

Brand Attachment and its effects on proselytism and the resistance to change:

Comparative study between two categories of products

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L'attachement à la marque et ses conséquences sur le prosélytisme et la résistance aux changements

Résumé--Cette recherche propose un examen des diverses conceptualisations de l'attachement émotionnel dans la relation consommateur – marque où les consommateurs développent un attachement particulier pour une catégorie de marque bien déterminée. Peu des chercheurs se sont intéressés aux antécédents et aux conséquences et testé leur effet empiriquement. Nous proposons dans cette étude d'explorer premièrement les facteurs expliquant l'intensité de l'attachement en distinguant l'effet des variables relationnelles «consommateur – marque » et celles relatives au produit « implication ». Et deuxièmement nous présenterons les conséquences de l'attachement sur le prosélytisme et la résistance aux changements.

Mots clés—*Relation, Attachement, Marque, Prosélytisme, Résistance aux changements*

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Abstract---This research proposes an examination of the various conceptualizations of the durable relation to the brand. The notion of emotional attachment constitutes a significant variable of this relation where certain consumers develop a particular attachment for a category of well determined mark and which from a consumer to another. Few researchers were interested in the antecedents and the consequences and empirically tested their effect. We propose in this paper firstly to explore the explanatory factors of the intensity of the attachment by distinguishing two groups from determinants. First variable relational “individual mark” and the second includes “traditional” variables. And secondly we present the consequences of the attachment on proselytism and the resistance to change.

Keywords—*Relation, Attachment, Brand, Proselytism, Resistance to change*

I. INTRODUCTION

With the development of postmodern of consumption (Cova and Cova 2002), the costumer became much more require (Michon, 2000). It is important to know today how to gain his confidence and his attachment towards the brands. So the brand constitutes the central element of this relation and one of the principal means which can explain the complexity of the consumer behavior (Belk, 1992). Researches on the attachment distinguish two groups from determinants of the formation of this built (Smaoui, 2008). First by the relational variables of brand which aim at the creation of a durable relation between the consumer and the brand such as satisfaction, confidence, nostalgic and congruence of image individual-brand (Morgan-Thomas and Cleopatra, 2013). The second includes variables relating to the product such as the implication in the category of product. These determinants of attachment generate an emotional bond which connects the individual to the brand. In order to bring clarifications on the concept of brand attachment, we will be based on researches of Smaoui (2008) and Cristau (2002) which were focused on the determinants and the consequences of the attachment. We will present in this paper the whole of the factors explaining the intensity of the attachment to the brand of consumers in Tunisia and will explain the principal consequences of the brand attachment on the behavior.

These consequences appear by proselytism and resistance to the brand. The first explains how a consumer attached to a brand can transmit his adhesion to the other consumers (Herr and al 1991; Dick and Basu 1994; Bickart and Schindl 2001). The second show how an implied and attached consumer with a brand will react through the change. These theoretical reports lead us to pose the following problems:

Among the relational and traditional variables connected to the products which do make it possible best to explain the attachment of the Tunisian consumers to the brands? And how do they appear proselytism and resistance to change?

II.THEORETICAL BACKGROUND

A. Brand Attachment

Lacoeuilhe (1997), Heilbrunn (2001), and Cristau (2003) consider attachment as: « Consumer emotional predisposition for the long- term toward the brand ». The attachment is: «The emotional and affective relationship between the consumer and the brand » (Heilbrunn 2001).

The attachment has also presented as a bidimensional concept: temporal and identity (Belaïd, and Lacoëuilhe 1987).

Most authors tried to measure this concept such as Fournier (1994) who developed the "Brand Relationship Quality (BRQ) intended to evaluate quality the depth and the force of the relation with the brand. The BRQ includes six facets different from the relation to the brand relating to the cognitive beliefs (intimacy, quality of the partner), with the behavioral bonds (behavioral dependence; commitment) and with the emotional attachment and socio emotional (love, passion).

B. Factors explaining the Brand Attachment

1. Relational variables

Nostalgic connections

The majority of the definitions proposed in the literature show the complexity of the concept of nostalgia. Although the whole of the authors identify that nostalgia allows the individual to revive the past, it still does not exist a consensus on a common definition of this concept and the main difficulty lies in the qualification of the nature of the emotional state. It appeared from the literature that nostalgia is based on a process of selective memory and aiming at making ideal events.

Fournier (1994) shows that the brand can be regarded as a vector which makes it possible to maintain the memories relative to certain places, individuals or significant events because the nostalgic attachment makes it possible to the individual to express his values, its identity and its history. Heilbrunn (2001) shows the existence of a relation between nostalgia and the brand whose nature remains to be identified. According to Smaoui (2008) nostalgic connections show an absence of explanatory effect of the attachment to the brand.

The congruence of image individual -brand

The concept of oneself is considered as a multidimensional concept where it contains many facets. Two of them are often treated in the literature: the real self and the ideal self. The real self facet refers to the image which the individual has in reality, whereas the ideal self facet constitutes the image which it would wish to convey in the ideal.

Nowadays, consumption takes a paramount place in the company because not only the individuals express who they are through their possessions but they also express that they would like to be. According to Keller (1993) the translate a function of expression of oneself

because it constitutes for the consumer a vector which enables him to express a vision of him even so as to get significances symbolic systems to him. Thus, Smaoui (2008) confirmed that the congruence of image brand is a factor explaining the brand attachment.

Satisfaction

Johnson (1995), Aurier and al (2001) defined satisfaction as: “Built abstract and cumulative which describes the total experiment of consumption of a product or a service”. Thomson and al. (2005) consider that satisfaction is a base of the emotional attachment: “An individual attached to a brand is generally satisfied by it”. However, there does not exist a correlation between the attachment and satisfaction because it is not inevitably that an individual satisfied with a brand, he will be attached by it. Aurier and al (2001) develop a relational chain which implements the various variables which explain fidelity with the brand by considering that satisfaction is antecedent of the confidence which is itself, a determinant of the attachment.

Trust

Gurviez (2002) defines the trust like: “The presumption by this one that the brand as personified entity is committed to have an action foreseeable and conformity with its waiting and maintaining this orientation in the duration”. Gurviev (2002), distinguish three principal dimensions from confidence, in fact: integrity, credibility and benevolence of the partner. This three-dimensional conceptualization is enriched by Hess (1995) who advanced that confidence depends on the perception of the brand as being reliable, honest and qualified. Several researchers in social psychology and relational marketing affirm that trust is an essential variable in the building of the long-term relations (Morgan and Hunt, 1994; Garbarino and Johnson, 1999). So, we can conclude that the trust is determining which contributes thereafter to the attachment and which exist a positive and significant relation between these two concepts (Aurier and al 2001).

2. Variables relating to the product

The implication towards the category of product

Houston and Rothschild (1978) defined implication as : “A state of motivation or of interest whose consequences are the search and the treatment for information as well as decision making”. Thomson and al (2005) consider that implication towards the product can influence the degree of attachment to a brand and suggest that the later researches study this relation and in particular examine strong emotional ties whether require a degree of implication raised

towards the product. According to the approach of Smaoui (2008), the implication would make it possible to slightly explain the attachment with the brand. In the same way Lacoeyille (2000) considers that the implication isn't a determinant of the attachment to the brand.

C. Consequences of the brand attachment

Proselytism

Several interpersonal influences act on the attitudes and the behavior of consumers (Miniard and Cohen, 1983). The consumer is likely to accept the influence of others when this one through its consumption and its possession of certain brands expresses congruent values (Bearden and Etzel 1982; Childers and Rao, 1986). The notion of the proselytism is defined like: "The tendency of the consumer to want to make adhesion the others to its choice in their speaking about a brand" (Cristau, 2003). Proselytism is measured by Gurviez (1999) as a facet of the commitment what leads. Guerviez (1999) define the commitment as "The intension, implicit or clarifies, maintain relation durable with a brand".

The resistance up wards of the prices of the brand

The main consequence of the attachment is the follow up the evolution of the consumer behavior. The committed consumer attaches great importance to the continuity of the relation. According to Richards (1998) the consumer who is reluctant face a change can show a resistance carrying mainly to the attacks of competition. Thus, Raju and Rao Unnava (2002) show that the consumers attached towards a brand are less sensitive to the promotional offers of the competitor brands than the not attached consumers. In their article "Overcoming resistance to changes" Coch and French (1948) defended the idea that the individuals are more sensitive to the change when they take part in the design of this one. This resistance is regarded as a positive reaction of the consumer: he has the ability to continue the relation with the brand. Several authors spoke about the resistance up wards of the prices and suggest that the attached consumer agrees to pay expensive to get his favorite brand and its tolerance at the price increases (Aaker, 1996; Krishnamurthi and Raj, 1991; Samuelsen and Sandvik, 1997). It can be also reflect to change its purchase rather if the brand is not available than to resort to a concurrent brand.

III. HYPOTHESIS DEVELOPMENT

A. Nostalgic connections on attachment

Heilbrunn (2001), Belk (1990) and Holbrook (1991) show through their work, the existence of a bond between nostalgic and the attachment. Thus, the more nostalgic connections are important, the more intensity of the attachment to the brands is high (Richins, 1994; Kleine and al 1995; Lacoeyuilhe, 2000a). Thus, we propose followed this line of thinking the hypothesis that examines the impact of nostalgic connections on attachment customer:

Hypothesis 1: Nostalgic connections influence the intensity of the attachment positively.

B. The congruence of image brand on attachment

According to Sirgy (1982), Baker (1994), Aacker (1997) and Urška and Klement (2013) the personality and the public image are two crucial factors to determine an attachment with a brand. This relation supposes that the higher congruence is, the more intensity of the attachment to the brand is important. From where this relation drawn from researchs of Richins (1994), Baker (1994), Kleine and al (1995), Lacoeyuilhe (2000a) and Smaoui (2008).

Hypothesis 2: The congruence of image brand individual influence the intensity of the attachment positively.

C. Satisfaction on attachment

According to Cronbach (1951), « an individual attached to a brand is generally satisfied by it ». However, a dissatisfied customer may remain attached to a mark for lack of alternatives and / or to avoid transfer costs (Backhaus 1999). This is also possible for a customer who is dissatisfied with a brand, and to which he is not attached. The relationship between satisfaction and attachment has been studied in literature, in fact revealing the low non-significant correlation between attachment and dissatisfaction (Thomson 2005). This indicates that customer satisfaction may constitute a factor explaining the attachment to the brand. It is then possible to argue that a satisfied customer may be emotionally attached. The results of the studies of (Smaoui 2008) show that satisfaction with the brand influences the attachment with a standardized beta value around 0.327. Thus, we propose followed this line of thinking the hypothesis that examines the impact of customer satisfaction on attachment:

Hypothesis 3: Customer satisfaction positively influences brand attachment.

D. Trust on attachment

Aurier and al (2001) and Smaoui (2008) affirmed the positive and significant bond between trust and attachment. The studies of (Smaoui 2008) revealed the contribution of customer trust to explaining attachment compared to other variables related to the product and the individual, such as: satisfaction, congruence and product category. In consequence, there exist a positive relation between these two concepts. This relation is applied of research of Hess (1995), Smaoui (2008) and Roux (2014).

Hypothesis 4: Trust explains the intensity of the attachment.

E. Implication on attachment

Thomson and al (2005) consider that implication towards the product can influence the degree of attachment of the consumer to the brand. Strazzieri (1994) and Smaoui (2008) stipulate besides that the more one individual is implied in a category of product; the more it will be attached to its brand preferred among a category of products. Thus, we propose followed this line of thinking the hypothesis that examines the impact of customer implication on attachment customer :

Hypothesis 5: The degree of implication explains the intensity of attachment.

F. Attachment on proselytism

The relationship between the two concepts deserves much attention because they are two elements that affect the emotional aspect of behavior. The brand attachment reflects a durable emotional and psychological relationship and which are the concomitant of dependence on brand and a friendship feeling with the brand (Cristau 2001) . Among the effects of these two elements is the proselytism. This translates to consumer wil lingness to engage (Cristau 2001). Several researchers showed that the attachment with the brand supports the concept of proselytism (Julie and Roux 2009). The relation between these built shows that the attachment of the consumer to the brand is at the origin of a buzz marketing positive towards the latter (Gears and Rossi 2008).

Hypothesis 6: There exists a positive relation between the attachment and proselytism.

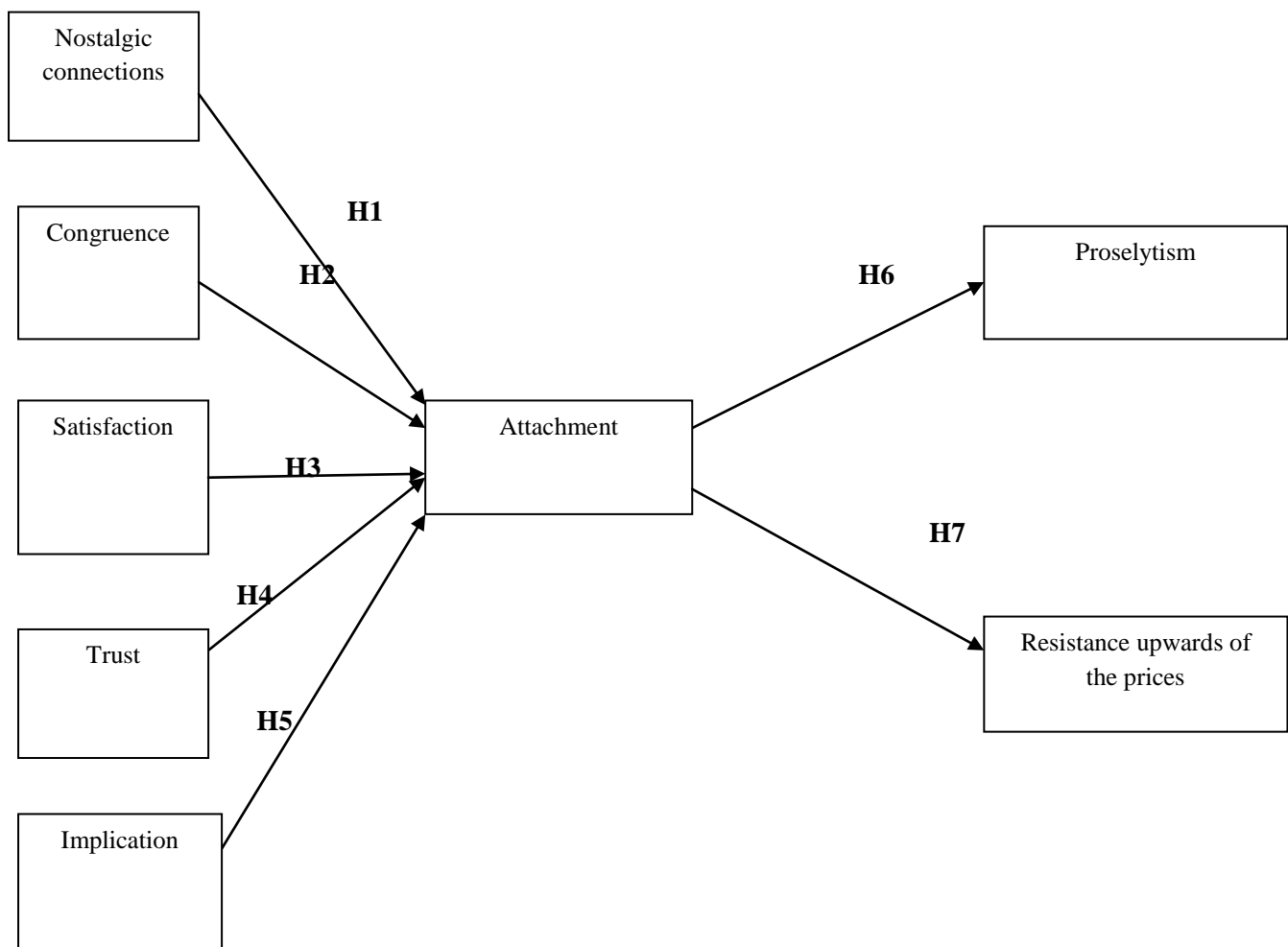
G. Attachment on the price increase of the brand

Little study has made demonstrating the role of attachment to enhance the price increase of the brand. The price increase of the brand constitutes a promotional and free tool if company gives an importance to bring customers to have positive behaviors (Silverman 1997). The literature in marketing shows that the more the consumer is attached to the brand, the more he will agree to pay more expensive if its favorite brand knows a rise in prices. Numerous researchers consider customer attachment as a prior condition to accept to pay more expensive (Anderson 1994, Rust 1995). The seventh hypothesis drawn from work from Krishnamurthi and Raj (1991); Aaker (1996); Samuelsen and Sandvik, (1997) and Maksudul (2012) stipulate that:

H 7: The attached consumer agrees to pay expensive to get his favorite brand.

The conceptual model

This model describes how the attachment is formed and how this one influences on the proselytism and the resistance upwards of the prices. This model is represented below:



IV. METHOD

A. Choice of the categories of products

The conditions of choice of a category of products are constrained by:

- The conditions for the study of the attachment of the brand.
- The difference between the two categories of products.
- The possibility of having a comparative base of the interpretation of results.

Since our research focuses on the relationship between consumers and brands, it was a question of choosing a field where we can apply a strong relationship. That is why we chose two different fields with two different categories of products, the first is related to the field of consumer through the milk which is usable in a daily way.

The second category is related to the cosmetic field through the perfumes where this sector presents sufficient guarantees of uncertainty perceived by the consumers to justify that they rather seek a durable relation with a brand than specific transactions.

We present below a comparison of the results obtained on the two brands:

The objective of this analysis is to identify the differences between the two types of brands.

In order to check the hypotheses that we proposed, we will follow these analyzes:

- First, we will examine if the attachment is formed in the same way for the two types of brands.
- Secondly, we will study the consequences of attachment and in particular on proselytism and the resistance to change.

B. Measures

Basing on the literature, we could determine the scales measuring the concepts of this work and having been the object of confirmatory studies. They are of Likert type at 6 points active of at all of agreement to completely of agreement. Our choice of scales pairs is to avoid that the respondent is positioned in the middle of the scale. The variable to explain the brand attachment was measured with a scale with 5 items developed by Lacoëuilhe (2000). Variable trust was measured with a scale with 6 items developed by Hess (1995). The variable

implication was measured with a scale with 6 items of Strazzieri (1994). Congruence of image individual-mark was measured using a scale with 4 items suggested by Lacoeylthe (2000a). The variable nostalgic connection was measured by Lacoeylthe (2000a) with a scale with 4 items. Satisfaction was measured with a scale of Evrard and Audrain (2001). Variable proselytism was measured through a scale of measurement made up of 3 items developed by Cristau, (2003). The variable resistance to change of price of the brand was measured through a scale of measurement made up of 3 items developed by (Gurviez, 1999). All the scales of measurements are unidimensional and have a good internal coherence.

C. Sample and data collection

We used non probabilistic and convenience sampling. This method is made up of selected elements because they are available, easy to join and convince to take part in our research.

Customer experience with a products of milk and perfume was required in our study.

To ensure the good comprehension of the questions by the respondents, a pre-test was made near 20 customers (10% of the sample). A total of 200 responses were collected (110 men and 90 women). This total doesn't include the 10 % of the preliminary research conducted (testing the measurement instrument).

D. Analysis method

To measure the construct reliability scales we proceed to the indicator Cronbach alpha score in order to purify the measurement. This indicator according to allow checking the internal coherence items for any scale. Also, using the Principal component analyses (ACP) allows to examine the properties of the 8 measuring instruments, and to reduce the number of the items. And we used two types of regression to test the hypotheses in fact: multiple regression and simple regression.

V. RESULTS

A. Measure purification and reliability

Most reliability of scales were ranged from 0,882 to 0,983, which we can accept these values. All variables are unidimensional and explain more than 50% of variance extracted. All these measures are summarized in Table 1.

TABLE 1: Structure and reliability of the scales of measurement

Scales of measurements	Factorial structure	Explained variance	Reliability	KMO test
Attachment	Unidimensional	94,086	0,982	0,859
Trust	Unidimensional	90,322	0,966	0,864
Satisfaction	Unidimensional	90,983	0,941	0,741
Nostalgic	Unidimensional	95,639	0,983	0,851
Congruence	Unidimensional	93,877	0,958	0,863
Implication	Unidimensional	87,127	0,961	0,893
Proselytism	Unidimensional	95,340	0,973	0,780
Resistance	Unidimensional	89,607	0,882	0,600

B. The test of the hypothesis

The test of the hypothesis worked out for the confirmation of the various correlations in this research related to two types of analysis of regression: multiple and simple regression.

1. The effect of the variables explaining the attachment: Multiple regressions

TABLE 2: Result of the multiple regressions for the two brands

Brands	Model	Coefficients standardized	t	Sig.	R ²
Brand Milk	Nostalgic	,579	6,517	,000	0,651
	Congruence	-,168	-2,097	,037	
	Satisfaction	,274	6,835	,000	
	Trust	-,151	-2,075	,039	
	Implication	,046	,810	,419	
Brand Perfume	Nostalgic	,458	5,628	,000	0,801
	Congruence	,425	3,005	,012	
	Satisfaction	,585	6,412	,000	
	Trust	,115	3,081	,023	
	Implication	,081	,923	,454	

This first analysis of regression, which related to the effect of the variable explaining the attachment of the brand milk shows on the five determinants of the attachment, three proved no significant, in fact: the congruence of image individual marks, trust and the implication. For the other determinants (nostalgic connections and satisfaction), they are significant and explain a high part of the variance of the attachment, that is to say 65% with standardized coefficients positive Bêta and are respectively 0.579 and 0.274.

For the perfume, the results show that nostalgia, congruence, trust and satisfaction are significant and explain a large part of the variance of the attachment, that is to say 80% with standardized coefficients positive Bêta and are respectively 0.458; 0.425; 0.585 and 0.115. The reading of these results shows the similarities between the two categories of brand as explanatory variables of the attachment are almost the same ones.

2. The effect of the attachment on proselytism and resistance: Simple regression

Regression: attachment/proselytism

TABLE 3: Results of the simple regression of attachment and proselytism

Brands	Model	B	T of student	significance	R-deu
Brand Milk	Constant	-3,905E-16	0.000	1.000	0,815
	Attachment	,904	29,670	0.000	
Brand Perfume	Constant	-4,001E-11	0.000	1.000	0,887
	Attachment	,855	18,611	0.000	

The goal of this regression is to know the impact of the attachment on proselytism. According to the results, it proves that the attachment with the milk and perfume brand contribute in a very significant way in the explanation of proselytism with Beta are respectively 0.904 and 0.855. The test of Student of the two brands is also statistically significant. Based on these results, we can see the similarities between the two categories of brand from where it is confirmed that there exists a positive relationship between attachment towards the two types of brands and proselytism.

Regression: attachment/resistance

TABLE 4: Results of the simple regression of attachment and resistance to change

Brands	Model	B	T of student	significance	R-deu
Brand Milk	Constant	-4,170E-16	0.000	1.000	0,445
	Attachment	,669	12,678	0.000	

Brand Perfume	Constant	-3,201E-16	0.000	1.000	
	Attachment	,818	11,985	0.000	0,887

The results of the regression for the two brands implying variable resistance upwards prices according to the variable attachment gave a coefficients of statistically significant Beta and values of Student are respectively about 12.678 and 11.985 (superior at 1.96), and of one p-been worth of 0,000. Based on these results, we confirmed that the attached consumer agrees to pay more to get his favorite brand for both brand and tolerance for price increases. However, as we have seen, the influence of attachment on proselytism and resistance to change is very significant between the two types of brand.

Hypothesis	Brand Milk	Brand Perfume
H1: Nostalgic connections influence the intensity of the attachment positively.	Checked	Checked
H2: The congruence of image brand individual influences the intensity of the attachment positively.	Not checked	Checked
H3: Satisfaction explains the intensity of the attachment.	Checked	Checked
H4: Trust explains the intensity of the attachment.	Not checked	Checked
H5: The degree of implication explains the intensity of attachment.	Not checked	Not checked
H6: There exists a positive relation between the attachment and proselytism.	Checked	Checked
H7: The attached consumer agrees to pay expensive to get his favorite brand.	Checked	Checked

VI. DISCUSSION AND CONCLUSION

This present research allowed us to clarify how the brand attachment is formed for two types of category products and showed their impact on proselytism and resistance. The results show that nostalgic explains the attachment to milk and perfumes brands. This similarity in results can be explained by the nature of the two products being the object of this research where the two brands point out a lot of memories and something of old like softness and dream. For the variable congruence of image individual-brand, we found that it does not contribute to explain the attachment with the milk brand. In fact, according to Lacoeyille (2000b) "brand can be a means of communication of the identity of the individual to himself but also to others

in conveying cultural and personal values." Because the milk in Tunisia is a product of large consumption which price, communication and distribution are almost identical for all manufacturers and thus do not provide symbolic benefits and cultural significance. Whereas the perfume the results are different where there is a significant relationship between congruence and attachment and this is due to the nature of the product which is considered as a luxury brand and rewarding because through its possession the person affirms his success, his wealth and his social status. Our results for the satisfaction showed no difference between the two brands from where satisfaction is an explanatory variable of the attachment like has considered by Thomson and al. (2005): satisfaction is the base of attachment. This is also in conformity with the analysis of Smaoui (2008) which affirms that satisfied consumer is more likely to be emotionally attached to a brand contrary a not satisfied consumer who will stick with difficulty to a brand. In their "relational chain" of brand, Aurier (2001) and Roux (2014) consider "satisfaction is a determining factor of the confidence and a direct antecedent of the attachment". For variable trust, our results were different for the two brands. We did not find a significant relationship between trust and attachment to the brand of milk. In fact, that consumer trust is assured, it must check its three dimensions: credibility, integrity and benevolence. However, milks in Tunisia are products of large consumption and of a daily use. But the perfume trust is assured and explains a large part of the attachment of the consumers to this brand. Therefore, this luxury brand provides to the consumers of the common values such as utility, hedonic and symbolic values.

For the variable implication, our results are in conformity with those of previous work which could not determine its direct effect on the attachment. The absence of differences of the results between the two brands seems amazing. We supposed that the choice of the brand perfume would be granted a more attractive; their emotional relations with the consumers should have been stronger, whereas our results contradict this prediction.

For variable proselytism, our results are similar for the two brands, that those of previous research (Julie and Roux 2009, Bahri-Ammari, 2012) indicating that the attachment with the brand supports the concept of proselytism: more the consumers attached, more it will speak positively about the brand to its surroundings. Concerning the resistance up wards of the prices more consumers are attached to the brand, more it will resist all changes from the supplier and his favorite brand. This report joined the results of (Aaker, 1996; Krishnamurthi and Raj, 1991; Samuelsen and Sandvik, 1997). That explains why the attachment towards the

two brands does not decrease of anything the sensitivity at the cost of consumer. It will to continue the relationship with the brand makes him indifferent and less vigilant on price.

On the managerial level, our results show that the satisfaction and nostalgic connections play an important role in the attachment of consumers to the milk brands. Also, nostalgic connections, satisfaction, trust and congruence have a significant effect on the attachment of consumers to the brands of perfumes. It is therefore important for companies manufacturers these products, to become aware of the strategic role of these variables and to set up an expansions and improvement plans. So it is important to know how to better retain and applying effective relationship marketing by using an appropriate technological tools such as CRM (Customer Relationship Management). Customers are certainly satisfied with the products but they have not yet intended to become loyal in the future Roux (2014). Managers must then highlight ways to get the maximum information about the consumer and communicate the relational strategy to appropriate personnel. They must have a data base sufficiently in crucial information to decision making (optimization of the offers). Managers must also listen to customers and better communicate with them to develop programs based on their expectations. Marketing "one to one" requires the adhesion of the individuals and the establishment of a dialogue between the company and its client. According to Garbarino (1999) and Urška (2013), the firm must adopt a relationship in order to know the specific needs, identify and retain the most profitable.

Other managerial implications relating to the communication strategies which the results showed that the consumers attached to these two brands tend to convey their adhesion to others. Thus, the managers have an interest to set up a more emotional image and especially more socially desirable for their product / brand by developing more the communication by word of mouth. In the same way, in terms of price policy, the strategies of price increase should be well designed in order to not scare consumers and get another cheaper product. If the milk and the perfume wish to be repurchased, they must respect this implicit contract "also good for less expensive".

VII. LIMITATIONS AND FUTURE RESEARCH

The limits of this research are firstly dependent in keeping with the sample from where need for widening the framework of sample in other geographical areas on the Tunisian territory. A larger sample can help obtain results more relevant, objective and generalizable. Second, the inclusion of some moderating variables such as age, gender,...could have enriched and look

further into our study. Several future ways of research can be proposed. The qualitative study is very important to explain and understand the psychological aspects, the antecedents and consequences for attachment to brands of milk and perfumes. The results of this study are in the Tunisian context, so we can ask whether the determinants and consequences of attachment to brands would be the same ones for consumer having other cultures. Integrate new variables which were not exploited in this research, such as the features of personality, or the effect of culture on the intensity of the attachment to the brands could improve the results. Finally, as the market competition becomes intense, the CRM system seems to be, through an integrated approach, one of the main implements to attract more customers, improve their attachment and eventually retain some of them. Firms that imply efficiently CRM will likely guarantee customer loyalty and retention.

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APPENDEIX 1: MEASUREMENT ITEMS

Concept	Items
Attachment (Lacoeuille, 2000b)	<p>I have much affection for this mark.</p> <p>I am very related to this mark.</p> <p>This mark gets to me much joy and pleasure.</p> <p>I find a certain comfort to buy or have this mark.</p> <p>I am very attached by this mark.</p>
Trust ; (Hess, 1995)	<p>Mark A would do absolutely all that is in its power to help its customers to solve the problems to which they will be able to cope.</p> <p>Mark A is entirely committed to satisfy its customer.</p> <p>Mark A would do anything to satisfy its customers.</p> <p>When I see a publicity of mark A, I trust him.</p> <p>What mark A inconnection with its products says is generally true.</p> <p>If mark A affirms or promises something inconnection with one of its products it is probably true.</p>
Implication ; Strazzieri (1994)	<p>Product X is a product which really counts for me.</p> <p>X is a product to which I attach a particular importance.</p> <p>I particularly like to speak about product X.</p> <p>One can say that product X is a product which interests me.</p> <p>I feel particularly attracted by product X.</p> <p>The only fact of informing me about product X is a pleasure.</p>
Congruence (Richins, 1994, Fournier, 1994, Kleine et al. 1995) in Lacoeuille (2000a)	<p>This mark corresponds to the image which I have of myself.</p> <p>This mark corresponds to the image which I wish to have.</p> <p>This mark gets a good image of oneself to me.</p> <p>This mark corresponds to the impression which I wish to give of myself to the others.</p>
Nostalgic (Richins, 1994, Kleine et al. 1995) in Lacoeuille, (2000a)	<p>This mark recalls me my lived and of part of my history.</p> <p>This mark points out significant events of my past to me.</p> <p>This mark points out a particular or important place to me where I went.</p> <p>This mark points out a relation with a person in particular to me.</p>
Satisfaction ; Evrard et Audrain, (2001)	<p>The difference in quality between the mark A and the other marks is rather Weak.</p> <p>A is the only mark which proposes exactly to me what I seek.</p> <p>Mark A is not inevitably better than the others.</p> <p>The products of this mark are really higher than those of the other marks.</p>
Proselytism (Cristau, 2003)	<p>I like to speak about this mark with other people.</p> <p>I told anecdotes on this mark with other people.</p> <p>I explain to the others why they may find it beneficial to buy this mark.</p>
Resistance (Gurviez, 1999)	<p>I would remain with this mark if the price had suddenly increased by 10 to 15 percent.</p> <p>If the price of this mark were somewhat increased, I would continue to buy nevertheless.</p> <p>I am ready to pay a little expensive for this mark.</p>

ANNEXE 2: Brands chosen by consumers

The milk brands chosen by consumers

Brands	frequency	Percent
Délice	130	65%
Vitalait	62	31%
Laino	8	4%
Total	200	100

The perfume brands chosen by consumers

Brands	frequency	Percent
Dior	90	45%
Gucci	45	22,5%
Hugo Boss	40	20%
Lancôme	25	12,5%
Total	200	100