

Enhancing Customer Loyalty in Jewelry Enterprises: An Analysis Based on the ABC Attitude Model

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Abstract: The jewelry industry faces intense competition, making customer loyalty essential for sustained success. This paper examines customer loyalty through the lens of the ABC attitude model, which encompasses cognitive, affective, and behavioral dimensions. Cognitive factors, such as perceived quality and brand reputation, establish the foundation of trust, while affective factors, including emotional attachment and trust, strengthen customer relationships. Behavioral factors, such as repeat purchases and advocacy, reflect observable loyalty actions. The study proposes strategies to enhance loyalty, including delivering superior products and services, strengthening customer relationship management, and leveraging word-of-mouth and digital marketing. These approaches provide actionable insights for building long-term customer relationships in a competitive market. Future research could explore emerging technologies and cultural influences to further refine loyalty strategies. This research highlights the multidimensional nature of customer loyalty and offers practical recommendations for jewelry enterprises.

Keywords: Customer loyalty; ABC attitude model; Jewelry industry

Online publication: February 19, 2025

1. Introduction

The jewelry industry is characterized by intense competition and rapid shifts in consumer preferences, influenced by evolving social and economic trends. In this highly competitive market, customer loyalty plays a pivotal role in sustaining business growth and profitability. Loyal customers not only provide a stable revenue stream through repeat purchases but also enhance a company's brand reputation by serving as advocates and sharing positive experiences. This underscores the importance of understanding and strengthening customer loyalty, particularly in the jewelry industry, where emotional value and symbolic meaning often take precedence over functional considerations ^[1].

This study examines customer loyalty through the framework of the ABC attitude model, which provides a comprehensive approach to analyzing customer behavior. The model encompasses three key dimensions: affective, behavioral, and cognitive. The jewelry industry, known for its high involvement and personalized purchasing decisions, serves as an ideal context for applying this model. Consumers assess jewelry purchases based on

cognitive factors such as perceived quality, emotional connections to a brand, and behavioral tendencies like repeat purchases or resistance to competitors.

By exploring these dimensions, this study aims to provide actionable insights to help jewelry enterprises strengthen customer relationships. Addressing loyalty in this sector not only aids in customer retention but also enhances brand competitiveness in an increasingly globalized market.

2. Theoretical foundation

The ABC attitude model provides a robust theoretical framework for examining customer loyalty, particularly in industries such as jewelry, where purchasing decisions are influenced by complex psychological and emotional factors. This model integrates three interconnected components—*affective*, *behavioral*, and *cognitive*—which collectively shape an individual’s attitude and guide decision-making. Understanding these dimensions is essential for jewelry enterprises seeking to foster long-term customer relationships.

The *affective* dimension refers to the emotional connections and feelings that customers associate with a brand. In the jewelry industry, where purchases often hold symbolic value, emotions such as trust, admiration, and attachment significantly influence customer loyalty. A positive emotional experience—whether through exceptional service or meaningful interactions—can create a lasting bond with the brand.

The *behavioral* dimension focuses on observable actions, such as repeat purchases, word-of-mouth advocacy, and resistance to competitor offerings. Behavioral loyalty is particularly important for jewelry businesses, as loyal customers frequently return for future purchases, such as anniversaries, gifts, or personal milestones. These actions not only indicate customer loyalty but also provide valuable insights for businesses to assess the effectiveness of their strategies.

The *cognitive* dimension encompasses the beliefs and perceptions customers hold about a brand, including evaluations of product quality, brand reputation, and perceived value. Given the high cost and emotional significance of jewelry, cognitive factors play a central role in loyalty formation. Customers who perceive a brand as reliable and offering high-quality products at a reasonable value are more likely to develop and sustain long-term loyalty.

By applying the ABC attitude model, businesses can gain a comprehensive understanding of customer loyalty. This model enables jewelry enterprises to identify areas of strength and address potential gaps, allowing them to design targeted strategies that align with customers’ emotional, cognitive, and behavioral needs. The ABC model is particularly well-suited to the jewelry sector, where brand identity, personal significance, and customer experience play a critical role in shaping loyalty.

3. Research methodology

3.1. Research design

This study employs a mixed-methods approach to comprehensively investigate the factors influencing customer loyalty in the jewelry industry. By integrating quantitative and qualitative methodologies, the research provides a multidimensional understanding of customer loyalty within the framework of the ABC attitude model.

The quantitative component involves the administration of structured surveys designed to systematically collect data on cognitive, affective, and behavioral factors. These surveys generate measurable insights into how customers evaluate, connect with, and engage with jewelry brands.

Complementing this, the qualitative component consists of in-depth interviews with customers, exploring the emotional and experiential dimensions of loyalty. These interviews capture subjective nuances often overlooked

by quantitative measures ^[2]. The combined approach ensures a balanced exploration of customer loyalty, addressing both observable patterns and underlying motivations. This design is particularly well-suited to the high-involvement nature of jewelry purchases, where decisions often reflect both rational evaluations and emotional connections.

3.2. Sampling framework and data collection

The target population consists of customers who have made purchases from jewelry retailers within the past two years, ensuring the collection of recent and relevant data. Stratified random sampling is employed to ensure diversity in demographic characteristics such as age, gender, income level, and purchase intent.

To maximize reach and representation, the survey is distributed through both online and offline channels. Online distribution includes customer email lists and social media platforms, while offline distribution takes place in retail stores. To enhance validity and reliability, the survey questions undergo pretesting with a small sample, followed by necessary adjustments to improve clarity and relevance.

Additionally, in-depth interviews were conducted with 15 participants, selected based on purchasing frequency and brand engagement. These qualitative insights further enrich the dataset, offering a deeper understanding of customer experiences and perceptions.

3.3. Analytical techniques

A range of analytical techniques is applied to ensure comprehensive insights.

- (1) Quantitative data is analyzed using robust statistical methods, including regression analysis, factor analysis, and structural equation modeling (SEM).
 - (a) Regression analysis identifies the strength and direction of relationships between loyalty dimensions and overall loyalty scores.
 - (b) Factor analysis uncovers latent variables within cognitive, affective, and behavioral factors.
 - (c) SEM provides a comprehensive framework for understanding their interplay.
- (2) Qualitative data is analyzed using thematic analysis to identify recurring themes and patterns in customer experiences. Key themes include trust in brand authenticity, the symbolic meaning of jewelry, and the impact of personalized service, offering deeper insights into the emotional and experiential aspects of loyalty.

By integrating quantitative and qualitative findings, this study presents a holistic view of customer loyalty in the jewelry industry. These insights form the foundation for practical strategies aimed at enhancing customer retention, brand advocacy, and long-term success in a competitive market.

4. Data collection and analysis

4.1. Data collection process

A structured approach was adopted to collect both quantitative and qualitative data, ensuring a comprehensive and balanced understanding of customer loyalty in the jewelry industry. A survey questionnaire was designed based on the ABC attitude model, addressing three key dimensions:

- (1) Cognitive (e.g., perceived product quality, brand reputation)
- (2) Affective (e.g., emotional attachment, trust)
- (3) Behavioral (e.g., repeat purchases, brand advocacy)

The questionnaire consisted of 20 items measured on a 5-point Likert scale, ranging from “strongly disagree” to “strongly agree.”

The target respondents comprised customers who had purchased jewelry within the past 12 months. To ensure diverse customer representation, 100 questionnaires were distributed through both online channels (e.g., social media, email campaigns) and offline channels (e.g., in-store). After excluding incomplete responses, 90 valid responses were obtained, resulting in a high response rate of 90%.

In addition to the survey, three in-depth interviews were conducted with participants representing different purchasing behaviors, including frequent buyers, first-time buyers, and those purchasing jewelry primarily as gifts. Each interview lasted approximately 30–40 minutes, focusing on the emotional and experiential aspects of customer loyalty. These interviews provided rich qualitative insights, complementing the quantitative findings.

4.2. Data analysis techniques

The collected data was analyzed using both descriptive and inferential statistical methods to ensure a thorough examination of customer loyalty factors.

- (1) Descriptive statistics summarized key demographic characteristics, such as gender distribution (60% female) and purchasing intent.
- (2) Regression analysis was employed to examine the relationships between cognitive, affective, and behavioral dimensions and overall customer loyalty. Results indicated that emotional attachment (affective) and perceived quality (cognitive) were the most influential factors, together accounting for 58% of the variance in loyalty scores.

The qualitative data from interviews was analyzed using thematic analysis to identify recurring patterns and key themes. Three dominant themes emerged:

- (1) The importance of personalized service
- (2) Trust in brand authenticity
- (3) The symbolic significance of jewelry

These findings provided deeper insights into how customers emotionally connect with jewelry brands, enriching the statistical analysis.

By integrating quantitative and qualitative findings, this study ensures a comprehensive and actionable understanding of customer loyalty dynamics in the jewelry industry (see **Table 1** for a summary of key analysis techniques and findings).

Table 1. Summary of data analysis techniques and key findings

Analysis technique	Purpose	Key findings	Contribution to research
Descriptive statistics	Summarize demographic data and overall trends.	60% of respondents were female; the majority purchased jewelry for personal use.	Provides an overview of the respondent profile and highlights the general context of the jewelry market.
Regression analysis	Identify relationships between dimensions of loyalty and overall loyalty scores.	Emotional attachment (affective) and perceived quality (cognitive) accounted for 58% of loyalty variance.	Quantifies the impact of affective and cognitive dimensions on loyalty, highlighting their relative importance.
Thematic analysis	Analyze qualitative data to identify recurring themes.	Key themes: personalized service, trust in brand authenticity, and symbolic value of jewelry.	Adds depth to the findings by revealing emotional and experiential factors that influence loyalty.
Integrated analysis	Combine quantitative and qualitative insights.	Statistical findings supported by qualitative themes, ensuring robust conclusions.	Provides a holistic understanding of customer loyalty by integrating measurable and experiential aspects.

5. Analysis of customer loyalty factors

5.1. Cognitive factors: Perceived quality and brand reputation

Cognitive factors play a crucial role in shaping customer loyalty, as they influence how customers evaluate a brand's offerings. In the jewelry industry, perceived quality is a primary determinant of loyalty. Customers often associate high quality with superior craftsmanship, the use of authentic materials, and meticulous attention to detail ^[3]. Brands that transparently communicate the sourcing of precious metals and gemstones, along with their commitment to quality assurance, are more likely to earn customer trust and long-term loyalty.

Brand reputation is another critical cognitive factor. Customers tend to remain loyal to jewelry brands that have established themselves as trustworthy, reliable, and socially responsible. This reputation is built through a consistent track record of ethical practices in material sourcing and manufacturing, positive public relations, and high levels of customer satisfaction. Additionally, clear, consistent, and transparent marketing and communication efforts further enhance customer perceptions, reinforcing brand credibility. Together, these cognitive factors serve as the foundation of customer loyalty, influencing both initial purchase decisions and long-term engagement with the brand.

5.2. Affective factors: Emotional attachment and trust

Affective factors, particularly the emotional bonds between customers and brands, play a pivotal role in fostering loyalty within the jewelry industry. Emotional attachment often arises from deeply personal experiences, such as a memorable purchase or exceptional customer service. Jewelry, being highly symbolic and frequently associated with significant life events—such as engagements, weddings, and anniversaries—naturally fosters strong emotional connections. These occasions imbue purchases with profound sentimental value, reinforcing customers' emotional ties to the brand ^[4].

Trust is another fundamental element of emotional loyalty. Customers who perceive a brand as reliable and ethical are more inclined to remain loyal. This trust is strengthened when brands consistently deliver on their promises regarding product authenticity, ethical sourcing, and transparent customer service policies. For example, offering lifetime warranties, hassle-free return policies, or detailed product certifications reassures customers of a brand's commitment to quality and integrity. By fostering trust, jewelry brands not only encourage repeat purchases but also establish a deeper sense of belonging and alignment with the brand's values. Emotional loyalty extends beyond transactional interactions, creating lasting relationships that secure long-term customer allegiance.

5.3. Behavioral factors: Repeat purchases and advocacy

Behavioral factors represent the observable manifestations of customer loyalty, including repeat purchases and brand advocacy. In the jewelry industry, repeat purchases are primarily driven by consistently positive experiences. These may include satisfaction with product quality, personalized service during the buying process, and seamless after-sales support. Customers who feel valued and well-served are more likely to return to the same brand for future purchases, whether to commemorate milestones, replace items, or expand their jewelry collection ^[5]. Loyalty programs, exclusive discounts, and tailored recommendations further reinforce this behavior by incentivizing continued engagement.

Advocacy is an extension of behavioral loyalty, wherein satisfied customers actively promote the brand through word-of-mouth recommendations and online reviews. Jewelry brands that cultivate strong customer advocacy benefit from enhanced credibility, as potential buyers tend to trust personal recommendations over traditional advertising. Behavioral loyalty not only drives revenue through repeat business but also amplifies a brand's reputation and market presence.

6. Strategies for enhancing customer loyalty

6.1. Delivering superior products and services

Customer loyalty in the jewelry industry is fundamentally built on delivering high-quality products and exceptional service. Customers value jewelry that meets or exceeds their expectations in craftsmanship, material authenticity, and design innovation. To achieve this, brands must implement rigorous quality control measures, including certified sourcing of precious materials and transparent manufacturing processes. Ensuring product authenticity and durability fosters trust and strengthens long-term customer commitment.

Beyond product quality, exceptional service is a critical component of customer loyalty. Personalized experiences, such as tailored consultations and bespoke jewelry design options, address customers' emotional needs and enhance brand affinity. Additionally, offering comprehensive after-sales services—such as cleaning, resizing, and repairs—further enriches the overall customer experience. These efforts collectively demonstrate a brand's dedication to customer satisfaction, reinforcing loyalty.

6.2. Strengthening customer relationship management

Effective customer relationship management (CRM) is essential for fostering deeper connections and encouraging repeat purchases. Jewelry brands can leverage CRM tools to collect and analyze customer data, allowing them to understand preferences, purchase histories, and behavioral patterns. This data-driven approach enables brands to provide targeted recommendations, personalized marketing messages, and exclusive offers tailored to individual customers.

Building strong relationships also requires consistent and meaningful communication. Regular follow-ups through email newsletters, SMS updates, and social media engagement keep customers informed about new collections, promotions, and events. For high-value customers, exclusive invitations to VIP events or membership in loyalty programs can further strengthen their emotional and behavioral connection to the brand. CRM strategies that emphasize trust, transparency, and personalization contribute to higher customer satisfaction and long-term loyalty.

6.3. Leveraging word-of-mouth and digital marketing

Word-of-mouth marketing is a powerful tool for enhancing customer loyalty and expanding brand reach. Satisfied customers often share positive experiences with friends and family, serving as credible endorsements that attract new customers. To encourage this, jewelry brands can establish referral programs that reward both the referrer and the new customer, incentivizing advocacy while reinforcing existing customer relationships.

In the digital era, online platforms play a crucial role in customer loyalty strategies. Brands can leverage social media to showcase collections, share behind-the-scenes content, and engage directly with customers. User-generated content, such as customer testimonials and photos of purchased jewelry, adds authenticity and strengthens brand trust. Additionally, online reviews and ratings on platforms such as Google and Yelp influence potential customers' purchasing decisions, making it imperative for brands to actively manage their digital reputation.

7. Conclusion and future outlook

Customer loyalty is a critical determinant of long-term success in the highly competitive jewelry industry. By applying the ABC attitude model, this paper underscores the significance of cognitive, affective, and behavioral dimensions in shaping customer loyalty. Cognitive factors, such as perceived quality and brand reputation, establish the foundation for trust and satisfaction, while affective factors, including emotional attachment and trust,

strengthen the bond between customers and brands. Behavioral expressions of loyalty—such as repeat purchases and advocacy—serve as tangible indicators of a brand’s ability to retain customers.

The proposed strategies emphasize delivering high-quality products and services, enhancing customer relationship management, and leveraging word-of-mouth and digital marketing to foster sustainable loyalty. These approaches not only address immediate challenges but also position jewelry brands for long-term competitiveness.

Looking ahead, the evolving consumer landscape and advancements in technology present new opportunities for further exploration. Future research could examine the impact of emerging technologies, such as AI-driven personalization and virtual try-on experiences, on customer loyalty. Additionally, investigating cultural and generational influences on loyalty behaviors could provide valuable insights for tailoring strategies to diverse customer segments. By continuously adapting and innovating, jewelry enterprises can cultivate enduring customer loyalty in an increasingly dynamic market.

Disclosure statement

The author declares no conflict of interest.

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