

Examining the Effects of Positive e-WOM, Brand Image and Brand Loyalty on Purchase Intention

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Date of receipt: 10/02/2025 Date of acceptance: 06/04/2025

Abstract :

This study seeks to examine the impact of brand image, brand loyalty, and positive electronic word-of-mouth (e-WOM) on purchase intention for the El Mordjane chocolate brand, a local brand under the CEBON company established in 2021. The research involved a sample of 90 respondents from various locations across Oran, selected through a non-probability sampling method. The analysis was conducted using structural equation modeling (SEM) with PLS version 3. The findings reveal a positive and significant influence of e-WOM, brand image, and brand loyalty on purchase intention. Additionally, e-WOM was found to directly and significantly affect both brand image and brand loyalty.

Keywords : E-WOM, Brand Image, Brand Loyalty, Purchase Intention, Agerian consumer.

Jel Classification Codes : M31; M37

I. INTRODUCTION

In an era dominated by digital connectivity, positive electronic word-of-mouth (e-WOM) has become a significant influence on consumer behavior, especially in areas like brand image, brand loyalty and purchase intentions. As consumers depend more on online reviews, social media suggestions, recommendations and endorsements from influencers, the role of e-WOM in shaping and sustaining brand loyalty has become a critical area of study within marketing literature.

This is especially relevant for brands like Chocolat Morjane, a prominent Algerian chocolate manufacturer, whose success in a competitive market hinges on its ability to leverage positive e-WOM to enhance brand image, foster loyalty, and drive purchase intentions. Although there is an expanding volume of studies on e-WOM and its impact on consumer behavior, there remains a significant gap in understanding how these dynamics play out in culturally specific contexts, such as Algeria, where traditional values and digital transformation intersect in unique ways.

The existing literature has extensively explored the general effects of e-WOM on brand loyalty and purchase intentions, highlighting its role in reducing perceived risk, enhancing trust, and influencing decision-making (Cheung & Thadani, 2012); (King, Racherla, & Bush, 2014). However, few studies have examined how these mechanisms operate within the framework of local brands in emerging markets, particularly in North Africa. Moreover, while brand image is widely recognized as a key mediator between e-WOM and consumer behavior, there is limited research on how positive e-WOM contributes to the evolution of brand image for heritage brands like Chocolat Morjane, which carry deep cultural significance. This study seeks to address these gaps by investigating the interplay between positive e-WOM, brand loyalty, purchase intentions, and brand image in the context of Chocolat Morjane, offering insights that are both theoretically significant and practically actionable.

Importance of the Study:

The significance of this research stems from its examination of how positive electronic word-of-mouth (e-WOM) impacts brand image, brand loyalty and purchase intentions for Chocolat Morjane in the Algerian context.

As digital platforms increasingly shape consumer behavior, understanding the impact of e-WOM is crucial for businesses to remain competitive. For Chocolat El-Morjane, this study provides actionable insights into leveraging e-WOM to enhance brand loyalty and drive purchase decisions, while highlighting the pivotal role of brand image in amplifying these effects. Additionally, the study addresses the unique cultural and market dynamics of Algeria, offering valuable knowledge for both local and international brands. By bridging the gap between e-WOM, brand image, and consumer behavior, this research contributes to academic literature and provides practical strategies for building trust, credibility, and long-term customer relationships in a digitally connected world.

Objectives of the Study:

The primary objective of this study is to explore how positive e-WOM influences brand loyalty and purchase intentions for Chocolat Morjane, with a specific focus on the mediating role of brand image. By examining these relationships within the Algerian market, this research aims to contribute to the broader discourse on e-WOM by providing a culturally nuanced understanding of its impact. These study objectives can be summarized in these points:

- To examine the effect of positive electronic word-of-mouth (e-WOM) on brand loyalty for Chocolat Morjane.
- Investigate how positive e-WOM influences consumers' loyalty toward Chocolat Morjane.
- To analyze the impact of positive electronic word-of-mouth (e-WOM) on purchase intentions for Chocolat Morjane in Algeria.
- Explore how positive e-WOM affects consumers' decision-making processes and their likelihood to purchase Chocolat Morjane products.
- Assess how positive e-WOM shapes perceptions of Chocolat Morjane's brand image and, in turn, influences loyalty.

Problem Statement:

This study is guided by the following research questions:

How does positive e-WOM influence brand loyalty, brand image and purchase intentions for Algerian chocolate el- Morjane?

Several sub-questions emerge from this problem, which we summarize as follows :

1. What role does Positive *e-WOM* play in Brand Image?
2. What role does Positive *e-WOM* play in Brand loyalty?
3. What role does Positive *e-WOM* play in Purchase Intention?
4. What role does Brand Image play in Purchase Intention?
5. What role does Brand *loyalty* play in Purchase Intention?

To address these questions, a mixed-methods approach is employed, combining quantitative surveys to measure the strength of relationships between variables to explore the underlying motivations and perceptions of Algerian consumers. Data will be collected from a diverse sample of Chocolat Morjane consumers, with a focus on understanding how digital and cultural factors shape their responses to e-WOM.

This paper is structured as follows: Section 2 reviews the relevant literature on e-WOM, brand loyalty, purchase intentions, and brand image, identifying key gaps and theoretical foundations. Section 3 details the research methodology, encompassing the processes for data collection and analysis. Section 4 provides the results, which are then examined for their significance in Section 5. The paper concludes with recommendations for future research and practical applications for marketers.

II. Literature Review and Hypotheses

How does positive electronic word-of-mouth (e-WOM) influence brand loyalty and purchase intentions for Chocolat Morjane, and what role does brand image play in mediating this relationship within the Algerian context?

The literature review is organized into four key themes: (1) the conceptual foundations of e-WOM, (2) the relationship between e-WOM and brand loyalty, (3) the role of brand image in consumer behavior, and (4) cultural and contextual factors in e-WOM effectiveness.

1. Conceptual Foundations of e-WOM

Electronic word-of-mouth (e-WOM) has become a cornerstone of digital marketing, defined as the exchange of product- or brand-related information among consumers through online platforms (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004) studies have consistently highlighted the power of positive e-WOM in shaping consumer perceptions, reducing perceived risk, and influencing purchase decisions (Cheung & Thadani, 2012). The credibility of e-WOM is often attributed to its perceived neutrality, as it originates from fellow consumers rather than brands themselves (Litvin ,

Goldsmith, & Bing , 2008). However, the effectiveness of e-WOM varies depending on factors such as the platform, the sender's credibility, and the receiver's susceptibility to social influence (King, Racherla, & Bush, 2014). (SAYAH, 2017, p. 212), (SAYAH, 2017a), (SAYAH, 2018a), (Sayah, 2019), (SAYAH , 2020, (SAYAH, 2020a, p. 589), (SAYAH, 2020b), (SAYAH, 2021, p. 122), (Junaid Ali Saeed Rana, 2024).

Despite the extensive research on e-WOM in Western contexts, there is limited exploration of its dynamics in emerging markets, particularly in North Africa. This gap is significant, as cultural and technological factors in these regions may alter how e-WOM is perceived and acted upon (Ismagilova, Slade, Rana, & Dwivedi, 2020). For instance, in collectivist cultures like Algeria, social networks and community ties may amplify the impact of e-WOM, a phenomenon that warrants further investigation.

2. e-WOM and Brand Loyalty

Brand loyalty, defined as a consumer's commitment to repurchase or recommend a brand, is a critical outcome of positive e-WOM. Brand loyalty refers to a customer's dedication to repeatedly purchasing a specific product, service, or brand from the same company, even when external factors or circumstances might encourage them to switch to a competitor. According to Kabiraj and Shanmugan (2011), brand loyalty encompasses a combination of attitudes, emotions, and behaviors that drive customers to continue choosing a brand based on past experiences, as the brand consistently delivers the desired image, price, quality, and features. (Aaker, 1996) describes brand loyalty as the consistent preference for one brand over others within a set of alternatives, leading to repeated purchases of the same brand.

Brand loyalty includes a cognitive dimension, where the brand is the first to come to mind, and a willingness to tolerate price changes (Tweneboah-Koduah & Farley, 2015).

On the other hand, Bilgin (2018) highlights that behavioral loyalty directly contributes to a business's revenue, while attitudinal and cognitive loyalty increase the likelihood of customers recommending the brand to others, playing a vital role in attracting new customers. Additionally, brand loyalty reflects a customer's potential willingness to switch to other brands if there are changes in the price or quality of the product or service (Wilbert , Kanyepe, Lovemore , & Tendai , 2024), (B. Guo & Wang, 2024)..

Research suggests that e-WOM enhances brand loyalty by fostering trust, emotional connection, and perceived value (Jalilvand & Samiei, 2012). For example, positive online reviews and social media endorsements can reinforce a consumer's belief in the brand's quality, leading to repeat purchases and advocacy (Godes & Mayzlin, 2004).

However, the relationship between e-WOM and brand loyalty is not always straightforward. Some studies have found that the impact of e-WOM diminishes over time or varies across product categories (Babić Rosario, Sotgiu, & Bijmolt, 2016). Additionally, the role of e-WOM in building loyalty for heritage brands, such as Chocolat Morjane, remains underexplored. Heritage brands often carry cultural and emotional significance, which may amplify the effects of e-WOM in ways that differ from global or non-heritage brands (Urde, Greyser, & Balmer, 2007).

3. The Role of Brand Image

Brand image, defined as the perceptions and associations consumers hold about a brand, plays a mediating role in the relationship between e-WOM and consumer behavior (Keller, 1993). Positive e-WOM can enhance brand image by highlighting the brand's strengths, values, and unique selling propositions (Jalilvand & Samiei, 2012). For example, online testimonials about Chocolat Morjane's quality, taste, and cultural relevance can strengthen its image as a trusted and beloved Algerian brand.

However, brand image is not static; it evolves in response to consumer experiences and external influences, such as e-WOM (Aaker, 1996). In the context of heritage brands, brand image is often tied to cultural identity and nostalgia, which can make it more resilient to negative e-WOM but also more dependent on positive e-WOM for sustained growth (Junaid Ali Saeed Rana, 2024). This duality underscores the need for further research on how e-WOM shapes brand image in culturally specific contexts.

• Gaps in the Literature

While the existing literature provides valuable insights into the general effects of e-WOM on brand loyalty and purchase intentions, several gaps remain:

1. Most studies focus on Western contexts, leaving a gap in understanding how positive e-WOM operates in emerging markets like Algeria.

2. **Heritage Brands:** There is limited research on how e-WOM influences brand loyalty and image brands, which often carry cultural and emotional significance.
3. **Mediating Role of Brand Image and Brand Loyalty:** The mechanisms through which brand image and Brand Loyalty mediate the relationship between positive e-WOM and consumer behavior are not fully understood.
4. **Methodological Limitations:** Numerous studies depend on quantitative methods, often neglecting the subtle motivations and perceptions that qualitative approaches are capable of uncovering.
- **Contribution of This Study**

This study addresses these gaps by examining the role of positive e-WOM in building brand loyalty and purchase intentions for Chocolat El-Morjane, with a focus on the mediating role of brand image in the Algerian context. The research aims to provide a culturally nuanced understanding of positive e-WOM dynamics, offering theoretical and practical insights for brands in emerging markets.

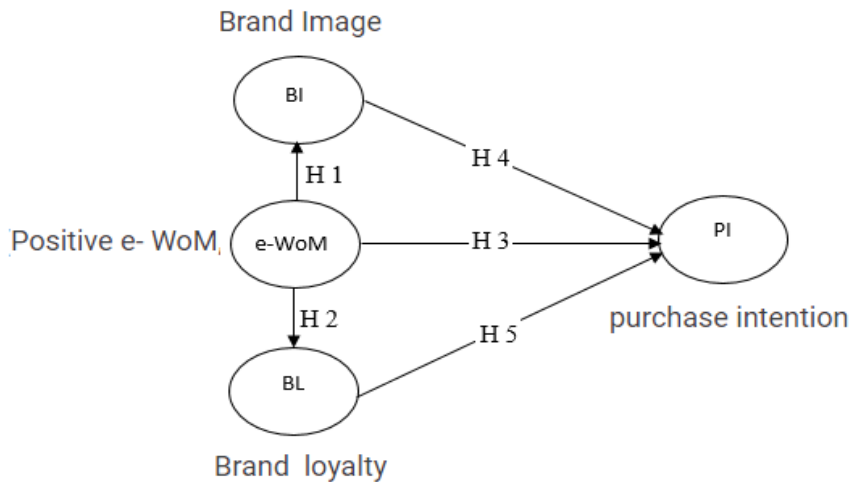
- **Research Model and Hypothesis**

Drawing on the literature review, Figure 1 illustrates the conceptual model serving as the research framework, which connects Positive e-WoM, Brand Image, Brand Loyalty, and Purchase Intention. This study seeks to develop a model that explains how these factors (Positive e-WoM, Brand Image, and Brand Loyalty) interact to influence Purchase Intention in the context of El-Morjane product marketing in Algeria today.

Following the literature review and the aims of the study, the hypothesis formulation based on the research framework is as follows:

- ✓ H1: Positive e-WoM influences Brand Image
- ✓ H2: Positive e-WoM influences Brand loyalty
- ✓ H3: Positive e-WoM influences Purchase Intention.
- ✓ H4: Brand Image affects Purchase Intention.
- ✓ H5: Brand loyalty influences Purchase Intention.

Figure 1. Conceptual model



Source: Author

III– Methods and Materials

1. Research methodology

1. 1 Product selection

We have selected CEBON products and more precisely El Mordjane **chocolate**. El Mordjene, a chocolate hazelnut spread from Algeria, has recently become a global sensation, thanks to TikTok and social media influencers. The buzz started in summer 2024 when videos of French people trying "El Mordjene" for the first time went viral. Many compared its taste to Kinder Bueno, calling it delicious. This led to a surge in demand for the "exotic" product.

Originally available in Algerian markets since 2021, "El Mordjene" quickly gained popularity in France, becoming a hot topic on TikTok. Users shared tips on where to buy it and complained about stores running out of stock. Families rushed to try it, and it even sparked debates in French media about its unexpected success, despite no advertising campaigns. Nutritionists also praised it for having less sugar than Nutella.

The Algerian company CEBON, which produces "El Mordjene," admitted they didn't expect such huge demand, which skyrocketed after the TikTok videos. Despite its global success, the small family business in Oran remains humble and focused on quality.

As demand soared, prices increased due to supply and demand, but CEBON insists their spreads remain affordable and high-quality. "El

Mordjene" is now a success story for Algerian companies, proving how social media can break cultural and geographical barriers to win over consumers worldwide.

Fig.2: El Mordjene, a chocolate hazelnut



Source : al-ain , 2024, Chocolat algérien El Mordjane, un succès télévisé chez BFM TV, <https://fr.al-ain.com/article/el-mordjane-bfmtv-reaction>

1.2 Questionnaire Design

Our sample is composed of 90 respondents. The survey was carried out from June 2024 to January 2025. The practical side was assisted on a sample of consumers who make purchases through social media platforms. The questionnaire was designed to assess these variables: **Positive Electronic word-of-mouth** (5 items) was adapted from **Bansal et Voyer (2000)**; **Brand Image** (3 items) was derived from (Aaker, 1996) (Keller, 1993), **Brand Loyalty** (3 items) were based on (Chaudhuri & Holbrook, 2001); Yoo & Donthu, 2001) (Dick & Basu, 1994) work and regarding purchase intention (5 items) were adapted from (Gefen, 2000; (Kim, Ferrin, & Rao, 2008) (Dodds et al., 1991; Zeithaml et al., 1996). These scales have good internal consistency. The constructs were operationalized using measurement scales that have been validated in prior marketing literature.

During the creation of the questionnaire, the multiple-item approach was utilized, with each item assessed on a five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree."

1.3 Data Collection

The Algerian iteration of the questionnaire was pretested and adjusted according to feedback gathered from the pretest sample ($n = 90$). Participants were recruited for an online survey, selected based on their prior usage or experience with social media, especially TikTok, Instagram and facebook. The primary target respondents included students, academics, and university staff in Oran, as this metropolitan area hosts a significant concentration of online shoppers who are well-acquainted with rapidly advancing m-commerce. The study's data were analyzed using SPSS 22 and PLS Smart 3.0.

2. The questionnaire process

Data collection was conducted over eight months, from June 2024 to January 2025, through online interviews. The questionnaire included 19 questions and was distributed across various social media platforms, such as Facebook, Twitter, Instagram, and YouTube.

3. Target Population and Study Sample

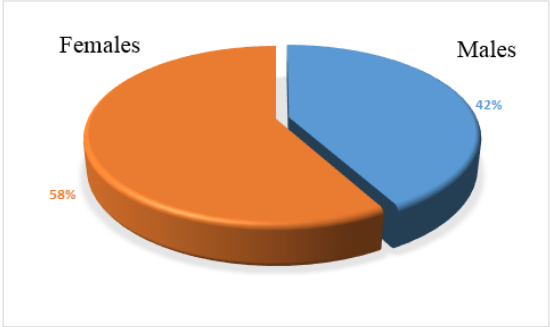
The population used in this research are people who know El Mordjene brand. Approximately 90 responses were gathered, forming the study's sample. Participants ranged in age from 18 to 56 years and were all residents of Algeria. A non-probability sampling approach, specifically purposive sampling, was employed to select the sample.

IV- Results and discussion.

IV.1 Sample Characteristics

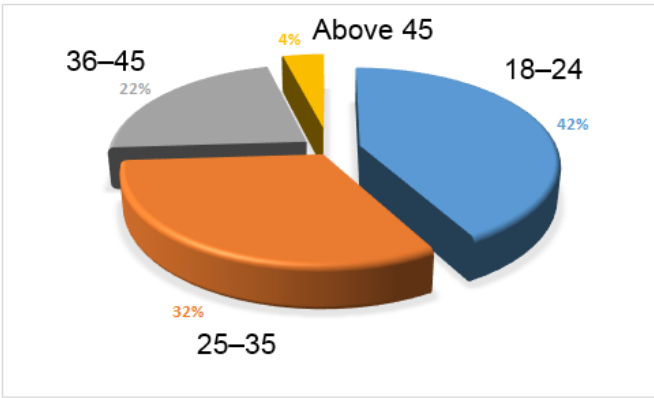
There was a minor difference in the gender distribution among the 80 valid replies, with 42% males and 58% females (**Figure 3**). 42 percent of the respondents were in the 18–24 age range, succeeded by 32 percent in the 25–35 and 22 percent in the 36–45 age group. Furthermore, 50% of the individuals reported using mobile shopping applications for 1-3 years, 36% reported using the applications for 4–5 years, and 14% reported using mobile applications for more than 5 years (**Figure 4**), percentage distribution of the sample based on social media usage. (**Figure 5**).

Fig. 3: Percentage distribution of the sample by gender.



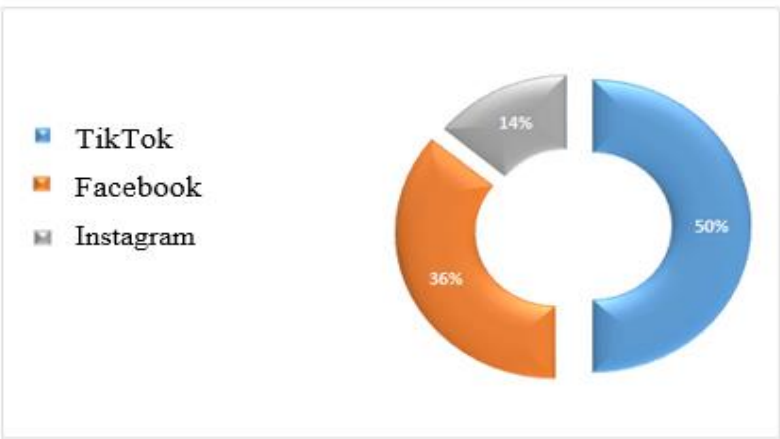
Source: Author.

Fig.4: Sample Presentation by age group in percentage



Source: Author

Fig. 5: Percentage distribution of the sample based on social media usage



Source: Author

Table (1) : Participants’ Demographical Features

Gender	
Female	58%
Male	42%
Age	
18–24	42%
25–35	32%
36–45	22%
Above 45	4%
Using social media	
TikTok	50%
Facebook	36%
Instagram	14%

Source: Author

IV.2. Measurement Model Assessment

Before we can examine the relationships proposed in our model (hypotheses testing), we need to ensure our measures are accurate (measurement model evaluation). We'll achieve this in two steps: first, by conducting an exploratory factor analysis followed by hypothesis testing using PLS Version 3, a software for structural equation modeling.

Descriptive statistics were computed using SPSS to offer preliminary insights into the dataset. Subsequently, Partial Least Squares (PLS) analysis was performed using SmartPLS 3.0 to estimate the parameters for both the measurement and structural models. To confirm the robustness of the findings, the reliability and validity of the measurement tools were carefully examined. Reliability was evaluated using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

The findings indicate strong construct reliability and convergent validity. All Cronbach's alpha (α) values fall between 0.724 and 0.864, surpassing the recommended threshold of 0.7 ((Hair, Black, Babin, & Anderso, 2010). Similarly, the factor loadings for all constructs exceed the acceptable cutoff of 0.50 (Hair, Black, Babin, & Anderso, 2010). Furthermore, the AVE and CR values for each construct exceed 0.50, further supporting convergent validity (Fornell & Larcker, 1981) (see **Table. 2**).

Table (2): Cronbach’s Alpha, Composite Reliability, and AVE Scores for Constructs

Constructs	Cronbach’s Alpha	Composite Reliability	Average Variance Extracted (AVE)
E-WOM	0.765	0.907	0.658
Brand Image	0.859	0.945	0.847
Brand Loyalty	0.864	0.954	0.854
Purchase Intention	0.724	0.887	0.803

Source: Author based on the SPSS Outputs

Table (3): Discriminant Validity (Fornell-Larcker Criterion)

Variables	E-WOM	Brand Image	Brand Loyalty	Purchase Intention
E-WOM	0.834			
Brand Image	0.742	0.856		
Brand Loyalty	0.609	0.702	0.847	
Purchase Intention	0.598	0.584	0.489	0.869

Source: Author based smartPLS Version 3 Output

IV.3 Structural Model Evaluation and Hypothesis Testing

We employed structural equation modeling (SEM) via SmartPLS 3.0 to evaluate the proposed hypotheses. In summary, purchase intention is influenced respectively by positive electronic word-of-mouth (e-WOM), brand image (BI), and brand loyalty (BL), with e-WOM being the most significant factor, exerting the strongest impact on purchase intention. Furthermore, these independent variables positive e-WOM, brand image (BI), and brand loyalty (BL) account for approximately 44% of the variance in the dependent variable, purchase intention (PI), as indicated by ($R^2 = 0.439$). This means that 44% of the variation in purchase intention is primarily explained by positive e-WOM, brand image (BI), and brand loyalty (BL) among Algerian consumers regarding the product (El Mordjane).

Based on the table below, it is evident that electronic word-of-mouth positive (e-WOM) has a strong and positive impact on brand image (BI), as indicated by ($\beta = 0.481$ and $p = 0.000$). This confirms a positive correlation between BI and positive e-WOM, with BI ($R^2 = 0.694$) and a coefficient of β

= 0.481. This implies that 70% of the variance in brand image (BI) is accounted for by e-WOM, thereby supporting hypothesis H1.

Similarly, electronic word-of-mouth positive (e-WOM) significantly and positively affects brand loyalty (BL), as shown by ($\beta = 0.359$ and $p = 0.000$). This establishes a positive correlation between BL and positive e-WOM, with BL ($R^2 = 0.541$) and a coefficient of $\beta = 0.359$. This indicates that 54% of the variance in brand loyalty (BL) is explained by e-WOM, confirming hypothesis H2.

Furthermore, positive electronic word-of-mouth (e-WOM) strongly and positively influences purchase intention (PI), as evidenced by ($\beta = 0.584$ and $p = 0.000$). This confirms a positive correlation between PI and e-WOM, with PI ($R^2 = 0.44$) and a coefficient of $\beta = 0.584$. This means that 44% of the variance in purchase intention (PI) is explained by positive e-WOM, brand image (BI), and brand loyalty (BL), thereby validating hypothesis H3.

As depicted in Figure 1 and Table 4, the standardized path coefficients support positive relationships between positive E-WOM, (BI), (BL) and consumer purchasing (PI). Table 4 reveals that E-WOM emerged as the strongest positive influence ($\beta = 0.584$, $p < 0.000$), succeeded by Brand Image (BI) ($\beta = 0.506$, $p < 0.000$) and Brand Loyalty (BL) ($\beta = 0.327$, $p < 0.000$). The standardized path coefficients also support positive relationships between E-WOM and (BI) and (BL). Consequently, all hypotheses (H1, H2 and H3, H4 and H5) are supported.

Positive Electronic word-of-mouth (e-WOM) has a significant and favorable impact on shaping a brand's image (BI) and brand loyalty (BL) of Algerian consumers toward the product (El Mordjane), which in turn influences the purchase intention (PI) of Algerian consumers. Additionally, positive electronic word-of-mouth (e-WOM) has a direct and positive effect on brand image (BI), brand loyalty (BL), and purchase intention (PI) of the product (El Mordjane), as shown in the following figure.

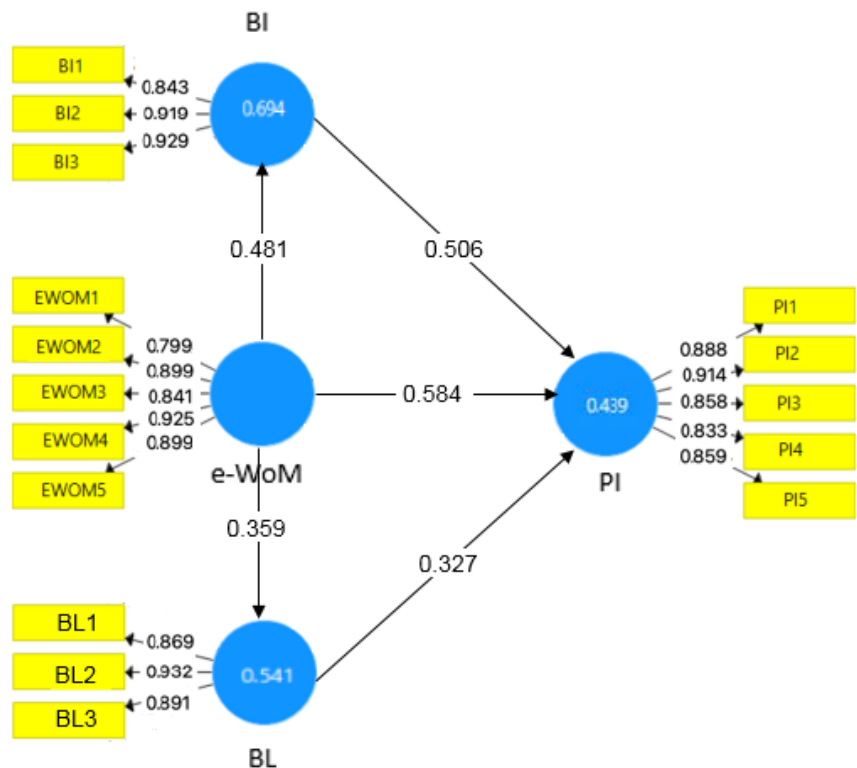
Table 4: Structural Model Results

	Hypothesized Direction	Path Coefficient	p-values	R2	Results
E-WOM → (BI)	(+)	0.481	0.000	0.694	Supported

E-WOM→ (BL)	(+)	0.389	0.000	0.541	Supported
E-WOM→ PI	(+)	0.584	0.000	0.439	Supported
(BI) → PI	(+)	0.506	0.000		Supported
(BL) → PI	(+)	0.327	0.000		Supported

Source: Author based smartPLS Version 3 Output

Fig. 6 The conceptual research model



V. DISCUSSION

From the findings, it is evident that electronic word-of-mouth positive (e-WOM) has a direct and positive impact on brand image (BI), brand loyalty (BL), and purchase intention (PI) among Algerian consumers for the recommended product (El Mordjane). In simpler terms, the more favorable and substantial the reviews are, the greater the positive effect on the consumer’s PI, BI, and BL toward the product. This relationship can be attributed to the alignment between positive reviews and recommendations

and the enhancement of PI, BI, and BL, highlighting a strong connection between positive e-WOM and these consumer behaviors.

It is important to highlight that purchase intention is more strongly influenced by word-of-mouth than by brand image or brand loyalty. When internet users recommend a product, it positively shapes Algerian consumers' attitudes toward the recommended product. The more recommendations there are, the more favorable the attitude toward the product becomes. A positive attitude, in turn, directly enhances purchase intention. Positive Electronic word-of-mouth positive (e-WOM) has become a critical factor in the decision-making process of Algerian consumers.

These key findings allow us to conclude the following :

- ✓ Positive Electronic Word-of-Mouth (e-WOM) can influence consumer behavior and directly modify:
 - (BI) = Brand Image
 - (BL) = Brand Loyalty
 - (PI) = Purchase Intention
- ✓ Purchase intention is influenced by :
 - Positive (e-WOM)
 - (BI) = Brand Image
 - (BL) = Brand Loyalty.

VI. CONCLUSION

The literature review highlights the transformative power of positive e-WOM in shaping consumer behavior, while also underscoring the need for culturally specific research. By situating Chocolat El Morjene within this discourse, this study seeks to advance knowledge on how brands can leverage positive e-WOM to build enduring consumer relationships in the digital age. The findings will not only advance academic theory but also offer practical strategies for marketers aiming to strengthen brand loyalty and brand image in emerging markets such as Algeria.

The findings demonstrate that positive electronic word-of-mouth positive (e-WOM) has a direct and positive impact on consumer attitudes toward the recommended product and their purchase intention. Certain digital influencers share content on platforms like YouTube, Facebook, Twitter, blogs, vlogs, and Instagram. Their recommendations and information are then extensively disseminated by their followers and fans through the positive e-

WOM effect. The information and recommendations are perceived as relevant, enabling the dissemination of product-related details and, consequently, reaching a broad audience. This positively and directly impacts purchase intention (IP), brand image (BI), and brand loyalty (BL). Additionally, positive comments enhance consumer attitudes toward BI and BL.

The results of this research are anticipated to make several contributions to the marketing discipline. First, they will provide a deeper understanding of how positive e-WOM operates in culturally specific contexts, enriching the global discourse on e-WOM and consumer behavior. Second, the study will offer practical insights for heritage brands like Chocolat Morjane, enabling them to harness the power of positive e-WOM to strengthen brand loyalty and drive sales. Finally, this research will advance theoretical frameworks that link positive e-WOM to consumer decision-making processes.

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