

## THE IMPACT OF EMOTIONAL ATTACHMENT ON BRAND LOYALTY: A CASE STUDY OF ALGERIAN CONSUMERS



## MARKETING SCIENCE & INSPIRATIONS

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This research delves into the influence of emotional attachment on consumer behavior, focusing on its impact on satisfaction and loyalty within the context of brand relationships. This study investigates the role of emotional attachment in fostering lasting consumer relationships, focusing on its impact on satisfaction and loyalty within the context of a well-known Algerian brand, BIMO. A survey-based quantitative analysis reveals that emotional attachment not only directly enhances satisfaction but also serves as a robust predictor of loyalty. Mediation analysis demonstrates that satisfaction strengthens the pathway from emotional attachment to loyalty, underscoring the importance of creating emotionally resonant brand experiences. These findings underscore emotional attachment as a crucial factor in building enduring consumer-brand relationships, offering strategic insights for brands to foster deep loyalty and advocacy through emotionally engaging branding practices.

## 1 INTRODUCTION

Emotional attachment goes beyond liking a product; it creates a strong connection and loyalty to a brand, impacting consumer behavior and advocacy. Emotional attachment resembles relationships with people, with consumers viewing brands as integral to their identity. Scholars describe this attachment as a bond encompassing affection, passion, and a sense of connection, elevating the brand from a product to a part of the consumer's identity. This study explores factors driving emotional attachment, specifically brand personality, love, and overall experience, aiming to help businesses create lasting consumer bonds.

## 2 LITERATURE REVIEW

### 2.1 EMOTIONAL ATTACHMENT

Emotional attachment in consumer behavior refers to a strong, positive bond that goes beyond basic satisfaction with a product or service, reflecting a deeper, more personal connection between the consumer and the brand. Thomson, MacInnis, and Park (2005) define this attachment as an emotional bond characterized by affection, connection, and passion, linking both cognitive and emotional dimensions. Similarly, Park et al. (2006) describe brand attachment as the strength of the cognitive and emotional bond that ties a brand to the consumer's sense of self. Schmalz and Orth (2012) add that emotional attachment involves the extent to which a brand is perceived as self-referential and self-defining, reinforcing its role in identity formation. Expanding on these views, Patel et al. (2024) highlight the emotional depth of the relationship, underscoring how deeply embedded some brands can become in consumers' personal and emotional lives.

Cognitive and emotional bonds between a brand and the self result in two main effects: thoughts and feelings about the brand become easily accessible, and the brand gains relevance to the individual's identity, affecting their attention and

cognitive resources (Park et al. 2006).

Emotional attachment has also been conceptualized as a cognitive-affective bond that influences behavioral outcomes beyond traditional branding contexts, such as pro-environmental consumption (Wengler et al. 2024).

Psychological theories, particularly Attachment Theory by John Bowlby, explain emotional attachment formation, suggesting that early caregiver bonds shape later relationships. In consumer behavior, this theory implies that consumers seek security from brands, similar to caregiver bonds. Brands offering positive experiences, reliable products, and responsive service can foster dependability, encouraging emotional attachment. While attachment to people and objects differs, their core properties and behavioral effects remain similar (Bowlby 1979; Thomson et al. 2005; Ghorbanzadeh and Rahegh 2021; Park et al. 2006).

Park et al. (2006) proposed that brand attachment ranges from low levels, where consumer choices are objective and evaluative. As attachment strengthens, consumers demonstrate brand preference and become willing to sacrifice personal resources, such as time and money, to maintain the brand relationship. This loyalty results in resistance to alternatives and price insensitivity, with consumers willing to pay a premium or delay purchases if their preferred brand is unavailable (Van Lange et al. 1997; Park et al. 2006).

Brand love is a strong emotional attachment marked by intense positive feelings and affection for a brand. Carroll and Ahuvia (2006) define it as „the degree of passionate emotional attachment that a person has for a particular trade name“ (Albert et al. 2008). It reflects passion, commitment, and loyalty, aligning with consumers' self-identity and desired self-image (Fournier 1998). Brand love develops through consistent positive experiences, shared values, and effective emotional branding strategies – such as storytelling and experiential marketing – that evoke emotions and create lasting connections with the brand (Albert, Merunka and Valette-Florence 2008).

Consumers express brand affinity through passion, emotional connections, and positive responses (Albert et al. 2008), leading to strong commitment and repurchase behaviors (Grisaffe and Nguyen 2011).

While interrelated, brand attachment, brand love, and brand loyalty are conceptually distinct. Brand attachment reflects an emotional bond rooted in identity and psychological closeness (Park et al. 2010). Brand love involves deeper emotions like passion and idealization (Carroll and Ahuvia 2006; Albert et al. 2008), while brand loyalty refers to consistent purchase behavior driven by both emotional and evaluative factors (Oliver 1999; Dick and Basu 1994).

### 2.1.1 ANTECEDENTS OF EMOTIONAL ATTACHMENT

The primary antecedents of emotional attachment include brand-self congruence, brand personality, self-brand connection, consumer experience, consumer engagement, nostalgia, satisfaction, brand trust, brand image, and perceived value.

Brand-self congruence occurs when a brand aligns with a consumer's self-concept, enhancing emotional attachment and self-esteem (Sirgy 1982; Malär et al. 2011). Brand personality, defined as the human characteristics associated with a brand (Aaker 1997), fosters emotional connections when it resonates with a consumer's self-image or aspirations (Freling and Forbes 2005).

Self-brand connection is the extent to which consumers integrate a brand into their identity (Escalas and Bettman 2003). Brands that effectively communicate their values can become central to a consumer's self-concept, strengthening emotional bonds.

Consumer experience includes all interactions with a brand (Schmitt 1999). Positive experiences, such as excellent service and quality products, are vital for forming emotional attachments and enhancing perceptions of the brand (Brakus, Schmitt and Zarantonello 2009).

Consumer engagement reflects the level of involvement with a brand (Brodie et al. 2011). High engagement through community participation and social media fosters emotional attachment by creating a sense of belonging and investment in the brand (Hollebeek 2011).

Nostalgia is a sentimental longing for the past, often associated with personal memories and emotions (Holbrook and Schindler 2003). Brands that evoke nostalgic feelings can enhance emotional attachments by tapping into positive memories and providing comfort (Merchant and Rose 2013).

Satisfaction is the degree to which a product meets or exceeds consumer expectations (Oliver 1999). High satisfaction levels lead to positive feelings toward the brand, fostering trust and deeper emotional bonds over time (Gómez, Arranz and Cillán 2006).

Brand trust is the confidence consumers have in a brand's reliability and integrity (Chaudhuri and Holbrook 2001). It is crucial for emotional attachment, as it offers security. Brands that consistently demonstrate quality and transparency can build strong emotional connections (Delgado-Ballester 2004).

Brand image is the overall consumer perception of a brand (Keller 1993). A positive image aligns with consumer expectations and enhances emotional attachment, making the brand more appealing and trustworthy (Aaker 1996). Perceived value is the consumer's assessment of the benefits and costs of a brand (Zeithaml 1988). High perceived value enhances emotional attachment by providing significant benefits, whether functional, emotional, or social. Brands offering superior quality, competitive pricing, or emotional satisfaction foster deeper bonds and lasting attachments (Sweeney and Soutar 2001).

## 2.2 SATISFACTION

Satisfaction is a fundamental concept in marketing and consumer behavior, referring to the degree to which a product or service meets or exceeds the consumer's expectations (Oliver 1999). It is a post-purchase evaluative judgment that plays a crucial role in determining future repurchase behavior and loyalty as well as the overall success of a brand. Understanding that mere satisfaction is insufficient for lasting consumer relationships, marketers recognize that satisfaction encompasses the entire buying process, from expectations to post-purchase evaluations (Ghorbanzadeh 2021).

Multiple key theories and models help clarify the connection between consumer behavior and satisfaction. Expectation-disconfirmation theory, for example, posits that satisfaction is influenced by the gap between expectations and actual performance (Oliver 1980). Equity Theory focuses on perceived fairness, where consumers feel satisfied when they receive fair value (Bolton and Lemon 1999). Attribution Theory examines how consumers interpret the reasons for a product's performance, affecting their satisfaction levels (Weiner 2000). Moreover, emotional responses significantly shape satisfaction, with positive emotions, such as joy and excitement, enhancing it and negative emotions, such as frustration and disappointment, diminishing it (Westbrook 1987).

Satisfied consumers are more likely to exhibit loyalty, share positive word-of-mouth, and tolerate minor service failures. In contrast, dissatisfaction can result in negative behaviors like switching brands or filing complaints. Satisfaction acts as a precursor to emotional attachment; those with strong emotional ties to a brand are more likely to be satisfied (Thomson et al. 2005). Furthermore, satisfaction enhances brand trust, which is vital for emotional attachment, as consistent satisfaction fosters reliability and integrity (Chaudhuri and Holbrook 2001).

In digital marketing environments, satisfaction has also been tied to performance metrics such as engagement and conversion, indicating its strategic role in optimizing brand experiences (Kočíšová and Štarchoň 2023).

The interplay between satisfaction and emotional attachment creates a positive feedback loop, with each enhancing the other (Dick and Basu 1994). Another important impact of satisfaction on consumers is the reduction of cognitive dissonance, the psychological discomfort experienced when there is a discrepancy between expectations and reality. Literature points out three perspectives on their relationship: first, that brand attachment predicts consumer satisfaction; second, that satisfaction leads to brand attachment; and third, that emotional attachment mediates the relationship between satisfaction and outcomes like loyalty (Ghorbanzadeh 2021; Guru et al. 2024).

The first perspective suggests that strong emotional bonds lead to positive evaluative judgments, minimizing cognitive dissonance (Thomson et al. 2005). Conversely, the second perspective posits that repeated positive experiences result in emotional attachment, emphasizing the importance of satisfaction in solidifying the consumer-brand relationship (Oliver 1999).

While empirical research supports these perspectives, gaps remain, particularly regarding generalizability across contexts, the dynamic nature of satisfaction and emotional attachment, the impact of digital and social media, and limited empirical validation of emotional attachment as a mediator (Park et al. 2006).

## 2.3 LOYALTY

Loyalty is a critical concept in marketing, characterized by a consumer's commitment to repurchase or continue using a brand's products or services consistently over time. Loyalty extends further than just buying the same product repeatedly; it involves a strong inclination toward a brand that typically leads to supporting and rejecting competitor options (Dick and Basu 1994).

Loyalty can be classified into two major dimensions; attitudinal loyalty, which refers to the extent to which a consumer is committed to a brand encompassing the affective, cognitive, and conative aspects, and behavioral loyalty, which is the willingness to repurchase a brand (Oliver 1999; Ghorbanzadeh 2021). Recent research in the Algerian market confirms that fostering loyalty – whether attitudinal or behavioral – requires targeted relationship strategies, particularly in dynamic marketing contexts (El Mokretar and Adman 2023).

The Cognitive-Affective-Conative Model suggests that loyalty develops in stages. It begins with cognitive loyalty based on rational evaluations of brand attributes, progresses to affective loyalty characterized by emotional attachment, and culminates in conative loyalty, which is a strong commitment to repurchase (Oliver 2014). Relationship Marketing Theory emphasizes that loyalty is cultivated through strong brand-consumer relationships, driven by trust, commitment, and satisfaction (Morgan and Hunt 1994). Similarly, Social Exchange Theory suggests that loyalty arises from positive exchanges, where consumers perceive high value from the brand (Blau 1964).

Moreover, loyalty in consumer behavior is influenced by various factors, including satisfaction, perceived value, trust, and emotional attachment. Consumers who feel satisfied and perceive high value are more likely to remain loyal, and emotional bonds strengthen this loyalty (Oliver 1999). Loyalty involves a deep psychological commitment characterized by intense emotions, such as love and admiration (Grisaffe and Nguyen 2011). Furthermore, Oliver (1999) defines brand loyalty as a strong commitment to repurchase consistently, even amidst influences encouraging switching (Lam and Shankar 2014). He also describes four loyalty phases – cognitive, affective, conative, and action – developing in sequence (Sarkar 2014; Ghorbanzadeh 2021).

Literature has distinguished between brand love and brand loyalty. Brand love involves a strong emotional bond between the brand and the customer, whereas brand loyalty centers on the customer's consistent buying of a brand over a period of time (Guru et al. 2024). To encourage attachment-based repurchase, marketers must define emotional brand

attachment, identify its underlying causes, and determine controllable antecedents influencing it (Grisaffe and Nguyen 2011).

The relationship between loyalty and emotional attachment is deep and complex. Emotional attachment strengthens loyalty by fostering a strong bond that deepens the consumer's commitment to the brand, transcending mere transactions. This bond resonates with the consumer's self-concept and life experiences, making them less likely to switch to competitors, even when alternatives are appealing (Thomson et al. 2005).

Consumers with strong emotional attachment are more inclined to advocate for the brand, recommending it and defending it against criticism (Fournier 1998). This attachment creates lasting loyalty, ensuring stability in changing markets (Park et al. 2006). Additionally, it enhances the overall brand experience, integrating the brand into the consumer's identity and daily life, thus increasing both functional benefits and emotional significance (Schmitt 2012).

### 3 CONCEPTUAL FRAMEWORK

The conceptual framework aims to provide a comprehensive understanding of how satisfaction influences emotional attachment and subsequently drives consumer loyalty.

At its core is emotional attachment, defined as the bond consumers develop with a brand, characterized by feelings of affection, trust, and identification (Thomson et al. 2005). This attachment stems from the brand's ability to align with consumers' values, aspirations, and self-concept (Fournier 1998). Brands that create positive experiences and evoke strong emotions are likely to foster deeper emotional connections (Aaker et al. 2004).

*H1: Consumers who report higher levels of emotional attachment to a brand will also report higher levels of satisfaction with that brand's products or services.*

Conversely, satisfaction acts as an antecedent to emotional attachment, emphasizing the dynamic nature of consumer-brand interactions. Satisfaction, which reflects the fulfillment of consumer expectations (Oliver 1999), strengthens emotional bonds, thereby deepening attachment.

*H2: Higher levels of consumer satisfaction with a brand's products or services will lead to stronger emotional attachment to the brand.*

Satisfaction mediates the relationship between emotional attachment and loyalty. It demonstrates how effectively a brand meets consumer needs (Oliver 1980). High satisfaction levels lead to positive attitudes and stronger emotional connections (Westbrook 1987).

*H3: Higher levels of satisfaction with a brand's products or services lead to increased consumer loyalty.*

Loyalty, the ultimate outcome of emotional attachment and satisfaction, includes behavioral loyalty (repeat purchases) and attitudinal loyalty (strong brand commitment) (Dick and Basu 1994). Consumers who feel emotionally attached and satisfied are more likely to exhibit loyalty behaviors, reinforcing the consumer-brand relationship and fostering long-term profitability (Morgan and Hunt 1994).

*H4: Emotional attachment to a brand positively influences consumer loyalty.*

Satisfaction is closely linked to emotional attachment and loyalty, serving as a mediator between them. High levels of emotional attachment increase satisfaction, which enhances loyalty behaviors (Japutra et al. 2014). Additionally, satisfaction mediates the relationship between brand attributes and emotional attachment, demonstrating how positive brand experiences foster emotional bonds and loyalty (Park et al. 2006).

*H5: Satisfaction with a brand's products or services mediates the relationship between emotional attachment and consumer loyalty behaviors.*

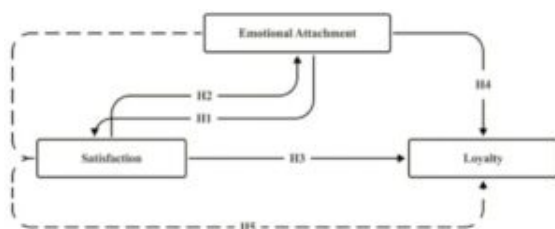


Figure 1: The conceptual framework

Source: Authors

### 4 METHODOLOGY

The primary objective of this study is to examine how emotional attachment influences consumer satisfaction and loyalty within the context of an Algerian brand (BIMO). Specifically, the study tests whether satisfaction mediates the relationship between emotional attachment and loyalty.

This study adopted a quantitative, survey-based research design to assess the causal relationships between emotional attachment, satisfaction, and loyalty. A cross-sectional approach was used to gather data from participants at a single point in time.

A non-probability convenience sampling technique was employed for its practicality in quickly reaching a wide range of Algerian consumers quickly. While this method may limit generalizability, it is considered suitable for exploratory research in emerging markets like Algeria.

Before full deployment, the survey instrument was pre-tested on a small pilot sample of 18 participants to ensure clarity, language appropriateness, and contextual relevance within the Algerian consumer market. Minor wording adjustments were made to enhance comprehension, particularly for translated items in the Arabic and French versions. To assess internal consistency, Cronbach's alpha coefficients were calculated for each construct. All scales demonstrated acceptable reliability, with values exceeding the commonly accepted threshold of 0.70.

A total of 205 valid responses were collected. The sample size aligns with empirical social science norms and exceeds the minimum requirement for regression and mediation analysis (rule of thumb: 10 – 15 participants per predictor). Data was collected primarily via an online questionnaire distributed through social media platforms like Instagram, Facebook, and LinkedIn. The questionnaire included validated scales from existing literature and was distributed in English, French, and Arabic to ensure better comprehension among Algerian consumers. Participation was voluntary and anonymous. No identifying personal data was collected. Respondents were informed about the study's academic purpose and gave implicit consent by submitting the survey.

The collected data was analyzed using IBM SPSS Statistics version 26 along with the PROCESS macro developed by Hayes (2022) to test both direct and mediating relationships among the variables. Simple linear regression analyses were conducted to test the direct effects between emotional attachment, satisfaction, and loyalty, corresponding to Hypotheses H1 to H4. To examine the mediating role of satisfaction in the relationship between emotional attachment and loyalty (Hypothesis H5), a mediation analysis was performed using Model 4 of the PROCESS macro. The analysis employed 5,000 bootstrap resamples and bias-corrected 95% confidence intervals to assess the significance of the indirect effect.

Statistical significance was set at  $p < 0.05$ . The interpretation of results was based on  $R^2$  values, standardized beta coefficients ( $\beta$ ), F-statistics, and p-values. This analytic framework provides a rigorous means of validating the hypothesized model by evaluating both direct and indirect pathways between the core constructs.

BIMO, a leading Algerian brand known for its confectionery products, serves as the case study due to its strong market presence and ability to create emotional connections with consumers. This focus aims to shed light on how emotional attachment influences consumer satisfaction and loyalty.

## 5 DATA ANALYSIS AND RESULTS

The collected data was analyzed to test the study's hypotheses regarding the relationships between emotional attachment, satisfaction, and loyalty. Regression and mediation analyses examined the strength and significance of these relationships, particularly how emotional attachment influences consumer satisfaction and how both constructs contribute to consumer loyalty.

### 5.1 HYPOTHESES 1 AND 2: EMOTIONAL ATTACHMENT AND SATISFACTION

Simple linear regression tested the relationship between emotional attachment and consumer satisfaction. Hypothesis 1 posited that higher emotional attachment corresponds with higher satisfaction, while Hypothesis 2 proposed that greater satisfaction strengthens emotional attachment. The regression results show a strong and statistically significant relationship ( $R=0.774$ ,  $R^2=0.599$ ,  $F(1, 204)=305.288$ ,  $p<0.05$ ), indicating that emotional attachment explains nearly 60% of the variance in satisfaction. The standardized coefficient  $\beta=0.774$  highlights the robust link between these variables. Findings support a strong relationship between emotional attachment and satisfaction, suggesting mutual reinforcement between the two constructs.

### 5.2 HYPOTHESIS 3: SATISFACTION AND LOYALTY

Hypothesis 3 examined whether consumer satisfaction significantly predicts loyalty. A simple linear regression was conducted with satisfaction as the independent variable and loyalty as the dependent variable. The model demonstrated a strong and statistically significant relationship between the two constructs ( $R^2=0.711$ ,  $F(1, 204)=502.605$ ,  $p<0.05$ ), with satisfaction explaining 71.1% of the variance in loyalty. The standardized coefficient was  $\beta=0.843$  reflecting the strong positive effect, confirming that satisfaction is crucial for loyalty, reinforcing the importance of maintaining high satisfaction levels to secure consumer commitment. This aligns with established marketing literature suggesting that positive post-purchase evaluations lead to stronger consumer commitment and repeated purchasing behavior.

### 5.3 HYPOTHESIS 4: EMOTIONAL ATTACHMENT AND LOYALTY

Another simple regression tested if emotional attachment positively impacts consumer loyalty. Findings revealed significant model utility ( $F(1, 204)=646.964$ ,  $p<0.05$ ) with an adjusted  $R^2$  of 0.760, showing that emotional attachment explains 76% of loyalty variance. The standardized regression coefficient was  $\beta=0.872$  ( $p<0.05$ ) confirming that deep emotional connections to a brand, exemplified by BIMO, foster consumer loyalty. The strength of this relationship underscores the importance of emotional engagement in branding, as it contributes not only to attitudinal loyalty but also to sustained consumer behavior over time.

Table 1: Regression summary table (H1 – H4)

Source: Authors, from SPSS ver. 26

#### 5.4 HYPOTHESIS 5: EMOTIONAL ATTACHMENT, SATISFACTION AND LOYALTY

To evaluate Hypothesis 5, a mediation analysis was conducted using PROCESS Macro Model 4 (Hayes 2022) to assess whether satisfaction mediates the relationship between emotional attachment (independent variable) and loyalty (dependent variable). The analysis was based on 5,000 bootstrap resamples and a 95% confidence interval, consistent with robust mediation testing standards.

Results indicated that emotional attachment was positively associated with satisfaction ( $a=0.6945$ ), and satisfaction, in turn, was significantly associated with loyalty ( $b=0.4514$ ). The indirect effect of emotional attachment on loyalty through satisfaction was  $ab=0.3135$ , with a 95% bootstrap confidence interval ranging from 0.2146 to 0.4220. As the interval does not contain zero, this supports a statistically significant mediation effect. These findings suggest that satisfaction plays a mediating role in the relationship between emotional attachment and loyalty, amplifying the overall effect of emotional attachment when consumers report high satisfaction.

Table 2: Results of mediation analysis

Source: Authors, from SPSS ver. 26

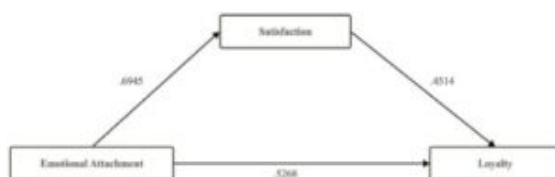


Figure 2: The mediation model

Source: Authors

## 6 CONCLUSION

This study highlights the significance of emotional attachment in shaping consumer perceptions and behaviors toward brands. It explored the factors influencing emotional attachment, including brand-self congruence, brand personality, consumer experience, and perceived value (Sirgy 1982; Aaker 1997; Escalas and Bettman 2003; Schmitt 1999; Holbrook and Schindler 2003; Oliver 1999; Chaudhuri and Holbrook 2001; Keller 1993; Zeithaml 1988), which foster deep emotional bonds that drive loyalty and advocacy (Thomson, MacInnis and Park 2005; Park et al. 2006). Data analysis confirmed that higher emotional attachment correlates with greater satisfaction and that satisfaction predicts consumer loyalty, accounting for 71.1% of the variance (Oliver 1999). Emotional attachment was also a strong predictor of loyalty (Thomson et al. 2005). Moreover, satisfaction mediates the relationship between emotional attachment and loyalty, indicating that satisfied consumers are more likely to remain loyal (Japutra et al. 2014).

## 7 RESEARCH LIMITATIONS &amp; DIRECTIONS FOR FUTURE RESEARCH

Despite valuable insights, this study has limitations. Firstly, the use of convenience sampling restricts the generalizability of the findings; future research should employ random sampling for better representativeness. Secondly, the cross-sectional design captures data at a single point in time, whereas longitudinal studies could offer deeper insights into the evolution of emotional attachment and loyalty (Park et al. 2006). Lastly, focusing on a single brand, BIMO, may limit the applicability of results; future studies should explore multiple brands across various sectors to validate the findings.

Future studies could explore several key areas based on these findings. First, longitudinal research is essential for understanding how emotional attachment, satisfaction, and loyalty evolve over time. Second, examining a broader range of brands and industries would enhance the generalizability of results beyond BIMO and identify industry-specific factors (Schmalz and Orth 2012).

Third, investigating the influence of digital and social media on consumer-brand interactions is crucial, as these platforms significantly shape emotional bonds. Lastly, considering cultural contexts can reveal how cultural differences impact consumer behavior and brand attachment (Ghorbanzadeh and Rahehagh 2021).

In conclusion, this study emphasizes the importance of emotional attachment in driving consumer satisfaction and loyalty. Understanding the factors that foster these bonds can help brands strengthen relationships and build long-term loyalty.

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## KLÚČOVÉ SLOVÁ/KEY WORDS

emotional attachment, consumer loyalty, satisfaction, brand attachment, BIMO  
emocionálna náklonnosť, lojalita spotrebiteľov, spokojnosť, náklonnosť k značke, BIMO

## JEL KLASIFIKÁCIA/JEL CLASSIFICATION

M31

## RÉSUMÉ

### Vplyv emocionálnej väzby na vernosť značke: Prípadová štúdia alžírskych spotrebiteľov

Tento výskum sa zaoberá vplyvom citovej väzby na správanie spotrebiteľov, pričom sa zameriava na jej vplyv na spokojnosť a lojalitu v kontexte vzťahov so značkami. Táto štúdia skúma úlohu citovej väzby pri podpore trvalých vzťahov so spotrebiteľmi, pričom sa zameriava na jej vplyv na spokojnosť a lojalitu v kontexte známej alžírkej značky BIMO. Kvantitatívna analýza založená na prieskume odhalila, že citová väzba nielen priamo zvyšuje spokojnosť, ale slúži aj ako spoľahlivý prediktor lojality. Analýza sprostredkovania ukazuje, že spokojnosť posilňuje cestu od citovej väzby k lojalite, čo zdôrazňuje dôležitosť vytvárania emocionálne rezonujúcich skúseností so značkou. Tieto zistenia zdôrazňujú emocionálnu väzbu ako kľúčový faktor pri budovaní trvalých vzťahov medzi spotrebiteľom a značkou a ponúkajú strategické poznatky pre značky, ktoré majú podporiť hlbokú lojalitu a obhajobu prostredníctvom emocionálne angažovaných postupov pri budovaní značky.

## RECENZOVANÉ/REVIEWED

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