Supplementary Materials: The following are available online at www.mdpi.com/xxx/s1, Table S1: List of studies included in the systematic literature review (in alphabetic order), Table S2: Factors/variables used in word cloud visualization.

Table S1. List of studies included in the systematic literature review.

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Table S2. Factors/variables[1] used in word cloud visualisation.

Factors/variables	Number of studies
brand loyalty	26
brand awareness	12
brand equity	11
brand image	10
perceived quality	9
customer satisfaction	6
customer brand identification	5
consumer based brand equity service quality brand association	4
brand quality brand satisfaction brand trust	3
brand commitment, brand identification, brand reliability, brand value, customer brand engagement, perceived value, physical quality, staff behaviour price relationship equity, self-image congruence, value congruity	2
brand identity, brand knowledge brand experience, brand performance behavioural loyalty, affective loyalty, cognitive loyalty, conative loyalty assurance, brand attitude, empathy, brand assets management trust, managerial ties, responsiveness desired organization outcomes, resources, convenience, environment, quality of commodities direct experience, service performance, staff service, tangibility intellectual capital, social capital, human capital, organization capital, information and communication technology, marketing communication, social media marketing activities internal quality, location quality, value equity, experience quality brand choice intension, revisit intention, purchase intention, and lifestyle similarity, brand love, ideal self-congruence, lifestyle congruence	1

1/ factors and/or variables determining HBL analyzed in studies included in our systematic review. These are factors/variables tested in research hypotheses mainly using confirmation factor analysis and structural equation model.