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## THE INFLUENCE OF THE LOCAL CONTEXT ON THE MEASUREMENT OF CUSTOMER CONFIDENCE IN THE INSURANCE MARKET

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### ARTICLE SUMMARY

The article is based on the perception of the confidence that customers have when measuring their situation in the local insurance market. During the process, the work methodology and analytical tools were presented. Finally, the results have reaffirmed the two-dimensional character of a purely emotional concept.

**KEYWORDS:** thrust, honesty, fidelity, loyalty, responsibility, relationship, total trust in someone or something. "It restores faith in politicians."

Synonyms: belief, trust, belief, belief, trust, dependency, optimism, hope, hope, expectation, strong belief in anything, based on spiritual conviction rather than evidence.

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### INTRODUCTION

The literature review provided a brief overview of service marketing confidence in the area of purchasing behavior. Overall, it has been shown that trust has played and still plays a major role in trade because purely social or economic relations are not easy to separate. As a result, trust necessarily finds a place in all-round relations between actors (Gueye, M.S. & al. (2020) [1]). First, in the area of trade, confidence referred to the "individual's own judgment in evaluating the product" (Howard J.A. and Sheth J.N. (1969) [2]). In other words, the individual, in seeking his interest, can demonstrate the capacity of his own judgment. At the level of the literature, this judgment reflects a certain dimensionality of confidence by the client's estimation of the usefulness of a product based on his perceptions (Gueye M. S. & al. (2020) [3]; (Boyer A., Nefzi A. (2009) [4]). The literature also refers to "consumer judgment in purchasing intentions" (Morgan R.M. and S. D. Hunt (1994) [5]); (Asgarpour, R. & al. (2021) [6]). Confidence is also conceptualized as 'behavior characterized by exchanges of relevant information ...' (Zand D.E, (1972) [7]); (Toufaily,

É • (2010) [8]); (Gueye M.S. & al. (2020) [3 op. cit.]... Thus, the concept is still very much a topical topic in research as the basis or determinant of effective exchange in a complex, unstable and uncertain environment. In particular, monetary exchange, where opportunism<sup>1</sup> is the rule, implies confidence in the value of money and in the strength of monetary institutions (Chernykh, L.; Davydov, D.; Sihvonen, J. (2019) [9].

In order to understand the multiple meanings of trust, there is nothing to prevent you from stepping out of the market for goods and services and the business. Indeed, the actions of individuals go beyond the logic of self-interest alone. Ethics is equally important to the proper functioning of economic and financial relationships. In other words, the rigidity of contractual procedures, in order to avoid opportunism by the players, can be replaced by the dimensions of trust. Moreover, the exchange always involves an "asymmetry" in the possession of information. This means that potential buyers, not knowing the actual state of a product, are inclined to accept only low prices because of the risk involved. In order to circumvent this situation, trust seems necessary when there is unpredictability (uncertainty) linked to the exchange. The co-trader, on a first purchase, a first hire or a first contact, etc., does not know the degree of reliability of his relationship. A priori, "we have to trust" on the part of this co-trader. Therefore, trust is recognized as essential in economic life and especially in the stability of customer-merchant relations and beyond. Trust is involved in the resolution of managerial problems and group decision-making (Zand D.E., (1972) [7 op. cit.]; Montecinos, C. & al. (2015) [10]. It facilitates the continuity of relationships in the industry<sup>2</sup> and the cohesion of the organization (Makaoui, N., (2014) [11]) or the reduction of long-term trading costs<sup>3</sup> and short-term market failures. Confidence is therefore a key variable in the relationship and in explaining decision-making behaviors.

To reduce any ambiguity, we have chosen to limit the reflection around the primary meaning of trust: faith (Pagels, E, (2019) [12]), which generates consensus since most research on the concept agrees with it. The problem, however, is how to make this meaning prevail in an exchange relationship in order to achieve regular and lasting relations? It is necessary to agree on faith because, if the concept has an interest, it is because there is a lack of trust somewhere. Moreover, without trust between people, would it be possible to live in community or have a societal life? Indeed, it is rare to have relationships based solely on rationality or clear evidence. Affectivity soothes, nourishes, invigorates and maintains the relationship and consequently the societal life to the point where a certain faith recommends the practice of greeting the person we meet. The resulting affection facilitates social cohesion.

Thus, the first point of this article deals with trust as a multidimensional concept. The second point is a test of methodology for measuring the concept through its perception by customers in the insurance market. Finally, the research findings are presented and have led to managerial implications.

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<sup>1</sup>Individuals have "limited rationality" and may engage in "opportunistic behavior," especially when co-exchangers are "unsubstitutable" and in "limited number" or "substitutable" and "significant number

<sup>2</sup> It is in the industrial and service sectors that trust is seen as a key dimension of relational marketing and retail/wholesale trade (Morgan and Hunt, 1994).

## I- The dimensionality of trust

In the perspective of an in-depth study, some authors isolate a first dimension of trust that they have summarized as belief in someone or something. This means that the faith dimension of trust is perceived as a stable individual characteristic of personality. Confidence is also understood as an expectation relating to the conduct of the other during transactions (Gueye M.S. & al, (2020) [3 op.cit.]). Within this framework, confidence is assessed in terms of individual attributes and reflects the firm belief that an exchange partner is reliable and clearly integrated (Lewincki, R.J. & Bunker, B.B. (1995) [13]); Camin, J.-M. (2018) [14]. It therefore seems close to notions of human quality such as honesty, responsibility, helpfulness, benevolence, etc. (Gueye, M.S. & al. (2020) [15], [16]).

From this perspective, trust is linked to basic behavioral norms and social customs in such a way that most actors take it for granted until the day it is broken. That makes it hard to hope for another exchange. As a result, high-trust companies are sometimes significantly better ranked for wealth and economic growth than low-trust companies (Fukuyama F (1995) [17]). Confidence can thus be retained as a stable characteristic of the personality (willingness to trust). When it is directed at the individual, confidence is considered to be that which takes into account behavioral aspects (Gueye, M.S. & al. (2020) (3 op.cit.)).

However, the difficulty in conceptualizing trust is based on its cognitive dimension, which is based on the processing of available information, experience and its emotional dimension. In particular, within the organization, the confident partner seeks to overcome uncertainty about the results of future interactions by assigning to the partner's motivations. In marketing, the cognitive dimension of trust refers to the following definition: "belief is a feeling or expectation of a trading partner that results from its expertise, reliability and intentionality" (Ganesan, S. (1994) [18]). First, knowledge is defined by the client's belief in the competence and reliability of his/her exchange partner, which determines their credibility. Second, they signify goodwill, which is based on the extent to which the consumer believes that the seller will have positive intentions and motivations towards him, if unforeseen conditions arise (non-contractual reimbursement of an unsatisfactory product (Gueye, M.S. & al. (2020) [15 & 16 op.cit.])). With regard to the intention of trust, it refers to the purposes and motivations of persons involved in an exchange situation. On the interpersonal level, trust has a clear and positive influence on trade interactions. In the field of services, trust is studied in the interpersonal relationship as well as in the development of the lasting relationship between the sales staff and the customer (Morgan R.M. & al. (1994) [5 op.cit.]; Nicolas van der Nest (2021) [19]). The relationship of trust is established as the client and the provider interact. It is therefore a crucial moment in building or destroying the customer's trust or loyalty.

Thus, for some, the concept of trust is reduced to belief alone and the intent to behave is an outcome and corresponds to the commitment of the partners. For others, both inter individual and intercompany, two components of trust are evident: the cognitive and emotional component. Thus, there appear to be three conceptions of trust in marketing research:

<sup>3</sup> It is transaction costs that are defined as the set of specific costs related to the management of the 'face-to-face' between two agents in a market.

One-dimensional design (Fournier, S. (1994) [20]; Webber, S. S. (2008) [21]), two-dimensional design (Sirieix, L. & Dubois, P.L. (1999) [22]) and three-dimensional design Frisou (2000) [23]; Toufaily E. (2010) [8 op.cit.]).

With regard to these different conceptions, our main question is: what is the perception of trust by the customer?

The pretext used in this research is the measurement of this perception of trust within the "exchange relationships in the Senegalese insurance market".

Thus, we understand trust as "a belief, a sense of cognitive or emotional expectation of the partner (individual, organization or product) to the exchange that results from their expertise, reliability and intentionality." In relation to this definition, we have shed light on the actual perception of trust in the above-mentioned local context through a measurement trial in the insurance market (Gueye, M.S. & al. (2020) [1; 3; 15 op. cit.]). To do this, we hypothesized that: Customer confidence is perceived in the local context as a multidimensional phenomenon in the Senegalese insurance market (Gueye, M.S. & al. (2020) [1; 3; 15 op. cit.]).

## II - Methodology for Measuring Perception of Confidence and Presentation of Results

This item outlined the data collection and concept measurement process. First, the working process And methods for estimating the parameters used were recalled. Several interviews were conducted with executives (ten) 4 of the largest insurance companies (five in total). These interviews were supplemented by visits from a few insurance professional organizations. Executives have a prominent position in their respective companies, which predisposes them to hold a large amount of information. This information provided relevant knowledge of insurance and of customers. These interviews have been extended to clients. A small sample of five (5) individuals and five (5) transportation companies provided the qualitative study after a pre-test. In addition, extensive data collection was carried out at the customer's address. The choice was made on "car insurance". The latter, consisting of the by-products 'fires', 'accidents', 'various and technical risks', represents the main activity of these companies. It contributes to at least: three-fifths (3/5) of the market turnover of the countries of the International Conference of Insurance Markets. For sampling, the empirical quota survey<sup>5</sup> was used. This method includes selection criteria that are more easily achievable. It is fast and covers vehicles registered DK (Dakar). With regard to the characteristics of the sample, the targets are: - customers (individuals and companies) - public mass transport customers (or "Public passenger transport"). The sample size was chosen to be large enough (300 individuals) to address any survey imperfections. The 1st clientele is composed of individuals for 40% and 20% of companies in the total sample. The second client group covered the remainder (40%) of the total sample. It is made up, equally, of "Njaga Njaay" and "taxis" (i.e.: 20% each). With regard to the modalities of data collection and administration of the questionnaire, the objectives were to:

<sup>4</sup>The use of expert interviews is important especially when the field of study is new and complex, when little is published in the field at local level due to confidentiality, lack of theory, etc.

<sup>5</sup>This is one of the non-random or empirical methods of sampling. The essential characteristic of this type of method is to construct the sample by a reasoned choice (Market, p. 186)

- Pre-test the measurement scale performed after data collection,
- check the factorial structure of the constructor and the reliability,
- test the convergent and discriminating validity of the construct.

Overall, the collection went well: the administration of the questionnaire through the face-to-face survey was retained. A pre-test preceded the field stage to verify the suitability of the construction of the confidence scale. The pre-test also verified the quality of the questionnaire and the duration of its administration. This information helped to better budget the cost of the survey and to control the field phase.

With respect to the confidence scale, there is a significant difference in the way questions are framed across conceptualizations and scale formats. However, nothing has ruled out the possibility of limiting itself to the mere definition of the concept and its manifestations.

We adopted this alternative. Thus, the proposed measure of confidence is presented in detail in the results.

In estimating parameters, the Churchill paradigm (1979 [24]) was used. The data processing and the verification of the validity of the confidence measurement were carried out using the SPSS 16 software. This same software has allowed the stabilization of the scales used thanks to the Principal Components Analysis (PCA). The AMOS 4.0 software was subsequently used to perform the Confirmatory Factor Analysis (AFC) of the empirical survey data. This AFC demonstrated a two-dimensional structure of trust.

### III. Research findings and managerial implications

Presentation of the normality test (Table 1): symmetry (Skewness) and flattening (Kurtosis).

#### Results Normality indices: Skewness and Kurtosis.

**Table 1: Normality of Confidence: Symmetry (Skewness) and Flattening (Kurtosis)**

Assessment of normality						
Items	Min	Max	Skew	c.r.	Kurtosis	c.r.
Confian1	1	5	-0,54	-5,26	-0,84	-4,04
Confian2	1	5	-0,62	-6,03	-0,73	-3,55
Confian8	1	5	-0,85	-8,24	0,31	1,5
Confian6	1	5	-0,80	-7,71	0,76	3,67
Confian9	1	5	-0,49	-4,75	0,03	0,15

Confia12	1	5	-0,76	-7,35	0,24	1,15
Confia15	1	5	-0,81	-7,78	0,38	1,84
Multivariate					31,17	32,68

Indices of symmetry and flattening of confidence scale variables (N=300)

This test revealed coefficients below the required threshold of 1 for symmetry (Skewness) for all items. For flattening (Kurtosis), the distribution of negative values and positive values indicates a more or less concentrated curve; the number of positive values being greater (5) than those which are negative (2). All values are acceptable as they are far less than 1.5 in absolute terms. The SPSS analyzes provided the results of the structure and internal consistency of the confidence measurement scale (see Results of the Principal Components Analysis (PCA): Tables 2 to 6 below).

### Results of the Principal Components Analysis (PCA)

**Table 2: Quality of Representation**

	Initial	Extraction
11 I can say that my insurer develops friendly relations with me.	1,000	,892
2 My insurer gives me the opportunity to have a relationship with him.	1,000	,892
6 My insurer is perfectly honest and sincere with me.	1,000	,703
8 I feel that I can fully trust my insurer.	1,000	,753
9 My insurer is one of the most honest people I know.	1,000	,613
12 My insurer usually keeps the promises he makes to me.	1,000	,608
15 I can rely on my insurer because he keeps his promises.	1,000	,699

Extraction Method: Principal Component Analysis.

**Table 3: Total Variance Explained**

Component	Initial	% of variance	Cumulative %	Extract	% of variance	Cumulative %
	Sum of squares of selected factors					
	Total			Total		
1	3,956	56,512	56,512	3,956	56,512	56,512
2	1,204	17,203	73,715	1,204	17,203	73,715
3	,587	8,381	82,096			
4	,431	6,156	88,252			
5	,340	4,863	93,114			

6	,290	4,143	97,258			
7	,192	2,742	100,000			

Extraction Method: Principal Component Analysis.

**Table 4: Component Matrix**

	Component	
	1	2
1I can say that my insurer develops friendly relations with me.		,685
2 My insurer gives me the opportunity to have a relationship with him.		,684
6 My insurer is perfectly honest and sincere with me.	,807	
8 I feel that I can fully trust my insurer.	,828	
9 My insurer is one of the most honest people I know.	,727	
12 My insurer usually keeps the promises he makes to me.	,763	
15 I can rely on my insurer because he keeps his promises.	,813	

Extraction Method: Principal Component Analysis. Have 2 extracted components.

**Table 5: Component Matrix After Rotation**

	Component	
	1	2
1I can say that my insurer develops friendly relations with me.		,918
2 My insurer gives me the opportunity to have a relationship with him.		,918
6 My insurer is perfectly honest and sincere with me.	,812	
8 I feel that I can fully trust my insurer.	,847	
9 My insurer is one of the most honest people I know.	,775	
12 My insurer usually keeps the promises he makes to me.	,741	
15 I can rely on my insurer because he keeps his promises.	,801	

Extraction Method: Principal Component Analysis. Method of rotation: Varimax with Kaiser Normalization. a The rotation has converted into 3 iterations.

**Table 6: Component Transformation Matrix**

Component	1	2
1	,866	,501
2	-,501	,866

Extraction Method: Principal Component Analysis. Method of rotation: Varimax with Kaiser Normalization.

The structure shows quite interesting communities for all the items selected. Their values are well above 0.5 (Table 2: Quality of RepresentatiSon). The explained total variance (Table 3) is relatively acceptable as it is 73.715. Two main components were extracted after treatment as shown in Table 4. These two components are reproduced with the Varimax rotation method (Table 5). The transformation matrix (Table 6) shows a mean correlation with respect to the values obtained.

**Table 7: Presentation of KMO Index Results and Bartlett Test (Varimax)**

Precision measurement of Kaiser-Meyer-Olkin (KMO) sampling.		0,5<,818<1
Bartlett's sphericity test	Approximate Khi-two	2078,400
	Ddl	21
	Meaning of Bartlett	,000

Following analyzes of the previous results, the Kaiser-Meyer-Olkin index (KOM) and the Bartlett sphericity test (Table 7) s how significant and therefore very satisfactory results.

### **The diagram of hypothetical causal relationships**

The use of structural equations makes it possible to distinguish: the equations that link the constructs or the theoretical variables as well as the equations of the model of measurement of the observable variables (indicators or manifest variables) that measure the constructs (latent variables) (Roussel P. & al. (2002) [25]).

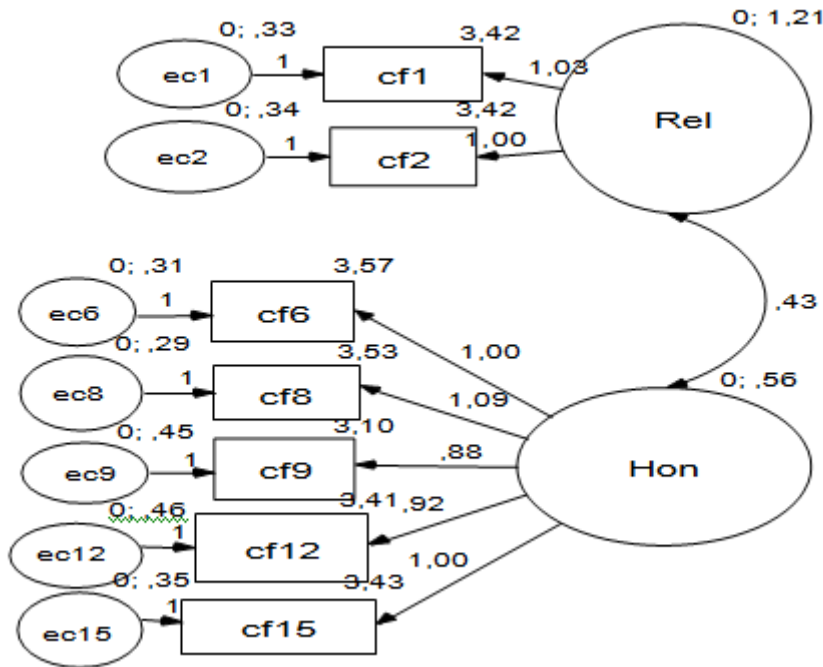
**The analysis model presented is limited to the measurement model.** To do this, our work involved studying the reliability of internal consistency, the validity of the scales of measurement, and the resulting shared variance. Indeed, the study of the reliability of the measurement makes it possible to ensure the stability of the results when the same measuring instrument is used several times under identical conditions. In this case, the results must be as close as possible by measuring the same phenomenon several times with the same measurement (Roussel P. & al. (2002) [25 op.cit.]).

In first analysis, a construct shows good convergent validity, if and only if the t-test associated with each of the factorial contributions is significant (greater than 1.96) (Hair J.F., Anderson R.E., Tathman R.I. and Black W.C., (2002) [26]). We have associated with this criterion that of the average variance extracted or Rho of convergent validity (approximvc) which must be greater than 0.5 (Fornell C. & Larker D.F., (1981) [27]). In the second analysis, a construct has good discriminant validity, when the model tested, by leaving the correlations between the various latent variables free, proves better than a model in which the correlations between these variables are fixed to one (1) (Churchill G., (1979 [24 op. cit.]). Discriminant validity assumes that the mean variance of the variable is greater than the square of the covariance with the other construct



(alternvc >12) (Fornell C. & Larker D.F., (1981) [27 op. cit.]). Following these analyzes, the structural model obtained is presented by the following diagram.

**The Confidence Measurement Model**



**Fit Measures based on selected indices.**

**Table 8: Presentation of Model Adjustment Index Results, AFC (N = 300)**

Df (ddl)	Np*	Absolute adjustment indices			Indices for measuring parsimony		
		RMR [0, 1]	X <sup>2</sup>	RMSEA <0,08	AIC	ECVI	X <sup>2</sup> /ddl
31	0,000	0,0389	99,619	0,067	449,619	1,536	2,21

Np: Probability Level

**Analysis of absolute adjustment measures.** The indices of the Chi-Deux (99,619), the number of degrees of freedom (df=31) and the probability level (p=0.000) are significant. The Chi-Two is significant at a probability level of less than 1%. The high sample size (N = 300 > 200) that could be detrimental to this test increased the quality of the result. Thus, the indices indicate a good probability: the theoretical model adjusts correctly to the empirical data. The Root Mean Squared Error of Approximation (RMSEA) converges as it is 0.067 and lies between two bounds which are also within the required limits [0.060; 0.075]. These three criteria show a correct fit of the model to the empirical data. For the Root of the Square Mean of the Residuals of the model, the value is 0.0389 < 0.05. This value indicates good fit quality. Therefore, the results of the absolute adjustment measures are very acceptable.

**Analysis of incremental adjustment indices.** The main incremental adjustment indices recommended by the literature were selected: the Normed Fit Index (NFI), the Tucker and Lewis's Index (TLI) (or Non Fit Normed Index (NNFI)) and the Comparative Fix Indices (CFI). These indices compare the model tested with the null model (model with a single common factor and free of measurement errors (Roussel & al, (2002) [25 op. cit.]). These indices have the following key values: 0.9 (Hair J.F., Anderson R.E., Tathman R.I. & Black W.C., (2002) [26 op. cit.]). These incremental (or comparative) fit criteria are found to be in line with the proposed theoretical model. Indeed, their values - all greater than 0.9 - are respectively: 0.980; 0.980 and 0.985.

**Analysis of sparing adjustment measures.** The Chi-Square adjusted to the degree of freedom (CMINDF) is 2.21. Although it exceeds the target threshold of 1.0 and the acceptance threshold of 2.0, it remains close to that of 3.0 and is far from the lower limit of the most flexible criterion of 5.0. This latitude is intended to relax the standard of fit of the model due to the sensitivity of the normalized Chi-Square index (The normalized Chi-Square  $-x^2/ddf$ ) to sample size (Roussel & al, (2002) [25 op. cit.]). The  $x^2/ddf$  is automatically reduced by the sample of 300 individuals instead of 200 recommended. The  $x^2/ddf$  supports the quality of the analysis model. Indeed, the index remains close to 3. The Akaike Information Criterion (AIC) of 849,619 is also close to the saturated model of 300,000 and much lower than the independent model AIC. The 'Expected Cross- Validation Index' (ECVI) interval is very low and is acceptable. However, it does not include the saturated model value. Examination of the different groups of indices shows an acceptable model that fits the empirical data correctly. Therefore, parameter estimates are reliable.

**Explained variance shares (Squared Multiple Correlations - SMC or R<sup>2</sup>).** There is no limit value for assessing CMS. Some authors suggest that R<sup>2</sup> coefficients (SMC) around 0.20 are acceptable, given the complexity of the phenomena studied in the social sciences and the multiplicity of factors that influence these phenomena (Valette Florence P. (1988) [28]). The model adjusts appropriately, so the regression coefficient estimates and the explained variance percentages R<sup>2</sup> (SMC) for the explained variables can be used. Indeed, the results of the following tables all have coefficients greater than 0.20 for both the structural model and the latent variables.

**Table 9: Presentation of the Results of Percentage of Variance Explained from Confidence (SMC).**

Squared Multiple Correlations (SMC) = R <sup>2</sup>	
	Estimate
Confian1	0,614
Confian2	0,553
Confian8	0,591
Confian6	0,564
Confian9	0,402
Confia12	0,532
Confia15	0,677

**Table 10: Presentation of the Conf2 (Rel) Variance Percentage Explained Results**

Squared Multiple Correlations (SMC) = R <sup>2</sup>	
	Estimate
Confian1	0,579
Confian2	0,577

**Table 11: Presentation of the Results of Percentage of Variance Explained for the Variable Conf1 (Hon)**

Squared Multiple Correlations (SMC) = R <sup>2</sup>	
	Estimate
Confian8	0,630
Confian6	0,534
Confian9	0,439
Confia12	0,521
Confia15	0,526

All the coefficients of the variance share tables explained are well above 0.20 as recommended by Roussel for both Conf1 (Hon) and Conf2 (Rel).

### Measurement Model Evaluation Results

Two steps were necessary to examine the adjustment of each variable, one after the other, with its indicators. The first step was to study the significance of the factor contributions of the indicators. The second step was to assess the reliability of internal consistency of each variable and its explained variance. The significance of factorial contributions. In practice: “The value of Student's t- test must be greater than 1.96 at the 5% significance level for each factorial contribution of the indicators attached to a construct in order to verify the positive ratio between them” (Roussel P. & al. (2002), p. 104 [25 op. cit.]). Regressions relating the various latent variables are presented in Table 12 below.

**Table 12: Regression Weights**

	Estimate	S.E.	C.R.	P
confian8<--Honesty	1,095	0,051	21,593	0,000
confian9<--Honesty	0,877	0,051	17,156	0,000
confia12<-- Honesty	0,922	0,053	17,296	0,000
confian2<--Relations	1	0,000	0,000	1,000
confian1<--Relations	1,035	0,066	15,658	0,000
confia15<-- Honesty	1,00	0,052	19,398	0,000

confian6<-- Honesty	1,000	0.000	0.000	0.000
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The values of the tests t (C.R.) are all greater than 1.96, however those of items 2 and 6 have been predetermined. These CR values (t tests) confirm the meaning of the link of each indicator to its construct.

**Table 13: Presentation of the 1st Fundamental Result of the Confirmatory Factorial Analysis.**

Regression Weights	Estimate	S.E.	C.R.	P
Confian8 <-- Honesty	0,71	0,051	10,858	0
Confian9 <-- Honesty	0,584	0,052	9,514	0
Confia12 <-- Honesty	0,903	0,055	8,178	0
Confian2 <-- Relations	1			
Confian1 <-- Relations	0,875	0,050	12,30	0
Confia15 <-- Honesty	0,711	0,052	9,206	0
Confian6 <-- Honesty	1			

Verification of the acceptability of estimates is based on the absence of negative variances or standardized coefficients (E.S.) greater than 1.

**Results of the study of reliability of internal consistency, validity of scales of measurement and shared variance**

- **The simplified formula for evaluating the internal consistency reliability of each construct (rho de Ksi) is given below:**

$$\text{Fiabilité (}\rho\text{)} = \frac{(\text{Sum of standardized factorial contributions})^2}{[(\text{Sum of standardized factorial contributions})^2 + (\text{sum of indicator measurement errors})]}$$

The results of the confidence reliability calculation (Rho de Jöreskog) and its dimensions are Presented in the table below.

**Table 14: Presentation of Reliability Measurement Results**

Fiabilité de Joreskog et Sörbom		
Rhô Confidence	=	0,9498
Rhô (conf1-Hon)	=	0,9278
Rhô (conf2-Rel)	=	0,8601

A review of the above indices shows that confidence reliability, as indicated by the Jöreskog Rho coefficient, reaches a level of 0.95. This level is widely acceptable in relation to the level recommended in the literature. It is excellent and confirms the reliability of the measuring instrument. As regards the reliability indices for Conf1 (Hon) and Conf2 (Rel), they have fairly satisfactory levels of 0.93 and 0.86. These reliability indices are compared with Cronbach's alpha in the following table.

**Summary of Cronbach alpha coefficients under SPSS software and Jöreskog rho coefficients under AMOS software.**

**Table 15: Latent Variables Reliability Indices**

Latent Variables	Confidence	Conf1 (Hon)	Conf2 (Rel)
Cronbach Alpha	0,66	0,88	0,88
Joreskog's Rho	0,95	0,93	0,86

The high level of the indices shows that there is a very low correlation between the latent variables of the concept. Reliability shows a correct Cronbach alpha of 0.8618. It is 0.8699 for the value of standard alpha. The recommended Cronbach alpha (Churchill G. (1979 [24 op. cit.]) allows measurement of reliability (required levels between 0.6 and 0.8). For the rating scale, this alpha (1) value is 0.7620. The standard alpha for the latter is 0.7728. These values confirm the reliability of the internal consistency of the concept measurement and each latent variable. Convergent validity can then be considered.

**• Convergent Validity Calculation Results**

The Convergent Validity Rho (RhoVC) of the measurement scales. It is used to evaluate the variance shared by a construct and its measurements. This rho must be greater than or equal to 50% (Roussel P. & al. (2002)) [25 op. cit.]. The RhoVC of trust is acceptable. The same applies to the latent variables: Conf1 (Hon) and Conf2 (Rel) - see Table 16 below.

The simplified formula for calculating RhoVC is as follows:

$$\text{RhoVC} = \frac{\text{(Sum of standardized factorial contributions squared)}}{\text{[(Sum of standardized factorial contributions squared) + (sum of indicator measurement errors)]}}$$

**Table 16: Summary of the results of the RhoVC calculation of the confidence package.**

Latent Variables	Confidence	Conf1 (Hon)	Conf2 (Rel)
Convergent Validity Rho	0,7308	0,7210	0,7547

**• Calculation of discriminate validity**

Reminder of the principle of calculation of discriminate validity (of the shared variance). Discriminate validity assumes that the mean variance of the variable is greater than the square of the covariance with the other variable (alternvc (pvc)>Appendix2 (φ<sup>2</sup>)): the test principle states that the variance shared between the latent variables must be less than the variance shared between the latent variables and their indicators. The shared variance is determined by the correlation between two latent variables, squared (Roussel P. & al. (2002) [25 op. cit.]).

**Table 17: Presentation of the Covariance squared between exogenous research variables.**

Variables	Conf1 (Hon)	Conf2 (Rel)
Conf1 (Hon) $\rho_{vc}=0,72 > \varphi^2$	1	0,166396
Conf2 (Rel) $\rho_{vc}=0,75 > \varphi^2$	0,166396	1

This is the method for calculating the discriminate validity of Fornell & Larcker (1981) [27 op.cit.] for all latent variables.

**• Descriptive results of the search variables.**

The results below show the descriptive characteristics of the variables in the search model.

**Table 18: Overview of Descriptive Statistics of Research Variables**

Variables	Minimum	Maximum	Average	Standard deviation	Variance
Conf1 (Hon)	5,00	25,00	17,0415	3,91825	15,353
Conf2(Rel)	2,00	10,00	6,8484	2,38184	5,673

The evaluation results presented above generally indicate a model with good fit criteria. First, it was agreed to discuss the stabilization of the Confidence Perception Measurement Scale (CBM). The discussion then turned to the model test that established the structural links between the various latent variables of the constructor (AFC). Finally, we tested the convergent and discriminating validity of the construct.

**Results Discussion**

The results of the scale pre-test, the presentation of the Descriptive Statistics of the variables, the verification of the normality of the data, the study of the reliability of the internal consistency, the validity of the scales of measurement (ACP), showed a two-dimensional structure of confidence. The approach followed the first prerequisite for measuring a concept. Indeed, the measurement of a

concept begins with its definition. The examination of the dimensions made it possible to verify perfectly that 'the capacity of the product' and 'belief' are integrated into one and the same broader dimension which is summarized in the 'relations (Rel)'. As for the 'honesty' dimension - which has appeared in the literature - it is reproduced extensively in the local context. This finding is similar in the perception of this dimension despite cultural differences. Thus, the assumption that the concept of Confidence is multidimensional was tested. Moreover, these two dimensions are highly emotional.

The constructor adjusted correctly to the data collected from the customer (pre-test and ACP test). The in-depth evaluation of the Good Model Fit (AFC) criteria showed results that were clearly acceptable. The constructor is in correct alignment with customer data. Indeed, the results obtained have highlighted the structure of Trust as well as its two manifestations: Rel and Hon. Reliability was assessed using the Coefficients: 'Cronbach alpha' and 'Jöreskog Rho'. The validity of the scale was observed through the causal relationships (convergent validity (Somevc i.e. ( $\rho_{vc}$ )) and discriminate validity (Somevc >2 i.e. ( $\rho_{vc} > \phi^2$ )).

These results reveal a measure of customer confidence that is perceived differently in the Senegalese context of the insurance market. It seems that we are not dealing with a 'universal' consumer. So there is a difference in the conception of this phenomenon between the local consumer and the one elsewhere since it appears totally emotional.

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