

# Search by research record / citation map

Please access [SSCI \(Web of Science\)](#) from our library website and see the citation network of journal articles.

- [Search by article titles](#)
- [Search by keywords](#)
- [See citation records](#)
- [Use citation map](#)
- [Find related records](#)
- [Create citation report](#)
- [Analyse results](#)

# Example 1: Search by article titles

1. Search the article title in SSCI and click into the article page

The screenshot displays a search interface with the following elements:

- Search Bar:** Contains the text "brand loyalty programs are they shame".
- Search Field:** Set to "Title". A red arrow points to this field with the text "Select 'Title'".
- Buttons:** "Search", "+ Add Another Field", and "Reset Form".
- TIMESPAN:** Includes "All years" and "From 1980 to 2015".
- Actions:** "Select Page", "Save to EndNote online", and "Add to Marked List".
- Results:** A single result is shown: "1. Brand loyalty programs: Are they shams?". The title is highlighted in yellow. A blue arrow points to this title.
- Author/Details:** "By: Shugan, SM", "MARKETING SCIENCE Volume: 24 Issue: 2 Pages: 185-193", "Published: SPR 2005".
- Buttons:** "Link to Full Text" (with a 360 icon) and "View Abstract".
- Citation Report:** "Create Citation Report" button and "Times Cited: 60 (from All Databases)".

# Example 1: Search by article titles

2. See related research records on the right side of the webpage



**Brand loyalty programs: Are they shams?**

By: Shugan, SM (Shugan, SM)

MARKETING SCIENCE  
Volume: 24 Issue: 2 Pages: 185-193  
DOI: 10.1287/mksc.1050.0124  
Published: SPR 2005  
[View Journal Information](#)

**Abstract**

Brand loyalty and the more modern topics of computing customer lifetime value and structuring loyalty programs remain the focal point for a remarkable number of research articles. At first, this research appears consistent with firm practices. However, close scrutiny reveals disaffirming evidence. Many current so-called loyalty programs appear unrelated to the cultivation of customer brand loyalty and the creation of customer assets. True investments are up-front expenditures that produce much greater future returns. In contrast, many so-called loyalty programs are shams because they produce liabilities (e.g., promises of future rewards or deferred rebates) rather than assets. These programs produce short-term revenue from customers while producing substantial future obligations to those customers. Rather than showing trust by committing to the customer, the firm asks the customer to trust the firm—that is, trust that future rewards are indeed forthcoming. The entire idea is antithetical to the concept of a customer asset. Many modern loyalty programs resemble old-fashioned trading stamps or deferred rebates that promise future benefits for current patronage. A true loyalty program invests in the customer (e.g., provides free up-front training, allows familiarization or customization) with the expectation of greater future revenue. Alternative motives for extant programs are discussed.

**Keywords**

**Author Keywords:** so-called loyalty programs; reward programs; customer assets; customer liabilities; deferred rebates; customer  
**KeyWords Plus:** REWARD PROGRAMS; ONLINE; PROMOTIONS; COMPETITION; MANAGEMENT; STRATEGY; CHOICE; MODEL; COST

**Author Information**

Reprint Address: Shugan, SM (reprint author)

**Citation Network**

**59** Times Cited  
53 Cited References  
[View Related Records](#)  
[View Citation Map](#)  
[Create Citation Alert](#)  
*(data from Web of Science™ Core Collection)*

**All Times Cited Counts**

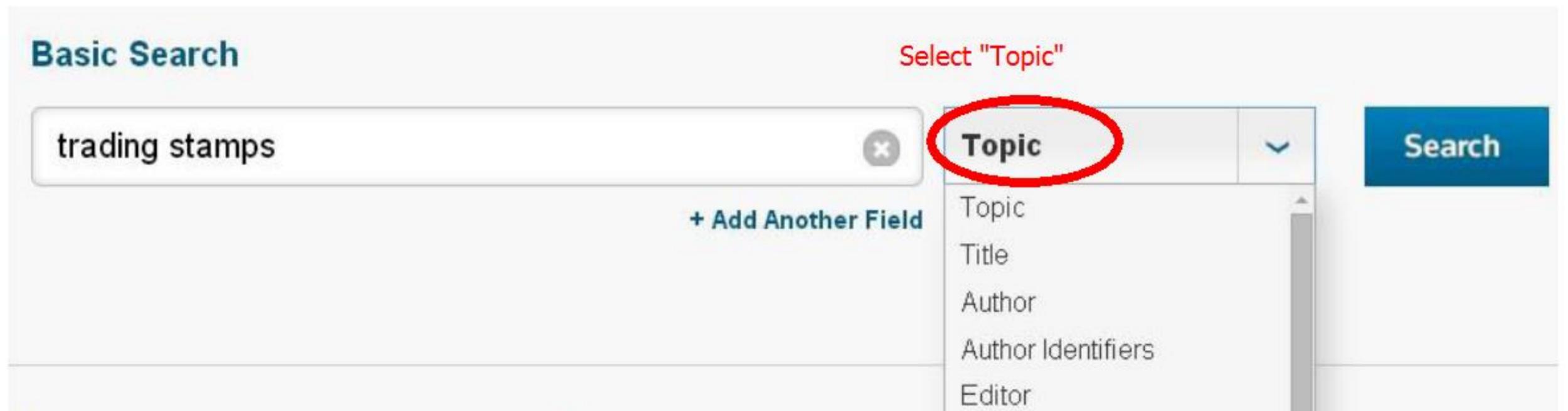
60 in All Databases  
59 in Web of Science Core Collection  
0 in BIOSIS Citation Index  
0 in Chinese Science Citation Database  
0 in Data Citation Index  
1 in SciELO Citation Index

**Most Recent Citation**

Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.  
[View All](#)

# Example 2. Search by keywords

1. Type keywords in the search bar and search



The screenshot shows a search interface titled "Basic Search". On the left, there is a search bar containing the text "trading stamps" and a close button (X). Below the search bar is a link that says "+ Add Another Field". To the right of the search bar is a dropdown menu. The dropdown menu is open, showing a list of search fields: "Topic", "Title", "Author", "Author Identifiers", and "Editor". The "Topic" option is highlighted with a red circle. Above the dropdown menu, there is a red text label that says "Select 'Topic'". To the right of the dropdown menu is a blue button labeled "Search".

# Example 2. Search by keywords

## 2. Refine your search and sort search results by times cited

**Results: 60**  
(from All Databases)

You searched for: TOPIC: (trading stamps) ...More

**Refine Results**

Search within results for...

**Databases**

**Research Domains**

- SOCIAL SCIENCES
- SCIENCE TECHNOLOGY
- ARTS HUMANITIES

**Refine**

**Research Areas**

- BUSINESS ECONOMICS
- HISTORY
- SOCIAL SCIENCES OTHER TOPICS
- INTERNATIONAL RELATIONS
- PSYCHOLOGY

more options / values... **Refine**

**Document Types**

**Authors**

**Authors - Korean**

**Group/Corporate Authors**

Sort by: Publication Date -- newest to oldest

- Publication Date -- newest to oldest
- Publication Date -- oldest to newest
- Recently Added
- Times Cited -- highest to lowest**
- Times Cited -- lowest to highest
- Relevance
- First Author -- A to Z
- First Author -- Z to A
- First Author -- by Korean Name

Page 1 of 6

Create Citation Report

Times Cited: 0 (from All Databases)

1. **The influence of age-awareness versus general HRM practices on the retirement decision of older workers**  
By: Hennekam, Sophie; Herrbach, Olivier  
PERSONNEL REVIEW Volume: 44 Issue: 1 Pages: 3-21 Published: 2015  
[Link to Full Text](#) [View Abstract](#)

2. **Consumer preferences and willingness to pay for beef food safety assurance labels in the city of Ghana**  
By: ...aan, Henry  
FOOD CONTROL Volume: 40 Pages: 152-155 Published: DEC 2014  
[Link to Full Text](#) [View Abstract](#)

3. **Corporate Governance and the Timing of Earnings Announcements**  
By: Michaely, Roni; Rubin, Amir; Vadrashko, Alexander  
REVIEW OF FINANCE Volume: 18 Issue: 6 Pages: 2003-2044 Published: OCT 2014  
[Link to Full Text](#) [View Abstract](#)

4. **Intraday periodicity adjustments of transaction duration and their effects on high-frequency volatility estimation**  
By: Tse, Yiu-Kuen; Dong, Yingjie  
JOURNAL OF EMPIRICAL FINANCE Volume: 28 Pages: 352-361 Published: SEP 2014  
[Link to Full Text](#) [View Abstract](#)

5. **Liquidity Measurement Problems in Fast, Competitive Markets: Expensive and Cheap Solutions**  
By: Holden, Craig W.; Jacobsen, Stacey  
JOURNAL OF FINANCE Volume: 69 Issue: 4 Pages: 1747-1785 Published: AUG 2014  
[Link to Full Text](#) [View Abstract](#)

6. **Systems thinking, the Swiss Cheese Model and accident analysis: A comparative systemic**  
Times Cited: 0 (from All Databases)

# Example 2. Search by keywords

## 3. Click title to see its information page

The screenshot shows a search results page with the following elements:

- Results: 60** (from All Databases)
- You searched for:** TOPIC: (trading stamps) ...More
- Refine Results** section with a search box: "Search within results for..."
- Databases** and **Research Domains** sections, with "SOCIAL SCIENCES" selected.
- Sort by:** Times Cited -- highest to lowest (circled in red)
- Sort by Times Cited -- highest to lowest** (text in red)
- Page 1 of 6**
- Select Page**, **Save to EndNote online**, and **Add to Marked List** buttons.
- Create Citation Report** button.
- Search Results:**
  - 1. **Brand loyalty programs: Are they shams?** (circled in red)  
By: Shugan, SM  
MARKETING SCIENCE Volume: 24 Issue: 2 Pages: 185-193 Published: SPR 2005  
360 Link to Full Text View Abstract
  - 2. **BEHAVIORAL-ASPECTS OF THE DESIGN AND MARKETING OF FINANCIAL PRODUCTS**  
By: SHEFRIN, H; STATMAN, M  
FINANCIAL MANAGEMENT Volume: 22 Issue: 2 Pages: 123-134 Published: SUM 1993  
360 Link to Full Text View Abstract
  - 3. **Food stamps, the Thrifty Food Plan, and meal preparation: The importance of the time**  
Times Cited: 32 (from All Databases)

# Example 2. Search by keywords

4. See related research records on the right side of the webpage

## Brand loyalty programs: Are they shams?

By: Shugan, SM (Shugan, SM)

MARKETING SCIENCE  
Volume: 24 Issue: 2 Pages: 185-193  
DOI: 10.1287/mksc.1050.0124  
Published: SPR 2005  
[View Journal Information](#)

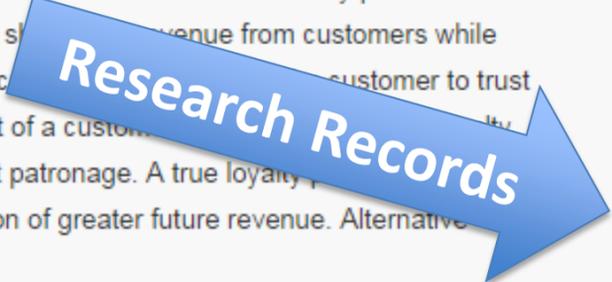
### Abstract

Brand loyalty and the more modern topics of computing customer lifetime value and structuring loyalty programs remain the focal point for a remarkable number of research articles. At first, this research appears consistent with firm practices. However, close scrutiny reveals disaffirming evidence. Many current so-called loyalty programs appear unrelated to the cultivation of customer brand loyalty and the creation of customer assets. True investments are up-front expenditures that produce much greater future returns. In contrast, many so-called loyalty programs are shams because they produce liabilities (e.g., promises of future rewards or deferred rebates) rather than assets. These programs produce substantial future obligations to those customers. Rather than showing trust by committing to the customer to trust the firm—that is, trust that future rewards are indeed forthcoming. The entire idea is antithetical to the concept of a customer loyalty program. Loyalty programs resemble old-fashioned trading stamps or deferred rebates that promise future benefits for current patronage. A true loyalty program provides the customer (e.g., provides free up-front training, allows familiarization or customization) with the expectation of greater future revenue. Alternative motives for extant programs are discussed.

### Keywords

**Author Keywords:** so-called loyalty programs; reward programs; customer assets; customer liabilities; deferred rebates; customer lifetime value  
**KeyWords Plus:** REWARD PROGRAMS; ONLINE; PROMOTIONS; COMPETITION; MANAGEMENT; STRATEGY; CHOICE; MODEL; COST

### Author Information



### Citation Network

**59** Times Cited  
53 Cited References  
[View Related Records](#)  
 [View Citation Map](#)  
 [Create Citation Alert](#)  
(data from Web of Science™ Core Collection)

### All Times Cited Counts

60 in All Databases  
59 in Web of Science Core Collection  
0 in BIOSIS Citation Index  
0 in Chinese Science Citation Database  
0 in Data Citation Index  
1 in SciELO Citation Index

### Most Recent Citation

Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.  
[View All](#)

# See citation records

**Citation Network**

**59 Times Cited** ← **Times Cited**

53 Cited References ← **Cited References**

View Related Records ← **Related Records**

**View Citation Map** ← **Citation Map**

**Create Citation Alert**

*(data from Web of Science™ Core Collection)*

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**All Times Cited Counts**

- 60 in All Databases
- 59 in Web of Science Core Collection
- 0 in BIOSIS Citation Index
- 0 in Chinese Science Citation Database
- 0 in Data Citation Index
- 1 in SciELO Citation Index

---

**Most Recent Citation**

Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.

[View All](#)

# See citation records

- Select “Times Cited” to find records that have cited this work

The screenshot shows a search results page for the query "Brand loyalty programs: Are they shams?". The page displays 56 citing articles from the Web of Science Core Collection. The results are sorted by "Publication Date -- newest to oldest". A blue arrow points to the "Analyze results and Create citation map" button, which is located above the list of results. The list includes five articles, each with a "Link to Full Text" and "View Abstract" button. The "Times Cited" count for each article is shown on the right side of the list.

**Citing Articles: 56**  
(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams? ...[More](#)

**Times Cited Counts**  
60 in All Databases  
59 in Web of Science Core Collection  
0 in BIOSIS Citation Index  
0 in Chinese Science Citation Database  
0 data sets in Data Citation Index  
0 publication in Data Citation Index  
1 in SciELO Citation Index  
[View Additional Times Cited Counts](#)

**Refine Results**

Search within results for...

**Web of Science Categories**

- BUSINESS (45)
- MANAGEMENT (14)
- HOSPITALITY LEISURE SPORT TOURISM (8)
- SOCIOLOGY (4)
- MULTIDISCIPLINARY SCIENCES (1)

[more options / values...](#) [Refine](#)

**Document Types**

- ARTICLE (49)

Sort by: **Publication Date -- newest to oldest**

Page 1 of 6

[Select Page](#) [Save to EndNote online](#) [Add to Marked List](#) [Analyze Results](#) [Create Citation Report](#)

1. **Customer-company identification and the effectiveness of loyalty programs**  
By: Kang, Jun; Alejandro, Thomas Brashear; Groza, Mark D.  
JOURNAL OF BUSINESS RESEARCH Volume: 68 Issue: 2 Pages: 4-11  
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**  
(from Web of Science Core Collection)
2. **Reward redemption effects in a loyalty program: A social exchange theory perspective**  
By: Dorotic, Matilda; Verhoef, Peter C.  
INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING Volume: 31 Issue: 4 Pages: 339-355  
Published: DEC 2014  
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**  
(from Web of Science Core Collection)
3. **The financial impact of loyalty programs in the hotel industry: A social exchange theory perspective**  
By: Lee, Johnny JiungYee; Capella, Michael L.; Taylor, Charles R.; et al.  
JOURNAL OF BUSINESS RESEARCH Volume: 67 Issue: 10 Pages: 2139-2146 Published: OCT 2014  
[Link to Full Text](#) [View Abstract](#) **Times Cited: 1**  
(from Web of Science Core Collection)
4. **Gratitude Versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization**  
By: Wetzel, Hauke A.; Hammerschmidt, Maik; Zablah, Alex R.  
JOURNAL OF MARKETING Volume: 78 Issue: 2 Pages: 1-19 Published: MAR 2014  
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**  
(from Web of Science Core Collection)
5. **Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures?**  
By: Zhang, Sha (Sandy); van Doorn, Jenny; Leeflang, Peter S. H.  
INTERNATIONAL BUSINESS REVIEW Volume: 23 Issue: 1 Pages: 284-292 Published: FEB 2014  
[Link to Full Text](#) [View Abstract](#) **Times Cited: 1**  
(from Web of Science Core Collection)

# See citation records

- Select “Cited References” to view a list of records cited by the work

**Cited References: 53**  
*(from Web of Science Core Collection)*  
From: Brand loyalty programs: Are they shams? ...[More](#)

◀ Page 1 of 2 ▶

Select Page |   |  |  | [Find Related Records >](#)

1. Title: [not available]  
By: Aaker, D. A.  
Managing brand equity capitalizing on the value of a brand name Published: 1991  
Publisher: Free Press, New York  
[360 Link to Full Text](#)
2. **Consumer learning and brand valuation: An application on over-the-counter drugs**  
By: Akcura, MT; Gonul, FF; Petrova, E  
MARKETING SCIENCE Volume: 23 Issue: 1 Pages: 156-169 Published: WIN 2004  
[360 Link to Full Text](#)
3. **Marketing's Third Paradigm: Guanxi**  
By: Ambler, T.  
Business Strategy Review Volume: 5 Issue: 4 Pages: 69-80 Published: 1994  
[360 Link to Full Text](#)
4. **Customer referral management: Optimal reward programs**  
By: Biyalogorsky, E; Gerstner, E; Libai, B  
MARKETING SCIENCE Volume: 20 Issue: 1 Pages: 82-95 Published: WIN 2001  
[360 Link to Full Text](#)
5. **The theoretical underpinnings of customer asset management: A framework and propositions for future research**  
By: Bolton, RN; Lemon, KN; Verhoef, PC  
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE Volume: 32 Issue: 3 Pages: 271-292 Published: SUM 2004  
[360 Link to Full Text](#)
6. **Brand loyalty: Fact or fiction?**  
By: Brown, GH.  
Advertising Age Volume: 23 Issue: 2 Pages: 53-55 Published: 1952  
[360 Link to Full Text](#)
7. **BRAND LOYALTY - WHAT, WHERE, HOW MUCH**  
By: CUNNINGHAM, RM  
HARVARD BUSINESS REVIEW Volume: 34 Issue: 1 Pages: 116-128 Published: 1956  
[360 Link to Full Text](#)

**Times Cited: 1,067**  
*(from Web of Science Core Collection)*

**Times Cited: 19**  
*(from Web of Science Core Collection)*

**Times Cited: 29**  
*(from Web of Science Core Collection)*

**Times Cited: 56**  
*(from Web of Science Core Collection)*

**Times Cited: 170**  
*(from Web of Science Core Collection)*

**Times Cited: 38**  
*(from Web of Science Core Collection)*

**Times Cited: 93**  
*(from Web of Science Core Collection)*

# Citation map

- Use “View Citation Map” to see the citation relationships

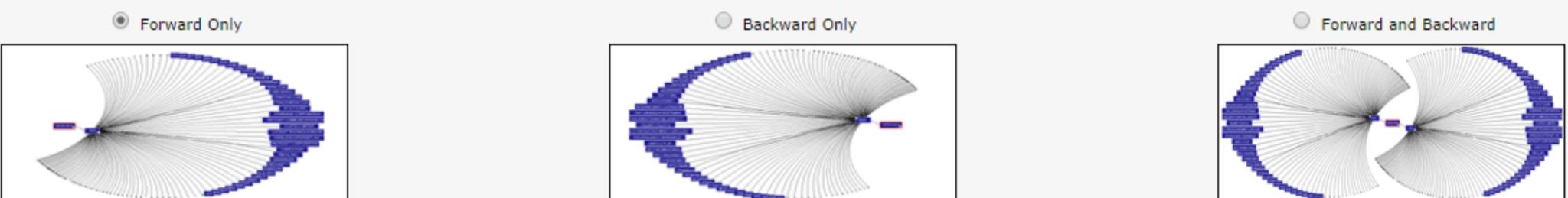
## 3 steps to create a citation map:

**Citation Mapping Setup for Literature Record** Citation Mapping Help | Close Citation Map

Use this screen to create a citation map for the record named in the title bar above (the target record) — you can map forward, backward, or both forward and backward citations for the target record — you can also select the depth or number of generations of citation to map

**Select Direction:**

Forward Only  Backward Only  Forward and Backward



Choose Forward to see records that cite the target record, choose Backward to see records the target record cites — to see both types, choose Forward and Backward

**Select Depth:**

Select the number of citation generations to see in the map you are creating — the records that directly cite or are directly cited by the target record are the first generation, records citing records that cite the target record and records cited by records that cite the target record are the second generation, etc.

**Warning:** Selecting 2 Generations may cause the map to time out due to the large numbers of records being retrieved. To improve performance when selecting 2 Generations select, Forward Only or Backward Only not both.

**Step 1. Select directions**

**Step 2. Select Depth: 1 or 2 generations**

**Step 3. Click "Creat Map"**

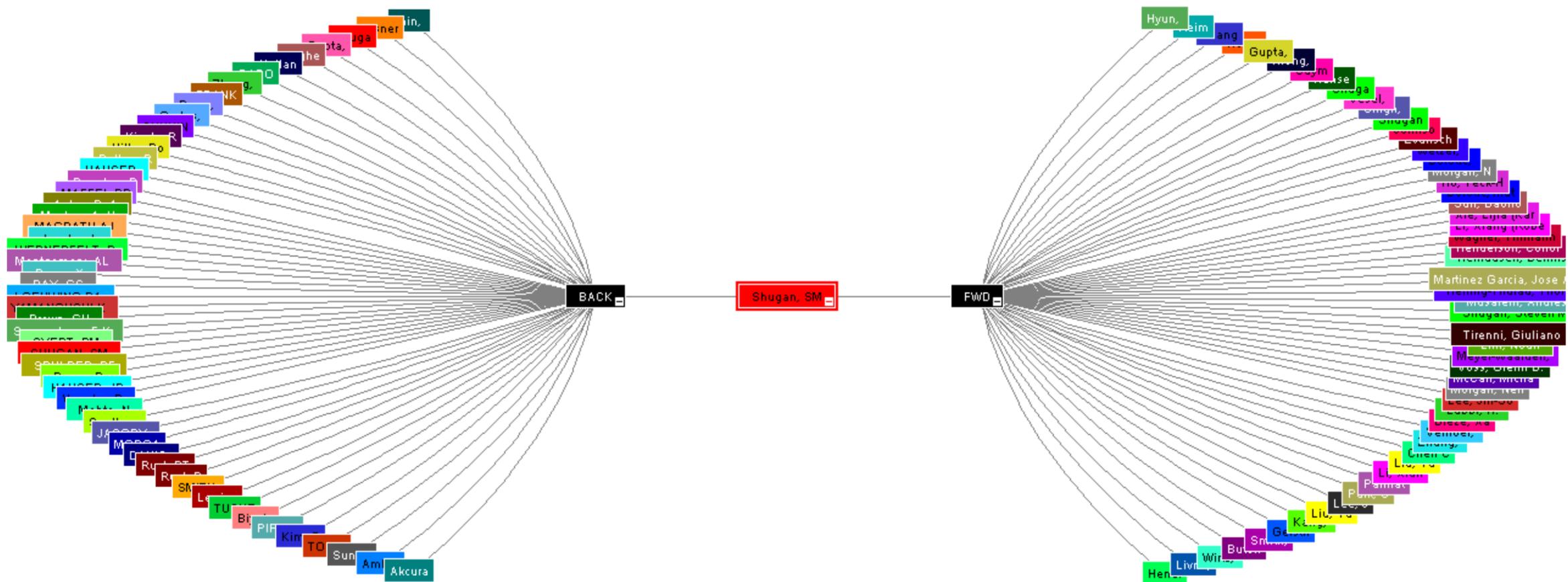
# Citation map

Brand loyalty programs: Are they shams? Citation Mapping Help

Manage Edit... Appearance Print...

1992 2005 2015  
<1992 >2015>

Re-create Map



Source: Web of Science™, <http://thomsonreuters.com/scholarly-scientific-research/>

Record details for the nodes are displayed below (double-click a node to show its details). Click a checkbox below to locate that node above.

<input type="checkbox"/>	<input type="checkbox"/>	Primary Author	Journal Name	Article Title
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Shugan, SM	2005-MARKETING SCIENCE	Brand loyalty programs: Are th...
<input type="checkbox"/>	<input type="checkbox"/>	SMITH BE	1936-Q REV COMMERCE	(article title not available)
<input type="checkbox"/>	<input type="checkbox"/>	Brown, GH	1952-Advertising Age	Brand loyalty: Fact or fiction...
<input type="checkbox"/>	<input type="checkbox"/>	Maslow, A. H.	1954-Motivation and personality	(article title not available)

Brand loyalty programs: Are they shams?

Number / Title WOS:000229466600001 / Brand loyalty programs: Are they shams?

Journal Title MARKETING SCIENCE

Publication Year 2005

Author Shugan, SM

Source Abbreviation MARKET SCI

Volume 24

Page 185-193

# Related records

- Select “View Related Records” to retrieve records of articles that cite the same references

**Related Records: 7,203**  
(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams? ...More

Sort by: Relevance

Page 1 of 721

Select Page | Save to EndNote online | Add to Marked List

**Analyze results and Create citation map**

**Refine Results**

Search within results for...

**Web of Science Categories**

- BUSINESS (3,630)
- MANAGEMENT (1,972)
- HOSPITALITY LEISURE SPORT TOURISM (381)
- OPERATIONS RESEARCH MANAGEMENT SCIENCE (326)
- ECONOMICS (312)

more options / values... **Refine**

**Document Types**

- ARTICLE (6,650)
- REVIEW (414)
- PROCEEDINGS PAPER (252)
- EDITORIAL MATERIAL (106)
- BOOK REVIEW (20)

more options / values... **Refine**

**Research Areas**

1. **Marketing models of service and relationships**  
By: Rust, Roland T.; Chung, Tuck Siong  
MARKETING SCIENCE Volume: 25 Issue: 6  
[360 Link to Full Text](#) [View Abstract](#)

2. **A hidden Markov model of customer re...**  
By: Netzer, Oded; Lattin, James M.; Srinivasan  
MARKETING SCIENCE Volume: 27 Issue: 2 Pages: 185-204 Published: MAR-APR 2008  
[360 Link to Full Text](#) [View Abstract](#)

3. **Relationship quality as a predictor of B2B customer loyalty**  
By: Rauyruen, Papassapa; Miller, Kenneth E.  
JOURNAL OF BUSINESS RESEARCH Volume: 60 Issue: 1 Pages: 21-31 Published: JAN 2007  
[360 Link to Full Text](#) [View Abstract](#)

4. **Innovation in destination marketing The use of passive mobile positioning for the segmentation of repeat visitors in Estonia**  
By: Kuusik, Andres; Tiru, Margus; Ahas, Rein; et al.  
BALTIC JOURNAL OF MANAGEMENT Volume: 6 Issue: 3 Pages: 378-399 Published: 2011  
[360 Link to Full Text](#) [View Abstract](#)

5. **The relationship of attitudes, habit and loyalty to market share in relation to a staple good in a local grocery store: An exploratory study**  
By: Chaudhuri, A

**Analyze Results**  
**Create Citation Report**

**Times Cited: 118**  
(from Web of Science Core Collection)

**Cited References: 201**

**Shared References: 9**

**Times Cited: 58**  
(from Web of Science Core Collection)

**Cited References: 77**

**Shared References: 7**

**Times Cited: 121**  
(from Web of Science Core Collection)

**Cited References: 122**

**Shared References: 7**

**Times Cited: 3**  
(from Web of Science Core Collection)

**Cited References: 56**

**Shared References: 5**

**Times Cited: 2**  
(from Web of Science Core Collection)

# Citation report

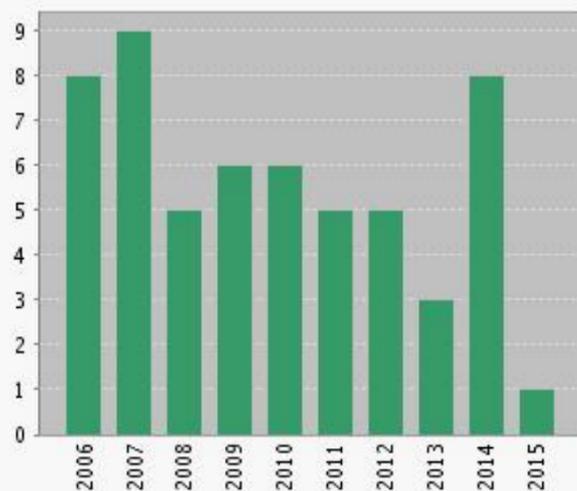
## Citation Report: 56

(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams?. ...More

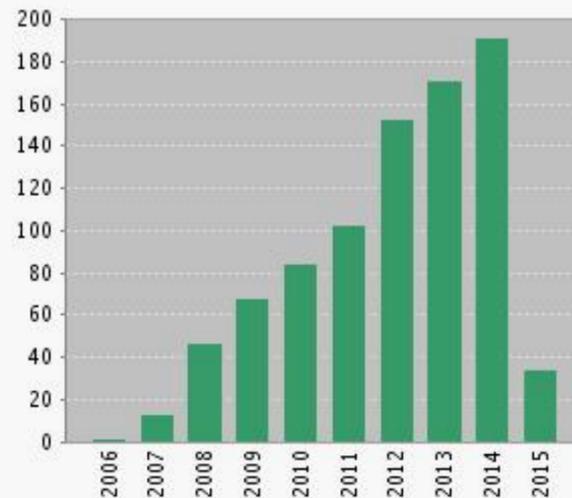
This report reflects citations to source items indexed within Web of Science Core Collection. Perform a Cited Reference Search to include citations to items not indexed within Web of Science Core Collection.

Published Items in Each Year



The latest 20 years are displayed.

Citations in Each Year



The latest 20 years are displayed.

Results found:	56
Sum of the Times Cited [?]:	865
Sum of Times Cited without self-citations [?]:	794
Citing Articles [?]:	691
Citing Articles without self-citations [?]:	666
Average Citations per Item [?]:	15.45
h-index [?]:	17

Sort by: Times Cited -- highest to lowest

Page 1 of 6

Use the checkboxes to remove individual items from this Citation Report

or restrict to items published between 1992 and 2015 Go

- 1. **Customer metrics and their impact on financial performance**  
By: Gupta, Sunil; Zeithaml, Valarie  
MARKETING SCIENCE Volume: 25 Issue: 6 Pages: 718-739 Published: NOV-DEC 2006
- 2. **The value of different customer satisfaction and loyalty metrics in predicting business performance**  
By: Morgan, Neil A.; Rego, Lopo Leotte  
MARKETING SCIENCE Volume: 25 Issue: 5 Pages: 426-439 Published: SEP-OCT 2006
- 3. **The long-term impact of loyalty programs on consumer purchase behavior and loyalty**  
By: Liu, Yuping  
JOURNAL OF MARKETING Volume: 71 Issue: 4 Pages: 19-35 Published: OCT 2007
- 4. **Brand Portfolio Strategy and Firm Performance**  
By: Morgan, Neil A.; Rego, Lopo Leotte

	2011	2012	2013	2014	2015	Total	Average Citations per Year
	103	153	171	191	34	865	86.50
1.	20	20	24	19	2	139	13.90
2.	13	14	13	11	3	75	7.50
3.	7	6	9	12	2	54	6.00
4.	8	9	11	10	1	44	6.29

# Results analysis

## 1. Set analysis options:

### Results Analysis

[<<Back to previous page](#)

56 records. Brand loyalty programs: Are they shams?.

Rank the records by this field:	Set display options:	Sort by:
<div data-bbox="148 1460 875 1759"><ul style="list-style-type: none"><li>Authors</li><li>Book Series Titles</li><li>Countries/Territories</li><li>Document Types</li></ul></div>	<p>Show the top <input type="text" value="10"/> Results.</p> <p>Minimum record count (threshold): <input type="text" value="2"/></p>	<p><input checked="" type="radio"/> Record count</p> <p><input type="radio"/> Selected field</p>

Analyze

# Results analysis

## 2. View results analysis

**Results Analysis**  
[<<Back to previous page](#)

56 records. Brand loyalty programs: Are they shams?.

Rank the records by this field:	Set display options:	Sort by:
<ul style="list-style-type: none"><li>Authors</li><li>Book Series Titles</li><li>Countries/Territories</li><li>Document Types</li></ul>	Show the top <input type="text" value="10"/> Results. Minimum record count (threshold): <input type="text" value="2"/>	<input checked="" type="radio"/> Record count <input type="radio"/> Selected field

Use the checkboxes below to view the records. You can choose to view those selected records, or you can exclude them (and view the others).

<input type="button" value="View Records"/> <input type="button" value="Exclude Records"/>	Field: Authors	Record Count	% of 56	Bar Chart	<input type="button" value="Save Analysis Data to File"/>
<input type="checkbox"/>	SHUGAN SM	3	5.357 %	■	<input checked="" type="radio"/> Data rows displayed in table <input type="radio"/> All data rows (up to 200,000)
<input type="checkbox"/>	VERHOEF PC	3	5.357 %	■	
<input type="checkbox"/>	LABBI A	2	3.571 %	■	
<input type="checkbox"/>	LI X	2	3.571 %	■	
<input type="checkbox"/>	LIU YP	2	3.571 %	■	
<input type="checkbox"/>	MORGAN NA	2	3.571 %	■	
<input type="checkbox"/>	MORGAN RM	2	3.571 %	■	
<input type="checkbox"/>	PALMATIER RW	2	3.571 %	■	
<input type="checkbox"/>	PETRICK JF	2	3.571 %	■	
<input type="checkbox"/>	REGO LL	2	3.571 %	■	

      
 Data rows displayed in table  
 All data rows (up to 200,000)

(5 Authors value(s) outside display options.)