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## Analysis of customer loyalty towards purchasing multiflora Honey products

### Abstract

Customer loyalty is a vital asset for ensuring business survival and long-term profitability. This study analyzes loyalty in multiflora honey purchasing across generational cohorts in the Jabodetabek area. A quantitative survey using purposive sampling was employed to collect data from verified consumers, analyzed through the Customer Loyalty Index (CLI). Findings show that all generations are generally loyal, with Generation Y exhibiting the highest loyalty level. Younger generations demonstrate strong recommendation intentions. This research reinforces the multidimensional concept of loyalty and generational cohort theory within the multiflora honey product sector. Practically, the results suggest that marketers must maintain price stability and implement an integrated marketing approach. Strategies should focus on digital engagement for younger cohorts while ensuring product availability in physical stores for older consumers to accommodate diverse shopping habits and prevent loyalty erosion.

**Keywords:** bee product, customer loyalty, generation group, multiflora honey, supplement

### Abstrak

Loyalitas konsumen adalah aset penting untuk memastikan keberlanjutan dan profitabilitas bisnis. Penelitian ini menganalisis loyalitas pelanggan terhadap pembelian madu multiflora antarkelompok generasi di area Jabodetabek. Survey kuantitatif dengan metode *purposive sampling* digunakan untuk mengumpulkan data dari responden yang memenuhi kriteria yang ditentukan. Analisis dilakukan dengan *Customer Loyalty Index* (CLI). Hasil penelitian menunjukkan bahwa semua kelompok generasi dapat dikatakan loyal terhadap produk madu multiflora, dan generasi Y menunjukkan tingkat loyalitas tertinggi. Generasi yang lebih muda memiliki kecenderungan merekomendasikan produk pada orang lain. Penelitian ini membahas tentang konsep loyalitas pelanggan antarkelompok generasi dan konsep teori kelompok generasi dalam sektor produk madu multiflora. Berdasarkan hasil penelitian, pemasar sebaiknya menjaga stabilitas harga dan menerapkan strategi marketing yang beragam, seperti strategi yang berfokus pada pemasaran digital untuk generasi yang lebih muda atau menjaga ketersediaan produk di toko-toko untuk generasi yang lebih tua. Hal ini dilakukan untuk mengakomodasi perilaku pembelian yang beragam dan mencegah berkurangnya loyalitas pelanggan.

**Kata Kunci:** produk lebah, loyalitas pelanggan, kohort generasi, madu multiflora, sensitivitas harga

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## 1. Introduction

Honey is the most consumed bee product in the world compared to propolis, pollen, royal jelly, beeswax, bee venom, and bee bread (Akgün et al., 2021). Among other bee products, honey is the most important in terms of quantity, consumption and profit in the beekeeping sector. Honey production in Indonesia alone reached 189,780 liters in 2021, of which 180,508 liters were produced in Java (Badan Pusat Statistik, 2021). The honey industry has a wide market share and is very prospective, so many beekeepers and honey

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entrepreneurs compete in this business field (Suherman et al., 2017). In humans, honey has benefits of increasing ascorbic acid, glutathione reductase, minerals, and immune cells. This suggests that honey is likely to protect people who consume it from viruses, including the SARS-CoV-2 virus (the virus that causes COVID-19) (Hossain et al., 2020). Honey is also safe to consume and has no harmful side effects. Therefore, honey is highly recommended as an additional supplement to help maintain health (Al Nagggar et al., 2021). Since honey is believed to be a safe food, it can be used as an alternative health supplement by various generational groups ranging from Baby Boomers to generation Z.

Although honey has many benefits for each generational group, it does not guarantee that honey (especially multifloral honey) will be chosen by consumers. In addition to competing with chemical drugs, multifloral honey products also compete with other honey products, especially monofloral honey products that generally have lower prices. Competition nowadays no longer depends on product quality alone, but also the steps taken by marketers to satisfy customer needs. One of the steps that can be taken is to provide products that match customer preferences, so that customer satisfaction and loyalty will be formed.

Customer loyalty can be defined as the opportunity for customers to repurchase products from a company, and the opportunity to buy goods or services at any price (price tolerance) (Hult et al., 2016). Loyal customers are irreplaceable for a company. Usually customers want a mutually satisfying relationship between the two parties and the company first to form loyalty (Sundström & Hjelm-Lidholm, 2020). Customer loyalty can be formed from the feeling of satisfaction that customers have when the products they receive are in line with their expectations (Kusumawati & Rahayu, 2020). Satisfied customers will easily recommend the product to someone else. This situation provides indirect benefits for the company, namely the acquisition of new customers through its loyal customers (Marcella et al., 2022). In food products (for example honey), usually repurchases will increase if they feel there are health benefits from these food products (Wang & Tsai, 2019).

Customer loyalty is related to the tendency to recommend products to others and repurchase the product (repurchase intention). Loyal customers will support a brand/company on an ongoing basis and will increase sales of the brand/company. Customers are more likely to be loyal if they feel they get more value for the products they receive (Chatzoglou et al., 2022). The greater the loyalty of a customer, the greater the likelihood of recommending products to others and making repeat purchases (Meilatinova, 2021). Due to the importance of customer loyalty, companies often implement certain programs to increase the loyalty of their customers, such as by creating member cards, often holding discounts and so on (Khairawati, 2020). Nowadays, customer loyalty is very likely to be improved by interaction through social media (He et al., 2019). Customer loyalty has occupied the most prominent place in marketing theory and practice and plays an important role in business implementation because it is closely related to profitability. An in-depth understanding of consumer loyalty is necessary to ensure business survival and can manage business growth in the long term. Fierce business competition will raise concerns for businesses to maintain their consumers' loyalty.

This research examined the loyalty of customers who buy multifloral honey from the Baby Boomers, X, Y and Z generation groups. This research is important to do because there is still a gap in research on customer loyalty for multifloral honey. Examples of related studies that have been conducted include research by Rachmani et

al. (2023) on the preferences of young consumers in Bogor City in consuming honey during the covid-19 pandemic, which proves that honey consumption among young consumers in Bogor City has increased during the COVID-19 pandemic. Another study was conducted by Lelo Mali et al. (2021) on the analysis of local honey consumer satisfaction in Pontianak City, which showed that consumer satisfaction in the city with local honey reached 71,2%. Unfortunately, those studies did not analyze consumer loyalty and they only took respondents from one city, so there is a research gap that should be filled. The study conducted by Unteawati et al. (2022) on modeling consumer loyalty based on satisfaction with Suhita honey product attributes showed that consumer satisfaction affects consumer loyalty. The research gap that must be filled from this study is that the sample is only taken from consumers who consume certain brands of honey, so it does not describe the characteristics of consumers of honey products in general.

Multifloral honey businesses need to know information about consumers to be able to formulate marketing strategies appropriately. However, studies or research that discuss the level of loyalty of customers who buy honey, especially multifloral honey, are still relatively few so that the existing data is inadequate. Considering the research gap from previous studies, the novelty of this study lies in the study respondents who are taken from 4 generational groups (Baby Boomers, Generation X, Generation Y and Generation Z) and come from a fairly wide Jabodetabek area, so that the results of this study can show general customer loyalty to multifloral honey products more comprehensively. This study has the following objectives: (1) to analyze the level of customer loyalty in purchasing multifloral honey across generations, and (2) to give insight for multifloral honey marketers to improve their customers' loyalty. This research is expected to provide benefits as input for the development of science in the field of consumer behavior, as information for the honey industry and/or beekeepers in developing multifloral honey marketing strategies based on the current level of customer loyalty, as information for the honey industry and/or beekeepers in developing markets and setting product sales strategies appropriately.

## **2. Literature review**

### *2.1 Customer loyalty*

Loyalty is defined as a very strong commitment to repurchase or subscribe to a preferred product or service in the future despite situational influences and marketing efforts that have the potential to cause behavior change (Singh et al., 2021; Arianti 2021). Consumers have varying degrees of loyalty to certain brands, stores, and companies (Kotler & Keller, 2021).

Customer loyalty can be defined as the opportunity for customers to repurchase products from a company, and the opportunity to buy goods or services at any price (price tolerance) (Hult et al., 2016). Loyal customers are irreplaceable for a company. Usually customers want a mutually satisfying relationship between the two parties and the company first to form loyalty (Sundström & Hjelm-Lidholm, 2020). Customer loyalty can be formed from the feeling of satisfaction that customers have when the products they receive are in line with their expectations (Kusumawati & Rahayu, 2020). In food products (for example honey), usually repurchases will increase if they feel there are health benefits from these food products (Wang & Tsai, 2019).

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Customer loyalty consists of behavioral factors and attitudinal factors. Behavioral factors do not fully indicate loyalty, because sometimes there are other factors that prevent customers from switching to other companies, such as the absence of other alternatives or locations to get products that are more easily accessible. Therefore, loyalty behavior must be supported by other indicators, such as customers' willingness to recommend products to friends and family (Minh-Tri, 2021; Damayanti & Patricia, 2025).

## *2.2 Generation cohort*

A generation or age cohort is a group of individuals who have experienced the same social, political, historical, and economic environment. The concept of generation is very important to marketing practice, as age influences lifestyle and self-concept, which can affect product consumption. Age also shapes the type of media individuals use, where individuals shop, how individuals use a product, and individual thoughts and feelings about marketing activities (Suharjo & Harianto, 2019).

Baby Boomers is the name for the generation born between 1946 and 1964. This generation sets itself on a career and is largely a workaholic (placing excessive importance on work to the neglect of other aspects of life). This generation sees work as a form of self-achievement, status and self-proving, so job titles are very important. The Baby Boomers generation is the most numerous and influential generation (Suharjo & Harianto, 2019). The development of the population in the Baby Boomers generation in Indonesia occurred over a period of approximately 50 years.

Generation X are individuals born between 1965 and 1980. The generation X group was born when technologies such as the use of PCs, computers, video games, cable TV, and the internet began to develop. This generation has characteristics such as resourceful, independent, need emotional comfort, prefer something informal and have business or trade skills, strive for a balance between work life and personal life, develop opportunities that are owned, like positive work relationships and like freedom and space to develop (Kumala et al., 2020).

Generation Y is known as the Millennial Generation. This generation group was born between 1981 and 1997. This generation uses a lot of instant communication technology such as email and social media such as Facebook and X (formerly Twitter). This generation tends to work to be able to apply creativity, and seeks a relaxed work environment, because they work not to support a family like generation X did. They are very techno-minded and interact a lot through devices (W et al., 2019).

Generation Z or what can be called Gen Z was born between 1997 and 2010. Generation Z is the first generation that has been exposed to technology from an early age. The use of easy internet access through smartphones in the era of globalization has made this generation dependent on the internet. The influence of Generation Z today is vital due to globalization and the massive use of technology, and this has increased since the COVID-19 pandemic. Home-learning policies increase internet usage and provide more time for social media activities for Generation Z (Firamadhina & Krisnani, 2020).

### *2.3 Previous study*

This research examined the loyalty of customers who buy multifloral honey from the Baby Boomers, X, Y and Z generation groups. This research is important to do because there is still a gap in research on customer loyalty for multifloral honey. Examples of related studies that have been conducted include research by Rachmani et al. (2023) on the preferences of young consumers in Bogor City in consuming honey during the covid-19 pandemic, which proves that honey consumption among young consumers in Bogor City has increased during the COVID-19 pandemic. Another study was conducted by Lelo Mali et al. (2021) on the analysis of local honey consumer satisfaction in Pontianak City, which showed that consumer satisfaction in the city with local honey reached 71,2%. Unfortunately, those studies did not analyze consumer loyalty and they only took respondents from one city, so there is a research gap that should be filled. The study conducted by Unteawati et al. (2022) on modeling consumer loyalty based on satisfaction with Suhita honey product attributes showed that consumer satisfaction affects consumer loyalty. The research gap that must be filled from this study is that the sample is only taken from consumers who consume certain brands of honey, so it does not describe the characteristics of consumers of honey products in general.

## **3. Method**

This research was conducted in the Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area from January to June 2024. Based on research conducted by Purnomo et al. (2021), 86 percent of consumers buy honey more than once a month. The frequency of honey consumption in Jabodetabek and the easy access to honey products indicate that Jabodetabek people can be said to consume honey products frequently, so they are potential consumers of honey products, and are suitable to be respondents in this study.

This study used a survey method for data collection. The tool used in primary data collection is a questionnaire that will be filled in by respondents through Google Form. The survey was conducted by distributing the questionnaire online through social media such as WhatsApp. The samples taken in this study were consumers who had bought and consumed multifloral honey in the Jabodetabek area. Sampling using nonprobability sampling technique with purposive sampling method in order to obtain samples according to the expected characteristics. The respondent criteria used in sampling this study include being more than 17 years old (with the consideration that at that age a person is considered to be able to make decisions), having bought and consumed multifloral honey, lives in the Jabodetabek area and already working and/or married. Of all respondents who filled out the research questionnaire, only 135 respondents whose data could be used.

This study used 5 indicators for customer loyalty. Five question items were developed and adapted from previous study conducted by Sihombing et al. (2023), measuring each indicator using a 5-point Likert scale, from "1 = strongly disagree" to "5 = strongly agree." The results of the reliability tests showed that all items were declared reliable. The item can be declared reliable if the Cronbach's Alpha value is greater than or equal to 0,7. The test was done using IBM SPSS Statistics Version 24. The indicators in the questionnaire are listed in Table 1 and the results of the reliability tests on the indicator items can be seen in Table 2.

**Table 1.** Indicator used in research

Indicator	Item	References
Customer Loyalty	You will still buy multifloral honey even though the price is higher than other honey products	Sihombing et al. (2023); Kotler & Keller (2021)
	You will still buy multifloral honey if there is a price increase	Sihombing et al. (2023); Hult et al. (2016)
	You will do a repurchase to multifloral honey products	Sihombing et al. (2023); Singh et al. (2021); Wang & Tsai (2019); Chatzoglou et al. (2022)
	You will still choose multifloral honey when offered other types of honey (e.g. manuka honey or other monofloral honey)	Sihombing et al. (2023); Tartaglione et al. (2019); Kotler & Keller (2021)
	You would recommend multifloral honey to other people	Sihombing et al. (2023); Marcella et al. (2022); Meilatinova (2021); Minh-Tri (2021)

**Table 2.** Reliability test results

Indicator	Item Code	Cronbach's Alpha
Customer Loyalty	PL1	0.836
	PL2	
	PL3	
	PL4	
	PL5	

For data analysis, Customer Loyalty Index (CLI) was used to test the research model using Microsoft Excel and SPSS. CLI was chosen because it can describe customer loyalty in a percentage scale that is easy to understand.

Customer Loyalty Index (CLI) is used to determine the level of consumer loyalty to a product / service. The following is the formula that was used in calculating CLI:

$$CLI = \frac{\sum_1^n 1 (willing\ statement)}{HS} \times 100\%$$

Description:

Willing statement: average loyalty attribute score

HS: the highest value on the scale in the questionnaire

The CLI interpretation index numbers are as follows:

- 0% < CLI ≤ 20%: Very disloyal
- 20% < CLI ≤ 40%: Not loyal
- 40% < CLI ≤ 60%: Moderately loyal
- 60% < CLI ≤ 80%: Loyal
- 80% < CLI ≤ 100%: Very loyal

## 4. Results

The table below shows the respondents' ratings per generational group on the customer loyalty indicators. More than half of the respondents from the Baby Boomers and Generation X groups agreed or strongly agreed with the statements that they would make a repeat purchase and that they would choose multifloral honey even if other types of honey were available. However, they were neutral on other statements, such as that they would still buy multifloral honey even if it is expensive or if there is a price increase and that they would recommend multifloral honey to others.

**Table 3.** Customer loyalty score

Indicator of Loyalty	Distribution of Respondents (%)								
	Baby Boomers and Generation X			Generation Y			Generation Z		
	SD/D	N	SA/A	SD/D	N	SA/A	SD/D	N	SA/A
Will continue to buy multifloral honey even though the price is more expensive	13,5	56,7	29,7	6,1	32,3	61,5	9,1	48,9	42,4
Will continue to buy multifloral honey if there is a price increase	18,9	51,3	29,7	12,3	38,5	49,2	18,2	39,4	42,4
Will make a repurchase	0	35,1	64,9	1,5	12,3	86,1	3,03	27,3	69,7
Will choose multifloral honey even if other types of honey are available.	2,7	40,5	56,8	9,2	33,8	56,9	6,06	45,4	48,5
Would recommend multifloral honey	2,7	54	43,2	3,1	26,1	70,8	12,1	12,1	75,8

SD/D: Strongly Disagree/Disagree, N: Neutral, SA/A: Strongly Agree/Agree

This shows that respondents from this generation group can be said to be loyal to multifloral honey products, but this loyalty can still be improved, for example by keeping the price of the product affordable to consumers. As many as 86,15% of respondents from Generation Y agreed or strongly agreed to the statement that they would make a repurchase and as many as 70,77% agreed or strongly agreed that they would recommend multifloral honey to others, but only 49,23% stated that they would buy multifloral honey if there was a price increase. This shows that the quality of multifloral honey is good enough according to respondents from this generation that they would repurchase and/or recommend it to others, but if the price increases they might stop buying multifloral honey and switch to other types of honey.

Most respondents from Generation Z stated that they would recommend multifloral honey to others with a percentage of 75,76%, and 69,7% would repurchase. However,

only 42% of Generation Z respondents would continue to buy multifloral honey even if it is expensive or if there is a price increase. This shows that this generation is quite price sensitive. If producers want to increase the loyalty of the Generation Z group, product prices may need to be kept within their reach.

The percentage of CLI (Customer Loyalty Index) for the total respondents is 72,3%, which means that all respondents can be said to be loyal to multifloral honey products. Respondents from all generations are considered loyal to multifloral honey products, with a CLI percentage of 68,3% for Baby Boomers and Generation X, 74,8% for Generation Y and 71,8% for Generation Z. The loyalty level of the Baby Boomers and Generation X group is lower than the other generational groups, which means that the loyalty level can still be improved. These generational groups are also quite price sensitive, so if the price of multifloral honey products remains affordable, it is possible that the loyalty level will increase.

**Table 4.** CLI percentage

<b>Baby Boomers and Gen X</b>	<b>Gen Y</b>	<b>Gen Z</b>	<b>Total Respondents</b>
68,32%	74,83%	71,87%	72,32%

Most respondents from the Baby Boomers and Generation X groups agreed or strongly agreed that they would repurchase multifloral honey and would continue choosing it even when other types of honey were available. However, many respondents in these groups expressed neutrality regarding purchasing multifloral honey if the price were higher or if there were a price increase, as well as in recommending the product to others.

More than 85% of Generation Y respondents agreed or strongly agreed that they would repurchase multifloral honey, and more than 70% stated that they would recommend it to others. However, fewer than 50% indicated that they would continue purchasing multifloral honey if there were a price increase.

Approximately 75% of Generation Z respondents stated that they would recommend multifloral honey to others, and nearly 70% expressed intention to repurchase. Nevertheless, only 42% reported that they would continue purchasing the product if it became more expensive or if there were a price increase.

Based on the Customer Loyalty Index (CLI) calculation, respondents overall are categorized as loyal to multifloral honey products. However, the CLI value for Baby Boomers and Generation X is lower compared to Generation Y and Generation Z, indicating variation in loyalty levels across generational cohorts.

## 5. Discussion

The findings indicate that loyalty patterns differ across generations. Baby Boomers and Generation X demonstrate loyalty primarily through repeat purchase behavior and continued product choice. This pattern reflects the behavioral loyalty dimension, which emphasizes observable actions such as repurchase (Tartaglione et al., 2019). However, their neutrality toward price-related statements suggests that their loyalty may be disrupted by price increases. According to Kotler & Keller (2021), customers evaluate price based on perceived value; when price exceeds perceived value, purchase intention

declines. Therefore, maintaining price affordability is essential to sustain loyalty within these cohorts.

Generation Y exhibits stronger attitudinal loyalty, characterized by high repurchase intention and willingness to recommend the product. Their positive perception of product quality appears to drive both repeat purchase and word-of-mouth behavior. However, their loyalty remains conditional upon price stability. If prices increase significantly, a substantial portion may reconsider their purchasing decision. This suggests that quality perception plays a central role in shaping loyalty within this group. Generation Z shows a similar pattern to Generation Y, with strong recommendation and repurchase intentions but considerable sensitivity to price changes. Given their strong engagement with digital platforms, loyalty among Generation Z may also depend on online purchasing experience and seller reputation in e-commerce environments (Rosário & Raimundo, 2021). Enhancing digital presence and ensuring positive online shopping experiences may therefore strengthen loyalty within this segment.

Although all generational groups are categorized as loyal based on CLI results, loyalty remains highly dependent on product price and perceived value. Maintaining price stability, ensuring product quality and authenticity, and strengthening both online and offline distribution channels are essential strategies to enhance loyalty across generations. Customer satisfaction remains a foundational determinant of loyalty formation, even though it does not automatically guarantee sustained loyalty (Abu-Alhaija et al., 2019). The findings revealed a disconnect between the two primary dimensions of loyalty, namely behavioral (actions) and attitudinal (intentions) which are often expected to align in unified loyalty models. Older generations (Baby Boomers and Generation X) shows primarily behavioral loyalty, characterized by repeat purchases and continued product choice, but they remained neutral regarding recommending the product to others. Younger generations exhibited stronger attitudinal loyalty, with 70.77% of Generation Y and 75.76% of Generation Z willing to recommend multifloral honey to others. This suggests that while older generations may buy out of habit, they lack the advocacy and commitment seen in younger generations, who serve as product advocates despite being the most price-sensitive groups.

## **6. Conclusion**

Based on the results of the research that has been conducted, it can be concluded that the results of the CLI (Customer Loyalty Index) calculation show that all respondents are considered loyal to multifloral honey products. The CLI percentage of Baby Boomers and Generation X respondents is lower than the other generation groups. Respondents seem quite sensitive to the price of multifloral honey products. Marketers can focus on online sales strategies to retain the loyalty of Generation Y and Z consumers. Consumers who shop online are usually very concerned about the reputation of sellers or shops in e-commerce. Marketers should also maintain stock availability in stores to maintain the loyalty of consumers who are used to shopping directly in stores such as consumers from the Baby Boomers and Generation X.

Some suggestions that can be applied to further research in this field include increasing the number of respondents, analyzing customer satisfaction and loyalty for monofloral and multifloral honey products or comparing with other bee products such as propolis or bee pollen, and expanding the sampling area so that it is not limited to the Jabodetabek area.

## **7. Theoretical and practical implication**

The findings of this study provide several important theoretical and practical implications. From a theoretical perspective, this research reinforces the relevance of the Customer Loyalty Index (CLI) as a practical and interpretable tool for measuring customer loyalty across generational cohorts, particularly within the context of natural health products such as multifloral honey. The study supports the multidimensional concept of customer loyalty by demonstrating differences between behavioral loyalty, which is more prominent among Baby Boomers and Generation X, and attitudinal loyalty, which is stronger among Generation Y and Generation Z. The results also contribute to generational cohort theory by confirming that loyalty formation is influenced by age-related consumption characteristics and digital orientation. Furthermore, the findings strengthen consumer behavior theory by highlighting the central role of perceived value and price sensitivity in sustaining loyalty. Even when product quality is positively perceived, loyalty across generations remains highly dependent on price stability, indicating that price acts as a critical moderating factor in repurchase intention and recommendation behavior.

From a practical standpoint, the study offers strategic insights for producers and marketers of multifloral honey. Maintaining price stability is essential to prevent loyalty erosion, as increased prices may lead consumers to switch to alternative honey products. Ensuring consistent product quality and authenticity is equally important, particularly for younger consumers who prioritize quality and actively share their consumption experiences through digital platforms. Strengthening e-commerce presence and enhancing online purchasing experiences are crucial strategies for engaging Generation Y and Generation Z, who are more digitally oriented. At the same time, maintaining product availability in physical retail channels remains necessary to support Baby Boomers and Generation X consumers who are more accustomed to offline purchasing behavior. Overall, a balanced pricing strategy, strong quality assurance, and an integrated omnichannel marketing approach are key to sustaining and improving customer loyalty across generational segments.

## **8. Limitations and suggestions for further research**

This study has several limitations that should be considered when interpreting the findings. First, the research focuses solely on consumers of multifloral honey in the Jabodetabek area, which may limit the generalizability of the results to other regions or broader populations. Second, the study relies on self-reported data collected through online questionnaires, which may introduce response bias and may not fully capture actual purchasing behavior. Third, the analysis primarily utilizes the Customer Loyalty Index (CLI) without incorporating more advanced analytical methods to examine causal relationships between variables such as satisfaction, perceived value, and loyalty. In addition, external factors such as income level, competitive intensity, promotional activities, and macroeconomic conditions were not explicitly analyzed, even though they may influence purchasing decisions and loyalty formation.

Future research is encouraged to expand the geographic scope and increase the sample size to improve generalizability. Comparative studies between multifloral and monofloral honey products, or between honey and other bee products such as propolis or bee pollen, may provide broader insights into loyalty dynamics in the bee product sector.

Subsequent studies may also incorporate additional constructs such as customer satisfaction, brand trust, perceived value, and digital engagement to develop a more comprehensive loyalty model. Employing mixed-method approaches that combine quantitative surveys with qualitative interviews could provide deeper understanding of generational motivations and purchasing behavior. Furthermore, longitudinal research examining loyalty patterns over time would offer valuable insights into how loyalty evolves in response to changing market conditions and generational transitions.

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