

The Antecedents of Brand Loyalty Through the Attitude-Relationship Approach

Rayane Amina

Associate Professor B, University of Laghouat, Laboratory of Economic Development Studies, (Algeria)

✉ am.rayan@lagh-univ.dz

 <http://orcid.org/0006-4725-443X>

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* **Corresponding Author**

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Abstract

The objective of this article is to identify the antecedents of customer loyalty according to the attitude-relationship approach. By trying to propose a conceptual model empirically validated on the Algerian mobile phone market, this study tried to integrate attitudinal and relational variables in order to understand loyalty not as a buying behaviour but rather as a relationship taking into account its different facets: perceptive, cognitive and conative.

Keywords: satisfaction; trust; attachment; brand loyalty.

JEL classification codes: M31, M39.

محددات ولاء الزبون وفق المقاربة: مواقف-علاقة

¹ريان آمنة

¹ أستاذ محاضر ب، أستاذة جامعية، جامعة عمار ثليجي الأغواط، مخبر البحوث الاقتصادية، الجزائر

am.rayan@lagh-univ.dz ✉

<http://orcid.org/0006-4725-443X> ID

الملخص:

تهدف هذه الدراسة إلى التعرف على محددات ولاء الزبون وفق المقاربة: مواقف-علاقة، من خلال اقتراح نموذج تصوري تم التحقق من صحته تطبيقيا في سوق الخدمات الاتصالية الجزائرية، حاولت هذه الدراسة دمج متغيرات ذات طابع موقفي إضافة إلى المتغيرات العلائقية بهدف تفسير سلوك الولاء وإعطائه بعدا جديدا لا يقتصر على السلوك الشرائي فقط، بل يتعدى ذلك ليصبح علاقة تكتسي عدة أوجه: تصورية، إدراكية، حسية.

الكلمات المفتاحية: رضا، ثقة، تعلق، ولاء الزبون.

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دولي.

Introduction

Many works have attempted to propose models that explain brand loyalty. These models aim to determine how loyalty is formed and how it is translated. The researchers focus on showing how the links between brand reviews will turn into an intention to continue the relationship and then into loyalty. This research seeks to calculate the strength of the link between attitudes towards the brand and loyalty and then how the customer returns this loyalty on his behavior.

The objective of this article is therefore to define an explanatory model of brand loyalty theoretically based in particular on the approach: attitude-relationship. It will therefore be devoted to the antecedents of brand loyalty; it will expose the links between loyalty and its explanatory factors.

In this research, we will identify variables that explain the behavior of brand loyalty and identify different definitions of these variables. In order to understand the construction of loyalty. To this end, we will deepen each of the key concepts of the chain, which are the determinants of the customer relationship, namely: satisfaction, trust and attachment.

I. Literature review:

1. The concept of Brand Loyalty:

The definition of loyalty differs between researchers and studies. The concept of loyalty is distinguished in loyalty of behavior, attitude, cognitive and redemption. And so, the eclectic definition of loyalty refers to the main theoretical contributions of the Marketing literature and is associated with certain variables such as:

- Repeated Buying Behavior: Referring to “Brown (1953), Cunningham (1956)”. loyalty is considered by repeated purchases of a stochastic nature, depending on a high number of random variables that appear with unpredictable frequency and are difficult to define.
- Attitudes: Referring to “ Jacoby (1971), Jacoby and Olson (1977), Jacoby and Chestnut (1978), La Barbera and Mazursky (1983), Rust and Zahoric (1993), Anderson and Sullivan (1993), Bloemer and Kaspar (1995)” on the other hand, satisfaction with the latter strengthens attitude and then loyalty. It is essentially based on the quality delivered to the customer and the positive gap between the post-purchase evaluation and expectations
- The relationship between the client and the company, “ Dick and Basu (1994), Barnes (1997)” based on trust and commitment. In the context of relationship marketing, loyalty is less motivated by the punctual evaluation of a transaction or a product but rather by a lasting relationship that the consumer tries to build with a supplier throughout his consumer experiences. Thus, cumulative satisfaction, trust and commitment, resistance to counter persuasion, dependence or relationship to the brand become determining.

- Cognitive economics: Referring to ‘‘ Morrison (1966), Jeuland (1979), Bawa (1990) ‘‘ In this research, loyalty is influenced by inertia and learning as well as the moderating variable variety research.
- The costs of change: Referring to ‘‘Jackson (1985), Shapiro and Varian (1999)’’ This latter approach is rooted in the belief that a consumer remains loyal because efforts to change brands, product or supplier are too important to expect a significant gain from the2
- change. The authors of this current try to explain the loyalty by barriers to the exit, which somehow prevent the free choice of the consumer.

Loyalty is therefore a relationship that links a customer with a product, a brand, a point of sale or a company. This relationship results in repetitive buying behavior and positive attitudes towards the product, and it is this attachment that allows the customer to resist brand change due to counter-persuasion and competitive marketing efforts.

2. The concept of satisfaction

Customer satisfaction occupies a central position in marketing research, which has attempted to understand, measure and control it. Certainly, the importance given to this concept is justified by the fact that the profits generated by companies are closely linked to the satisfaction of their customers.

2.1. Definition of satisfaction

In the first studies on satisfaction that emerged in the 80s, the latter is characterized in the paradigm of the non-confirmation of expectations as an emotion of surprise resulting from the nonpositive confirmation of initial expectations during a single consumer experience. Satisfaction is then the difference between the actual quality and that which is expected. If the expectations before purchase are not met, a deviation will result which is then qualified as dissatisfaction.

This vision was gradually replaced and supplemented by the paradigm of cumulative satisfaction. Here, unlike previous approaches, satisfaction is not the result of a single transaction, but is built from a set of experiences, previous satisfactions resulting from a global offer, including the company, its employees and its values. Consequently, satisfaction seems to be constituted more by the permanent search for congruence between aspiration and social relationship. It can be cognitive in nature and based on an evaluation of the performance of a product, and/or emotional, and be based more on the emotions and pleasure experienced during the consumption experience. The cumulative satisfaction is strengthened during positive experiences and then takes a stable and sustainable character over time and future predispositions towards the brand become strongly dependent on it over time during consumer experiences. This is where the difference between satisfaction and attitude lies, because the latter retains a future orientation and is not always formed on the basis of past personal experiences.

Two definitions frequently cited in the literature offer a consensus on the definition of satisfaction. The first is *the one given by Oliver (1980)*: “Satisfaction with the use of a mark is the result of the subjective assessment that the mark meets or exceeds the expectations of the consumer”. *they define overall satisfaction as “the result of evaluating all of the brand’s consumer experiences”*. This last definition has the advantage of taking into account the history of the relationship with the brand.

Evrard and Aurier (1996) recall that satisfaction is a psychological state resulting from the purchasing and consumption process. This is an unobservable phenomenon, which is an evaluative judgment of a consumer experience. It results from a comparison between the customer’s subjective experience and their expectations. As Evrard and Audrain (2001) point out, satisfaction can be either instantaneous (evaluation of a single consumer experience) or relational. We also talk about cumulative satisfaction, which is based on all consumer opportunities. It is then “*a continuous global assessment of the ability of the company or brand to provide the benefits sought by the customer*”.

Since then, satisfaction is no longer seen as a result of a single transaction or two, but rather as a cumulative experience the customer has of a product or service over the time and duration of their relationship with the brand. It represents the evaluation of current experience, past and future experiences, so satisfaction is a cumulative construct that describes the total experience of consuming a product or service

While measuring satisfaction at a time T can be useful, cumulative satisfaction provides a more complete view of how the company’s performance is changing. In other words, the cumulative satisfaction has positive effects on the share of the client portfolio, the profits generated, the intention to buy back, the positive word of mouth. As a result, companies are required to invest in marketing actions that increase cumulative satisfaction. Moreover, a customer dissatisfaction at a moment T does not justify the questioning of the marketing strategy of the company. The increase in the satisfaction index does not automatically imply an increase in the savings achieved in the short term, in fact the return on investment is rather realized in the long term. This last point was confirmed by a study carried out on logistics services which showed that the rating on customer satisfaction changes over time. It therefore concludes that cumulative satisfaction takes precedence over transactional satisfaction. In addition, it validates that the cumulative satisfaction makes it possible to retain customers and thus ensure long-term profitability for the company.

Currently, satisfaction is measured regularly by barometers to assess its evolution over time. Capraro et al., (2003) clearly evoke a customer satisfaction management system in order to preserve the customer portfolio: “Today, most of the companies' programs to combat customer attrition must focus primarily on customer satisfaction management”. *We therefore conclude that satisfaction is a multidimensional and cumulative concept that includes two facets: affective and cognitive. It is the result of the total experience of the consumption of a product according to a process both cognitive and affective.*

More recent definitions have also addressed the concept of satisfaction such as that of Gustafson et al. (2005) who believe that satisfaction refers to both a reaction, an attitude,

and a post-purchase evaluation. As well as that of Taylor et al., which approach satisfaction as an evaluation of the performance of the product that evolves over time that has an effect on purchasing behavior and word-of-mouth.

2.2. The relationship between satisfaction and loyalty

Intuitively, the link between satisfaction and loyalty seems logical and has been the subject of much research. This link has been particularly studied in the marketing literature and dates back to an ancient period. Work on the relationship between satisfaction and loyalty has different results. Nevertheless, the majority of this work confirms the positive relationship between the two:

Indeed, from the first thoughts on satisfaction, while it was associated with cognition, studies have shown that according to the evaluation of the consumption of the product by the customer, satisfaction is predictive of the repeated purchase by the customer through the purchase intention, notably with Oliver (1980), Oliver and Linda (1980), Rust et al. (1995), Anderson and Sullivan (1993), Ngobo (2000) ... They all attest that satisfaction would be an antecedent of loyalty thanks to the introduction of the paradigm of confirmation which constitutes one of the first milestones of the relationship between satisfaction and loyalty through the intention of reacquainting a product.

In addition to these works, the influence of affective variables further strengthens the relationship between satisfaction and loyalty. Oliver (1993) demonstrates that managers' understanding of affective variables would improve customer satisfaction and, consequently, facilitate their intention to loyalty.

With the arrival of the customer relationship management trend, research has shown that cumulative or relational satisfaction has positive effects on the maintenance of the customer relationship, retention, profits generated and therefore on customer loyalty, particularly with: Anderson et al. (1994), Fornell (1992), Bolton (1998), Oliver (1999). In other words, it contributes to the development, the maintenance of the customer relationship, the development of a company's market share and the creation of value. These researches have even validated that the more satisfaction increases the more intention of redemption increases in parallel.

However, this relationship between satisfaction and loyalty-behavior is moderated by several variables: the intensity of competition, the level of involvement necessary, household income. It should also be noted that the majority of this work focuses more on the influence of satisfaction on redemption intent and behavioral loyalty.

Regarding the consequences of satisfaction on attitudinal loyalty, research has confirmed that satisfaction has a positive effect on positive word-of-mouth, customer engagement and price sensitivity.

Other research has argued different views, including that of Rust et al. (2004). It has been suggested that the increase in change costs causes more dissatisfaction than satisfaction, however, while maintaining the relationship with the client: fidelity through retention.

Some research has shown that the relationship between satisfaction and loyalty is not linear. Some satisfied customers may change brands as Ganesh et al. (2000) pointed out, at this level, there are several reasons why satisfied customers may be unfaithful: because of the presence of other mediating variables such as trust, commitment and attachment, or opportunism. A satisfied customer may very well try to explore a new opportunity (a new product, a promotion, etc.): the search for variety may be at the origin of the change of satisfied customers. Indeed, Fornell (1992) testified that “*loyal customers are not necessarily satisfied, but satisfied customers tend to be loyal*”.

However, in a longitudinal study by Jeonghoon and Hansuk (2013) on the relationship between customer satisfaction and loyalty, especially purchasing behavior, they showed that the relationship between satisfaction and loyalty is positive, and the more satisfied customers are, the more loyal they are. Managers must therefore keep control of their customer satisfaction program in order to maintain their purchasing behavior and therefore the level of sales of their products.

However, some research questions these results in particular because the observation of the client’s behavior sometimes contradicts the results of this theoretical research: Some dissatisfied clients remain faithful as Jones and Sasser (1995), and satisfied customers are turning to other brands, as Reicheld (1996) found. Situational factors still contribute to blurring the link.

Some authors try to circumvent this difficulty by preferring the study of dissatisfaction: thus, Labarbera and Mazursky (1983) show a link between dissatisfaction and brand change.

Other authors suggest making a distinction based on the level of satisfaction: They show that the behaviors of satisfied and totally satisfied customers have very significant differences in terms of loyalty. It would therefore be interesting to isolate extreme satisfaction, the only one likely to influence redemption. Thus, Dufer and Moulin (1989) consider that satisfaction seems to have only a limited direct effect on the customer’s redemption behavior.

Moulins (1998) also questions the importance of this link and states that the influence of satisfaction on fidelity must be reconsidered. Instead, he recommends that researchers look at the links between trust, commitment and loyalty.

It is also the approach adopted by Frisou (2000) which shows that the link between satisfaction and redemption of the brand is based on trust and that the latter plays a mediator role. According to the author, there is no longer a direct relationship between satisfaction and commitment but a chain of satisfaction trust commitment.

Constabile (1998) comes to the same conclusion and Amine (1998), also proposes to reconsider the influence of satisfaction that he considers only an indirect antecedent of brand loyalty. He prefers to consider an interaction of satisfaction with brand sensitivity and attachment.

Therefore, the effects of satisfaction validated by research are: repeated purchase, word of mouth, price sensitivity, attitude towards the product, intention to reacquire and therefore, customer loyalty. Satisfaction is then the main determinant of loyalty.

Failing to be a necessary and sufficient condition of loyalty, we can at least estimate that satisfaction is necessary because non-satisfaction can be a source of customer attrition. In this context, loyalty is a by-product of satisfaction, and one can hope to transform the decision-making process into a kind of automatism, a purchasing heuristic that promotes inertia. This implies that satisfaction does not discriminate between repeated purchasing behavior by inertia and true loyalty and it must be assumed that other factors influence it at the same time, but it remains an insufficient condition to certify customer loyalty, because satisfaction strengthens the trust and commitment that have an effect on attachment and finally on fidelity. For this purpose, we will present in the following part, the role of trust in customer loyalty training.

3. The concept of trust

In addition to being an undeniable human behavior, trust has been widely discussed both in the fields of psychology, sociology and economics and in the field of management and business practices. This explains why marketing research has been inspired by the work of trust in other fields of study, including brand loyalty. As well as commitment, trust was one of the first theories to explain customer loyalty, as Morgan and Hunt (1994) pointed out.

3.1. Definition of trust

Although trust is frequently studied, its definition still needs to be clarified. One of the first tasks of the researchers was to propose a definition and to determine the structure of this attitude. One is indeed confronted, especially when one examines English literature, with an abundant and sometimes contradictory terminology.

Fournier (1994) defines trust as a strong expectation of the customer that the brand will provide what is expected rather than what is feared. Indeed, trust reflects the customer's perception of the brand: altruism, honesty and potential performance of the product and form beliefs about the brand upstream of the purchasing behavior. It is based on the credibility of the company holding this brand on the one hand and on the interest, it has for the satisfaction of its customers on the other (good intentions).

A certain consensus seems to emerge and sees trust as a sense of security stemming from the certainty that the partner's behavior is dictated by favorable intentions. By extension, trust in a brand stem from the customer's feeling that the brand will keep its promises and meet the customer's expectations.

This definition is very similar to that given by Gurviez (1998), which defines trust as the "presumption by the consumer that the brand, as a personified entity, undertakes to take predictable action in line with its expectations and to maintain this orientation with goodwill over the long term."

Graf et al. (1999) give trust an emotional connotation and consider it to be an expectation of the client at the heart of a relational approach relationship, articulated around two components: credibility and benevolence.

As for Frisou (2000): “Trust is a set of beliefs confronting the client in the certainty that the intentions and behaviors of his trading partner will produce expected results”.

Even more recently, Aurier and N'goala (2010) have argued that trust is based on the company's ability to anticipate customer expectations in terms of: reliability, credibility and overall reputation. This vision is consistent with that of Taylor et al. (2014) who agree that trust is predictive of customer loyalty and maintenance of the customer relationship-long-term brand and depends on meeting customer expectations to confirm that the company is reliable and can deliver on its promises.

The other problem that arises to researchers is that there is no agreement on the structure of this construct: several conceptions clash as to the number of its dimensions. Most research initially considered trust as a one-dimensional construct like Morgan and Hunt (1994). The researchers then distinguished two dimensions: the first indicates the competence and honesty of the brand, while the second reflects the benevolent intentions towards the customer.

More specifically, Gurviez and Korchia (2002) proposed and tested a three-dimensional structure and advocate making an additional distinction between integrity (honesty of brand discourse) and benevolence (recognition of the brand's customer orientation).

Whatever structure is ultimately chosen for trust, all authors agree on two essential components of trust in the brand:

- A cognitive component that is explained by the perceived credibility of the brand. This is how the customer evaluates the information they hold about the brand in order to judge its performance as well as the chances of being satisfied by purchasing this brand.

- An emotional component through perceived brand loyalty. Gurivez (1998) argues that this component reflects the client's assessment of the brand's motivations. It's a way of assessing how much the brand cares about its well-being and safety. It is also relevant to raise the importance of trust in relationship marketing, which is manifested by the major role of trust in developing connection in a long-term relationship. Spekman (1988) confirmed that trust is the basis of any long-term relationship with clients. Morgan and Hunt (1994) argue that trust preserves long-term relationships, resists competing alternatives, and reduces uncertainty about the terms of trade. From the different conceptualizations of brand trust, it is clear that it is a very important psychological variable that promotes the creation of a strong link between customers and brands. Therefore, referring to the article by Doney and Cannon (1997) and Chaudhuri and Holbrook (2001), trust in the brand means that customers believe that a specific brand provides a very reliable product, as a complete function, quality assurance and after-sales service for them. This confidence helps to reduce the failure rate or risk of error, which will give a positive evaluation to the company and generate a higher value to customers.

Trust in the brand will therefore be studied as a direct antecedent of brand loyalty in order to better visualize the relationship between history and the creation of brand loyalty.

3.2. The relationship between trust and loyalty

The relationship between trust and brand loyalty has already been validated in several studies on the relationship between trust and brand loyalty: One of the first validated consequences in the marketing literature is that of Morgan and Hunt (1994) which reflect two components of trust: credibility and benevolence. Brand

trust is the result of customers' perception of quality, innovative brand image and review of a brand's producers. As a result, referring to Doney and Cannon (1997) and Chaudhuri and Holbrook (2001), trust in the brand means that customers believe that a particular brand can provide a very reliable product, as a complete function, quality assurance and after-sales service for them which will certainly influence the customer's intention to continue his relationship with the brand. Other work has also validated the influence of trust on customer loyalty and confirmed that trust influences customer redemption behavior. In addition, in another study, Taylor et al., (2014) presented a circular approach to trust. Thus, the evaluation of the latter after consumption of the product influences its satisfaction which is predictive of its post-purchase confidence to lead to loyalty: they thus present the dynamics of the formation of confidence over time (before and after consumption of the product). Indeed, the effect of trust on customer loyalty would be moderated by the complexity of the products as pointed out: Guenzi and Georges (2010) and also depends on each company. Managers are therefore led to consider the quality of the customer relationship in its entirety by implementing the necessary measures to strengthen each variable (satisfaction, trust and brand attachment).

We therefore retain that trust is a psychological variable, which determines an exchange between partners based on benevolence (the emotional dimension), and credibility and integrity (cognitive dimension).

4. The concept of attachment

Attachment is a concept that has its origins in psychology and specifically in studies on interpersonal relationships before being developed in the context of marketing studies.

Originally, this concept was introduced in marketing from the work of cognitive and social psychology. Then, was introduced in marketing to understand customer-seller relationships in the study of customer behavior and then in relationship marketing to understand customer-brand relationships.

Since the end of the 1990s, interest has shifted towards the concept of attachment with the development of the relational approach.

4.1. Definition of attachment

Marketing researchers have studied this variable in several representations and suggest that the client may attach himself to gifts, collectibles, places of residence, brands, or other special or favorite objects.

Brand attachment is then defined as a psychological variable that reflects a lasting and constant emotional relationship with the brand and expresses a relationship of psychological rapprochement with it. And so, attachment would be integrated into a perceptual approach to brand capital.

According to this definition by Lacoeylthe and Belaid (2007), there are three main trends to explain the nature of brand attachment:

- Attachment is a strong, interactive and lasting psychological and emotional relationship between the customer and the brand whose emotional content translates into characteristics of dependence and friendship. This is a rather emotional vision in the development of the customer-brand relationship.

- For Heilbrunn it is the intensity of the emotional and affective link that a customer has with a brand, he explains this link through different facets of nostalgic connections, facets of expressiveness and relational duration.
- Brand attachment is a psychological variable that reflects a lasting and intense emotional reaction to a brand and expresses a psychological closeness to it. It supports its definition of brand attachment on brand capital and the role of engagement in this relationship between brand loyalty and brand attachment.

In light of all these approaches, it appears that the definition of attachment creates a certain confusion: a one-dimensional vision of attachment as an emotional link between the customer and the brand, then a two-dimensional vision integrating dependency and friendship into this emotional bond. And, finally, a multidimensional vision of attachment integrating several facets.

The consensus, which we find, is that it strengthens a favorable attitude towards the brand, strengthens the relationship with the brand and influences the purchasing behavior that will affect the performance of the company.

We retain, however, that attachment is an emotional bond between the customer and the brand. Several factors contribute to its development as the relationship between the customer and the brand evolves over time. According to Lacoëuilhe and Belaid (2007), attachment refers to psychological proximity. This proximity is mainly fueled by nostalgic connections with the brand and the perception of a congruence of image (sharing common values or self-expression). Attachment is illustrated by the joy, the pleasure of using or consuming the brand, but also by the difficulty of substituting it.

4.2. The relationship between attachment and loyalty

Attachment is an attitude that is consistently seen as one of the main antecedents of brand loyalty.

Many researchers ‘‘ Dick and Basu (1994), Gundlach et al. (1995), Chaudhuri and Holbrook (2001), Heilbrunn (2001), Perrin-Martinénq (2003)’ consider that the attachment or affection felt towards the brand is directly at the origin of loyalty.

In the brand attachment studies, Pour Aaker (1991) and Mc Queen et al. (1993), the psychological aspect of brand attachment explains as the birth of an emotional bond between the brand and the individual.

Divard and Robert-Demontrond (1997) suggest that brand attachment acts as a memory of the individual insofar as a customer develops an attachment to a brand and is often bought the same brand by memory mechanism.

Attachment has subsequently been investigated for its relationship to brand loyalty Lacoëuilhe (2000), Aurier et al. (2001), Chaudhuri and Holbrook (2001). In other perspectives, interest was focused on the symbolic benefits as well as the sense of belonging with the brand resulting in a long-term emotional predisposition of the customer qualified as attached to a brand.

Heilbrunn (2001) explains that attachment to the brand reinforces the intensity of a customer’s emotional and emotional connection to the brand. Attachment is therefore a

factor of emotional commitment to the brand. Brand attachment is also a psychological variable that reflects a lasting and constant emotional reaction to the brand and expresses a relationship of psychological rapprochement with it.

However, the positive or negative impact that attachment can have on brand loyalty does not have a direct effect on the repetitive purchasing behavior of the brand.

II. Empirical Study :

1. Reliability of measurement scales:

1.1.The scale of satisfaction :

At the end of the exploratory phase, we calculated the Cronbach alpha coefficient on the satisfaction scale before and after the item3 deletion. The results show that the reliability of the scale is excellent: the Cronbach alpha coefficient is higher than 0.9.

Table 1:

Reliability of the satisfaction scale

	Before purification			After purification		
	Alpha Coefficient	Cronbach	Number of items	Alpha Coefficient	Cronbach	Number of items
Results	0.95		4	0.95		3

Source : Output SPSS 17.0 Softwar

1.2.The Trust Scale :

At the end of the exploratory phase, we calculated the Cronbach alpha coefficient at the confidence scale before and after the deletion of item1 and item4. The results show that the reliability of the alpha scale is very low but we chose to preserve the items to purify them during the next confirmatory phase.

Table 2:

Reliability of the trust scale

	Before purification			After purification		
	Alpha Coefficient	Cronbach	Number of items	Alpha Coefficient	Cronbach	Number of items
Results	0.16		4	0.2		2

Source : Output SPSS 17.0 Software

1.3.The Attachment Scale :

The reliability of the attachment scale is quite good and acceptable after the deletion of items 4 and 5. Thus, the reliability of this scale has been confirmed.

Table 3:
Reliability of the attachment scale

	Before purification				After purification			
	Alpha Coefficient	Cronbach	Number of items	of	Alpha Coefficient	Cronbach	Number of items	of
Results	0.553		5		0.841		3	

Source : Output SPSS 17.0 Software

1.4. Reliability of the Brand Loyalty Scale:

The reliability of the brand loyalty scale is quite good since the Cronbach alpha coefficient is close to 0.8, and after purification its quality becomes excellent since it exceeds 0.9.

Table 4 :
Reliability of the brand loyalty scale

	Avant épuration				Après épuration			
	Alpha Coefficient	Cronbach	Number of items	of	Alpha Coefficient	Cronbach	Number of items	of
Results	0.776		15		0.924		10	

Source : Output SPSS 17.0 Software

2. Confirmatory factor analysis

We will now begin a confirmatory factor analysis by applying the structural equation analysis method. Indeed, after having presented the factor structure of the various measurement instruments, in the framework of the exploratory factor analysis, we will define a priori factor structure, by analyzing the psychometric quality of each construct, based on the verification of the following three conditions:

- The factor contribution of each item.
- Reliability of scale.
- Convergent and discriminating validity.

2.1. The scale of satisfaction

The data relating to the adjustment of the satisfaction measurement model which allowed us to calculate the coefficients (Rhô de Jöreskog and Rhô de convergence) are presented in the following figure.

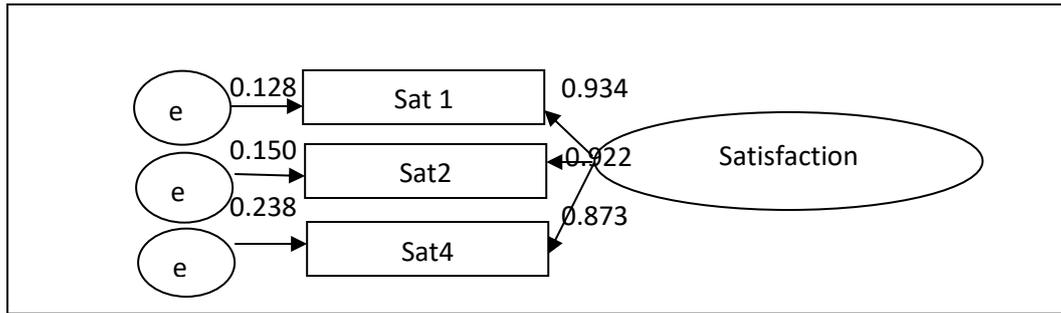
- The reliability of the satisfaction scale is confirmed because the Jöreskog Rhô coefficient is higher than 0.9.
- Its convergent validity is also confirmed: Rhô of convergence is greater than 0.5.

Table 5 :
Measuring the reliability and validity of the satisfaction scale

Data	Jöreskog Rhô coefficient	Coefficient of convergence	Rhô of
Echelle de Satisfaction	0.935	0.828	

Source: Prepared by the researcher

Figure 1: Satisfaction Measurement Model



Source : Output of SEM Stats 1.3 Software

2.2. The scale of trust

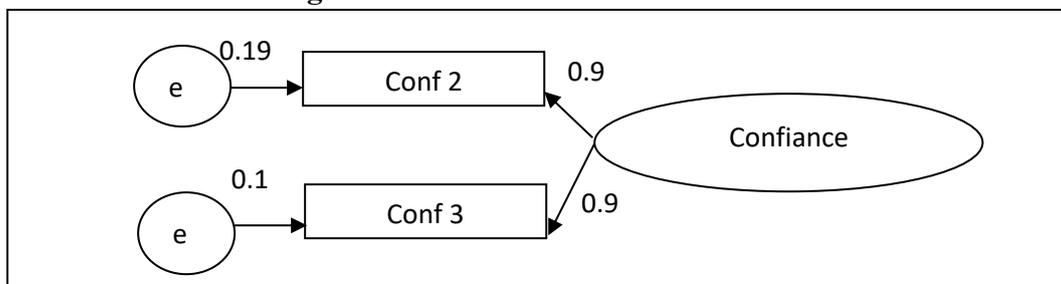
The reliability of the confidence scale is confirmed because Jöreskog’s Rhô coefficient is close to 0.9. Its convergent validity is also confirmed: Rhô of convergence is greater than 0.5.

Table 6 :
Measuring the reliability and validity of the Confidence scale

Data	Jöreskog Rhô coefficient	Coefficient of convergence	Rhô of
Trust Scale	0.895	0.810	

Source: Prepared by the researcher

Figure 2 : Trust Measurement Model



Source : Output of SEM Stats 1.3 Software

2.3.Scale of attachment

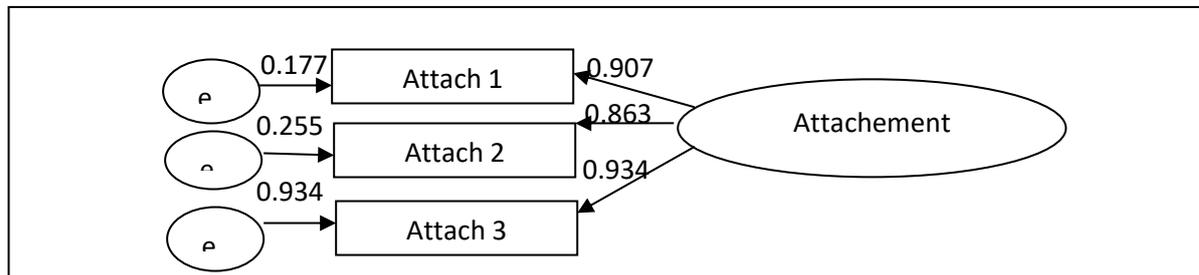
The reliability of the attachment scale is confirmed because the Jöreskog Rhô coefficient is greater than 0.9. Its convergent validity is also confirmed: Rhô of convergence is greater than 0.5.

Table 7
Measuring the reliability and validity of the attachment scale

Data	Jöreskog Rhô coefficient	Coefficient Rhô of convergence
Attachment Scale	0.813	0.605

Source: Prepared by the researcher

Figure 3 Attachment Measurement Model



Source : Output of SEM Stats 1.3 Software

2.4.Brand loyalty scale

The reliability of the brand loyalty scale is confirmed because Jöreskog’s Rhô coefficient is higher than 0.9. Its convergent validity is also confirmed: Rhô of convergence is greater than 0.5.

Table 8:
Measuring the reliability and validity of the fidelity scale

Data	Jöreskog Rhô coefficient	Coefficient Rhô of convergence
Brand loyalty scale	0.938	0.605

Source: Prepared by the researcher

3. Test hypotheses related to model causality

Table 9:
Hypothese about the causal links of the brand loyalty explanatory model

Hypothese	Detail
H1	There is a positive relationship between customer satisfaction and loyalty in the Algerian telecommunications services market.
H2	There is a positive relationship between the trust and loyalty of customers in the Algerian telecommunications services market.
H3	There is a positive relationship between the attachment and loyalty of customers in the Algerian telecommunications services market.

Source: Prepared by the researcher

The results of Table 10 make it possible to verify the significance and importance of the causal links between fidelity and its different antecedents and consequences in order to validate the research hypotheses.

Table 10 : Results of causal links and validation of research hypotheses

Hypothese	Regression Coefficient	Critical Ratio	Statistical significance	Validation of hypotheses
H1 : Satisfaction -loyalty	0.562	2.241	0.030	Confirmed
H2 : Trust – loyalty	0.450	3.362	0.002	Confirmed
H3 : Attachment – loyalty	0.470	1.491	0.143	Rejected

Source: Prepared by the researcher

- The results obtained in the table above summarise the causal links in the structural research model according to the following findings:

- **Hypothese H1 :**

The H1 hypothesis is confirmed, and therefore: There is a positive relationship between customer satisfaction and loyalty in the Algerian telecommunications services market. This is perfectly in line with the results of several previous studies in other business sectors (Ayoubi 2016, Aurier and N'Goala 2010; N'Goala, 2000). And therefore satisfaction remains an imperative condition for the construction of loyalty behavior.

- **Hypothese H2 :**

The H2 hypothesis was also confirmed, and therefore: There is a positive relationship between the trust and loyalty of customers in the Algerian telecommunications services market. This is consistent with previous studies (Ayoubi 2016, Aurier and N'Goala 2010). And therefore trust has a positive influence on loyalty behavior.

- **Hypothese H3 :**

The H3 hypothesis turns out to be invalidated, and therefore: There is no positive relationship between the attachment and the loyalty of customers of the Algerian telecommunications services market. This does not agree with previous studies to our knowledge (Ayoubi 2016). For the latter confirm the existence of a positive relationship between attachment and fidelity. And therefore, attachment does not influence the behavior of fidelity.

4. Discussion of Brand Loyalty Antecedents Results

Based on the results obtained empirically, we conclude that satisfaction, trust, positively influence brand loyalty.

Moreover, attachment has no significant effect on fidelity. In other words, brand loyalty is built on the two key variables “Satisfaction, Trust” that constitute “Customer-specific attitudes”

Conclusion

- Role of satisfaction :

In our tested model, satisfaction would seem to be a necessary and sufficient condition of loyalty, in other words, loyalty is a result of satisfaction, because the latter is a source of customer retention, and dissatisfaction remains a source of attrition.

On the other hand, satisfaction alone does not make it possible to discriminate between repeated purchasing behaviour by inertia and true loyalty and it must be stressed that other factors influence it at the same time because satisfaction helps to strengthen the confidence and commitment that will have an effect on fidelity.

- Role of trust :

The relationship between trust and brand loyalty has been validated as part of our model, and this is partly due to the fact that it is the result of a perception of customers on quality and brand image. This means that customers believe that the brand they are dealing with can provide highly reliable services, such as full function, quality assurance and after-sales services for them which therefore influences the customer's intention to continue its relationship with the brand and therefore its loyalty.

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