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MASTER'S THESIS

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TITLE: How do personal values affect our bank loyalty; replicating a Brazilian study.

AUTHOR	ADVISOR: Torvald Øgaard

Student number: 230336 …………………	Name: Nora Gramstad Larsen ………………………………………

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- does not refer to earlier work without citation in the text
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Abstract

As the banking industry becomes more digitalized by the day, challenges arises and must be taken into consideration by bank managers. Customers expect the bank to be up today concerning technological products and services, and the user interface to be top-notch. One of the banks challenges is to recognize the importance of develop the technological products needed to satisfy its customers.

Customer loyalty is essential for the retail banks if they are to continue doing business as they know it, and still make money. Therefore, the need to understand customer loyalty and the drivers behind the loyalty, or disloyalty, is highly present.

The main question in this thesis is; "How do personal values affect our bank loyalty?"

In this study, I will replicate an empirical study executed in Brazil in 2014 by Jorge Luiz Henrique and Celso Augusto de Matos. Questionnaire were distributed via social media and snowball sampling, and the total selection were 154 cases. The hypothesis tests the correlation between personal values and bank loyalty. The Rokeach Value Survey and Oliver´s four stages of loyalty make a basis for the conceptual model. Are people who value growth and achievement illoyal bank customers? Are people who value safety and security loyal customers? The findings in my analysis will prove to be very different from the Brazilian study. As the Brazilian study concluded that customers that value growth and achievement were illoyal, and the correlation between the personal values and loyalty was very strong, my findings can only suggest a trend, and the trend shows weak correlation between personal values and the four stages of loyalty.

Foreword

Working in the Banking industry I find that customer loyalty is the part of consumer behaviour that is hardest to apprehend, leaving us, the bank employees, to guess how to analyse and improve customer loyalty.

When I came across an article describing a recent study on the relationship between personal values and customer loyalty in the banking industry, I was intrigued by their findings, which indicated a strong correlation between some personal values and bank loyalty, and I wanted to test their findings on the Norwegian market.

The work has been challenging and exciting, and the findings somewhat surprising, as I will elaborate on later in this Master Thesis.

I want to thank my advisor, Torvald Øgaard at the University of Stavanger, for guidance and help throughout this year. You are always optimistic, full of ideas and honest feedback, and I would have given up a hundred times without your advice.

Thank you fellow students, especially Torgunn Odland and Kristin Dragvik, who have been my lab rats and coaches, you are the best!

The library and librarians at the University of Stavanger also deserve a big thank you. You give first class service both digitally and face-to-face.

And I must thank my family and friends for holding up with me and my moods the last 10 months and also for sharing the questionnaire, making it possible to gather relevant data for this Master Thesis.

Thesis question;

How do personal values affect our bank loyalty; replicating a Brazilian study.

Keywords

Customer Loyalty, Bank customers, Personal values, Replica, Consumer Behaviour

Introduction

Times are changing in the financial sector. The financial services sector is being challenged by multinational companies offering credit, money transfers etc. outside of the traditional marketplace. Although the industry has been on the forefront of technological innovation (internet banking, mobile banking), the multinational companies such as Google and Facebook are in a position to outrun most of our national banks and insurance companies, if they decide to go after their customers, and if the marked is up for a new way of thinking finance and security.

Working as a financial advisor in SR-Bank in Stavanger, I have experienced the change in customer loyalty first hand. SR-Banks vision is to provide the best digital bank experience in Norway. At the same time, the bank´s vision is to have a life long relationship with its customer. A relationship based on mutual respect and trust.

However; how will SR-Bank be able to retain its customer if or when multinational companies start competing with them? How can the bank retain its customers when the new generation customers (20 years and below) have not set foot in a bank nor have met with any of the banks employees?

Loyalty is essential for the banks if they are to continue to provide the marked with similar products as they do today (loans, accounts, credit, insurance). Is there a way to examine which customers are more likely to be loyal?

Based on research executed on customer loyalty in the banking industry and the influence on personal values, I would like to examine Norwegian bank customers.

I would like to further investigate the link between certain personal values in the customer, and the chance of loyalty in the customer/bank relationship.

In this Master Thesis, I will further investigate the relationship between customers´ personal values, and their loyalty to their bank.

The thesis is a replication of research executed in Brazil in 2014, where Jorge Luiz Henrique and Celso Augusto de Matos wanted to test out the hypothesis on human values, using Rokeach Value Survey, asking respondents to rank terminal values and answer questions related to loyalty, taking into consideration all of Oliver's loyalty stages (Henrique & Matos, 2015).

As mentioned, I wanted to do a replica of the Brazilian study, as the findings in the article were interesting. When examining the literature on research methods, I found that a replica can be a good angle. Neuman says that you should not be afraid to borrow from other researchers, as long as the credit is given. Good ideas for measures can be found in other studies or modified from other measures (Neuman, 2014).

As this Master thesis is based on the study in Brazil, (Henrique & Matos, 2015), this will also reflect upon the choice of theories, research questions and data analysis. I will point out

alternative theories and possible shortcomings in both theories and analysis, but mostly, the theoretical framework is the same as the Brazilian study.

The study tests a theoretical model that analyses the influence of two dimensions of personal values on loyalty, with originality on the loyalty phases, from cognitive to action, and on various demographic variables, such as gender, age, education and income. Moreover, the model is tested on a sample of Norwegian private banking customers.

The banking industry is, as I experience it though everyday work, under an enormous pressure these days. But what led to where we find ourselves today? The last global economic crisis that erupted in 2007-2008, was a ground-breaking time for the financial services sector. Banking continues to go through tremendous changes influenced by the economic crisis, the development of new regulations and the challenges and opportunities from new technological development. The financial crisis also had an impact on the behaviour of customers. Customers demand complex solutions through more understandable and secure products and services that match their individual needs. Their profitability is decreasing as they distribute their assets across multiple banks (Hõbe, 2015).

The most radical changes have been occurring in the retail banking sector and, while the pace and direction of change seem to vary from country to country, banks everywhere are working vigorously to address new technological, regulatory and competitive realities. They are trying to determine the strategies and tactics needed to secure their business for the future (Gardener & Versluijs, 2016).

The first and most obvious change to affect retail banks is that the new technology will both reduce branch numbers and also lead to a decreased overall marked share. It is almost certain

that the banks will face similar problems to the telecom industry and the airline industry where a combination of technology and regulatory change led to significant restructuring. Like these industries the banks will be challenged by falling costs and pressure on prices and only the sharpest will survive. It raises the question of how many of the existing market leaders will survive in such a hostile environment. Banks which are slow to adapt, will be taken over through managed regulatory mergers, rather than be allowed to collapse (Gardener & Versluijs, 2016).

In total, digital technologies can be implemented in nearly all areas of banking. Moreover, given their potentially disruptive impact, banks will need to implement them relatively quickly, or face having to make place for new entrants to the marked who have the knowledge and capacity to do so. We should not underestimate the nature or the scale of the change facing individual banks. Many already face considerable operational pressures as part of their longer term recovery and repositioning after the global financial crisis and in order to implement the important regulatory reform programs now largely agreed. However, the new competitive pressures that digitization brings, should perhaps be welcomed as a revitalising and positive step. It is in the community's broad interests to see the established banking industry adapting quickly and well. The community needs both a modern and well-functioning banking system, with institutions that can ensure safe and trusted services across the economy. It is important that bank management direct enough resources and skills to enable this transition (Kelly, 2014).

In the pre digital world, community and customers rely on largely well-established players, licensed and subject to prudential regulation and supervision. Most of the players in the system have a good understanding of each other's capabilities and have established methods of measuring and limiting their risk (Kelly, 2014).

Digital technologies are leading to a rapid growth in the number of players participating in the payment process. Some of these offer an alternative to traditional systems, such as Ripple.com, an alternative to correspondent banking. Here in the Norwegian market, vipps, mobilepay and mcash play the same role, as providing direct transaction from one bank to another, cutting costs for the customer and cutting source of income for the banks. Some offer internal netting on customer accounts and private currency-like mechanisms to make internal payments. Many of these ultimately use established payments systems, such as the cards system, but a number are seeking an increasing role for themselves (Kelly, 2014).

Concerning trust, there is an overall agreement within the banking industry, that a banks responsibility is to protect a customer's personal and private details. Unless required by law, most banks will not disclose customer data to a third party or use it other than for the purposes provided (Kelly, 2014).

By contrast, many digital business models are based on the exploitation of private data. Digital businesses often buy and sell very detailed customer information, and use advanced analytic techniques on that information for marketing and other purposes. Some digital financial services businesses encourage consumers to give their bank account numbers, pins, and passwords to facilitate their operations. It is often said, and increasingly true, that there is little or no privacy on the internet. Perhaps surprisingly, customers, especially younger customers, seem to accept this. They use online services that do not protect privacy, especially when services are provided for free in exchange for relatively unlimited use of customer data (Kelly, 2014).

These practices will find their way into financial services, they are already on their way. If these practices prove as financial attractive in financial services as they have in other sectors, pressures will rise on traditional banks that operate digitally to follow suit. Most large banks

will be reluctant to change their attitudes toward, and practices for, protecting customers' private data. For many of us, this will be a good thing. However, it may also lead to a situation where practices vary considerably among players, and customer confidence in the safety of the system overall is diminished. Setting, or resetting, the standards for data protection and usage in companies that provide financial services digitally is an important task for policy makers and regulators to address within the next few years (Kelly, 2014).

So, the challenges for banks today are many, and I want to search for some contribution that might be useful in my work as a bank employee. Therefore, the main goal of this master thesis is to understand more about who the loyal customers are and how we can use this knowledge to develop the bank of tomorrow. The purpose of the thesis is solving a problem; I do not understand the whole picture of why customers are loyal or illoyal. If we know more about the correlations between personal values and loyalty to the bank, maybe we have indications on how to work on improving customer loyalty (Neuman, 2014).

I will perform a replication of the study executed in Brazil. An article in The International Journal of Bank Marketing by Jorge Luiz Henrique and Celso Augusto de Matos published;" The influence of personal values and demographic variables on customer loyalty in the banking industry", examines the correlation between personal values and bank loyalty (Henrique & Matos, 2015).

Even though personal values are considered an important variable in consumer studies, it has rarely been related to customer loyalty, especially in the banking context and considering the different loyalty phases. Hence, the purpose of this paper is to investigate the influence of personal values on loyalty phases in the private banking industry, taking into account the moderating influence of demographic variables (Henrique & Matos, 2015).

Literature Review

Searches were made in Oria and Google scholar between august 2015 and April 2016, looking for updates on research involving bank loyalty and personal values. I refined the search by narrowing down the year of publishing, preferring the latest published, as well as looking at only the articles from peer reviewed journals (Neuman, 2014).

Studies on loyalty have a long history in marketing literature (Han, Kwortnik, & Wang, 2008). Looking at loyalty through the behavioural perspective appears first in the 1970s, after a period when most researchers measured loyalty as a pattern of repeat purchasing (Oliver, 2009). However, literature from this period focuses on service value as the main explanation for customer loyalty. However, more current studies, investigate the role of personal values as an explanation of loyalty, taking into account the different loyalty stages (Oliver, 1997).

Personal values encourage and drive individuals' behaviour and vary according to the level of importance that the members of a society attach to them (Johnston, 1995). Personal values have been regarded as an important construct in understanding consumer behaviour (Lages & Fernandes, 2005). Therefore, considering that loyalty encompasses behavioural issues (Jones & Taylor, 2007) it is reasonable to expect that personal values could help to explain customer loyalty. The personal values for the Norwegian population in particular, has been studied by Hellevik (Hellevik, 1993). For example, Schwartz explains that people who place importance in seeking success for themselves, tend to work against measures aimed at enhancing the welfare of others (Schwartz, 2012).

The article that this thesis is based upon, is based in two main theories; Oliver's four levels of loyalty and Rokeach Value Survey (Henrique & Matos, 2015). Although there is much literature that suggests other theoretical standpoints, I have chosen to focus on the same theory to make the replication more accurate and easier to compare results. The model shown

below, demonstrates the theoretical constructs and the correlations of the hypothesis are based upon.
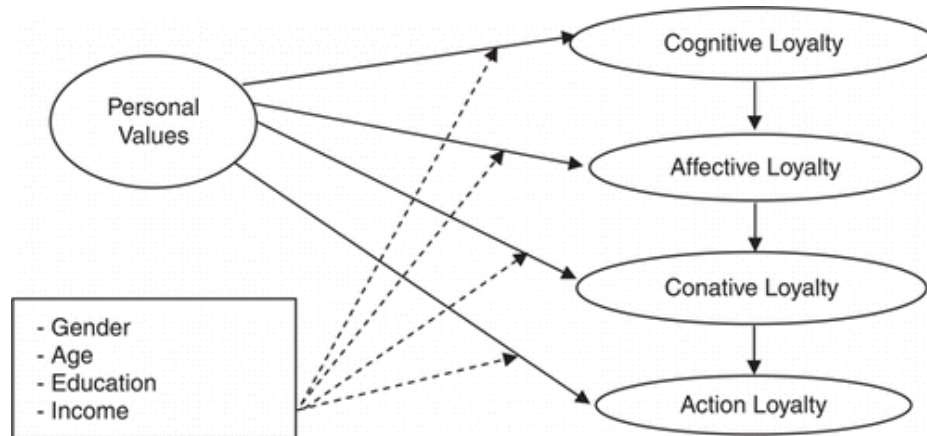
In Norway we have several great scientists within consumer behaviour. The questions in the survey used to measure the four stages of customer loyalty, were developed by Herbjørn Nysveen and Per Egil Pedersen (Pedersen & Nysveen, 2001). I contacted Nysveen and Pedersen, who sent me the original questionnaire that the Brazilian survey was based upon. By doing so, I had the exact Norwegian and English version, making the translation as accurate as possible and the questions validated. Internally in the bank, the values of Hellevik are most commonly used when surveys on personal values are made (Hellevik, 2002).

Even though personal values are considered an important variable in consumer studies, there has not been a large number of research related to customer loyalty, especially in the banking context and considering the different loyalty phases.

Based on the ideas of the value-attitude-behaviour hierarchy, it could be assumed that the value level has greater impact on satisfaction than evaluations on the services characteristics

level. Also the means-end chain shows that values are closer to the self than product attributes or its functional of psychosocial consequences (Gutman, 1982). Therefore, perceptions and expectations about how services relate to values are more consequential in terms of determining satisfaction than expectations and perceptions about service characteristics performance. For example, Rokeach proposes a correlation between personal values and ethical decision making in business setting (Rokeach, 1973).

Oliver (1997) suggests that values have an important impact on satisfaction. He proposes that desires flow from higher level values in means-end theory (Oliver, 1997). For example, Fournier and Mick (1999), with their phenomenological and longitudinal investigation of satisfaction, show that values and value percept disparity operate distinctively from the disconfirmation model and play an important role in explaining consumer satisfaction (Bloemer & Dekker, 2007).

Westbrook and Reilly (1983) argue that customers seek fulfilment of values, rather than confirmation of their expectations on service attributes. They also emphasize the need to integrate the value percept disparity model and the disconfirmation model. They argue that such integration can be achieved by incorporating in a model the expectations about the degree to which services contribute in the attainment of customers' personal values, instead of focusing on "expected service attributes" (Bloemer, De Ruyter, & Peeters, 1998).

"... an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973, p.5).

The personal value system of each individual is the background of his or her life style. It provides a frame of reference for the individual to judge what is good or bad, what is

important or unimportant. In other words, personal values can be understood as "desirable goals, varying in importance, that serve as guiding principles in people's lives" (Schwartz, 2012). Personal values are;

      1. relatively few in number;

      2. serve as a guide for culturally appropriate behaviour;

      3. enduring or difficult to change;

      4. not tied to specific situations; and

      5. widely accepted by members of a society(Schwartz, 2012).

From the perception perspective, personal values prove the basic for cognitive structure and attitudes of a person towards other people and objects. It is to evaluate and compare oneself with another person (Kamakura and Novak, 1992). Thus, personal values are an internal belief which endures along a person's life. They represent the expectation of a person's life, and are used as a judgment frame to solve conflicts, to make decisions, to perceive and adjust the relationships between an individual and the society (Lages and Fernandes, 2005).

Consumers assess the personal value fit brought to him or her by using the service. It is the personal value that motivates the consumer to seek for the latent benefit that the service offers to him or her. Once being urged to look for specific benefits of the service, the consumer will be motivated to consider and evaluate the lower levels like service quality or service attributes (Zeithaml, 1988; Lages and Fernandes, 2005; Liu et al., 2009). For example, a bank customer who values security and safety, will search for the products and services we can offer emphasises just this, e.g. low risk saving products and insurance, and evaluate on basis of these.

The impact of personal values on consumer behaviour has been studied by a number of researchers. Durgee (1996) advocates that one of the best ways to understand and to gain customers is to understand their personal values system. Personal values form standards, which lead to the formation of beliefs, attributes and finally to purchase behaviour (Carlson, 2000). Other scholars prove the relation between personal values and consumer behaviour (Gutman, 1990; Corfman et al., 1991; McCarty and Shrum, 1993). The existence of this relation has been proven in the literature (McCarty and Shrum, 1993). The impact of personal values on consumer behaviour manifests through those factors like service selection criteria, belief, attitude and personal characteristics of the consumers (Allen et al., 2002). Studies also show that personal values have an influence on the evaluation of the consumer towards the service before and after the buying decision is made (Koo et al., 2008).

The review of personal values suggests an approach to the explanation of consumer behaviour, satisfaction and loyalty towards service. This approach departs from the traditional perspective which relies on service attributes or on service quality (Parasuraman et al., 1988; Cronin and Taylor, 1992) or perceived service values (Cronin et al., 1997). This approach, which relies on a more abstract level, provides a reliable and more stable base to explain the consumer attitude as well as behaviour towards a service. A consumer will decide to purchase or use of a service if he/she perceives that the service helps enhance his/her personal values (Lages and Fernandes, 2005). The sequence of values – attitude – behaviour is also applied to post-purchase behaviour, i.e. customer satisfaction. Customer satisfaction towards a service is an emotional feeling after using the service which is transaction-specific evaluation (Cheng et al., 2008; Spreng and Singh, 1983; Oliver, 1980). On using the service, the consumer judges the service based on his/her personal values which resides stable and endurable within each consumer. The result of this judgment leads to the extent of consumer satisfaction (Lages and Fernandes, 2005). Here, personal values provide a framework for those criteria (explicit or

latent) to judge/compare the components of service quality, functional and technical attributes or service values as mentioned in lower level considerations (Zeithaml, 1988; Cronin and Taylor, 1992; Caruana et al., 2000).

Academic studies on loyalty have a long history in the marketing literature (Han et al., 2008; Homburg and Giering, 2001). For example, a number of studies have investigated how customer loyalty is associated with other constructs such as customer satisfaction (Mittal and Kamakura, 2001), service quality (Parasuraman and Grewal, 2000), perceived value (Johnson et al., 2006), trust and commitment (Ndubisi, 2006; Roy and Shekhar, 2010). In this context, loyalty is usually analysed by different stages – cognitive, affective, conative and action (Oliver, 1997; Harris and Goode, 2004).

In order to expand this investigative scope, studies about customer loyalty need to consider other situational and behavioural factors, such as the influence of demographic variables on repeat purchases and of personal values on the phases of loyalty. Demographic variables should be considered due to the fact that they play a strong and important role as moderators of the relationship between psychological constructs (Homburg and Giering, 2001). Seiler et al. (2013), for instance, have investigated the impact of customer demographics on customer loyalty in the private banking industry. However, they focus on service value (i.e. the customer's evaluation of the costs and benefits of using a service) as the main antecedent of customer loyalty, while this study investigates the role of personal values as preliminary to loyalty, taking into account the different loyalty stages (Oliver, 1997).

Personal values, on the other hand, encourage and drive individuals' behaviour and vary according to the level of importance that the members of a society attach to them (Johnston, 1995). Personal values have been regarded as an important construct in understanding consumer behaviour (Lages and Fernandes, 2005). Therefore, considering that loyalty

encompasses behavioural issues (Jones and Taylor, 2007), it is reasonable to expect that personal values could help to explain customer loyalty. Although they seem to be related, there are few studies addressing these relationships (exceptions include Nepomuceno and Porto, 2010; Thuy and Hau, 2010) and they usually do not consider the different phases of loyalty proposed by Oliver (1997).

Thus, this study aims at proposing and testing, in a service context, a theoretical model that deals with the relationship between personal values and loyalty phases.

Although personal values are seen as an important variable in consumer research, they have seldom been linked to customer loyalty. Few studies have analysed the bank sector and the different stages of loyalty have not been taken into consideration The Brazilian researchers wanted to understand how personal values influence customer loyalty, and the levels of loyalty, where demographics variables were included as moderating factors (Henrique & Matos, 2015). In this research though, I will not consider the moderating factors.

"Every human value is a "social product" that has been transmitted and preserved in successive generations through one or more of society's institutions" (Rokeach, 1973)

The Rokeach Value Survey is used in this study to examine the personal values of the customer. In RVS there are 18 terminal values (what do you want to accomplish in life) and 18 instrumental values (your behaviour) to understand consumer behaviour. The value is ranged according how important the respondent find them.

Rokeach (1973) defined values as constructs that transcend specific situations and that are personally and socially preferable. Rokeach differed from Scott (1959)however, in using value to incorporate not only modes of conduct, but also goals in life, the proviso being that such goals are not object specific (Rokeach, 1973; Scott, 1959). The goals are described as

terminal values, thereby acquiring the quality of ultimacy referred to by Scott. Here upon follows Rokeach's (1973) major innovation. He set out a model of the belief system in which beliefs, attitudes, and values are clearly differentiated. The value construct is restricted to that special class of enduring beliefs concerning modes of conduct and end states of existence that transcend specific objects and situations and that are personally a d socially preferable to an opposite mode of conduct or end state of existence. For the first time, the value domain has been clearly differentiated from that of other beliefs and attitudes (Braithwaite & Law, 1985).

According to Rokeach (1973), there are two types of values: the "object values" and the "individual values". Object values are concerned with the value of an object, gained through a comparison with other objects, and translated into the amount paid when it is acquired. The second type has to do with the values owned by individuals. A deeper understanding of these values can lead to a better knowledge of object values (Lages & Fernandes, 2005).

Personal values are defined as enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to another mode of conduct or end-state of existence (Rokeach, 1973). These values have been considered relevant to understand consumer behaviour (Marandi et al., 2006). Rokeach (1973) has developed the Rokeach Value Survey (RVS) method, which investigates 18 instrumental values (modes of conduct) and 18 terminal values (end-states of existence). For Kahle (1996), this is the most popular method for measuring personal values. The values identified by Milton Rokeach can be studied through the ipsative method, which is based on a ranking approach in which respondents rank values, or the normative method, which uses a Likert scale and is based on a rating approach, in which respondents choose scores that best represent their degree of agreement with a given statement Johnston (1995) Beatty et al. (1985) and Lages and Fernandes (2005) investigated the relationship between personal values and human behaviour,

without, however, taking consumer loyalty into consideration in their studies (Beatty, Kahle, Homer, & Misra, 1985; Johnston, 1995; Lages & Fernandes, 2005).

Despite Rokeach's violation of approved test- and scale-construction procedures, the RVS has proved to be valid for measuring individual and group value structures. Rokeach (1973, p. 33) reported test-retest reliabilities for the terminal values ranging from. Evidence has also been reported supporting the construct and predictive validity of the RVS across a wide variety of populations and Rokeach (1973) showed that there are no meaningful rank-order correlations between the individual values, and, despite numerous attempts, factor analysis has not produced a consistent subset of underlying factors. Rokeach (1973) also used Guttman's "smallest space analysis," and factor loadings accounting for 41% of the total variance were reported by Rokeach (1973). There is an underlying structure, or underlying subset of values, within the RVS. Very likely the difficulties encountered identifying this structure are the result of the ordinal nature of the RVS data, which are not suited for factor analysis. The fact that research programs undertaking factor analysis with the RVS must first render the initial data suitable for factor (Johnston, 1995).

It is important to notice that the original RVS include limitations. Wang (1995) indicates the major limitations of the original RVS: (1) subjects are forced to rank one value at the expense of another which may actually important to them, (2) the presentation of 36 values items may exceed the respondent's ability to accurately process information and thus distort the ranking procedure, (3) the ranking nature of the data precludes the use of a wide variety of useful statistical analysis technique that might otherwise be used. To overcome these limitations, instead of ranking values, she suggests that respondents are required to assess the importance of each value item on a Likert scale (Johnston, 1995). However, in this study, only

respondents are asked to rank only 10 values, and the original ranking procedure is therefor applied.

But, there are other theorists researching personal values. Ottar Hellevik is one of the most known Norwegian researcher on matters of social science research. He has published books and articles on personal values, Norwegian personal values in particular. His statistical analyses/correspondence analysis, measures people's attitudes and values, using two axes. One is the traditionalists/modernists and the other the idealists/materialists axes (Hellevik, 2008). Hellevik's values have been the basis of the surveys executed in measuring personal values among bank customers.

Values have taken a central place in many analyses on society and social construct. The greatest diversities between the existing perception on what values are, can be described as four different cultures, and in which culture you belong, is highly influenced/influencing your attitude and your behaviour. Values are often defined as the individual's social hallmark and is used to explain the individual's behaviour. Values can be defined as an individual's perception on basic goals in life and a perception on how these are achieved. The descriptive definition of values is based on what individuals think of as what we wish for ourselves. Values are interesting because they also affect our actions (Hellevik, 2008).

Individuals may not be aware of their values (terminal). Looking at behaviour as a result of values, indicates that we are dealing with a choosing human being. This is not always the case. In some situations, the behaviour of an individual can be almost not reflected upon, but rather an action controlled and affected by expectations from their surroundings (Hellevik, 2008).

In this paper, I will look at values as a steering wheel for actions, here whether to stay with their bank or to leave for a competitor. When an individual chooses between alternatives, an understanding of the choices will be better understood if values are included into the analysis.

The Brazilian study was based on the looking at personal values using the Rokeach Value Survey to measure personal values, and Oliver's four dimensions of loyalty to measure customer loyalty. The terminal values were chosen because they represent the ideal state of existence, that is, those values that people seek in life. The responders were asked to rate the terminal values; giving the most important value 1 and the least important 10. The values were mixed randomly to The loyalty fazes were measured by using a Likert scale ranging from 1=strongly disagree to 7=strongly agree, adapted from Harris and Goode (2004), Pedersen and Nysveen (2001) and McMullan and Gilmore (2003) (Henrique & Matos, 2015).

After establishing a theoretical framework for theories on personal values, we look to theories on customer loyalty. Studies of customer satisfaction and loyalty of bank customers have found that satisfaction, market position, service reliability, and efficiency contribute to loyalty (Bloemer et al., 1998); and satisfaction affects consumer loyalty, willingness to pay more for services, and the response to a service failure (Pont and McQuilken, 2005). A positive relationship was also found between online customer satisfaction and affective and conative loyalty (Methlie and Nysveen, 1999).

Although I will not examine customer satisfaction theories, the satisfaction part of the consumers' experience is included in the way the research considers loyalty. But as Oliver (2009) describes the correlation;

Quality → satisfaction → loyalty → market share → profitability → stockholder value

(Oliver, 2009)

In particular, high levels of both satisfaction and loyalty appear to strengthen the relationship between satisfaction and return per customer, share of wallet (Oliver, 2009). So, there is certainly a correlation between satisfaction and loyalty, but in this study, I will merely take into consideration the loyalty stage.

I use Oliver's definition, because it includes both attitudinal and behavioural aspects of loyalty. He defines loyalty as a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, de- spite situational influences and marketing efforts that have the potential to cause switching behaviour. He introduces a four-stage loyalty model, implying that different aspects of loyalty do not emerge simultaneously, but rather consecutively over time (Oliver 1999). More than a clarification, this model extends the loyalty sequence "cognitive-affective-conative" by including an observable behaviour, for example actual purchase behaviour. At each loyalty stage, different factors influencing loyalty can be detected (Henrique & Matos, 2015).

Loyalty is described by Oliver as

"..a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, 1997)

Oliver developed a popular conceptual framework of brand loyalty, taking into consideration a full spectrum of dimensions, using a hierarchy of effects model with cognitive, affective, conative (behavioural intent), and action (repeat purchase behaviour) dimensions. Thus, brand loyalty becomes a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1999). Oliver's framework follows this cognition-affect- conation pattern but differs in that he argues that consumers can become loyal at each attitudinal phase relating to different elements of the attitude development structure. Specifically, consumers are theorized to become loyal in a cognitive sense first, then later in an affective sense, still later in a conative manner, and finally in a behavioural manner, which is described as action inertia (Oliver, 1999).

Oliver divides the concept of loyalty info four types of loyalty; cognitive loyalty, affective loyalty, cognitive loyalty and action loyalty. Consumers are thought first to become loyal in a cognitive sense, then later in an affective sense, still later in in a conative sense, and finally in a behavioural sense, described as action loyalty. With this perspective, Oliver argues that even affective loyalty is not enough to reveal real loyalty between customers and their bank. Oliver claims that it is necessary to study the customers' intentions and motivation to make an effort to remain a customer in the bank. By doing so, we can reveal the real loyalty (Oliver, 1997).

Customer loyalty is conceptualized as a deep commitment to repurchase a product or service consistently in the future, despite situational influences and marketing efforts that have the potential to cause a change in behaviour (Oliver, 1997, 1999). According to Oliver, customers become truly loyal as they go through four loyalty phases. The cognitive phase is characterized by the consumer preference for one brand among the existing ones in the market. The affective stage consists of a positive attitude towards a brand, originated from the cumulative satisfaction with repeated experiences of purchase and use. The conative stage is characterized by a commitment to repurchase a specific brand. The action phase is linked to intentions previously acquired, which motivate individuals to overcome obstacles which may prevent the purchase act. Consumers may be loyal in each phase, considering the different factors that influence them, for these factors do not emerge simultaneously, but consecutively over time (Oliver, 1997, 1999). This model has been extensively investigated in the literature (e.g. Harris and Goode, 2004; McMullan and Gilmore, 2003; Jani and Han, 2014).

In spite of the robust nature of action loyalty, customers are subject to information about competing products, and at least a trace of vulnerability to brand switching remains (Oliver, 1999). Oliver believes that some consumers acquire the mental toughness and confidence in a branded product required to reject or ignore the marketing appeals of alternative products. These customers have acquired the fortitude to reject such appeals, which suggests that the consumer has gone beyond loyalty to the point of a love-like attachment to the product.

Likewise, there are products that are consumed in the company of the firm's other customers. These encounters take place both via the internet (Fraering and Minor, 2006) and in person (Oliver, 1999). Close friendships can form between service providers and customers (Goodwin, 2000), as well as among customers. These social ties between the firm's personnel, its customers, and the firm's products can result in a relationship with customers

based on camaraderie (Oliver, 1999) that goes well beyond loyalty. Thus, unlike action-loyal customers, those who have acquired fortitude and/or a sense of community are unlikely to desert their favourite brand because they have proactively ruled out competitive alternatives (Fraering & Minor, 2013).

Cognitive Loyalty

At this stage, consumer loyalty is determined by information relating to the offering, such as price, quality, and so forth. It is the weakest type of loyalty, since it is directed at costs and benefits of an offering and not at the brand itself. Therefore, consumers are likely to switch once they perceive alternative offerings as being superior with respect to the cost-benefit ratio (Kalyanaram and Little 1994; Sivakumar and Raj 1997). Cognitive loyalty is influenced largely by the consumer's evaluative response to an experience, in particular to the perceived performance of an offering relative to price.

In the first loyalty phase, the brand attribute information available to the consumer indicates that one brand is preferable to its alternatives. This stage is referred to as cognitive loyalty, or loyalty based on brand belief only. Cognition can be based on prior or vicarious knowledge or on recent experience-based information. Loyalty at this phase is directed toward the brand because of this "information" (attribute performance levels). This consumer state, however, is of a shallow nature. If the transaction is routine, so that satisfaction is not processed (e.g., trash pickup, utility provision), the depth of loyalty is no deeper than mere performance. If satisfaction is processed, it becomes part of the consumer's experience and begins to take on affective overtones (Oliver, 1999).

Cognitive loyalty is a weak form of loyalty. Therefore, it is important to study the other stages of loyalty as well.

Affective Loyalty

Affective loyalty relates to a favourable attitude towards a specific brand. Attitude itself is a function of cognition. Satisfaction is a global affect evaluation or feeling state which can be predicted from perceived performance as the cognitive component of the evaluation (Oliver 1993; Phillips and Baumgartner 2002; Westbrook and Oliver 1991). Expectancy confirmation leads to satisfaction, which in turn effectuates affective loyalty (Bitner 1990). Oliver (1997) defines satisfaction as "the consumer's fulfilment response, the degree to which the level of fulfilment is pleasant or unpleasant." Affective loyalty is also subject to deterioration, caused primarily by an increased attractiveness of competitive offerings (Sambandam and Lord 1995) and an enhanced liking for competitive brands. This can be, for instance, conveyed through imagery and association used in competitive communications (Oliver 1999).

Affective loyalty is based on customers' feelings toward, and commitment to, a product. This means that the customers have an attachment to the product that is based on more than cognition. Affective loyalty is a function of the customers' affect-based attitudes to a product. Attitude to a product is based upon an established relationship between the customer and the product. If customers have positive attitudes to the product, they will develop an affective loyalty to the product. Affect is more deeply encoded in the customer's mind than cognition, which is more subject to counterarguments (Oliver, 1997). Although cognitive elements are assumed to have positive effects on affective loyalty, affective loyalty is deeper than cognitive loyalty, and therefore harder to dislodge than cognitive loyalty.

At the second phase of loyalty development, a liking or attitude toward the brand has developed on the basis of cumulatively satisfying usage occasions. Commitment at this phase is referred to as affective loyalty and is encoded in the consumer's mind as cognition and affect. Whereas cognition is directly subject to counter argumentation, affect is not as easily

changed. The brand loyalty exhibited is directed at the degree of affect or liking for the brand. Similar to cognitive loyalty, however, this form of loyalty remains subject to switching, as is evidenced by the data that show that large percentages of brand defectors claim to have been previously satisfied with their brand. Thus, it would be desirable if consumers were loyal at a deeper level of commitment (Oliver, 1999).

Conative Loyalty

Conative loyalty implies that attitudinal loyalty must be ac- companied by a desire to intend an action, for example repurchase a particular brand. It is stronger than affective loyalty, but has vulnerabilities as well. Repeated delivery failures are a particularly strong factor in diminishing conative loyalty. Consumers are more likely to try alternative offerings if they experience frequent service failures. Even though the consumer is cognitively loyal, he has not developed the resolve to avoid considering alternative offerings (Oliver 1999).

Conative loyalty. The next phase of loyalty development is the conative, the behavioural intention stage, as influenced by repeated episodes of positive affect toward the brand. Conation, by definition, implies a brand-specific commitment to repurchase. Conative loyalty, then, is a loyalty state that contains what, at first, appears to be the deeply held commitment to buy noted in the loyalty definition. However, this commitment is to the intention to rebuy the brand and is more akin lo motivation. In effect, the consumer desires to repurchase, but similar to any "good intention," this desire may be an anticipated but unrealized action (Oliver, 1999).

Conative loyalty is defined as the customers' behavioural intention to keep on using a product in the future. Although customers are affectively loyal to a product, they may not buy the same product again. Results from a study of car customers showed that although 85 to 90

percent of the customers were satisfied with the chosen product, only 40 percent of the customers repurchased the brand (Reichheld, 1993). This indicates that affective loyalty is not a perfect predictor of behavioural loyalty. An explanation of this may be that customers can be satisfied with many brands in a product category, and therefore be affective loyal to many brands. Although conative loyalty is an intentional measure of behavioural loyalty, it is assumed to be a stronger predictor of behavioural loyalty than both cognitive and affective loyalty (Pedersen & Nysveen, 2001).

Action Loyalty

In the action control sequence, the motivated intention in the previous loyalty states are transformed into readiness to act. The action control paradigm proposes that this readiness is accomplished by an additional desire to overcome obstacles that might prevent the act. Thus, completing the cognitive-affective-conative frameworks with action, brings the attitude based loyalty model into the behaviour of interest. The commitment of rebuying (Oliver, 2009).

Action control studies imply that not all intentions are transformed into action (Kuhl and Beckmann 1985). The three previous loyalty states may result in a readiness to act. This readiness is accompanied by the consumer's willingness to search for the favourite offering despite considerable effort necessary to do so. Competitive offerings are not considered as alternatives.

Despite the many attempts to consider selected links between different loyalty phases, relatively little empirical research has been conducted on testing the total four-stage loyalty model (Marandi & Little, 2006). This study will try to test Oliver's (Oliver, 2009) loyalty model and the links between the loyalty phases in a bank setting.

Method

The Brazilian study was based on a model that examined the relationship between personal values and the four stages of loyalty, taking into consideration demographic variables.

Model 1
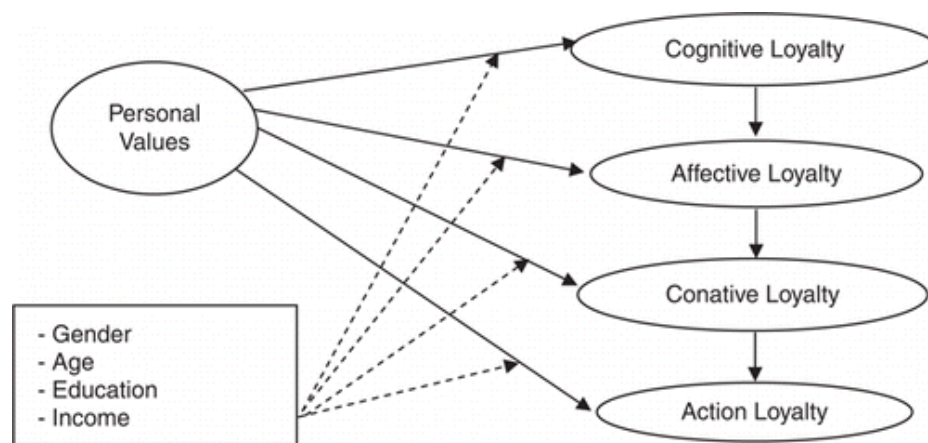
However, as I found that differences between the Brazilian case and in my data analysis, I chose to concentrated on the the correlation between personal values and the four stages of loyalty, not taking into consideration the moderating effects of demographics. I will therefore moderate the model to looking at personal values and the four stages of loyalty.

Model 2
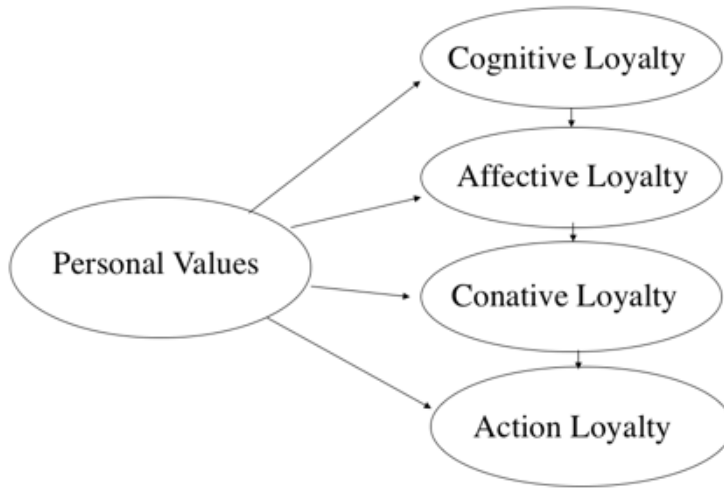
The plan was to replicate the Brazilian study trying to collect the same amount of data and reaching the same diverse population.

However, due to challenges internally in my workplace, the plans were changed and I was not able to execute the survey using the bank systems and database. Although the agreement with my employees were set, I could no longer get the help of gathering and analysing data. The plan was to send out questionnaires to 5000 customers, were an average answer percentage of 25%, would leave us with 1000 cases.

As the plan could not be executed I had to use other channels. I used social media, Facebook, and asking to further share the link. In the Brazilian case, snowball sampling was used, aiming to reach a diversified selection of responders.

This Brazilian study emphasizes the relevance of personal values, especially the dimensions of growth/achievement and security/social affiliation, and demographic variables when considering customers' loyalty in the private banking industry. Managers should give different treatment for customers in distinct loyalty stages and with different demographics, thus increasing the customer orientation and segmentation efficacy (Henrique & Matos, 2015).

The Brazilian study tests a theoretical model that analyses the influence of two dimensions of personal values on loyalty, with originality on the loyalty phases (from cognitive to action) and the contingent effect of demographic variables, such as gender, age, education and income (Henrique & Matos, 2015).

Aspects of repeated purchase behaviour, amount and frequency of purchases and change of brands over time characterize the behavioural approach of loyalty, also represented in the literature as repurchase intention (Seiders et al., 2005). Given that personal values possess central cognitive elements that stimulate a behavioural response (Vinson et al., 1977) and have been considered an important variable to understand consumer behaviour (Beatty et al., 1985; Lages and Fernandes, 2005), it can be expected that personal values have a direct influence on loyalty. Consistent with this rationale, Lages and Fernandes (2005) developed the SERPVAL scale, after adapting the RVS, the List of Values and the Schwartz Value Survey scales to the service context, and demonstrated that personal values are related to repurchase intention (Kahle, 1996; Marandi et al., 2006; Schwartz and Bilsky, 1987). However, no studies were identified that addressed the relationship between personal values and loyalty phases (Henrique & Matos, 2015).

The hypothesis used are causal, explaining, or rather trying to explain the cause-and-effect relationship. As described earlier in the model, the cause-and-effect here will be the personal

values, whether you emphasise the values that are related to security and social affiliation or related to growth and achievement, and how these effect the four stages of loyalty.

Causal Hypotheses:

1) they have at least two variables

2) They express a causal or cause effect relationship between the variables

3) They can be expressed as a prediction or an expected outcome

4) They are logically linked to the research questions and a theory

5) They are falsifiable, they are capable of being tested against empirical evidence and shown to be true or false (Neuman, 2014).

H1 Personal values of security and social affiliation are positively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

H2 Personal values of growth and achievement are negatively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

H3 There is a negative relationship between the personal values of growth/achievement and the loyalty stages, considering (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by gender, in such a way that it will be stronger for women when compared to men.

H4 Personal values of growth and achievement are negatively related to (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by age, in such a way that older people who look for growth/achievement will be less loyal.

H5 Personal values of growth and achievement are negatively related to (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by Education, in such a way that more educated people who look for growth/achievement will be less loyal.

H6 There is a negative relationship between the personal values of growth/achievement and (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by income, in such a way that it will be stronger for high income individuals (vs. low income).

However, after analysing the data from my sample, I chose to use hypothesis one and two, H1 and H2. Hence, I will analyse end describe the relationship between personal values and loyalty, without looking at demographic variables as moderators.

So, I will from now on try to confirm or falsify the two causal hypothesis;

H1 Personal values of security and social affiliation are positively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

H2 Personal values of growth and achievement are negatively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

Before I started the empirical study, I wanted to make sure that the research I basing my work on, was valid for replicating here in the Norwegian market. I used the checklist of Neuman (2014);

1. Face validity; as the research that I have replicated has been published in a peer reviewed journal, the face validity of the findings is in place.

2. Content validity; The measure variables have been defined and is based on empirically tested theories.

3. Concurrent validity; the questionnaire is very much like the Brazilian questionnaire, although some of the measures and wording vary.

4. Construct validity; the correlations between personal values and the four stages of loyalty (Oliver, 1999b) have been tested and the definitions from the theory chapter clearly specifies the conceptual boundaries. (Neuman, 2014)

The questionnaire was tested on a handful of people in my network, colleges and fellow students. I analyzed the feedback and made some small changes to the questions. The feedback was mainly concerning the loyalty questions, as some of them were seen as "strange" and "annoying". I ended up removing one question concerning cognitive loyalty and repeating one question concerning conative loyalty.

Design

The questionnaire contains questions to establish demographic data, age, sex, income and education. It is divided in three parts; the first part contains demographic. I used the division of variables on age that are most commonly used in Norwegian Statistic Agency (Statistisk Sentralbyrå) and the divisions on income and education that we use in my workplace.

The questions the four levels of loyalty are gathered from a survey executed by Nysveen and Pedersen (Pedersen & Nysveen, 2001). The original questions were emailed to me, as well as the Norwegian translation. This translation has therefore been validated in both languages. The questionnaire is enclosed in Appendix Original Questionnaire by Nysveen and Pedersen.

The loyalty questions measure the four stages of loyalty based on Oliver's theory as described in the theory chapter. The questions are designed as matrix questions, creating a good overview for the data (Neuman, 2014).

The design of the questionnaire is very similar to the study I am replicating, ensuring reliability in questions. In Neumann's (2014) book on social science methods, he describes how to ensure reliability on the dataset;

1) Clearly conceptualize all constructs

2) Increase the level of measurement

3) Use multiple indicators of a variable

4) Use pilot studies and replication (Neuman, 2014)

In my work, I have used well established theories on personal values, consumer behaviour and loyalty to conceptualize all constructs. The questionnaire contains multiples questions measuring each variable, ensuring reliability in the data. Doing a replication of a study found in an article published in a peer-reviewed-article, also secures reliability.

The questionnaire from my study contained the questions below. The Norwegian translated questions, as found in the questionnaire, is enclosed in Appendix Norwegian Translation Questionnaire.

The actual questions of the questionnaire are described below;

To measure cognitive loyalty, respondents were asked to use a likert scale 1-7 to rate:

"I believe that my bank has the best offers at the moment"

"I believe that my bank does not offer what I like"

"I believe that using my bank is preferable to using other banks"

On affective loyalty;

"I feel I´m linked to my bank"

"I have a positive emotional relationship with my bank"

"In the future, I would like to be a client of my bank"

"My bank has personal significance to me".

On conative loyalty;

"I would try another bank if it were 25% cheaper than my bank"

"I would try another bank if they had better premises".

"I would change change banks if the staff in the other bank was friendlier"

"I would change banks if another one offered more status"

On Action loyalty;

"I will always keep choosing the quality of bank x before others"

"I will always keep choosing bank x before others"

"I will always keep favouring the offers of bank x before others"

"I will always choose the use of bank X Preferably to its competitors"

The respondents were asked to range values according to importance.

The values that measures security and social affiliation are;

Self-respect, pleasure, a world of peace, family security

The growth and achievement values are;

Social recognition, wisdom, a sense of accomplishment, a comfortable life, an exciting life.

The Rokeach Value Survey was at first translated and back translated with help from a college who has extended experience in Norwegian English translation. However, as the back translation was not accurate enough, I chose to contact a professional translation agency in Oslo. They translated the Rockeach Value Survey for me, including the introduction and guidelines on how to range the values. The translation found in the questionnaire, can be found in Appendix Rokeach Value Survey.

Sample

In the Brazilian study, data was sampled at the University, and using a snowballing method. As I will highlight later in the analysis, the population in the Brazilian study was weighted more than half under the age of 24.

I wanted to get a sample that represented the various demographic groups, making it more valid. I reached out to people in my network who were in position to share the questionnaire at work, trying to reach as diverse a population as possible.

I avoided distributing the questionnaire to colleges is SR-Bank, as bank workers would have a subjective role, and the data would therefore not be valid.

However, using the snowball method, I was able to reach other geographical locations and age groups than I would have with for instance directly approaching people in the street. Snowball sampling uses a small pool of initial informants to nominate, through their social networks, other participants who meet the eligibility criteria and could potentially contribute to a specific study. The term "snowball sampling" reflects an analogy to a snowball increasing in size as it rolls downhill. Snowball sampling get causes using referrals from one or a few

cases, then referrals from those cases (Neuman, 2014). Snowball Sampling is a method used to obtain research and knowledge, from extended associations, through previous acquaintances, "Snowball sampling uses recommendations to find people with the specific range of skills that has been determined as being useful." An individual or a group receives information from different places through a mutual intermediary. This is referred to metaphorically as snowball sampling because as more relationships are built through mutual association, more connections can be made through those new relationships and a plethora of information can be shared and collected, much like a snowball that rolls and increases in size as it collects more snow. Snowball sampling is a useful tool for building networks and increasing the number of participants. However, the success of this technique depends greatly on the initial contacts and connections made. Thus it is important to correlate with those that are popular and honourable to create more opportunities to grow, but also to create a credible and dependable reputation (Goodman, 1961).

The hospital in Skien was approached and they gave permission to email the survey to a group of workings in the Department of Occupational Medicine at Skien Hospital.

As there might be an over the average income level in the Stavanger Area, I expected that gathering data from a different geographical area would give me a more valid data collection.

The same method was used to reach respondents over 70, sending the survey to 70+ friend who forwarded the survey to same age friends.

Data collection

I collected data by using Survey Exact, the data software available for students at the University of Stavanger. One of the it specialists on this specific software, helped me to create a questionnaire format that made the Rokeach Value Survey terminal values easier for the

respondents to rank, as well as easier for me to analyze. The questionnaire was distributed by social media and mail, as described earlier. The respondents were informed that their answers stay anonymous.

Measurements

The data was exported to excel and the variables changed into numbers and prepared to import to SPSS. IBM SPSS was used throughout the work with the analysis, although the Brazilian study also used AMOS (Henrique & Matos, 2015).

Male	1
Female	2

16-29	1
30-49	2
50-69	3
70+	4

Secondary school	1
High school	2
Bachelor degree	3
Master's degree and more	4

0-300.000	1
301.000-450.000	2
451.000-600.000	3
600.000+	4

Data Analysis

The questions representing each of the loyalty stage, was gathered in new labels in SPSS. The RVS values were gathered in two labels, one representing the values of growth and achievement, the other security and social affiliation. The values that had negative questioning were reversed, so that comparing the outcome would be easier.

Results

I chose to include only the questionnaires that were completed correctly, 154 cases, making the dataset more reliable. 97 cases were distributed but not replied, and 40 cases were only partly filled out and therefore not taking into consideration in the analysis.

Altogether, I had a dataset of 154 cases to analyze. The sample was composed of 44% men and 56% women. The largest group, 69%, were respondents between the age of 30-49 years, 10% between the age of 16-29 years, 19% between 50-69 years, and a small sample, 3%, over the age of 70 years. In my sample, the range of demographic data were more widely spread. In the Brazilian study, the total sample was composed by 51% of men and 49% of women. About half of the sample, 53%, was composed by young respondents, up to 24 years, were relatively young.

Regarding education, the largest group of the respondents, 69%, had higher education, more than 3 years of university.

I chose to divide income into four boxes, based on Statistics Sentralbyrås surveys. 4% of the selection had income between 0-300.000, 17% between 301.000-450.000, 28% between 451.000-600.000 and 51% over 600.000 Norwegian Kroner.

Table 1 Descriptive statistics

Items	Mean	SD
Cognitive Loyalty		
Cog Loy 1		
Cog Loy 2(a)	3,91	1,207
Cog Loy 3	5,15	1,153
Cog Loy 9	4,52	1,434
Affective Loyalty		
Aff Loy 6	4,28	1,627
Aff Loy 14	3,97	1,585
Aff Loy 15	3,6	1,793
Aff Loy 16	3,66	1,831
Conative Loyalty		
Con Loy 4(a)	5,96	1,313
Con Loy 5 (a)	2,65	1,373
Con Loy 7 (a)	3,67	1,478
Con Loy 8 (a)	3,2	1,678
Action Loyalty		
Act Loy 10	3,66	1,414
Act Loy 11	3,16	1,492
Act Loy 12	3,68	1,521
Act Loy 13	5,14	1,212
Security and social affiliation		
Va1(a) self-respect	5,16	2,706
Va2(a) inner harmony	5,51	2,861
Va3(a) pleasure	5,68	3,035
Va4(b) a world of peace	5,45	3,112
Va7(a) family security	4,11	3,371
Growth and achievement		
Va5(b) social recognition	6,62	2,577
Va6(a) wisdom	5,81	2,517
Va8(b) a sense of accomplishment	5,34	2,349
Va9(b) a comfortable life	6,88	2,931
Va10(b) an exciting life	5,55	2,751

The descriptive results for the items of the constructs can be seen in Table I. The items of

personal values ranged from 4,11 (family security) to 6,88 (a comfortable life). Loyalty items

had a mean ranging from 2,65 (I would try another bank if it offered better premises) to 5,96

(I would try another bank if it were 25% cheaper than my bank) both in the conative

dimension of loyalty, and both already reverse coded items.

Table 2 Convergent validity

Descriptives	N	Cronbach´s alpha	Mean	95% conf. int. low/up	SD	Min/max	Skewness	Kurtosis
Cognitive loyalty	154	0.698	4.5801	4.42297/4.7372	.98707	1.33/7.00	-.581	1.065
Affective loyalty	154	0.926	3.8003	3.5571/4.0436	1.52789	1.00/7.00	.050	-.830
Conative loyalty	154	0.682	4.1250	3.9678/4.2822	.98736	1.00/7.00	.183	.438
Action loyalty	154	0.844	3.9957	3.8155/4.1759	1.13182	1.00/7.00	.007	.247
Security and social affiliation	154	0.707	5.1831	4.8574/5.5088	2.04574	1.00/10.00	.466	-.240
Growth and achievement	154	0.594	6.0662	5.8051/6.3273	1.64005	1.40/9.20	-.806	.216

One of the most commonly used indicators of internal consistency is Cronbach´s alpha coefficient. Ideally. The Cronbach´s alpha should be above .7 (Pallant, 2013). We can see from Table 2 that all scales presented favourable results in the reliability test (Cronbach's α greater than 0.594)

The Skewness value provides an indication of the symmetry of the distribution. Kurtosis provides information about the peakedness of the distribution. If the distribution is perfectly normal, you would obtain a skewness and kurtosis value of 0 (an uncommon occurrence in the social sciences) (Pallant, 2013).

Using a standardized loading of 0.5 as a reference (Hair et al., 1998; Grace and O'Cass, 2005), scales' items were analysed and there was no need of item deletion, given that only one item presented a slightly lower loading (i.e. Va9=0.49). In the case of AVE (average variance extracted), the scales of loyalty phases presented values greater than the recommended level of 0.50. But the dimension of personal value, named as security and social affiliation presented AVE=0.49, while the second dimension (growth and achievement) presented AVE=0.34.

Discriminant validity was assessed by comparing the shared variance (i.e. square correlation) and the variance extracted of the constructs (Fornell and Larcker, 1981) and we expected that the squared variance between a pair of constructs would be lower than the variance extracted in each construct of the pair. Results are presented in Table 3 (Henrique & Matos, 2015).

Table 3; The Pearson correlation is +1 in the case of perfect direct linear relationship and -1 in the case of a perfect decreasing linear relationship. As the value approaches 0, there is less of a relationship. The closer the coefficient is -1 and 1, the stronger the correlation between the variables (Pallant, 2013).

The strongest relationship is that between affective and action loyalty (.693), proving a correlation between the customers´ emotional relationship to their bank, and their actions; to stay with their bank. The correlation between cognitive loyalty and action loyalty is also strong (.617), indicating a direct relation between what customers.

Discriminant validity was assessed by comparing the shared variance (i.e. square correlation) and the variance extracted of the constructs (Fornell and Larcker, 1981) and we expected that the squared variance between a pair of constructs would be lower than the variance extracted in each construct of the pair. Results are presented in Table 3.

Table 3 correlation mix

	Security and social affiliation	Growth and achievement	Cognitive loyalty	Affective loyalty	Conative loyalty	Action loyalty
Security and social affiliation	1	.314	-.081	-.036	-.036	.014
Growth and achievement	.314	1	.003	.125	.018	.136
Cognitive loyalty	-.081	.003	1	.475	.302	.617
Affective loyalty	-.042	.125	.475	1	.058	.693
Conative loyalty	-.031	.018	.302	.058	1	.135
Action loyalty	.014	.136	.617	.693	.135	1

Correlation is often used to explore the relationship among a group of variables (Pallant, 2013).

Results demonstrated that shared variance is low for most pairs of constructs, indicating discriminant validity. Only in two situations, out of 21 pairs, shared variance was higher than 0.50, which was the case for some of the combinations of the dimensions of loyalty: affective – action (0.693) and cognitive – action (0.617). In these cases, the shared variance was higher than the respective AVE, suggesting lack of discriminant validity. These findings were similar to those from Brazil.

Table 4 Test of the Structural Model – direct effects

Dependent variables	Independent	Unstandardized coefficient	SE	Stand. Coef.	Z	P	R^2	R
Cognitive loyalty	Security (H1a)	-.044	.041	-.091	-.081	-.087	.008	.087
	Growth (H2a)	.019	.051	.032	.003	.030	.008	.087
Affective loyalty	Security (H1b)	-.067	.063	-.090	-.042	-.086	.023	.152
	Growth (H2b)	.143	.079	.153	.125	.146	.023	.152
Conative loyalty	Security (H1c)	-.022	.041	-.046	-.036	-.043	.002	.047
	Growth (H2c)	.019	.052	.032	.018	.031	.002	.047
Action loyalty	Security (H1d)	-.017	.047	-.031	.014	-.030	.019	.139
	Growth (H2d)	.101	.059	.146	.136	.139	.019	.139

The R^2, the coefficient of determination, is the proportion of the total variation in the dependent variable Y that is explained, or accounted for, by the variation in the independent variable X (Lind, 2006). In my dataset, the personal values of achievement can explain some of the cognitive loyalty. However, the R^2 is only .008, suggesting that only a small part of customer cognitive loyalty can be explained by their personal values. The strongest relationship as seen above, is in the relationship between the values of social security and social affiliation and action loyalty.

Table 5 Brazil

Dependent Variables (R^2)	Independent variables	Unstandardized coefficients	SE	Stand. coef.	Z	P
Cognitive Loyalty	Security and social affiliation (H1a)	18.47	16.55	0.89	1.11	0.264
(0.83)	Growth and achievement (H2a)	-0.22	0.07	-0.18	-3.05	0.002
Affective Loyalty	Security and social affiliation (H1b)	29.84	26.69	0.88	1.12	0.264
(0.80)	Growth and achievement (H2b)	-0.33	0.11	-0.17	-2.88	0.004
Conative Loyalty	Security and social affiliation (H1c)	8.40	7.65	0.34	1.09	0.272
(0.24)	Growth and achievement (H2c)	-0.49	0.11	-0.35	-4.63	0.001
Action Loyalty	Security and social affiliation (H1d)	31.14	27.85	0.87	1.12	0.263
(0.79)	Growth and achievement (H2d)	-0.35	0.11	-0.17	-3.05	0.002

(Henrique & Matos, 2015)

In the Brazilian case, results indicated that growth and achievement was significantly associated with all of the four loyalty stages, supporting H2a, H2b, H2c and H2d. The negative coefficient indicates that individuals who place more relevance in the values of

growth and achievement were less loyal to the bank. On the other hand, the dimension of security and social affiliation was not associated with loyalty, not supporting H1a-H1d.

However, in my data selection and analysis, both H1 and H2 are supported. The strength of the correlation is weaker, suggesting that personal values are part of the basis for loyalty, and not the entire explanation. The findings are not somewhat different, but very different. Although I can only speculate why the Brazilian study are showing such huge variation in unstandardized coefficient, e.g. independent variable security and social affiliation and dependent variable cognitive loyalty an unstandardized variable score of 18.47. While growth and achievement as an independent variable and again cognitive loyalty as a dependent variable has an unstandardized variable score of -0.22. Whether the Brazilian analysis is flawed or the dataset was of such character that findings are so far from mine, I cannot say for sure. However, the consistency in my analysis makes me convinced that the correlations are more valid and reliable than the study I wanted to replicate.

The values of R^2 in the Brazilian case are extremely high. When doing a study, such as this one, where we try to predict human behaviour, typically the R^2 value is lower than 50%, that is 0.5. In table 5 Brazil, you will find that the R^2 ranges from 0.24 to 0.83.

The Pearson Chi Square needs to be .05 or smaller to be significant. In the Brazilian study, all P values (table 5) on growth and achievement are significant, while none of the P values on security and social affiliation are.

In the Brazilian study, the results suggested that customers that place more importance on growth and achievement as personal values are less loyal to their bank, considering all four stages of loyalty.

Discussion

The investigation conducted in this study, is linked the theories of human values and consumer studies. The main theories are the Rokeach Value Survey, the RVS, to measure individual values, and Oliver´s theory on the four stages of loyalty. The Brazilian case also included theories and analysis on how demographics work as moderating factors, but in this study, I chose to leave out the analysis on the effect of demographics. The study attempted, by using a theoretical model, to investigate the influence of personal values on the four loyalty phases. Personal values and loyalty dimensions were measured by adapting scales from previous studies and purifying the items in two exploratory studies. Statistical tests supported the reliability and the convergent and discriminant validity of these scales, demonstrating their adequacy for measuring the proposed concepts.

In the Brazilian study, the results demonstrated that only the values associated with growth and achievement significantly influence the phases of consumer loyalty in relation to bank services. The negative association indicates that individuals pursuing more growth and achievement are less likely to be loyal to a specific bank, considering the initial cognitive phase, which is related to information about prices, quality and other attributes of products and services, to the action phase, which represents the overcoming of obstacles that prevent the customer from purchasing products and services offered by the competitors. On the other hand, the dimension of security and social affiliation was not associated with the loyalty stages. Results suggested that customers that place more importance on growth and achievement as personal values are less loyal to their bank, considering all four stages of loyalty (Henrique & Matos, 2015).

One of the limitations was that the sample was not probabilistic. That is, there was not a random sampling of data. I used friends and acquaintances to as respondents and to further

spread the questionnaire, a snowball sampling method. The sample size should also have been larger, then the bases for the analysis of data would be more like the Brazilian study I was replicating. Having a larger sample size, might have given other results or given a clearer indication on the correlation between personal values and customer loyalty. Hence, I cannot state absolutes based on my data and the data analyses.

The research done in Brazil first and then replicated in Norway may also have other factors that influence the findings; my discussion has not taken into consideration other possible explanations for the very different outcomes, e.g. cultural differences.

As demonstrated under the analysis chapter, my data analysis was very different from the Brazilian study; while they explain 80% of the loyalty variable by the value variable, I can only explain 2% of the loyalty variable by the value variable. As mentioned before; finding a R^2 higher than 0.5 when trying to analyse human behaviour is more likely to be a result of flawed data, then to be a good basis for prove or falsify a causal hypothesis. My analysis shows a somewhat statistic significant, but also week correlation between the variables, making it impossible for me to neither prove nor falsify the Hypothesis 1 and Hypothesis 2 as I intended when I started my work.

Conclusion

So, what are we left with, now that the conclusion cannot include the two hypotheses? Well, based on my data, we can suggest that understanding consumer behaviour is a complex field, and there is no easy cure, nor answer, to solve the challenges with having loyal consumers.

I had a clear goal when starting my thesis; I wanted to bring something new back to my employer, SR-Bank, having a clear understanding on what we have to do to keep our customers loyal. I believe that I have succeeded in my task.

My data analysis shows correlation between personality and loyalty. Even if I cannot explain customer loyalty merely on their personal values, the research proposes that there is a link between the two when it comes to loyalty to their bank.

If I regard the search for bank loyalty through trial and error method, the study is of importance, and can be useful in further research. The important question to ask is; if only a few percentage of loyalty can be explained by personal values, what are the remaining 98 percentages? Further work should be executed to investigate what these variables are, and how we use what we learn to build the bank for the future. In further research on bank loyalty, I recommend that we look at the involvement level in the purchase process, switching barriers and corporate image.

However, although I have no clear vision of how the findings in itself can be useful, I have learned three very important things;

1. Be critical to what you read. Even validated research in peer reviewed articles can include research that needs to be challenged. The researched from Brazil was not what I expected. I will not base conclusion on customer loyalty on this research, but rather look at research more critically in the future.

2. By basing my work on well-established theories, validated research and good survey questions, I was able to gather and interpret data myself. Understanding what you are measuring and why, gives you a better basis for decision making. I will surely do more research in the future, having learned the benefits of following the trail from empirical problem, through theory, data analysis and in the end to conclusion.

3. Understanding a small part of consumer behaviour is better than not understanding any. As we thrive to explain consumer behaviour and loyalty, we improve our services piece by piece.

Because as I said in the introduction, radical changes are happening in the banking sector. Banks everywhere are working to address new technological, regulatory and competitive realities. They are trying to determine the new strategies and tactics to secure their business for the future (Gardener & Versluijs, 2016). And in this regard, understanding customer satisfaction and customer loyalty is absolutely essential for survival.

I will end the thesis with some well-chosen words by Oliver on the subject;

> "..as Aristotle said, ″it is the nature of the of desire not to be satisfied″..and so is the topic of satisfaction". (Oliver, 2009).
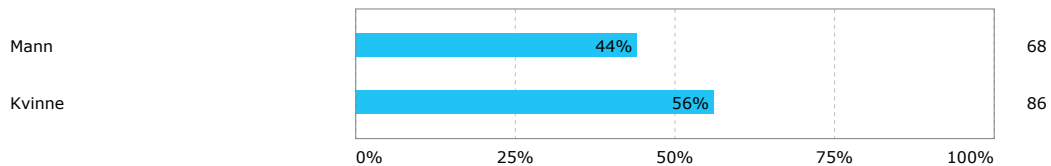
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Appendix Survey Exact Data

Kjønn

	%	Antall
Mann	44%	68
Kvinne	56%	86

Alder

	%	Antall
0-15	0%	0
16-29	10%	19
30-49	69%	134
50-69	19%	36
70 og over	3%	5

Utdanning

	%	Antall
Ungdomsskole	1%	1
Videregående skole	10%	19
Universitet/høgskole 3 år	21%	40
Universitet/høgskole 4 år eller mer	69%	133

Inntekt

	%	Antall
0-300.000	4%	7
301.000-450.000	17%	33
451.000-600.000	28%	54
over 600.000	51%	97

	7 Helt enig	6 Enig	5 Ganske enig	4 Hverken enig eller uenig	3 Ganske uenig	2 Uenig	1 Helt uenig	N
Hvor enig eller uenig er du i følgende utsagn: Jeg er svært tilfreds med de betingelse...	11	27	38		16	6		187
Hvor enig eller uenig er du i følgende utsagn: Jeg kommer alltid til å benytte meg ...	4	9	14	30	20	15	8	184
Hvor enig eller uenig er du i følgende utsagn: Banken jeg har valgt har personl...	8	10	15	24	14	14	14	183
Hvor enig eller uenig er du i følgende utsagn: Jeg kommer alltid til å velge min ba...	3	6	9	28	19	20	15	180
Hvor enig eller uenig er du i følgende utsagn: Jeg har en positiv følelsesmess...	5	13	22	28	11	13	8	175
Hvor enig eller uenig er du i følgende utsagn: Jeg kommer alltid til å velge kvaliteten t...	3	9	15	35	16	15	7	176
Hvor enig eller uenig er du i følgende utsagn: Jeg ville skiftet bank om konkurreren...	5	5	10	20	19	21	20	174
Hvor enig eller uenig er du i følgende utsagn: Jeg foretrekker banken min fremf...	6	22	26	29	7	6	5	174
Hvor enig eller uenig er du i følgende utsagn: Jeg ville skiftet bank om konkurrente...	3	9	12	34	20	13	10	173
Hvor enig eller uenig er du i følgende utsagn: Jeg føler tilhørighet til banken jeg h...	9	16	27	20	9	14	5	174
Hvor enig eller uenig er du i følgende utsagn: Jeg ville skiftet bank om konkurren...	44	29	14	6	3	3		174
Hvor enig eller uenig er du i følgende utsagn: Jeg ville skiftet bank om konkurrente...	2	3	20	22	27	24		172
Hvor enig eller uenig er du i følgende utsagn: Banken jeg har valgt har personl...	6	13	13	23	12	16	16	172
Hvor enig eller uenig er du i følgende utsagn: Jeg ønsker å fortsette som kunde i d...	11	32	30	20	3	2		171
Hvor enig eller uenig er du i følgende utsagn: Jeg har en positiv følelsesmess...	5	13	20	31	10	15	7	167
Hvor enig eller uenig er du i følgende utsagn: Jeg hadde forventet å få bed...	3	5	20	38	19	14		165

Ranger verdiene:	1	2	3	4	5	6	7	8	9	10	Total
- Indre harmoni, frihet fra indre konflikter	9	11	11	10	7	8	14	10	11	8	154
- Fred på jord, en verden uten kriger og konflikter	15	12	7	7	10	8	8	14	9	12	153
- Klokhet, en moden forståelse av livet	3	9	10	12	10	12	13	14	7	8	154
- Sosial anerkjennelse, respekt og beundring	5	3	4	9	12	11	12	12	18	13	154
- Følelsen av oppnåelse, å bidra til noe varig	4	8	15	14	10	16	13	12	5	4	154
- Selvrespekt, selvfølelse	10	11	10	10	13	14	8	10	4	8	154
- Glede, et fornøyelig, behagelig liv	12	10	10	7	5	10	10	9	18	8	154
- Et spennende liv, et stimulerende, aktivt liv	8	8	10	8	9	10	10	20	11	6	154
- Sikkerhet for familien, å ta seg av de nærmeste	32	19	9	3	4	4	3	7	7	12	153
- Et komfortabelt liv, et liv i velstand	3	9	8	5	6	5	14	10	12	28	147

Legend: ■1 ■2 ■3 ■4 ■5 ■6 ■7 ■8 ■9 ■10

Samlet status

	%	Antall
Ny	0%	0
Distribuert	33%	97
Noen svar	14%	40
Gjennomført	53%	154
Frafalt	0%	0

Ranger verdiene: - Indre harmoni, frihet fra indre konflikter	9 / 11 / 11 / 10 / 7 / 8 / 14 / 10 / 11 / 8	154
Ranger verdiene: - Fred på jord, en verden uten kriger og konflikter	15 / 12 / 7 / 7 / 10 / 8 / 8 / 14 / 9 / 12	153
Ranger verdiene: - Klokhet, en moden forståelse av livet	3 / 9 / 10 / 12 / 10 / 12 / 13 / 14 / 7 / 8	154
Ranger verdiene: - Sosial anerkjennelse, respekt og beundring	5 / 3 / 4 / 9 / 12 / 11 / 12 / 12 / 18 / 13	154
Ranger verdiene: - Følelsen av oppnåelse, å bidra til noe varig	4 / 8 / 15 / 14 / 10 / 16 / 13 / 12 / 5 / 4	154
Ranger verdiene: - Selvrespekt, selvfølelse	10 / 11 / 10 / 10 / 13 / 14 / 8 / 10 / 4 / 8	154
Ranger verdiene: - Glede, et fornøyelig, behagelig liv	12 / 10 / 10 / 7 / 5 / 10 / 10 / 9 / 18 / 8	154
Ranger verdiene: - Et spennende liv, et stimulerende, aktivt liv	8 / 8 / 10 / 8 / 9 / 10 / 10 / 20 / 11 / 6	154
Ranger verdiene: - Sikkerhet for familien, å ta seg av de nærmeste	32 / 19 / 9 / 3 / 4 / 4 / 3 / 7 / 7 / 12	153
Ranger verdiene: - Et komfortabelt liv, et liv i velstand	3 / 9 / 8 / 5 / 6 / 5 / 14 / 10 / 12 / 28	147

Legend: 1 2 3 4 5 6 7 8 9 10

Samlet status

Ny	0%	0
Distribuert	33%	97
Noen svar	14%	40
Gjennomført	53%	154
Frafalt	0%	0

Appendix terminal values English

Terminal Values

A Comfortable Life   _____
a prosperous life
Equality   _____
brotherhood and equal opportunity for all
An Exciting Life   _____
a stimulating, active life
Family Security   _____
taking care of loved ones
Freedom   _____
independence and free choice
Health   _____
physical and mental well-being
Inner Harmony   _____
freedom from inner conflict
Mature Love   _____
sexual and spiritual intimacy
National Security   _____
protection from attack
Pleasure   _____
an enjoyable, leisurely life
Salvation   _____
saved; eternal life
Self-Respect   _____
self-esteem
A Sense of Accomplishment   _____
a lasting contribution
Social Recognition   _____
respect and admiration
True Friendship   _____
close companionship
Wisdom   _____
a mature understanding of life
A World at Peace   _____
a world free of war and conflict
A World of Beauty   _____
beauty of nature and the arts

Instrumental Values

Ambitious   _____
hardworking and aspiring
Broad-minded   _____
open-minded
Capable   _____
competent; effective
Clean   _____
neat and tidy
Courageous   _____
standing up for your beliefs
Forgiving   _____
willing to pardon others
Helpful   _____
working for the welfare of others
Honest   _____
sincere and truthful
Imaginative   _____
daring and creative
Independent   _____
self-reliant; self-sufficient
Intellectual   _____
intelligent and reflective
Logical   _____
consistent; rational
Loving   _____
affectionate and tender
Loyal   _____
faithful to friends or the group
Obedient   _____
dutiful; respectful
Polite   _____
courteous and well-mannered
Responsible   _____
dependable and reliable
Self-controlled   _____
restrained; self-disciplined

Appendix RSV Norwegian Translation

På de neste to sidene finner du to lister med verdier, som hver står i alfabetisk rekkefølge. Hver verdi er ledsaget av en kort beskrivelse og et tomt felt. Din oppgave er å rangere verdiene i de to listene etter hvor viktige de er for deg. Studer hver av listene, og vurder i hvor stor grad de enkelte verdiene kan fungere som et veiledende prinsipp i livet ditt.

Begynn med å velge den verdien som har størst betydning for deg. Skriv tallet 1 i det tomme feltet ved siden av den aktuelle verdien. Velg deretter den verdien som er nest viktigst for deg, og skriv tallet 2 i det tomme feltet ved siden av verdien. Arbeid deg gjennom listen til du har rangert alle de 18 verdiene på denne siden. Verdien som har minst betydning for deg, skal angis som nummer 18.

Når du er ferdig med å rangere alle de 18 verdiene, snur du arket og rangerer de neste 18 verdiene på samme måte. Arbeid separat med hver av sidene.

Ta den tiden du trenger, og tenk deg godt om. Du kan gå tilbake og endre på rekkefølgen din hvis du skifter mening angående noen av svarene du har gitt. Når du er ferdig med å rangere begge settene med verdier, skal resultatet gi et riktig bilde av dine innerste tanker om hva som er viktig i livet ditt.

Terminale verdier

Et komfortabelt liv _____

et liv i velstand

Likhet _____

brorskap og like muligheter for alle

Et spennende liv _____

et stimulerende, aktivt liv

Sikkerhet for familien _____

å ta seg av de nærmeste

Frihet _____

uavhengighet og frihet til å velge

Helse _____

fysisk og mental velvære

Indre harmoni _____

frihet fra indre konflikter

Moden kjærlighet _____

seksuell og åndelig fortrolighet

Nasjonal sikkerhet _____

beskyttelse mot angrep

Glede _____

et fornøyelig, behagelig liv

Frelse _____

befrielse; evig liv

Selvrespekt _____

selvfølelse

Følelsen av oppnåelse _____

å bidra til noe varig

Sosial anerkjennelse _____

respekt og beundring

Ekte vennskap _____

nært kameratskap

Klokhet _____

en moden forståelse av livet

Fred på jord _____

en verden uten kriger og konflikter

En verden av skjønnhet _____

naturlig og kunstnerisk skjønnhet

Instrumentelle verdier

Ambisiøs _____

hardtarbeidende og ærgjerrig

Tolerant _____

åpensinnet

Dyktig _____

kompetent; effektiv

Ordentlig _____

velstelt og ryddig

Modig _____

stå opp for det du tror på

Overbærende _____

villig til å tilgi andre

Hjelpsom _____

arbeider for andres velferd

Ærlig _____

oppriktig og sannferdig

Fantasifull _____

djerv og kreativ

Uavhengig _____

selvstendig; selvhjulpen

Intellektuell _____

intelligent og reflekterende

Logisk _____

konsekvent; rasjonell

Kjærlig _____

hengiven og øm

Lojal _____

tro mot venner eller gruppen

Lydig _____

pliktoppfyllende; respektfull

Høflig _____

elskverdig og dannet

Ansvarlig _____

pålitelig og tillitverdig

Behersket _____

kontrollert; disiplinert

Appendix Original questions by Nysveen and Pedersen

Vi vil gjerne ha noen generelle opplysninger og svar på noen spørsmål vedrørende dine eksisterende kundeforhold til banker og finansinstitusjo

Kjønn
Alder
Den banken jeg betrakter som min hovedbankforbindelse i dag er:
Hvilke banktjenenester benytter du deg av hos denne bankforbindelsen i dag?

Under følger endel utsagn vi vil du skal ta stilling til:

Generelle utsagn:

Jeg søker mer informasjon om banktjenester enn det som er vanlig blant folk flest

Ved valg av bankforbindelse er andre forhold enn prisen på tjenestene minst like viktige

Jeg har ved flere anledninger skiftet hovedbankforbindelse

Det er vanskelig å skaffe seg informasjon om banktjenesters betingelser

Utsagn om hvor fornøyd du er med banken:

Jeg er svært tilfreds med de betingelsene jeg har hos min nåværende bankforbindelse

Jeg har en god følelse i forhold til den banken jeg har valgt som min bankforbindelse

Jeg hadde forventet å få bedre betingelser i min bank enn det jeg har oppnådd

Jeg tror jeg vil få gode erfaringer med den banken jeg har valgt

Jeg tror jeg har gode betingelser hos min nåværende bankforbindelse

Jeg føler at jeg har tatt en god beslutning ved å velge denne banken.

Utsagn om innstillingen til banken:

Jeg fortsetter å benytte den banken jeg har valgt så lenge det er økonomisk lønnsomt for meg

Jeg har en positiv følelsesmessig tilknytning til banken jeg har valgt

Jeg fortsetter å bruke den banken jeg har valgt så lenge den har de beste betingelsene for meg

Jeg føler tilhørighet til banken jeg har valgt

Jeg kommer til å anbefale den banken jeg har valgt til andre jeg kjenner

Når jeg først har valgt denne banken kommer jeg til å holde meg til den

Jeg tror det vil være få alternative banker å vurdere hvis jeg skal skifte fra den banken jeg har valgt

Utsagn om kundeforholdet til banken:

Jeg vil være meget glad for å kunne fortsette mitt kundeforhold til banken jeg har valgt

Mitt behov for banktjenester er så godt tilpasset den banken jeg har valgt at det egentlig er få andre alternativer å velge mellom

Jeg tror jeg kommer til å holde meg til den banken jeg har valgt en god stund i fremtiden

Jeg ønsker å fortsette som kunde i den banken jeg har valgt

Hvis jeg ønsker andre banktjenester vil jeg først og fremst henvende meg hos den banken jeg har valgt

Banken jeg har valgt har personlig betydning for meg

Jeg kommer til å holde meg løpende orientert om alternativer til den banken jeg har valgt

Utsagn om bruk av teknologi:

Jeg bruker email svært ofte

Jeg bruker Internett svært ofte

Jeg handler ofte varer (CD, bøker o.l.) på Internett

Utsagn om kjennskap til bankprodukter:

Sammenlignet med mine medstudenter har jeg stor forståelse av forskjellige finansielle produkter

Jeg har stor erfaring med bruk av forskjellige bankprodukter

Jeg har god oversikt over hvilke finansielle produkter som er tilgjengelige på markedet i dag

Noen flere generelle utsagn:

Jeg liker å prøve ut nye produkter og tjenester

Når jeg er fornøyd med et produkt slutter jeg å søke etter alternativer

Selv om jeg er fornøyd med et produkt liker jeg å prøve andre alternativer fra tid til annen

Appendix Questionnaire in Norwegian

Hei,

Takk for at du tar deg tid til å svare på denne undersøkelsen fra Universitetet i Stavanger. Undersøkelsen omhandler lojalitet til banken din og dine personlige verdier og holdninger.

Den første delen består av utsagn om ditt forhold til banken din. Tenk på ditt forhold til din hovedbankforbindelse.

Den andre delen består av verdier som du skal rangere i forhold til hvor viktige de er for deg.

Resultatene fra undersøkelsen skal brukes i en masteroppgave og forblir anonyme. Undersøkelsen vil ta om lag 6-7 minutter å gjennomføre.

Mvh

Nora Gramstad Larsen
Master i Serviceledelse
Universitetet i Stavanger

Kjønn

(1) ❑ Mann
(2) ❑ Kvinne

Alder

(5) ❑ 0-15
(1) ❑ 16-29
(2) ❑ 30-49
(3) ❑ 50-69
(4) ❑ 70 og over

Utdanning

(1) ❑ Ungdomsskole
(2) ❑ Videregående skole
(3) ❑ Universitet/høgskole 3 år
(4) ❑ Universitet/høgskole 4 år eller mer

Inntekt

(1) ❑ 0-300.000

(2) ❑ 301.000-450.000

(4) ❑ 451.000-600.000

(5) ❑ over 600.000

Hvor enig eller uenig er du i følgende utsagn:

Jeg er svært tilfreds med de betingelsene jeg har hos min nåværende bank

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg kommer alltid til å benytte meg av tjenestene til banken min fremfor konkurrentene

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Banken jeg har valgt har personlig betydning for meg

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg kommer alltid til å velge min bank fremfor andre banker

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg har en positiv følelsesmessig tilknytning til banken jeg har valgt

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg kommer alltid til å velge kvaliteten til banken min fremfor andre banker

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg ville skiftet bank om konkurrerende bank gav høyere status

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg foretrekker banken min fremfor konkurrentene

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg ville skiftet bank om konkurrentens personale var vennligere

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg føler tilhørighet til banken jeg har valgt

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg ville skiftet bank om konkurrende bank hadde priser som var 25% lavere enn det jeg betaler i dag

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg ville skiftet bank om konkurrentene kunne tilby bedre lokaler

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Banken jeg har valgt har personlig betydning for meg

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg ønsker å fortsette som kunde i den banken jeg har valgt

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg har en positiv følelsesmessig tilknytning til banken jeg har valgt

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Hvor enig eller uenig er du i følgende utsagn:

Jeg hadde forventet å få bedre betingelser i banken min enn det jeg har oppnådd

(1) ❑ 7 Helt enig

(2) ❑ 6 Enig

(3) ❑ 5 Ganske enig

(4) ❑ 4 Hverken enig eller uenig

(5) ❑ 3 Ganske uenig

(6) ❑ 2 Uenig

(7) ❑ 1 Helt uenig

Du har nå kommer til del 2

På neste side finner du en liste med 10 verdier. Hver verdi er ledsaget av en kort beskrivelse.
Din oppgave er å rangere verdiene i forhold til hvor viktige de er for deg.

Studer listen, og vurder i hvor stor grad de enkelte verdiene kan fungere som et veiledende prinsipp i livet ditt.

Begynn ved å velge den verdien som har størst betydning for deg. Velg tallet 1 for denne verdien. Velg deretter den verdien som er nest viktigst for deg, og velg tallet 2.

Arbeid deg gjennom listen til du har rangert alle de 10 verdiene på denne listen. Verdien som har minst betydning for deg, skal angis som nummer 10.

Ranger verdiene:

	1	2	3	4	5	6	7	8	9	10	
Indre harmoni, frihet fra indre konflikter	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Fred på jord, en verden uten kriger og konflikter	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Klokhet, en moden forståelse av livet	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Sosial anerkjennelse, respekt og beundring	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Følelsen av oppnåelse, å bidra til noe varig	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Selvrespekt, selvfølelse	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Glede, et fornøyelig, behagelig liv	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Et spennende liv, et stimulerende, aktivt liv	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Sikkerhet for familien, å ta seg av de nærmeste	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	
Et komfortabelt liv, et liv i velstand	(1) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑	(8) ❑	(9) ❑	(10) ❑	(11) ❑	

Appendix the Brazilian Study

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The influence of personal values and demographic variables on customer loyalty in the banking industry
Jorge Luiz Henrique Celso Augusto de Matos

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The influence of personal values and demographic variables on customer loyalty in the banking industry

Jorge Luiz Henrique

Mestrado Profissionalizante em Administracao,
Faculdade Alves Faria (ALFA), Goiania, Brazil, and

Celso Augusto de Matos

Unisinos Business School, Universidade do Vale do Rio dos Sinos (UNISINOS),
Sao Leopoldo, Brazil

Abstract

Purpose – Even though personal values are considered an important variable in consumer studies, rarely has it been related to customer loyalty, especially in the banking context and considering the different loyalty phases. Hence, the purpose of this paper is to investigate the influence of personal values on loyalty phases in the private banking industry, taking into account the moderating influence of demographic variables.

Design/methodology/approach – After developing a theoretical framework based on the relevant literature, a research model is proposed and empirically tested with data from a survey with 891 bank customers from Brazil. Hypotheses of moderation were tested using structural equation modelling technique.

Findings – Results suggested that customers that place more importance on growth and achievement as personal values are less loyal to their bank, considering all four stages of loyalty. Moreover, this effect was more pronounced for female, older and high-income consumers, supporting the moderating effect of these demographic variables.

Research limitations/implications – One of the limitations was that the sample was not probabilistic. To compensate this issue, the authors have used the approach of splitting the sample and use one for calibration and other for estimation. Another limitation was the small subgroups of high and low education, which might be responsible for the nonsignificant finding, due to low statistical power in the z-test. Future studies should consider using quota samples in order to have sample size greater than 150 cases in each category of variables such as age, education and income.

Practical implications – This study emphasizes the relevance of personal values, especially the dimensions of growth/achievement and security/social affiliation, and demographic variables when considering customers' loyalty in the private banking industry. Managers should give different treatment for customers in distinct loyalty stages and with different demographics, thus increasing the customer orientation and segmentation efficacy.

Originality/value – The study tests a theoretical model that analyses the influence of two dimensions of personal values on loyalty, with originality on the loyalty phases (from cognitive to action) and the contingent effect of demographic variables, such as gender, age, education and income. Moreover, the model is tested in a sample of private banking customers from an emerging market, i.e., Brazil.

Keywords Loyalty, Demographics, Survey, Bank customers, Personal values

Paper type Research paper

1. Introduction

Academic studies on loyalty have a long history in the marketing literature (Han *et al.*, 2008; Homburg and Giering, 2001). For example, a number of studies have investigated how customer loyalty is associated with other constructs such as customer satisfaction

(Mittal and Kamakura, 2001), service quality (Parasuraman and Grewal, 2000; Koutouvalas and Siomkos, 2006), perceived value (Johnson *et al.*, 2006), trust and commitment (Ndubisi, 2006; Roy and Shekhar, 2010). In this context, loyalty is usually analyzed by different stages – cognitive, affective, conative and action (Oliver, 1997; Harris and Goode, 2004; Fraering and Minor, 2013; El-Manstrly and Harrison, 2013).

In order to expand this investigative scope, studies about customer loyalty need to consider other situational and behavioural factors, such as the influence of demographic variables on repeat purchases and of personal values on the phases of loyalty. Demographic variables should be considered due to the fact that they play a strong and important role as moderators of the relationship between psychological constructs (Homburg and Giering, 2001). Seiler *et al.* (2013), for instance, have investigated the impact of customer demographics on customer loyalty in the private banking industry. However, they focus on service value (i.e. the customer's evaluation of the costs and benefits of using a service) as the main antecedent of customer loyalty, while in the current study we investigate the role of personal values as antecedent of loyalty, taking into account the different loyalty stages (Oliver, 1997).

Personal values, on the other hand, encourage and drive individuals' behaviour and vary according to the level of importance that the members of a society attach to them (Johnston, 1995). Personal values have been regarded as an important construct in understanding consumer behaviour (Lages and Fernandes, 2005). Therefore, considering that loyalty encompasses behavioural issues (Jones and Taylor, 2007), it is reasonable to expect that personal values could help to explain customer loyalty. Although they seem to be related, there are few studies addressing these relationships (exceptions include Nepomuceno and Porto, 2010; Thuy and Hau, 2010) and they usually do not consider the different phases of loyalty proposed by Oliver (1997).

Thus, this study aims at proposing and testing, in a service context, a theoretical model that deals both with the relationship between personal values and loyalty phases and the influence of demographic variables (e.g. gender, age, education and income) on this relationship. Data were collected using a survey of bank customers from Brazil. This study is divided into five sections: theoretical framework; assumptions of the model; methodology; results; and final considerations.

2. Theoretical framework

2.1 Loyalty

Customer loyalty is conceptualized as a deep commitment to repurchase a product or service consistently in the future, despite situational influences and marketing efforts that have the potential to cause a change in behaviour (Oliver, 1997, 1999). According to this author, customers become truly loyal as they go through four loyalty phases. The cognitive phase is characterized by the consumer preference for one brand among the existing ones in the market. The affective one consists of a positive attitude towards a brand, originated from the cumulative satisfaction with repeated experiences of purchase and use. The conative stage is characterized by a commitment to repurchase a specific brand. The action phase is linked to intentions previously acquired, which motivate individuals to overcome obstacles which may prevent the purchase act. Consumers may be loyal in each phase, considering the different factors that influence them, for these factors do not emerge simultaneously, but consecutively over time (Oliver, 1997, 1999). This model has been extensively investigated in the literature (e.g. Harris and Goode, 2004; Mcmullan and Gilmore, 2003; Jani and Han, 2014).

2.2 Personal values

Personal values are defined as enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to another mode of conduct or end-state of existence (Rokeach, 1973). These values have been considered relevant to understand consumer behaviour (Marandi *et al.*, 2006). Rokeach (1973) has developed the Rokeach Value Survey (RVS) method, which investigates 18 instrumental values (modes of conduct) and 18 terminal values (end-states of existence). For Kahle (1996), this is the most popular method for measuring personal values. The values identified by Milton Rokeach can be studied through the ipsative method, which is based on a ranking approach in which respondents rank values, or the normative method, which uses a Likert scale and is based on a rating approach, in which respondents choose scores that best represent their degree of agreement with a given statement (Johnston, 1995). Beatty *et al.* (1985) and Lages and Fernandes (2005) investigated, in a normative manner, the relationship between personal values and human behaviour, without, however, taking consumer loyalty into consideration in their studies.

2.3 Moderating effects

Psychological constructs such as personal values and attitudes may explain many of the phenomena at the individual level better than general demographic factors, but demographic characteristics play a strong and important role as moderators of the relationship between psychological and behavioural constructs (Homburg and Giering, 2001). Hence, considering consumers' personal characteristics as determinants to the maintenance of relationships (Vásquez-Carrasco and Foxall, 2006) can result in changes in selection processes, product and service evaluation, and in consumer loyalty as well. Indeed, demographics have been considered important in a number of contexts, such as environmentally responsible consumption (Pinto *et al.*, 2011). Moderators can involve either manipulation, evaluation or any personal or situational variables. According to the literature, if a variable X (e.g. personal values) is related to the variable Y (e.g. phases of loyalty), but only on certain conditions of variable Z (e.g. gender), then Z is a moderating variable (Arnold, 1982; Baron and Kenny, 1986; Holmbeck, 1997).

2.4 Hypotheses

Aspects of repeated purchase behaviour, amount and frequency of purchases and change of brands over time characterize the behavioural approach of loyalty, also represented in the literature as repurchase intention (Seiders *et al.*, 2005). Given that personal values possess central cognitive elements that stimulate a behavioural response (Vinson *et al.*, 1977) and have been considered an important variable to understand consumer behaviour (Beatty *et al.*, 1985; Lages and Fernandes, 2005), it can be expected that personal values have a direct influence on loyalty. Consistent with this rationale, Lages and Fernandes (2005) developed the SERPVAL scale, after adapting the RVS, the List of Values and the Schwartz Value Survey scales to the service context, and demonstrated that personal values are related to repurchase intention (Kahle, 1996; Marandi *et al.*, 2006; Schwartz and Bilsky, 1987). However, no studies were identified that addressed the relationship between personal values and loyalty phases. Thus, we propose the following hypotheses, illustrated in Figure 1:

> *H1.* Personal values of security and social affiliation are positively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

H2. Personal values of growth and achievement are negatively related to the loyalty stages, considering the following dimensions: (a) cognitive, (b) affective, (c) conative, and (d) action.

2.4.1 Gender. Empirical evidence in the context of personal values and loyalty shows that gender can be an important moderator. For example, Schwartz (1992) argues that the associations examined in the study on the Theory of Core Values, considering the gender of the sample, yielded several significant and reliable findings. Regarding the relationships that involve consumer loyalty, Mittal and Kamakura (2001), analyzing data from an automotive study, found that, among men and women with the same level of satisfaction, the probability of repurchase was higher for women. However, as the level of satisfaction increases, men were more likely to repurchase.

Homburg and Giering (2001), researching a supplier of automotive vehicles, found that satisfaction with the product has a significant effect on repurchase intention for men, who prefer the functionality of the product itself, and not for women, who value more personal interaction processes. More recently, Riquelme and Rios (2010) investigated mobile banking adoption and found that gender plays a moderating role in the perception of ease of use, social norms and relative advantage. According Evanschitzky and Wunderlich (2006), men tend to be less loyal than women, in agreement with Ndubisi (2006) who found that women are more loyal than men in the context of financial institutions. We build on this literature and argue that this possible difference between man and women is also associated with their personal values. More specifically, those individuals more oriented to growth and achievement will be less loyal to the bank, because they are more variety seekers. Moreover, given that women are more variety seekers than men (Mitchell and Walsh, 2004), we expect that:

H3. There is a negative relationship between the personal values of growth/ achievement and the loyalty stages, considering (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by gender, in such a way that it will be stronger for women when compared to men.

2.4.2 Age. According to the literature, age can be a moderating variable in the consumer response in purchasing environments (Wakefield and Baker, 1998). Regarding the loyalty construct, Homburg and Giering (2001) found that: age moderates the satisfaction – loyalty link, which was stronger for more experienced customer; and that younger people base their buying decisions not only on satisfaction, but mainly on information provided by sales personnel. In a similar fashion, Evanschitzky and Wunderlich (2006) suggested that more experienced customers are
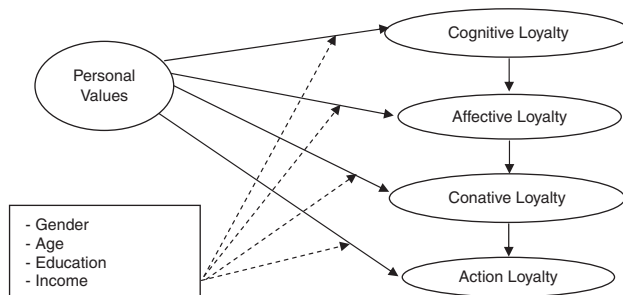

Figure 1.
Proposed model for the effects of personal values on customer loyalty

less likely to seek for new information. Specifically for personal values, Schwartz (1992) found a positive correlation of age with the value of security and a negative one with hedonism. He also found that young people tend to attribute greater importance to values that represent openness to change than to those related to conservatism. Tamayo (1998), using the RVS, found that adolescents favour the value of true friendship, while adults prefer patriotism, comfort, personal dignity and honesty. Based on this logic, we propose:

H4. Personal values of growth and achievement are negatively related to (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by age, in such a way that older people who look for growth/achievement will be less loyal.

2.4.3 Education. The relevance of education level is found in different fields of consumer behaviour like decision making or involvement with purchases (Evanschitzky and Wunderlich, 2006). Regarding personal values, Prince-Gibson and Schwartz (1998) found that the educational level had significant negative effects on the values of tradition, conformity and power, and positive effects on stimulation, self-determination and universalism. On the other hand, the moderating role of education in the context of loyalty has received little attention (Evanschitzky and Wunderlich, 2006). These authors examined the moderating effects of personal and situational characteristics on the four stages of loyalty and found that education moderated each link and that there was a stronger relationship for people with lower educational levels. Based on this discussion, we propose:

H5. Personal values of growth and achievement are negatively related to (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by Education, in such a way that more educated people who look for growth/achievement will be less loyal.

2.4.4 Income. Schwartz and Huismans (1995) found that people with lower income value more tradition, stimulation and compliance, while people with higher income give more importance to hedonism. In the same way, studies suggest that income is related to customer loyalty (Evanschitzky and Wunderlich, 2006). It is reasonable to expect that consumers with higher income have higher levels of education (Farley, 1964) and based on that, Homburg and Giering (2001) and Evanschitzky and Wunderlich (2006) justified their hypotheses that income moderates the relationships between satisfaction and loyalty. Specifically, Homburg and Giering (2001) state that high-income consumers are more involved with information processing prior to the decision process. Hence, we expect that those high-income individuals, when pursuing growth/achievement, will be less loyal:

H6. There is a negative relationship between the personal values of growth/achievement and (a) cognitive, (b) affective, (c) conative, and (d) action loyalty. This effect will be moderated by income, in such a way that it will be stronger for high income individuals (vs. low income).

3. Method
In order to investigate the relationship between personal values and loyalty phases, taking into account the demographic variables, we have followed three stages: two exploratory ones (i.e. a literature review and a quantitative study) and the main survey study.

First, we reviewed the literature to obtain the scales' items for the research instrument, which was divided into three parts: the first was composed by 18 items

used to measure terminal values (RVS), which were investigated by means of the ipsative method, in an ordinal type scale ranging from 1 to 9, being 1 the most important and 9 the least important. The terminal values were chosen because they represent the ideal state of existence, that is, those values that people seek in life; the second measured the loyalty phases in a Likert scale with 16 items, ranging from 1 = strongly disagree to 7 = strongly agree, adapted from Harris and Goode (2004), Pedersen and Nysveen (2001) and Mcmullan and Gilmore (2003); and finally, the last section asked the individual's demographic information. The items of the personal values scale was presented in alphabetical order and the loyalty items were randomly ordered. A back-translation procedure was employed for these scales before it was used in Brazilian Portuguese.

In the sequence, we conducted an exploratory quantitative investigation in order to evaluate and purify the personal values scale. Data were collected with bank customers and only those with more than six months of experience with a given bank would be able to enter the sample. Using a snowball process, 1,200 questionnaires were distributed and 1,001 cases returned. Upon reception, questionnaires were checked and the ones containing missing values were excluded. After the processes of data preparation, scale transformation, identification of outliers and normality test, 910 valid cases remained in the database.

Finally, in the third stage, the main study was conducted based on a survey approach. The instrument for data collection was divided into three parts: the first was composed by the five most important and the five least important personal values identified in the previous data collection. In this state, the personal values scale used a normative approach (i.e. rating procedure, rather than the ranking process of the previous stage); the second part measured loyalty phases using the same 16 items of the previous stage and the same Liker scale; and the third part was composed by respondents' demographic data. These items can be seen in Table I.

The final study was also conducted with bank customers following the snowball sampling procedure and customers with at least six months of experience with a given bank. We distributed a printed copy of the questionnaire among co-workers, graduate and undergraduate students in a public university, and the diverse workers of the university, with the aim of obtaining respondents with different profiles of gender, age, education and income. For a matter of parsimony, only the results of the main study (i.e. third one) are presented in this paper. The main study was composed by a sample of 891 bank customers, already excluding those cases with less than six months of relationship time, missing values and outliers.

Only five reverse items were used in the questionnaire, all in the loyalty construct. After reversing these items, higher scores indicated higher importance of personal values and higher loyalty. Although tests such as z-statistics of kurtosis and skewness suggested that variables were not normally distributed, this did not preclude the use of structural equation modelling, because the sample size was relatively large, deviations from normality were not significant and the complexity of the model is moderate (Tabachnick and Fidell, 1996). Data were analyzed using structural equations modelling and multi-group analysis for the test of moderators (Byrne, 2001).

We used a split-sample approach in which half of the sample was used in the first stage of measurement model and discriminant validity (named as "purification sample") and the other half in the test of the structural model and multi-group analysis, named as "cross-validation sample".

Items	Mean	SD
Cognitive loyalty		
Cog Loy1 – I believe Bank X has the best offers at the moment	4.16	1.38
Cog Loy2[a] – I believe Bank X does not offer what I like	4.88	1.47
Cog Loy3 – I believe that using Bank X is preferable to using other banks	4.81	1.60
Cog Loy9 – I prefer the service of Bank X to the service of its competitors	4.64	1.65
Affective loyalty		
Aff Loy6 – I feel I'm linked to Bank X	4.19	1.83
Aff Loy14 – I have a positive emotional relationship with Bank X	4.12	1.75
Aff Loy15 – in the future I would like to be a client of Bank X	4.86	1.70
Aff Loy16 – Bank X has personal significance to me	3.67	1.95
Conative loyalty		
Con Loy4[a] – I would try another bank if it were 25% cheaper than Bank X	3.33	1.90
Con Loy5[a] – I would try another bank if it offered better premises	4.33	1.80
Con Loy7[a] – I would change banks if the staff in another bank were more friendly	4.40	1.77
Con Loy8[a] – I would change banks if another one offered more status	5.20	1.67
Action loyalty		
Act Loy10 – I will always keep choosing the quality of Bank X before others	4.12	1.73
Act Loy11 – I will always keep choosing Bank X before others	4.01	1.72
Act Loy12 – I will always keep favouring the offers of Bank X before others	4.04	1.69
Act Loy13 – I will always choose to use Bank X preferably to its competitor	4.12	1.75
Personal values		
Security and social affiliation		
(a) Va1 – self-respect	6.51	0.81
(a) Va2 – inner harmony	6.23	0.92
(a) Va3 – pleasure	6.53	0.8
(b) Va4 – a world of peace	5.94	1.15
(a) Va7 – family security	6.60	0.77
Growth and achievement		
(b) Va5 – social recognition	5.28	1.26
(a) Va6 – wisdom	6.26	0.87
(b) Va8 – a sense of accomplishment	6.37	0.85
(b) Va9 – a comfortable life	5.92	1.05
(b) Va10 – an excitingl life	5.38	1.28

Notes: $n = 891$. The two dimensions of personal values emerged in an EFA and, overall, it was convergent with the most important and least important values (a and b, respectively) from the previous study. [a]Reverse coded: min = 1, max = 7 for loyalty scales; 1-9 for personal values

Table I.
Descriptive statistics

4. Results

4.1 Sample profile and descriptive results

The total sample was composed by 51.3 per cent of men and 48.7 per cent of women. About half of the sample (53 per cent) was composed by young respondents (up to 24 years) were relatively young. Regarding marital status, 72 per cent of the respondents were single. There was a predominance of respondents (78.8 per cent) with incomplete higher education degree. As to individual income, the first two categories were more frequent, with group earning up to US$ 4,799 per year (40 per cent of the sample) and the second group earning between US$ 4,800 and US$ 9,600 per year (29.5 per cent). Regarding relationship time, the majority of the sample (69 per cent) holds up to five years of relationship with their main bank (median = 48 months).

The descriptive results for the items of the constructs can be seen in Table I. The items of personal values ranged from 5.28 (social recognition) to 6.60 (family security). Loyalty items had a mean ranging from 3.33 (I would try another bank if it were 25 per cent cheaper than Bank X) to 5.20 (I would change banks if another one offered more status), both in the conative dimension of loyalty, and both already reverse coded items.

4.2 Measurement properties

The methods proposed by Fornell and Larcker (1981) were used to test construct validity, in order to evaluate the overall quality of scales measurements. First, convergent validity was performed by evaluating: the standardized weights between constructs and indicators; the composite reliability (CR); and the average variance extracted (AVE). Maximum likelihood estimation (MLE) estimation was used, based on the argument that it is possible to use the MLE on samples of less than 2,500 cases without major losses (Hu et al., 1992). An exploratory factor analysis of the personal values scale suggested two dimensions, which were named as "security and social affiliation" and "growth and achievement", as indicated in Table I. Hence, we considered these two dimensions in the subsequent analysis.

Using a standardized loading of 0.5 as a reference (Hair et al., 1998; Grace and O'Cass, 2005), scales' items were analyzed and there was no need of item deletion, given that only one item presented a slightly lower loading (i.e. Va9 = 0.49). We can see from Table II that all scales presented favourable results in the reliability test (Cronbach's α greater than 0.67) and CR greater than 0.71. In the case of AVE, the scales of loyalty phases presented values greater than the recommended level of 0.50. But the dimension of personal value, named as security and social affiliation presented AVE = 0.49, while the second dimension (growth and achievement) presented AVE = 0.34.

Measurement model presented adequate fit indices: $\chi^2 = 1{,}305.43$, $p < 0.001$, df = 284, χ^2/df = 4.59, GFI = 0.90, AGFI = 0.87, IFI = 0.74, TLI = 0.70, CFI = 0.73, RMSEA = 0.09.

Discriminant validity was assessed by comparing the shared variance (i.e. square correlation) and the variance extracted of the constructs (Fornell and Larcker, 1981) and we expected that the squared variance between a pair of constructs would be lower than the variance extracted in each construct of the pair. Results are presented in Table III.

Results demonstrated that shared variance is low for most pairs of constructs, indicating discriminant validity. Only in four situations, out of 21 pairs, shared variance was higher than 0.50, which was the case for some of the combinations of the dimensions of loyalty: affective – action (0.68), cognitive – action (0.63) and cognitive – affective (0.84). Also, between the two dimensions of personal values (0.73).

Construct	Cronbach's α	Composite reliability	AVE
Security and social affiliation	0.69	0.82	0.49
Growth and achievement	0.68	0.71	0.34
Cognitive loyalty	0.74	0.84	0.57
Affective loyalty	0.86	0.90	0.70
Conative loyalty	0.67	0.84	0.58
Action loyalty	0.93	0.95	0.84
Notes: Sample = 446 cases (purification sample). AVE, average variance extracted			

Table II.
Convergent validity of the measurement model

	Security and social affiliation	Growth and achievement	Cognitive loyalty	Affective loyalty	Conative loyalty	Action loyalty
Security and social affiliation	*0.49*					
Growth and achievement	0.73	*0.34*				
Cognitive loyalty	0.04	0.00	*0.57*			
Affective loyalty	0.04	0.02	0.84	*0.70*		
Conative loyalty	0.00	0.02	0.20	0.17	*0.58*	
Action loyalty	0.03	0.00	0.63	0.68	0.15	*0.84*

Notes: Sample = 446 cases (purification sample); the diagonals refer to the average variance extracted (AVE) and the other values refer to the shared variance (squared correlation) between the pairs of constructs (Fornell and Larcker, 1981)

Table III.
Test of discriminant validity

In these cases, the shared variance was higher than the respective AVE, suggesting lack of discriminant validity. Because of that, an additional test was performed, which was based on the χ^2 difference test (Bagozzi and Philips, 1982). Results suggested that all constructs measure different concepts, since there were significant differences in χ^2-values ($p < 0.001$). The lower difference was found between cognitive and affective loyalty ($\Delta\chi^2 = 25.2$, $p < 0.001$). A difference greater than 3.84 would be enough to suggest discriminant validity at the 5 per cent significance level. Although this last test might be considered less stringent, all the four comparisons supported discriminant validity. Moreover, given that the constructs evaluated in our model have been treated as conceptually different constructs in the literature, we decided to maintain those constructs as independent factors in our model and proceed with the test of the structural model.

4.3 Test of the structural model
Fit indexes obtained for the structural model was considered acceptable with $\chi^2 = 1064.31$, $p < 0.001$, df = 291, $\chi^2/\text{df} = 3.65$, GFI = 0.83, AGFI = 0.79, IFI = 0.85, TLI = 0.83, CFI = 0.84, RMSEA = 0.07). The effects of the relationships between personal values and loyalty phases are presented in Table IV.

Results indicated that growth and achievement was significantly associated with all of the four loyalty stages, supporting *H2a*, *H2b*, *H2c* and *H2d*. The negative coefficient indicates that individuals who place more relevance in the values of growth and achievement were less loyal to the bank. On the other hand, the dimension of security and social affiliation was not associated with loyalty, not supporting *H1a-H1d*.

4.4 Multi-group analyses
In the moderation analyses, we made an effort to have balanced groups and avoid bias in the analysis. Hence, using the cross-validation sample, we analyzed the distribution of each demographic variable and then separated the groups and created the dummy coded variables (e.g. low income = 0 and high income = 1), with the exception of gender (male and female).

We tested for measurement invariance between the groups and found support since there were very low differences in the main fit indexes when comparing unconstrained (*U*) and constrained (*C*) measurement models (Garson, 2012). For instance, when gender was the moderator: $\text{CFI}_U = 0.912$ vs $\text{CFI}_C = 0.913$; $\text{GFI}_U = 0.856$ vs $\text{GFI}_C = 0.855$.

Dependent variables (R^2)		Independent variables	Unstandardized coefficients	SE	Stand. coef.	z	p
Cognitive Loy (0.83)	←	Security and social affiliation (H1a)	18.47	16.55	0.89	1.11	0.264
	←	Growth and achievement (H2a)	−0.22	0.07	−0.18	−3.05	0.002
Affective Loy (0.80)	←	Security and social affiliation (H1b)	29.84	26.69	0.88	1.12	0.264
	←	Growth and achievement (H2b)	−0.33	0.11	−0.17	−2.88	0.004
Conative Loy (0.24)	←	Security and social affiliation (H1c)	8.40	7.65	0.34	1.09	0.272
	←	Growth and achievement (H2c)	−0.49	0.11	−0.35	−4.63	0.001
Action Loy (0.79)	←	Security and social affiliation (H1d)	31.14	27.85	0.87	1.12	0.263
	←	Growth and achievement (H2d)	−0.35	0.11	−0.17	−3.05	0.002

Notes: Sample = 445 cases (cross-validation sample); R^2 represents the coefficient of explanation

Table IV.
Test of the structural model – direct effects

In the sequence, we analyzed the critical ratio for difference, which estimate a z-statistic for pairwise comparisons and is available in in the software AMOS. Results are presented in Table V.

When considering gender as the moderator, results revealed that significant differences were found between man and women when considering the influence of the value growth/achievement on cognitive, affective and action loyalty. More specifically, the pursuit for growth and achievement reduces the customers' loyalty, and this influence is stronger for women. Therefore, the H3 was supported.

Likewise, as customers become older, growth and achievement affects loyalty negatively, with the exception of affective loyalty. We confirmed with t-tests that, on average, older individuals tend to be more loyal to their bank, but the test of moderation extends this finding by showing that it depends on whether the individual place high or low importance for the value of growth and achievement. Older customers valuing growth and achievement will be less loyal. These results supported H4.

Regarding education, no difference was found in the influence of growth/achievement when comparing individuals with different levels of education, not supporting H5.

Finally, regarding income, there was difference in the four proposed paths. Bank customers with higher income presented a negative effect of growth/achievement on the loyalty stages, meaning that the pursuit of growth/achievement reduces the loyalty for those individuals with higher income. Although higher income individuals tend to be more loyal, on average, as indicated by t-tests, the moderation shows that there is an influence of the search for growth/achievement on this relationship. A high-income customer who is pursuing growth/achievement will be less loyal. These results supported H6.

5. Discussion and conclusions
The investigation conducted in this study linked the theories of human values and consumer studies. The study attempted, by means of a theoretical model, to investigate the influence of personal values on loyalty phases, taking into account the moderating

Relationships	Unstandardized coefficient		z-test[a]
Gender	Male (n = 231)	Female (n = 214)	
(H3a) Growth and achievement→Cog Loy	−0.08	−0.53	2.98**
(H3b) Growth and achievement→Affect Loy	−0.11	−0.82	2.96**
(H3c) Growth and achievement→Conat Loy	−0.61	−0.37	1.16
(H3d) Growth and achievement→Action Loy	−0.19	−0.81	2.60**
Age	Younger (n = 242)[b]	Older (n = 201)	
(H4a) Growth and achievement→Cog Loy	6.0	−0.48	1.67*
(H4b) Growth and achievement→Affect Loy	10.6	−0.63	1.64
(H4c) Growth and achievement→Conat Loy	3.4	−0.60	1.72*
(H4d) Growth and achievement→Action Loy	9.5	−0.83	1.68*
Education	Lower (n = 57)[c]	Higher (n = 66)	
(H5a) Growth and achievement→Cog Loy	−0.04	−0.10	0.23
(H5b) Growth and achievement→Affect Loy	−0.12	−0.03	0.35
(H5c) Growth and achievement→Conat Loy	−0.24	−0.15	0.34
(H5d) Growth and achievement→Action Loy	−0.36	−0.03	1.04
Income	Low (n = 179)[d]	High (n = 134)	
(H6a) Growth and achievement→Cog Loy	3.06	−0.54	2.99**
(H6b) Growth and achievement→Affect Loy	4.85	−0.54	2.87**
(H6c) Growth and achievement→Conat Loy	1.97	−0.63	2.90**
(H6d) Growth and achievement→Action Loy	4.89	−0.74	3.00**

Notes: Sample = 445 cases (cross-validation sample). [a]The critical ratio for difference should be > 1.96 to be significant at 0.05; [b]younger are those with age up to 24 years old; [c]low education: up to high school, high education: postgraduate; [d]low income are those receiving up to US$ 4,799 per year, and high income those receiving more than US$ 9,600 per year. Total sample were used to separate the groups; **$p < 0.05$; *$p < 0.10$

Table V.
Moderating effect
of demographic
variables

effect of demographic variables. Personal values and loyalty dimensions were measured by adapting scales from previous studies and purifying the items in two exploratory studies. Statistical tests supported the reliability and the convergent and discriminant validity of these scales, demonstrating their adequacy for measuring the proposed concepts.

Overall, results demonstrated that only the values associated with growth and achievement significantly influence the phases of consumer loyalty in relation to bank services. The negative association indicates that individuals pursuing more growth and achievement are less likely to be loyal to a specific bank, considering the initial cognitive phase, which is related to information about prices, quality and other attributes of products and services, to the action phase, which represents the overcoming of obstacles that prevent the customer from purchasing products and services offered by the competitors.

On the other hand, the dimension of security and social affiliation was not associated with the loyalty stages.

Regarding the moderating effect of demographic variables, the analyses provided interesting results. For example, it was found that the negative effect of growth/ achievement on loyalty was stronger for women (vs men), meaning when women pursue growth and achievement, they become even less loyal than men. This is in agreement with the literature that shows that women are more variety seekers than men (Mitchell and Walsh, 2004). This findings extends the previous studies of Homburg and Giering (2001) and Mittal and Kamakura (2001), who stated that men are

more likely to repurchase products than women. Evanschitzky and Wunderlich (2006) and Ndubisi (2006) suggested that men tend to be less loyal than women. We go further by showing that it depends on the higher or lower importance attributed to growth and achievement.

Likewise, older people giving more value to growth and achievement will also be less loyal to their bank. This finding extends Schwartz (1992), who argues that older people place more value on security, but it depends on the extent to which older people still search for growth and achievement. On average, older individuals tend to be more loyal, but this influence is contingent to the value of growth and achievement, thus extending previous studies by Homburg and Giering (2001) and Evanschitzky and Wunderlich (2006), who also found that older people tend to be more loyal.

In a similar vein, bank customers with higher income presented a stronger negative effect of growth/achievement on the loyalty stages, indicating that the quest for growth and achievement reduces the loyalty even more for those individuals with higher income. Even though higher income individuals tend to be more loyal, on average, the moderation shows that this is contingent to the search for growth/achievement, extending Homburg and Giering (2001), who state that high-income consumers are more involved with information processing prior to the decision process. An individual with high income and pursuing growth/achievement will be even less loyal.

Although the literature have suggested that higher levels of education are associated with lower levels of customer loyalty (Mittal and Kamakura, 2001; Evanschitzky and Wunderlich, 2006), our study found no significant moderating effect for education, indicating that the search for growth and achievement does not affect loyalty differently among people with diverse educational levels. Further studies are necessary to investigate this issue.

This study can contribute with insights for managers in the bank sector. First, results show that personal values of growth/achievement are related to the four stages of customer loyalty, from the initial cognitive to the final action stage. Hence, managers can work to find out groups or clusters of customers with similar personal values and compare their loyalty intentions. Moreover, marketing managers can design strategies for developing advertising and marketing campaigns, brands, products and relationship programs based on the most important values identified by clients. Another possibility is to segment the customer base considering personal values and demographic variables. Also, bank managers can launch retention programs based on the phases of loyalty, giving different treatment for customer in distinct loyalty stages, thus increasing the customer orientation (Abeysekera and Wickramasinghe, 2013).

One of the limitations was that the sample was not probabilistic. To compensate this issue, we have used the approach of splitting the sample and use one for calibration and other for estimation. Another limitation was the small subgroups of high and low education, which might be responsible for the nonsignificant finding, due to low statistical power in the z-test. Future studies should consider using quota samples in order to have sample size greater than 150 cases in each category of variables such as age, education and income.

Further research could also consider replicating the study: first, in the same context, inserting in the personal values scale the instrumental values of the RVS; and second, in different service segments, such as hotels, telecommunications, transportation or health, as personal values have been indicated to be an important variable to understand customer behaviour in the service context (Bloemer and Dekker, 2007; Nepomuceno and Porto, 2010; Thuy and Hau, 2010; Weng and de Run, 2013).

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Appendix

	Va1	Va2	Va3	Va4	Va5	Va6	Va7	Va8	Va9	Va10	Lo1	Lo2	Lo3	Lo4	Lo5	Lo6	Lo7	Lo8	Lo9	Lo10	Lo11	Lo12	Lo13	Lo14	Lo15	Lo16
Va1	1.00																									
Va2	0.38	1.00																								
Va3	0.19	0.29	1.00																							
Va4	0.30	0.38	0.42	1.00																						
Va5	0.16	0.20	0.15	0.25	1.00																					
Va6	0.23	0.30	0.27	0.29	0.31	1.00																				
Va7	0.23	0.24	0.32	0.37	0.18	0.31	1.00																			
Va8	0.14	0.16	0.27	0.23	0.28	0.30	0.25	1.00																		
Va9	0.13	0.11	0.28	0.23	0.33	0.26	0.23	0.37	1.00																	
Va10	0.13	0.12	0.26	0.14	0.31	0.27	0.10	0.29	0.40	1.00																
Lo1	0.04	0.13	0.08	0.11	0.07	0.08	0.10	0.02	0.07	0.00	1.00															
Lo2	0.03	0.03	0.01	0.05	−0.07	−0.01	0.05	−0.02	−0.04	−0.07	0.28	1.00														
Lo3	0.06	0.09	0.11	0.06	0.01	0.04	0.13	0.02	0.00	−0.02	0.51	0.26	1.00													
Lo4	0.02	0.02	−0.01	0.03	−0.05	−0.01	0.04	−0.04	−0.01	−0.03	0.15	0.22	0.20	1.00												
Lo5	0.00	0.04	−0.01	0.01	−0.07	0.00	0.09	−0.03	−0.05	−0.08	0.13	0.21	0.18	0.45	1.00											
Lo6	0.04	0.14	0.06	0.05	0.07	0.00	0.09	0.07	0.06	−0.04	0.32	0.25	0.44	0.18	0.15	1.00										
Lo7	−0.05	0.00	−0.05	−0.05	−0.13	−0.03	0.02	−0.11	−0.09	−0.10	0.08	0.22	0.09	0.25	0.42	0.03	1.00									
Lo8	0.01	0.01	0.03	0.06	−0.21	−0.03	0.07	−0.07	−0.15	−0.18	0.06	0.17	0.11	0.21	0.32	0.02	0.41	1.00								
Lo9	−0.02	0.08	0.07	0.01	0.03	0.06	0.07	0.04	0.05	0.01	0.51	0.30	0.62	0.18	0.15	0.47	0.06	0.00	1.00							
Lo10	0.06	0.12	0.11	0.14	0.11	0.10	0.16	0.04	0.15	0.02	0.45	0.24	0.47	0.24	0.14	0.51	0.04	0.04	0.60	1.00						
Lo11	0.06	0.13	0.08	0.13	0.09	0.05	0.11	0.02	0.13	0.02	0.45	0.24	0.48	0.25	0.16	0.52	0.07	0.05	0.56	0.81	1.00					
Lo12	0.06	0.10	0.06	0.09	0.06	0.05	0.10	0.00	0.09	−0.03	0.44	0.26	0.45	0.22	0.20	0.52	0.07	0.05	0.55	0.73	0.78	1.00				
Lo13	0.05	0.10	0.07	0.12	0.09	0.03	0.11	0.01	0.12	−0.04	0.47	0.27	0.49	0.26	0.20	0.54	0.11	0.08	0.55	0.73	0.82	0.80	1.00			
Lo14	0.04	0.11	0.04	0.07	0.04	0.00	0.06	0.04	0.03	−0.02	0.42	0.25	0.43	0.21	0.13	0.63	0.04	0.00	0.46	0.51	0.54	0.54	0.57	1.00		
Lo15	0.08	0.09	0.09	0.08	−0.01	0.03	0.11	0.02	0.03	−0.08	0.52	0.32	0.62	0.22	0.20	0.50	0.11	0.10	0.58	0.57	0.59	0.59	0.65	0.60	1.00	
Lo16	0.04	0.08	0.03	0.05	0.04	0.00	0.02	0.03	0.05	−0.05	0.34	0.22	0.35	0.23	0.16	0.64	0.04	−0.05	0.40	0.47	0.54	0.53	0.54	0.70	0.55	1.00

Notes: $n = 891$. Correlations > 0.07 are significant at 0.05 and > 0.09 are significant at 0.01

Table AI.
Correlation between
the items

About the authors
Dr Jorge Luiz Henrique received his PhD at the Federal University of Rio Grande do Sul, Brazil.
He is a Professor of marketing at the Alves Faria School, ALFA, Goiás, Brazil. His research
interests are in consumer behaviour in services and relationship marketing. His research has
been published in *Journal of Business Research*, *Journal of Service Research*, *Journal of Internet
Banking and Commerce*, *Global Information Technology Management (GITM)*, *International
Journal of Bank Marketing*, among others.

Dr Celso Augusto de Matos received his PhD at the Federal University of Rio Grande do Sul,
Brazil. He is an Assistant Professor of marketing at the Unisinos Business School, UNISINOS,
Rio Grande do Sul, Brazil. His research interests are consumer behaviour in services and strategic
marketing. His work has been published in *Journal of the Academy of Marketing Science*,
Journal of Service Research, *The Service Industries Journal*, *International Journal of Bank
Marketing*, among others. Dr Celso Augusto de Matos is the corresponding author and can be
contacted at: celsoam@unisinos.br