

THE IMPACT OF SATISFACTION ON BRAND LOYALTY: URGING ON CLASSIFYING SATISFACTION AND BRAND LOYALTY

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INTRODUCTION

Consumer satisfaction leads to brand loyalty. This is an assumption made very often in marketing theory as well as in marketing practice. Based on this assumption, every producer of any kind of product (service or good) should attach utmost importance to creating consumer satisfaction.

The chance that a satisfied consumer will buy a product or brand again is supposed to be greater than the chance that a dissatisfied consumer will buy the same product or brand again. It is even often supposed that the greater the amount of consumer satisfaction, the greater the degree of brand loyalty. And, brand loyalty is one of the most important pillars for a firm's continuity (and profits).

But consumer satisfaction is not only important for a producer, it is also very important for the consumer him/her self. Satisfaction means a positive evaluation of a product or brand, which shows the consumer that (s)he is capable of making the right decision when choosing from the enormous supply of products. It also shows the consumer that his/her needs and wants are fulfilled and no further (negative) action (for instance complaining) has to be undertaken.

A number of studies have shown a positive relationship between consumer satisfaction and brand loyalty. However, the relationship is not quite perfect.

These findings call for a thorough discussion on the nature and scope of the concepts of consumer satisfaction and brand loyalty before a further analysis of the relationship between consumer satisfaction and brand loyalty can be made. The main question to be answered is: To what extent can and does consumer satisfaction affect brand loyalty?

In this article, we will first show that, in our view, it is necessary to distinguish two types of consumer satisfaction: manifest satisfaction and latent satisfaction. Secondly, we will stress the difference between true brand loyalty and spurious brand loyalty. Thirdly, we will describe the

relationship between the two types of consumer satisfaction and brand loyalty in order to formulate hypotheses concerning this relationship. Fourthly, we will provide evidence that is really necessary to distinguish manifest satisfaction and latent satisfaction in relation to true brand loyalty; we will show that the relationship between manifest satisfaction and true brand loyalty differs remarkably from the relationship between latent satisfaction and true brand loyalty. Fifthly, we will formulate conclusions and, finally, some recommendations will be made for further research and marketing management practice.

MANIFEST SATISFACTION AND LATENT SATISFACTION

Satisfaction can be defined as (see also Engel et al. 1990, p. 481):

the outcome of the subjective evaluation that the chosen alternative (brand) meets or exceeds the expectations

In the literature, many different conceptual and operational definitions of satisfaction can be found. Most of these definitions depart from the notion of comparison (i.e., disconfirmation paradigm (Oliver, 1980)): the comparison between expectations and (product) performance, while others are based mainly on performance. However, satisfaction is relative in nature and it varies, among other things, with the conditions under which a comparison has to be made. (Other variations caused by, for instance different situational circumstances are left out here.)

Therefore, satisfaction research should be directed at these conditions under which a comparison between expectations and performance can occur.

In our view, a number of psychological barriers have to be crossed by a consumer to make an explicit evaluation of a brand resulting in satisfaction the consumer is well aware of. For these barriers to be crossed, the consumer must have the motivation and the capacity to evaluate

the brand relative to the reference point employed. Up till now, most approaches of consumer satisfaction seem to imply some kind of comparison between expectations and performance. However, consumers may vary in their comparisons as to how explicit these comparisons are made. Moreover, it may be very hard for an individual consumer to generate expectations, to evaluate performance, and to compare the two as if they were independent elements. If a consumer is not very knowledgeable about the product at stake, has no experience with alternatives that may serve as a reference point, and is not capable and motivated to 'compute' the correspondence or difference between expectations and performance, it may be hard to complete this comparison. But, even if the consumer is capable and motivated to do so, the absence of perceived differences between brands may prevent the consumer from doing so (Assael, 1987).

To the extent that an explicit comparison is made between expectations and performance (the consumer has the capacity and the motivation), the consumer is likely to be aware of the outcome of this evaluation and the level of satisfaction. However, if this is hard or even impossible to do (the consumer does not have the capacity and/or the motivation), the consumer may not be well aware of his/her level of satisfaction. For this reason, we want to make a distinction between two types of satisfaction: manifest satisfaction and latent satisfaction (see also Bloemer en Poiesz, 1989).

Manifest satisfaction is:

the outcome of the explicit subjective evaluation that the chosen alternative (brand) meets or exceeds the expectations.

Manifest satisfaction is the result of the explicit and extensive evaluation of the brand choice, an evaluation which is very well elaborated upon and the consumer is fully aware of. Therefore, we assume that manifest satisfaction will be clearly related to future buying behavior.

Latent satisfaction is:

the outcome of the implicit subjective evaluation that the chosen alternative (brand) meets or exceeds the expectations.

Latent satisfaction is the result of the implicit evaluation of the brand choice, which is not elaborated upon. The consumer is not fully aware of his/her level of satisfaction and merely accepts the brand. Therefore, we assume that latent satisfaction does not need to be unequivocally related to future buying behavior.

If we are measuring satisfaction in consumer research, we should ask ourselves whether we are dealing with an expression of something that is only latently present or with an expression of actually experienced satisfaction. We state that manifest satisfaction will occur only if the consumer is motivated to make an evaluation and has the capacity to do so.

Our view concerning the difference between manifest satisfaction and latent satisfaction is in line with the reasoning of the Elaboration Likelihood Model of Petty, Cacioppo en Schumann (1983). In that model, the core concepts of motivation and capacity determine the degree of elaboration. The central route (high degree of elaboration) in this model leads to a permanent attitude change; in our case manifest satisfaction. The peripheral route (low degree of elaboration) in this model leads at most to a temporary attitude change; in our case latent satisfaction.

So far, we have stressed the difference between manifest satisfaction and latent satisfaction. Before discussing the relationship between these two types of satisfaction and brand loyalty, we have to stress the difference between true brand loyalty and spurious brand loyalty.

BRAND LOYALTY

Based on the literature, we claim it is necessary to distinguish two types of brand loyalty: true brand loyalty and spurious brand loyalty. True brand loyalty can, accordingly to Jacoby and Chestnut (1978), be defined as:

the biased (i.e., nonrandom), behavioral response (i.e., purchase), expressed over time, by some decision making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological (decision making, evaluative) processes resulting in brand commitment

and spurious brand loyalty can be defined as:

the biased (i.e., nonrandom), behavioral response (i.e., purchase), expressed over time, by some decision making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of inertia.

The most important difference between these two types of brand loyalty is that true brand loyalty is based on brand commitment and spurious brand loyalty is not. The latter is based on inertia (see also Engel et al. 1982; Assael, 1987; Rossiter and Percy, 1987). A true brand loyal consumer is committed to his/her brand; because of this commitment, (s)he insists on buying the same brand again the next time (s)he needs to buy the product again. A spurious brand loyal consumer is not committed to a brand; therefore, (s)he might buy the same brand again the next time (s)he needs to buy the product again, but (s)he might also very easily buy a different brand. Day (1969, p.30) posits: "The spurious loyal buyers lack any attachment to brand attributes, and they can be immediately captured by another brand that offers a better deal, a coupon, or enhanced point of purchase visibility through displays or other devices." For this consumer, the reason for buying the same brand again might be the comfort of not being forced to make a new choice, the time saved when buying the same brand again, the feeling of indifference with the choice or the familiarity with the brand.

The critical part of the definition of true brand loyalty is brand commitment, for, brand commitment is a necessary condition for true brand loyalty to occur. We define brand commitment as (Kiesler, 1968, p. 448 and Lastovicka and Gardner, 1978, p. 90):

the pledging or binding of an individual to his/her brand choice.

As a result of explicit and extensive decision making and evaluative processes, a consumer becomes committed to the brand (when the brand is positively evaluated); he or she is pledged or bound to his/her brand choice. By definition, the committed consumer shows to be truly brand loyal when (s)he actually buys the particular brand

again.

When the decision making and evaluative processes are not explicit and only very limited, the consumer will not become committed to the brand and cannot (by definition) be truly brand loyal. Then, only (some degree of) spurious brand loyalty will result, in case (s)he buys the brand again.

This study hinges upon true brand loyalty. This means that we will explicitly take into account the level of consumers' commitment. Of course, the consumer world consists of more situations than these two extremes: consumers may differ in their degree of loyalty for various products. Therefore, we assume that a continuum between true brand loyalty and spurious brand loyalty exists. On the one side of the continuum, one finds true brand loyalty: the repeat buying of a brand based on a maximum or 'infinite' amount of commitment. On the other side of the continuum, one finds spurious brand loyalty: the repeat buying of the brand not based on any commitment at all, but on inertia. In this way, brand commitment enables us to define the degree of true brand loyalty. The continuum is shown in Figure 1.

Figure 1
The Brand Loyalty Continuum

True brand loyalty	Spurious brand loyalty
infinite commitment	no commitment

Now that we have discussed two different types of satisfaction and have stressed the distinction between true brand loyalty and spurious brand loyalty, we will go further into the relationship between satisfaction and brand loyalty.

THE MODEL

The Relation Between Manifest Versus Latent Satisfaction and True Brand Loyalty

Until now, we have distinguished two types of brand loyalty: true brand loyalty and spurious brand loyalty. We have also drawn a distinction between two types of brand satisfaction: manifest satisfaction and latent satisfaction.

In our view, manifest satisfaction is directly and clearly related to true brand loyalty. Manifest satisfaction means the explicit and extensive evaluation of the brand which will lead to commitment to the brand. As stated, commitment to the brand is a necessary condition for true brand loyalty. So, manifest satisfaction will be clearly positively related to true brand loyalty.

Latent satisfaction means mere acceptance of the brand which will not necessarily lead to commitment (thus not creating true brand loyalty). So, latent satisfaction will not be so clearly positively related to true brand loyalty. This means that the relationship between brand satisfaction and true brand loyalty depends, in our view, on the kind of brand satisfaction.

Hypotheses

Based on our view expressed in section 3.1, we formulate the following hypotheses:

H1: The amount of satisfaction is positively related to true brand loyalty.

H2: Manifest satisfaction is positively related to true brand loyalty.

H3: The positive relation between manifest satisfaction and true brand loyalty is stronger than the positive relation between latent satisfaction and true brand loyalty.

The last two hypotheses are based on the following assumption:

A1: The greater the amount of elaboration, the more manifest the satisfaction will be.

Hypothesis 1 is based on the traditional opinion that the amount of satisfaction and brand loyalty are positively related. This has already been confirmed by a number of studies (Katona and Mueller, 1954; Kraft, Granbois and Summers, 1973; Newman and Werbel, 1973; LaBarbera and Mazursky, 1983; Garfein, 1987; Kasper, 1988; Burmann, 1991 and Bloemer and Lemmink, 1992). However, our study focusses on true brand loyalty, while most studies that have been carried out in the past did not make the crucial difference

between true brand loyalty and spurious brand loyalty.

Hypothesis 2 stresses the positive relation between one type of satisfaction and one type of brand loyalty. Specifically, manifest satisfaction will lead to brand commitment, which is a necessary condition for true brand loyalty.

Hypothesis 3 points out that latent satisfaction can also be related to true brand loyalty. However, the positive relation between manifest satisfaction and true brand loyalty is expected to be stronger than the positive relation between latent satisfaction and true brand loyalty.

The assumption makes clear that we assume consumers who evaluate their brand choice explicitly and extensively will be satisfied manifestly. As stated before, the amount of elaboration depends on the motivation and the capacity of the consumer to elaborate upon the brand choice. Motivation can be operationalized by brand choice involvement (see also Petty, Cacioppo and Schumann, 1983) and capacity can be operationalized by brand deliberation (see also Petty, Cacioppo and Schumann, 1983 and Verplanken, 1991).

Having developed the model on theoretical grounds, we will next test it empirically.

METHOD

Data Collection

A number of advertisements were published in some local and one national newspaper, in which we asked in very general terms for consumers who wanted to participate in a study on buying behavior of different consumer products. The word loyalty was not used in those advertisements to avoid biases. Consumers, who were willing to participate, could react by either sending in a coupon or by making a telephone call. All 1,078 interested consumers received our self-administered questionnaire. Eight hundred and sixty-one questionnaires were returned. Eight hundred and thirty-eight questionnaires were used in the analysis (twenty-three questionnaires arrived too late.). The sample was found representative for the Dutch population and for the market shares of the product we used in the questionnaire: blank audio cassettes.

Measurement Instrument

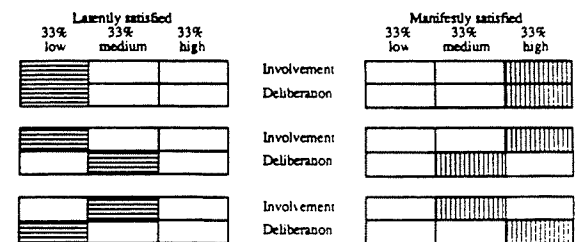
The research instrument was based on various validated scales and some new questions and it was revised on the basis of various pretests. In the final questionnaire, respondents were asked at first to report the name of the brand bought last time. Then they were asked to state their satisfaction or dissatisfaction with that brand ('are you satisfied or dissatisfied with that brand' and 'how much are you (dis)satisfied in terms of a percentage varying from 0% to 100%':SAT). Next, they had to rate their chance of buying the same brand again the next time they needed to buy such a product (also a percentage ranging from 0% to 100%: RPB). Then, questions on brand commitment (COM), brand choice involvement (INV) and brand deliberation (DEL) were asked. Commitment, involvement and deliberation were measured with scales containing 5-point Likert-scale items. These scales were based on validated scales as mentioned in the literature. Each scale was pretested and appeared to be valid and reliable. The three scales we used are presented in Appendix 1. In the final questionnaire, the items of the three scales were presented in random order. The commitment scale is used to determine what kind of brand loyalty was at stake for these consumers buying bland audio cassettes the next time (spurious or true). The involvement and deliberation scales are used to determine the degree of elaboration in order to classify the kind of satisfaction (latent or manifest).

Classification

In order to create different satisfaction subgroups (one group manifestly satisfied and the other latently satisfied), the sample was split as near as possible to the 33rd and 67th percentiles of both the distributions of the involvement scale and the deliberation scale. According to this split, for each variable, subjects were classified as low, medium, or high. The two variables were then crossed. Subjects low on both the involvement scale and the deliberation scale and low on one scale and medium on the other were labelled latently satisfied. Subjects who were high on the involvement scale and high on the deliberation scale or high on one and medium on the other were classified as manifestly satisfied (see also

Figure 2).

Figure 2
Classifying the Two Groups of Latent and Manifest Satisfied Consumers



ANALYSIS

As stated, 838 respondents filled in the questionnaire. With respect to blank audio cassettes, it appeared that 589 respondents had bought at least one blank audio cassette during the past six months. Ninety-four percent of them were satisfied with the brand they bought (for instance TDK, Sony, Maxell or Philips). Of these satisfied respondents, about one third were 100% satisfied and one fourth were 75% or less satisfied. Percentages of less than 40% satisfied did not occur. Only 2% of the respondents indicated that they were dissatisfied with the brand they bought and 4% percent did not know whether they are satisfied or dissatisfied.

Thirty percent indicated that they were 100% sure to buy the same brand of blank audio cassette again the next time they had to buy such a product. Also, 30% were not so sure they would do so. These respondents indicated only a 50% chance that they would buy the same brand again the next time.

Next, only the satisfied respondents were included in the analysis. Firstly, we were interested in the relationship between brand loyalty and brand satisfaction and not in the relationship between brand loyalty and brand dissatisfaction. Moreover, we expected the consequences of dissatisfaction to be different from the consequences of satisfaction. Besides, it does not sound logical to expect brand loyalty to be a direct consequence of dissatisfaction.

Table 1 shows the Pearson correlation

coefficients between the variables in our model for the whole sample: the amount of satisfaction, involvement, deliberation, commitment, repeat purchasing behavior and brand loyalty. The combined effect of commitment and the chance of buying the same brand again will serve as our indicator of true brand loyalty (LOY). As stated before, the combined effect of involvement and deliberation will be used as an indicator of the kind of satisfaction: manifest or latent satisfaction (this comes to the fore in Table 2).

Table 1
Pearson Correlations Between the Central Variables

Correlations:	INV [#]	DEL [#]	COM [#]	RPB	LOY
SAT	.20**	.07	.29**	.43**	.38**
INV		.47**	.75**	.40**	.68**
DEL			.26**	.10	.21**
COM				.60**	.94**
RPB					.82**
N of cases:	319*	1-tailed Signif: ** - .001			
SAT:	amount of satisfaction				
INV:	involvement				
DEL:	deliberation				
COM:	commitment				
RPB:	repeat buying behavior (chance of buying same brand again)				
LOY:	true brand loyalty (commitment * repeat buying behavior)				
#:	based total score on the scale per respondent (see also Appendix 1)				
*:	missing data on the variables in the table reduced the number of respondents				

Table 1 shows a positive correlation between the amount of brand satisfaction and true brand loyalty ($r = .38^{**}$). An increase in the amount of satisfaction goes along with an increase in true brand loyalty. Both the correlations between true brand loyalty and brand commitment ($r = .94^{**}$) and true brand loyalty and repeat purchasing behavior ($r = .82^{**}$) are high.

Commitment (as a necessary condition for true brand loyalty) is highly reflected in our measure of true brand loyalty. Also, the behavioral part of

true brand loyalty, repeat purchasing behavior, is highly reflected in our measure of true brand loyalty.

From the correlations, we conclude a direct and positive relationship exists between the amount of brand satisfaction and true brand loyalty. This confirms our first hypothesis, however, the correlation is not at all perfect.

In section 4.1, we have indicated how we classified respondents as either manifestly satisfied or latently satisfied. Next, we have analyzed the relationship between manifest versus latent satisfaction and true brand loyalty. We investigated whether the relationship between manifest satisfaction and true brand loyalty differ from the relationship between latent satisfaction and true brand loyalty, as we expected. This means that we investigated the moderator effect of the type of satisfaction: whether the relationship between brand loyalty and brand satisfaction depends on the type of satisfaction. Table 2 shows the results of our analysis. We computed the Pearson correlation coefficient between manifest satisfaction and true brand loyalty and the Pearson correlation coefficient between latent satisfaction and true brand loyalty. When the two coefficients differ significantly, we may conclude that a moderator effect of the type of satisfaction does exist. The significance of the difference between the two correlations was tested with Fischer Z.

Table 2
Correlations Between Manifest Versus Latent Satisfaction and True Brand Loyalty

	true brand loyalty	N
manifest satisfaction	.48**	112
latent satisfaction	.21	135
Fisher Z	2.38*	
Signif: ** - .001		

From Table 2, it can be concluded that indeed a moderator effect of the type of satisfaction exists. Furthermore, it can be concluded that the positive relationship between manifest satisfaction

and true brand loyalty is stronger than the positive relationship between latent satisfaction and true brand loyalty. Hypothesis 2 and Hypothesis 3 are confirmed. This means that:

1. manifest satisfaction is positively related to true brand loyalty;
2. the positive relation between manifest satisfaction and true brand loyalty is stronger than the positive relation between latent satisfaction and true brand loyalty.

Therefore we concluded that, an increase in the amount of manifest satisfaction has a larger positive impact on true brand loyalty than the same increase in latent satisfaction. The second and the third hypotheses are confirmed.

CONCLUSIONS

We distinguished two types of consumer satisfaction: manifest satisfaction and latent satisfaction. We also distinguished two types of brand loyalty: true brand loyalty and spurious brand loyalty. Furthermore, we focused on the impact of consumer satisfaction on true brand loyalty and expected that the relationship between consumer satisfaction and true brand loyalty would depend on the type of satisfaction. Our research showed that the relationship between true brand loyalty and consumer satisfaction does indeed depend on the type of satisfaction. The positive impact of manifest satisfaction on true brand loyalty was greater than the same positive impact of latent satisfaction on true brand loyalty.

The answer to our problem statement, "To what extent can and does consumer satisfaction affect brand loyalty?" can now be given. Consumer satisfaction positively affected brand loyalty. However, it appeared that it is important to differentiate between the impact of manifest satisfaction on true brand loyalty and the impact of latent satisfaction on true brand loyalty. The impact of manifest satisfaction on true brand loyalty was larger than the impact of latent satisfaction. The hypotheses we formulated in relation to our problem statement were confirmed: our theoretical way of reasoning corresponded with our empirical study on blank audio cassettes. This

means that the distinction between manifest and latent satisfaction is an important one when a connection is made with actual purchasing behavior.

IMPLICATIONS AND DISCUSSION

The research we conducted has a number of theoretical as well as managerial implications. The far most important theoretical implication is that research on brand satisfaction should take into account the difference between manifest satisfaction and latent satisfaction. Our study showed that the consequences of manifest satisfaction differ from the consequences of latent satisfaction in terms of true brand loyalty. It is not just important to know how satisfied consumers are, but it is even more important to know what they express: a manifest evaluative judgement or a latent evaluative judgement. Manifest satisfaction was shown to be directly and clearly related to true brand loyalty. Latent satisfaction was also related to true brand loyalty, but the relation was not so 'straightforward'. We might expect that manifest satisfaction is also more directly and unequivocally related to, for instance, positive word of mouth communication.

We are aware of the fact that our study concentrated on positive evaluations: consumer satisfaction. However, further research might show that there is also a meaningful difference between manifest dissatisfaction and latent dissatisfaction, as we expect. For instance, manifest dissatisfaction might be stronger related to complaining behavior or brand switching than latent dissatisfaction.

A management implication of our study is that management should not be concerned only about the amount of consumer satisfaction with their products. It is not only the amount of satisfaction that matters; the type of satisfaction matters even more. Management should stimulate consumers to make an explicit evaluation of the brand choice. If this explicit evaluation results in manifest satisfaction, the effect on true brand loyalty is larger than the effect of latent satisfaction. Management can stimulate consumers to elaborate upon their brand choice by stimulating the motivation and the capacity of the consumers to evaluate their brand choice. This can actually be

done by linking the brand to some involving issue or personal situation, by making clear the differences between different brands and by stressing an important characteristic of the brand, by providing clear and understandable information about the brand or by building a permanent relation with the consumer.

It is clear that management should be concerned about true brand loyalty. Only true brand loyalty is based on commitment. This commitment binds the consumer to his/her brand choice, so the consumer is less vulnerable to marketing actions by competitors and is more willing to stay with his/her brand. Thus, this commitment prevents consumers from switching; it functions as an exit barrier.

Appendix 1 The Scales Used (After a Pilot Project)

Commitment was measured with the following six items:

1. I consider myself to be highly loyal to one brand of blank audio cassettes (Beatty et al., 1988).
2. When another brand is on sale, I will generally purchase it, rather than my usual brand of blank audio cassettes (Beatty et al., 1988).
3. If my preferred brand of blank audio cassettes was not available at the store, it would make little difference to me if I had to choose another brand (Mittal and Lee, 1989).
4. If my preferred brand of blank audio cassettes were not available at the store, I will buy another favorite brand (Mittal and Lee, 1989).
5. If my preferred brand of blank audio cassettes were not available at the store, I will go to another store (Mittal and Lee, 1989).
6. If I had made a brand choice for blank audio cassettes before actually making the purchase, I might easily change my intended choice upon receiving discrepant information (Lastovicka and Gardner, 1977).

The unweighted items were combined into a total score per respondent: the minimum score on this 5-point Likert scale is 6 (6 x 1); the maximum score is 30 (6 x 5).

The mean score was 19.8 with a standard deviation of 7.8. Cronbach's alpha for the six items was .88.

Involvement was measured with the following 11 items:

1. Choosing an blank audio cassette is not an important decision for me (Mittal en Lee, 1988).
2. I do not feel involved in choosing an blank audio cassette (Verplanken, 1991).
3. I have a strong interest in blank audio cassettes (Laurent en Kapferer, 1985).
4. I choose my blank audio cassettes very carefully (Mittal en Lee, 1988).

Appendix 1 (cont.)

5. For me, blank audio cassettes do not matter (Mittal, 1989).
6. I would not care at all as to which blank audio cassette I buy (Mittal, 1989).
7. It was important to my choice of the blank audio cassette 'felt' right when I heard audio on it (Cullen en Edgett, 1991).
8. All blank audio cassettes are alike (Mittal, 1989).
9. An blank audio cassette is personally relevant for me (Verplanken, 1991).
10. A bad buy of an blank audio cassette could bring you grief (Mittal en Lee, 1988).
11. I am not at all concerned about which blank audio cassette I buy (Mittal, 1989).

The unweighed items were combined into a total score per respondent: the minimum score on this 5-point Likert scale is 11; the maximum score is 55.

The mean score was 39.7 with a standard deviation of 12.4. Cronbach's alpha for the 11 items was .91.

Deliberation was measured with the following (self constructed) six items:

1. After the purchase of the blank audio cassette, I have discussed my brand choice with family, relatives and friends.
2. After the purchase of the blank audio cassette, I have studied a number of advertorials of blank audio cassettes.
3. After the purchase of the blank audio cassette, I have compared my brand choice with other brands available on the market.
4. After the purchase of the blank audio cassette, I have weighted the pro's and the con's of my brand choice.
5. After the purchase of the blank audio cassette, I have studied several brand evaluations in consumer magazines.
6. After the purchase of the blank audio cassette, I have lined up the positive and the negative aspects of my brand choice.

The unweighted items were combined into a total score per respondent: the minimum score on this 5-point Likert scale is 6; the maximum score is 30.

The mean score was 12.9 with a standard deviation of 5.8. Cronbach's alpha for the six items was .78.

The commitment scale correlated .75 with the involvement scale and .26 with the deliberation scale. The involvement scale correlated .47 with the deliberation scale.

Factor analyses on all 23 items of the three scales taken together, showed that each scale was clearly represented by a particular factor (eigenvalue > 1).

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