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Branding and its impact on customer loyalty

Abdelmalek Djamel Eddine

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Abdelmalek Djamel Eddine

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In response to the intense competitive landscape within the Algerian telecommunications sector, marked by the influx of international brands, this study delved into the pivotal role of branding, specifically focusing on the Mobilis brand. Against the backdrop of global market shifts and increased customer choices, the study aimed to understand the extent to which the Mobilis brand contributed to customer loyalty. Through a mixed-methods approach, encompassing theoretical literature review and empirical investigation, this research sought to explore the nuanced relationship between branding and customer loyalty, shedding light on the complex dynamics in a competitive market.

The study was prompted by the urgent need for Algerian institutions, particularly in sectors like energy, automotive, and telecommunications, to adapt to dynamic global market transformations. With international brands entering the Algerian market, customer loyalty became a focal point for organizations. The telecommunications sector, specifically the rivalry between international brands like Ooredoo and Djezzy and the Algerian national telecommunications company, Mobilis, provided a pertinent context for this research.

The primary objective was to assess the effect of the Mobilis brand on customer loyalty. The study's sub-questions investigated the nature of the association between the Mobilis brand and customer loyalty, the liaison between brand appearance and customer loyalty, the connection between brand quality and customer loyalty, and the influence of the mental image of the Mobilis brand on customer loyalty.

The research adopted a meticulous mixed-methods approach, combining theoretical exploration of branding and customer loyalty concepts with practical investigation. Data was gathered from actual Mobilis customers in Tebessa, Algeria, using questionnaires. Statistical analysis, facilitated by SPSS, was employed to scrutinize the correlation between key variables.

The study revealed a significant correlation between the quality of the Mobilis brand and customer loyalty. Although there was a relatively weak correlation between brand appearance and loyalty, the mental image of the Mobilis brand had limited influence on customer loyalty. Additionally, an effective agency played a crucial role in establishing a statistically considerable connection between the Mobilis and customer loyalty.

In conclusion, this research illuminated the intricate connection between branding and customer loyalty within a competitive market context. The Mobilis brand, by ensuring high-quality services and effective agency interactions, played a significant role in fostering customer loyalty. These findings provide valuable insights for institutions navigating competitive environments, emphasizing the importance of brand quality and efficient customer interactions in building lasting customer loyalty.

Keywords/tags (subjects)

Branding, Customer Loyalty, Algerian Telecommunications Sector, Mobilis Brand, Market Competition, Brand Quality, Effective Agency, Consumer Behavior.

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1 Introduction

The field of marketing has recently witnessed fundamental developments. According to a study conducted by Marketing Trends Research Group in 2023, 85% of companies have shifted their focus from dispensing and selling products to prioritizing the customer as a strategic partner for the success of the brand (Matillion Marketing Trends Research Group, 2023).

Researchers in the field of marketing have introduced several essential terms to help companies understand their customers. Understanding the customer is crucial, and it is considered the primary

goal for 90% of companies and economic institutions (Enreach Customer Insights Report, 2023). This understanding enables businesses to identify customer needs and desires, allowing them to meet these needs effectively.

One of the pivotal terms that researchers have emphasized is the concept of the brand. Recent research has expanded the definition of a brand beyond its functional and utilitarian aspects. It now includes the sensory, emotional, intellectual, behavioral, social, and functional dimensions. In response to the highly competitive markets, especially in the service industry, companies are adopting innovative branding strategies. 75% of firms are exploring these strategies to develop their competitive advantages in the market (Pearcesigns Branding Strategies Report, 2023).

Recent research emphasizes the significance of the customer's interaction with the brand. Researchers like Kam Fung So & King (2010) have stressed that 92% of a customer's experience results from their actual and direct involvement with the brand, rather than from other sources. This emphasizes the significance of creating meaningful and engaging interactions between customers and brands, further underscoring the importance of understanding, and enhancing the customer's experience in modern marketing strategies.

The brand, whether in the form of a name, spoken word, visual representation, idea, or impression, is meticulously crafted according to the specifications, desires, and behaviors of the customer, as emphasized by Khamitov (2019). These brands act as the bridge connecting the institution and the customer, serving to captivate awareness. In the past, institutions focused on attracting customers and fulfilling their needs to ensure sustainability. However, the landscape has evolved, making it imperative for organizations, particularly given the formidable challenge of acquiring new customers in the fiercely competitive market, as noted by Bauerová (2021).

Customer loyalty stands as a strategic objective for organizations, necessitating adaptive measures, and the utilization of both physical and human resources to secure it. Winning the trust and loyalty of customers to the brand represents a vital yet challenging mission for enterprises, especially in the context of the cutthroat competitive environment they confront, as highlighted by Alqadri (2020).

With the transformations currently taking place in the Algerian economy, and because of the setting up of Algerian market to international markets, many foreign institutions with international brands entered the Algerian market, especially in the energy sector, because Algeria is one of the oil and Gas Exporting Countries, as well as the industry sector, which is witnessing a great struggle

after Algeria opened the field of importing and manufacturing cars locally, as well as the telecommunications sector, which is witnessing great competition between Ooredoo and Djezzy, and Mobilis.

In this study, the author chooses one of these leading brands by studying the brand status of the Algerian Telecommunications Corporation Mobilis and it is permitted to distribute the Mobilis brand throughout the national territory in the context of respecting the standards followed by the parent organization to reduce all competition to expand and continue.

1.1 Objectives of the study

To investigate the relationship between branding and customer loyalty in Mobilis company.

To study and examine the impact of brand dimensions on customer loyalty with the Mobilis brand in Algeria, which relates to the mobile telecommunications market.

To Investigate the various factors that affect customer loyalty.

To analyze business loyalty which helps in attracting more customers.

To examine the effect of favorability of branding on customer loyalty.

To examine the effect of uniqueness of branding on customer loyalty.

Enrich the university library with this research to be accessible to researchers after me to help them, even in a small way, in preparing their research and studies.

1.2 The problem of the study

The main research question of this study is:

To what extent does the Mobilis brand contribute to achieving customer loyalty?

1.2.1 The sub- research questions

The following are the sub-research questions are:

Q01: What is the nature of the association between the Mobilis brand name and customer loyalty?

Q02: Is there a well connection linking the appearance of Mobilis and customer loyalty?

Q03: How strong is the relationship between Mobilis brand quality and customer loyalty?

Q04: What is the impact of the mental image of the Mobilis brand on customers loyalty?

1.3 The hypothesis of the study

The main hypothesis

H1: The "Mobilis" brand contributes effectively to achieving customer loyalty, as there is a statistically significant relationship between them.

The sub-hypothesis:

H2: There is a statistically significant relationship between Mobilis brand name and customer loyalty.

H3: There is a significant correlation between the quality of Mobilis brand and customer loyalty.

H4: There is a statistically significant relationship between the mental image of Mobilis brand and customer loyalty.

1.4 The importance of the study

The importance of this study stems from the importance of the issue of customer loyalty as the ultimate goal that any brand seeks to achieve and as the main key to achieving competitive advantage and the role it can play in creating customer loyalty and thus its contribution to increasing and developing market share.

In addition, after in-depth research in Jamk university library and internet as well. I did not find combining the brand and customer loyalty together in the context of Mobilis in Algeria, or rather the effect of the brand on customer loyalty, so this research come to combine them in an integrative relationship and as a new idea in marketing research.

This study is of great importance, which is manifested in familiarity with the special knowledge of both the nature of the brand and customer loyalty and shows the relationship between the subject variables, namely brand and customer loyalty.

1.5 Curriculum and tools used

In order to understand the features of our problem and prove the validity of the hypotheses adopted

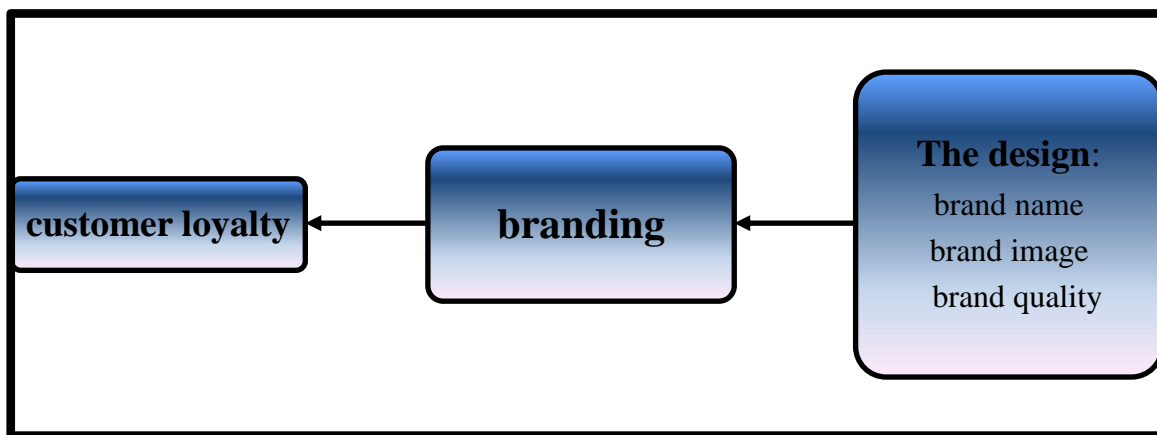
or not, the author adopted the descriptive approach. On the conceptual part of the study and relied on the descriptive method by collecting the necessary information about it using a desk survey. based on books in Arabic, English and French, as well as University theses, forums, and internet sites. also relied on a case study method in the applied aspect of the study as a means to scrutinize the data collected through the questionnaire and by using the analytical method in presenting and analyzing the results of the Applied study based on statistical methods such as Statistical Package for the Social Sciences (SPSS) as well as some statistical analysis tools to study the correlation between the basic variables of the study.

1.6 Methodology of the study

The model

Following an exploration of the theoretical foundation in this investigation, the theoretical framework utilized as a conceptual basis for formulating the research hypotheses was introduced.

Figure 1: Research model



Source: by the researcher based on previous studies

1.7 Areas and time of study

This study was conducted at the Mobilis Foundation. Tebessa agency, located on Tebessa State Road, Algeria, during the period from February 1, 2023, to November 20, 2023. The study limited to the category of actual customers of the brand Mobilis from the city of Tebessa.

1.8 Research Methodology

The research adopted a cross-sectional design, employing a survey methodology to gather data. The sample design encompassed aspects such as population size, sample elements, sample size, and sampling methods. The current study population was all Customers of the Mobilis brand in Algeria, while the sample represented customers of the same company (Mobilis) in the city of Tebessa.

1.9 Testing the reliability of the questionnaire

Evaluating the dependability of the survey necessitated employing the SPSS application to execute the Cronbach's alpha reliability examination. The Cronbach's alpha coefficient serves as an indicator of the internal uniformity in statistical assessments, including surveys and comparable scales. Internal consistency, or reliability, gauges how closely a set of elements interconnect as a unified entity. It aims to determine the dependability of surveys, questionnaires, and other evaluations by assessing latent, concealed, or unobservable variables.

1.10 Measures

Participants responses were collected using a Likert-type scale ranging from 1 to 5 for all variables. The measures have undergone rigorous evaluations in terms of reliability and validity. To ensure the correctness of the content, the supervising professor evaluated the measures before their implementation in the data collection for the study.

1.11 Reasons for choosing a topic

The author has chosen this topic driven by several intrigued by the overwhelming number of reasons. Firstly, brands available in the market, and the resulting confusion and indecision experienced by customers when making choices among this plethora. Secondly, drawn to topics related to customers as they can often be mirrored in real-life scenarios, allowing for a deeper understanding of human behavior and preferences.

Furthermore, the choice is motivated by the shortage of research on the specific topic of the role of brands in fostering customer loyalty, compounded by the limited availability to find references in this area. Lastly, the relevance of this topic to field of expertise adds another layer of significance, aligning with my professional interests and specialization.

1.12 Research structure

In order to address the subject of the study, its structure will be divided into two chapters, the first theoretical and the other applied.

Chapter One:

This chapter took care of the theoretical part of the study, which was divided into two researchers, where the theoretical literature of the brand was touched upon, by getting to know what a brand is (definition, importance, characteristics, components), and a requirement devoted to the basics about the brand, where the strategies for designing and registering a brand were also touched upon.

In the second topic customer loyalty, it includes research on the notion of customer loyalty, the path of building and measuring loyalty strategy, and in the last requirement, customer loyalty to the brand. The last requirement was devoted to applied literature (previous studies), which was divided into two groups: Arabic and English previous studies.

Previous studies are foreign and have been evaluated to highlight the advantage of the current study.

Chapter two:

This chapter was concerned with the applied part, which was divided into two researchers, where the study of the Mobilis brand and its role in achieving loyalty was touched upon, as it also included two requirements devoted to a public presentation for the Mobilis enterprise, the second requirement we will dwell on an overview of the Mobilis brand, while the last requirement is devoted to the methodological procedures for studying and presenting data analysis.

As for the second topic, the analysis of the results through the SPSS statistical program, while for the last one, it was devoted to the results and recommendations.

2 Literature review

Among the most important skills that distinguish marketing men from others is their ability to (create) brand formation, maintain it, and enhance its position in the markets, and marketing men consider the mark as the art and the cornerstone of marketing, and the mark is also the front end of the organization as it enables it to distinguish its products from various competing products, so the brand has taken a large part of the attention of marketing men who have studied its components and know their characteristics that make it an effective Mark. Thus, this chapter revolves around three basic topics, where the first topic will deal with what a brand is, the second topic will deal with the basics about customer loyalty, and the third topic will deal with previous studies.

2.1 Theoretical literature of branding

The brand is one of the main advantages of the product, it allows creating trade-offs and gaining customer loyalty, as it contributes to increasing the value of the offer, and it also contains complex symbolic content.

2.1.1 Branding concept

What is the brand?

The word brand is a general and comprehensive word, it means one thing for many writers and researchers, despite the different sentences and phrases, as it contains many connotations.

There are several definitions of a trademark, namely:

The brand embodies a tangible, visually representable symbol, encompassing words, such as names of individuals, letters, numerals, images, and unique shapes representing goods and services. It can be a combination of any of these elements (Alkhachrom, 2005).

A distinctive mark constitutes a name, symbol, or design, or a fusion thereof, crafted with the intention of delineating one seller's goods and services from those of competitors (Arashdan, 2009).

A distinguishing sign encompasses any discernible representation assumed by a manufacturer or merchant to set apart their products and services from analogous offerings in the competitive market (Kotler, 2007).

According to the previous definitions, we arrive at a comprehensive definition of the brand:

A brand is a distinctive and recognizable sign, comprising words, symbols, or designs, utilized by sellers to differentiate their goods and services from competitors, establishing a unique presence in the market.

The Power of Branding: benefits for Customers and Producers

The brand plays a big role in the market, marketing, and shopping through its benefits and benefits for both the producers (brand owners) and customers or buyers according to Namouch (2011) as follows:

A- For Customers (buyers)

Easy identification of the product, thereby facilitating the shopping and purchasing process.

Ensuring that the specifications do not differ from one unit to another of the same product that bears the same mark, and in this protection for the customer, this assurance applies to the same product that is sold in different places.

Branded products are subject to development and improvements by the producer in order to improve their competitive position in the market, and there is no doubt that the customer benefits from this development and improvement.

A brand can achieve a kind of psychological satisfaction for a customer, resulting from his feeling of excellence.

B- For Producers (brand owners)

Ease of promotion processes through the use of branding: the possibility of building brand loyalty with the customer, the customer insists on buying the same brand every time he needs the product.

Achieving a minimum level of sales of a particular brand also leads to minimizing and sometimes avoiding price competition between products of different brands. the possibility of the organization benefiting from the success of one of its brands in the market, by offering other products with the same brand.

Brand Criteria

Kotler (2007) emphasizes the significance of careful brand selection aligned with one's economic pursuits, emphasizing key characteristics essential for brand success. These include easy pronunciation, effortless mention, simple design, compact size, attractiveness, and easy installation on products. Kourtel (2012) adds further dimensions, asserting that a brand should stand out from others, be legally registrable, devoid of prohibited elements, easily translatable into foreign languages, and devoid of negative connotations in diverse cultural contexts. For instance, the term "Nova" could be misconstrued in Spanish-speaking countries. When these essential traits harmonize within a chosen brand, they culminate in a comprehensive model that guarantees success and customer acceptance, fulfilling ambitions and aspirations in the business realm.

The Multifaceted Elements of Brand Consistency: Tangible and Intangible Values

Consist according to Lewi (2005) the brand does not consist of only the name, the name is considered among the basic components of it and is among the intangible elements of it, because it also consists of other tangible elements, the brand is considered as a reference guide in the market and this depends on its tangible value (topical quality), and on its intangible value (quality, subjectivity,

anecdotal and shared quality), and is developed through these four elements, the quality of the brand, in addition to the most expensive and communication fluid that are also tools that allow the development of the brand.

Tangible values:

Product Quality: For product or service is crucial for its reputation. It's determined by factors like materials, human capital, and customer satisfaction. Quality can build or destroy a brand's image.

Price: Pricing is vital for a brand's positioning. High prices often indicate high quality, while low prices suggest the opposite. There are also brands with medium quality, falling in between.

Place of Distribution: Choosing the right distribution channels is essential. It reflects the brand's values and strategies. Distribution points act as meeting places between the brand and customers, embodying its personality and values.

Innovation: Innovation is vital for a brand's modernity and competitiveness. While quality ensures survival, innovation is necessary to keep up with evolving customer preferences and face market competition.

Intangible values:

The five senses of the brand: they include colors, smells, touch, taste, and sound, it's about a set of physical signals, signals and symbols that explain how to feel them, and this sensation is translated through its perception by the customer and distinguish it from competitors by the advantages it possesses.

A. Self-quality (brand identity): self-quality represents one of the elements of brand development, and represents one of the intangible elements of the brand, and it concerns a set of physical signals, a symbol that explains how it is perceived by the latter, and it allows to give everything that is perceived about the brand and distinguish it from other people's signs, which in fact brand signals call to recall the five senses of the individual .

B. Brand name: it is the first feature of the brand and represents a big role in facilitating the pronunciation process in order to facilitate the denunciation of the brand name, brand fame cannot be created, the name often consists of only one word, the naming can take several forms, including a family name, a geographical name, a mixed name, a random name, and the brand can be formed from various combinations, a short sentence or a coin name, a set of words, or from numbers and from the forms of the brand name abbreviated form, (Singles), which appeared as an imperative to simplify long brand names .

C. Visual signs: (logo) is considered the first visual sign of the brand and is distinguished by the way the letters (typographer) are formulated, by its colors and the way it is written, and allows the identification and differentiation of the brand, through the first consideration (logo) that allows it to be described in its reference field.

In fact, there are other characteristics of the brand, which are represented by colors, and usually the customer does not dislike the brand at first glance, and remembers the color before other characteristics, and color is the first basic element that organizations pay attention to when they introduce the brand, because it has a role in distinguishing and dividing products in the places of sale.

D. Tactile signals: shape, materials, packaging and packaging size, product components, are an essential component through which the brand communicates with the target group, which allows recalling or memorizing the product only and brands with wide consumption can be distinguished by their shape and packaging.

E. Olfactory and gustatory signals: this component of the brand is more developed compared to the previously mentioned components, and this did not prevent brands from using more and more odour (odeur) good corridor for excellence, this component in the cosmetic and hygiene sector, and taste plays an unique role in the consumer materials sector, it is a symbol of continuity more than other elements, and is considered among the components of the product that can attract a deterioration in sales.

F. Anecdotal quality (brand image) : The anecdotal quality of the brand is important, and by telling the story of the brand where its origin and Origin, its tale, geography and its advertising legend are understood, all these elements tell the story of the brand, so we note many brands whose history is formed through a hero, this hero can be the innovator of the brand, or a real person, this person contributes to making the dialogue between the brand and customers credible and also complimented and strengthened over time, this narrative mystery is develop it through publicity and through it the brand is distinguished and referenced from others.

G. Common quality: this quality is related to the famous brand, the common quality is translated into the social values developed by the brand, the latter proves its ability to question about the problems of our daily existence, by its presence everywhere, it can play the role of a lawyer in society, and a strong brand is through communication and contributes to society in several roles. Among

these roles, the guarantee, and then the answer to the cases of fear thanks to its presentation that responds to satisfy the needs of the target group of society.

Brand Power Dynamics

As per Sharman (2009), manufacturing enterprises employ specific labels on their products to accomplish the following objectives:

Establishing a connection between the produced goods and customers streamlines the purchasing process, as brand names instill confidence.

Distinguishing the enterprise's products from competing goods involves assigning a unique name or mark to each product, akin to other marks within the same commodity category.

Respected product brands encourage customer loyalty, leading to repeated purchases. Brand names serve as vital tools for word-of-mouth marketing, where customers share their positive or negative experiences, influencing others.

Utilizing a reputable brand name simplifies the presentation and marketing of high-quality, contemporary products, leveraging the same mark on the goods.

2.1.2 Exploring Brand Fundamentals

The brand is considered the fibers between the enterprise and its customers and is the driving stone of the marketing process in the market of exclamation of similar and alternative products. It turns out that the brand has forms, types, foundations in addition to the factors affecting them.

A. Diverse Brand Forms

According to Alkhachrom (2005) the forms of the brand are as follows:

Distinctive Names: the name here means the name of the person and includes his family, such as (Ford) in American cars, and the name (ROCCOBAROCOO) for Italian fashion, provided that the names are clear, understandable, and knowledgeable.

Alphanumeric Combinations: any merchant, commodity producer or service provider may take numbers and letters as a trademark that he accepts to register provided that they are highlighted, and it does not matter the way of writing or the language in which they are written such as (AVP) for soft drinks, (LG) for mobile phone.

Vibrant Colors: any merchant, commodity producer or service provider may take colors as his trademark and make it possible for the trademark to be one or more colors, in addition, it is possible

that this color represents part of the mark, such as placing a red or yellow marker or more than one color inside a geometric shape such as (PERSILE) washing powders, green dots were placed inside a set of circles that the owner chooses a single color, he cannot choose it in front of competitors, he also cannot monopolize the color if it is the natural color of the product such as lemon yellow, mint green, brown for coffee and white for cocoa, and the owner was allowed not to adhere to one particular color, he has the right to mix colors such as the color marker for toothpaste (CREST) German-made.

Unique Shapes and Images: any merchant, commodity producer or service provider may take shapes and images as his trademark, such as the image of an Indian man (the transporter Nash ken Tika), as well as drawing him as a kiwi bird on shoe polish, the image of a crocodile (LA COSTE) clothing brand and others.

B. Categorizing Brand Types

Arashdan's typology (2009) classifies brands into distinct categories. Firstly, meaningless trademarks, epitomized by names like KODAK and WEXON, are deeply ingrained in customers' minds, exclusively linked to the product and thereby enjoying the highest legal protection. Yet, establishing a robust brand-product connection necessitates extensive marketing efforts. The second category comprises innovative words existing in language, exemplified by marks like APPEL. Despite lacking an inherent link to the product, these marks receive substantial legal protection, requiring significant marketing endeavors, albeit less intensive than the first group due to their existing linguistic meaning, aiding memorability. Positive marks subtly suggest product traits, garnering considerable legal protection without directly describing the product. Descriptive marks, on the other hand, directly portray the product, simplifying the marketing process. However, their legal safeguarding is weak, hindering customers from discerning the product's source. Lastly, general marks, representing the product's name in common language, lack legal protection entirely, as all enterprises in the respective field must employ this mark, negating exclusivity and protection in favor of any particular entity.

2.1.3 Mastering Brand: Crafting Strategies, Design, and Registration for Success

Brand Strategies

Brand decisions are one of the most important key decisions, especially in the case of new goods, so the repeat purchase process encourages the development of commercial strategies. these strategies

can be summarized according to Ibn Siroud (2017) in the individual brand strategy, the overall brand strategy, and the joint brand strategy, which are as follows:

Individual brand strategy: In line with this strategy, the organization gives a name to each product, so this strategy is also called a multi-brand strategy, used by a product that makes many and multiple brands that have a sharp harmonic character, or the product brand strategy. This strategy is based on the triple: product – promise – name. One of the most important organizations that adopt this strategy is Procter and Gamble.

This company launched the first soap under the (Woolly) brand and made the first advertisement for this product with a double promise and even today this company still sells this product in USA with the same brand and the same promise, every time the company launches a product category, it creates a new brand. Today, the company operates 83 brands in the world and regularly advertises them.

Comprehensive brand strategies: It is also called the single brand strategy and also the brand expansion strategy, as it is based on the introduction of a single brand for all the organization's products, as well as the use of a new name for an existing product or brand, it works to launch a product within a new class of products and is often used in the industrial environment and in high-end brands with multiple market sectors, examples of these institutions that adopt this strategy are Bic, which has successfully marketed ballpoint pens, as well as single-use lighters, razors and even perfumes, and this strategy provides the organization with several positives, the most important of which is the image and strong reputation of the brand, and helps to create high and jealous institutions at the same time, this strategy is not without risks, for example, the loss or lack of success of the new product affects all the activity of the enterprise, the name of the enterprise may not fit well with the new products and does not necessarily lead to increased sales of other products.

Standard Branding Approach: Amidst the singular brand tactic and the product-specific branding approach, numerous intermediary options exist, including the signature brand approach, the product range brand, the guaranteed brand, and the collaborative brand, the formulation of a brand strategy is employed to stimulate and mobilize all products within the same performance category, concurrently, the product range brand approach bridges the gap between individual brand strategies and a comprehensive assortment brand strategy, particularly in scenarios featuring diverse product offerings. In such cases, the product range brand strategy can be implemented, unifying products under a

common name tailored to specific customer segments, leveraging distinct promises to cater to their unique needs.

Brand design

In line with the insights of Keller & Kotler (2016), crafting a brand necessitates adherence to specific methodologies.

A crucial step in this endeavor is the brand selection process, a pivotal phase that demands meticulous attention. Errors made during this initial phase can yield consequences difficult for an organization to rectify, potentially requiring substantial efforts and expenditures, to circumvent such pitfalls, it is imperative to engage marketing and legal specialists for brand selection. This process hinges on two fundamental elements:

Defining brand elements: The initial task involves determining the constituent elements of the brand, whether words, illustrations, numerals, imagery, or other forms. Each element has its merits and drawbacks. Word-based elements are powerful due to their resonance with various senses.

Conversely, marks based on colors or sounds can transcend language barriers. Cultural traditions also play a pivotal role. It is essential to align the brand with the societal norms and values of the target market. For instance, Coca-Cola faced challenges in Afghanistan due to the color red's association with blood and occupation.

Research Imperative: Subsequent to brand selection, thorough research and development are imperative. Neglecting this stage could result in significant financial repercussions. After selecting a mark, it is essential to confirm its availability. Failing to conduct proper research might lead to legal issues, including warnings, lawsuits, and injunctions against utilizing the chosen trademark. Such situations can incur substantial losses, including product recalls, legal expenses, and compensation payments. Trademark research is conducted at trademark protection and registration offices, involving intricate searches to ensure there are no existing trademarks similar to the designed mark, a process now streamlined by computer software, significantly reducing search time.

Brand registration conditions

They are denoted by formal and objective criteria, which can be delineated as follows:

Formal Requirements for Brand Registration: In accordance with the insights of Smith & John (2019), these prerequisites include:

Distinctive Attribute: This signifies the mark possessing a unique characteristic that sets it apart from other trademarks used to identify similar goods and services. This distinctiveness is crucial, as the absence of such uniqueness complicates customer identification and weakens the owner's protection against competitors.

External Distinguishing Feature: This pertains to the mark's dissimilarity with previously registered marks for similar products. The mark should be distinct enough to prevent confusion among average customers in typical purchasing situations.

Legality: The trademark must not incorporate prohibited elements or forms that contravene public morals, public order, national emblems, or religious symbols.

Brands' Legal Protection Requirements: According to Mohammed Hussein (1985), brands must adhere to the following conditions:

Filing the Registration Application: The initial step involves filing the registration application directly with the Algerian National Institute of Industrial Property. The application, submitted via mail or other appropriate means confirming receipt, must contain essential details, including the applicant's name, address, goods, or services associated with the mark, or items corresponding to the legally defined classification. The date of receipt by the competent authority marks the official filing.

Examination of the Deposit: The examination of the application's form and content is pivotal. The Algerian National Institute of Industrial Property scrutinizes the application, ensuring both positive form and content evaluations for successful deposit completion.

2.2 Unraveling the theoretical underpinnings of customer loyalty

2.2.1 The essence of customer loyalty

Definition of customer loyalty and its components: before addressing the concept of customer loyalty, we will first touch on the concept of customer:

"That person who applies to buy products or obtain services, but this meaning is considered somewhat limited in fact, everyone is a customer, whether from outside the organization or inside it, should be considered as a customer" (Jamel, Mostafa & Abu Bakr, 2006, p. 13)

Jill Gregan defined loyalty as: a customer who prefers or tends to buy certain items from sources or entities that meet his wishes lasts for a reasonable period, that is, the purchase is repeated at least twice.

From the previous definition, we conclude that loyalty is the behavior that the customer does about a particular good or service, represented by his repetition of buying it and preferring it over the rest of the competitors' products, despite the tempting offers they offer to change his decision.

2.2.2 Building customer loyalty: The key attributes and strategies for success

In-depth comprehension of customer needs and aspirations is crucial for fostering loyalty and building trust with an institution. High customer loyalty is often achieved by actively seeking feedback, engaging in dialogue, and incorporating opinions and experiences. According to Yusuf Jahim (2006), acquiring and understanding customers is fundamental, and institutions must strive to serve them better than competitors. Additionally, the organization's profitability relies on customer satisfaction, emphasizing the importance of retaining satisfied customers.

Modern technologies play a pivotal role in understanding customer behavior and collecting relevant information. To satisfy current and potential customers, organizations must leverage technology to target and meet their needs effectively. Post-purchase, customer service becomes essential, involving efforts to ensure product durability and repair. The consistency of information and processes is crucial, with accurate data serving as a solid base for the customer loyalty ring. Successful businesses use technology, such as the New York Times Press Foundation's utilization in publishing newspapers, to enhance customer satisfaction, retention, and profitability. In summary, institutions must focus on understanding, serving, and retaining customers while leveraging technology to ensure consistency and satisfaction.

2.2.3 Loyalty dynamics: Understanding types and levels of customer loyalty

The Loyalty Dynamics text discusses customer loyalty types and levels. Jacoby & Chestnut (1978) categorize loyalty into absolute and relative types. Absolute loyalty involves consistent purchases from a single brand, while relative loyalty exhibits diversification between two brands or fluctuates between them. Disloyalty occurs when customers switch between many brands. Researchers focus on objective loyalty based on customer behavior rather than subjective intentions. Self-loyalty refers to strong attachment to a brand, making it less likely to be lost due to changing circumstances. Customer loyalty levels are classified into elevated, moderate, and low levels. Elevated loyalty signifies a significant challenge in persuading customers to switch from their preferred brand, requiring extensive effort and dedicated research. Moderate levels indicate customer behavior where they mostly buy a product but are open to alternatives. Low levels involve customers buying due to lack

of alternatives, low prices, or convenience. Understanding these loyalty dynamics is crucial for businesses seeking to enhance customer retention and satisfaction.

2.2.4 Strategies and tactics: Building lasting loyalty in a competitive marketplace

Building loyalty among customers is not easy, because loyalty cannot be strong as long as the customer cannot resist competitors' offers that show high values, provide everything the customer needs and even exceed his needs, so the strength of the brand or product comes from the impact it leaves on the customer's mind, the customer perceives the brand well and forms positive links with it, this will add value to the customer's experiences and experiences with it, that's why the organization must do a number of things to build customer loyalty:

Identify profitable customers to focus attention on them and make strong offers.

Managing customer knowledge and constant communication with them and providing sufficient information about the organization and its products.

Enhance the brand's connection with customers by concentrating on existing clientele and strategies for cultivating enduring relationships with them (Morgat, 2001).

Nurturing Customer Loyalty: Essential strategies and practices for business success:

In accordance with Reichheld & Sasser's insights from 1990, establishing and nurturing customer loyalty involves several key stages:

A. Fostering Employee Devotion: Central to loyalty is prioritizing employees. By ensuring the workforce's loyalty and instilling a sense of belonging, organizations pave the way for enhanced customer loyalty. A dedicated employee, anchored in loyalty, not only fosters strong customer relationships over time but also adds significant value by increasing efficiency and reducing recruitment and training costs.

B. Applying the 20/80 Rule: This principle asserts that 80% of a company's profits stem from 20% of its customers, those whose high-value activities warrant tailored promotional offers and bonuses, ensuring these high-value customers are treated fairly and attentively.

C. Understanding and Enhancing Customer Loyalty Stages: Organizations must assess their customers' loyalty levels and endeavor to elevate them. If current customer relationship strategies don't drive loyalty, a comprehensive review and revamp are necessary.

D. Service First, Sales Second: Modern customers are discerning and well-informed. They expect impeccable service. Hence, organizations must prioritize service quality. Customer decisions are increasingly influenced by the service experience, making it a pivotal factor in customer retention.

E. Addressing Customer Grievances: Customer complaints, often clear indicators of dissatisfaction, should be heeded seriously. Neglecting these concerns could lead to negative publicity, posing significant risks. Implementing an efficient system for handling complaints, including timely responses and analysis, is imperative to maintain customer satisfaction.

F. Continual Responsiveness to Customer Needs: Organizations should perpetually strive to comprehend their customers, staying attuned to their desires and requirements. This proactive approach, involving active listening, enables the organization to respond promptly and effectively to evolving customer needs.

G. Defining Customer Value: Understanding the customer's perception of value is crucial. Conducting in-depth research aids in comprehending customer expectations, enabling the organization to provide value that aligns closely with these expectations, thereby reinforcing customer loyalty.

H. Customer Retrieval Strategies: Identifying and rectifying reasons for customer attrition is vital. Lost customers signify a lapse in organizational value delivery. Therefore, organizations must implement strategies not just for customer acquisition and retention but also for reclaiming lost customers, which can significantly boost revenue.

I. Empowering Front-line Staff: Ensuring front-line staff possess proficient skills is essential. They should adeptly handle email communication, website interactions, and phone calls. Additionally, being friendly and helpful enhances the overall customer experience, fostering loyalty.

2.2.5 The strategic path to customer loyalty and measuring it

Building a loyalty strategy:

The strategic path is the set of successive and interrelated stages set by the organization using all the means available to IT-technical, material, financial and human to be implemented to deal with the best customers to maintain them, and this path must be followed in a systematic, objective manner.

A. The strategic route: Creating customer allegiance involves five fundamental phases as outlined by Mona (2019):

Recognition phase:

Understanding customer desires and expectations.

Assessing the overall customer base and identifying competitors.

Exploring loyalty-building techniques and leveraging existing capabilities.

Adjustment phase:

Tailoring tests and options to align with strategic objectives.

Adapting to familiar and unfamiliar technologies employed by competitors.

Creating unique propositions offers exceptional value.

Franchise phase:

Executing activities centered around cultivating loyalty.

Emphasizing the pivotal role of loyalty in maximizing benefits through exclusive privileges.

Providing superior privileges compared to competitors to maintain customer loyalty.

Supervision and Assessment Stage:

Monitoring the effectiveness of employed techniques in establishing a robust connecting customer.

Evaluating the return on investment in the loyalty-building strategy.

Ensuring strategy reinforces competitive advantage and brand identity through customer studies.

B. Types of loyalty strategies:

As outlined by Mona (2019):

Product devotion approach: tailoring products to meet diverse needs and evaluations across customer lifecycles and continuous development of loyalty products to satisfy evolving customer desires.

Client advocate strategy: transforming top-tier customers into engaged sales forces and advocates are rewarded, solidifying commitment, and boosting trust among potential clients.

Retention safeguard plan: defensive approach to counter customer attrition risks due to market alterations.

Event-driven loyalty building: creating loyalty through events, allowing customers to experience products firsthand.

Service-centric loyalty strategy: emphasizing supplementary services that align with the institution's mission and enhancing customer loyalty through convenience, often seen in banking and insurance sectors.

Invasive Allegiance Tactic: utilizing media channels to create loyalty, including creating exit barriers and incentivizing sales forces.

Dual-brand cooperation approach: non-competing brands collaborate to offer products targeting the same market segment and successful integration ensures loyalty benefits from both brands.

Loyalty Initiatives: Strategies and implementation

Creating a customer loyalty scheme stands out as a pivotal method for cultivating customer commitment, primarily due to its enduring objectives. Equipping customer databases with cutting-edge technology that gathers and scrutinizes customer and sales data has propelled retailers into earnestly enhancing what are known as loyalty initiatives. These initiatives focus on recognizing and rewarding the most valuable customers with whom the retailer interacts.

Loyalty initiative concept: loyalty initiatives are integral to the organization's defensive strategy, aimed at customer retention and strategically placing hurdles in competitors' paths. These initiatives involve implementing strategies to ensure customer retention and prevent their migration. The loyalty program constitutes an organized plan devised by the organization to establish connections with diverse segments of significant customers. Its primary objectives are to accurately identify, retain, and motivate customers, fostering robust, consistent, and valuable long-term relationships (Abou nega, 2010).

To implement a successful loyalty program, according to Abou nega (2010) the following aspects must be identified:

The strategy aims to achieve business goals by defining objectives such as increasing demand and reducing customer churn. It emphasizes identifying target audiences, prioritizing large customers, and engaging event-specific customers. The communication strategy considers whether the approach should be collective or transactional. Entry requirements focus on inclusive participation, and efficiency assessment ensures the program's success within estimated costs.

Loyalty program essentials and concept

Loyalty programs are part of the defensive strategy of the organization, which means maintaining customers and putting obstacles in front of competitors by applying options to ensure that customers do not shift. The loyalty program is an activity scheme created by the organization to establish a relationship with various segments of important customers and accurately identify, maintain, and motivate them and establish a strong, regular and valuable relationship in the long term (Bauerová, 2020).

Therefore, according to Ramirez (2019) the establishment of a loyalty program requires the identification of the following:

Goal setting: increase the demand rate, reduce the conversion rate of customers, build good relationships with them and attract new customers with less costs.

Target identification: priority for large customers to reduce the conversion rate, event-related customers, increase their loyalty, potential customers and increase their purchase volumes.

Communication strategy: is it Collective or transitional (direct marketing).

Entry conditions: all customers are allowed.

Measuring efficiency: ensuring the program achieves its goals and respects its estimated costs.

Loyalty Program Implementation: The practical scheme for building a loyalty program

The organization depends on a system to guarantee the effective operation and execution of the loyalty program, elucidated in the subsequent table:

Table 1: The Practical Scheme for building a loyalty program.

The stage	Stage content
Loyalty building strategy	Identify the main goals to be reached
Targeting the most important sectors involved in the loyalty program	Conducting preliminary segmentation for enterprise clients
Accurate segmentation	Identify the most homogeneous and most returning customer group when applying the loyalty program
Precisely identify the drivers of loyalty and the factors that undermine loyalty.	Increase perceived value and develop quality after-sales services to strengthen customer relationships
Select the program " loyalty building Mix "	Selection of means, type of system, connection periods and duration of application of the program, determination of budget, determination of margins and benefits
Preliminary selection of the program	The program is initially applied to a selected sample of target customers
Application of the program	Measuring the return on the program, measuring the impact of the program on other influences such as satisfaction and relationship
Program leadership	Work on correction and adjustment during the period of application of the program

Source: Beshouri. (2009). The role of marketing in relationships in increasing customer loyalty: Case study of the Rural Development Bank Badr Regional Directorate (Master's thesis). University of Ouargla. (p. 75)

Loyalty Program Rewards: Strategic incentives for customer engagement

According to Issa (2009), loyalty programs rely on the rewards system to create incentives to continue the relationship with the organization, either with instant rewards to activate sales or deferred rewards and directed to grow the level of customer loyalty in the long term. rewards are a source of effectiveness of loyalty programs, because of their ability to provoke purchasing behavior on the one hand, and on the other hand, they allow prolonging the relationship through the returns achieved, from which loyalty programs depend mainly on the value of rewards, which also includes minimizing consumption costs, and the perceived values of rewards, which determine the motives of individuals the following are:

Value of use: price reduction has arrived, electronic payment has reached the priority in the purchase queues and payment loyalty cards, the call for purchase of some products when there is fear of stock outages.

Social values: the ability of the brand to ensure social stability, belonging to a certain desired group and appreciating the social environment of the customer, creating a preferred link and strengthening it between the organization and the customer.

Ethical value: the ability of the brand to respect some ethical and moral standards and share many human values, respond to the need to achieve this.

Loyalty Program Strategies: CRM activation and societal heterogeneity management

A. Activation of Customer Relationship Management (CRM):

This strategy aims to modify customer behavior to enhance their current value. It emphasizes increasing the customer's lifecycle through concepts like continuity of service and creating internal markets. The approach involves closing customers to make them less price-sensitive, enhancing relational value through information exchange, and boosting transactions by generating satisfaction and introducing ancillary products (Shafik, 2019)

B. Societal Heterogeneity Management Strategy:

This strategy involves managing societal diversity through price excellence. It includes implementing different prices for various customer segments, such as loyalty cards, and customer segmentation based on efficiency and price sensitivity (Alkadiri, 2020)

The following table shows the conditions for applying these two strategies:

Table 2: Loyalty program strategies

		The dissimilarity of society	
		Weak	Strong
Loyalty program strategies	Weak	Testing	discrimination, fragmentation, and dissimilarity management
	Strong	behavioral monitoring: relationship management	personality: dissimilarity management and relationship management

Source: Beshouri. (2009). The role of marketing in relationships in increasing customer loyalty: Case study of the Rural Development Bank Badr Regional Directorate (Master's thesis). University of Ouargla. (p. 76)

The stronger the heterogeneity of the society necessitates following the strategy of heterogeneity management and customer differentiation, the stronger the probability of establishing a relationship necessitates following the relationship strategy and seeking to change behavior, the greater the heterogeneity and the greater the probability of establishing a relationship necessitates following both strategies to achieve loyalty, we also note that the two strategies are not contradictory but complementary to each other.

Decoding Customer Loyalty: Measurement challenges and strategies

The organization relies on a set of various measurements covering various aspects related to loyalty (repeat purchase behavior, attachment), namely according to Hatem (2006):

A. Customer retention: this measurement is used more in customer satisfaction studies and measures the customer retention rate in a certain period, where the number of customers is measured X_1 in a certain period and their number is measured again X_2 after a period specified by the organization, then the retention rate M is calculated as follows:

100% → X₁

$$\text{Where: } M \% = \frac{x_2 * 100 \%}{X_1}$$

M % → X₂

B. Cash share: the organization relies on its account book to determine the average customer account and track its development during a certain period, but this is difficult for all customers, especially in the field of products with wide consumption, but the increase in the average customer account does not necessarily reflect its loyalty.

C. The location of the mark in the customer's saw compared to competing marks: the customer compares the institution or its service providers with competing institutions or other competing alternatives, and the results of this measurement give us a perception of the results of the following measurement, which is the standard of customer acceptance of competitors' alternatives.

D. The standard of customer acceptance of competitors' alternatives: this measurement aims to find out the level of customer's attachment to the organization considering the factors that justify abandoning it by identifying the competitors of the organization in the same sector that the customer knows and can have dealt with them. The more the answer indicates good knowledge of them, the more confidence in the scale and the more likely the customer will accept competitors' alternatives. The factors that justify not abandoning the organization are obstacles to transformation, which can be a reason for retaining him.

2.2.6 Customer loyalty to the brand

The brand plays an important role through what he has provided to the customer. The good relationship that connects the customer with the brand creates loyalty to its direction. In this research, we will discuss:

Crucial Insights into Brand Loyalty: Simplifying customer connections

Loyalty is crucial in understanding a customer's connection to a brand. Customer behavior varies based on product nature, brand, and sale location. Retaining customers is more beneficial than obtaining new ones, and loyal customers rarely explore alternative offers (Catherine 2008).

According to Généraline (2004), loyal customers are more risk-aware, use repeat purchases to reduce risk, and seek confidence in their choices. Consolidating shopping locations reduces the likeli-

hood of non-loyalty to distributor brands. Purchasing decisions are influenced by subscribers, family members, and the type of decision routine or non-routine.

Customer loyalty fosters a special relationship and provides organizations with time to address competition. Satisfied customers are less interested in other market offerings. Evaluating brand effectiveness involves assessing perceived strengths and values, which serve as competitive advantages for brands.

Brand value to the customer: Key factors in customer contentment and quality assurance

The customer evaluates the effectiveness of the brand after using it through the strength he feels in some of its characteristics, which become values owned by the brand and represent a competitive advantage for it and are considered as a criterion for the power of the brand. This pertains in the processing of information by the customer, contentment with the brand by the customer, and quality assurance by the customer's brand and are mentioned according to Géraldine (2004) as follows:

A. Information Processing: The customer's purchase process involves various stages, with routine purchases requiring less effort than high-involvement decisions. Strong brands facilitate the selection process through their reputation, allowing customers to identify and choose without extensive analysis. Well-known brands reduce perceived risk, streamlining the purchasing stages. The ease of recognizing and trusting reputable brands enhances the feasibility of purchase.

B. Satisfaction: Customer satisfaction with a brand is influenced by perceived quality and meeting expectations. Satisfaction results from the evaluation process, combining emotional and cognitive assessments. If the actual performance exceeds expectations, it leads to satisfaction; otherwise, it results in dissatisfaction. Understanding perceived quality is crucial for gauging customer trends and attitudes toward a brand or its associated products.

C. Quality Assurance: A brand's strength lies in its values, which serve as indicators of its quality. The brand's image and recognition contribute to reducing the risk associated with new product introductions. Quality assurance, represented by the brand name and logo, builds confidence in the consumer. While the brand may guarantee quality for tangible products, services associated with the brand may vary due to the human factor and the difficulty of measuring their quality. A good-quality brand instills confidence in customers, impacting their choice and purchase decisions.

Navigating Brand Loyalty: Understanding the Evolutionary Stages

Brand loyalty evolves through four distinct stages, as outlined by Keller (1993):

Cognitive Loyalty: at the beginning, customers prefer a brand based on knowledge of its qualities, this loyalty relies on opinions influenced by information or recommendations.

Emotional Loyalty: with satisfying experiences, an emotional connection develops, lasting longer than knowledge-based opinions.

Volitional Loyalty: customers express a commitment to repurchase, but loyalty is influenced by external factors and marketing strategies. Intentions are positive but uncertain.

Actual Loyalty: at this stage, customers exclusively repurchase the brand, actively resisting competitors. The primary reason for switching is the unavailability of the preferred brand.

Brand Loyalty Outcomes: Insights into Customer Choices and Alternatives

According to Saleh (2005) there are four alternatives to brand loyalty results:

Oral communication, which may be the most interrupted behavioral result, where other friends and acquaintances are recommended, the use of the brand.

Buying an alternative brand, when the customer is deprived of the brand for which he has developed a sense of loyalty (for example, not available in the markets), he may postpone his purchase until it is available again or you may deal with the new circumstance, and on the other hand, the customer may find that postponement is too expensive and therefore decides to handle to other brands. In addition, if the absence of a brand, a loyal customer may choose to go to another store to get it and the decision not to buy another brand if the preferred one is not available is evidence of optimal brand loyalty.

2.3 Previous studies

2.3.1 English Studies

In a study conducted by Do, Phuong Khuu, and Vy in (2018), the focus was on assessing the impact of email marketing on customer loyalty among Vietnamese consumers aged 18-30.

Despite the cost-effectiveness and user-friendly nature of email marketing, the research found that Vietnamese email users in this age group displayed a mixed to negative attitude towards email as a marketing and communication channel. While email supported brand awareness, its effect on value equity and relationship equity remained unclear, leading to the suggestion that email marketing might not be highly effective in fostering customer loyalty.

Niininen's (2013), study delved into branding and brand associations in the context of Roll Steel Machine Oy Ltd., a Finnish industrial machinery manufacturer. The research emphasized the role of branding in adding value and benefits to both consumers and companies, revealing an established but unstructured brand identity for Roll Steel.

Bizi Mubiri's (2016), study focused on customer contentment in hotel services, particularly at Lake Kivu Serena Hotel, highlighting the value of service quality and effective customer relationship management in influencing customer contentment and building customer allegiance within the hotel. The findings underscored the need for hoteliers to prioritize customer contentment to achieve a balance between profitability and customer retention.

2.3.2 Arabic studies

Studies by Jarwa and Delhomme (2015), Boucheddane (2014), and Ali Falah Al-Zoghbi (2015) collectively investigate the application of relationship marketing in different contexts. Jarwa and Delhomme's study on the Bank of Algeria reveals a robust association between relationship marketing dimensions and competitive advantage, emphasizing the strategic use of customer relationship marketing for long-term relationship building and organizational performance improvement.

Boucheddane's research focuses on customer loyalty at the Omar Ben Omar Ouar-gla Foundation in Algeria, identifying communication as a significant influencer along with trust, satisfaction, and commitment. The study underscores the importance of maintaining long-term relationships and fostering trust.

Ali Falah Al-Zoghbi's study in Amman, Jordan, highlights the strong correlations between (CRM) and the positive mental image of mineral water production companies, emphasizing the crucial role of CRM in shaping a favorable perception within the sector.

2.3.3 The evaluation of studies

English Studies:

In the study by Do, Phuong Khuu, and Vy (2018), on the impact of email marketing on customer loyalty in Vietnam, strengths included addressing a relevant topic and providing insights into young Vietnamese consumers' attitudes. The study employed a quantitative approach for analysis. However, weaknesses were noted in its limited scope, focusing only on Vietnamese consumers aged 18-30, potentially limiting the universality of the findings.

Niininen's study (2013), on brand identity and associations in Finland offered strengths in exploring these aspects for Rollsteel Machine Oy Ltd. The use of a mix of qualitative and quantitative methods enhanced the depth of analysis, but the study's weakness lies in its limited generalizability due to the focus on a specific company, though this specificity was crucial for the in-depth analysis conducted.

Bizi Mubiri's research in (2016), on customer satisfaction in hotel services demonstrated strengths in examining this topic in the hotel industry, emphasizing service quality and effective customer relationship management. The study's use of both methods ensured a comprehensive analysis. However, similar to other studies, its weaknesses included potential limitations in generalizability due to the focus on a specific hotel.

It is noted through previous studies that it revolves around brand, loyalty, and the consumer's ability to perceive it. studies have relied on several methods to measure the brand of the consumer, and each study depends on the appropriate path to the nature of the study. We will study the influence of brand change on the customer loyalty of the consumer in the service organization, specifically Mobilis, and this is consistent with the study of Hakim bin Jarwa and bushehdan in the first variable of the study, which is the brand as well as the field of study, and this study was distinguished from previous studies because it combined brand and customer loyalty, and it was completed in a recent period compared to studies The other, this study was applied to Mobilis telecom Foundation and Tebessa agency.

Arabic Studies:

In the study by Jarwa and Delhomme (2015), on applying relationship marketing in Algeria, strengths included identifying the relationship between relationship marketing dimensions and competitive advantage, with a focus on practical aspects like quality and customer complaints. However, a weakness was noted in the sample size, suggesting the potential for more robust results with a larger sample.

Boucheddane's study (2014), highlighted strengths in examining the impact of relationship marketing dimensions, particularly communication and trust, and provided specific recommendations for enhancing customer relationships. However, weaknesses included limited information on the methodology and data analysis techniques employed.

Ali Falah Al-Zoghbi's study (2015), on customer relationship management in Jordan revealed strengths in focusing on CRM and mental image, providing insights from managers, and finding strong correlations between CRM and mental image. The study's weaknesses included a lack of details on sample selection and potential biases in responses.

Chapter summary

Based on the aforementioned, it can be asserted that an organization's future is intricately tied to the extent of its customer retention. Customer loyalty stands out as a pivotal factor pursued by organizations, imperative for their ongoing existence, resilience, and optimal profitability. The organization's sustained presence in the market hinges on its capacity to deliver services that either meet or surpass customer expectations, as the ultimate assessment of service quality rests in the hands of the customer.

Loyalty is to retain customers for as long as possible. It expresses trust and a close connection between the customer and the product, or brand, and it is a commitment (behavioral and emotional) to continue dealing with it and not to go towards competitors despite targeted marketing attempts. Loyalty has become a key reason to ensure the growth and continuation of organizations in the prevailing competitive environment. It is the cornerstone and key to achieving goals. It also allows the organization to capture many of the markets that led it to excellence and increase in the market, by following a strategic path that enables achieving customer loyalty.

3 Research methodology

After addressing the most important identifying facts pertaining to the topic of brand and customer loyalty in the theoretical aspect, and to complete this work, this chapter was included in the field study, which will strengthen the theoretical study, where we will try to shed light on the reality by studying the Mobilis brand and identify the role it contributes to achieving customer loyalty.

3.1 The method and tools used in the study

To embody the subject of the study in practice, the method of introducing the studied Mobilis institution was relied upon, and a set of tools was used that help in judging the Mobilis institution.

3.1.1 Mobilis Algeria

Figure 2: Mobilis logo



Source: <https://www.mobilis.dz/>. Accessed on 18/11/2023 at 00:20.

The Algerian Telecommunications Mobile Phone Establishment, known as Mobilis, emerged as the first mobile phone operator in Algeria with a capital of 25,000,000,000 DA. Its headquarters are located on Business Street Bab Ezouar in Algiers. Mobilis was established as a result of restructuring by the Ministry of Post and Transport. The sector opened to competition on March 3, 2000, leading to significant transformations, including the creation of the Ministry of Post, and the Postal and Transport Regulatory Authority to regulate the mobile phone market and ensure fair competition (Algerian Official Gazette, No. 48, August 6, 2000, pp. 3-16, <http://www.joradp.dz/HAR/Index.htm>).

Officially commencing operations on January 1, 2003, Mobilis expanded its commercial network to 175 agencies, employing 5,035 workers, with over 60,000 indirect points of sale and 15,451 certified points of sale. By the end of 2019, Mobilis had amassed over 21 million subscribers, generating an annual turnover of 86,060,000,000 DA (Ministry of Post, Information, and Communication Technologies, <https://www.mptic.dz> , accessed on September 7, 2023, at 17:20).

During the first nine months of 2019, Mobilis reported revenues totaling 100 billion dinars, equivalent to 833 million dollars. Mobilis maintains a proactive approach to change, fostering creativity, and ensuring a robust, high-quality network. The company continuously diversifies its offerings and services to cultivate a positive customer perception. Their commitment is reflected in their slogan, "With you wherever you are," demonstrating dedication to sustainable development, economic progress, cultural diversity, social responsibility, and environmental conservation. Mobilis has partnered with renowned equipment suppliers such as Ericsson, Huawei, and ZTE to enhance and expand its network (Document of the Strategic Analysis of Mobilis, pp. 02-03).

Principles, objectives, and commitments of Mobilis Foundation

Table 3: The most important commitments, goals, and values of Mobilis

Commitments	Objectives	Principles (values)
<ul style="list-style-type: none"> - A network covering the national territory. - Providing the best conditions for transferring calls. - Provide easy, transparent and clear presentations - For customers. - Continuous improvement of its products and technologies. - Constant listening to the customer. - Continuous renewal with use. - Alertness and strategic intelligence. - Fulfillment and adherence to undertakings. 	<ul style="list-style-type: none"> - Censor the network level to enable it to control (Logistics). - Strive to be the number one in the field of means (multi-media). - Development of its business network. - Pursuing a marketing policy supported by friction - With modern technology. - Develop effective communication. - Apply the latest strategies and rules in what - It concerns the exploitation of human resources. - Contribution to economic development as an enterprise - Gain customer satisfaction. 	<p>Principles (values)</p> <ul style="list-style-type: none"> - Provide a stimulating, clean and safe working environment. - Transparency in management. - Earn loyal customers, - Provide a work environment characterized by mutual trust for progress and sophistication. - Raising the challenges of the national and international environment by - The way of developing creativity. - Transfer and exchange of information within the organization. - Solidarity, team spirit, good workmanship, ethics.

Source: prepared by student based on the internal documents of Mobilis agency

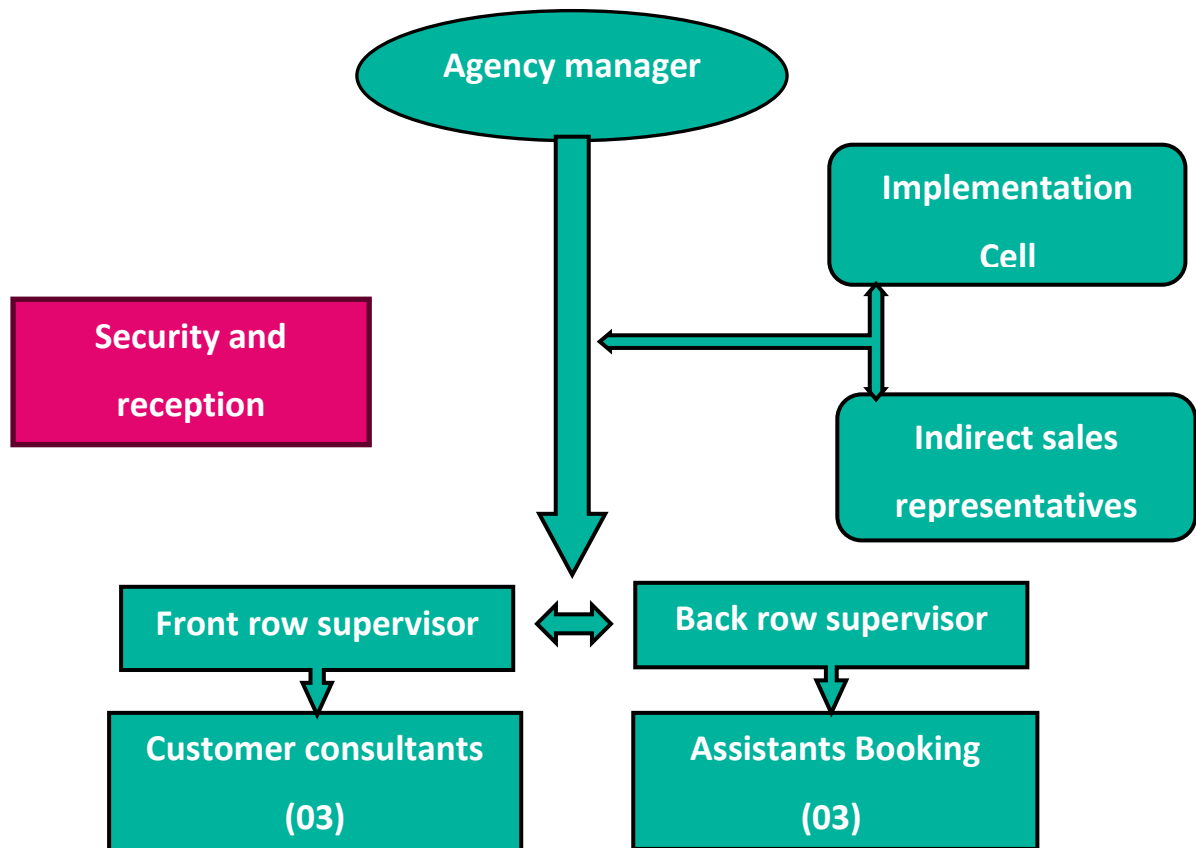
3.1.2 Mobilis tebessa agency

Mobilis Tebessa commercial agency was established on December 11, 2005. It employs 29 workers and supervises 359 authorized points of sale with the task of marketing mobile phone products and services. The number of its customers reached on 31/12/2019 to 545991 customers. Generation 2 = 117231, Generation 3 = 384765, Generation 4 = 43995.

Objectives and directions of the agency: develop and progress the level of service delivery through the front row of both procedures and information and execution of operations with quality and a high level of accuracy and correctness in addition provide a system for monitoring and measuring performance.

The organizational structure of Mobilis Tebessa agency

Figure 3: Organizational structure of the Mobilis agency

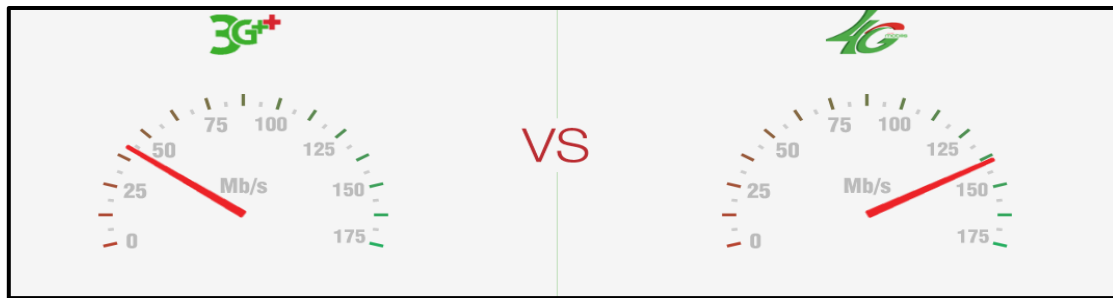


Source: prepared by student based on the internal documents of the institution

3.1.3 Services of Mobilis

Mobilis, the leading mobile telephony provider in Algeria, has announced the complete coverage of the country with 4G technology and the launch of commercial services in additional states from February 1, 2020. Following an assessment by the postal and electronic communications Control authority, Mobilis has been authorized to extend its 4G coverage to the remaining states, contributing to the digitization of the Algerian economy. The expansion plan includes 16 additional states, reflecting Mobilis' commitment to the success of this technological advancement.

The fourth generation, as an enhancement to 3G standards, offers higher speed and flow, exceeding 100 Mbps/s for mobile information and streaming speeds over 1 Gb/s. This development marks a significant leap for internet enthusiasts, addressing the growing needs for faster and more efficient connectivity.

Figure 4: Internet streaming speed

Source: 4G Algeria. (n.d.). Le Réseau Mobilis. <http://www.4g.dz/ar/le-reseau-mobilis> . Accessed on 20/09/2023 at 01:25.

New offers and services for the 4G of Mobilis:

Table 4: Mobiles Enterprise high-flow internet license

Size	Price DA	Shelf life	license
01 Go	100	24 H Starting from the first use	24 hours
300 Mo	250	72 H Starting from the first use	72 hours
04 Go	500	10 days	10 days
10 Go + 500 Mo (Mob sound)	1000	30 days	30-day
25 Go	2000	30 days	30-day
03 Go	2300	30 days	30-day
05 Go	3500	30 days	30-day

Source: prepared by student accreditation to internal documents of Mobilis

3.1.4 The methodological framework of the study

When studying any phenomenon or problem, necessary data should be provided on this phenomenon or problem to facilitate making an appropriate decision towards this study, and from this logic this requirement will be divided into:

A-Sample and study tools

It is necessary to identify the community and the sample taken from it to be applied to the study to reach generalizable results.

Study community: when conducting a field study, the researcher should define a clear definition of the study community to help determine the scientific method, as the study community is centered on the elements under study at Mobilis Tebessa agency.

Sample study: It involves selecting a subset of elements from the study population to gather data and achieve the study's objectives. While 150 surveys were initially distributed to customers at the Mobile agency, only 100 surveys were deemed acceptable. Consequently, these 100 surveys were utilized as a representative sample for the study.

Table 5: sample study

Number of study personnel	number of surveys distributed	number of surveys retrieved	number of valid surveys
100	100	97	92

Source: prepared by the student

Methods of data collection

The survey method was applied to gather preliminary data. The development of the study was based on several studies and books related to the topic of Mobilis contribution to retaining its customers and improving its financial performance, and the survey phrases for the study were formulated in conformity with the hypotheses of this study.

B-The statistical methods used in the study

Statistical methods will be used to describe the variables and determine the quality of the relationship between them.

Description of the study tool

This part includes the questions related to the questionnaire, as they were distributed on two axes

Table 6: description of the questionnaire phrases

Axis	Number of questions
The first axis: personal information	05

The second axis: brand	16
The third axis: customer loyalty to the brand	13

Source: student preparation

Analysis tools

The SPSS was used in this field analysis after distributing the questionnaire and obtaining answers using the following statistical tools:

Frequency Distribution and the relative frequency

Where they were used in describing the characteristics of the study community, and in determining the response to the direction of the axes of the study instrument.

$$\text{Relative Frequency} = \text{Subgroup frequency} / \text{Total frequency}$$

Cronbach's Alpha coefficient

It was applied to determine the stability coefficient of the study tools, expressed by the following equation:

$$\alpha = \frac{n}{n - 1} \left(1 - \frac{\sum V_i}{V_t} \right)$$

α : represents Alpha Cronbach.

n : represents the number of questions.

V_t : represents the variation in the axis hunger of the form.

V_i : represents the differentiation of the interlocutor's questions.

Arithmetic mean and standard deviation: they were calculated to determine the responses of the study subjects towards the axes and questions of the study instrument, since the standard deviation is a statistical indicator that measures the extent of dispersion in changes and is expressed by the loyal relationship:

$$\delta = \frac{\sqrt{\sum (X_i - \bar{X})^2}}{N}$$

Pearson correlation coefficient

Is used to set the range to which the study variables are related to each other and was calculated based on the SPSS.

Analysis scale

The five-dimensional Likert scale was applied to commmeasure the dimensions related to the contribution of brand adoption to maintaining customer loyalty, where the respondent of the questions chooses one answer out of five alternatives as follows:

Table 7: Analytical Likert scale

Grade	Assessment
1	strongly disagree
2	disagree
3	neutral
4	agree
5	strongly agree

Source: prepared by student

The dimensions of the cells in the Likert scale were established based on the pentagonal gradient, considering both lower and upper limits. This involved calculating the range ($4=1-5$), dividing it by the maximum value in the scale to derive the cell length ($0.80=5/4$), and subsequently adding this value to the starting point of the scale, which is one. This process was undertaken to ascertain the top frontier of the respective cell.

Table 8: The standard of the analyte assay

Weighted average	(1.7-1)	(2.5-1.8)	(3.39-2.6)	(4.19-3.4)	(5-4.20)
Answer	strongly disagree	disagree	neutral	agree	strongly agree

Source: prepared by student

If the Arithmetic mean value falls between 1 and 1.7, the cell is classified with a very low response score.

If the Arithmetic mean value falls between 1.80 and 2.50, the cell is classified with a low response score.

If the Arithmetic mean value falls between 2.60 and 3.39, the cell is classified with an average response score.

If the Arithmetic mean value falls between 3.40 and 4.19, the cell is classified with a high response score.

If the Arithmetic mean value falls between 4.20 and 5, the cell is classified with a very high response score.

C. The truthfulness of the study tool

The authenticity of the study indicates the achievement of what is required to be measured and the range to which the study tool can commensurate it, the authenticity of the study has been confirmed through:

Apparent honesty: the authenticity of the content of the tool used in the study has been confirmed, as it was presented after the development of its initial form and making sure the integrity of the wording (Appendix 01).

Stability of the tool: it is the consistency in the results of the tool and means the potential of getting the same results if the tool is reused a second time.

To check the uniformity of the tool, the internal uniformity tool (Cronbach's Alpha) was used. Where the greater the Cronbach's coefficient is than (0.6), the more it indicates the existence of an internal consistency.

Table 9: internal consistency tool (Alpha Cronbach)

Coefficient of total constancy	
Number of phrases	29
Alpha Cronbach	0.868

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix

The table indicates a total stability coefficient of (0.868) for the data collection instrument. This represents a commendable stability coefficient, surpassing the threshold of (0.6). It signifies a top grade of stability for the survey, suggesting its reliability for use in the applied study.

3.2 Analysis of the study results and hypothesis testing

In this research, our emphasis will be on analyzing the fundamental aspects of personal data, as well as presenting and dissecting the study's outcomes.

3.2.1 Analysis of the results related to personal data

In this context, the characteristics of the individuals forming the study sample will be established by examining the initial section, which encompasses personal data such as gender, age, educational level, professional experience, and job status.

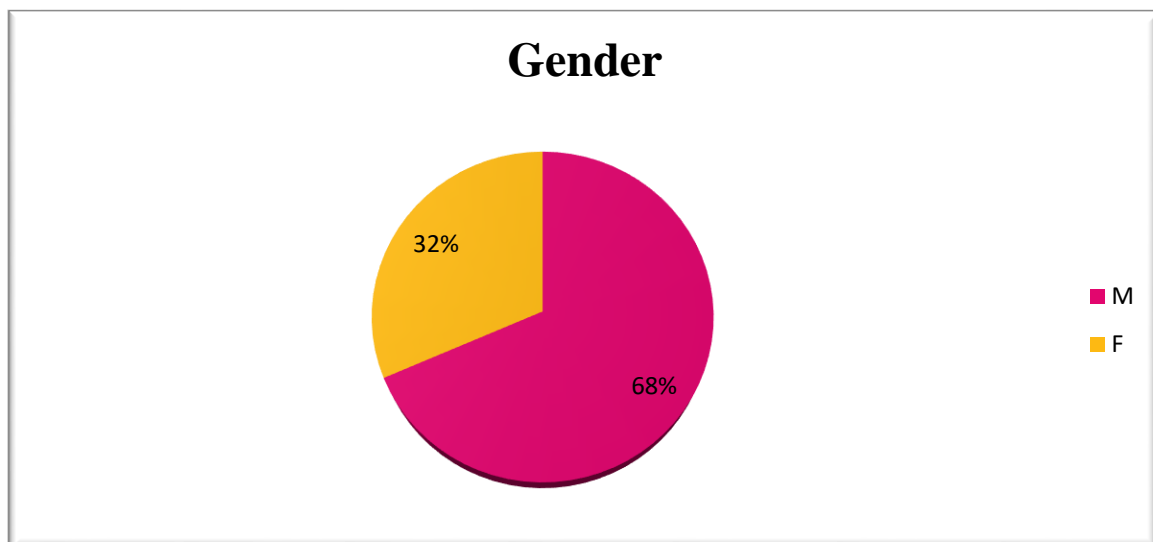
A. The distribution of the study sample by gender

Table 10: distribution of the study sample by gender variant

Gender	Frequency	(%) Percentage
Male	63	68
Female	29	32
Total	92	100

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix

Figure 5: distribution of the study sample by gender



Source: prepared by the student based on the results of the Excel program from the information contained in Table 10

This table show gender in varying proportions, as males represent 68.5%, and females represent 31.5%, this is due to the fact that most of the customers are males.

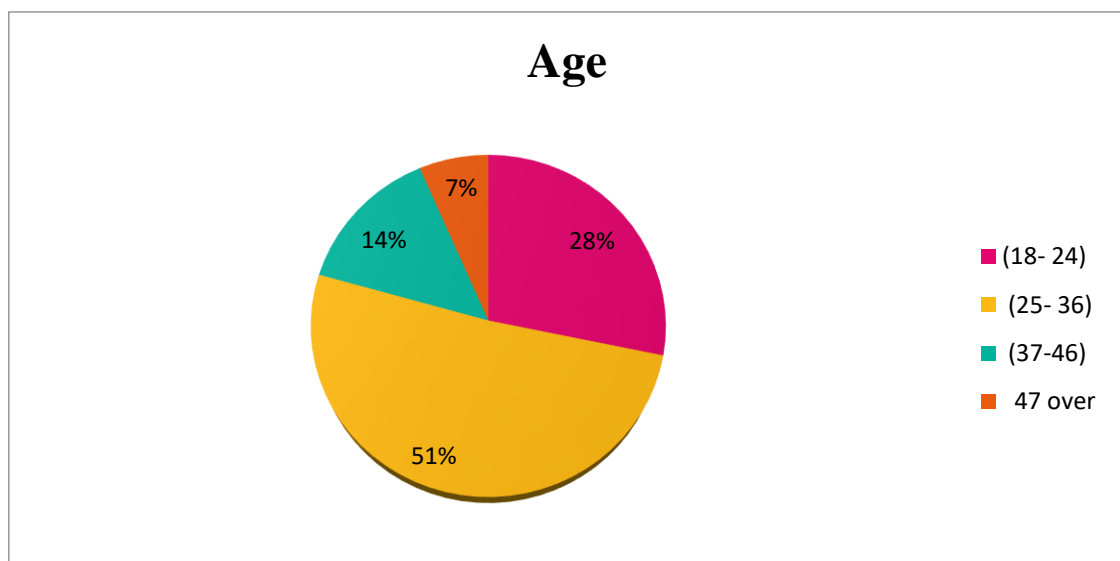
B. The distribution of the study sample by age.

Table 11: distribution of study sample members by age variable

Age group	Frequency	Percentage %
(24 -18)	26	28
(36 -25)	47	51
(46-37)	13	14
over 47	6	7
Total	92	100

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix

Figure 6: distribution of the study sample by age variable



Source: prepared by the student based on the results of the Excel program from the information contained in Table 11

The distribution of study sample members among different age groups, as depicted in the table and figure above, is clear. It is evident that 28% of the sample consists of individuals aged less than (18-24) years, 51% fall within the age range of (25-36) years, 14% belong to the age group of (37-46) years, and 7% are aged over 47 years.

It turns out that the age group ranging from (25 - 36) represents the highest percentage, and this indicates giving this category an opportunity to prove oneself and highlight abilities, and also indicates the possibility of relying on them, because an individual at this age is able to stand out more and the ability to give and progress in favor of Mobilis.

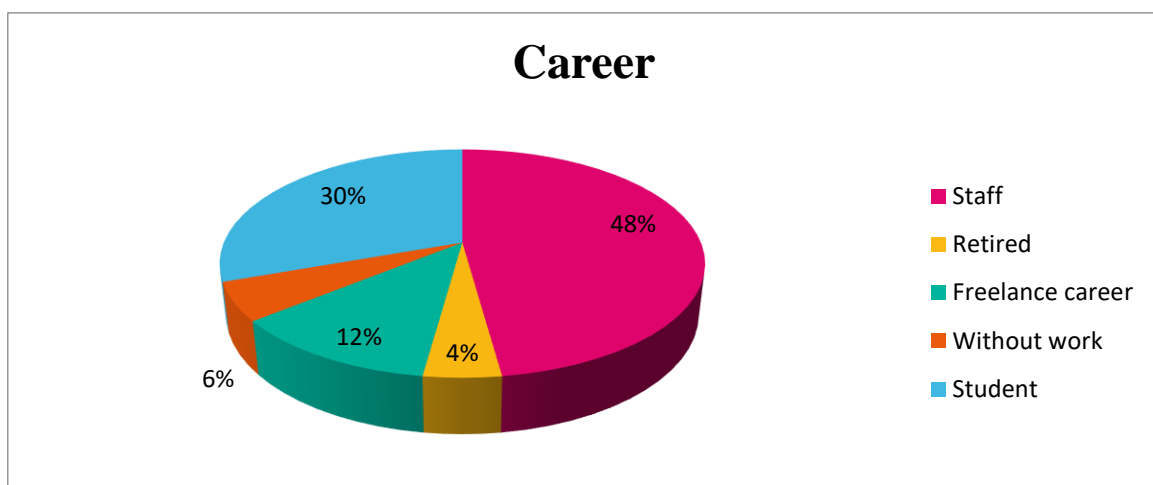
C. The distribution of the study sample by profession

Table 12: distribution of study sample members by occupation variant

Career	Frequency	Percentage %
Staff	44	48
Retired	4	4
Freelance career	11	12
Without work	5	5
Student	28	13
Total	92	100

Source: prepared by the student based on the results of SPSS system from the data contained in the appendix

Figure 7: distribution of study sample personnel by occupation variant



Source: prepared by the student based on the results of the Excel program from the information contained in Table 12

From the previous table and figure, the employee's category comes in first place with a percentage of 48%, followed by the student's category with an estimated 31%, followed by the self-employed

category with 12%, followed by the unemployed category with 5%, and finally the retiree's category with an estimated 4%.

Based on the information presented in the table above, it can be inferred that the employee category comprises the highest percentage. This can be attributed to the support extended by the state to young people.

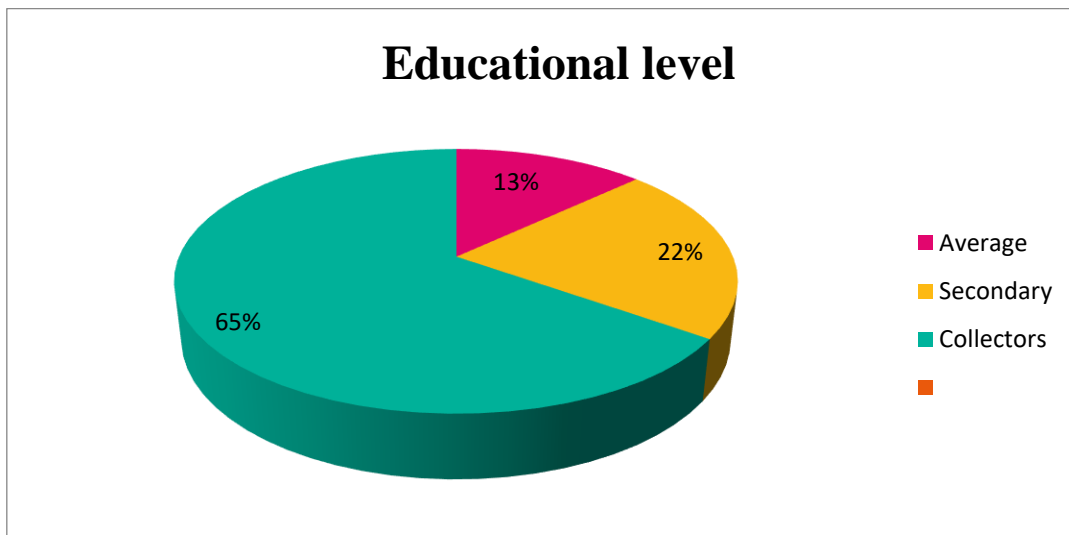
D. The distribution of the study sample according to the educational level variable

Table 13: distribution of study sample members by educational level variable

Educational level	Frequency	Percentage %
Average	12	13
Secondary	20	22
Collectors	60	65
Total	92	100

Source: prepared by the student based on the results of SPSS system from the data contained in the appendix

Figure 8: distribution of study sample personnel by educational level variable



Source: prepared by the student based on the results of the Excel program from the information contained in Table 13

The majority of respondents hold a university-level education, constituting 65% of the total. The secondary education level follows with 22%, and 13% possess an average level of education.

We also note that there is no category without a primary level, and this tick the scientific development of the society, and that the study sample is from an educated and conscious category, and this enables them to absorb and distinguish the brand Mobilis encourages.

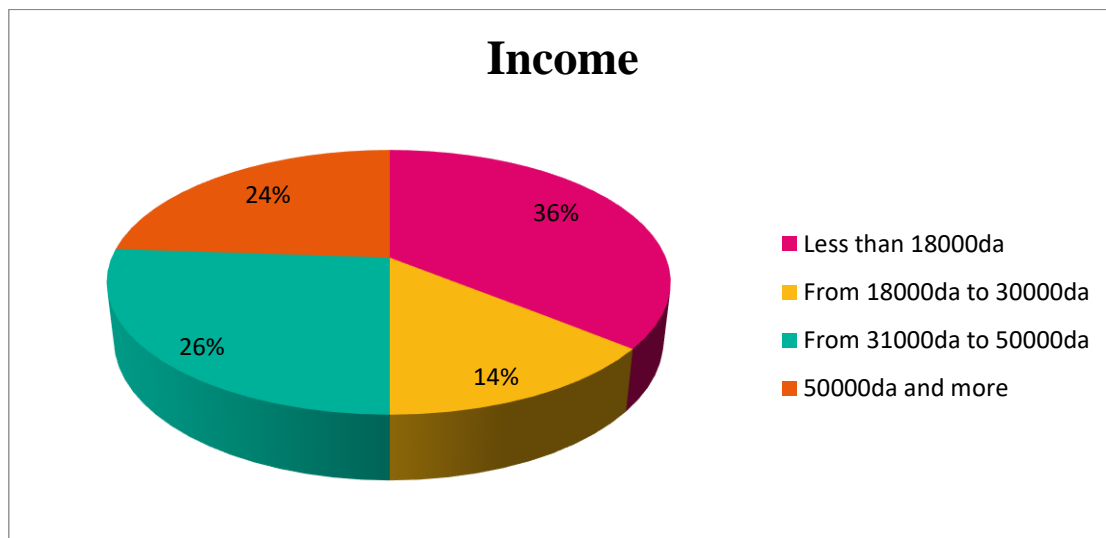
E. Distribution of the study sample by income variable

Table 14: distribution of the study sample by income variable

Income level	Frequency	Percentage %
Less than 18000da	33	36
From 18000da to 30000da	13	14
From 31000da to 50000da	24	26
50000da and more	22	42
Total	92	100

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix.

Figure 9: distribution of the study sample by income variable



Source: prepared by the students based on the results of the Excel program from the information contained in Table 14

The income category below 18000dj comes in first place by 36%, followed by the category from 31000dj to 50000dj by a percentage of 26%, while the category of 50000 and more is estimated at 24%, and finally comes the income category from 18000dj to 30000dj, where their percentage is estimated at 14%.

3.2.2 Presentation and analysis of the results of the study

This requirement clarifies the presentation of the results of the basic data, which represent the respondents' answers to the study variables contained in the questionnaire, and the results were as follows:

A. Phrases related to the Mobilis brand

In order to find out the distribution of respondents' answers for the axis of the basic elements of the sign, which includes 16 phrases, the proportional distribution, the arithmetic mean and the standard deviation of the answers were calculated with clarification of the direction of each phrase.

Sample members answers for Mobilis brand name

Table 15: proportional distribution, arithmetic averages and standard deviations of answers related to the Mobilis brand name

N	The phrase	Frequency					Arithmetic mean	Standard deviation	Degree of approval
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree			
		1	2	3	4	5			
1	The name of the Mobilis brand is preferable to other competing brands	2	2	1	68	19	4.09	0.706	High
2	The name of the Mobilis brand is easy to pronounce and musical to the ear	3	2	5	62	20	4.02	0.812	High
3	The Mobilis brand name is convenient in terms of ease of remembering	6	3	4	59	20	3.91	0.991	High
Arithmetic mean and standard deviation							4.01	0.836	High

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix.

Based on the information extracted from the above table, it is observed that the overall mean score for expressions related to the Mobilis brand name is 4.01, accompanied by a standard deviation of 0.836, indicating a notably high approval rating.

Specifically, the phrase "01" secured the top position with an average score of 4.09, a standard deviation of 0.706, and a high approval rating. This suggests a preference for Mobilis brand name over its competitors. Following closely is the phrase "02" in the second position, boasting an average score of 4.02, a standard deviation of 0.812, and a high approval score.

This implies that the name of Mobilis brand is not only easily pronounceable but also resonates melodiously with the audience. In the third position is the phrase "03" with an average score of 3.91, a standard deviation of 0.991, and a high approval rating, indicating that Mobilis brand name is deemed memorable and convenient to recall.

The answers of the sample members about the form of the Mobilis brand

Table 16: proportional distribution, arithmetic averages and standard deviations of answers related to the form of the Mobilis brand

N	The phrase	Frequency					Arithmetic mean	Standard deviation	Degree of approval
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree			
		1	2	3	4	5			
4	The Mobilis tag is simple in its design and does not contain complex shapes	2	4	6	64	16	3.96	0.783	High
5	The Mobilis brand name is beautiful in its form and attractive in its form	2	1	7	67	15	4.00	0.695	High
6	The colors of the Mobilis brand are consistent, attractive and distinctive	3	3	5	65	16	3.96	0.811	High
7	The Shape of the Mobilis chipset suits the wishes of customers	1	4	3	54	30	4.17	0.779	High
8	The size of the Mobilis chipset is suitable for different customers ' phones	2	7	8	45	30	4.02	0.961	High
Arithmetic mean and standard deviation							4.02	0.806	High

Source: prepared by student based on the results of the SPSS system from the data contained in the appendix.

Analyzing the data in the above table reveals that the overall average for evaluations related to the form of Mobilis brand stands at 4.02, accompanied by a standard deviation of 0.806, indicating a notably high approval score.

Specifically, the phrase "07" secured the top position with an average score of 4.17, a standard deviation of 0.779, and a very high approval rating. This suggests that the shape of Mobilis chipset aligns well with customer preferences. Following in the second position is the phrase "08," boasting an average score of 4.02, a standard deviation of 0.961, and a high approval rating. This indicates that the size of Mobilis chipset caters to the diverse phones used by customers. In the third position is the phrase "05" with an average score of 4.00, a standard deviation of 0.695, and a high approval rating. This implies that Mobilis brand's form is aesthetically pleasing and attractive.

Additionally, there is harmony between the assessments of phrases "04" and "06," both with an average score of 3.96 and standard deviations of 0.783 and 0.811, respectively, along with high approval ratings. This suggests that Mobilis brand is appreciated for its simplicity in design, avoiding complex shapes, and featuring consistent, attractive, and distinctive colors. Consequently, it can be concluded that the majority of Mobilis customers prioritize the form when making a purchase.

Sample members answers about the quality of the Mobilis brand

Table 17: proportional distribution, arithmetic averages and standard deviations of answers related to the quality of the Mobilis brand

N	The phrase	Frequency					Arithmetic mean	Standard deviation	Degree of approval
		Strongly disagree	Disagree	Neutral	Agree	Strongly disagree			
		1	2	3	4	5			
9	The Mobilis brand is characterized by high quality	2	1	1	74	14	4.05	0.635	High
10	The Mobilis brand is the best compared to competing brands	2	8	1	53	28	4.05	0.930	High
11	The Mobilis sign is not damaged before the expected period	4	1	7	69	11	3.89	0.791	High
12	The quality of the Mobilis brand is distinctive from the rest	2	6	1	55	28	4.10	0.878	High

	of the competing brands							
Arithmetic mean and standard deviation						4.02	0.809	High

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix.

Examining the data presented in the table above, the overall average for assessments related to the quality of Mobilis brand is 4.02, accompanied by a standard deviation of 0.809, indicating a significantly high approval score.

Notably, the top-ranking position is secured by phrase number "12" with an average score of 4.10, a standard deviation of 0.878, and a high approval rating. This suggests that the quality of Mobilis brand sets it apart from competing brands. In the second position, phrases "09" and "10" tie with an average score of 4.05, and standard deviations of 0.635 and 0.930, respectively, both with high approval ratings. This indicates that Mobilis brand is characterized by high quality, surpassing other competing brands. Following in the third position is phrase number "11" with an average score of 3.89, a standard deviation of 0.791, and a high approval rating. This implies that Mobilis brand is perceived as enduring without deterioration before the anticipated period.

Respondents ' answers about the mental image of the Mobilis brand

Table 18: proportional distribution, arithmetic averages and standard deviations of answers related to the mental image brand Mobilis

N	The phrase	Frequency					Arithmetic mean	Standard deviation	Degree of approval
		Strongly disagree	Disagree	Neutral	Agree	Strongly disagree			
		1	2	3	4	5			
9	The distinctive logo of the Mobilis brand is always closer to customer grooming	3	2	16	60	11	3.80	0.802	High
10	The Mobilis brand is always my first choice	1	14	12	46	19	3.74	0.993	High
11	The popularity of the Mobilis brand expresses the personality	2	7	4	59	20	3.96	0,876	High

		1	2	3	4	5			
17	I feel satisfied when buying Mobilis	3	9	2	52	26	3.97	0.999	High
18	My satisfaction with Mobilis makes me repeat the purchase whenever I have the opportunity	1	7	3	50	31	4.12	0.875	High
19	I prefer to deal with Mobilis for my great confidence in it	1	3	7	51	30	4.15	0.784	High
20	If it is necessary to choose between Mobilis and another brand, I will choose Mobilis	2	13	11	64	2	3.55	0.843	High
21	I feel proud and honored to be a Mobilis customer	1	8	18	49	16	3.77	0.878	High
22	I pay any reasonable price for getting Mobilis	2	2	6	59	23	4.08	0.774	High
23	My loyalty to Mobilis makes me deal with it frequently	1	10	11	36	34	4.00	1.016	High
24	I will continue to deal with Mobilis as long as it exists in the market and the company constantly offers it	7	1	9	52	23	3.90	1.038	High
25	I intend to deal intensively with Mobilis	1	4	1	64	22	4.11	0.718	High
26	When Mobilis chips ran out of the market, he had to wait until they were available	4	4	8	39	37	4.10	1.028	High
27	I will give good impressions about Mobilis for my confidence that it is the best	2	1	3	66	20	4.10	0.696	High
28	I think I will stay true to the Mobilis brand	3	3	4	66	16	3.97	0.805	High
29	I advise my colleagues and friends to deal with the brand Mobilis	3	3	22	60	4	3.64	0.764	High
Arithmetic mean and standard deviation							3.96	0.863	High

Source: prepared by the student based on the results of the SPSS system from the data contained in the appendix.

The comprehensive average for expressions related to customer loyalty to Mobilis brand is 3.96, with a standard deviation of 0.863, indicating a substantially high approval score.

Phrase "19" claims the top position with an average score of 4.15, a standard deviation of 0.784, and a high approval rating. This suggests that customers deal with Mobilis brand with a high level of confidence. Following closely is phrase "18" in the second position, with an average score of 4.12, a standard deviation of 0.875, and a high approval rating. This indicates that customers are not only satisfied with Mobilis but also inclined to make repeat purchases. In the third position is phrase

"25" with an average score of 4.11, a standard deviation of 0.718, and a high approval rating, signifying the customer's intention to engage intensively with Mobilis brand.

Phrases "26" and "27" jointly occupy the fourth place, each with an average score of 4.10, standard deviations of 1.028 and 0.696, respectively, and high approval scores. This indicates that customers are willing to wait for Mobilis products to become available on the market, demonstrating confidence in the brand. In fifth place is phrase "22" with an average score of 4.08, a standard deviation of 0.774, and a high approval rating, suggesting that customers are willing to pay a reasonable price for Mobilis brand. The sixth position is held by phrase "23" with an average score of 4.00, a standard deviation of 1.016, and a high approval rating, highlighting that customer loyalty to Mobilis encourages frequent transactions.

Phrases "17" and "28" share the seventh position, each with an average score of 3.97, standard deviations of 0.999 and 0.805, respectively, and high approval ratings. This indicates customer satisfaction and loyalty when purchasing Mobilis brand. The eighth place is secured by phrase "24" with an average score of 3.90, a standard deviation of 1.038, and a high approval rating, suggesting that customers continue to deal with Mobilis if the organization consistently provides its products.

Phrase "21" holds the ninth position with an average score of 3.77, a standard deviation of 0.878, and a high approval rating, indicating customer pride and satisfaction. In the tenth position is phrase "29" with an average score of 3.64, a standard deviation of 0.764, and a high approval rating, suggesting that customers recommend Mobilis to colleagues and friends. The eleventh and final phrase, "20," claims the last position with an average score of 3.55, a standard deviation of 0.843, and a high approval rating. This implies that customers choose Mobilis brand over other options.

3.2.3 Testing hypotheses

To test hypotheses, the Pearson coefficient was used, where the decision rule is to approve or decline the hypotheses of the study.

The student tested this main hypothesis by testing each of the brand variables and the main hypothesis of the study was as follows:

H1: The "Mobilis" brand contributes effectively to achieving customer loyalty, as there is a statistically significant relationship between them.

To Test the main hypothesis, all its sub-hypotheses will be tested, let's get to the total test of this hypothesis as follows:

The results of the first sub-hypothesis test:

The first sub-hypothesis states the following:

H2A: There is no statistically significant relationship between Mobilis brand name and customer loyalty.

H2B: There is a statistically significant relationship between Mobilis brand name and customer loyalty.

The results of testing this hypothesis are shown in the following table:

Table 20: shows the relationship between the Mobilis brand name and customer loyalty

The phrase	R	R ²	Sig
The first sub-premise paragraphs (Mobilis brand name Customer loyalty)	0.945	0.893	0.001

Source: prepared by the student based on the outputs of the SPSS program

The data in the above table reveals a statistically significant correlation between the Mobile brand name and customer loyalty, with a significant level of 0.000, which is less than 0.05. The correlation coefficient is reported as (R=0.945), indicating a robust 94% positive linear correlation. This strong relationship leads to the rejection of the null hypothesis (H2A) and the acceptance of the alternative hypothesis (H2B), establishing that there is a statistically significant association between the Mobilis brand name and customer loyalty.

This shows that the name taken by Mobilis brand strongly helped her to attract customers and earn their loyalty.

The results of the third sub-hypothesis test: the third sub-hypothesis states the following:

H3A: there is no statistically significant relationship between the quality of Mobilis brand and customer loyalty.

H3B: there is a significant correlation between the quality of Mobilis brand and customer loyalty.

The results of testing this hypothesis are shown in the following table:

Table 21: shows the relationship between the quality of Mobilis brand and customer loyalty

The phrase	R	R ²	Sig
The first sub-premise paragraphs (Mobilis brand quality,	0.985	0.970	0.001

customer loyalty)			
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Source: prepared by the student based on the outputs of the SPSS program

The data presented in the above table highlights a statistically significant correlation between the quality of Mobilis brand and customer loyalty, with a significant level of 0.000, which is less than 0.05. The correlation coefficient is reported as ($R=0.985$), indicating a robust 98% positive linear correlation. This compelling correlation leads to the rejection of the null hypothesis (H3A) and the acceptance of the alternative hypothesis (H3B), confirming the existence of a statistically significant relationship between the quality of Mobilis brand and customer loyalty.

This strong correlation serves as a potent indicator of Mobilis strength and position in the market. Mobilis is recognized as the best and foremost in the Algerian market compared to competing brands, attributed to its high quality, which, in turn, contributes to the increasing demand from customers.

The results of the fourth sub-hypothesis test: the fourth sub-hypothesis states the following:

H4A: there is no statistically significant relationship between the mental image of Mobilis brand and customer loyalty.

H4B: there is a statistically significant relationship between the mental image of Mobilis brand and customer loyalty.

The results of testing this hypothesis are shown in the following table:

Table 22: Shows the relationship between the mental image of Mobilis and customer loyalty

The phrase	R	R ²	Sig
The first sub-premise paragraphs (the mental image of the Mobilis brand, customer loyalty)	0.990	0.979	0.001

Source: prepared by the student based on the outputs of the SPSS program

The analysis of the above table reveals a statistically significant correlation between the mental image of Mobilis brand and customer loyalty, with a significance level of 0.000, which is less than 0.05. The correlation coefficient is reported as ($R=0.990$), indicating an exceptionally strong 99% positive linear correlation. This robust correlation leads to the rejection of the null hypothesis

(H4A) and the acceptance of the alternative hypothesis (H4B), affirming the existence of a statistically significant relationship between the mental image of Mobilis brand and customer loyalty. In essence, the mental image cultivated by Mobile plays a fundamental role in shaping and fostering customer loyalty.

Results of the main hypothesis test: the main hypothesis states the following:

H0: The "Mobilis" brand does not contribute effectively to achieving customer loyalty, as there is no statistically significant relationship between them.

H1: The "Mobilis" brand contributes effectively to achieving customer loyalty, as there is a statistically significant relationship between them.

The results of testing this hypothesis are shown in the following table:

Table 23: shows the role of the Mobilis brand in achieving customer loyalty

The phrase	R	R ²	Sig
Brand and customer loyalty	0.992	0.983	0.001

Source: prepared by the student based on the outputs of the SPSS program

The examination of the above table clearly indicates a statistically significant correlation between Mobile brand and customer loyalty, with a significant level of 0.000, which is less than 0.05. The correlation coefficient is reported as (R=0.992), signifying a robust 99% positive linear correlation. This strong correlation leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1), confirming the existence of a statistical relationship between Mobilis brand and customer loyalty.

This implies that Mobile brand plays a pivotal role in fostering customer loyalty within the studied institution. The brand serves as a symbol of trust and acts to enhance product marketing, offering the potential to build enduring brand loyalty among customers.

Chapter summary

In our examination of the brand, we discovered that it stands as one of the foremost factors underpinning the organization, as well as our study of customer loyalty in all its aspects, in this chapter we touched on a field study in which we dealt with the development path of the Mobilis organization, as well as the definition of the goals assigned to it, in addition to presenting its organizational

structure, in addition to taking an overview of the Mobilis brand, and finally, relying on the questionnaire technique, we processed the data through the SPSS, and through this study, the research hypotheses developed where:

Affirm the primary hypothesis, thereby establishing a statistically significant connection between Mobilis brand and the attainment of customer loyalty. Validate the sub-hypotheses, indicating a substantial correlation between the name, quality, and mental image of Mobilis brand, and customer loyalty.

4 Conclusion

This study centered on exploring the impact of brands on cultivating customer loyalty. This choice stems from the heightened intensity of competition in the market, the trademark has become an imperative necessity required by economic changes, where the trademark has been discussed, which is an inevitable means of ensuring the product and the customer at the same time, it no longer distinguishes the products of a particular brand from its competitors' products, but is used in the service of the enterprise's strategy as a whole to expand its markets and provide a good image for it, and the way to protect the trademark is to register it in order to counter the crimes it encounters, in addition to identifying various factors affecting it and directing it in a way that serves the interests of the enterprise.

In addition, customer loyalty and familiarity with all aspects of the latter was exposed, which is considered as a decisive factor in the survival of the institution in the market and its continuation in order to get closer to him and gain his trust in order to achieve his loyalty, so the brand is a summary of the information that the customer needs to make his purchase decision.

The applied aspect was a case study at Mobilis "Tebessa agency", where in this aspect it was discussed to review the tools and methods of appropriate statistical methods for the purpose of processing and analyzing the questionnaire data.

After conducting the Applied study, many results were reached at the theoretical and applied levels, the most important of which are:

A trademark represents an imprint, drawing, logo or stamp on a product by which an enterprise distinguishes its products from the rest of its competitors in the markets, it is a means or tool to protect the enterprise from imitation, theft and distortion.

Considering that contemporary theoretical and practical studies believe that customer loyalty often has to do with the brand and not with the product itself, this led to interest in the brand in a form and content to earn this loyalty.

The brand is considered a link between the product and the customer and a control tool that enables the product to supervise its market.

The brand has a role in maintaining market share, as Mobilis is the leading brand in the Algerian market for mobile communications.

The agency in question is subordinate to the General Administration, as it does not make any changes or designs to its products without referring to the General Administration, which is responsible for all this.

The brand has a set of roles, on the one hand it is a gain for the organization and on the other hand it is a gain for the customer, which has made it a strategic element that has a big role in the market structure.

Mobilis brand name is easy to remember and known by customers.

The choice of the form of the Mobilis brand is according to the study, and it must have certain characteristics to be good, so the choice of the form of the brand is considered as a means of psychological influence on the customer.

The Mobilis brand has a high reputation as it has a great role in creating customer loyalty towards this brand.

The Mobilis brand has a distinctive quality that indicates its strength, so this helped it to be able to present and market a new product, especially if the current product is successful.

The Mobilis brand has been able to strengthen its brand strongly and bring new customers to it thanks to the talk of its customers about its products.

Mobilis has managed to achieve significant brand loyalty, although creating loyalty in the soft drinks sector is not easy.

Recommendations

Derived from the aforementioned, a series of recommendations can be proposed, with the most significant ones being evident in:

The customer must be the source of ideas that lead the organization towards innovation and creativity, as his view of things reflects the reality of his desire and ambition and meeting them means reaching his desire and thus achieving his loyalty.

Working to take care of the customer and get closer to him before, during and after determining the nature of the brand name to preserve it and try to win his loyalty.

Focus on responding more quickly to customer requirements and providing products well because not providing them minimizes customer loyalty to the brand.

Mobilis should intensify the use of marketing concepts.

Mobilis should hire or train more specialists in the field of marketing.

Mobilis should further adopt the brand strategies in addition to the previous two strategies.

Mobilis should create an electronic judiciary for its customers to get closer and interact with them more and understand their behavior.

Study horizons

After our study of this topic, some titles were proposed that are worth studying and analyzing, the main ones are:

The role of the brand in increasing the volume of sales in the economic enterprise.

The function of relationship marketing in attaining customer satisfaction and loyalty.

The influence of the brand's mental image on customer loyalty.

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Appendices

Appendix 1. The brand and customer loyalty survey

jamk

Jamk University of Applied Sciences

Branding and its impact on customer loyalty

Bachelor's thesis

November 2023

International Business Administration

My kind brother, my kind sister

Greetings

Through this questionnaire, I am seeking to study "the role of brand in influencing customer loyalty Mobilis case study", so kindly I am asking you to cooperate with me by answering the questions in the questionnaire by putting an (X) in the suitable entry that agrees with your opinion as a help from you to make the study a success. For the purposes of scientific research only, thank you in advance for your blessed efforts and good cooperation.

Prepared by student: Abdelmalek Djamel Eddine

Supervision of the professor: Dr. Sunday Olaleye

Note: Please put a sign (x) in the appropriate answer

Personal consent to answer the survey: Do you agree to answer to this survey? **YES** **NO**

The first axis: personal information

Q1. Gender:

- Male Female 2 Other

Q2. Age:

- From (18 - 24) from (25 - 36)
 From (37-46) over 47

Q3. Career:

- Employee Unemployed
 Free professions Retired
 Daily Worker

Q4. Educational level:

- Without Primary level
 Secondary High school
 University Student Graduate

Q5. Income:

- No income 15000 DA (Unemployment grant)
 Less than 18000 DA from 18000 to 30000 DA
 From 31000 to 50000 DA 50000 DA and more

The second axis: The brand

The phrase		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
N	Name					
1	Mobilis brand name is preferred over other competing brands					
2	The name of the Mobilis brand is easy to pronounce and musical to the ear					
3	The Mobilis brand name is convenient in terms of ease of remembering					
	Design					
4	The Mobilis tag is simple in its design and does not contain complex shapes					
5	The Mobilis brand is beautiful in its form and attractive in its form					
6	Colors of the Mobilis brand are consistent, attractive, and distinctive					
7	The Shape of Mobilis slides suits the wishes of customers					
8	The size of Mobilis chipset fits different phones for customers					
	Quality					
9	The Mobilis brand is characterized by high quality					
10	The Mobilis brand is considered the best compared to competing brands					
11	The Mobilis sign do not damage before the expected period					
12	The quality of the Mobilis brand is distinctive from the rest of the competing brands					
	Mental image					
13	The Mobilis brand logo is distinctive and always closer to customer grooming					
14	The Mobilis brand is always my first choice					
15	Famous brand Mobilis expresses the personality of those who acquire it					
16	I prefer to deal with the Mobilis brand, and I can't do without it					

The third axis: Customer loyalty to the brand

N	The phrase	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
17	I feel satisfied when buying Mobilis					
18	My satisfaction with Mobilis makes me repeat the purchase whenever I have the opportunity					
19	I prefer to deal with Mobilis for my great confidence in it					
20	If it is necessary to choose between Mobilis and another brand, I will choose Mobilis					
21	I feel proud and honored to be a Mobilis customer					
22	I pay any reasonable price for getting Mobilis					
23	My loyalty to Mobilis makes me deal with it frequently					
24	I will continue to deal with Mobilis as long as it exists in the market and the company constantly offers it					
25	I intend to deal intensively with Mobilis					
26	When Mobilis chips ran out of the market, he had to wait until they were available					
27	I will make good impressions about Mobilis for my confidence that it is the best					
28	I think I will stay true to the Mobilis brand					
29	I advise my colleagues and friends to deal with the brand Mobilis					

Thank you for your valuable participation!

Appendix 2. Certificate of completion of research study from the Mobilis Agency of Tebessa

People's Democratic Republic of Algeria

ALGERIA TELECOM MOBILE – mobilis

Commercial Agency – Tebessa – Algeria

To Whom It May Concern (Certificate)

The Algerian Commercial Agency – mobilis of the district of Tebessa, certifies that the student: ABDELMALEK Djamel Eddine, born on 20 August 1990 in El Aouinet - district of Tebessa – Algeria

Following his studies at : Jyväskylä University of Applied Sciences Finland (Jamk)

Degree programme: Bachelor's Degree programme in International Business AMK

Degree title: Bachelor's of Business Administration

School identification N° AD0299

Has dealt with mobilis commercial company of Tebessa in order to prepare his graduation thesis though obtaining information about the company and distributing questionnaire forms to the customers who dealt with it during the period of preparing his thesis

ترجمة مطابقة
Traduction Conforme



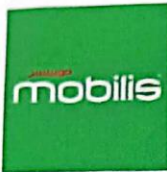
Tebessa on 19 November 2023

Signed BEKHOUCHE Bilal

Client Counselor

Maitre Seddik SAADI
Interprete Traducteur
Arabe - Français - Anglais
B.P 24 TEBESSA
Tél: 07 93 14 44 24

SAADI SEDDIK
Official Sworn
Translator and Interpreter
Arabic - French - English
★



الجمهورية الجزائرية الديمقراطية الشعبية
الشركة الوطنية - إتصالات الجزائر للهاتف المحمول موبيليس -
Algérie Télécom Mobile -Mobilis-



الوكالة التجارية - ولاية تبسة -

إشهاد

تشهد الوكالة التجارية للمتعامل النقال - موبيليس - لولاية تبسة، بأن:

الطالب: عبد المالك جمال الدين

المولود بتاريخ: 20 أوت 1990 بالعوينات ولاية تبسة - الجزائر -

المتمدرس بجامعة: Jyväskylä University of Applied Sciences Finland (Jamk) لتحضير شهادة

ليسانس إدارة الأعمال الدولية تخصص إدارة الأعمال.

رقم التعريف المدرسي: AD0299

قد تعامل مع شركة موبيليس الوكالة التجارية لولاية تبسة للتحضير لإعداد مذكرته للتخرج من خلال الحصول على معلومات حول الشركة وتوزيع إستثمارات إستبيان على الزبائن المتعاملين معها خلال فترة إعداده لمذكرته.

تبسة في: 19 NOV. 2023

BEKHOUCHE Bilal
Conseiller Client

Appendix 3. Outputs and results of the SPSS

Reliability statistics

Cronbach's Alpha	Number of elements
,868	29

Reliability statistics

Cronbach's Alpha	Number of elements
,740	16

Reliability statistics

Cronbach's Alpha	Number of elements
,780	13

Gender

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Male	63	68,5	68,5	68,5
Valid Femal	29	31,5	31,5	100,0
Total	92	100,0	100,0	

Age

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid (24 -18)	26	28,3	28,3	28,3
(36 -25)	47	51,1	51,1	79,3
(46-37)	13	14,1	14,1	93,5
47over	6	6,5	6,5	100,0
Total	92	100,0	100,0	

Career

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Staff	44	47,8	47,8	47,8
Retired	4	4,3	4,3	52,2
Freelance career	11	12,0	12,0	64,1
Without work	5	5,4	5,4	69,6
Student	28	30,4	30,4	100,0

Total	92	100,0	100,0
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Educational level

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Average	12	13,0	13,0	13,0
Secondary	20	21,7	21,7	34,8
Collectors	60	65,2	65,2	100,0
Total	92	100,0	100,0	

Income

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Less than 18000da	33	35,9	35,9	35,9
From 18000da to 30000da	13	14,1	14,1	50,0
From 31000da to 50000da	24	26,1	26,1	76,1
50000 and more	22	23,9	23,9	100,0
Total	92	100,0	100,0	

Mobilis brand name is preferred over other competing brands

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	2	2,2	2,2	4,3
Neutral	1	1,1	1,1	5,4
Agree	68	73,9	73,9	79,3
strongly agree	19	20,7	20,7	100,0
Total	92	100,0	100,0	

The name of the Mobilis brand is easy to pronounce and musical to the ear

	Frequency	Percentage	Valid percentage	Cumulative percentage
--	-----------	------------	------------------	-----------------------

Valid	Absolutely disagree	3	3,3	3,3	3,3
	Disagree	2	2,2	2,2	5,4
	Neutral	5	5,4	5,4	10,9
	Agree	62	67,4	67,4	78,3
	strongly agree	20	21,7	21,7	100,0
	Total	92	100,0	100,0	

The Mobilis brand name is convenient in terms of ease of remembering

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	6	6,5	6,5	6,5
	Disagree	3	3,3	3,3	9,8
	Neutral	4	4,3	4,3	14,1
	Agree	59	64,1	64,1	78,3
	strongly agree	20	21,7	21,7	100,0
	Total	92	100,0	100,0	

The Mobilis tag is simple in its design and does not contain complex shapes

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	2	2,2	2,2	2,2
	Disagree	4	4,3	4,3	6,5
	Neutral	6	6,5	6,5	13,0
	Agree	64	69,6	69,6	82,6
	strongly agree	16	17,4	17,4	100,0
	Total	92	100,0	100,0	

The Mobilis brand is beautiful in its form and attractive in its form

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	2	2,2	2,2	2,2
	Disagree	1	1,1	1,1	3,3
	Neutral	7	7,6	7,6	10,9

Agree	67	72,8	72,8	83,7
strongly agree	15	16,3	16,3	100,0
Total	92	100,0	100,0	

Colors of the Mobilis brand are consistent, attractive, and distinctive

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	3	3,3	3,3	3,3
Disagree	3	3,3	3,3	6,5
Neutral	5	5,4	5,4	12,0
Agree	65	70,7	70,7	82,6
strongly agree	16	17,4	17,4	100,0
Total	92	100,0	100,0	

The Shape of Mobilis slides suits the wishes of customers

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	1	1,1	1,1	1,1
Disagree	4	4,3	4,3	5,4
Neutral	3	3,3	3,3	8,7
Agree	54	58,7	58,7	67,4
strongly agree	30	32,6	32,6	100,0
Total	92	100,0	100,0	

The size of Mobilis chipset fits different phones for customers

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	7	7,6	7,6	9,8
Neutral	8	8,7	8,7	18,5
Agree	45	48,9	48,9	67,4
strongly agree	30	32,6	32,6	100,0
Total	92	100,0	100,0	

The Mobilis brand is characterized by high quality

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	1	1,1	1,1	3,3
Neutral	1	1,1	1,1	4,3
Agree	74	80,4	80,4	84,8
strongly agree	14	15,2	15,2	100,0
Total	92	100,0	100,0	

The Mobilis brand is considered the best compared to competing brands

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	8	8,7	8,7	10,9
Neutral	1	1,1	1,1	12,0
Agree	53	57,6	57,6	69,6
strongly agree	28	30,4	30,4	100,0
Total	92	100,0	100,0	

The Mobilis sign do not damage before the expected period

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	4	4,3	4,3	4,3
Disagree	1	1,1	1,1	5,4
Neutral	7	7,6	7,6	13,0
Agree	69	75,0	75,0	88,0
strongly agree	11	12,0	12,0	100,0
Total	92	100,0	100,0	

The quality of the Mobilis brand is distinctive from the rest of the competing brands

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	2	2,2	2,2	2,2
	Disagree	6	6,5	6,5	8,7
	Neutral	1	1,1	1,1	9,8
	Agree	55	59,8	59,8	69,6
	strongly agree	28	30,4	30,4	100,0
	Total	92	100,0	100,0	

The Mobilis brand logo is distinctive and always closer to customer grooming

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	3	3,3	3,3	3,3
	Disagree	2	2,2	2,2	5,4
	Neutral	16	17,4	17,4	22,8
	Agree	60	65,2	65,2	88,0
	strongly agree	11	12,0	12,0	100,0
	Total	92	100,0	100,0	

The Mobilis brand is always my first choice

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	1	1,1	1,1	1,1
	Disagree	14	15,2	15,2	16,3
	Neutral	12	13,0	13,0	29,3
	Agree	46	50,0	50,0	79,3
	strongly agree	19	20,7	20,7	100,0
	Total	92	100,0	100,0	

Famous brand Mobilis expresses the personality of those who acquire it

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	2	2,2	2,2	2,2

Disagree	7	7,6	7,6	9,8
Neutral	4	4,3	4,3	14,1
Agree	59	64,1	64,1	78,3
strongly agree	20	21,7	21,7	100,0
Total	92	100,0	100,0	

I prefer to deal with the Mobilis brand, and I can't do without it

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	3	3,3	3,3	3,3
Disagree	1	1,1	1,1	4,3
Neutral	14	15,2	15,2	19,6
Agree	52	56,5	56,5	76,1
strongly agree	22	23,9	23,9	100,0
Total	92	100,0	100,0	

I feel satisfied when buying Mobilis

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	3	3,3	3,3	3,3
Disagree	9	9,8	9,8	13,0
Neutral	2	2,2	2,2	15,2
Agree	52	56,5	56,5	71,7
strongly agree	26	28,3	28,3	100,0
Total	92	100,0	100,0	

My satisfaction with Mobilis makes me repeat the purchase whenever I have the opportunity

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	1	1,1	1,1	1,1
Disagree	7	7,6	7,6	8,7
Neutral	3	3,3	3,3	12,0
Agree	50	54,3	54,3	66,3
strongly agree	31	33,7	33,7	100,0

Total	92	100,0	100,0
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I prefer to deal with Mobilis for my great confidence in it

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	1	1,1	1,1	1,1
Disagree	3	3,3	3,3	4,3
Neutral	7	7,6	7,6	12,0
Agree	51	55,4	55,4	67,4
strongly agree	30	32,6	32,6	100,0
Total	92	100,0	100,0	

If it is necessary to choose between Mobile and another brand, I will choose Mobilis

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	13	14,1	14,1	16,3
Neutral	11	12,0	12,0	28,3
Agree	64	69,6	69,6	97,8
strongly agree	2	2,2	2,2	100,0
Total	92	100,0	100,0	

I feel proud and honored to be a Mobile customer

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	1	1,1	1,1	1,1
Disagree	8	8,7	8,7	9,8
Neutral	18	19,6	19,6	29,3
Agree	49	53,3	53,3	82,6
strongly agree	16	17,4	17,4	100,0
Total	92	100,0	100,0	

I pay any reasonable price for getting Mobilis

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Absolutely disagree	2	2,2	2,2	2,2
Disagree	2	2,2	2,2	4,3
Neutral	6	6,5	6,5	10,9
Agree	59	64,1	64,1	75,0
strongly agree	23	25,0	25,0	100,0
Total	92	100,0	100,0	

My loyalty to Mobilis makes me deal with it frequently.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Absolutely disagree	1	1,1	1,1	1,1
Disagree	10	10,9	10,9	12,0
Valid Neutral	11	12,0	12,0	23,9
Agree	36	39,1	39,1	63,0
strongly agree	34	37,0	37,0	100,0
Total	92	100,0	100,0	

I will continue deal with Mobilis as long as it exists in the market and the company constantly offers it

	Frequency	Percentage	Valid percentage	Cumulative percentage
Absolutely disagree	7	7,6	7,6	7,6
Disagree	1	1,1	1,1	8,7
Valid Neutral	9	9,8	9,8	18,5
Agree	52	56,5	56,5	75,0
strongly agree	23	25,0	25,0	100,0
Total	92	100,0	100,0	

I intend to deal intensively with Mobile

	Frequency	Percentage	Valid percentage	Cumulative percentage

Valid	Absolutely disagree	1	1,1	1,1	1,1
	Disagree	4	4,3	4,3	5,4
	Neutral	1	1,1	1,1	6,5
	Agree	64	69,6	69,6	76,1
	strongly agree	22	23,9	23,9	100,0
	Total	92	100,0	100,0	

When Mobilis chips ran out of the market, he had to wait until they were available

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	4	4,3	4,3
	Disagree	4	4,3	8,7
	Neutral	8	8,7	17,4
	Agree	39	42,4	59,8
	strongly agree	37	40,2	100,0
	Total	92	100,0	100,0

I will make good impressions about Mobilis for my confidence that it is the best

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	2	2,2	2,2
	Disagree	1	1,1	3,3
	Neutral	3	3,3	6,5
	Agree	66	71,7	78,3
	strongly agree	20	21,7	100,0
	Total	92	100,0	100,0

I think I will stay true to the Mobilis brand

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Absolutely disagree	3	3,3	3,3
	Disagree	3	3,3	6,5
	Neutral	4	4,3	10,9

Agree	66	71,7	71,7	82,6
strongly agree	16	17,4	17,4	100,0
Total	92	100,0	100,0	

I advise my colleagues and friends to deal with the brand Mobilis

	Frequency	Percentage	Valid percentage	Cumulative percentage
Absolutely disagree	3	3,3	3,3	3,3
Disagree	3	3,3	3,3	6,5
Valid Neutral	22	23,9	23,9	30,4
Agree	60	65,2	65,2	95,7
strongly agree	4	4,3	4,3	100,0
Total	92	100,0	100,0	

Statistiques descriptives

	N	Average	Standard Deviation
The Mobilis brand name is preferred over other competing brands	92	4,09	,706
Mobilis brand name is easy to pronounce and musical to the ear	92	4,02	,812
The Mobilis brand name is convenient in terms of ease of remembering	92	3,91	,991
The Mobilis brand is simple in its design and does not contain complex shapes	92	3,96	,783
The Mobilis brand is beautiful in its form and attractive in its form	92	4,00	,695
The colors of the Mobilis brand are consistent, attractive and distinctive	92	3,96	,811
The Shape of the Mobilis chipset suits the wishes of customers	92	4,17	,779
The size of the Mobilis chipset is suitable for different customers ' phones	92	4,02	,961
The Mobilis brand is characterized by high quality	92	4,05	,635
The Mobilis brand is the best compared to competing brands	92	4,05	,930
The Mobilis sign is not damaged before the expected period	92	3,89	,791
The quality of the Mobilis brand is distinctive from the rest of the competing brands	92	4,10	,878
Mobilis brand logo is distinctive and always closer to customer grooming	92	3,80	,802
The Mobilis brand is always my first choice	92	3,74	,993
The popularity of the Mobilis brand expresses the personality of those who acquire it	92	3,96	,876
I prefer to deal with the Mobilis brand, and I can't do without it	92	3,97	,857
I feel satisfied when buying Mobilis	92	3,97	,999
My satisfaction with Mobilis makes me repeat the purchase whenever I have the opportunity	92	4,12	,875
I prefer to deal with Mobilis for my great confidence in it	92	4,15	,784

If it is necessary to choose between Mobilis and another brand, I will choose Mobilis	92	3,55	,843
I feel proud and honored to be a Mobilis customer	92	3,77	,878
I pay any reasonable price for getting Mobilis	92	4,08	,774
My loyalty to Mobilis makes me deal with it frequently	92	4,00	1,016
I will continue to deal with Mobilis as long as it exists in the market and the company constantly offers it	92	3,90	1,038
I intend to deal intensively with Mobilis	92	4,11	,718
When Mobilis chips ran out of the market, he had to wait until they were available	92	4,10	1,028
I will give good impressions about Mobilis for my confidence that it is the best	92	4,10	,696
I think I will stay true to the Mobilis brand	92	3,97	,805
I advise my colleagues and friends to deal with the brand Mobilis	92	3,64	,764
N valid (list)	92		

	N	Average	Standard Deviation
Name	92	3,92	,856
Design	92	3,89	,811
Quality	92	3,32	1,057
Mental image	92	3,36	1,179
Customer loyalty	92	3,35	1,169
N valide (liste)	92		

Correlations

Correlations

	Name	Design	Quality	Mental image	customer loyalty
Name	Pearson correlation	1	,985**	,913**	,900**
	Sig. (bilateral)		,000	,000	,000
	N	92	92	92	92
Design	Pearson correlation	,985**	1	,944**	,938**
	Sig. (bilateral)	,000		,000	,000
	N	92	92	92	92
Quality	Pearson correlation	,913**	,944**	1	,986**
	Sig. (bilateral)	,000	,000		,000
	N	92	92	92	92
Mental	Pearson correlation	,900**	,938**	,986**	1
					,990**

image	Sig. (bilateral)	,000	,000	,000		,000
	N	92	92	92	92	92
customer loyalty	Pearson correlation	,910**	,945**	,985**	,990**	1
	Sig. (bilateral)	,000	,000	,000	,000	
	N	92	92	92	92	92

** . The correlation is significant at the 0.01 level (bilateral).

Correlations

Correlations

	Name	customer loyalty
Name	Pearson correlation	1
	Sig. (bilateral)	,910**
	N	,000
customer loyalty	Pearson correlation	,910**
	Sig. (bilateral)	,000
	N	1

** . The correlation is significant at the 0.01 level (bilateral).

Correlations

Correlations

	Design	customer loyalty
Design	Pearson correlation	1
	Sig. (bilateral)	,945**
	N	,000
customer loyalty	Pearson correlation	,945**
	Sig. (bilateral)	,000
	N	1

** . The correlation is significant at the 0.01 level (bilateral).

Correlations

Correlations

		Quality	customer loyalty
Quality	Pearson correlation	1	,985**
	Sig. (bilateral)		,000
	N	92	92
customer loyalty	Pearson correlation	,985**	1
	Sig. (bilateral)	,000	
	N	92	92

** . The correlation is significant at the 0.01 level (bilateral).

Correlations

Correlations

		Mental image	customer loyalty
Mental image	Pearson correlation	1	,990**
	Sig. (bilateral)		,000
	N	92	92
customer loyalty	Pearson correlation	,990**	1
	Sig. (bilateral)	,000	
	N	92	92

** . The correlation is significant at the 0.01 level (bilateral).

Regression

Summary of the models

Model	R	R-two	R-two adjusted	Standard error of the estimate
1	,910 ^a	,828	,826	,487

a. Predictors: (Constant), Name

Summary of the models

Model	R	R-two	R-two adjusted	Standard error of the estimate
1	,945 ^a	,893	,892	,385

a. Predictors: (Constant), Design

Summary of the models

Model	R	R-two	R-two adjusted	Standard error of the estimate
1	,985 ^a	,970	,970	,204

a. Predictors: (Constant), Quality

Summary of the models

Model	R	R-two	R-two adjusted	Standard error of the estimate
1	,990 ^a	,979	,979	,169

a. Predictors: (Constant), Mental image

Summary of the models

Model	R	R-two	R-two adjusted	Standard error of the estimate
1	,992 ^a	,983	,982	,155

a. Predictors: (Constant), Quality, Name, Mental image, Design