

**The Influence of Brand awareness and brand satisfaction on customer loyalty :
Case of the Algerian consumer****SAYAH Fatima ^{1♦}, ADELAkun Ojo Johnson²**¹ Relizane University, (Algeria), fatima.sayah@univ-relizane.dz² Lesotho National University, (Lesotho), johnsonadelakun@gmail.com**Received:** 07/03/2025**Accepted:** 26/04/2025**Published:** 25/05/2025**Abstract:**

The purpose of the study is to check the impact of the brand image on customer loyalty, with a specific attention to products cosmetics. Branding awareness and brand satisfaction are two main components used to measure brand image. Research used a structured questionnaire to collect data from 60 customers in Oran. By using the structural equation model (SEM) with SmartPLS, analysis showed that both branding and brand satisfaction affect both the customer's loyalty in Venus that were carried out. The findings can provide valuable insights into senior decision makers, who can support them in refining branding strategies as part of their marketing approach to achieve permanent development.

Keywords: Brand awareness, Brand satisfaction, Customer loyalty, Algerian consumer.**JEL Classification:** M31; M37.

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1. Introduction:

In an increasingly competitive and globalized marketplace, the concepts of brand awareness, brand satisfaction, and customer loyalty have emerged as central pillars of marketing strategy. Brand awareness, the extent to which consumers recognize and recall a brand, serves as the foundation for building customer relationships, while brand satisfaction reflects the fulfillment of consumer expectations through positive brand experiences. Together, these factors are widely regarded as critical drivers of customer loyalty, which is essential for sustaining long-term profitability and competitive advantage ((Aaker, 1996); (Keller, 1993), (Sayah, 2019). Despite the extensive body of research exploring these constructs, significant gaps remain in understanding the nuanced interplay between them, particularly in evolving contexts such as digital transformation, cultural diversity, and shifting consumer priorities.

The existing literature has predominantly focused on the direct relationships between brand awareness, satisfaction, and loyalty, often within Western contexts and traditional industries (Yoo & Donthu, 2001; Chaudhuri & Holbrook, 2001). However, the rapid rise of digital platforms, the growing emphasis on sustainability, and the increasing diversity of global markets have introduced new dynamics that challenge conventional frameworks. For instance, while brand awareness has traditionally been driven by mass media advertising, the advent of social media and influencer marketing has transformed how brands engage with consumers (Djafarova & Bowes, 2021). Similarly, the role of brand satisfaction in fostering loyalty has been well-documented, but less is known about how mediating factors such as emotional attachment or ethical considerations influence this relationship (Homburg, Wieseke, & Hoyer, 2009). Furthermore, the majority of studies have relied on cross-sectional data, leaving a gap in understanding how these relationships evolve over time, particularly in response to external shocks such as economic crises or pandemics.

Study Importance

This research is critically important as it addresses key gaps in understanding how these factors interact in evolving market contexts, such as digital transformation, cultural diversity, and emerging trends like sustainability. Practically, it provides actionable insights for businesses to enhance marketing strategies, build long-term customer loyalty, and adapt to industry-specific challenges. In an era where consumer behavior is rapidly shifting due to technological advancements and global crises, this study offers valuable guidance for businesses to remain competitive, improve financial performance, and align with consumer values, making it a vital contribution to both academic and professional fields.

Study Objectives:

The most important objective is to probe the interplay between brand awareness, brand satisfaction, customer loyalty, focused on understanding how these constructs interact to influence consumer behavior in evolving market contexts. The study specifically targets the following aims:

1. To examine the direct Brand Awareness' effect on Customer Loyalty of Venus cosmetics products in Algeria.

2. To determine the brand satisfaction' impact on the customer loyalty of Venus cosmetics products in Algeria.
3. Explore the influence of brand image on the customer loyalty specially in reference to the Venus cosmetics products in Algérie.
4. Identify unique challenges and opportunities in building loyalty within specific sectors.
5. To Provide Practical Insights for Marketers and Brand Managers
6. Offer actionable recommendations for businesses on how to leverage brand awareness and satisfaction to enhance customer loyalty.

Research Questions

To align with these goals, the study will respond to the following research questions:

How does brand awareness and brand satisfaction influence customer loyalty of Venus cosmetics products in Oran?

From this central question, the following secondary questions emerge:

1. How does brand awareness affect customer loyalty among Venus customers?
2. What is the relationship between brand satisfaction and customer loyalty for Venus?
3. Which factor -brand awareness or brand satisfaction has a stronger impact on customer loyalty for Venus?

By addressing these questions, the study can contribute to the broader academic discourse in three key ways. First, it extends the theoretical understanding of brand equity by integrating digital and cultural dimensions into the traditional framework. Second, it provides practical insights for marketers seeking to build loyalty in diverse and rapidly changing environments. Finally, it offers a longitudinal perspective on the dynamics of brand loyalty, addressing a critical gap in the literature.

To achieve these objectives, data will be collected from a diverse sample of consumers in emerging markets, with a focus on industries that have undergone significant digital transformation. The findings will be analyzed using structural equation modeling (SEM) to test the hypothesized relationships.

The structure of this paper is organized as follows. The subsequent section offers an in-depth review of the literature surrounding brand awareness, satisfaction, and loyalty, highlighting key theories and existing gaps. Following this, the methodology section outlines the research design, including the processes for data collection and analysis. The findings are then presented and interpreted, with a discussion of their theoretical significance and practical applications. Finally, the paper concludes by summarizing the key insights, acknowledging the study's limitations, and proposing avenues for future research.

By contextualizing the study within the evolving landscape of marketing and examining critical gaps, the research strives to advance our comprehension of how brands can build and sustain customer loyalty in an increasingly complex and interconnected world.

2. Literature Review and hypotheses

2.1 Literature Review

2.1.1 Brand Awareness

Brand awareness, as defined in marketing literature, Describes the degree to which consumers are able to identify or remember a brand and link it to particular products or services (Keller, 1993). It is a vital element of brand equity, reflecting how strongly a brand is established in the consumers minds. Aaker (1991) emphasizes that brand awareness exists on a spectrum, ranging from mere recognition (e.g., identifying the brand when prompted) to top-of-mind recall. High brand awareness is often achieved through consistent Marketing activities, including advertising, social media engagement, and public relations initiatives, and is a precursor to consumer decision-making and brand preference (Rossiter & Percy, 1987).

2.1.2 Brand Satisfaction

Brand satisfaction is a well-established construct in consumer behavior literature, defined as the post-purchase evaluation of a brand's performance relative to a customer's expectations (Oliver, 1980). It reflects the emotional and cognitive response to the perceived value and quality of a brand's offerings. **Based on** Kotler and Keller (2016), satisfaction **an essential component** of customer retention and loyalty, as it directly influences a consumer's willingness to repurchase and recommend the brand to others (Kotler & Keller, 2016) and (Kotler & Keller, 2017). Research by (Fornell, Johnson, Anderson, Cha, & Bryant, 1996) highlights that brand satisfaction is often measured through customer feedback, surveys, and net promoter scores (NPS), which provide insights into how well a brand meets or exceeds customer expectations (SAYAH, 2018), (SAYAH, 2021) (Nait Ibrahim & Nouala , 2024).

2.1.3 Customer Loyalty

Customer loyalty is a multidimensional concept that has been extensively studied in marketing literature. It describes a customer's dedication to repeatedly buying or consistently choosing a brand's products or services over time, despite situational influences and marketing activities from competitors (Dick & Basu, 1994). Loyalty is often categorized into two types: behavioral loyalty, which includes actions like repeat buying, and attitudinal loyalty, which involves emotional connection and a preference for the brand (Jacoby & Chestnut, 1978). (Oliver R. , 1999) proposes a four-stage model of loyalty development, starting with cognitive loyalty (which is rooted in a brand's attributes), affective loyalty (which stems from emotional connections and brand liking), conative loyalty (based on commitment to repurchase), and finally, action loyalty (demonstrated through repeat purchases and advocacy). Loyalty is influenced by factors such as brand satisfaction, trust, and perceived value, and is a critical driver of long-term profitability and competitive advantage (Reichheld & Sasser , 1990), (Nait Ibrahim & Nouala , 2024), (BOURI , 2023), (SAYAH, 2017), (SAYAH, 2017a), and (Dana & Mugiono , 2024).

2.1.4 The relationship between Brand awareness and Brand satisfaction and Customer Loyalty

Numerous earlier studies (Huang, 2020; Wilson, 2018; Ismail and Yunan, 2016; Rahi et al., 2017; Yeo et al., 2015) have measured brand image through brand awareness and brand uniqueness. Dam (2021) finds that service quality positively influences brand image, customer satisfaction and customer loyalty. Tong and Hawley (2009) argued that when customers are aware of a brand and believe it can meet their needs, they are more likely to buy it. Brand satisfaction reflects the pleasure customers derive from a brand. Customers familiar with a brand often develop a sense of connection and a strong desire to possess it. (Pouromid and Iranzadeh, 2012). Brand awareness facilitates purchasing decisions by providing customers with the necessary information, making the process easier. When consumers use a company's products, their brand awareness peaks, and they are more likely to choose that brand if they trust it to meet their needs (Tong and Hawley, 2009). Brand awareness is often identified as a critical factor in fostering customer loyalty (Zeithaml et al., 2000). Research has consistently shown a strong link between product awareness and loyalty. Zeithaml et al. (2000) suggest that satisfied customers are less responsive to competitors' offerings and are more likely to repurchase the same brand.

Furthermore, earlier studies (Simanjuntak, 2020; Rahi, 2016) indicate that customer satisfaction with a brand leads to loyalty (Ismail et al., 2006), highlighting a strong connection between the two. Satisfied consumers tend to have a higher likelihood to publicly endorse the brand and less likely to switch to competitors (Bennet et al., 2004). Other research has explored the link between brand satisfaction and customer loyalty, emphasizing behaviors such as repeat purchases, recommendations to others (Kandampully and Suhartanto, 2000), and repeated visits to the same store (Bloemer et al., 1998). Szwarc (2005) identified brand satisfaction as a key driver of customer loyalty.

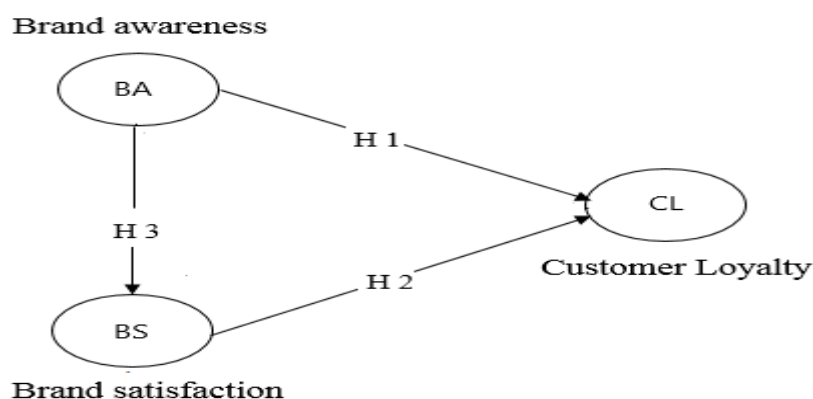
2.2. Hypotheses

The research hypotheses are formulated as follows:

- ✓ H1: Brand awareness exerts a positive influence on consumer Loyalty.
- ✓ H2: Brand satisfaction has a positive impact on consumer Loyalty.
- ✓ H3: Brand awareness exerts a positive influence on Brand satisfaction.

From the analysis of existing literature, we have developed the following research framework:

Figure 1. Conceptual framework



Source : Authors

3. Methods and Materials

3.1 Research methodology

3.1.1 Product selection

We have selected VENUS products « VENUS EAU DE PARFUM 100ML EDEN FLOWER », Inspired by the Eden shower gel range, this eau de parfum from Venus laboratories envelops the body in a sensual and irresistible fragrance (See **Fig. 2**).

Fig. 2 Venus eau de Parfum 100ML Eden Flower



Source : <https://cosmeticstoredz.com/produit/venus-eau-de-parfum-100ml-eden-flower/>

The organization turned into based in 1981 as Laboratoires VENUS / SAPECO, a own family-owned business mounted by using Mr. Mourad MOULA, the cutting-edge Chairman and CEO. With over 40 years of presence inside the Algerian market, Laboratoires VENUS has developed its expertise via a coverage of innovation and continuous development, imparting consumers extraordinary products on the nice fees. Leveraging their information, Laboratoires VENUS strives to satisfy customers by using placing them on the coronary heart in their priorities. This is executed thru business development centered on retaining the herbal surroundings, ensuring the health and protection of consumers, as well as their group.

3.1.2 Questionnaire Design

The research is explanatory in nature, primarily aimed at examining the impact of brand image—encompassing brand awareness and brand satisfaction—on customer loyalty.

The population of the study consist of the clients of Venus in Oran. The respondents are chosen using a non-probability convenience sampling technique. According to De Meyer and Petzer (2011), convenience sampling approach is a suitable method for choosing the sampling units when the sampling frame is unknown and unfamiliar. A 5-point Likert scale questionnaire has been developed The questionnaire functioned as the primary data collection tool. It was divided into two main sections: the first section captured the demographic details of the participants, while the second section focused on brand image and customer loyalty. In the second section, ten specific statements were included, categorized under three key variables. Responses were recorded using a 5-point Likert scale, with the following options: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5) (SAYAH, 2020).

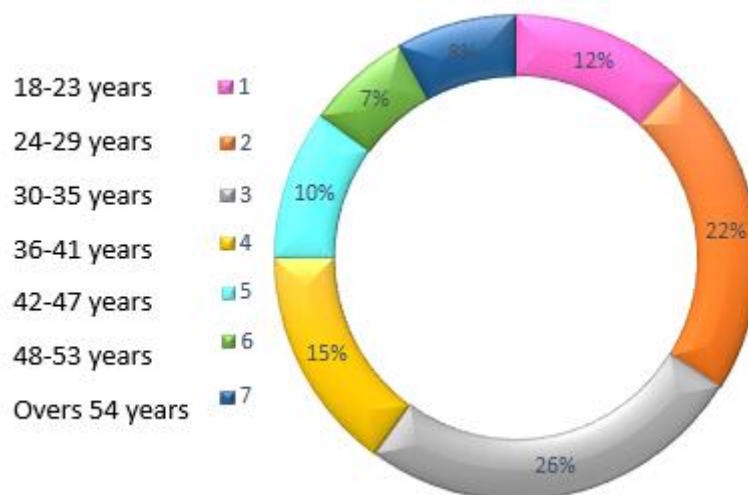
To analyze the gathered data, various statistical methods were applied. The analysis was conducted using Smart PLS software, version 4. Descriptive statistics were utilized to present the demographic profile of the respondents. Additionally, convergent validity and discriminant validity tests were performed to assess the reliability and appropriateness of the data. Finally, a structural model analysis was carried out to evaluate the hypothesized relationships.

4. Data Analysis

4.1. Respondents Demographic Characteristics

All participants (60) are female participants. The majority of respondents were 30-35 years old, with the smallest age group being under 48 years. Approximately 26% of respondents fell within the 30–35 age range.

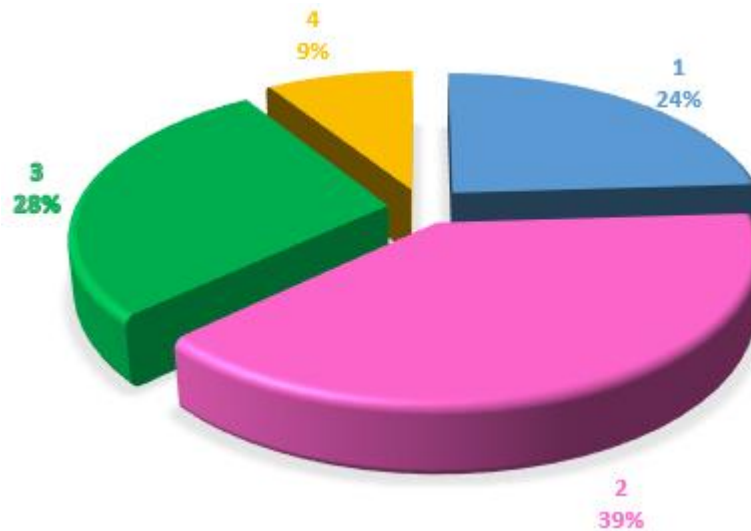
Fig.3. Sample Presentation by age group in percentage



Source: Designed by the authors based on the information collected

Shifting focus to the education segment, the data reveals that most respondents possess a high school diploma (39%), with bachelor's degree holders following at 28%. Those with a middle school education account for 24%, while individuals with a master's degree make up 9%. This distribution highlights the overall high level of education among respondents (See Fig. 4).

Fig. 4. Educational level of the sample in percentage



Source: Designed by the authors based on the information collected

4.2. Reliability and validity

Based on (Rahman et al., 2015) and (Fornell & Larcker, 1981), Convergent validity in the measurement model is typically assessed by analyzing factor loadings such as Average Variance Extracted (AVE) and Composite Reliability (CR). As shown in Table 2, all values exceeded or were close to the threshold of 0.70 for their respective constructs. The AVE values for all constructs were above 0.5, indicating adequate convergent validity. Additionally, the Cronbach's Alpha values for each construct surpassed 0.70, confirming the internal consistency and validity of the collected data. Furthermore, all composite reliability values were higher than 0.70, demonstrating both the reliability and convergent validity of the data.

Table (1): Cronbach's Alpha, Composite Reliability, and AVE Scores for Constructs

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Experience	0.694	0.803	0.739
Brand Image	0.763	0.829	0.807
Brand Loyalty	0.802	0.874	0.853

Source: Authors based on the SPSS Outputs

Table (2): Discriminant Validity (Fornell-Larcker Criterion)

Variables	Brand Experience	Brand Image	Brand Loyalty
Brand Experience	0.823		
Brand Image	0.769	0.804	
Brand Loyalty	0.604	0.796	0.849

Source: Authors based smartPLS Version 3 Output

4.3 Structural Model Measurement

This research employed sem-pls (structural equation modeling) to investigate the brand image's effect on customer loyalty. This analysis included an examination of (beta)

the path coefficient values and (R^2) the coefficients of determination. Additionally, the significance and validity of the bootstrapping path model were assessed to ensure its applicability.

Figure 2 illustrates the path modeling for the correlation between brand awareness and customer loyalty, as well as brand satisfaction and customer loyalty. In this model, brand awareness and brand satisfaction are considered independent variables, while the dependent variable is customer loyalty. The relationships between them were analyzed by a path diagram which reveals that both brand awareness and brand satisfaction have a positive and significant impact on customer loyalty. For the customer loyalty construct, the coefficient of determination (R^2) is 0.504, indicating that brand awareness and brand satisfaction collectively account for 50.4% of the variance in customer loyalty.

Figure 3 clarifies the PLS path model. The beta coefficients (β) are the path coefficients of the model between brand awareness (BA) and customer loyalty (CL) is positive ($\beta = 0.487$, $p < 0.00$).

The beta coefficient between brand satisfaction and customer loyalty is significant and positive ($\beta = 0.549$, $p < 0.00$). The same is true with the correlation between brand awareness and brand satisfaction ($\beta = 0.259$, $p < 0.01$). The results are in both figure 5 and table 3.

Table 3. Hypothesis testing results

Relation	Hypothesized Direction	Path Coefficient	p-values	R2	Results
BA → (CL)	(+)	0.487	0.001	0.327	Supported
BS → (CL)	(+)	0.549	0.000	0.504	Supported
BA → BS	(+)	0.259	0.010		Supported

Source: Calculated using SmartPLS software

The results in Table 6 outline the hypothesis testing outcomes for this study. H1, which suggests that brand awareness positively influences customer loyalty, is supported with a P-value of 0.001. Likewise, H2, proposing that brand satisfaction positively affects customer loyalty, is confirmed with a P-value of 0.000. Additionally, H3, which asserts that brand awareness positively impacts brand satisfaction, is validated with a P-value of 0.010.

The measurement model confirmed the reliability and validity of the research framework, with all metrics within acceptable thresholds. The structural model was evaluated by testing the hypotheses, all of which were supported. This demonstrates that stronger brand satisfaction enhances customer loyalty and fosters brand loyalty (H2). Moreover, brand satisfaction acts as a mediator, strengthening the correlation between brand awareness and customer loyalty. These Outcome are consistent with earlier research.

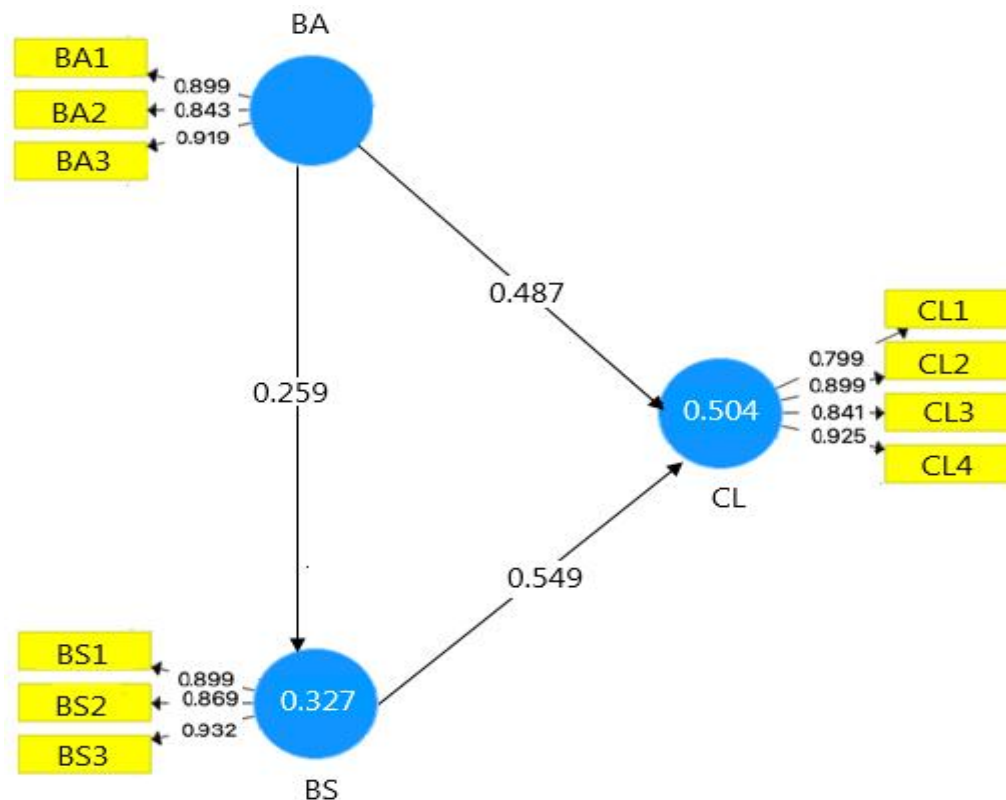
The results indicate that while the effects are statistically significant, they can be further amplified by enhancing brand experiences, thereby increasing their influence on

brand image and loyalty. The research model also exhibited predictive accuracy and relevance, as reflected by R^2 values within acceptable ranges.

In short, customer loyalty is influenced by brand satisfaction and brand awareness respectively. Note that brand satisfaction is of utmost importance (54.9%), in other words, it exerts the strongest effect on customer loyalty of cosmetic products (VENUS EAU DE PARFUM 100ML EDEN FLOWER brand). In addition, these different independent variables (brand satisfaction and brand awareness) explain approximately 50.4% of the variance of the customer loyalty (dependent variable) ($R^2 = 0.504$), that is to say, 50% of the variance of customer loyalty is explained by first and foremost brand satisfaction and brand awareness of the Algerian consumer towards the cosmetics product (VENUS EAU DE PARFUM 100ML EDEN FLOWER).

Brand awareness strongly and positively influences brand satisfaction and this in turn influences customer loyalty of the Algerian customer (See figure below).

Fig.5 The conceptual research model



Source: SmartPLS Version 3 Output

5. Conclusion:

This study examines the influence of corporate brand image on customer loyalty in VENUS company. Three hypotheses were tested based on the outcomes of the literature review and theoretical frameworks. The findings reveal a strong correlation between corporate brand satisfaction, brand awareness and customer loyalty.

Hypothesis 1, which posits that brand awareness significantly impacts customer loyalty, was supported. The study concludes that brand awareness enhances customer commitment and positively influences loyalty toward a product. It also assesses the

importance of brand image and its effects on businesses and their market offerings, emphasizing that a strong brand reputation fosters greater customer loyalty. These results align with prior research by Shi & Hjaltaso (2017) and Mabkhot et al. (2015).

Hypothesis 2, which suggests that BS directly and significantly affects customer loyalty, was also supported. This finding is consistent with studies by Hin et al. (2013), Akdeniz Ar & Kara (2014).

Hypothesis 3, which suggests that brand awareness satisfaction directly and significantly affects brand satisfaction, was also supported. The study contributes to understanding how brand awareness and brand satisfaction enhance customer loyalty in cosmetics products sector (VENUS company). Beyond confirming the positive effects of these factors on loyalty, the research demonstrates that improving brand satisfaction and awareness can strengthen consumer loyalty to VENUS company.

The study also highlights that the majority of respondents were educated young individuals, whose preferences for brand and quality significantly influenced their brand perception and loyalty. To build long-term, mutually beneficial relationships with customers and gain a competitive edge, businesses must prioritize these factors.

The literature underscores the interconnectedness of brand awareness, brand satisfaction, and customer loyalty. Brand awareness serves as the foundation for attracting customers, while brand satisfaction fosters positive experiences that build trust and emotional connections. Ultimately, these factors contribute to customer loyalty, which is essential for sustaining a brand's market position and profitability. Understanding these concepts and their relationships is crucial for crafting successful marketing strategies and enhancing customer relationships.

Limitations and Future Research Directions

These findings of the study are **restricted** to VENUS company in Oran and cannot be generalized to other industries operating in the region. Additionally, the study focused solely on brand awareness and brand satisfaction as indicators of brand image to measure customer loyalty, which may not fully capture the dynamics of the variables under investigation.

To address these limitations, future research could amplify the scope by involving a broader sample of organizations, encompassing both financial, non-financial sectors and services. Researchers may also consider incorporating additional constructs to enable a more comprehensive analysis and generate more robust and authentic results.

Other researchers can replicate this study for other countries to compare the results obtained. Considering other moderating variables such as age and gender. We focused on a product category (Venus); other researchers can validate the results on other product categories such as food and agri-food products, as well as other brands and even services.

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