with layout and advertising and interior design components before generating business-related views in different research areas.

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Regular engagement with a particular site creates in people a sense of purpose that develops into life-meaning. An individual develops their attachment style through the experiences of groundedness that they feel with specific locations. A man's identity creates geography while place determines the development of his personal history (Rubinstein & Parmelee, 1992). Various website designs along with service quality provided by companies influence customer retention because people become more attracted to revisit these platforms. According to research (Holloway and Hubbard 2001), spatial knowledge development results from the mutual influence of customers and providers instead of their separate study. Knowledge about client endorsement decisions resulting from professional and consumer actions brings value to industry experts (Aubert-Gamet & Cova, 1999). A new hypothesis states that end-user relationships surpass service specifications as core elements which ambient environment links by joining provider elements to consumer bases for thought and emotion influence leading to organizational commitment. According to Kwortnik, R. J., & Thompson, G. M. 2020 these customers mostly possess negative impressions about the quality of provided intangible services. Clients search the Ambient Environment for any sign which can help them understand the quality of services and providers because starting a service relationship with them involves significant risk.

Dimensions of Ambient Environment

Customers demonstrate different reactions when they encounter their environments based on the research. The sense of holistic approach states that users respond to all surrounding factors when determining their environmental reactions. A ambient environment consists of all attributes which enable customer interaction with the service provider. The choices customers experience measure up to comfort fashion in addition to the brightness, color scheme, quality assurance, furniture, ornamental elements, design, music, signage, fragrance along with several other components. After addressing the tangible aspect of the service environment, the scholar classifies every tangible component as something which belongs to the customer themselves along with their interactions as opposed to being a part of the service delivery organization. The author establishes in her paper that implication emerges from how customers interact with and value the business establishment. Exact elements of Ambient Environment matter fundamentally because multiple variables play a role together instead of acting as individual entities. The three fundamental elements of ambient environment including ambiance, layout and functional aspects and symbols and artifacts

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have been validated as key components (Bitner M. J. 1992).

Ambiance

A business sets the ethical foundation of its customer service since it helps create contentment and comfort among customers beyond standard service boundaries. Andreu, Bigné, Chumpitaz and Swaen (2006) defined appropriate sensory user environment elements as proper illumination, musical sounds, olfactory scents, smell, temperature control, acoustic levels and additional factors which affect patron non-visual senses. Russell and Snodgrass (1987) explained that hearing, feeling, taste, flavor, and vision make up the five senses and enable perception of signs and orderly sequences as well as possibilities that also include other clients' remarks, trademarks, and odors alongside clean air and calming environmental aromas that help the clients stay calm.

A managed service business presents an obvious comprehensive experience to its clients when they experience favorable environmental conditions and receive excellent service quality. A company's climate control system allows clients to feel calm and satisfied throughout their attendance and waiting period. Viewers who see lightning ahead will experience major modifications to their distance estimation which might diminish their sense of concern. Research demonstrates that appropriate lighting choice affects Service Satisfaction scores according to Ciani A. E. (2010).

To guarantee clients feel secure businesses implement dim lights in preference to bright powerful lights. A harmonious combination of light with temperature and breathing purity produces a full service environment to transmit company messages about clients and quality standards and comfort levels. The commitment of customers to the brand together with potential influence on their provider selection process can lead to improved reputation and recurring business. The concept demonstrates how clients achieve feeling contented through settings which incorporate lighting systems and temperature control together with entertainment options and music together with environmental quality aspects. Customers under the right temperature situation can experience specific emotions alongside satisfaction while their mental state remains healthy. The customer process of satisfaction begins during their visit and users who struggle to find seating or experience panting problems show clear dissatisfaction leading to an avoidance of the same facility. According to research by Konecni V. J. (1975) comfort in the service environment leads clients to better their habits.

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Spatial Layout and Functionality

The positioning and construction and shaping of technology items along with goods and chairs and equipment and restrooms and hallways and entry and exit areas make up this aspect. A service provider might boost service satisfaction as well as enthusiasm and business continuity rates when they space products thoughtfully and maintain functional operations (Wakefield & Blodgett, 1996). A service oriented organization must provide key components to reach its quality standards and realize its goals through its service provider portal. The fundamental setup and operation of self-environments prove essential because clients normally need to autonomously conduct their tasks.

A straightforward system design combined with adequate signage that guides users enables customers to execute their tasks swiftly and achieve contentment with their service interaction. People's spectral quality levels of arousal change as they encounter social factors such as employees and staff in service-provider businesses which display signs about appearance and look and clothing (Baker, Levy, & Grewal, 1992).

Client satisfaction along with service level perceptions increase when professionals demonstrate both attractive looks and capable attitudes according to Parasuraman, Grewal, and Baker (Parasuraman, Grewal, and Baker, 1994). Effective companies with proper access points for service interaction benefit substantially from customer observation which influences personal sentiments and performance together with influencing the decision-making process between competitive alternatives according to Dubé, Chebat, and Morin 1995. Rogozinski (2005) emphasized three vital aspects of design panel decor and atmosphere for promoting positive behavior and happiness.

Signs, Symbols and Artifacts

All business communication tools starting from signs up to logos function as important elements to express distinct aspects of what a business sells. The correct objective combined with improved attitudes leads to enhanced client outlook. Research studies establish a positive relationship between customer service alongside branding elements and logos with artifacts. Businesses should use front or interior signage to supply their customers with specific alerts. The organization employs banners together with division and group names and various directional indicators such as entryway signals as well as basic area announcements that show institutional feeling (e.g. fire zone and Have A Great Day statement). Studies have shown that such practices help lower the noticeable stress while improving lobby

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management in correctional settings and support brand recognition for businesses (Wener & Kaminoff, 1983).

When clients develop emotional connections with a company through authentic and straightforward labeling along with a comfortable environment the service provider can substantially impact their clients' emotional state and mood which leads to increased feelings of welcome and information at each visit (Newman A. J., 2007). Advertising acquires a theoretical function to direct customers toward service delivery places. Clients must face two main issues when seeking answers to questions during their first interaction with a service provider at reception. Proper signage can help clients relax during their initial visit which leads to developing connections with the business because of their positive first-time experience.

Through its art layout, visual displays, credential walls and dependable decor the institution enables clients to recognize its one-of-a-kind space as well as the essential artistic vision of its location and social principles. The position quality and professional image of an institution can be communicated through essential indicators including proper furniture organization and neat organizational environment (Davis, 1984). According to Morrow and McElroy (1989) customer perception of employees and the company depends on office accessory arrangement and space cleanliness together with certification display.

Attitudinal Loyalty

Loyalty to clients stands for a customer's continuous dedication to purchase and obtain a specified product before the future period. Experts made a distinction between different loyalty types which customers exhibit toward brand products. The initial classification of cognitive commitment describes how customers develop broad affection for products through multiple emotions which determine their intellectual level of loyalty. The second form of customer commitment is behavioral commitment since it directly measures purchasing actions along with continuous product engagement. The concept of attitudinal loyalty received main focus from researchers through two theoretical methods during the last twenty years.

Service marketing introduces Service Satisfaction as the vital element for keeping customers through the concept of value addition to products or services. It's connected to connection advertising. The foundation of attitudinal loyalty rests on devoted feelings toward a service provider. Two conceptual frameworks mentioned above do not fully explain loyalty

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behavior yet they succeed in forecasting its manifestation (Fullerton, 2005).

Some experts discuss service provider perspectives when describing client commitment whereas other authors understand attitudinal loyalty as customers' emotional connection with service providers. According to Gremler and Brown (1997) customers demonstrate loyalty through their service provider-related psychological stance along with their actions. Substantial service commitment develops when clients both re-stock from their original source and exhibit favorable feelings about the company as they plan to renew their purchases with that provider for future service requirements. The deeply committed customer fulfills both Kandampully J.'s (1998) standards of being both a regular buyer and showing positive feelings about the provided service.

Repetitive product ordering because of satisfying experiences demonstrates true client loyalty. Company loyal customers share genuine and positive information regarding their positive experience with others who are considering the company (Heskett, Sasser, & Schlesinger, 1997). The development of increased production along with higher profitability and observable supportive behavior stems from brand loyalty. The authors Bowen and Shoemaker (1998) link attitudinal loyalty to client refunds and positive business recommendations which lead to favorable word-of-mouth recommendations and situations and promotional opportunities. Behavioral and intellectual states determine customer shopping behavior according to Chadha & Kapoor (2009). Jones and Sasser (Why satisfied consumers defect, 1995) described satisfied customers as those who develop enthusiasm or love towards business products and staff.

Marketing research shows that companies use customer purchase math to measure loyalty attitudes because the numbers reveal customer dedication levels. Using purchasing back actions together with attitudinal loyalty shows significant connection but the practice of relying on these behavioral metrics solely for client loyalty measurements stands criticized (Jacoby, Chestnut, & Fisher, 1978). Behavioral loyalty demonstrates sensitivity to different contextual elements which particularly include services and product availability (Dick & Basu, 1994). The measurement of behavioral loyalty will fail to adequately identify genuine loyalty from fake loyalty levels during this scenario. The test assesses psychological dedication toward special beliefs and personal attachments. A research investigation revealed that behavioral targets related to client satisfaction before generating loyalty produce different effects from those of effective communication.

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The evaluation of devotion incorporates several factors such as maintaining positive company expectations and speaking favorably about it while also valuing the business enough to recommend it to others and positioning the company at the forefront of your professional decisions and working to convert other people into customers of your company's offerings. Scientists have performed various investigations to determine how businesses benefit from attitudinal loyalty through attitudes. Positive word-of-mouth boosts sales together with increased customer purchases at higher values but these advantages require initial expenses for product market introduction to acquire new customers.

Service providers support the benefits of essential products through supplementary services that enhance client-company relationships to increase attitudinal loyalty at the same time. The manifestation of client commitment features appears as positive customer feedback according to Gremler and Brown (1996). Matters of attitudinal loyalty stand as the core advertising objective which experts worldwide recognize because its worth cannot be disputed (Reichheld, 1996). Extensive research dedicated to advertisement study exhibits the crucial importance of commitment thus making it the subject of many significant studies. Theoretical understanding of devotion exists among advertisers who have clarified the definition and research of its development in literature. Recurring business and positive attitudes towards continued conduct served as historical definitions for attitudinal loyalty (Jacoby & Chestnut, 1978). The attainment of customer dedication requires scholar consensus on supplying or enhancing service satisfaction (Jacoby & Kyner, 1973; Jones & Sasser, 1995; Szymanski & Henard, 2001). According to this experimental research, customers' potential purchasing behavior might be used to compare the impacts of client satisfaction, brand community involvement, and client engagement on client devotion (McAlexander, Kim, & Roberts, 2003). This study examined the link between commitment and appraised worth as well as the impact of water park modifiers such performance, brand, ambiance, and product flavor. Therefore, the results indicate a positive but substantial association between commitment and customer perceived value, as well as between behavioral and psychological loyalty. According to previous studies, the tourist industry's perceived value positively affects consumer behavior, with happy customers promoting cruises to others in an effort to maintain and protect the journey value. Further investigation revealed that consumer perceptions of value are crucial indicators of Service Satisfaction and behavioral objectives among Taipei heritage tourists, suggesting that these client assessments

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of value are closely related to attitudinal loyalty (Chen & Chen, 2010).

Service Satisfaction

Client satisfaction, which is all about meeting the goals, needs, wants, and ambitions of customers, is essential to a business's overall operation. This theoretical study suggests that a high level of Service Satisfaction may lead to higher output and more devoted customers. Thus, we may infer that Service Satisfaction is equivalent to attitudinal loyalty to the company; suggesting that pleasure and devotion have a positive and significant relationship with each other. Service Satisfaction boosts attitudinal loyalty, and increased client devotion boosts client revenue. As a result, all three factors—client profit margin, client loyalty, and service quality—have a positive correlation (Helgesen, 2006). The modern service advertising strategy now aims to serve customers, make them feel more valuable, and make them happy (Mishra, 2010). In Malaysian institutes, Service Satisfaction increases brand loyalty by providing state-of-the-art services including contact centers, wifi, online payments and processing systems. It suggests that Service Satisfaction positively affects attitudinal loyalty. According to service marketing campaigns, customers will be satisfied with products and services that go beyond their expectations, which will eventually result in client retention. With this situation and justification, the provider of products and services will fulfill the objective of Service Satisfaction. (Oliver, R. L. 1999). By measuring and sustaining client satisfaction levels, companies may preserve their client relationships. According to researchers (Peppers and Rogers 2005), the rationale for maintaining the importance of client satisfaction is because it plays a crucial part in maintaining or building consumer ties and competition throughout time. Businesses usually prioritize Service Satisfaction because they think that satisfied customers will take a number of activities that benefit the company and demonstrate a sincere commitment to their product or service (Murphy, 2001). Recent research indicates that the key components for determining a company's financial performance, sustainability, and turnover are Service Satisfaction and loyalty. Businesses with devoted customers tend to have larger revenue margins, lower rates, and more sales (Grossman, 1998).

Furthermore, it is anticipated that Service Satisfaction will become a very competitive and insignificant factor in the present as it indicates the company's ability to generate more income (Muffatto & Roberto, 1995). Content includes a customer's post-purchase behavior and their assessment of a particular product or supplier (Stank, Daugherty, & Ellinger, 1997).

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Since accommodation plays a crucial part in keeping repeat customers, the concerns of client behavioral intents must not be disregarded in this study of the hospitality sector. Sub-enterprises in the quickly growing service sector must therefore identify their goals and interests as well as decide whether to use more innovative and modern strategies to boost attitudinal loyalty and satisfaction, which is complicated by consumer behavior (Alexandris, Dimitriadis, & Markata, 2002).

Additionally, the study demonstrates that Service Satisfaction directly affects attitudinal loyalty (Hallowell R., 1996). Further research revealed that client happiness significantly influenced client commitment, suggesting that client satisfaction has a large impact on word-of-mouth (Hennig-Thurau, Gwinne, & Gremler, 2002). Similarly, another study found that the strongest correlation between positive client referrals and Service Satisfaction (Ranaweera & Jaideep, 2003). Research indicates that client satisfaction has a substantial impact on positive publicity and retention desire. It also influences the relationship between client loyalty and perceived service quality (Xu, Goedegebuure, & Van der Heijden, 2007). According to the study, Service Satisfaction serves as a mediator in the link between customers' perceived value and brand loyalty, and consumer trust is strongly correlated with client satisfaction in terms of favorable publicity. According to study (Parasuraman, Zeithaml, and Berry 1988), commitment is characterized by a client's propensity to repurchase and to recommend the company to others. Consolidated research shows that satisfied customers generate significant revenue for the business and establishes a connection between pricing performance and satisfied customers. Many industries claim that satisfied consumers provide a business that offers goods and services with ongoing, profitable advantages (Gomez, McLaughlin, & Wittink, 2004).

Contentment rates and the level of coverage that is used to gauge contentment are two related but different components of client satisfaction, according to studies. These two-dimensional theories of Service Satisfaction are supported by a large body of research. For instance, researchers found that consumer expectations in the field of services advertising are often ambiguous (Rust, Inman, Jia, & Zahorik, 1999). As a result, the items that customers often purchase from service organizations are complex and problematic (Parasuraman, Zeitham, & Berry, 1985). Only with Ambient Environment' assistance will satisfied customers be willing to pay the maximum price and exercise patience rather than quickly moving to other companies in the future.

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As customers relate to future purchases of a certain product or commodity, combined consumer satisfaction—as opposed to satisfaction with a specific activity, brand attributes, or characteristics—should offer a more accurate prediction (Anderson, 1996). A company's success is based on meeting the needs, wants, and expectations of its customers. Businesses risk losing money if they cannot satisfy their customers, who will instead select competitors that provide better products and services at similar prices. (Fornel, 2001) According to study (Gitman and McDaniel, 2008), satisfied customers are a company's most valued future business prospects since they are important shareholders and components of the corporation's long-term survival and marketing strategy.

Keeping an eye on Service Satisfaction also suggests strategies for companies to thrive by providing market services (John, 2003). Client satisfaction is defined as the clients' overall assessment of their involvement and level of knowledge, and it may be quantified using the following primary methods: incremental assessment and transaction-specific results (Wang, Lo, & Yang, 2004).

In a number of service industries, including healthcare, lodging, cafés, and a number of retail establishments, other scholars have shown a correlation between Service Satisfaction and ambient environment components. However, the impact of ambient environment components on actual consumer behavior is not well understood in good governance institutions, which is why there have only been a few comprehensive studies for the assessment of ambient environment in these types of service delivery amenities. This study examined the relationship between public service infrastructure and ambient environment features, as well as the significance of certain ambient environment factors that are expected to vary for different service organizations. Pleasure is correlated with the state of the economic and social habitat; the practical environment includes all of the tangible and physical objects within or outside the organization. Customer happiness is significantly impacted by such concrete, perceptible elements. According to the idea presented here, the exact environment may either help or impede the achievement of corporate organizational goals as well as external advertising strategies. Numerous studies have shown that ambient environment significantly affects Service Satisfaction. Recreational services are included in Ambient environment, which may exacerbate emotional overload.

Additionally, when a customer spends a considerable amount of time experiencing and appreciating ambient environment, the perceived relevance of ambient environment is a

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crucial part of the consumer experience (Wakefield & Blodgett, 1994).

In conclusion, a number of studies demonstrate that aspects of the external environment have a favorable and significant impact on attitudinal loyalty, suggesting that Service Satisfaction both facilitates and controls this relationship.

Gap Analysis

The relationship between client satisfaction and service quality in a corporate system for different markets throughout the world has been thoroughly studied by a number of scholars. According to a study conducted for Asian institutions in this field, Service Satisfaction is positively impacted by quality of service characteristics, including reliability, confidence, compassion, and attention (Niveen El Saghier, 2013). Service Satisfaction serves as a link between service quality and attitudinal loyalty, according to another study done for another Middle-East organization (Kheng, Mahamad, Ramayah, & Mosahab, 2010). Service quality is crucial in the services sector, especially in the construction sector, as previous studies have shown. However, the focus of this study will be on a novel example, Ambient Environment, and its impact on attitudinal loyalty and satisfaction (Ananth, A., Ramesh, R., & Prabakaran, B. 2011).

Methodology

This study employed a quantitative research design to examine the influence of ambient environment on brand loyalty, with service satisfaction acting as a mediating variable. The research adopted a causal and hypothesis-testing approach to explore the cause-and-effect relationship among variables and to assess the nature and strength of their interconnections. Data was collected using primary and secondary sources. Structured survey questionnaires were distributed among customers of high-end real estate developers in Dubai and Pakistan, using a convenience sampling technique due to its cost-effectiveness and ease of access. The questionnaire, adapted from established sources, comprised 33 items measured on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Additionally, observations of construction sites were conducted to assess the physical aspects of the ambient environment. Academic journals were also reviewed to provide theoretical support for the study.

The target population consisted of customers from selected construction companies in two countries, and a sample size of 200 respondents was chosen. The study used a cross-sectional time horizon, with the individual customer being the unit of analysis. Prior to full

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deployment, a pilot test was conducted to assess the reliability and validity of the questionnaire. Data was entered and analyzed using SPSS 17.0. Correlation analysis was used to determine the strength and direction of relationships between variables, while regression analysis identified the influence of independent variables on the dependent variable. The Pearson correlation coefficient and standardized beta values were used to interpret the results. The theoretical framework was supported by previous literature, ensuring a sound basis for empirical testing and analysis.



Hypotheses

H1: Ambient environment has a significantly positive relationship with attitudinal loyalty

H2: Ambient environment has a significantly positive relationship with Service Satisfaction

H3: Ambient environment has a strong relationship with attitudinal loyalty when Service Satisfaction mediating the relationship

Data Analysis

Demographic Profile

The demographic analysis was categorized into gender, age, and professional status. The data was collected from 210 respondents, comprising 56% females and 44% males. The age was segmented into three categories: 18-25 (primarily UAE residents), 26-50, and above 50, with the majority falling within the 18-50 age range. Regarding their professional status, most respondents were either students or employed.

Reliability of Scales

Pilot Testing

A pilot test was conducted with 25 questionnaires. Among several reliability criteria available in literature, this study adopted Hair et al.'s (1998) benchmark, where a reliability of 0.6 is considered moderately acceptable.

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Pilot Testing Reliability

Description	No. of Items	Cronbach's Alpha
Ambiance	6	0.930
Layout and Functionality	6	0.912
Signs and Artifacts	6	0.899
Service Satisfaction	6	0.910
Attitudinal Loyalty	5	0.900

The Cronbach's Alpha indicated high internal consistency, and no items were removed.

Overall Reliability

Description	No. of Items	Cronbach's Alpha
Ambiance	6	0.885
Layout and Functionality	6	0.870
Signs and Artifacts	6	0.825
Service Satisfaction	6	0.865
Attitudinal Loyalty	5	0.770

The alpha values demonstrate robust internal consistency, surpassing the acceptable threshold of 0.7, confirming reliability.

Descriptive Statistics

Variables	Skewness	Kurtosis
Ambiance	-0.320	-0.640
Layout and Functionality	-0.310	-0.380
Signs and Artifacts	-0.180	-0.480
Service Satisfaction	-0.700	0.700
Attitudinal Loyalty	-0.980	1.280

Both skewness and kurtosis values lie within acceptable ranges (-2 to +2 and -3 to +3, respectively), indicating normal data distribution, suitable for regression analysis.

Correlation Matrix

Variables	Ambiance	Layout	Signs	Service Satisfaction	Attitudinal Loyalty
Ambiance	1.00	.740**	.770**	.685**	.790**
Layout	.740**	1.00	.830**	.660**	.655**

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Signs	.770**	.830**	1.00	.770**	.765**
Service	.685**	.660**	.770**	1.00	.785**
Satisfaction					
Attitudinal	.790**	.655**	.765**	.785**	1.00
Loyalty					

Regression Summary

Relationship	R	R ²	Adjusted R ²	Std. Error	F-value	Beta	Significance
Ambient Environment -> Attitudinal Loyalty	.790	.624	.623	.49550	340.100	0.840	<0.001
Ambient Environment -> Service Satisfaction	.760	.578	.576	.53010	280.000	0.815	<0.001
Service Satisfaction - > Attitudinal Loyalty	.790	.624	.623	.50000	335.000	0.795	<0.001
Ambient Environment & Service Satisfaction - > Loyalty	.840	.706	.703	.44000	248.000	0.480 / 0.430	<0.001

The model highlights that ambient environment significantly predicts attitudinal loyalty, with 62.4% variance explained. An increase of one unit in ambient environment corresponds to an increase of 0.840 units in attitudinal loyalty, indicating strong predictive reliability. Service satisfaction is positively and significantly influenced by the ambient environment, explaining 57.8% of the variance. An increment of one unit in the ambient environment leads to an 0.815

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unit rise in service satisfaction. Combined regression confirms the significant mediating role of service satisfaction between ambient environment and attitudinal loyalty, explaining 70.6% of the variance.

The findings establish a robust positive impact of ambient environment on attitudinal loyalty, partially mediated by service satisfaction. Marketers must strategically enhance both tangible and intangible elements of the ambient environment, significantly improving customer satisfaction and loyalty.

Conclusion

The findings establish a robust positive impact of ambient environment on attitudinal loyalty, partially mediated by service satisfaction. Marketers must strategically enhance both tangible and intangible elements of the ambient environment, significantly improving customer satisfaction and loyalty.

The research finds that Ambient Environment creates positive change in Attitudinal Loyalty but Service Satisfaction functions as a partial intermediary between these factors. Casual decision processing coupled with essential long-term business relationships in the construction sector make physical environment elements such as ambiance layout lighting comfort and signage play significant roles in customer brand loyalty perceptions.

The research data verified robust relationships between essential variables which indicates that improving environmental qualities enhances customer satisfaction which grows customer loyalty. The results show ambiance stands as the main force that matters so researchers should provide equally strong consideration to perceptible sensory conditions (such as air quality and musical and scent elements and lighting options) like they do tangible design factors. Once a brand creates an exceptional Ambient Environment customers develop better emotional ties to the brand which will lead to returning customers and favorable brand recommendations.

Service Satisfaction acts as a mediator between environmental design and customer loyalty because satisfaction itself stands essential for generating lasting customer commitment. Customer impressions that create value perception alongside emotional fulfillment develop into enduring customer relationships. Service managers together with construction developers should treat Ambient Environment as a core strategic element to build customer-oriented spaces which provide comfort alongside clarity and emotional power. Researchers studied a somewhat restricted area while analyzing a small dataset of participants

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to deliver fresh understanding about a domain that combines environmental psychology with construction service marketing. Further research should apply this model to various service sectors or study digital/virtual ambiances in virtual real estate markets. The results demonstrate that support the conclusion that purposeful design of the ambient environment serves as an essential foundation for achieving satisfaction and loyalty from customers in contemporary construction.

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