INPLASY

Emerging Variables in the Study of Brand Loyalty in the Sports Industry, Exploring New Horizons: A Scope Review

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ADMINISTRATIVE INFORMATION

INTRODUCTION

Review question / Objective This scope review aims to answer the following research question: What emerging variables influence brand loyalty construction in the sports industry?

Background Brand loyalty is a fundamental objective in the field of marketing, ensuring the sustainability of organizations, and this also applies to the sports industry. However, previous studies have shown that brand loyalty in this industry is complex due to the diversity of organizations that offer goods, services, or a combination of both, implying that loyalty is influenced by various variables.
Traditionally, the literature has explained brand loyalty in the sports industry through four main variables that make up the mainstream, namely satisfaction, service quality, commitment, and trust. These variables have been consolidated in previous reviews, both collectively and individually. Furthermore, specific reviews have addressed these four variables based on gender and age.
However, it is necessary to complement this view and perspective on brand loyalty construction in the sports industry by consolidating evidence on other variables that also impact this process and are of an emerging nature.

Rationale Brand loyalty is a fundamental objective in the field of marketing, and its understanding in the sports industry is crucial to ensure the sustainability of organizations in this highly competitive sector. Until now, most studies have focused on traditional variables such as satisfaction, service quality, commitment, and trust as key drivers of brand loyalty in this context.

However, it is necessary to broaden the understanding of brand loyalty beyond these conventional variables and explore other emerging variables that may also have a significant impact on brand loyalty construction in the sports industry. By identifying and examining these emerging variables, this scope review would provide new knowledge and perspectives in the field, offering a more comprehensive and up-to-date view of the variables influencing brand loyalty. The updated information obtained through this scope review would be of great value to both researchers and marketing professionals in the sports industry. By discovering emerging variables and their implications in brand loyalty construction, researchers could develop more solid and evidence-based theories. Additionally, marketing professionals could use these findings to develop more effective and personalized strategies that foster consumer loyalty and improve the sustainability of organizations in the sports industry.

In summary, this scope review on emerging variables in brand loyalty in the sports industry would provide new insights, updated information, and practical guidance to enhance brand loyalty in this sector. By exploring beyond the variables that make up the mainstream, new opportunities would be opened to better understand consumers and develop more effective marketing strategies.

METHODS

Strategy of data synthesis To identify relevant documents, the search will be conducted in the following databases: SCOPUS, Web of Science, Academic Search Ultimate, EBSCO, DOAJ, DIALNETE, JSTOR, Oxford Academic Journals, Proquest Central, REDALYC, REDIB, and Scielo. The selection of these databases is due to their comprehensive coverage, diverse sources, and the quality and rigor in selecting the journals they index. The search terms will include "Brand loyalty" in combination with terms such as "sport," "sport industry," and "market sport," both in singular and plural forms. Similarly, variables related to brand loyalty other than "satisfaction," "service quality," "commitment," and "trust," and documented in the marketing literature in different industries than sports, will be included. Examples of such variables include "emotional experience," "symbolic consumption," "Brand equity," "self-image congruence," among others.

The search strategy will be implemented in the databases using the necessary boolean operators to combine them effectively and will be reviewed by a reference librarian and corrected if necessary. A thorough review of the results will be conducted, eliminating duplicates and selecting relevant documents for subsequent data analysis and synthesis.

Eligibility criteria The review will include peer-reviewed documents that have studied variables different from those related to the mainstream in the sports industry (satisfaction, service quality, commitment, and trust). The selected documents will be empirical in nature, employing quantitative, qualitative, or mixed methodologies to gather evidence on non-traditional variables. Documents relating to scope reviews or purely theoretical and conceptual models will not be included. Only works written in English or Spanish will be considered. This scope review does not limit the selection of documents to a specific geographical area or time frame.

Source of evidence screening and selection
The selection of documents will begin with the removal of duplicate records resulting from the database search. Subsequently, two reviewers will read the titles, abstracts, and keywords of the documents to determine which works should be excluded from the review and which should proceed to the full-text reading phase. In cases of discrepancies, an external reviewer from the research team will be consulted, and their recommendation will be followed. Full-text review will be conducted independently by two reviewers, ensuring that the documents are related to brand loyalty in the sports industry and study emerging variables in its construction. In case of incongruence regarding the potential inclusion of a document, an external review will be performed.

Data management With the selected documents, a bibliometric record will be created in an Excel spreadsheet by the researchers. Likewise, another database will be generated to store relevant information extracted from the selected documents. This database will include the following fields at a minimum: author(s), year of publication, document title, document type, methodology used, studied emerging variables, main results, and conclusions.

Furthermore, a coding system will be established to categorize and classify the emerging variables identified in the documents. This will facilitate the analysis and synthesis of information during the results stage.

To ensure data extraction quality and consistency, a consensus meeting will be held among the reviewers before starting the data extraction phase. During this meeting, criteria and definitions for data coding will be established, ensuring that all reviewers have a clear and shared

understanding of the concepts and variables to consider.

Additionally, a record of document exclusion decisions will be kept during the review process, detailing the reasons for discarding each document. This will allow for a transparent and reproducible record of document selection in the review.

Language restriction English and Spanish.

Country(ies) involved Colombia.

Keywords Brand loyalty; sport industry; market; sport.Bremd.

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