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Study of the loyalty determinants impact on the loyalty of the Algerian consumer "A study of the Volkswagen Foundation for cars products in Algeria"

Summary: We have tried in this article to treat one of the most modern marketing concepts which is "loyalty behavior"; where we tried to study the impact of the determinants of loyalty (attitudes, frequent purchase, customers satisfaction, cognitive economy, the global quality, the change costs) on the loyalty of the Algerian consumer, a field study for Volkswagen Foundation, in Algeria. For this purpose, we tackled the concept of the loyalty, as its most important approaches and its account methods in order to permit us to study the impact of these determinants on the loyalty behavior of the Algerian consumer in the cars market especially the German brand Volkswagen for cars and its affiliated brands. So, we have to resort to a field study when we meet the customers of German brand Volkswagen in four different regions of Algeria: Tlemcen, Algiers, M'sila and Setif.

Keywords: consumer loyalty, approaches of the loyalty, measurement of the loyalty.

Résumé : Cet article consiste à traiter un thème de plus en plus l'écho, ci-jours ci, dans le domaine du Marketing moderne, qui est « Le comportement de fidélité ». A partir de cet article, nous avons tenté d'étudier les déterminants de la fidélité (les attitudes, le réachat, la satisfaction client, l'économie cognitive, les couts de changements) sur la fidélité du consommateur Algérien – étude empirique sur la société Volkswagen en Algérie-. Afin d'atteindre les objectifs de notre recherche, nous avons abordé, en premier lieu, le concept de fidélité ainsi que les approches et ses déterminants qui le cadrent pour étudier l'effet de ces déterminants sur le comportement du consommateur Algérien dans le marché automobile et surtout les véhicule de la marque Volkswagen, dans quatre région déferent ; Tlemcen, Alger, M'sila, Sitif.

Mots clés : fidélité du consommateur, les approches de la fidélité, les mesures de la fidélité.

INTRODUCTION

The term of loyalty enjoys eloquent literary connotations in the modern economic dictionary, especially in the field of marketing. The first thing can be noticed by the researcher in the field of marketing about this term is the dimensional construction enjoyed by this term and derived especially from the behavioral roots of the consumer generally. If we said that this consumer is a faithful consumer, that means he buys constantly from the same supplier; in this case the degree of loyalty is measured by the observance of the consumer purchase iterations, when we consider that the loyalty is the result of the repeated purchase process, but if we extend our look lightly, it is impossible for us to limit this term in the process of repeated purchase, as that behavioral consumer side (purchase repetition) is inadequate to measure the intensity or the weakness of the loyalty, but we must include another factor has a significant impact on the behavior of the loyalty which is the attitudes factor. and therefore, the loyalty is larger than we limit it in the process of repeated purchase.

The importance of loyalty behavior for the foundation served as a motivation to draw up strategies contributing to access to this behavior and perhaps the most important application tools of these strategies are the drawing up of loyalty programs, which contribute broadly in making the customer "loyal" to the foundation and its products.

The Algerian market for cars is highly competitive between several international trademarks, European, Asiatic indeed American, as the companies of cars use various modern technologies and effective marketing strategies to acquire or to take hold of shares competitors in the Algerian market, the latter is considered among the most promising markets in the Middle East and North Africa.

And here appears the question:

What is the impact extent of the determinants of loyalty on the loyalty behavior of the Algerian customer for the products of Volkswagen Company of cars in Algeria?

And under this problem, a series of sub-questions disclosed as follows:

- What does mean loyalty of customers?
- What are the loyalty determinants?
- What are the most important approaches of marketing which tackled the loyalty behavior of the consumer?
- How the loyalty determinants affects the behavior of the Algerian consumer towards the foundation in subject?

To answer this subject, the following hypothesis was proposed:

Positively the loyalty behavior of the Algerian consumer is influenced by Volkswagen products for the loyalty determinants.

1 Theoretical part

1.1 What does mean loyalty of customers?

The word "loyalty of customers" has become ranked in the first place among the of contemporary foundations concerns, this preoccupation was not by chance, but for the importance of this strategy to overcome the international competition which has become open and very fierce and to get a new customer became very expensive for the foundation making the customer loyal less costs than to get new customers, moreover the loyalty strategy application policies have satisfactory results on the foundation (especially in the medium and long term). The different reports and economic statistics indicate that the increase in the loyalty rate by 05% can raise the middle value of the customer to 25% and in some cases to 100%. (Corine Nardot, 2003).

The term "loyalty" has a significant impact on marketing strategies, so it is defined that as the dimensional construction unionist which is based on behavioral components. If we say that this consumer is a "loyal" consumer, that means he buys regularly from the same supplier. In this case, the loyalty degree is measured by repeat of process purchase that to say the percentage of repetition of purchase process (CUMINGHAM 1956)) (Bijan Fazlollahi, 2003). Or it is the frequent purchase of the same trademark for several times (Drucker 1964) (SYLVIE MARTIN VEDRINE, 2003).

The concept of the loyalty is not limited only in the behavioral sense says "Day" 1969, he considers "Day" that about 30% of consumers estimated loyal to a foundation or to a product are in fact other ones (false loyal) and this is what makes us divide the concept of loyal into two fundamental concepts:

The concept based on the behavioral side and another based on the attitudes (behavioral and attitudinal). So, the loyalty consumer is greater than that limited in the repetition process of purchase (Robin Roslender and Richard M.S Wilson, 2012).

"Jacoby and Kyner" "1973" consider that the loyalty is that the deviated answer (or non-verified one) and that which explains and interprets, by the unionist purchase behavior, a mentioned trademark or a number of selected marks from a wide range of trademarks, which is a result of a psychological factor represented in making purchasing decision. (Marcello M. Mariani and others, 2014)

To introduce the attitudes factor in the loyalty concept gives man of marketing the ability to distinguish between loyal customers and not loyal ones, when he considers "DAY 1969" that the false faithful is a behavior is to re-purchase or repeat buying behavior and not the loyalty to the product or to the foundation.

According to him, the customer who is not loyal is that the sensitive customer and fast discriminator even for the simplest things. "Haldinger and Robinson" (1996) consider that attitudes factor introduction to the concept of loyalty can clarify the real will to link with the foundation or its products and apparent tendency towards the repeat purchase behavior. (Corentine Le Roy, 2004).

Each of "Bloemer and Kasper" (1995) also believe that the difference between the real loyalty and the false one appears in our introduction of the will factor and in this regard,

say both "Moorman and Ltment" (1962) that the loyalty behavior is the stable and static desire over time and both of "Jakoby and Kyner" (1973) cleared up that the commitment "is the fundamental base to show the real loyalty from the false one".(Ulrich Pahi,2006) According to "Morgan and Hunt" (1994), Cheth and Parralyar (1994) and "Gummesson" (1996), the "loyalty behavior is initially a relational behavior" (Allard Car Van Riel,2005).In fact, there are two prominent opinions in the definition of consumer loyalty"Hallavell1996", which are:(Jean Sébastien Renard,2005)

- **The first one:** is the beginning of researches and marketing studies on the consumer led by (Caruana 2002), as he limits the loyalty only in the behavioral side and shared his opinion (Cunningham 1956), as he believes that the loyalty is the repeated purchase behavior.

-**The second opinion:** the adherents of this opinion see that the loyalty behavior is a characteristic of a simple behavior of the customer that-to-say loyalty behavior includes the behavioral side as well as the psychological one of the consumer side, so the attitudes side.

Through these definitions, it is clear that the main concept of loyalty is based on the following:

- **Focus on the attitudes:** the pioneers of this trend are Jacoby 1971, Olson 1977, Chestnut, Jacoby, 1978, Majusrsty and Barbara 1983, RUST and Zahori 1993, where they believe that gratification supports and encourages to take such attitude towards the foundation or the trademark, thereby forming this behavior represented in loyalty or non- loyalty.

- **Focus on the relationship between the customer and the foundation:** the adherents of this trend focus on the trust between the customer and the organization and commitment, sothe customer finds himself compelled to loyalty. The most famous pioneers of this trend (Lasking Evans 1994 Gronroos), as well as (Wernerflet and Fornelle), (Klee and Henning Thuran) 1997.(Denis Darpy, Pierre Volle,2003)

- **Focus on the side of the cognitive economy:** in this side, the behavior of the loyalty is influenced by the inertia and the learning according to (Morrison 1996, Guadagni 1979 and Litte 1983). This trend sees that the consumer stays loyal due to the high costs resulted from the change of the mark or the foundation and the difficulty to earn as a result of staying loyal to this foundation(Lars Mayer Waardeen,2002).

- **Focus on the side of the high costs of the change process:** The trend sees that the customer stays loyal to the firm or to the trademark because the costs of change are very high. The pioneer of this trend are (Jackson 1985 and Shapino 1999). (Henri Isaac et Pierre Valle,2008)In general, there are three concepts used in the definition of the loyalty which are (repeated purchase, the relationship foundation / customer and commitment).

1.2 The most important marketing approaches that dealt with consumer loyalty behavior:

There are several approaches and researches carried out by specialists in the field of marketing and most of them came to show the prominent role of the loyalty behavior to increase profitability of the foundations, in their different types. Below, we have tried to highlight the most prominent of these approaches and were as follows:

1.2.1 Behavioral approach of the consumer's loyalty:

Many researchers have thought and since a long time that the only and basic principle one which explains consumer loyalty is the repeated buying behavior moreover, these researchers gave definitions to the loyalty from this principle that-to-say "loyalty is the repeated purchase processes" naturally and at random based on several and unrealized variables and by unexpected repetitions which are difficult to understand and interpret it (Bass 1974). This approach cancels all cognitive information that would affect the purchase decision and limited the loyalty behavior in the repeated purchase behavior, depending on the measurement method, based on the proportional explanatory variables or sequential purchasing processes(LARS MEYER Waardeen,2002) .The methodology adopted in this approach depends on the "negative binomial distribution" brought by (Ehrenber) and applied in the study of behavior change of the trademark depending on the model of Dirichlet which looks for sales by a particular perspective in a fixed market, in a market where trademarks are not affected by regular unstructured variables in the sense that the trademarks are not grouped sequentially and focuses mainly on three determinants in the measurement process: (degree of penetration, market shares, process repetition).

After applying this model several times and in several cases, it turns out that the market shares of each proportional trademark with the degree of penetration, which means that the repetition of the purchase process is similar between trademark and the other one. Otherwise, the degree of penetration is not stable and increases by time.

And with regard to the behavior of loyalty, it is certain that most of the customers are not loyal completely, but they buy a lot of the same trademark compared with the rest of the other trademarks, that means the share of the trademark X of the total trademarks Y - E -Z- ... is more and this so called duplication law in the purchase process. Or that the first place is for a trademark X and second place is for trademark Y.

This behavioral approach of loyalty has been criticized, especially in terms of its dependence on the level of accumulation (repetition) in the purchase process, that means the repeat purchase factor cannot allow to separating true loyalty from the false one.(Marie-Laure Gavard-Perret and others,2012)

1.2.2 The behavioral approach based on the impact of attitudes and satisfaction on consumer loyalty:

This approach focuses in its interpretation of the loyalty behavior on the psychological factor of the customer and which is constituted of multiple purchasing experiences for the same product. The customer when he acquires the product for the first time, he has motivated stems from the needs and desires to this product, after the first purchase process he matches with the current psychological feeling with what he was expecting

from the product, in this case either that the current sense matches with what he was expecting or more and here produces what is known as the behavior of satisfaction of the customer and either the current sense is far less than he was expecting and in this case we have the behavior of dissatisfaction. In both cases, the customer has what is known the attitudes: in the case of satisfaction, the attitude towards the product is positive, so this would push the customer to the second and the third purchase process and even more than that may engender to him the behavior of the loyalty to the product, but in the opposite case where the customer is not satisfied about the product, the consumer may have a negative attitude about the product, and so he hesitates to make the decision to repurchase and this results in the behavior of non- loyalty.(Lubica Hikkerova et Jean-Michel Sahut,2014)

1.2.3 Approach of the satisfaction and attitudes and learning to build the loyalty behavior:

Olsen, Azjen, Fishben and Jacobi believe that the attitudes are a series of preparations that stimulate consumer's behavior towards clinging to the firm or the trademark, in other words, contribute to build the loyalty behavior. The adherents of this trend believe that customer satisfaction is an inevitable consequence of the positive attitude resulted from the following three dimensions (cognitive and learning dimension, emotional, motivational one) and thus strengthen customer satisfaction behavior to the loyalty behavior to a particular product without the rest of the other products.(Dorsaf Fehri Belaid et Azza Temessekbehi,2006)

The basic problem which faces this trend is the way to measure the loyalty behavior, especially that the latter depends on the intention factor in the future purchase and the probability to happen or not, in other words to rely on anticipatory event may be achieved or not. So, there is always uncertainty factor in attitudes and in the effective behavior (Dubois and Quaghebeur).

Moreover, Sharp, Rundel, Thiel, Dawes and East did not find in their researches a strong correlation between attitudes and repeated purchasing behavior, so according to Kumar the measure of the attitudes creates a problem which is the inability to operate (that means the inability to build a fixed and permanent decision towards the firm's product and non-acceptance as well). (Lars Meyer Waardeen,2002).

There is another problem faces the success of this approach which is the purchasing decisions oriented to the products which has a strong influence on the consumer and requiring very important treatment (cognitive, learning). This approach can succeed in wide products consumption. So, most researchers in the loyalty behavior field see that the latter is a multi-dimensional concept includes a behavioral component, difficult to be controlled, repeated purchase component and an indefinite component and is not tied to the luck called the loyalty. These components are the last researches of the psychology schools which are studying the impact of attitudes, frequent purchase, consumer behavior and the commitment(Patrick Simon,2002).

In this field, Kahn, Laban, Day, after them Robinson and Baldinger see that the repeated purchase resulting from a positive attitude on a foundation or its product or the trademark, explain the loyalty indicator, which includes a pro-rata purchase with attitudes towards firm's product or the trademark, so, the "loyal" customer, really is the one who combines the two variables (behavior, attitudes).

The customers whose buy continuously without a positive attitude to the foundation or its product or its trademark are uncertain customers, that means to change the firm or its product or its trademark is high strongly probable and the cause that they stay is due only to the high costs of the change or they stay to feel only (Lars Meyer Waardeen, 2002).

1.2.4 Approach of the cognitive economy (educational)

According to «Kumar», the behavior of the loyalty does not necessarily mean staying with the foundation or the trademark, so the two terms are not identical, the loyalty behavior includes behavior to stay with the foundation because the first one concerns staying with the same foundation with a sense of emotional belonging and situational to this foundation, while the second concerns to stay with the foundation because the consumer in this case does not have the possible options for change, either to the high costs of change and either for lack of a product, trademark or resource which offers the same product, either under the action of the geographical factor and the remoteness of the competitors stockiest. It can also be a reason to stay refers to the inability of the consumer to obtain the necessary information about the products or competing trademarks, so he fears of change and would prefer to stay with the same product or trademark. According to «Kyner», the usual purchase gives several advantages to the consumer, such as: reducing the costs of the search for alternatives and gives him the ability to purchase without the need for periodic evaluation of the products and the alternative trademarks, then in this case the consumer is "oriented" or submissive under the influence of gratification and satisfaction and this naturally reduces the efforts of the search for information or what is known as learning, but this kind of purchase does not give the consumer the ability to get the product or the trademark or the optimal supplier, when Kahn and Schmittlem see that the purchase in this case can't be accomplished under the impact of habits, preferences or intentions to purchase, but under the impact of satisfaction and frequent purchase factor and thus reduce the costs of the cognitive economy.

The consumer led by sluggishness behavior in the purchase process is a consumer subject, as an almost absolute, to the preceding purchase for the same product or trademark and the same thing for the future purchase, the purchase in time T is subject to purchase in time T-1 and purchase T-1 is subject to the purchase of T.

Purchase is affected too much through the sluggishness behavior by the interval separating the previous, the current and future purchase, when the period between the previous, the current and future purchase is close, the need to the help of the cognitive economy is diminished and whenever the period is spaced, the need is increased to

gather information about the product or the trademark or the current supplier in comparison with available alternatives in the market(Patrick Simon,2000).

The current and future purchase can be determined according to the nature of the markets in which the firm activates or the trademark or the supplier; the markets less competitive facilitate the retention of customers, due to lack of competitors and sufficiency each of them its share market, in this case the impact of satisfaction factor is somewhat weak, however in the market highly competitive where competition between foundations, trademarks and suppliers is launched, a behavior of the customer produces somewhat threatening foundations shares of customers represented in search of behavior change. In these circumstances, the foundation is not enough reliance on the satisfaction factor, this latter does not guarantee the customers loyalty, moreover it may result for the foundations customers what is known as the behavior of multi- loyalty, which means that the consumer meets his needs and desires through certain foundations or products or trademarks, in the last all theses meet his need and desire by a high degree of satisfaction (Sharp, Brown) and this is what makes it imperative for the foundation to push the customer to use the cognitive economy in order to be able to determine the product of the most satisfying and the best in terms of quality, price and speed of delivery and others.

1.2.5 Quality customer / foundation relationship:

Moreover that may not be enough for the foundation to focus on satisfaction and prepare well for competitors and care to reduce the risk of psychological factor to the customer which is the desire for change, not even on the positive attitudes made by customers on the foundation product, but must have a best quality focus customer / foundation relationship and by the same distance, that means the foundation must seeks to establish a permanent and continuous relationship with its customers (Marketing by the relationships) lead to ensure the loyalty customer's towards its product and at the same time, it should seek to be itself loyal to its customers by a good reception, listening to their concerns, their needs and their objections, as well as to provide better and the finest them in the proper times and in the required quantities.

The quality of the institution/customer relationship is considered the factor that ensures largely the continuation of customer's loyalty to the foundation product as long as possible extent.

Most researchers in this field like (Oliver, Vavra, Margan, Hunt) and others believe that customer loyalty behavior does not engender necessarily the satisfaction of the customer, but is among the most important factors that contribute to the loyalty of the customer to the foundation product, especially if he met with other factors as the trust, the commitment, the positive attitude and the quality of foundation / customer relationship. All these and other factors make the customer faithful in the short, medium and long term.

So, the loyalty can't be resulted neither from product quality nor its characteristics or the satisfaction felt by the customer after consumption of the foundation product, but it

is resulted from the mentioned factors plus the quality factor of customer / foundation relationship.

1.2.6 Approach change costs:

The foundation when it takes into consideration all these factors (positive attitudes, satisfaction, the relationship customer / foundation, trust, commitment) it may guarantee the access to the loyalty, even more the loyalty in the long term, but this does not prevent the foundations to take some precautions especially the change costs factor. The latter may contribute to the continuity of the customer to be "loyal" to the foundation as it may motivate him to change the foundation to a competitive foundation. The costs of change hypothesis is very important especially when the loyalty which the foundation looks, is determined in a highly competitive market and the same product or the service offered by the foundation. In this case it is necessary to those in charge of the marketing function in the foundation to identify the customer's ability and willingness to change (the foundation, the trademark, the supplier ... etc). According to Wittink and Ryans, to limit the customer's change to the foundation product lies in the good selection of the customer. According to Jakson whenever the costs change are considerable, the risk of change is weak, so the possibility of the customer remains loyal to the foundation increases and vice versa .

So, the foundation aims to increase the costs of the change or what is known determinants of outing, this case is called the instigator loyalty, that means to attempt to isolate the customer from the pressures imposed by competitors, then customer stays within the foundation market, so here the consumer as like a prisoners of the foundation, although the competitors are offering higher-value products than the value of foundation products, but the customer remains "loyal" to the foundation because of the high costs of change, the consumer in this case performs calculations and finds himself in a better situation with the foundation, the costs of change in this case strengthens its commitment and his continuation with the foundation. These approaches (attitudes, satisfaction, commitment, trust, relationship quality, cognitive economy, the cost of change) are considered as the most famous approaches that have treated the subject of consumer loyalty behavior.

1.3 Measurement of customers loyalty depending on the behavioral determinant:

This measurement relates mainly the behavior of repeat purchase. Chesm and Jacoby divided this type of measurement into three sections which are: the proportion of the product purchase, the product purchase sequence and the likelihood of recurrence of the product purchase(Dominique Crie,2002).

-First: the proportion of the product purchase: The customer is considered loyal or not from the knowledge of the ratio derived from the purchase of the product (x) from among a large number of competitive products, where the customer is loyal to this product if the proportion of purchase from the same product is more than 50% with regard to other products within the same grade of products. The foundation can use this

scale, especially in the circle in which the number of competitors is great, where the customer can deal with several products. The foundation can prove this proportion through the customer's answer on the following question: among the several products of the same grade, how many times of your purchasing to the product (x) during the period (y)?

The foundation determines the number of known products in the product grade, it gets the proportion of the purchase of the product (x) by dividing the number of times of his purchase by the total number resulted from purchases for all products. The determination of the period (y) depends on the rate of customer repetition, as this rate rises, the foundation selects a short period and vice versa (Olivier Netter, Nigel Hill, 2000).

- **Second: the sequence of the product purchase:** Brown used the slide data products of the broad consumption and high repetition rate to measure the loyalty, by studying the sequence of the product (x) purchase. After all, -as already shown-, he ranked the customers to: (R.Ladwein, 2003)

- Customers with absolute loyalty, customers with the divided loyalty, customers of unstable loyalty, customers without loyalty.

The foundation takes into consideration the following information: the number of purchases achieved in a certain period, products and purchases in the same period.

1.3.1 Measurement of customers loyalty depending on the behavioral determinant:

As already shown, the loyalty to the foundation or to its product not depends only on the behavior of repeat purchase, but this behavior is preceded by an attitude with a certain direction. As a result, some researchers interested to measure the loyalty of the side of the attitudes. Both Jacoby and Olsen pointed to that the attitudes in the context of the loyalty behavior expresses "a number of preparations to do a certain behavior. The objective of this measurement is to know the extent of the customer fondness to the product (x) with regards to other products. Among the most important proof to know the degree of the loyalty that the customer mentioned it lonely, although that the foundation is active in a competitive marketing environment. As we discussed previously, among the advantages of the loyalty that the loyal customer promotes spontaneous product (x) and on this base, we can infer the customer's attitude towards the product (x) through his answer to the question: "How do you talk with (your friends, your neighbors, your colleagues ... etc) about the product (x)? The customer chooses one of the following answers: (Sameh Abdelmaksoud Mohamed)

I exhort them to buy the product (x), I inform them about its advantages and disadvantages, I do not speak about it at all, I talk only about its disadvantages, I advise them against purchasing the product.

1.3.2 Approach constituent of the measurement of consumer loyalty:

Approach constituent of the measurement of customer loyalty refers to that the preference and a sense of commitment towards the product with the behavior of repeat purchase two dimensions are essential for building loyalty, so the measurement of the behavior of the loyalty according to this approach is the integration of behavioral dimensions and cognitive together, therefore the loyalty is to create a positive attitude to the customer translated by the repeating purchases over time(Elissar Toufaily,2011).

Concerning the measurement of the loyalty, Zufryden added that it is possible to measure the loyalty by asking the following question: What is your favorite product? After getting the answer, the same customer is asked on the same question after a full year, so the conformable answers reflect the loyalty rate. During this period, the purchasing behavior of the customer and the extent influence by offers of competitors are noticed as it can be possible for the foundation to know the degree of loyalty of its customers by combining between behavior and positive attitude from its product, through the extent of its customers to accept competitors offers where the following question can be asked: Do you change easily the product of the foundation?(Olivier .Netter, N Hill,2000).

2 Practical part

2.1 Definition of the sample of the study:

The sample of the study at hand represents a percentage of customers Volkswagen foundation of cars in Algeria, as we have distributed 220 questionnaire, 200 form was retrieved, among it 8 forms have been canceled owing to the contradictory answers and the multitude of blanks in it, that's to say 192 valid study form. Among these forms retrieved, 20 forms filled electronically by using the e-mail for customers of Volkswagen cars, 160 form distributed by us personally in order to clarify some ambiguities which some customers could face specially those of low educational level. 20 forms its distribution overseen by fellow professors in the specialty in marketing, after that we informed them about the subject of our study and its assumptions.

2.2 Nature of the study population:

The study population is the customers of the Volkswagen foundation in Algeria, it means that the target customers in the study are the customers owners of cars Volkswagen foundation or its affiliated trademarks in each of Algiers, Tlemcen, M'sila, Setif. The capital Algiers represents customers of Volkswagen foundation for cars in the Center and North of Algeria, Tlemcen represents customers of Volkswagen foundation for cars in the West of the country and M'sila represents customers of Volkswagen foundation for cars in the South of Algeria. Setif represents customers of Volkswagen foundation for cars in the East of Algeria.

- First: Description of the characteristics of the sample according to the general data:

In this part, we tried to describe the most important characteristics of the studied sample in the following points:

Table (01): Distribution of respondents by sex variable

Sex variable	Repetition	Percentage
Male	157	81.8%
Female	35	18.2%
Total	192	100%

Source: The results of the field study based on the outputs of SPSS

Table below clears up a description of the characteristics of the sample by the sex variable, where it is clear to us the males superiority by a rate of 81.8% on females by 18.2% in terms of the number of respondents from the owners of Volkswagen cars, which reflects the reality of the Algerian society which is characterized by male superiority on females in terms of owning this type of product (cars), by a difference of 63.6% between the two sexes which is a vast difference due to the nature and specificity of the Algerian family.

Table N° 02: Description of characteristics sample by the age variable

Age variable	From 20 to 30	From 31 to 40	From 41 to 50	more than 50	Non existence answer	Total
Repetitions	5	6	45	2	4	19
Percentage	%28.1	%34.9	%23.4	11.5%	%2.1	10

Source: The results of the field study based on the outputs of SPSS

Through table N° 02, which clears up that the sample members are distributed according to a variety of age groups, as noted by the above table that the age group from 31 to 40 years old is the class that occupies the first rank with a rate of 34.9% of the respondents, followed by the age group from 20 to 30 years old, by a rate of 28.1%, then the age group from 41 to 50 years, by a rate of 23.4 % of the respondents and in the last rank the age group greater than 51 years, by a rate of 11.5% of the respondents, while the respondents who abstained from answering this item represent a rate of 2.1 % from the respondents sample.

Table N° 03: Description of the sample characteristics by family situation variable

Family situation variable	Married	Unmarried	Other cases	total
Repetitions	128	56	8	192
percentages	%66.7	%29.2	%4.2	%100

Source: The results of the field study based on the outputs of SPSS

Through the results of table N° 03, it is clear to us that the married category is a category superior to the rest of the other categories, by a rate of 66.7%, followed by the unmarried category, by a rate of 29.2%, then the other cases category, by a rate of 4.2%.

Table N° 04: Description of the sample characteristics by the educational level variable:

Educational level variable	Primary	middle	secondary	University	blank answers	Total
Repetitions	10	25	58	96	3	192
percentages	%5.2	%13.0	%30.2	%50.0	%1.6	%100

Source: The results of the field study based on the outputs of SPSS

Table N° 04 clears up the distribution of respondents by educational level variable and it turned out than inspired by SPSS data results that the university category is the predominant category on the rest of the sample categories, by a rate of 50% of respondents, followed by secondary level category, by a rate of 30.2% of respondents sample members, followed by the middle educational level category, by a rate of 13% of respondents, followed by the primary level category, by a rate of 05.2% of respondents, moreover there is a percentage of 01.6% of the respondents sample did not answer this item.

Table N° 05: The distribution of respondents by the income variable

Income variable	From 20000 to 30000 DA	From 30000 to 40000 DA	From 40000 to 50000 DA	From 50000 to 60000 DA	More than 60000 DA	Blank answers	total
Repetitions	19	29	29	37	70	8	192
Percentages	%9.9	%15.1	%15.1	%19.3	%36.5	%4.2	100%

Source: The results of the field study based on the outputs of SPSS

Table N° 05 clears up the distribution of respondents by income variable, as we note that the category of respondents who have a monthly income of more than 60000 DA is the dominant group by a rate of 36.5% on the rest of the respondents categories and this is normal as the Volkswagen foundation products is characterized by high prices somewhat compared with the rest of the cars types existing in the Algerian market, followed by category respondents which their income estimated between 50000 and 60000 DA, by a rate of 19.3% of the total respondents, as well as due to the same reason mentioned, followed by respondents category who have limited incomes between 40000 and 50000 DA category and 40000 and 30000 DA, by the same percentage which represents 15.1% of the respondents and ranked last the category respondents who have a monthly income limited between 20000 and 30000 DA and which is very close to reality results. It should be noted that the proportion of 04.2% of the respondents gave no answers for this item and perhaps due to the sensitivity of the question for them.

Secondly: Description of the characteristics of the sample according to the continuity of the purchase of the Volkswagen foundation property:

We deliberately put this phrase on a sample study in order to identify the customers who bought constantly Volkswagen products and consequently determine the impact of this answer on the questionnaire axes. The following table illustrates these percentages:

Table N0 06: Place of purchaseVolkswagenproduct

Place of purchase variable	From the foundation	From the markets	Through friends	Outside the country	From other places	No answer	Total
Repetitions	110	39	34	7	1	1	192
Percentages	%57.3	%20.3	%17.7	%3.6	%0.5	%0.5	%100

Source: The results of the field study based on the outputs of SPSS

It is noted that the maximum majority are customers who bought Volkswagen product from this foundation, which represents 57.3% of the total respondents, thus this percentage is in favor of the possibility of benefit these customers to meet the loyalty programs applied by the Volkswagen foundation for cars, this does not mean that customers who did not buy from the Volkswagen foundation for cars are the customers who do not benefit from the loyalty programs, but the potential benefit compared with customers who have bought from the foundation are less, these customers are divided as follows:

Respondents who bought the Volkswagen products for cars from markets represent 20.3% of the respondents, customers who bought Volkswagen products and Volkswagen through friends, representing 17.7% of the respondents, while the customers who bought the Volkswagen products from outside the country, representing 3.6% of the respondents, There is also a category of respondents estimated by 0.5% representing the customers who bought the Volkswagen products from somewhere else without specifying the place and there is a proportion of 0.5% of the respondents declined to answer this item.

Table N° 07: Category of the trademark variable

Category of the trademark	Volkswagen	Audi	Seat	Skoda	Other trademarks	Total
Repetitions	101	22	45	22	1	192
Percentages	%52.6	%11.5	%23.5	%12	%0.5	%100

Source: The results of the field study based on the outputs of SPSS

The percentages describe in the above table the position of Volkswagen brand, among other brands owned by the Volkswagen group, which, as it represents 52.6% of the total respondents and the second position is for "Seat" brand by 23.5% of the target sample, followed by Skoda by 12 % then the brand "Audi" by 11.5% of the respondents, as there is also 0.5% of the respondents did not declare the type of the owned brand.

Table N° 08: Description of the characteristics sample by ownership duration variable for Volkswagen product for cars

Ownership duration variable	Less than one year	From 1 to 5 years	More than 5 years	Blank answers	Total
repetitions	55	106	29	02	192
percentages	%28.6	%55.2	%15.1	%1	%100

Source: The results of the field study based on the outputs of SPSS

The above table clears up that the largest percentage is located in the respondents group which owns the Volkswagen product from 1 to 5 years as is estimated by 55.2% of the total respondents and this is in the direction that these customers are loyal customers, moreover the proportion of 15.1%, which represents customers who own Volkswagen products since more than 5 years, as for customers who owned the Volkswagen product for a period less than one year is represented in the proportion of 28.6% of the respondents, which is a significant proportion where the foundation, the subject of the study, can invest it in its favor and gain the loyalty and the continuity of these customers. It should be noted here that there are two of the respondents did not make an answer on this item, by an estimated proportion of 1% of the total of the studied sample.

Table N° 09: Distribution of the sample members by the choice motive for the Volkswagen product

Choice factors variable	Repetitions				Total
	yes	Percentage	no	Percentage	
The price	171	%89.1	21	%10.9	192
The trademark	180	%93.8	12	%6.3	192
The quality	187	%97.8	5	%2.6	192
The reputation	178	%92.7	14	%7.3	192
The fame	178	%92.7	17	%7.3	192
The multitude of the features	175	%91.1	9	%8.9	192
The luxe	183	95.3%	9	%4.7	192
The engine power	182	%94.8	10	%5.2	192
The outer shape	181	%94.3	11	%5.7	192
The solidity	183	%95.3	9	%4.7	192
The safety system	180	%93.8	12	%6.3	192

Source: The results of the field study based on the outputs of SPSS

According to the table above, it is clear that the first rank among the determinants given to the respondents, the quality factor had earned the first position by 97.8% of respondents, this is normal and consistent with reality. One of the important principles of the product of Volkswagen foundation is the high quality. In the second place, we find the luxe and solidity by a percentage estimated at 95.3% of the respondents and the interpretation of this choice is due to that the Volkswagen foundation product is characterized by a high luxe and evident solidity. The third position won by the engine

power factor by 94.8% of respondents. The interpretation of this proportion is that the Volkswagen foundation is interested in strong cars engines. The fourth position won by the outer shape factor by 94.3% of respondents and this is obvious on the most Volkswagen products. The fifth position is for the trademark and the safety system by 93.8 % of the respondents. In fact, this position was unexpected for us because that the Volkswagen brand is very popular in the Algerian market, but this result can be explained that we did not focus only on the Volkswagen brand but on its dependent brands (Seat, Skoda, Audi). The mark SEAT was not a subsidiary of Volkswagen only recently, the Skoda brand is unknown for the Algerian consumer and he is still in the stage to know it, the most consumers of Audi are usually of high income. Both of reputation and fame are in the sixth position with 92.7% of the respondents, the seventh position won by the multitude of features factor by 91.1% of respondents. In the last position, came the price factor by 89.1% of respondents and this is normal through the views of the respondents customers on the one hand and in the view of the experts who we interviewed them in the foundation and in its agencies.

2.3 The test of hypotheses of the study and discussion of results:

We are trying through the first hypothesis to know the existence of the loyalty or its non-existence with the Algerian consumer of products of Volkswagen, by measuring the impact of the determinants of his loyalty towards the products of Volkswagen. The formulation of hypothesis came as follows:

H0: Determinants of loyalty do not positively affect the behavior consumer of the products of Volkswagen foundation.

H1: Determinants of loyalty positively affect the behavior consumer of the products of Volkswagen foundation.

We tested the hypothesis by a descriptive way based on the table showing the most important descriptive data of hypothesis as follows:

Table N° 10: Description of the loyalty variable:

First hypothesis	Averages	Values
Loyalty of the Algerian consumer	Average of the answers on this item	3.4316
	Average of the study society	3.3470
		3.5162
	The model	3.3902
	The contrast	0.238
	The standard deviation	0.48753
	The low value	2
	The extreme value	5

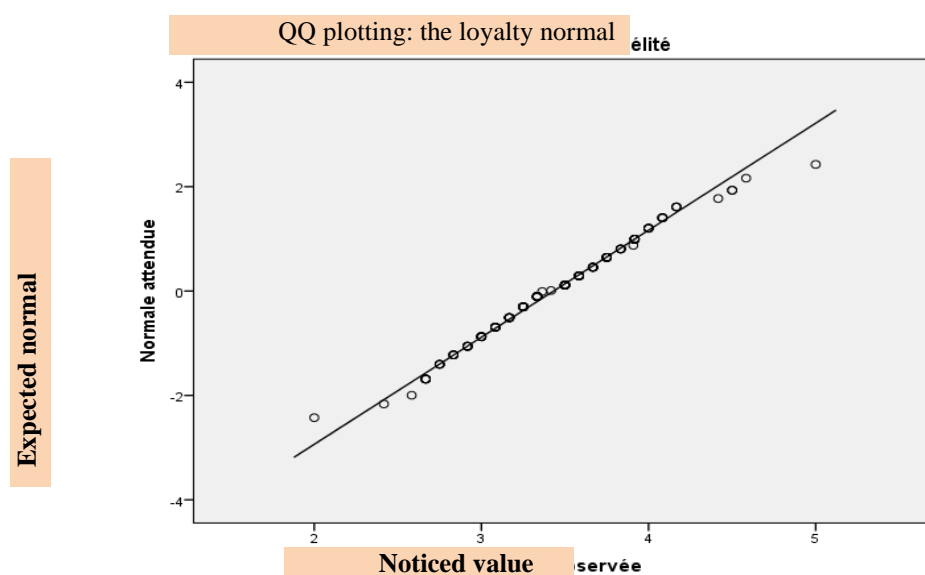
Source: The results of the field study based on the outputs of SPSS

From the above table, it shows for us that the answers average to the studied sample members about an axis to the loyalty is 3.4316 and as we see, this value is located after the third column from Likert pentagonal scale, "neutral" column. We notice that the average of the study society for this axis is located in the confidence area inserted

between 3.3470 and 3.5162 value by a confidence level of 95% and a coefficient of error estimated at 5%. The median value is estimated at 0.39023 and it is the value that mediates frequency distribution. The contrast value was estimated at 0.238. It does not stray too far from zero, so we can say that there is a degree of concentration on the average answers of the respondents on the loyalty average axis estimated at 3.4316. The standard deviation for the same purpose is used, which was estimated at 0.48753 and it is also a value not far from zero, indicating also the existence of a degree of concentration of the respondents answers around the axis of the loyalty. For the answers limits of the sample members were between the point 2 and 5 mark from Eckart scale, this means that the respondents were divided in their responses between the second column (I am not agree) and the fifth column of the scale (I am strongly agree).

-We test the natural variable for the second axis (the loyalty): In order to know if this variable is subordinate to a natural distribution and in order to turn to "Student" test, we use PP Plot distribution or what is known the distribution of Henrie in the following chart of the curve:

Scheme N° 01: The curve of P.P.Plot for the loyalty variable



Source: The results of the field study based on the outputs of SPSS

Through the scheme, we notice that there is an approach of the cloud for the line 45 degree (Henri Line), which back up the idea that the variable follows the natural distribution. Since that the nature condition was realized, so we can test it in a curve by using Student distribution.

Table N° 11: Statistics on the single sample

Statistics on the single sample

		Average	Typemargin	Average of error standard
Faithfulness	92	3,3257	0,47817	0,03451

Source: The results of the field study based on the outputs of SPSS

Table N° 12: Distribution of Student for the loyalty variable

Test on single sample						
	Test value = 3					
	t	dl	Sig. (bilateral)	Medium Difference	Confidence interval of difference to 95 %	
					Inferior	Superior
Faithfulness	90,439	91	0,00 0	0,32572	0,2577	0,3938

Source: The results of the field study based on the outputs of SPSS

What interest us in this table first and foremost is the value of Sig = 0.000 as we note that the value is less than 0.05 and this means we reject the asymptomatic H0 hypothesis and accept the hypothesis H1, so we can say that there is a statistically significant difference between 3.4316 real average and theoretical average 3.

CONCLUSION

We have tried in this research to give the concept of loyalty a character technically feasible account just like any other economic concepts, indeed we tried to link it with the various related concepts like the attitudes and repeated purchasing behavior ... etc, This is what made us deepen our research in various mathematical and statistical techniques to select the best ways that are appropriate to measure the behavior of the loyalty and the ability extent of the determinants of the loyalty of the consecration of this behavior for the customers. This was a field study based on the orientation towards customers Volkswagen foundation for cars through a questionnaire form and find out their views on the extent of their understanding of the concept of the loyalty in a primary stage and then the impact extent of the determinants of their loyalty behavior towards the foundation and its products, while for the obtained results, we divided it into two sections: section devoted to the results inspired from the theoretical side of this study, the second section was devoted to the results of the field study. For what follows, we will try to sum the results in brief points as follows:

-The theoretical results:

The loyalty behavior became a concern to the owners of the institutions on the one hand and on the other hand for most researchers in the field of marketing in general and researchers in consumer behavior in particular;

- The loyalty strategy does not become marginal strategy, but it tooks its rightful place among the various marketing strategies, when it has became an urgent need for business owners in order to keep their customers specially the lucrative ones;
- It is compulsory to restrict the loyalty determinants for the consumer in order that the foundation will be able to focus its strategies to ensure the customers loyalty with the increase of the influence on the behavior of its customers;
- The loyalty programs are a very expensive tool for the foundations and this what made its chiefs in charge do not orientate it for all customers but only for lucrative ones;
- The determinants affect, according to the most theoretical studies, on the loyalty behavior of the customers.

-The results of the field study:

Through the field visit to the directorate of the Volkswagen foundation in Algiers and some of its accredited agencies, through the process of the observation and the interview, through a quantitative study on a random sample of customers of Volkswagen foundation for cars, we concluded the following points:

- Algerian consumer to products of Volkswagen like other customers, determines his loyalty to:
 - repeating visits to agencies, stockists of Volkswagen products;
 - repeating purchase from the same product or brand;
 - the positive attitudes of the foundation products and brand;
 - the degree of satisfaction reached during and after the use of foundation products;
 - The level of confidence reached either from the Volkswagen product or the brand or the services provided or the foundation as a whole;
 - the quality of dealing of the salesmen at the foundation felt by the customer;
 - the consciousness for the commitment towards the foundation, its brand and its products;
 - the change cost barrier represents for the Algerian customer a factor that increases his loyalty to the foundation and its products;

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