

A Review of antecedents and effects of brand loyalty towards home appliances brands in Algeria

سوابق وتأثيرات الولاء للعلامة التجارية نحو العلامات الالكترومنزلية في الجزائر

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Abstract:

This study at hand aims at highlighting the most significant brands loyalty antecedents through the purchase of specific home appliances in Algeria by taking a 250 respondent's survey to analyses and interpretation.

The PLS method's results manifested a clear and direct effect between satisfaction and trust, trust and attachment, attachment and commitment with the latter being linked to the costumer's loyalty to the commercial brand. It has also determined a positive yet indirect impact amid satisfaction, attachment, commitment and loyalty on one hand, and trust with commitment plus attachment with loyalty on the other hand.

Key words: brand Loyalty, customer satisfaction, brand trust, brand commitment, brand attachment

ملخص:

تهدف هذه الدراسة إلى إبراز أهم سوابق الولاء للعلامة التجارية من خلال شراء علامات معينة من الأجهزة الالكترومنزلية في الجزائر عن طريق أخذ عينة عشوائية بسيطة للمستجوبين، وقد تم الحصول على 250 حالة قابلة للاستخدام والتحليل.

نتائج التحليل باستخدام طريقة PLS توصلت إلى الأثر المباشر بين كل من الرضا والثقة وبين الثقة والتعلق و بين التعلق والالتزام و بين الالتزام وولاء المستهلك للعلامة التجارية و توصلت أيضا إلى الأثر الايجابي و الغير مباشر بين الرضا و التعلق و بين الرضا و الالتزام و بين الرضا و الولاء و توصلت أيضا إلى تأثير ايجابي و غير مباشر بين الثقة و الالتزام و بين التعلق و الولاء للعلامة التجارية.

الكلمات المفتاحية: ولاء المستهلك للعلامة التجارية، رضا الزبائن، الثقة بالعلامة التجارية، التعلق بالعلامة التجارية، الالتزام نحو العلامة التجارية.

1. INTRODUCTION

Loyalty is one of the most important assets of a corporate brand. Research in this area has examined evolutionary marketing activities and the relationships with customers. The growth of

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customer-centric marketing has occurred in the product, market, and customer oriented phases. (Tian and Kamran,2021)

The exact definition of brand loyalty is rather tricky and complicated, since it can either represent the final product or outcome of the organization's activities, long or short-term plans or its exterior and interior transactions with different parties whether directly or indirectly. Hence, the importance of keeping the current clients, while building a long-lived bond, creates a positive stand towards the brand which in turn will be the ignition in connecting the customer to the organization for a rangy period of time.

Wherein would evaluate the products and basic services while showing devotion in reburying and reutilizing the previously mentioned in the future automatically and repeatedly (Abdullah and al,2002).

For that reason, the loyalty of the costumers has become the indispensable challenge for investigators and practitioners in the past few year (Crié, 2002). Under the consumer marketing in which costumer faced by similar products with resembled attributes, the costumer remains the vital pillar in building and improving the commercial brand.

Therefore, this study answers the raised research problematic was as follow : Is there any positive effect between the different loyalty antecedents ?

Therefore, The specific objectives of this study is reported here are to suggest a document which sheds some light on unprecedented loyalty antecedents.

that did not get enough attention, and that would be via: Obtaining an objective and general measurement to the brand loyalty due to the dispute upon its definition by various scholars, basing on the realization of its diverse components (behavioral loyalty, directional loyalty ...).

This study is significant to the Understanding the direct and indirect relationship between trust, attachment, commitment and loyalty.

This study integrates a descriptive and analytical method while collecting numerous data from literacy works and previous studies done by other researches related to the subject.

2. THEORETICAL BACKGUOND AND HYPOTHESES DEVELOPMENT

2.1. Perceived Costumer's Brand Loyalty

There has a declaration that true loyalty has two sides to it, both behavioral and directional. On that note, Brown (1952-1953) suggested that it is crucial to define both sections (Kahn and al,1986). Moving on, Dick & Basu (1994) claimed that loyalty is a relative link between behavior and different directions towards a specific thing namely the brand, product, service, shop and buyer (Dick& Basu,1994).

2.2. Perceived customer satisfaction

For Howard and Sheth, satisfaction is a person's mental state, which he feels while getting a reward thanks to an effort or a financial sacrifice. For Oliver, it is the psychological state resulting from a mixture between emotions and unachieved expectation while being related to the individual's

initial feeling stemming from customer prior experiences. Hence, it is a comparative study amid the accomplished performance and prior experience.

Inquiries are still proving that clients' satisfaction is the most important measurement to any organization's performance aside from others like profit or market share, since the former's high level can reflect a better loyalty and positive recommendations from one client to another (Koskas, 1997). Since it is believed that the more satisfied the consumer is, the more invested he would be in future intersections. Yet, such bundle cannot be taken for granted for the time being, as enhanced portions of satisfaction do not guarantee higher income or purchases, which has in turn gravely impacted several organizations in establishing a powerful and stable bond with their clients (Marion and al,2003).

There has been an agreement amongst researchers and practitioners such as Cronin & Taylor (1992), Gremler & Brown (1997), Fitzel (1998) and Sivadas & Baker-Prewitt (2000), that satisfaction is the inception to loyalty since it acts as the consumer's response towards the latter without the mediation of the client's own (Abdullah and al,2002).

Brand attachment presents the motivational aspect and brand attachment refers to evaluative characteristics. The extant literature demonstrates that brand satisfaction usually leads to a favorable, a stronger bond with a brand, and brand loyalty (Hwang and al,2021).

The relationship between satisfaction and trust has been widely researched in marketing literature (Kuenzel & Halliday, (2008); Wang & Emurian, (2005); Schau, Muniz & Arnould, (2009). While there seems to me no consensus on the direction of causality, in the current study it is postulated that customer satisfaction with a brand should eventually lead them trusting that brand. Prior studies have found a positive relationship between brand satisfaction and attachment. (Chinomona. 2013). Thus the hypotheses we get from a literature are as follows:

H.1: There is a direct and positive effect between customer satisfaction and loyalty.

H.2: There is a direct and positive effect between customer satisfaction and brand trust.

H.3: There is an indirect and positive effect between customer satisfaction and brand attachment.

H.4: There is an indirect and positive effect between customer satisfaction and brand commitment.

H.5: There is an indirect and positive impact between satisfaction and loyalty.

2.3. Perceived brand Trust

According to Narius and Anderson (1990), trust is a "valid assumption from a certain partner that the other end of the partnership will accomplish the necessary arrangements that would lead to positive outcomes". (Moulins & Roux, E. 2008).

Then, on the report of Chaudhuri & Holbrook (2002), it is the client's wish that the brand will perform its regular advertised tasks. Hence, it is viewed similarly to safety, performance and credibility (Anuwichanont,2010).

There have been several theoretical and practical studies which presented trust as a vital indicator for relational commitment and therefore, a strong marketing tool in the buildup to immense clients-franchises bonds and a continuous share in the market. Such inquiries have pointed out the existence of a positive link amid trust and loyalty to the commercial brand, since the former contributes to both the latter is directional and behavioral sides.

There are many models presented by the Singh & Sirdeshmukh (2000), Chaudhuri & Holbrook (2001), and De Ruyter et al, (2001) have suggested that trust is a varying intermediary amid the bond of satisfaction- loyalty to brand. On the same line of thoughts, Berry (1993), Gremler & Brown (1996) and Taylor et al, (2004) found that it assists in creating loyalty, while Morgan Hunt (1994) stressed its importance in being the seed to commitment and hence creates the loyalty of clients.

On a similar note, Michel Costabile claims that the existence of loyalty between firms and its clients is manifested through constant interchangeable trust (Kaufman & Faguer, 2005).

while there are few examples Lasser et al, (1995) and Martin & Brown (1991), who have proclaimed that the credibility of the product is of huge cruciality in determining the mark's stronger points,

Highlighting its high vitality to the customer's trust since his loyalty is granted through several guarantees which only occur throughout various prior experiences and meticulous information regarding the brand itself. (Goi, 2011)

Several conceptual and empirical studies have acknowledged customer trust as a key determinant of relational commitment (Tax, Brown et al., 1998; Garbarino and Johnson, 1999). In addition, trust was proposed as the most powerful relationship marketing tool in building strong customer relationships and sustainable market share (Urban, Sultan et al., 2000; Reichheld and Scheffer, 2000; Berry, 1996). Empirically, considerable research findings indicated that the positive relationship existed between brand trust and brand loyalty, (Anuwichanont, 2010).

Consumers who trust a brand are willing to improve and sustain an affective bond with the brand that makes them feel warm and enjoyable. Eventually, a stronger affective bond culminates in brand attachment higher level brand trust can be expected to lead to a stronger brand attachment higher level brand trust can be expected to lead to a stronger brand attachment. (Chinomona, 2013) here fore, it can be hypothesized that:

H.6: There is a direct and positive effect between brand trust and brand loyalty.

H.7: There is a direct and positive effect between trust and brand attachment.

H.8: There is an indirect and positive effect between brand trust and brand commitment.

H.9: There is an indirect and positive effect between trust and brand loyalty.

2.4. Perceived brand Attachment

In addition to commitment, trust and satisfaction, attachment is considering one of loyalty's antecedents according to several researchers. Thus, it is the feeling, which connects individuals, a person alongside a product or a service, which develops into repurchasing with constancy.

In the marketing business, attachment can portray emotion and sustainable reactions with the indispensable brand, creating a psychological connection with the latter, which in turn pushes the costumer to rebury such brand.

Lacoeuilhe (2000) defined attachment as a mental relationship that reflects a sustainable, unchangeable and emotional link with brand. Moreover,

Heilbrun (2001) claimed that is an emotional connection stemming from the client to the brand.

while Cristau (2001) sees it as an emotional, mental sustainable and strong link amid the client and the brand (Magnoni & Roux, 2005), which was originated by Bowlby (1979) but further developed by Simpson, Collins, Tran, and Haydon (2007), Gillath, Shaver, Baek, and Chun (2008) and Bell (2010), among others.

This theory propounds that attachment to figures is an inborn behavioral system (Chinomona, 2013). In sum, we propose the following hypothesis:

H.10: There is a direct and positive effect between brand attachment and brand commitment.

H.11: There is a direct and positive effect between attachment and brand loyalty.

H.12: There is an indirect and positive effect between attachment and brand loyalty.

2.5. Perceived brand Commitment

On the account of Sheaves & Barnes (1996), Mentzer (1995), Geyskens et al, (1995), Achrol & Gundlach (1995), Ganesan (1994) and Sheer & Stern (1992), commitment is a long term direction in sake of the connection, including the desire to continue in such relationship

(Terrasse, 2006). Through the previous definitions, it is manifested that commitment is continual for a long period of time to result in a successful relationship, while its reduction might create a level of doubt and desire for the costumer to interact with different brands. On this note, Iwasaki & Havits (2004) and Pritchard, Havits & Howard (1997), stated that it resembles paperwork amongst clients and brands since it reinforces loyalty (Anuwichanont, 2011). Previous literature (e.g. Garbarino & Johnson, 1999; Hennig-Thurau, Gwinner, & Gremler, 2002), this study defines customer commitment as an exchange partner's willingness to maintain an ongoing relationship with another. A favorable corporate reputation provides customers with repeated positive reinforcement, which creates commitment-inducing emotional bonds (Su and, 2016),

Kasper and Bloomer (1995) have announced that commitment is all about repeated purchases of certain products and hence, it is showed through the connectedness to the brand and how essential it is to measure loyalty levels and predict futuristic instances (Abdullah and al, 2012).

There has been a declaration by several scholars such as Morgan & Hunt (1994) and Garbarino & Johnson (1999), that commitment is one of the asset variables in developing clients' loyalty.

On the same stream, investigations conducted by the likes of Pritchard et al, (1991) and Chaudhuri & Holbrook (2001) asserted that the latter is a paramount scale for instances as being a

strong index for loyalty due to its emotional and mental connectedness to the brand within the product's.

layer, leading to the costumers' trust and satisfaction and hence gluing them to the franchise in that order. Thus, it represents an effort to keep the brand's status of immense value. In sum, we propose the following hypothesis:

H.13: There is a direct and positive effect between brand commitment and brand loyalty.

3. RESEARCH METHODOLOGY

3.1. The Practical Frame: Data Analysis

It is representing by the survey list, which was obtaining through the results of prior studies and instruments used in such. A five steps Likert scale was introduced (strongly disagreed, disagreed, neutral, agreed and strongly agreed), with three provisions to loyalty to the commercial brand based on inquiries done by Aaker (1996), Yoo et al, (2002) and Emari et al, (2012). Then, three more provisions were put for the costumers' satisfaction of the brand stemming from Sahin et al, (2011) study, while two others were designated to commitment based on the investigation of Friseau (2000), while three items were designated to attachment and three items were designated to trust based on the investigation of Richard Chinomona(2013). Finally, six more provisions were dividing equally towards.

3.2. Product stimulus ,Sampling and data collection

It is usually the assembly of individuals, things or instances, which are research worthy, and opted for over generalist ability. In this case, all eventual and probable home appliances users represent the sample. Thus, a 250 individual were selecting as the chosen sample.

4. Results and ANALYSIS

The study hypotheses were testing using a partial least square structural equation modeling (PLS-SEM) approach with smart PLS 4.0.8.3 software. Here, a variance-based approach deemed more appropriate thanks to its higher explanatory power, compared to covariance-based SEM.

Previous studies have used the PLS-SEM analysis method as a statistical tool as a relatively complex multivariate model (Hair and al., 2017).

4.1. Descriptive Analysis

According to the number of respondents collected, 250 respondents meet the criteria previously determined and are eligible for analysis. The descriptive analysis divided by gender, age, income, and occupation.

A 250 questionnaire was analyzing, the majority of respondents according to gender are more female than male with 160 individuals, taking 64%. If according to age the majority of respondents are from 35 to 45 years old with 160 individuals, with 48% , Most respondents according to income was between 25000 to 35000 DA with 58%, The majority of respondents according to occupation employee with 130 individuals, with 52%.

The two dominant and favorable home appliances brands were Samsung with 34%, and LG with 28%. The following table demonstrates the findings.

Table 1: Favorable cell home appliances brands for the sample

Favorable Brand	Members	Percentage
Samsung	85	34,0
LG	70	28.0
BRANDT	40	16.0
MOLINEX	25	10.0
CONDOR	20	08.0
IRIS	10	04.0

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

4.2. The model's Evaluation mechanism: PLS

The PLS method of analysis is so distinguishable from other ones like LISTREL due to its capacity to uphold smaller samples starting from 30, to even bigger and complicated ones containing several hidden variables and provisions without to the need to any natural distribution. Thus, in such method, the process of sample analysis or quality evaluation, The main purpose of the PLS-SEM was to assess the relationships between the latent variables of the study (also known as the structural/inner model). However, prior to this, the variables' reliability and validity needed to be examined to ensure good-quality measurement (also known as the measurement/outer model). It should be noted that the present study involved first-order reflective (Salem and al,2022) ,would be divided into two phases:

Phase One: it includes quality evaluation or testing the intertwining bond amid the hidden variables and their elements of measurement. It is labeled as the standard evaluation of the search forum.

Phase Two: represents quality evaluation while investigating the relationship amid hidden variables within the research structure. It is hence label as the structural evaluation of the search forum.

4.3. The measurement model

4.3.1. Internal Consistency's stability

The following table demonstrates the findings

Table2. Stability through the use of Alpha Cronbach and Composite Reliability (CR) and Composite reliability (rho_c)

ResearchVariables	Alpha Cronbach	Composite Reliability (CR)	Composite reliability (rho_c)
attachment	0,959	0,963	0,973
brand loyalty	0,948	0,953	0,967
commitment	0,981	0,982	0,990
satisfaction	0,977	0,983	0,985
trust	0,951	0,956	0,969

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

As portrayed in the table above, the values of Alpha Cronbach were above 0.6 which shows stability (Churchill,1979). The results in the table above show stability in all research variables due to the values of CR and Composite reliability (rho_c)which were all above 0.7 (Gurviez& Korchia, 2002).

4.3.2. Convergent Validity

In order to confirm Convergent validity, two criteria are utilized in the form of Indicators leading and Average Variance Extracted (AVE).

4.3.2.1. Indicators Leading

Each indicator has to appear and lead on a latent variable with a T-value that is more than 1.96 and a level of significance less than 0.05(Roques & Michrafy, 2003). The obtained results are presented in the table below

Table3. Indicators Leading to Research variables

	Indicators Leading				
	Commitment	Attachment	Trust	Satisfaction	Brand Loyalty
att2	0,366				
att3	0,352				
atta1	0,322				
commit1			0,515		
commit2			0,495		

loy1	0,368	
loy2	0,323	
loy3	0,358	
sat1		0,369
sat2		0,333
sat3		0,320
trust1		0,324
trust2		0,354
trust3		0,369

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

The table demonstrates that each indicator is seen and leads on a latent variable with a t-value that is stronger than 1.96 and a level of significance that is lower than 0.05. hence, the stability is valid.

4.3.2.2. Average Variance Extracted (AVE)

Test results should not be less than 0.5, as demonstrated in the table below.

Table4. Average Variance Extracted (AVE)

Research Variables	Average Variance Extracted (AVE)
Commitment	0.831
Attachment	0.746
Trust	0.820
Satisfaction	0.910
Loyalty to the commercial brand	0.764

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

Through the table above, all values were above 0.5, which indicates the validity of stability. (Amamou & Koubaa,2013).

4.3.3 Discriminant Validity

The square root of the Average Variance Extracted has to have the highest correlation of that specific latent variable with any of the other ones. The following tables shows just that.

Table 5. Discriminate Validity to Research variables

Discriminate Validity					
	attachment	brand loyalty	commitment	satisfaction	trust
attachment	0,961				
brand loyalty	0,563	0,952			
commitment	0,344	0,237	0,990		
satisfaction	0,356	0,580	0,061	0,978	
trust	0,408	0,708	0,037	0,347	0,955

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

From the results, the Discriminate Validity has the highest correlation to every specific latent variable than others, which indicates the Discriminate validity.

4.4. The structural model (test hypotheses)

4.4.1. Explaining the Total Variance

It is done through the Coefficient of determination's values, since if it is higher than 0.67, then it is considered to be strong. Next, if is confined amid 0.33 and 0.67, then it is average. Finally, if the value is less than 0.19, then it is portrayed as weak, and the outcomes are addressed in the following table

Table 6. Coefficients of determination to Study forums

Significant coefficient of determination R			
Research variables	Coefficient of determination R	Standard Error	Level of Significance
attachement	0,166	0,055	0,002
brand loyalty	0,692	0,036	0,000
commitment	0,119	0,045	0,008
trust	0,120	0,047	0,011

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

From the results, the Coefficient of determination's value is average to all variables.

4.4.2.Level of Impact

It can be calculated with the Cohn's Irreducibility Criterion, since the effect of a latent variable of another can be determined via the values of F^2 . Moreover, a 0.30 value can be seen as big, 0.15 as average and a 0.02 as weak. Such demonstration can be seen in the table below.

Table 7. Level of impact for latent variables

Effects amongst Variables	F square signification		
	F ² values	Standard Error	Level of Significance
Commitment<-brand Loyalty	0.049	0,051	0,009
Attachment<-Commitment	0.135	0,060	0,025
Trust<-Attachment	0.199	0,028	0,044
Satisfaction <-Trust	0.137	0,105	0,007
satisfaction<-brand Loyalty	0.283	0,064	0,032
trust<-brand Loyalty	0.660	0,083	0,016

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

From the table, it can observe that the level of impact is strong amid all latent variables.

4.4.3 The Existence of a Direct Effect between research variables

The results of data processing are show in table 8. The Inner Model predicts causal relationships between variables or hypothesis testing. The next test is hypothesis testing with an estimated path coefficient, which can be evaluated by comparing the T-Statistics, value is greater than 1.96. Then the P-value is smaller than the value of 0.05 at a significant level of 5%,(Roques & Michrafy, 2003) as shown in the following table.

Table8. Testing the existence of direct effect between research variables

Path parameter in significance					Accept or Reject the Hypotheses
Path Parameters	Standar d Error	T value	Level of significance		
attachement -> brand loyalty	0,193	3,403	0,001		Accepted
attachement -> commitment	0,344	5,306	0,000		Accepted
commitment -> brand loyalty	0,132	3,469	0,001		Accepted

satisfaction -> brand loyalty	0,326	0,060	5,417	0,000	Accepted
satisfaction -> trust	0,347	0,068	5,127	0,000	Accepted
trust -> attachment	0,408	0,067	6,056	0,000	Accepted
trust -> brand loyalty	0,511	0,058	8,765	0,000	Accepted

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

These results indicate that the Path Coefficient explains that commitment significantly affects loyalty, attachment significantly affects commitment, trust significantly affects attachment and satisfaction significantly affects trust. Thus, its T value was more than 1.96 with P-values less than 0.05. So, this hypothesis H1, H2, H6, H7, H11, H12, H13 are accepted.

4.4.4. The Existence of an Indirect Effect between Research variables

Throughout the table 9, it can be observed that there is an indirect and positive effect amid attachment and loyalty, trust and attachment, satisfaction and commitment, satisfaction and attachment and between satisfaction and consumer's loyalty to the brand. Its T value was more than 1.96 and its P-values is less than 0.05. So, this hypothesis H3, H4, H5, H8, H9, H10, H11 are accepted.

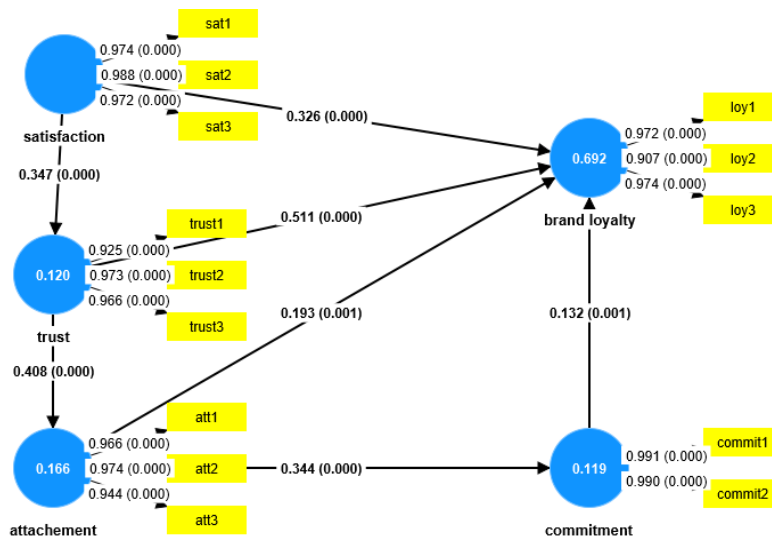
Table 9. Testing the existence of an Indirect effect between Research variables

Indirect Effect in significance					Accept or Reject the Hypotheses
Path parameters	Standard Error	T value	Level of significance		
attachment -> brand loyalty	0,045	0,017	2,752	0,006	Accepted
satisfaction -> attachment	0,141	0,042	3,405	0,001	Accepted
satisfaction -> brand loyalty	0,211	0,046	4,636	0,000	Accepted
satisfaction -> commitment	0,049	0,018	2,706	0,007	Accepted
trust -> brand loyalty	0,097	0,031	3,091	0,002	Accepted
trust -> commitment	0,140	0,036	3,888	0,000	Accepted

Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

The next format demonstrates the direct impact of loyalty's antecedents

Figure 1. direct impact of loyalty’s antecedents



Source: own elaboration by software Smart pls 4.0.8.3 [N=250]

5. CONCLUSION

The purpose of this study was to investigate the Antecedents and Effects of brand Loyalty In particular, 13 hypotheses were postulating. To test the proposed hypotheses, data collected from home appliances brands in Algeria.

The empirical results supported all the posited research hypotheses in a significant, way All of the previously mentioned points refer to a group of the most complex concepts in the field of marketing as an essential objective from the organizational point of view of planning.

In strategic marketing, since it brings about many positive outcomes for companies, since it is regarded as one of the paramount paths for business growth and costumer attraction, without additional investments or fundamental modifications to products, shopping and increasing sales outlets.

Furthermore, the concept of customer loyalty has always been the subject of discussion and controversy for not adopting a single point of view in interpreting loyalty

Accordingly, instead of trying to prove one of such views in a semi- isolated perspective, it may be more appropriate to integrate the factors that could explain the phenomenon of loyalty, which is what the investigators attempted to address in the study at hand.

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