

# The Necessary and Sufficient Conditions of Customer Loyalty: The Role of Broad-Scope Trust

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## **Abstract**

Current study aims at investigating the interplay between the broad-scope trust (BST), firm trust and satisfaction in influencing consumer loyalty in telecommunications market. The results of two consumer surveys indicate that the role of BST as new institutional norm is essential: thus being high, it diminishes the role of firm trust on loyalty; and being low – it “locks in” consumers, by motivating them to stay with the service provider they do not trust, because the BST is also low.