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GRADUATION THESIS

Master in Entrepreneurship and projects management.

The impact of the brand experience on the brand attitude and brand equity

CASE : DHL INTERNATIONAL ALGERIA.

Elaborated by:

GUERAINI Sohaib Chamseddine.

Supervised by:

Dr. BOUCHETARA. M

Jury members:

El MOKRITAR. S

FADEL. L

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Abstract

In a competitive world market of logistics, most companies focus on the brand experience to reach the logistical and organizational performance, as the case of DHL INTERNATIONAL ALGERIA considered as a customer centric company, they represent an optimal brand equity to satisfy the existent and potential clients. This paper study the impact of brand experience that has gained importance in the relational marketing procedures to ensure the deliverance of better product quality, price, and brand image in order to deliver an optimized customer experience.

However, we conducted empirical research using a quantitative method to measure the customer experience of the clients of DHL INTERANTIONAL ALGERIA and to test its impact on the attitude and brand equity, using the brand experience as the independent variable, brand attitude as a mediator and brand equity as the dependent variables.

The research demonstrated the existence of a significative effect between the dependent variable on the mediator variable and the independent variable.

Key words: Band experience, Brand attitude, Brand equity, Brand price, Brand image, brand quality

Résumé

Dans un marché mondial concurrentiel de la logistique, la plupart des entreprises se concentrent sur l'expérience de la marque pour atteindre la performance logistique et organisationnelle, comme le cas de DHL INTERNATIONAL ALGERIE considéré comme une entreprise centrée sur le client, ils représentent un capital de marque optimale pour satisfaire les clients existants et potentiels. Cet article étudie l'impact de l'expérience de la marque qui a pris de l'importance dans les procédures de marketing relationnel pour assurer la livraison d'une meilleure qualité de produit, de prix et d'image de marque afin d'offrir une expérience client optimisée.

Cependant, nous avons mené une recherche empirique en utilisant une méthode quantitative pour mesurer l'expérience client des clients de DHL INTERANTIONAL ALGERIE et pour tester son impact sur l'attitude et le capital de la marque.

La recherche a démontré l'existence d'un effet significatif entre la variable dépendante sur la variable médiatrice et la variable indépendante.

Mots clés : Expérience de marque, Prix de marque, image de marque, qualité de la marque, attitude de la marque, capital de la marque

الملخص

في سوق لوجستيات عالمي تنافسي ، تركّز معظم الشركات على تجربة العلامة التجارية لتحقيق الأداء اللوجستي والتنظيمي ، كما هو الحال بالنسبة دي اتش ال العالمية التي تعتبر كشركة تركّز على العملاء ، فهي تمثل التجربة التجارية المثالية لإرضاء لزيائنها لإرضاء زبائنها الحاليين والمحتملين

يدرس هذا البحث تأثير تجربة العلامة التجارية التي اكتسبت أهمية في إطار تسويق العلاقات لضمان تقديم أفضل جودة للمنتج والسعر والعلامة التجارية من أجل تقديم تجربة عملاء عالية الاداء لذلك قمنا ببحث باستخدام طريقة كمية لقياس تجربة العملاء دي اتش ال العالمية العملاء واختبار تأثيرها على سلوك الزبون وتأثيره على العلامة التجارية

أثبت البحث وجود تأثير معنوي بين المتغير التابع على المتغير الوسيط والمتغير المستقل

الكلمات المفاحية : جودة للمنتج, تسويق العلاقات, سلوك الزبون

سعرالعلامة التجارية,تجربة عملاء العلامة التجارية

Gratitude

“Amat Victoria curam Ac fortis fortuna adiuvat”

I thank God, for blessing us with health and knowledge to serve science and God.

I want first to thank my self for being brave, courageous and faithful to my vision and determined to reach my dreams and goals, for leaving a mark in this life, may god bless me and grace me with more faith, courage and knowledge for the rest of my path.

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Thanks to all my friends and colleagues for those moment where we survived and stud against a world full of uncertainty, we have made it.

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List of abbreviations

value-based perceived quality	VPQ	33
Analysis of principal components	ACP	57
business to clients	B2C	17
Business to clients		17
Customer brand based equity	CBBE	25
globas business service	GBS	15
Small meduim entreprise	SME	19

Introduction

Introduction

In the actual era of constant development and competitive racing towards perfection, the industry of logistics sector is growing constantly.

Speaking in a world wild point of view, due to the actual pandemic situation caused by covid-19, many sectors of logistics fields have flourished, and excelled in their performance imposing a competitive aspect to the economic situation, this phase that nearly all companies of logistics in the world faced has imposed on the organization to adapt to the technological and environmental changes, which also impose to review the management and marketing process in order to get more in touch with the customer that they are actually being counted as the center of logistics company's transaction, Most of companies in the logistics sector tend to optimize their process to reach the organizational and operational performance, and to deliver excellence and get more market share and increase in their turnover.

However, this process must be viewed in a customer-based approach, and in a relational way to create a competitive advantage which includes the customer's perception of the companies in order to facilitate the decision making, the engagement, and the loyalty of customers

This study is conducted as thematic in the sector of logistics, where few studies and research of logistics and delivery marketing where counted, most of studies looked in a narrow field focusing on the supply chain and neglecting the customers concerns, whereas the customers are the center of the organization. (Aysu Göçer, 2013)

Our thematic research investigating phenomenon's of the relational and brand marketing operation due to their importance in the stimulation of customers concerns, our study conducted a deep and focused research about the brand experience and its variables (brand perceived quality, brand image, brand price) and their effect and impact on the brand attitude and brand equity, those variables are being mediated by the brand's attitude as an indicator of the customers intention towards the brand (Alexander E. EllingerP.J. DaughertyScott B. KellerScott B. Keller, 2000)

In research of (Katherine N. Lemon & Peter C. Verhoef, 2016) most of companies and big firms such as amazon, apple, KMPG are putting the customer in the center of their interest. Our research was conducted in the managerial field of DHL EXPRESS INTERNATIONAL algeria, knowing that DHL enhance the politic of a customer centric firm. More than 30 years of existence DHL preformed delivering excellence each day, by taking charge of world wild

and national transaction existing in more than 200 countries, DHL covers nearly every territory in the world, whether by delivering shipments or diverse interaction with customers.

Knowing that the Algerian logistics sector has witnessed a remarkable increase in since 2015, where most companies has placed more attention on their services and operations, they serve customer divided on more than five major companies holding the most of market shares, and delivering shipments daily to international and national network and connecting people.

DHL INTERNATIONAL ALGERIA, hold the largest market share in Algeria, delivering an experience ultimate experience as they tend to keep their dominant position in market. As we took the lead in this research, considered one of the early research in the logistics marketing fields, we conducted this research in DHL managerial fields, meeting daily clients, and investigating their experience by strong feedback using models of questionnaires, we took part in different activities of the company such as in the customer service, the sales department, and the E-Commerce department as well the front desk where we could meet different customers to stimulate their experience in order to answer our hypothesis made according our review literature and data collected represented by 143 customers of DHL INTERNATIONAL ALGERIA.

Chapter 1 Problematic and organizational context.

Section 1 the problematic

1. Introduction

In this section we are addressing the reader to introduce him to our research subject, showing the general main idea of the subject and then presenting the specific idea that this study is dealing with, the structure of our research problematic, allows us to define the key question of our research and work according to relevant research that dealt with our topic.

The general question is designed to introduce us to the general phenomenon of our subject, which it gives us an indicator to which or what concept that we're going to see his specifics, second question or the specific question, its used to answer a phenomenon's detailed and specific dimension to work on the hypothesis considered giving us a known fact to validate it with a methodic and scientific way so we can arrive to its final resolution, at last, in the end of this section we will be able to develop our research question and the hypothesis of this study.

2. Research context

In the current time staying competitive in a market has become difficult for companies, due to many reasons such as financial, economic, technological even informational and environmental reasons, that pushes firms to get a hard time to create a outcomes or advantages to offer to their clients (CHIARA GENTILE, NICOLA SPILLER, GIULIANO NOCI, 2007)

Most of companies nowadays tend to emphasis the customer experience as a differentiation key when it comes into making new products or deliver uniqueness to their customers, all of this in order to keep their usual clients as loyal as possible, and land new clients, and optimize their customer experience constantly, however, the customer experience that companies deliver is considered as their engagement with the brand's clients and make them promoters of the brand, and use them as well a source of data so they can generate useful information in their future plan (Rawson A., Duncan E., and Jones C., 2013)

Customer experience is now considered as the main factor of competition of companies, according to a report of the firms WALEKER they said that in 2020 companies will consider the customer experience as their key differentiator, even said that 86% of customer are ready to purchase a greater customer experience for an extra cost in exchange it was mentioned in a report on customer experience from PWC

The lack of studies conducted in this specific area of interest intercrossing the logistics with marketing made us generate a huge interest in outcomes of good customer experience in the logistics field, so we decided to question ourselves and verify the current studied in the sector of supply chain the shipment delivery in Algeria, so we elaborate a topic of interest taking the customer experience in within new insights, checking the variables that forms the customer experience, the perceived quality, the price and brand image, with the use of brand attitude as a mediating variables.

In research we are going to see the variables that formulates the customer experience from a customer perspective and the firm's perspective to conclude with a global image, mentioning all the factor the influences the customer through an empirical study, using qualitative methods to treat our data.

We have chosen DHL INTERANTIONAL ALGERIA as the organizational structure to host our study, in this time of period we distinguished the managerial act and theorical background needed to conduct this research,

The supply chain sector has an underrated view, where the Algerian consumer has had a negative perception of shipment delivery in Algeria, because of some companies who neglect the quality of its services and the absence of a price policy. The objective of this study will allow us to measure the impact of the perceived quality, the price of the services of DHL INTERANTIONAL ALGERIA and the brand image of the company on the behavior of its customers toward the brand equity.

3. Research objectives

This research is conducted to add value to the current studies in the behaviorism marketing perspectives, we choose to work on the 3 variables, composed their dimensions forming the most optimal theorical framework about the clients behaviors according to (Meena Madhavan ,Dr.K.Chandrasekar, 2015) those variables are the customer experience and the brand equity, this study aims to enhance the relational marketing practices and add new perspectives, the mediator variables is designed to measure the attitude so we can stimulate the experience if the customers and get a pre-image of their intentions towards the brand, this last will enhance to scientific production in the fields of the behaviorism marketing.

Introducing a wider theorical angle of data collection from clients to create future statistical tools for to cover expectations and to monitor the clients experience and optimize it to its best,

which by, this research is going to help systematically the brand equity and the improve the attitude of clients towards it. (ZEHRA BOZBAY, EMİNE KARAKUŞ BAŞLAR , 2020)

The primary goals of this research are highlighted as follows

- Showcase the customers behavior in the logistics sector.
- Establish a guide threw the results of this research to understand better the consumer behavior in the logistics sector.
- Insite on future research on the customer behavior within the logistics field.
- Giving the opportunity to customer to engage themselves in the co-creation process.
- Future implementation of customers data center using buyer personas.

4. Research pertinence

Our research is based on two distinct relevancies, one is scientific, and the other is managerial

4.1 Scientific pertinence

We demonstrated a personal interest in this specific field of study as a first motivation to study this case and those following variables, knowing the fact that customers experience has gain a new air, introducing new concepts of management marketing to the customer centric organizations, customers seemed to be unheard in the Algerian of sector of supply chain, neglecting the value that customer experience would bring to a firm when it comes to co creation value, and innovating new products and developing the sales process throughout different services.

In another perspective the customer experience in the marketing management is a factor of excellence and differentiation from contending companies (David Havíř , 2019) and his value in the creation of data that could be employed in the innovation steps when it comes to products development and launching new products (Mevludiye Guzel , Bülent Sezen , Umit Alniacik, 2020) clients could bring support the brand that they like and they are being loyal to, and be the brand promoter as word-of-mouth speakers and promoters (Sean Kwan Soo Shin, Fortune Edem Amenuvor, Richard Basilisco and Kwasi Owusu-Antwi, 2019)

Our goal from this study is represent as below

- Identifying our customers.

- Establish a customer's journey map.
- Identifying their concerns and interest and expectations.
- Viewing their propositions.
- Creating a data center of customer according to their responses.
- Creating qualitative profiles and quantitative profiles that are going to help us in our future decisions concerning our marketing strategies.
- Review the price, quality, and brand image.
- Launch and adopt new methods of sales.

4.2 Pertinence Managerial

This study aims to develop the current industry of supply chain in Algeria through its evolution, it will help us also to create new products proposals, caring more value and shaping their customer experience, as a part of the commitment that was taken being a trainee in a customer centric organization this study aims to bring new values the products that are going to personalize the customer experience of each product to each client. Nevertheless, this study aims to continuous improvement of products quality viewing the pricing strategies and taking in consideration the customer quires and complaints, the complaints also include customer's perception of the brand image, considered as the brand association at the point of view and representing the sensorial awareness of the brand at the customers level and at least as part of our managerial objectives is to monitor the customers attitudes before, during and after consumption we refer to ([Lamin B. Ceesay, 2020](#)) where we inspired by their limitations and future direction to follow in further researches.

5. Research question

Primary research and primary data collection about the problematic research has placed in our possession a bunch of articles that helped us to know the generalities and the specific areas of studies in our topic.

The customer experience is a vast concept containing many dimensions ([Larissa Becker & Elina Jaakkola , 2020](#)), determining its dimensions is a first task to do leading us to the first general questions:

- **Can the customer experience impact significantly the brand equity?**

After determining the dimensions to study in our research we formulated the second specific questions (Nusser A. RaajpootBeth Ghilni-Wage, 2019)

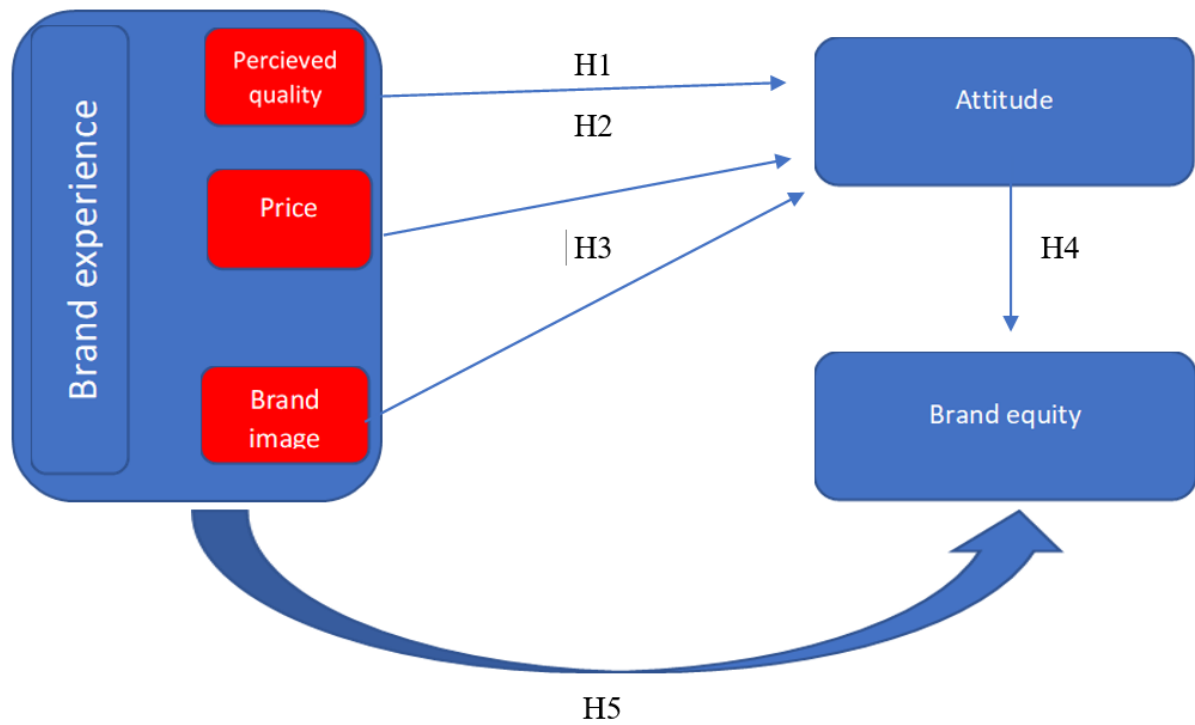
- **How the brand perceived quality impact the customer's attitude?**
- **How can the brand price impact the customers attitude?**
- **How can the brand image impact the customer's attitude?**
- **How can attitude impact the brand equity?**

6. Problematic

The problematic of our research deals with the customer centric point of view studying its impacts, its influence and the results that comes out of it, the customer centric point of view in our research deals mainly with the customer experience and its outcomes, during our literature review we could establish hypotheses to test the validity of our problematic, during our analysis of the relevant literature to our subject we could refer to (Rajumesh Sivarajah, 2014) where we inspired our research from his hypothesis that was studies in his research regarding the role of the mediating variables the brand attitude, (Ramesh Neupane, 2015), (Galina BiedenbachAgneta MarellAgneta Marell, 2010), (James B. Faircloth, Louis M. Capella and Bruce L. Alford, 2001) (Zehan Feng, Guohong Yu , 2016) (Anber Abraheem Shlash MOHAMMAD , 2017) (Andrew T. Norman, 2017)

- **Hypothesis 1: Brand perceived quality positively impacts attitude**
- **Hypothesis 2: Brand price has a positively impacts on attitude**
- **Hypothesis 3: Brand image positively impacts attitude**
- **Hypothesis 4: Attitude positively impacts brand experience**
- **Hypothesis 5: Brand experience positively impacts the brand equity**

Figure 1 Conceptual model of the hypothesis of the impact of brand experience on the attitude and brand equity



Source: made by our own

Section 2 Organizational context

1. General Information

Deutsche Post DHL Group is the world's leading mail and logistics company operating under two strong brands: Deutsche Post is Europe's leading postal service provider. DHL is uniquely positioned in the world's growth markets, with a comprehensive range of international express, freight transportation, e-commerce, and supply chain management services.

Deutsche Post AG is a listed corporation domiciled in Bonn, Germany. The Group is organized into the four operating divisions Post - eCommerce - Parcel, Express, Global Forwarding, Freight and Supply Chain, whose products, and services we describe in the Business units and market positions chapter. Each of them is under the control of its own divisional headquarters and subdivided into functions, business units or regions for reporting purposes

We consolidate the internal services that support the entire Group, including Finance, IT, Procurement and Legal, in our Global Business Services (GBS). This allows us to make even more efficient use of our resources whilst reacting flexibly to the rapidly changing demands of our business and our customers,

Group Deutsche Post DHL Group operates in over 220 countries and territories. The most important locations can be found in the list of shareholdings. Table below provides an overview of market volumes in key regions.

Figure 2 organizational structure of DHL DP worldwide

Organisational structure of Deutsche Post DHL Group

Deutsche Post DHL Group						
Corporate Center			Divisions			
CEO Board member • Dr Frank Appel Functions • Board Services • Corporate First Choice • Corporate Legal • Customer Solutions & Innovation • Corporate Office • Corporate Development • Corporate Executives • Corporate Heritage & Industry Associations • Corporate Communications & Responsibility • Corporate Public Policy & Regulation Management	Finance, Global Business Services Board member • Lawrence Rosen Functions • Corporate Accounting & Controlling • Corporate Finance • Global Business Services: Procurement, Real Estate, Finance Operations, Legal Services etc. • Investor Relations • Corporate Audit & Security • Taxes	Human Resources Board member • Melanie Kreis Functions • Corporate HR Germany • Corporate HR Standards & Programs • Corporate HR International • HR Post - eCommerce - Parcel • HR Express • HR Global Forwarding, Freight • HR Supply Chain • HR Finance, GBS, CSI, CC	Post - eCommerce - Parcel Board member • Jürgen Gerdes Business units • Post • eCommerce - Parcel	Express Board member • Ken Allen Regions • Europe • Americas • Asia Pacific • MEA (Middle East and Africa)	Global Forwarding, Freight Board member • Dr Frank Appel Business units • Global Forwarding • Freight	Supply Chain Board member • John Gilbert Regions • EMEA (Europe, Middle East and Africa) • Americas • Asia Pacific

Figure 3 worldwide volume market**Market volumes¹**

(2014)	Middle East/Africa	Americas	Europe	Asia Pacific
Air freight (m tonnes) ²	1.3	5.0	5.6	9.7
Ocean freight (m TEUs) ³	4.3	8.1	6.3	30.5
Contract logistics (€ bn) ⁴	5.2	52.3	63.3	55.5
International express market (€ bn) ⁵	–	7.2 (2013)	6.0 (2013)	6.5 (2013)
Road transport (€ bn) ⁷	–	–	192	–

2. Sending mail and merchandise internationally

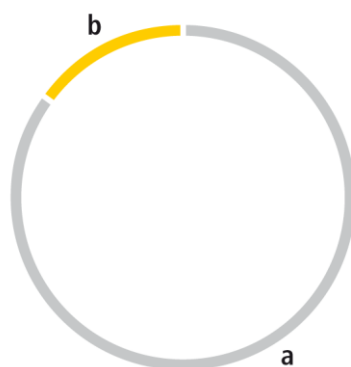
We carry mail and light-weight merchandise shipments across borders and provide international dialogue marketing services. For business customers in key European mail markets, we offer international shipping services. Our innovative products set us apart from the competition. For example, we are developing international shipping solutions for consumers (B2C) in the growing e-commerce sector. Our portfolio also comprises consulting and services for all physical and digital dialogue marketing needs. Furthermore, we offer physical, hybrid and electronic written communications for international business customers. Customers outside Germany benefit from our expertise and experience in order to do business successfully in the German market.

The global market volume for outbound international mail was around €6.6 billion in 2015 (previous year: €6.4 billion). We were able to compensate for the decline in light-weight

letters and press products through an increase in the proportion of heavier items. Our market share declined slightly year-on-year to 15.0%.

Figure 4 worldwide mail market shares

Market volume: €6.6 billion



a	Competition	85.0 %
b	DHL	15.0 %

Source: company estimate.

Source: internal documents

3. Express division

Express services in more than 220 countries and territories

In the Express division, we transport urgent documents and goods reliably and on time from door to door. Our network spans more than 220 countries and territories, in which some 90,000 employees provide services to more than 2.5 million customers. As a global network operator that applies standardized processes, we are consistently optimizing our service to keep customer commitments, respond specifically to their wishes and always deliver the best possible quality.

4. Objectives and strategies

Our work case included the EXPRESS division and its subdivisions, we would like to establish the goals of the EXPRESS divisions, in line with our strategic program Focus, we have stabilized and expanded our business, increased our market share, strengthened our margin, and merged individual elements of our business in recent years. In the reporting year,

our focus was upon realigning the division as a self-renewing organization in line with Group strategy.

4.1. Managing revenue and costs

Our return on sales rises when growing volumes lead to economies of scale in the network, innovation and automation improve productivity and costs are strictly managed. We minimize indirect costs through simplified and standardized processes. For example, we are streamlining our IT system architecture step by step, whilst ensuring adherence to global standards and quality requirements, especially as regards facilities and operating materials.

4.2. Structuring sales and prices

Using global campaigns, we specifically target small and medium-sized businesses which could benefit the most from increasing exports. We concentrate upon items whose size and weight optimally match our network and thereby create economies of scale. In terms of our pricing policy, we encourage global co-ordination and discipline. At the same time, we work to continuously improve our customer approach. Our Insanely Customer Centric Culture program is intended to resolve problems more quickly and meet customer expectations more effectively.

4.3. Improving quality of service

In the Global Forwarding business unit, we are working continuously to improve our overall service quality and ensure a uniform service level within the network. In the Freight business unit, we extended our Premium LTL Service EU-rapid accordingly. It is now available at 100 terminals and over 90% of our network shipments across Europe run through it. We intend to upgrade our entire European road freight network to this standard.

5. DHL INTERNATIONAL ALGERIA

The start of DHL in Algeria was very timid in 1994, time did not seem to have much value. But the years and the hard work of a whole team have given reason to DHL. The development of its activity during the last theses years leaves us very optimistic about the growth of our service in Algeria which has opted for an opening of the market, and which is in full economic mutation. Today, from the multinational to the SME through the individual, our

customers are diversified and cannot do without the benefits of DHL service, which has become a key service in the management of their time. In a context of globalization of the economy requiring speed, reactivity and flexibility, international express transport is booming. The internationalization of trade is accelerating, and the ability of companies to react quickly is a development factor and a major competitive advantage.

DHL has a large market share in Algeria.

DHL is a customer-focused company: more than 80% of its workforce is in direct contact with its customers. The close collaboration of our different departments is reflected in our strong values: passion for customer service, respect for people, and the pursuit of excellence, which are guided in each of our actions by the awareness of acting in a spirit of honesty and integrity.

Table 1 turnover of the competition market of leading logistics and freight companies

Compagnies	2019	2020	Evolution
EMS Champion Post	78	75	- 3,85%
DHL International Algeria	1 178	1 002	- 14,94%
UPS Algeria	133	112	- 15,79%
Falcon Express Algeria - Fedex	47	56	19,15%
AGEM - TNT	103	96	- 6,80%
Total	1 539	1 341	- 12,87%

Source: internal documents

Chapter 2 Literature review & conceptual framework.

Section 1 Literature review

1. Introduction

The review literature is designed to be the guide path of our research, as it brings closer the commonly shared research dealing with the same thematic as our research's topic, many articles, books and reviews were collected to review previous academic and scientific production that has been generated on our topic, explaining phenomenon of the brand experience and its dimensions placing its impact and effects on the attitude and brand equity, the review literature demonstrated also scientific gaps when we conducted our research which allows to search further in those missing scientific research and to explain them.

However, the review literature was established according our variables, that includes dimensions to understand and evaluate in holistic context and in sub-divided concepts that forms the complex structure of the brand experience, in another hand, the relation between the variable was also to consider, as we indicate in our literature review that the brand experience where subdivided into three variables (brand perceived quality, brand price and brand image), the subcategories of the brand experience where confirmed according to previous research in order to stimulate different aspects of the brand experience, and especially to connect the brand experience with the brand attitude and the brand equity.

This review was conducted systematically to place our subject of research in connection with previous research, which it could help us in our process of making the conceptual model and determine the methodology to follow as we collect and analyze our data for our empirical proof.

2. Brand equity

During our literature review we noticed that most of articles talk about the value of the brand equity, in our articles that we collected and reviewed them, they generally mentioned the effect of the brand equity and the brand image in the research we have taken as a variable to test the positive effect of brand experience on the brand equity.

(Gita Sugiyarti, and Aris Mardiyono , 2021) they described in their article the value of the brand equity and its impact in an empirical research that they made, using a quantitative method where they sampled a 529 responses out a survey used as a data collection method, at last they used In their research 239 valid answers, however in their article they have found the

effect is positive of brand image on the clients purchase intention which demonstrates a managerial application of companies in the process of the amelioration of their brand quality, and the perceived quality of their products using the brand image based on the clients perspective, in their result they also identified the significant relationship between the brand equity and the brand image, and both of them impacting the clients behavior (Gita Sugiyarti, and Aris Mardiyono , 2021).

Another study conducted by (Justus, Henry O. Kegoro¹ and Munywoki, 2020) where are they have made a critical literature review but the brand equity, as they sampled a bunch of articles where they compared the literature reviewed in each article with a theoretical framework.

(Justus, Henry O. Kegoro¹ and Munywoki, 2020) in their research they have shown the concept of brand equity, and how customers precept in each product or service and how they interact with it the company's reflected brand equity, in addition, the theoretical framework included the overall evaluation of customers and what they received or what they have seen and felt towards the brand, they found that customers evaluate the brand with a set of feelings and thoughts, counting as well the result of the interaction with the brand, and what they have made or generated during a given time where they interacted with certain products or brand.

In another article that's emphasis the importance of brand equity and its implementation the researchers (Justus, Henry O. Kegoro¹ and Munywoki, 2020) has asserted that there are steps to build brand equity and they consist of, implementation, marketing strategy, comprehending the brand, and evaluating the brand.

(Kuncoro & Suriani,, 2018) In his empirical study, he demonstrated the positive impact of product innovation on the competitive advantage, he cited that companies they employ a right marketing strategy are more likely to achieve a better brand equity.

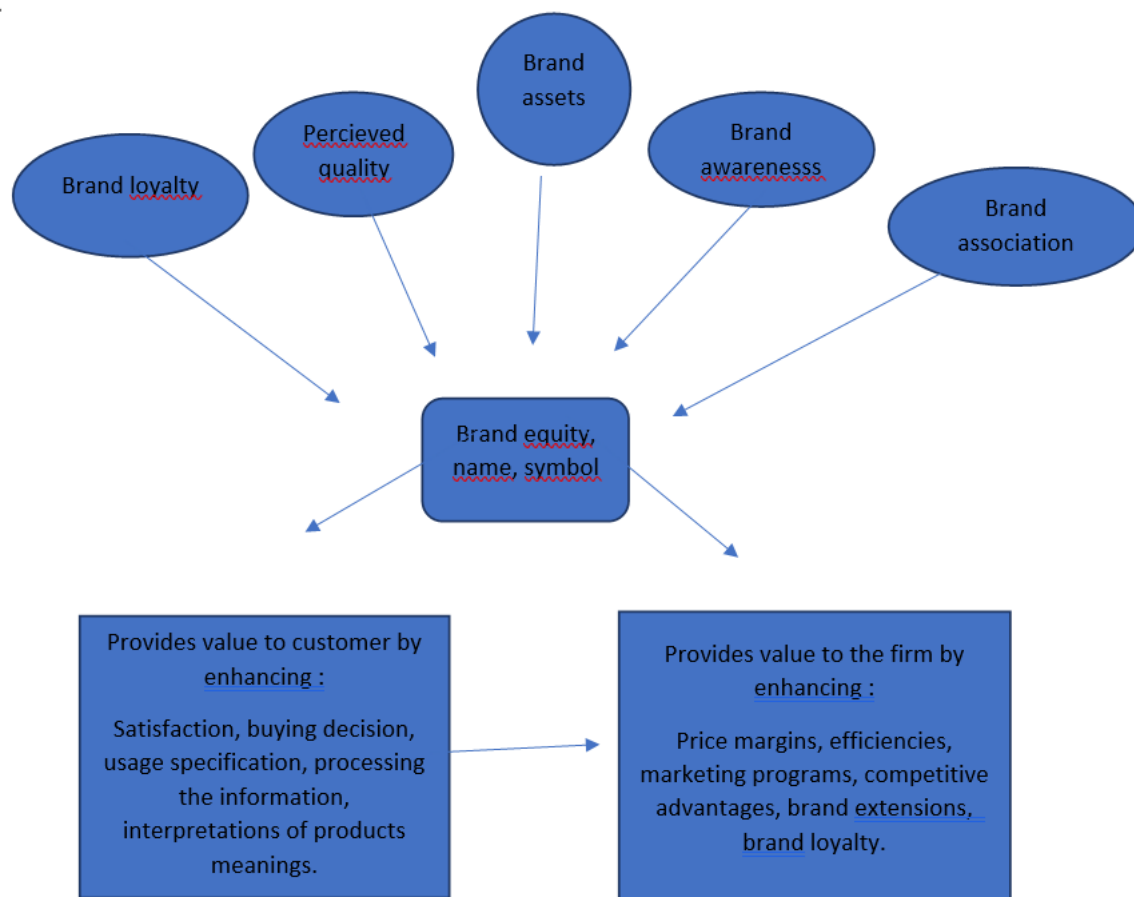
This review demonstrates the managerial implication and the theoretical implication of previous studies conducted in our subject, brand equity has taken a large importance in the field of management, and knowing it has antecedents and their importance and necessity to employ them in our marketing research and marketing management (Marc Elsäßer Bernd W. Wirtz, 2017)

To conclude on the brand equity literature we refer to (Umesh Ramchandra Raut, Prafulla Arjun Pawar, Pedro Quelhas Brito, Gyanendra Singh Sisodia, 2019), in their article is

considered as pillar research for the fact that it included the theoretical framework of brand equity and its antecedents, in accordance with the outcomes of a good application of brand equity variables in the marketing process.

Their research was conducted with a survey deployment, using an empirical quantitative study, they demonstrate the effect of the brand equity antecedents basing their research on “Keller’s 2001” brand equity-based Model, they found that brand equity antecedents (brand image, brand awareness, brand quality) as a mediating variable has a strong impact on the brand equity outcomes. (Umesh Ramchandra Raut, Prafulla Arjun Pawar, Pedro Quelhas Brito, Gyanendra Singh Sisodia, 2019).

Figure 5 brand equity conceptual model



Source: made by our own inspired by (DAVID J. SMITH, 2007)

2.1. Brand equity definition

In the literature reviewed, the brand equity took many forms and models since the first apparition of the term “BRAND EQUITY” in the early 1980 when companies increased the

competitiveness, each one of them needed a way to distinguish their products from the competition (Palwinder Kumar ,Shelly Rekhi, 2018)

In another hand (Dina Aulia, 2017) said that brand equity is the added value to the brand and products or the service to form its competitive advantage in order to be recalled in the customers mind, however (Shiffman, Leon G, Leslie Lazar Kanuk, 2010) has identified the brand equity as the value given to the product and transferred to the customers through the brand experience, that value transferred to the customer is perceived as the brand special assets that forms in a completing way the reason of the purchase of the customers, its gives the social esteem feeling, its generates trust with customer and loyalty with each engagement that the customers makes with the product.

(Aaker, David Allen, 1991) he defined the brand equity as a given traits to form the existence of a products, those traits are considered as the product or brand assets which they tend to satisfy the customers exigence.

2.2. Consumer-based brand equity (CBBE)

The (CBBE) or as know the customer-based brand equity is a vague and huge interest of the marketing practices (Keller, K., & Lehmann, D., 2006) they cite that CBBE is a creation of a very complex constructs, (Datta, 2017), the CBBE in fact is a multidimensional construct with excellence according (Lehmann, D., Keller, K., & Farley, J, 2008), during our sectional literature on this subject we found that most of the empirical articles used the conceptualization of (Aaker, David Allen, 1991) which in this concept, the brand equity antecedents are the components of the CBBE.

In an overall definition according to (Kevin Lane Keller , 1993) the consumer-based brand equity, is a concept that stimulate the reaction of the customer to a certain marketing strategy, the reaction can be recorded and compared to the marketing of a given brand, this practice is used to modify the marketing strategies and the mix marketing of the services so they create a bond between the brand and the consumer, the consumer-based brand equity is an approach based on three main components which they are : (differential effect, brand knowledge and consumer response) to the marketing, In an extension of it, brand knowledge is first set in the communication of the product spreading awareness.

The CBBE is now set as a referential step to guide the process of the implementation of a marketing strategy to a product (Kevin Lane Keller , 1993), as stated in the literature about

CBBE, many scholars classified this part of brand equity in the cognitive psychology studies conducted about how customer perceive brand equity (Christodoulides G, 2015). (Reza Motameni Manuchehr Shahrokhi, 1998) said that CBBE is one of the most emergent marketing concepts, it is considered as a bench marketing tool used to in the process of marketing control and marketing decision making.

As bottom line conclusion, CBBE is defined at its best by its consequences that effect positively the marketing practices and the overall revenue of the company on the long term (Keller, K.L, 2003), In the literature other scholar such as (Szöcs, 2012) defined the CBBE “as a support tool” that helps and clarify the strategies to emphasis during the equity building of the product or brand.

2.3. Dimensions of brand equity

In a general way, when we talk about brand equity, it is inevitable to mention the dimensions of it (Aaker, David Allen, 1991), in the way of creating of solid brand equity, scholar such as (Yoo, B., Donthu, N. and Lee, S, 2000) they suggested in their article that realizing the value the brand equity brings to our products is a key component a good marketing strategies, alongside comprehending brand equity and its assets will bring wealth to the company, and raising the competitive barriers set on the market.

(Aaker, D. A., 1992) in his most referenced model of brand equity he identifies five pillar constituents of brand equity, he divided them into separated components in : Cognitive such “brand awareness” , memorable and sensorial such as “brand association” , attachment and engagement as In “brand loyalty” , emotional and subjective judgement of the brand as in “brand perceived quality” and at last he stated the carries as set of characteristics such as : trademark, the customers service care, the packaging, the brand symbol, etc.)

Brand awareness is the knowledge given about a brand (Kevin Lane Keller , 1993), (Aaker, David Allen, 1991) identify it as the capability of the customer recognize a brand and know its existence, in other words, it is the existence of the brand in the mind of people and their surroundings.

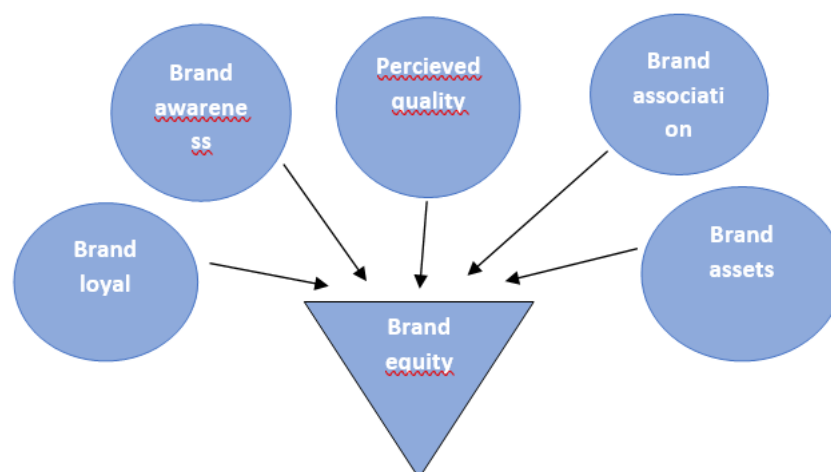
Brand association according to (Aaker, David Allen, 1991) It is what is constantly hooked with the brand or what is kept in the customers mind, it’s a linkage between the products the customers, brand association is considered as an assets of the products brand equity, because customers recall and associates the products to their mind according some particular traits.

Brand perceived quality is complementary and additional dimension of the brand equity (Kotler, P., & Keller, K. L., 2015), (Zeithaml, V.A, 1988) states that the brand perceived quality is the subjective judgement of customer about a given products, is the reaction of the customers the quality of the products judging it whether is a superior product or an inferior product.

Brand loyalty is defined by (Oliver, R.L., 1997) as the most important part of brand equity, as they assert that brand loyalty is that commitment of customers and their intention to keep buying the same products as they attribute their trust to it due the convenience of its assets, on the other hand (Aaker, David Allen, 1991) conceptualized the brand equity as the key element to gain the customers trust my marketing the loyalty of the products when it comes to serving their demands, he consider it as the essentials point where it is whether the switching point of customers towards other products of keeping on the same products.

Brand assets based on the (Aaker, David Allen, 1991) model cited by (Ovidiu Ioan Moiescu, 2005) he said that the brand assets are what it gives the competitive advantage to products, as we mentioned the constituents of the brand assets, we tend to notice that those assets function as a special mark of the brand.

Figure 6 the brand equity model according to Aaker's model



source: Aaker's brand equity model (Aaker, D. A., 1992)

In the figure below we present the Aaker's Customer-Based Brand Equity Framework, in which he demonstrates how CBBE model of brand equity works alongside identifying the five-point model of brand equity:

Figure 7 Aaker's Customer-Based Brand Equity and brand equity dimensions Framework



Source: made by our own inspired by (Aaker, D. A., 1992)

In the table below we it contains all the definitions of the relevant literature on the brand equity

Table 2 definitions of the relevant literature on the brand equity

Authors	Dimensions of brand equity	Findings
Aker 1996	Brand loyalty, perceived quality, brand association, brand awareness.	Four dimensions of the brand equity representing the perception of customers and could be applied across market and production.
Keller 1993	Brand awareness, brand image.	When the customer is familiar with the brand and holds a favorable, unique, strong brand association in his memory the customer-based brand equity occurs.
Park and Srinivasan 1994	Brand association (attribute-based and non-attribute-based component of brand equity)	Announcements depend of brand attitude and familiarity.
Lane and Jacobson 1995	Brand attitude, brand name familiarity, the stock markets participants Responses to brand extension.	Announcements depend of brand attitude and familiarity.
	Perceived quality, brand awareness, brand	The brand with greater advertising budget yielded

Cobbwalgren, rubble, and donthu 1995	association, advertising awareness.	substantially higher level of brand equity, in turn, the brand with higher equity, generated significantly greater preference and purchase intention.
Yo, donthu and lee 2001	Brand loyalty, perceived quality, brand awareness/associations	Brand equity is positively related to perceived quality, brand loyalty, and brand association, the relationship of perceived quality and brand association to brand equity is much weaker than the relation of brand loyalty to brand equity.
Gil 2007	Brand loyalty, perceived quality, brand awareness, brand association.	Brand loyalty is much closer to the concept of overall brand equity than brand awareness-association and perceived quality
Atilgan 2009	brand loyalty, perceived quality brand awareness, brand associations, brand trust	Emergence of brand trust as a new dimension instead of brand awareness complies well with recent literature on global branding
Mishra and datta 20011	Brand name, communication, brand association, brand personality, brand awareness, brand image, perceived brand quality, brand loyalty.	Importance of the effect of the brand assets treat as antecedents like brand name, awareness, personality, and consequence like brand preferences and purchase intention on customers-based brand equity.

Source: made by our own inspired by (Mohammad Taleghani, Meysam Almasi, 2011) cited by (Sanaz Farjam, Xu Hong-yi, 2015)

2.4. Brand equity antecedents and consequences

During our study conducted on the brand equity, we explored the literature to show case all the dimensions of the brand equity, it was revealed that, the brand equity of a certain brand reinforce its existence from 5 key elements according to the consumer-based brand equity model according (Aaker, D. A., 1992), the brand equity model does have consequences on the brand and how the brand gets effected by the equity development, the literature on the brand equity cited that – there is two types of antecedents- citing that there is the (objective) antecedents, they are mainly known as the functional antecedents or attributes of the brand or the product represented as a dimension of the equity of the brand as the brand assets.

On the other hand, there is the an experiential antecedents, experiential antecedents are described at their best as the subjective antecedents of the brand (Kocak, Akin, Temi Abimbola, and Alper Ozer, 2007) Cited by (S. Allen Broyles , David W. Schumann & Thaweephan Leingpibul, 2009).

When a brand satisfies the consumers requirements and exigence, the brand reaches the functional satisfaction, any given product carries a set of characteristics that allows them to give a certain level of performance felt or perceived by the customers, the outcomes of the this interaction between the customer and the functional attributes of the brand are called the “the brand functions outcome” resulting the a functional antecedent (Keller, Kevin Lane, 2001), it is thought this definition, that the brand equity functional antecedents are generally identified as the psychological need to full-fill as desire by acquiring a solution given by a certain brand, it is the motivation to engage with a certain brand (Keller, K.L, 2003).

Experiential antecedents are a sort of a desire to satisfy a social need, and the feeling generated by the psychological effect of using a product or a brand, experiential outcomes are seen as the satisfaction of customers from their total experience with the brand, It includes the sensorial experience and it employs the emotional cognitive part of the customer’s judgement (Keller, K.L, 2003).

In the table below there is a summary of the existent literature about the antecedents of the brand equity with definitions and the year by the most cited articles and authors

Table 3 antecedents of brand equity with explanation

Antecedents	Definitions	Authors
Functional Antecedents		
Reliability	Consistency of a brand’s performance over time and from purchase to Aaker and purchase.	Joachimsthaler (2000)
Durability	The economic life of a branded product.	Aaker (1991)
Effectiveness	How completely a brand meets consumers’ requirements.	Keller (2003)
Style	The branded product’s appearance.	Armstrong and Kotler (2003)

Design	“The content, the meaning, and the projected image of an identity” of a branded product.	Keller (2003, p. 178)
Warranty	The legal representations and covenants that are associated with a branded	Keller (1993)
Logo	A branded product’s symbol by which consumers recognize the brand.	Keller (1993)
Price	The financial cost that consumers pay for a branded product.	Yoo, Donthu, and Lee (2000)
Distribution	Intensity The supply chain by which a marketer makes a branded product and available to consumers.	Yoo, Donthu, Lee (2000)
Experiential antecedents		
Associations	Anything linked in one’s memory to a brand, such as their life history, and usage situations, lifestyle, ideal users, friends, family, and social or professional roles	Brown, Kozinets, Sherry (2003) Elliott and
Brand Personality	How people would describe the brand if it were a person (i.e., down to earth, intelligent, or even outdoors)	Wattanasuwan (1998) Aaker (1991, 1996)
Community	People associated with a brand, such as users or representatives of Berthon, Holbrook, and the firm marketing a brand	Berthon, Holbrook, Hulbert (2003); Brown,
Awareness	An individual’s recognition and recall of the brand loyalty Consumers’ repeat purchases of a brand and its share of a category volume they purchase	Kozinets, and Sherry (2003)
Behavioral	Consumers’ favor or disfavor toward a brand	Keller (2003)
Attitude	Consumers’ willingness “to invest time, energy, money, or other resources in the brand beyond those expended during	Keller (2003)
Active Engagement	purchase or consumption of the brand,” such as joining a club centered around a brand	Keller (2003)

Advertising	spending the funds spent by a firm for “any paid form of nonpersonal; presentation and promotion of . . . goods, or services . . . by an identified sponsor”	Keller (2003, p. 93)
Store image	Store image Consumers’ perception of a store at which they buy a branded product	Yoo, Donthu, and Lee (2000) Keller (2003, p. 286)

Source: made by our own inspired by (S. Allen Broyles , David W. Schumann & Thaweephan Leingpibul, 2009)

3. Brand image

We sorted out that brand image is a strong component of the customer experience as factor for clients to choose whether they are purchasing a given product, as (Amron Amron , 2018) sorted out in his article where he talks about the brand image as a main dimensions containing sub dimensions considered as independent variables (brand trust, brand loyalty, brand quality, brand price). (Amron Amron , 2018) he made ana statistical analysis about his hypothesis that claims brand image has a positive impact on the customers final decision, he sampled a 115 respondents among 119, into a quantitative research, he analyzed that the brand image indeed has a positive effect of the customers behavior and so the attitude towards the brand, and suggest with his research a managerial implication that insists that companies should always improve their brand image to satisfy their customers and gain loyalty (Amron Amron , 2018)

However (Debra RILEY, Nathalie CHARLTON, Hillary WASON 2015, 2015) in their empirical study they demonstrated that the brand image dimensions do have an impact on the alliance of the brand equity with the strategic goals of the brand, the study that they conduct on 229 respondents indicated the positive effect of the brand image on the customer preferences, the results indicate that the brands and the companies should integrate the understanding of the dimensions of the brand and their importance that results impacting the behavior of the customers in the habits of relational marketing (Debra RILEY, Nathalie CHARLTON, Hillary WASON 2015, 2015).

To see the brand image and its effects on the customer future trust traits, we referred in our research to (Arfendo Prophetoa, Dwi Kartinib, Sucherlyb and Yevis Marty Oesman, 2020) in their article they tested the hypothesis of the effect of brand image on the satisfaction of customers, mediated by the brand trust, they questioned 334 respondents and analyzed their answers in a quantitative empirical study.

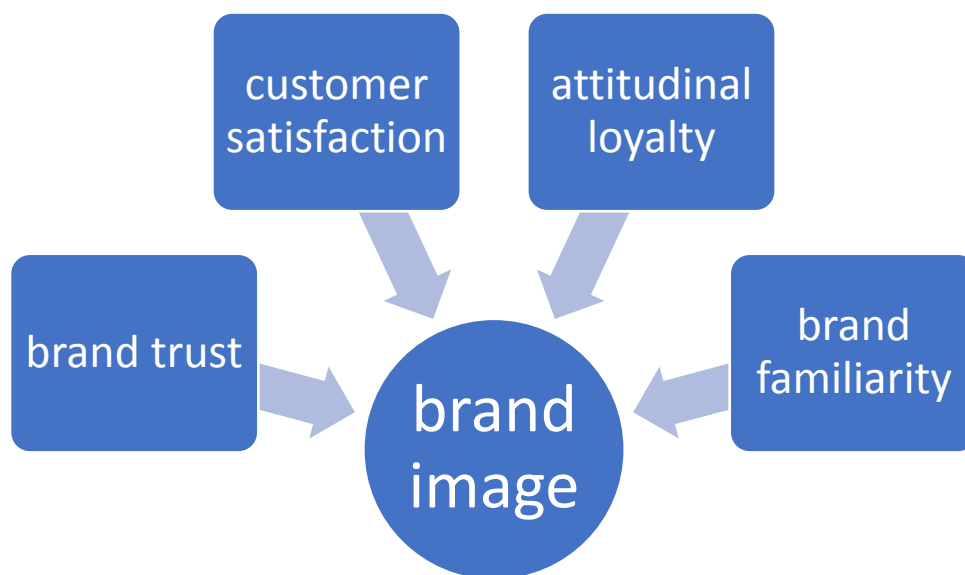
(Arfendo Prophetoa, Dwi Kartinib, Sucherlyb and Yevis Marty Oesman, 2020) they find in their research that brand image does effect positively the customers satisfaction, alongside

with the brand trust that they demonstrate that it effects directly the marketing performance, knowing that (Arfendo Prophetoa, Dwi Kartinib, Sucherlyb and Yevis Marty Oesman, 2020) cited that the brand image effects the customers through what it represents and how its related to the customers mind.

(Arfendo Prophetoa, Dwi Kartinib, Sucherlyb and Yevis Marty Oesman, 2020) As referred in their research that brand image is linked to customers mind in form of associations, they named three of associations.

Brand Attributes, it is what forms the brand, what it got and of what is made such as features and characteristics, Brand benefit, what consumers asses in a brand and the outcomes that they received of it. Brand attitude, it is the overall evaluation of customers to the brand, at last and attitude is seeing as an important factor impacting the customers behavior

Figure 8 brand image conceptuel model.



Source: made by our own inspired by (WASIB B LATIF, 2016)

4. Brand perceived quality

Introducing the term of quality to the business word has seen many definitions, and Scholars has seen this phenomenon and studied it from many perspectives and outlined many dimensions (Stylidis, K., Wickman, C., & Söderberg, R. 2019, 2019).

As seen in the marketing point of view, perceived quality was defined as the perceptions of customers to the quality of products or services delivered by a company, however they found in their research, it is hard to define the brand quality in the literature without quantifying the perception of the brand quality from a customer's-based approach.

As seen from a business wise point of view, the quality perception has been viewed as the sensitive perception of customers and the experience lived with a specific product (Armin Falk, 2018)

(Stylidis, K., Wickman, C., & Söderberg, R. 2019, 2019) as they conceptualized two dimensions of quality perception in their research, they introduced the quality in two typology dimensions: “*Technical Perceived Quality (TPQ) and Value-based Perceived Quality (VPQ)*”.

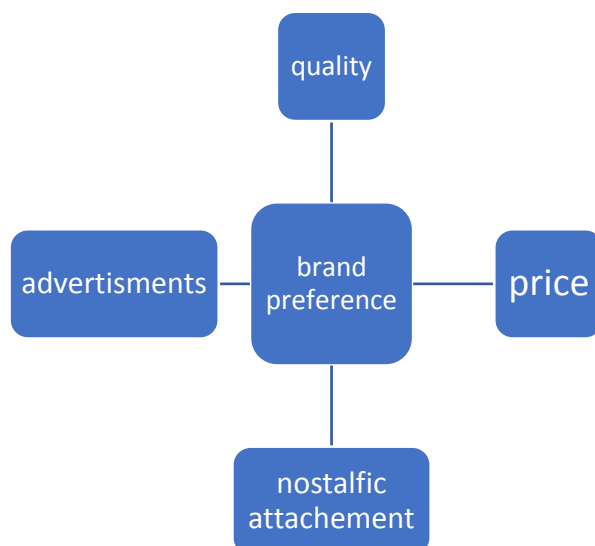
(Stylidis, K., Wickman, C., & Söderberg, R. 2019, 2019) in their research they explored the quality in the industry of services, where they interviewed 13 headquarters of services firms using a mix methods data analysis to prove the validity of their research question, they found that quality perception to customer is a positive factor for customers satisfaction.

In another research of (Jeon, H.M., Yoo, S.R. 2021, 2021), they conducted a study on brand experience, basing their research on the model based on brand’s equity, where they wanted to test their hypothesis on the variables of brand equity relating it to the customer’s perceived quality of the brand and associated variables.

They sampled a group of responses to their survey that gathered from 410 respondents and analyzed to result that brand perceived quality is a component of the brand equity structure including other variables such as (brand image, brand association, brand price), in a holistic construct, the brand perceived equity was found that it influences the brand perceived value, which in return the brand perceived value, is important to effect the attitude of clients toward the brand (Jeon, H.M., Yoo, S.R. 2021, 2021).

Figure 9 perceived quality conceptual model.

Source: made by our own inspired by (Marium Mateen KhanTariq JaleesTariq JaleesMustaghis RahmanMustaghis Rahman, 2016)



5. Brand Price

Pricing among brand is a very sensitive factor that directly impact the customers behavior and in terms of customer-based approach, it affects his decision to engage or reengage with the brand, due to his strong meaning that carries to the brand (Albari & Indah Safitri, 2018).

(Albari & Indah Safitri, 2018) In their research price was defined as the customer perception of the cost value that they will pay for a product or a service, defined threw its importance when it comes into branding for the soul purpose that consumer relate the price objectively the value and what benefits comes from a product carrying a specific price, so the customer are rational in their perception of brand price (Albari & Indah Safitri, 2018), their research hypothesized that price can influences positively the brand image and the customers decision, in their research they sampled 166 responses through their investigation, and they resulted that price do have a significant direct impact on the customers buying decisions and the brand image.

(Rita Komaladewi and Deru Indika, 2017) they indicated in their research that price of brand is sub divided into 3 other dimensions symbolized as:

Fair price, and it is the price that brand should have present for the service or products that they sell and its suits perfectly the product's features.

Relative price, relative price represents the quality of the product, if the products is a good quality product the price is much higher, and vice versa.

Fixed price, fixed price is the arrange prices for all the products or services, it does not vary according to clients demands or the quality or any other factor.

In research of (Timotius F. C. W. Sutrisno, Gladys Greselda Gosal, Serin Fransisca Hernandez , 2020) where they sampled 97 of responses on a survey to validate the hypothesis.

Threw an empirical quantitative study, they result that price do have a positive effect of buying decisions, with that showing the relation of price with customer behaviorism (Timotius F. C. W. Sutrisno, Gladys Greselda Gosal, Serin Fransisca Hernandez , 2020)

6. Attitude

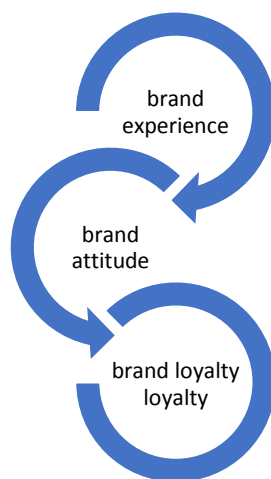
As it follows in our research conducted on the main subject customers experience and its impact on the customer behavior, is known in the customer behavior theories, customers express their attitudes towards a brand a product or service showing their behavior towards this last, the researchers were conducted by (Becker, L., Jaakkola, 2020, 2020) where they sampled 136 articles and studied them in a systematical comparative review, they found that attitude is a rational and affectional reaction of customers towards brand, brands usually generate satisfaction for their customers, about satisfaction is expressed as an attitude, which is automatically, if that attitude is found as a positive attitude it will turn into loyalty.

Throughout our literature review it was found that customers are affected by the marketing advertising it strategy, in other words the awareness of the brand is a huge factor of the customers attitude towards brands, in this point we refer to (Tanti Handriana, and Wahyu Rahman Wisandiko, 2017) doing the empirical research on the impact of advertising strategy and its influence on the customers attitude, they found that the advertising strategy and promotion, and the communication of the brand has a significant impact and the customers attitude towards the brand.

In another article related about brand marketing management and how customers get affected by the awareness of the brand, we cite this article (Sourjo Mukherjee, Niek Althuizen, 2020) they stated that customers are more likely get affected by the brand image and brand awareness, during their research where they compare metatheoretical approach of brand management they could conclude that the brand image and brand awareness do have a positive effect on the brands attitude and the customers attitude and so on the customer.

Figure 10 brand attitude conceptuel model.

Source: made by our own inspired by (Rajumesh Sivarajah, 2014)



7. Customer experience

(Waqas, M., Hamzah, Z. L. B., & Salleh, N. A. M. 2020 , 10 February 2020) in their research they have made a systematic review of a sample of article, they studied the marketing phenomenon “customer experience”, which is seen as a factor that influences the antecedes of customer experience (customer loyalty, customer, attitude, customer intention)

Creating, delivering, managing, and controlling positive customer experiences can result in favorable outcomes for the firms. having a better understanding of the drivers of customer experience is a necessity that will help marketers create and deliver the desired customer experience in a better way.

The customer experience management is a process where this last is being constantly monitored to generate positive reactions of customer towards our brands, those reaction would be counted as a success of brand as long as those reaction are being favorable towards brands, more over as mentioned by (Waqas, M., Hamzah, Z. L. B., & Salleh, N. A. M. 2020 , 10 February 2020) when we do have a better comprehension of the brand management it would result a better relational management and a brand success as well, in this manner customer experience would be optimized to its best meeting client’s expectations.

In this article we have seen that literature have explored more the concept of customer experience threw empirical studies and systematic reviews, they insisted on new perspective of future research, in a second degree they have generated a new concept of the customer experience basing their research on previous finding on this topic.

In an organizational behavior context, research have indicated threw their literature review that customer experience gathered a set of disciplines to form a multidimensional construct, in their article they concluded that the customer experience as a more emerging concept that implies to conduct more future studies in the behavioral customer understanding theories, due to the technological changes. Moreover, highlighting the customer experience from the firm’s perspective, this systemic literature review gave and an important value to the customers involvement in the firm’s strategic marketing plans, evaluating the customers contribution to create a good solid customer experience (Waqas, M., Hamzah, Z. L. B., & Salleh, N. A. M. 2020 , 10 February 2020).

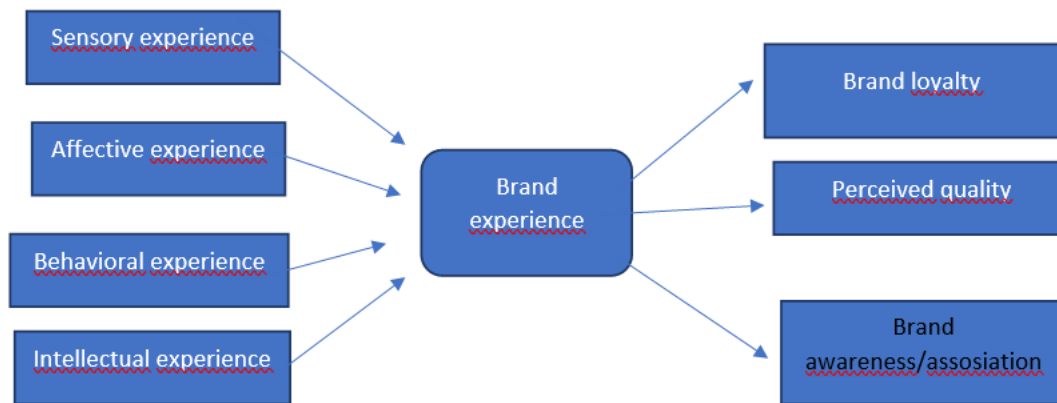
Customer experience, is seen from two different perspectives as phenomenon that relate the customer behavior to the organizational behavior (Anne-Madeleine Kranzbuhler, Mirella H.P. Kleijnen, Robert E. Morgan and Marije Teerlin2017, 2017) we conclude from their article, that they conceptualized a new approach to examine the customer experience from two main point of view, the customers perspective and the organizational perspective.

(Anne-Madeleine Kranzbuhler, Mirella H.P. Kleijnen, Robert E. Morgan , 2017) cited that the both of perspective are complementary and they should be seen in one concept, so they conducted a systemic literature review on both concept isolating each concept from another by sampling (n= 115) articles from (n=1,244) found, they concluded that the customers experience in the perspective of the customers depends on how organizational behavior of the firm and how they deliver the service and the products, as from the organizational behavior the firm's should externalize its diagnostics to look after the factors that affects the customer subjectively and objective outside of the firm's perspective, examining all the natural factors that their products or serviced are being exposed to that can influence the customers experience (Anne-Madeleine Kranzbuhler, Mirella H.P. Kleijnen, Robert E. Morgan , 2017, 2017).

Many articles talked about the definition of customer experience, but only some have defined all the stages that the customers face during his journey (Katherine N. Lemon & Peter C. Verhoef 2016, November 2016), the customer experience is a very vast field that it has being studied for years now, but the fact that it still a huge area of marketing that implies many strategies and many definitions that they need to be studied (Katherine N. Lemon & Peter C. Verhoef 2016, November 2016), the customer passes through whole different process, this articles insight to explore those process in order to contribute in the amelioration of the customer experience for its importance seen as a competitive factor.

(Katherine N. Lemon & Peter C. Verhoef 2016, November 2016) during their critical review of article, they sort out the main touch point of customers, listing the relational marketing, the satisfaction of customers, their loyalty and how it could be managed better during the customer experience, they considered that any firm that control this process can increase the loyalty of customers and control better the customers journey (Katherine N. Lemon & Peter C. Verhoef 2016, November 2016).

Figure 11 concept of brand experience effect

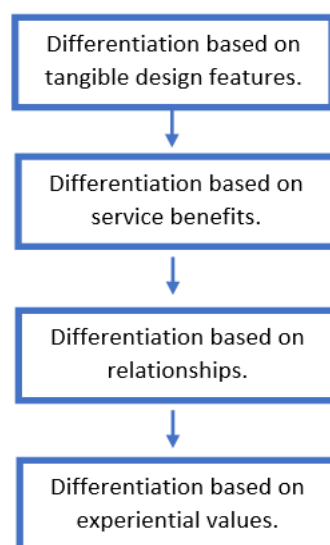


Source: made by our own inspired by (RITA PINA, 2020)

7.1. The Customer experience development

During time companies worked to improve their competitive skills, in order to perform well in the market, satisfy clients, and gain more profits with their branded products, according to the literature, when we mention the clients satisfaction element, it is primordial to include the products assets within the equation where companies differentiate themselves by differentiating the products characteristics and leverage them by qualities and more functional attributes, its call in the marketing practices the differentiation by the products, over time scholars argued about the optimal way to manage the client, (Christopher, M., Payne, A. and Ballantyne, D., 1991) cited by (Adrian Palmer, 2010)

Figure 12 model of the development of the customer experience concept.



Source: made by our own, inspired by (Christopher, M., Payne, A. and Ballantyne, D., 1991)

7.2. Customer experience as a “dimensionality of concepts”

Customer experience is a broad concept with many definitions, it is called as multidimensional construct that applies many disciplines to trace and process in order to understand the holistic concept of brand or customer experience, the literature that we reviewed, refer to (Holbrook, M., & Hirschman, E, 1982) cited by (Ahmed Rageh Ismail, TC Melewar, Lynn Lim, Arch Woodside, 2011), (Pine, B.J., & Gilmore, J.H, 1999) suggested that the customer experience is the operational marketing process as a four components construct, identifying two major point where they describes the customer experience as in two stages where the first stage includes the participation of the customer in the interaction either in a passive or active form where he interacts with the brand directly by the its consumption in a direct way which in the second stages the marketing communications of the brand affects the customers in a indirect way without any consumption.

However, from the economical and financial view (O’Loughlin, D., Szmigin, I., & Turnbull, P, 2004) set a concept of customer experience as a three components structure, where brand experience is considered as the corporate experience, in short it includes the whole contribution of the organization in the representation of the corporate image and so on they represent the brand image as a perceived overall experience, second the transactional experience, this second element differ from interpersonal perception of the final consumer, or the nature of the product and it characteristics and impact of the final consumer, third, it is the relational experience, they say that, clients interact with products, but also they interact with the company, this element is more to be considered in a service company, where the interaction with the customers should be set as a priority, and important element to improve the customer relation with the company and improve the their relational satisfaction.

In the psychological interaction of the brand with customer (Mascarenhas, O.A., Kesavan, R., & Bernacchi, M, 2006) they cited that, the customer experience with the brand trespasses direct contact with brand (physical), the companies try to use the emotional stimulation in order to touch the emotional experience and grave in the mind of customer.

In another hand, (Gentile, C., Spiller, N., & Noci, G, 2007) they made a research on how to keep an efficient customer experience and apply it on the co-creation of brand a value, they conceptualized a model of customer experience in which they divided it into six sub concepts, the First concept includes the sensorial experience, where the customer engages sensorially with brand, the customer engage with their sense (hearing, tasting, touching, vision) with the

brand, the second element is the emotional component, where the customer formulate and generate an emotional link with the brand, the customer gets affected by the brand in its generation of emotion, and it triggers the consumer affective system to bond emotionally with the product, third component is the cognitive experience, in this experience the customer formulate a set of ideas and thoughts, even, they start thinking a way related with their usage of the product, the fourth component is the life-style experience, certain branded products are symbolized by the company to a certain social life-style, whereas the customers purchase the products for their social value, in the case of luxurious brands or sportive brand, of brand that the consumer get attached by a social value to a certain brand, fifth component it's the pragmatic experience, it's the most active type of customer experience, where customer engages with the brand by the use of, which means that includes the act of doing something, or an act in relation with the purchased brand, the sixth component is the relational experience where the consumer engages with the brand in a social way, where the consumer uses the brand in a Groupe or with other people, according to (J. Jo Źsko Brakus, Bernd H. Schmitt, & Lia Zarantonello, 2009), they identified four dimensions of the customer experience (behavioral, cognitive, intellectual, affective).

Section2 Conceptual Framework.

1. Introduction

In this section, we will present the epistemological approach adopted, the definition concepts used in our work and the conceptual model retained which concerns the perceived quality, price, and brand image and their impact on the brand attitude and the brand equity.

2. Perceived quality

2.1. Quality

To define quality, certain evokes one (absence of deviation), one (perfect adaptation to use). The American Association for Control and Quality has proposed a definition, today adopted worldwide.

However, quality is defined as the most quality provided by a company in its products, with absence of all deviation in products or services, Quality encompasses all the characteristics of a product or service that affect its ability to meet needs, expressed or implicit The notion of quality helps us to distinguish between an efficient a non-efficient product, the customer's expectation when they meet a quality product is the best definition of the perceived quality, and it could be measured by customers expression of satisfaction.

2.2. perceived quality

Perceived quality has an important role in the process of choosing and purchasing a product she means the level of quality of a product or service as perceived by the consumer in a subjective way. The notion of perceived quality most often refers to the quality perceived by the consumer prior to the purchase and use of the product or service. In this case, the perceived quality is the resulting from many factors such as

- image of the product or service
- design
- materials and components
- price
- reputation.

(Kotler, P. and Keller, K. (2014) *Marketing Management*. 15th Edition, 2014)

The perceived quality is the feeling generated when a product meets our expectations and satisfy our needs alongside with the existence of alternative solutions.

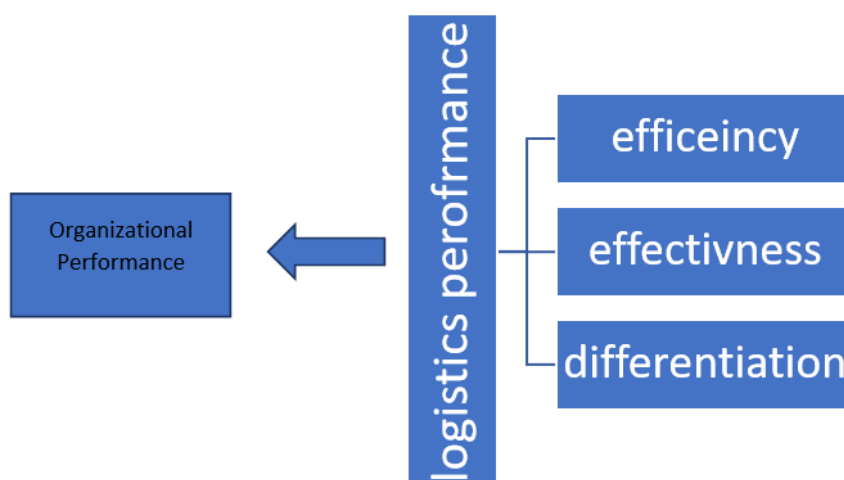
Research on quality distinguishes between objective quality in certain degree and a subjective quality, on the other hand, studies conducted demonstrated the deference between the subjective quality and objective quality, a well-made products that shows zero defaults and express more quality then other is often expressed as an objective quality, the respect of quality and technical standards is also an objective quality , now days the quality is monitored and can be defined and measured (Valarie A. Zeithaml, 1988) ,Perceived quality is one of the main factors that. determines the purchase and use of a product, it also plays on satisfaction and influences the image of the brand (Monroe, K. B. and R. Krishnan , 1985)

2.3. Perceived quality in the logistics community

Perceived quality shows the level of quality of a product or service, it represents. a part of the customer's purchase decision. This considers many factors: product image, reputation, price, type of services, conditions, and query processing.

When we express quality in the industry or in the company's definition, it is -the insurance of quality in our products or services- in the logistics and delivery industry, we note also that the price is submitted to a triple condition (Coelho, 2014)

Figure 13 conceptual model explaining organizational performance in the logistics industry



Source: made by our own inspired by (Coelho, 2014)

Those are the components of effectiveness in logistics industry, but they are perceived by the customer inseparably from the term perceived quality in the logistics industry sector, the perceived quality is an important factor in the customer buying process, almost as important as price.

3. The price

3.1. Definition of price

According to (Kotler, P., & Keller, K. L., 2015) Pricing is the operational process of attributing financial value to a product in the market; hence, price is also a way of product positioning in the market in a certain category or subcategory, in the most natural definition, price is the way that company gives a monetary value to a product or service, and a way to the company to sell their good so they can recover the cost and unit cost of their production.

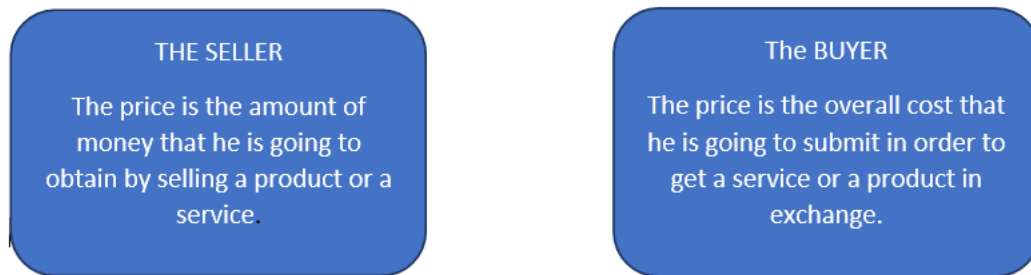
Price is usually referred as a quality indicator, there is a theory that ties the price with the quality of products and services, as for customers it the key factor to select a products among all contending other brands. (Claude Demeure, 2008) said in his definition of price *"the Prize: the amount of money needed to acquire a defined quantity of goods or services, In the process of brand marketing and especially in the mix marketing, he allowed to arrange all components of mix marketing, (product policy, price policy, position and placement policy, communication policy), we see price from different perspective whether it's the buyer one or the seller's one"*.

3.2. Customer driven pricing

"Many companies now recognize the fallacy of cost-based pricing and its adverse effect on profit. They realize the need for pricing to reflect market conditions. As a result, some firms have taken pricing authority away from financial managers and given it to sales or product managers" (Thomas T. NagleGeorg Müller, 2018).

It is known that in the customer experience point of view the pricing strategy changes and employs new criteria for the pricing strategies, now it is seen that the pricing takes an important place in the heart of the company, he is the motive behind the consumption choice, and the decision of the customers, so new managerial implications incites that the price should carry a customer-based value, which means basing the price on the customer experience.

Figure 14 perception of price by the buyer and seller.



Source: (Kotler, P. and Keller, K. (2014) Marketing Management. 15th Edition, 2014)

3.3. Objectives of the prize

According to (Deonir De Toni Gabriel Sperandio Milan , Evandro Busata Saciloto , Fabiano Larentis, 2017) the objectives are:

- *Profit/ profitability target.*
- *Sales volume/penetration target*
- *Image lens*
- *selecting objective*
- *sustainability goals*
- *Objective of alignment with competition*
- *Market share target*
- *Range objective*

3.4. Price fixing

At the point when an organization lunches another Product in the market, It Will face a pricing issue. Furthermore, to discover an answer for that, they should situate it on a classify it or subcategorize it so the purchasers would be able to recognize and recall the product as indicated by the price and at a specific degree of quality that the product presents Pricing is the amount of money you can ask for a product or service, and it is one of the most important decisions you can make for our business.

Pricing is part of the marketing strategies; it decides what price we are going to ask for each item sold, and it is a way to manage inventory (David W. Cravens, Gerald E. Hills, Robert B. Woodruff, 1987)

3.5. Factors to consider in setting prices

Price is set after view factors that guide you while we will be in the process of products pricing, the setting of price must compromise the existence of costs, competition, and clients (David W. Cravens, Gerald E. Hills, Robert B. Woodruff, 1987, pp. 233-241)

Costs

Some of the operating costs found in a business include:

- Raw materials or supplies.
- Wages and Equipment.
- And goods.

Products and service carry a price tag with a cost to clients for the goods or service that they are receiving, companies must attribute a fair price the brand or products to recover the unit cost, with a margin of profitability to insure their sustainability.

A) Fixed costs

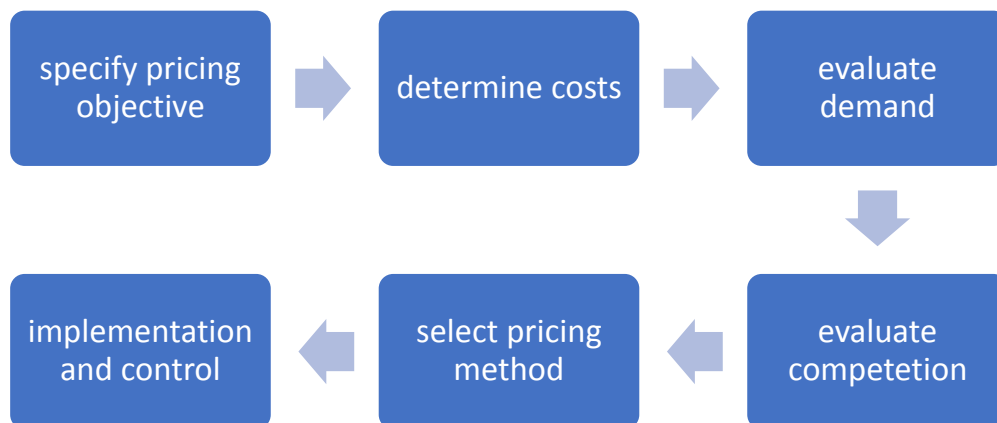
All cost that comes directly are easy to predict, such as employee payment, rents, raw supplies and supplies and materials, plus extra cost that they are clear and defined.

B) Variable costs

Moreover, the cost that they are subordinated to other activities are indirect cost which they are rare but hard to predict, however, in management, researcher have found a relation that relate cost to unit cost.

Total cost of production can be calculated by a simple equation fixed cost (direct) + Variables costs (indirect) = unit cost, then the company will add marginality of price and that well generate what we call a “cost effective price, hence companies must take into consideration many variables that attract clients and also the psychological price that clients conscience accept as a fair price to the products that they will be willing to pay for a certain quality in exchange.

Figure 15 strategy of price fixing



Source: <https://www.abcofmarketing.com/discuss-steps-involved-setting-pricing-policy/>
(visited on 08/06/20)

Competition

The costs charged by our rivals for products or services may give us a thought regarding the cost to be set. For our customers to select our products, we should foster a price evaluation that would be able to let us figure out our price all along with arranging ourselves according to our rivals, we should pick and choose whether we will request a similar price or a higher price or a lower one than our rivals, to expand our turnover and have more deals. (Kotler, P., & Keller, K. L., 2015)

Competition Oriented Pricing method

Many organizations find a hard time setting price according to the clients demand due to many factors, or simply organizations cannot estimate the cost of pre- and post-production, an alternative method is used in the current marketing strategies, such as the “Me too” strategies, this kind of process if used also in price fixing, which consists of evaluating the competitors prices and set a price.

Our clients

The price usually in marketing management refers to the quality and knowing the expectation of customers we know also that they expect a quality that they expect and that they accepted to accord an amount of money to receive a good quality product.

Expectations change from a consumer to another, the expectations can be described as characteristics that the targeted audience is looking for, some search products with lowest price, and other want to pay more for more quality, the targeting in this situation is the key differentiator to select the category of audience targeted. Throughout literature we present a model that explains the price fixing step (Kotler, P., & Keller, K. L., 2015).

4. Brand image

As (Ratier, 2003) defined the brand : "Brand image can be defined as the set of mental representations, both affective and cognitive that an individual or group of individuals associate with a brand or an organization".

(Felicitas Morhart, LuciaMalär, Amélie Guèvremont, Florent Girardin, Bianca Grohmann, 2015) state that in order to engage in meaningful branding efforts, it is imperative for marketers to understand the nature of authenticity of their branded products and services, as well as its drivers and consequences. Both academics and practitioners therefore agree on the importance of authenticity for consumer behavior and branding a brand may be related to other products. Brand image development consist of developing and strengthening its professional services in the process We divide the process into three stages

- Define the brand strategy and define your business goals to make a synergy.
 - Tools, models, plans, and skills to communicate about the brand.
 - Keeping the brand always updated, and making constant modification to suits the time as contemporary brand There are brand-building strategy steps:
- **Try to sort out the audience and make a target to reach**

This point is very important, each brand needs to Evoke a proper brand image so it can reach the right individuals. Most clients have specific thoughts and believe within a Groupe of individuals of the same mind set, knowing your target will help to communicate better your brand and so on its helps to improve better your brand image (İşORAITè, M., 2018)

- **Conduct research in the target groups**

To understand the customer needs and their concern and what they expect that intel are considered as a data for building the positioning strategy so we can reach a better position when we communicate the brand value to instore a better brand image.

- **Develop messaging strategy, name, log**

The communication is an important part of brand value proposal, it communicates why customers should engage or keep their loyalty with our products, the communication strategy can take various leads such as building a logo or a products name, even slogan, those strategies increase the interaction with customers and helps to create an emotional and cognitive with the customers, it is called in another way the creation of “brand associations”.

- **Develop marketing strategy and website**

The digital marketing now day has become a powerful tool, it makes the positioning of the brand as clear as possible for the customer it defines the digital identity of the brand and its intention and its value proposal, the website, application, and digital interface of the products or the helps also the customers experience and ease of the products use.

- **Build marketing tools and monitor**

The last step of the brand management and marketing is the tools procurations and measurement, and at least monitoring. The brand image must be updated in real time, the competitive industry makes difficult to sustain a line of quality and so the ongoing upchucking of the products or the brand’s image is necessary to keep track with customers and collect data so we can build smart tools for a better brand marketing (B, Bathelot, 2010, p. page 175)

5 Loyalty and Intention of recommendation

Loyalty can be measured and considered as positive attitude, this attitude is seen as a loyalty act when a customer recommends a product to others (Gordon H.G. McDougall , Terrence Levesque, 2000).

(B, Bathelot, 2010) said and we quote his words "customer recommendation is a process by which a customer recommends a product or service that he or she is satisfied with". When a customer talks about products, it is primordial that he or she spreads positive words, this process is what we call the recommendation intention and it is what companies try to establish, its told that the best advertising you can get is the one that your actual customers

give about you, which recommendation to other, as it's known in marketing "mouth to ear" advertising.

6.1 Loyalty

Many theories emerged about understanding the clients and having a clear idea about their needs and what they desire to see in our products and brands, our research introduced a method to eliminate (defaults) when it comes to the branding strategies, it is by understanding the customers to eliminate the misunderstanding, those steps will increase the customers loyalty. They can be listed as below

- **Customer Satisfaction is Equal to Customer Loyalty**

During business operation, a lot of people think than if a customer satisfies, he will continuously buy the products or services of a company.

(Zhao Shijie & Wang Lingfang, 2013) In common know world of business it knows that the customer's loyalty is related to its satisfaction with the products or brand, as any objective of companies is to gain profit and sustain a market growth, most of companies encourages the employment of customers satisfaction strategies, due to their benefits on the loyalty of the customers, from this point of view we can relate both theories.

- **Preferential Price is the Key to Improve the Customer Loyalty**

It is thought that building a customer satisfaction strategies via price will increase the loyalty of the brand users, and it is also thought that price will bring customers closer to the heart of the organization, implementing strategies such as promoting a products or making discounts, gifting, or reduction of prices may be a mean to get a market growth or get more sales speaking in a short term tense, it's also considered as a way to preserve customers and satisfy them with what your brand presents and away from competition, and make those customers as all-time loyal buyers, lowering the prices will also have a negative effect on the customers. Some customers are all time buyers of the products, and they are familiar with the products attributes, lowering the price will generate a sensitivity toward the price, it will attract new customers mainly but having a difficult time to keep original consumers of the products, In the new marketing area price is seen as a huge part of the company's patrimony it represents their products and their quality since the quality is related directly to the products, and so on,

from this point we could see that price is a huge factor to customers loyalty because he puts their financial situation in question, and other factors.

- **How to Enhance the Market Share will Increase Customer Loyalty**

Many entrepreneurs and head of companies try to gain the customers loyalty by increasing their market share growth and investing in new products or extending the life cycle of products, it is known that, if a products has a longer life cycle the clients touch point will multiply and with that any interaction (positive) one helps the clients getting familiar with products and brands that has more appearances then others, their psychological traits will be drawn to the most soled products as a good products, its reflects reputation, good quality, and good pricing.

6.2 Intention of recommendation

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5.3 The Strategy to Improve Customer Loyalty

Figure 17 Graphic chart that represents the strategy to improve the customer loyalty.

Source: (Zhao Shijie & Wang Lingfang, 2013)



6 Attitude

6.1. Attitude formation and change

is defined as a feeling, an evaluation towards a product or an object, they allow the customer to have a consistent behavior towards a similar category of products.

According to (Jhann Fuller,gregor jawcki et hans mulhlcher, 2007) "An attitude summarizes evaluations (positive or negative), emotional reactions and predispositions to act towards an object or idea".

Threw experience and getting familiar about a product or a brand the customers tend to formulate an attitude as a natural response, that attitude will influence their behavior and purchase decision even their loyalty to the brand.

Attitudes are as said a natural response to rate a product in a good or a bad way, individuals will also consider the products value his characteristics and the service that comes with to determine if they will make the purchase or not. (Kotler, P. and Keller, K. , 2014, p. 204)

In our research we could see that attitude formation passes threw two main perspectives which they are: (Solomon, 2010, pp. 275-277)

- **thoughts and beliefs that they form and affect the attitude and those attitudes evolve according to the beliefs.**

Attitude at the customers level take many factors to be formulated, with different aspects, the customers mind takes as factors that influence the attitude:

the information which they form as a cognitive formula in their mind, the utility of the products, his values. Personality traits of the customers.

Each customer forms an idea about the brand, and they belong to a larger Groupe generating ideas about the brand, the attitude is hard to define, and sometimes unexpressed, so it's hard to measure them at one but it is done continuously, from this point

we justify why all marketing research tend to help currents companies to improve their brand strategy to give a positive feeling and express positive value and thoughts (CLAUZEL, GUICHARD ET RICHE, 2016, p. 38).

As (egory R. Maio, Victoria M. Esses, Karin H. Arnold, James M. Olson, 2004) have defined the attitude, they formulated a type of model that attribute 3 elements to the definition of the consumer attitude, all in accordance with the first trait of the customer which is the cognitive beliefs.

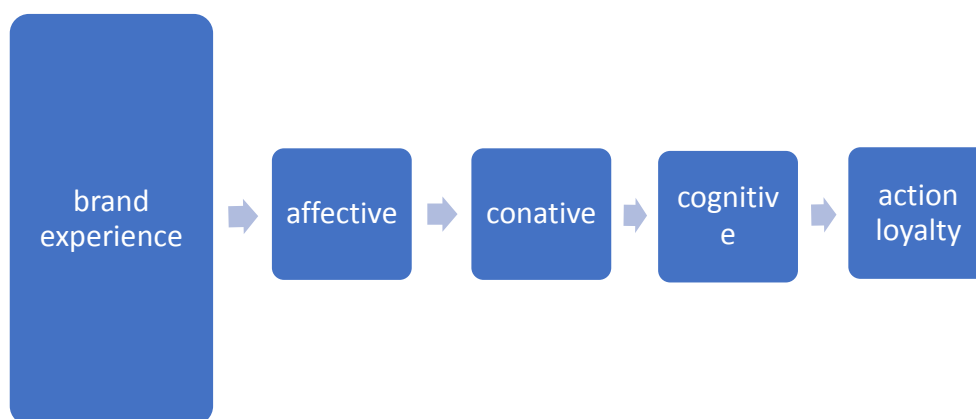
➤ **In this model of 3 components of attitude formation we distinguish**

- Cognitive attitude: What consumers formulate of ideas about the brand and the information that they have it.
- Emotional attitude: It reflects the subjective thoughts and feeling about the brand; therefore, we say attachment to the brand and their preferences.
- Conative attitude: How customers act towards the brand, buying behavior, rebuying, keep away from it, prefer it, deny it ... etc.

It has been said about the attitude that the Positive attitude is a main factor behind brand loyalty.

“An attitude is a lasting, general evaluation of people, objects, advertisements or issues”
(Solomon, 2010, pp. 275-277)

Figure 18 the loyalty phases threw the attitude development



source: developed by our own, inspired from (Richard L. Oliver, 1999)

Chapter 3 Methodology and data collection.

1. Introduction

In this chapter we are going to present the methodological approach used to conduct our research and fields investigations, all the methods used including the approach used, the measurement instruments, and data collection process, targeted population that we are going to investigate, of course we are going to showcase the variables in a statistical way using models referred by the literature and previous research, at last, after the data collection, we are going to proceed in the treatment phase, this phase will prepare our work to be analyzed to sort out the main key point and results for a discussion.

2. Epistemological approach

Our research emphasis our study within a positive epistemological posture, which incite to employ a hypo-deductive reasoning in the intention of verification, this means that our qualitative research is on a mission of verification of a previous know facts, hence, those this study is about to verify a phenomenal that research and theorists have already conducted researchers to explain and verify this phenomenon (Becker, L., Jaakkola, 2020, 2020)

In the case of our study, we look to verify the impact of the customer experience counted as an independent variable on another dependent variables (brand equity) mediated by the variables of attitude towards the brand, this approach is use in to resolve our problematic that figures in our hypothesis development (chapter 1, section1), so for the confirmation of the validity of the hypothesis we employ a positive paradigm.

3. Methodological approach

According to the analysis of the literature review and the conceptual framework, where more than 30 scientific articles were seen and analyzed, starting by the analysis of the literature research concerning our subject and other subjects related to our research topic, the articles selected in our review treated the variables that we are investigating in our research, other articles were selected as a backup articles to prove the solidity of our research, whereas other articles we're used to prove the relationship between variables, in this chapter the articles where selected to justify the methodology selected to investigate our variables, overall, this research is conducted threw an analysis of previous researches to test our hypothesis that we are going to present in this chapter.

In our work the methodology selected to investigate our variables using quantitative methods, the relativity of our work with previous researches around the same topic or the same variables used a quantitative methods, in order to test the positivity of the hypothesis made during the researches, as we tend to measure the impact of an independent variables (CUSTOMERS EXPERIENCE) gathering all the components of the customers experience as sub-variables (perceived quality, price, brand image) on a dependent one (brand equity) using a mediator variable which is the attitude, the goals of our research is to present and prove the credibility of our hypothesis, it will give us statistical results with their analysis, those results will bring the relationship between variables in a detailed and numbered proof so we can outline a conclusion and so on work next on the results found.

The selection of the quantitative method was mainly due to the already existent prior research conducted on our topic, however, the qualitative approach uses an explanatory posture to measure the relationship and the impact between the variables, as for the quantitative analysis method was selected to measure an impact or influence of effect of a variable on another, we will need to quantify our research which will lead us to use the quantitative methods to test our hypothesis.

4. Methods of data collection

The assembly of data in this research will be in a form of digits and numbers, to quantify the information about our subject, this will lead us to test our theories and problematics, within the quantitative method, we will proceed on collecting data by questionnaires.

The survey is based on the variables of the research integrating each variable as a section of the survey,

According to (Larissa Becker, 2018) a research in the quantitative methods has to verify and give dimensions to a work, as for the qualitative work its purpose of use is to give further direction of the study, a method needs to be taken according to the review literature, articles, books, scientific production, refer for the methods employed for data collection.

In our study we revised more than (N= more than 70 articles), which more than 40 of them used a quantitative method of data collection and analysis, In addition, we referred our work to previous researches and we cite (Imran Khan, Mobin Fatma, 2017), (Azize àahina, Cemal Zehir, Hakan Kitapçı, 2011) conducted on the same concept, suggesting that, a brand experience research data should be collected from the customers themselves, after processing

our observation of the multiple touch point between the clients and the customers, and identified the axis of our surveys, we launched and conducted simultaneously an on line survey and we interviewed customer at the headquarters of DHL INTERANTION ALGERIA, the on line survey was designed to attract customers and check their awareness without brand.

4.1. Population of study

In our study we chose our population of study by convenience, the interviewed individuals are usual clients of DHL INTERNATIONAL ALGERIA, they were on visiting our company to do regular interaction, our interviews also were distributed online to touch an outer users population of DHL INTERNATIONAL ALGERIA customers they were admissible to select as a valid answer threw 3 filter questions to choose the most adequate respondents , the mix between the two types of respondents allows to our research to be more representative, and more accurate. (Pervez N. Ghauri, Kjell Grønhaug, Ivar Kristianslund, 1995)

4.2. Sampling strategy

According to (Hamed Taherdoost, 2016) sampling is the selection of a fragment or a representative population to represent the whole entity, sampling is considered as the portion that represents the whole group, the sampling strategy is the strategy to follow to select which methods and which population to select in our study.

4.3. Sample size

(Michael R. Hyman, Jeremy J. Sierra, 2010) in their article they discussed the ways to determine the sample size of your study, basing on which approach will take less budget and less complications, they suggested ways to select the sample according to the efficiency, and the convenience with our type of work, we opted to interview 100 questionnaires, as the number (N=100) is more efficient due to its managerial relevance, and the minimal cost that this number of surveys imposes, this number also facilitate the coding of the data for the treatment and analysis, knowing a larger sample allows to more errors, and leads to the complexity of the analysis.

4.4. Measurement tool

In our research we use the surveys as a method of data collections, our research needs a on fields responses in real time, so the surveys are the closest and the most efficient methods of data collection, they carry quantifiable data to prove the relationship between the dimensions that we're going to study (Brakus, J.J., Schmitt, B.H. and Zarantonello, L. , 2009) as for the survey structure is designed as bellow

4.5. Information format

This part of questionnaire is a section where we gather information that describes the candidate's info that information would help us understand the client's personality and traits to sort out our buyer personas, that information will represent: (age, gender, function, social status, geography position, income, and regular costs).

4.6. Admissibility to the questionnaire

This first step is the step where we select our candidates for interview with our questionnaire, they are mainly a part where they are asked closed question they end with a YES or NO, those question are used to filter eligible candidates to interview, we propose a two items question, with a closed end (yes or no question) (Q-6, Q-7 see the table below)

5. Scale and question modulization

As for this part, we engineered the survey on a multiple choices scale using a 5-items Likert scale (Hsu, 2006) as it shows in the table below:

Table 4 table of measurement a question of the survey.

Variables	Question	author
Perceived quality	This scale is used for the variables: perceived quality using a 5-items Likert scale. Q- DHL EXPRESS offre un service de qualité ? Q- DHL EXPRESS offre un service qui vous rend satisfait ? Q- La qualité de service de DHL EXPRESS influence mon choix ? Q- La qualité de service de DHL EXPRESS influence la réputation ? Q- La qualité de service de DHL EXPRESS influence votre attitude envers la marque ?	(William B. Dodds, Kent Monroe, Dhruv Grewal, 1991)
Brand price	For the brand price question, we used a 5-items Likert scale: Q- DHL EXPRESS vous propose un bon prix ? Q- DHL EXPRESS vous propose un prix qui vous rend satisfait ? Q- DHL EXPRESS Propose un prix qui influence votre choix ? Q- Le prix de DHL EXPRESS influence la réputation de marque ? Q- Le rapport (qualité-prix) de DHL EXPRESS influence votre attitude envers la marque ?	(Hsu, 2006)
Brand image	The brand image question used also a 5-items Likert scale: Q- DHL EXPRESS reflète une bonne image ? Q- DHL EXPRESS reflète une image qui vous rend satisfait ? Q- L'image de marque DHL EXPRESS influence votre choix ? Q- L'image de marque DHL EXPRESS influence la réputation ? Q- L'image de marque de DHL EXPRESS influence votre attitude envers la marque ?	(Han, H., Kim, W., Lee, S., & Kim, H. R, (2018)

Attitude	The brand attitude question uses a 5-item Likert scale: Q- La qualité DHLEXPRESS influence votre attitude ? Q-Le Prix DHL EXPRESS influence votre attitude envers la marque ? Q- L'image de marque DHL EXPRESS influence votre attitude envers la marque ? Q- Votre attitude envers la marque influence votre choix ? Q- Votre attitude envers la marque ?	(Zboja, J. J., Laird, M. D., & Bouchet, A, 2016)
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Source: made by our own.

6. Practical modalities of the survey

Our investigation is a more operational due to the theoretical background related to our subject of research, imposing that we interact directly with the customers, so we decided to interview customer both online and face to face the company headquarters.

6.1. Time of the investigation

The duration of our study case took between 15 of March 2021 and July 11 of the same year, the first month were consecrated to review the literature that includes more than 77 article and 5 books that we based our cognitive direction to conduct our investigation, the second phase was the data collection that took all the month of June 2021, the end of the month of July results were ready to be analyzed.

6.2. Survey administration methods

Our survey is designed to measures the experience of the customers and to identify the awareness of the customer with our brand, we launched at the same time both on line and face to face interviews to get more coherent results and better measurements, the on line survey used filtration question to insure only users of the brand will be allowed to proceed in the survey, in other word, the questionnaire on line is self-administered with filtration questions, as for the face to face survey were directly administrated by the research conductors and the employees of DHL INTERNATIONAL ALGERIA.

7. Data treatment and analysis

Our process of data reception took many methods, including, phone questionnaires to internal system of the company, deployment of surveys on line, and interviewing the customers in the company's headquarter, our data reception was first classified on Microsoft Excel 2019 pro, this step is designed to get a clear view of our data collected and sort it out from wrong answers and misunderstood question and eliminate wrong respondents, the last step we introduced the data collected in the statistical program for social sciences IBM SPSS 2019, Version 20,0.

We took further our data into the analysis step, we checked the coherence on the data collected first, next we conducted descriptive and frequencies statistical analysis, followed next by the ACP analysis and validity and reliability of the measurement scales, at the last point we conducted collinearity tests so we could process to test our hypothesis with simple and multiple regression test.

Chapter 4 results and discussion

1. Introduction

In this chapter we are going to discuss the findings of our research and the results presented after the primary and secondary data collection, the results were found after conducting our research in our mission that investigated the effects of customer and brand experience on the brand equity and the customers attitude, the mission took place in DHL INTERNATIONAL ALGERIA, where customer were interviewed and presented a survey to answer and provides us responses to complete our research.

The population that was interviewed was DHL customer interviewed while they were making interaction with the company, the second phase survey was launched online, to measure the awareness of the customers and their online attractivity to the company.

As illustrated in literature review and the last chapter, we are going to analyze the results related to our research variables, (Brand Perceived quality, brand price, brand image) as independent variables, counting the attitude as a mediator variable, reflecting their impact on the brand notoriety counted as a dependent variable.

To formulate the overall view of our analyze, we have chosen to analyze our variables within a structure that relates the impact of each independent variables on the mediator variables and so on the dependent variables, using the analysis of the principal components (ACP), testing the validity of the variables with the alpha Cronbach test, and at last using the linear regression to validate the attitude of the customers towards the brand.

2. Sample description

The population of study were interviewed in direct administrated survey, where we questioned 182 respondents from who we selected **169** as eligible responses, after the cleanup of the data base, we selected **142** valid responses that are qualified to be analyzed, this population where asked a filter question to make sure to select the eligible respondents with a closed question, the eligible customer were carried to answers a consumption habits question and the to evaluate their overall experience with the company on a scale of 1 out of 10, completing their responses on each variables in a scale of 5items Likert scale in an overall **25** QUESTIONS, finish the survey with their information format where they provide information about (gender, age, their social situation, professional status, and monthly salary), we detailed

the respondents profile in the following tables using descriptive and frequencies statistics beginning with the details of the information format of the respondents

2.1. Descriptive statistics

Table 5 descriptive statistics of survey respondents nature

Element	Specification	Valid N	Percentage %
Gender	Male	68	47,9
	Female	74	52,1
Age	18-25	66	46,5
	25-35	42	29,6
	35-45	15	10,6
	45-55	6	4,2
	More than 55yo	13	9,2
Professional category	Unemployed	9	6,3
	Employer	6	4,2
	Employee	42	29,6
	Businessman	24	16,9
	Retired	6	4,2
	Student	42	29,6
	Freelancer	13	9,2
Social status	Single	80	56,3
	Married	42	29,6
	Married without kids	18	12,7
	Divorced	2	1,4
Salary	Without revenue	32	22,5
	Less than 18,000DZD	14	9,9
	Between 18,000DZD and 38,000DZD	10	7,0
	Between 38,000DZD and 58,000DZD	30	21,1
	Between 58,000DZD and 78,000DZD	44	21,1
	Between 78,000DZD and 98,000DZD	4	2,8
	More than 100,000DZD	22	15,5

Source: Made by our own from the results analysis.

The table above demonstrates that most of the respondents are female with a percentage of **52,1%** whereas male respondents are **47,9%** of respondents.

as for the age category, most of respondents age where between 18-25 years old with a percentage of **46,5%** and those who were between 25-35 years old with a percentage of **29,6%** leaving the other categories with the least number of respondents.

for the professional category the student and employees were most of the respondents, sharing both a percentage of **29,58%** making the top rating of respondents leaving the rest for the other categories.

Most of the respondents are either single or married, where the percentage of the single respondents is **56,3%** and the married people is **29,6%** leaving the other with less percentage.

The salary was distributed on all the social categories, the highest percentage belong to those without any salary with **22,5%** of the population, followed by employee that their salary falls among 38,000DZD and 58,000DZD, with a percentage of **21,1%** of the total population

3. univariate descriptive analysis

In this step we're going to conduct a univariate descriptive analysis on our variables, brand perceived quality, brand price, brand image, brand attitude, brand equity, this analysis englobes descriptive statistics, with the table of frequencies of each variable and the percentage of responses of each variable and questions.

3.1. Brand perceived quality

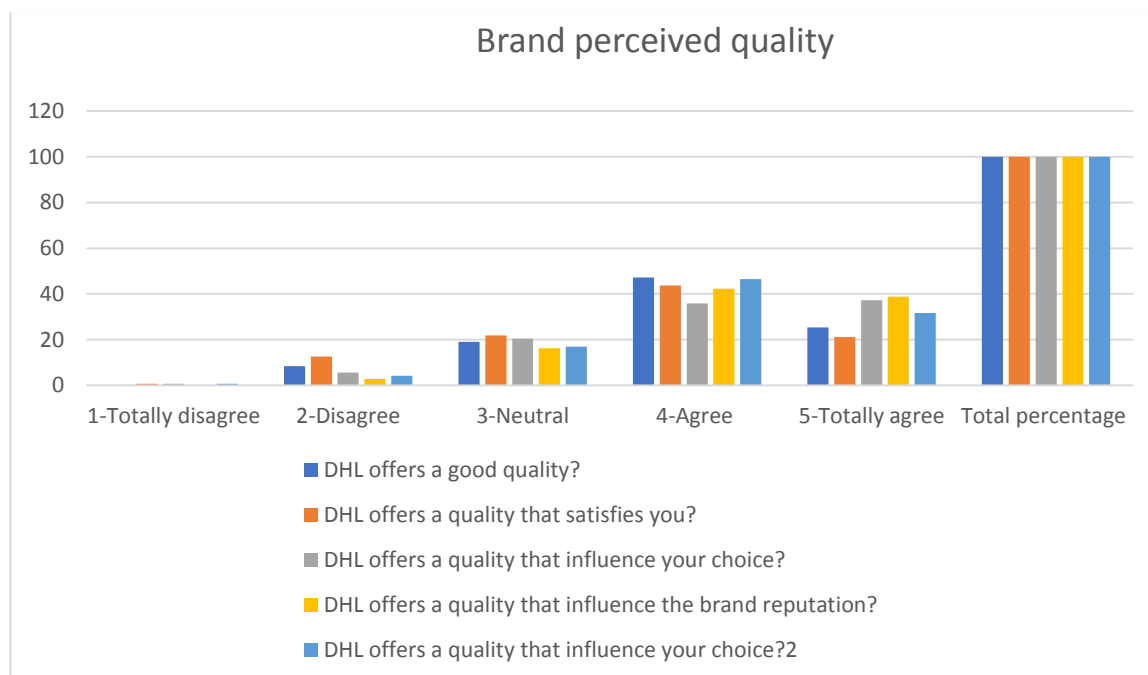
According to the descriptive analysis of the variables of Brand perceived quality, we could - notice that most the respondents agree with the quality that DHL INTERNATIONAL ALGERIA offers, we can see they agree to the quality offered with a **47,1%**, while **8,4%** of respondents disagree, and the totality of **25,35%** of respondents that totally agree to the quality offered.

The quality satisfaction is also appearing with a noticeable percentage of **43,7%** while **19,01%** are neutral about their quality satisfaction.

The quality influence on the customer's choice is also considerable with **35,9%** of respondents that agree to this question, with **37,3%** others that totally agree to the question of influence of quality on the choice.

The reputation question is answer by **42,2%** that agree on the question of "brand quality influence on reputation" as the most responses where totally agree of, they agree with the question. The quality influence attitude, this question is answered by **46,5%** of respondents.

Figure 19 Graphic chart representing the percentage of survey answers concerning the brand perceived quality



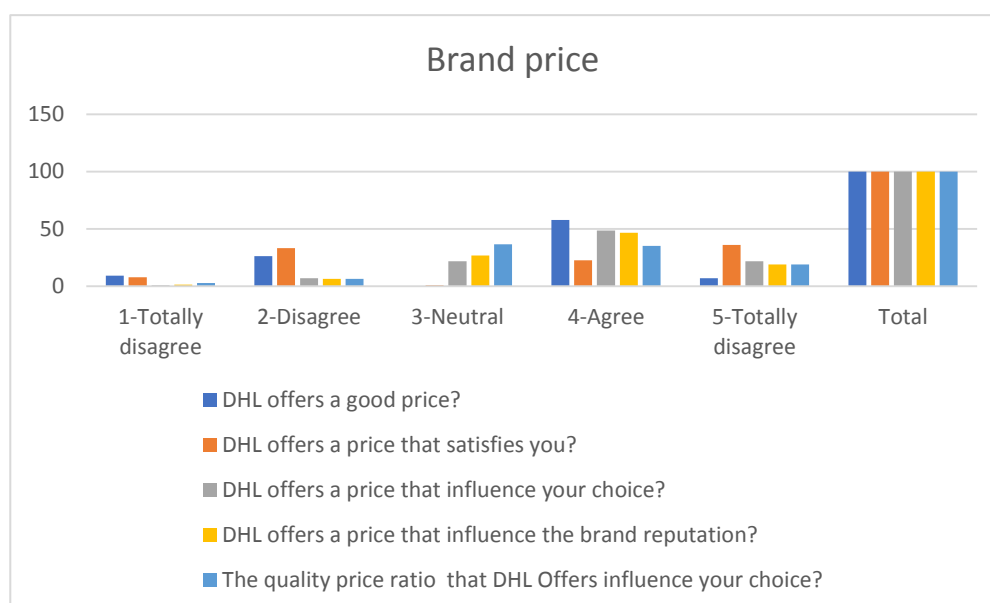
Source: Made by our own from the results analysis.

3.2. Brand Price

The next table explains the descriptive statistics that the price of DHL INTERANTIONAL ALGERIA, we are going to present the frequencies of the responses as well collected from the customers.

Figure 20 Graphic chart representing the percentage of survey answers concerning the brand price.

Source: Made by our own from the results analysis



above demonstrates the price opinion of customer and their perception of the brand price.

The price offered from DHL is perceived positively where **57,7%** of customers agreed to the price offered, while **26,1%** of customers disagree with the price and **9,2%** totally disagree.

For the price satisfaction, **33,1%** of customer disagreed which equal the number $N=47$ persons who disagree with the price and another **7,2%** totally disagreed on the price leaving most of the respondents with a total of **57,7%** of customer who agree on the price that DHL international Algeria offers.

As for the price influence on the choice of customers most respondents either agree or totally agree on the influence of the brand price on their choices, where **48,6%** agreed and **21,8%** of respondents stayed neutral about the price perception influence.

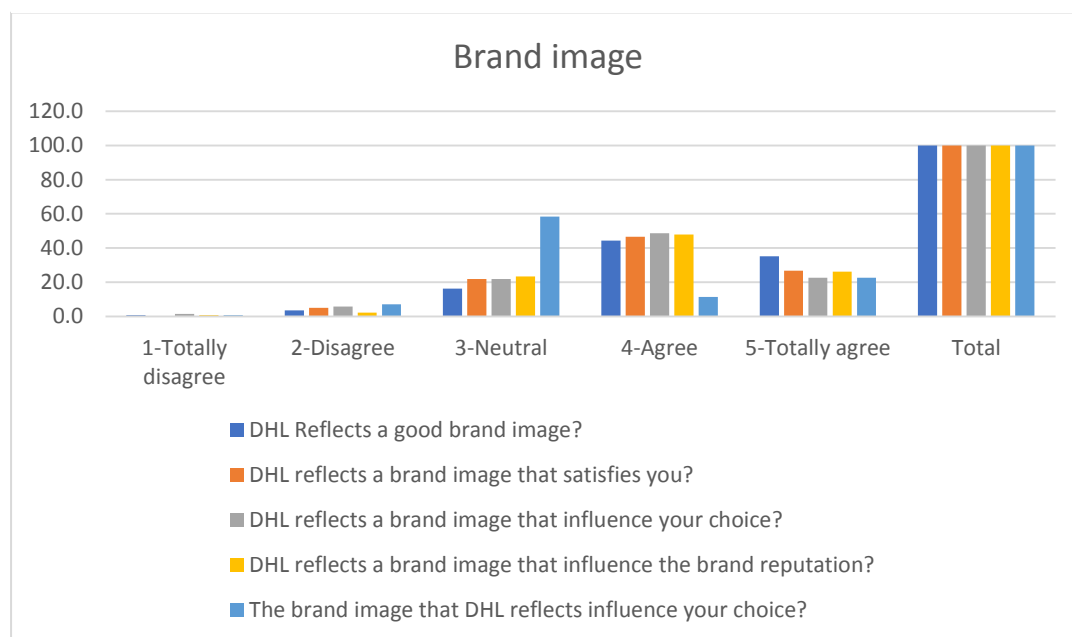
The respondents answered positively on the influence of price on the brand reputation, where **46,5%** agreed and another **19%** of the population totally agreed, leaving just **6,3%** of those who disagree. As for the reasonability of the quality price ratio, **57,7%** of the population agreed, whereas **26,1%** disagreed.

3.3. Brand image

The brand image responses are going to be presented within statistical frequencies and percentage of each answer to each question, joined with a description of the statistical

findings of the respondent's answers that included a measurement scale of 5 items in each question counted as a dimension of the brand image to measure the customer experience using a 5-point Likert scale.

Figure 21 Graphic chart representing the percentage of survey answers concerning the brand image.



Source: Made by our own from the results analysis.

The chart above demonstrates the brand image opinion of customer and their perception of the brand image and they perceive this dimension of their experience with DHL INTERNATIONAL brand.

The Brand image reflected by DHL is perceived positively where **35,2%** of customers agreed on the image reflected that it is a good brand image, while **3,5%** of customers disagree whether if DHLEXPRESS reflects a good brand image or not.

For the Brand image satisfaction, **46,47%** of customer disagreed which equal the number $N=47$ persons who disagree with the price and another **4,2%** who disagreed about their brand image satisfaction leaving another Groupe of **26,76%** of customer who agree on the brand image satisfaction that DHL international Algeria Reflects.

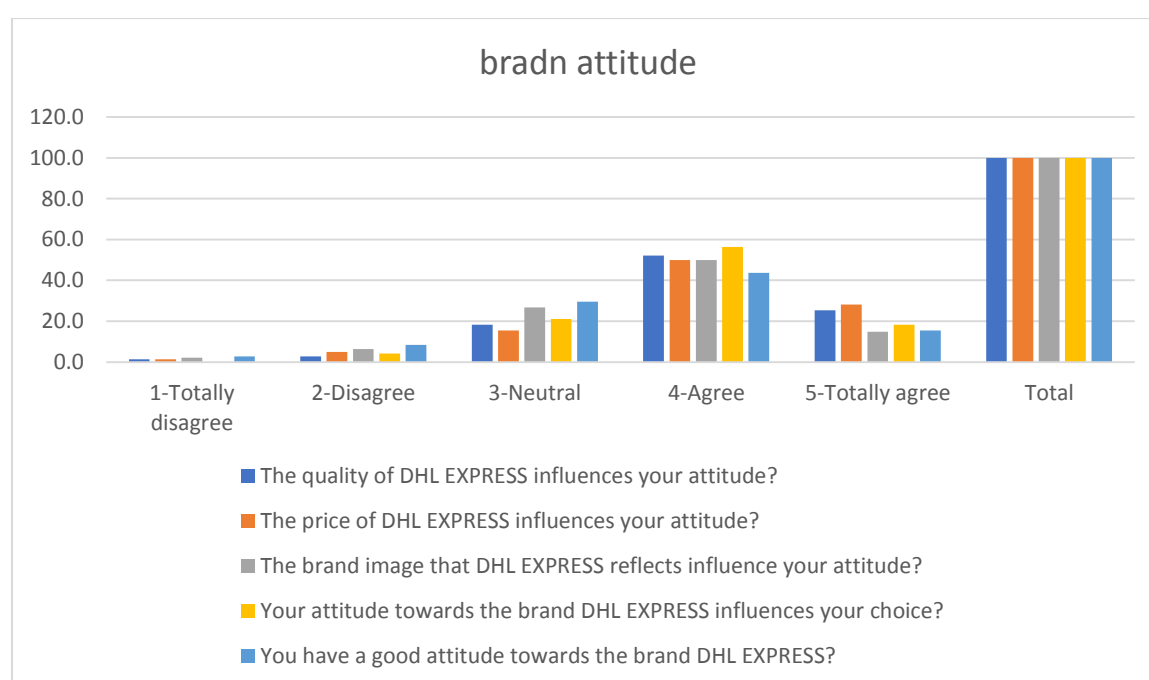
As for the brand image influence on the choice of customers most respondents either agree or totally agree on the influence of the brand image on their choices, where **48,6%** agreed and **21,8%** of respondents stayed neutral about the brand image perception influence. The respondents answered positively on the influence of brand image on the brand reputation, where **47,9%** of the population agreed and another **26,1%** of the population totally agreed, leaving just **2,1%** of those who disagree.

As for the reasonability of the quality price ratio, **57,7%** of the population agreed, whereas **26,1%** disagreed.

3.4. Attitude

Over this statistical description we're going to see the responses concerning this mediator variable "attitude", the customer interviewed were carried to answer on a 5-items Likert scale, used in 5 question that stimulates the dimensions of the brand attitude, the following table is showcasing the frequencies of the respondent's answers

Figure 22 Graphic chart representing the percentage of survey answers concerning the "attitude".



Source: Made by our own from the results analysis.

The chart above demonstrates the brand image opinion of customer and their perception of the brand image, and they perceive this dimension of their experience with DHL INTERNATIONAL brand.

The quality perceived by **52,1%** of DHL EXPRESS customers as a factor that impact their attitude where they agreed on the question, **2,8%** of customers disagree.

50% of customer agreed on the price impact on the attitude, whereas **4,9%** of the population who disagree and another **15,5%** who stayed natural. As for the brand image influence on the attitude of customers most respondents either agree on the influence of the brand image on

their attitude, where **50%** agreed and **26,8%** of respondents stayed neutral about the brand image perception influence.

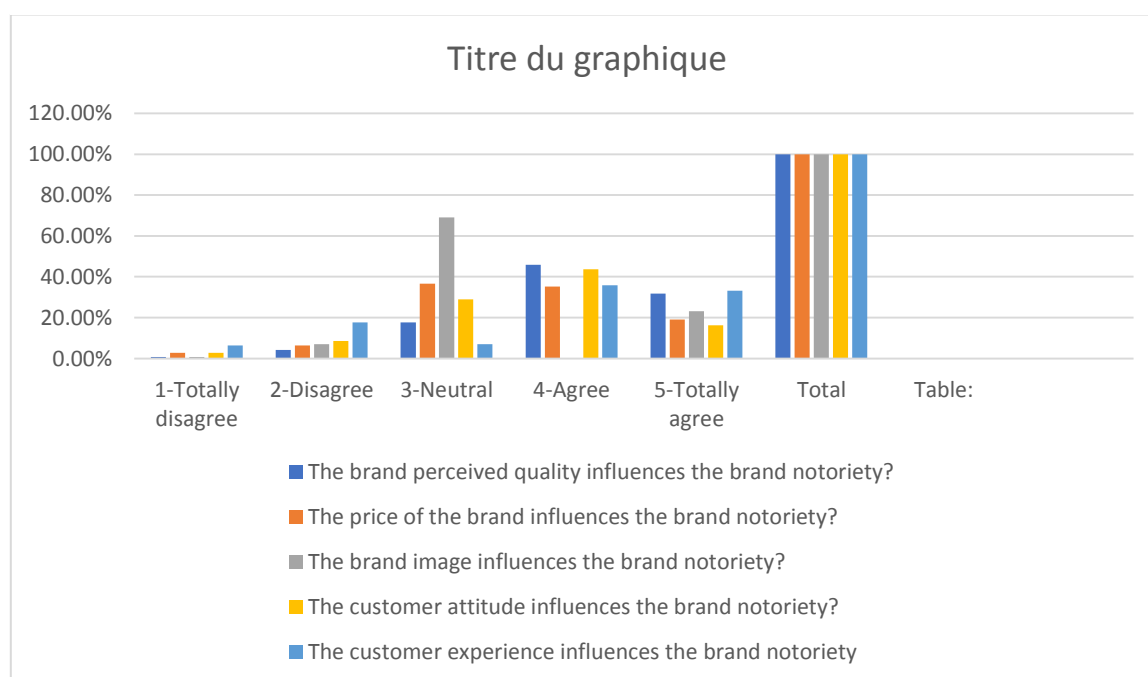
The respondents answered positively on the influence of their attitude on their choices were **56,33%** of the population agreed and another **18,33%** of the population totally agreed, leaving just **4,2%** of those who disagree.

As for their judgement whether customer has a good attitude about the brand DHL EXPRESS? **43,7%** of the population agreed, whereas **8,5%** disagreed.

3.5. Customer experience

This variable represents the entity of the research as it gather all the sub variables into a dimensions of the brand experience, this part is going to present the answers provided about the customer experience by DHL INTERNATIONAL ALGERIA clients, a table gathering frequencies and valid percentage for each question, we measured this variables using a 5-points Likert scales of 5 items as we did for all the previous variable, find below the table that illustrates the descriptive statistics:

Figure 23 Graphic chart representing the percentage of survey answers concerning the “Customer experience”.



Source: Made by our own from the results analysis.

In this chart we can see that a respectful percentage of the population agree that and totally agree on the influence of the band quality on the brand notoriety, where **45,80%** of the population agreed and another **31,70%** who totally agree.

35,20% agree that price influence the brand notoriety, **36,60%** stayed neutral, and **6,30%** disagreed.

The influence of the brand image on the notoriety were answered by the most of population by a neutral status with **69,00%** of the population and **23,20%** who totally agree.

Many respondents of the population agreed that the costumer attitude influence the notoriety with a percentage of **43,70%** and another 16,20% who totally agreed

At last, the population interviewed consider that the customer experience influences the brand notoriety where **35,90%** agree and **33,10%** who totally agreed, leaving a minority that stayed neutral and another less minority who disagreed.

3.6. Consumption habits

The following section is going to deal with the statistical description of the consumption habits, showcasing the answers to each question and the percentage as well.

Table 6 descriptive statistics for the consumption's habits.

question	Answer	Frequencies	Percentage %
Site usage frequency of the services of DHL EXPRESS?	Each week	25	17,6%
	2-3 times per month	13	9,2%
	Once in per6 months	42	29,6%
	Once per Year	62	43,7%
		142	100%
Your usage is?	Planned	69	48,6
	Spontaneous	73	51,4
		142	100%
You use the	Expedition only	39	27,5%
	Reception only	27	19,0%

services of DHL EXPRESS For?	Expedition and reception	39	27,5%
	Online purchase	37	26,1%
		142	100%
You use the services of DHL via	DHL EXPRESS service point	53	53%
	DHL Customer service	24	24%
	Via the site and application (myDHL+)	27	27%
	Via DHL EXPRESS E-commerce site	38	38%
		142	100%

Source: Made by our own from the results analysis.

Most of the clients of DHL EXPRESS use our services once per year, they present **43,7%** of the population, their usage intention are spontaneous which they formulate **51,4% (N= 73)** leaving **48,6%** who plan their interaction with the company, most of customer use the services of DHL EXPRESS for expedition or expedition and reception with an equal percentage of **27,5%** , most of respondents stated that they use the services of DHL EXPRESS via the services point they represent **53%**, and other use the E-commerce site and they represent **38%** of the population.

4. Principal component analysis (ACP)

In this section of our data treatment and analysis, we are going to test the reliability of our variables, this test is going to calculate the efficiency of the dimensions used in each variables, proving the correlation between the items used in the question and proving the reliability of measurement scales, in order to do so, we decided to use the principal component analysis (ACP) to see the efficiency of the dimensions of the variables and to stimulate their effect, followed by a matrix of correlations to see the connection between the dimensions (items) of the variables, at last, the usage of the alpha Cronbach test is used to prove the reliability of the measurement scales includes the items fixed as a dependent or independent variable.

4.1. Brand perceived quality

The brand perceived quality variable includes 5 dimensions established as 5 questions (Q8, Q9, Q10, Q11, Q12, Q13 verify in the annexes), the question considered as component,

constituting the dimensions of the brand perceived quality variable, we're going to proceed in our ACP analysis by presenting the first table of the KMO index and Bartlett's test of sphericity in the following table with an interpretation of the analysis

Table 7 ACP analysis of the variable brand perceived quality.

Kaiser-Meyer-Olkin index for measuring sampling quality.		,710
Bartlett's sphericity test	Khi-square approx.	247,719
	ddl	10
	Significance (sig.)	,000

Source: extracted from ACP analysis

We analyzed the brand perceived quality measurement scale using the principal components analysis, we state an apparent level KMO index that it is superior to 0,5 ($KMO = 0,5 < 0,710$) which means that there is an above average, with a significance level of 0,000 ($sig. < 0,000$), these primary results allow us proceeding in our further analysis.

Table 8 ACP analysis of the variable brand perceived quality.

Component	Proper initial values			Sums extracted from the load square		
	Total	% Of variance	Cumulative%	Total	% Of variance	Cumulative%
1	2,706	54,121%	54,121%	2,706	54,121%	54,121%
2	1,144	22,885%	77,006%	1,144	22,885%	77,006%
3	,441	8,821%	85,827%			
4	,410	8,203%	94,030%			
5	,298	5,970%	100,000%			

Extraction Method: Principal component analysis.

Forwarding our analysis explaining the total variance table, where the 5 items selected as dimensions for the brand perceived quality measurement contain over **77,06%** of the initial information presented within a two axis as the table above demonstrates.

In the principal components analysis (**ACP**) of the brand perceived quality scale, we notice that the scale is accepted 2 items with a proper value of variance that it is superior to 1, ($= 1 > 2,706$) and ($1 > 1,144$)

The table of correlations extracted from the **ACP** analysis, demonstrates that there is a significant relation between the dimensions of the variable inciting on the acceptance of all the dimensions of the scale to continue our analysis, noting that significance between Q8 (DHL EXPRESS offer a good quality?) and Q9 (DHL EXPRESS offers a quality that satisfy you?) the correlation was at a level of **0,675**, all the correlation were significant, which this allows us to accept all the items of the brand perceived quality measurement scale.

The determinant of multi-collinearity, explains that the determinant level is of **1,167**, a level of determination of **1,167** is considered as a low determinant but it is superior to ($0 > 1,167$) which is acceptable if the determinant does not equal $= 0$.

Table 9 ACP analysis of the variable brand perceived quality.

		DHL offers a good quality?	DHL offers a quality that satisfies you?	DHL offers a quality that influence your choice?	DHL offers a quality that influence the brand reputation?	DHL offers a quality that influence your choice?
Correlation	DHL offers a good quality?	1,000	,675	,298	,388	,271
	DHL offers a quality that satisfies you?	,675	1,000	,327	,311	,231
	DHL offers a quality that influence your choice?	,298	,327	1,000	,582	,589
	DHL offers a quality that influence the brand reputation?	,388	,311	,582	1,000	,575
	DHL offers a quality that influence your choice?	,271	,231	,589	,575	1,000

Source: from the ACP analysis.

Matrix of component is used to show the coefficient of each dimension of the variable, a higher coefficient indicates the validity of the variable and allows us to use it in further analysis

Table 10 ACP analysis of the variable brand perceived quality.

items	Component 1	Component 2
DHL offers a good quality?	,698	,458
DHL offers a quality that satisfies you?	,669	,568
DHL offers a quality that influence your choice?	,775	,405
DHL offers a quality that influence the brand reputation?	,793	,256
DHL offers a quality that influence your choice?	,736	,415

Source: ACP analysis results

The table above shows a level of tolerance of the items used in the variable of brand perceived quality where all the component of the variable showed a strong level of significance.

Table 11 ACP analysis of the variable brand perceived quality.

Component of the brand perceived quality retained after the ACP analysis			
	commonality	Factor 1	Factor 2
DHL offers a good quality?	,541	,698	,458
DHL offers a quality that satisfies you?	,228	,669	,568
DHL offers a quality that influence your choice?	,882	,775	,405
DHL offers a quality that influence the brand reputation?	,820	,793	,256
DHL offers a quality that influence your choice?	,597	,736	
Proper value	2,706		
% Of variance	54,121%		
Proper value	1,144%		
% Of variance	22,885%		
% Cumulative	77,006%		

The table of the proper value and percentage of the **ACP** analysis of the component of our variable has led us to notice that we retain 2 factors with a proper value of **2,706** and another of **1,144** those two factors represent in a cumulative percentage of **77,006%** out of the initial information of the variable representing its continued value in data base.

As a result of the **ACP** analysis to our variables brand perceived quality, we retained all the component that the variables included after showcasing their adequacy, favoring us to complete our research retaining **2** components of the variable.

Table 12 ACP analysis of the variable brand perceived quality.

Alpha Cronbach	Elements
,784	5

Source: ACP analysis results

The alpha Cronbach test of validity of the scale of the brand perceived quality shows that the scale chosen to measure the brand quality is acceptable as the results are superior to **0,7**.

4.2. Brand price

With continue further in our **ACP** analysis with the variable price considered as an independent variable containing 5 items viewed as dimensions to measurement our customer experience, this scale used a 5-points Likert scale, the **ACP** analysis of this variable will allow us to see the adequacy of the dimensions and their efficiency and at last if the components of this variable would be accepted to be used further in our analysis, joined by an **alpha Cronbach test** to verify the validity and reliability of the measurement scale.

Table 13 ACP analysis of the variable brand price

Kaiser-Meyer-Olkin index for measuring sampling quality.		,562
Bartlett's sphericity test	Khi-square approx.	174,120
	ddl	10
	Significance (sig.)	,000

Source: ACP analysis results

The first test of **KMO index** and **bartlett's sphericity** test showed significant results, the **KMO index** of **0,562** which acceptable as the **KMO index** of the quality of the sampling is significant when (**KMO sig. = 0,5>**).

The P-value of the bartlett's sphericity test resulted a perfect significance of 0,000 which means it is acceptable to continue further in our analysis.

Table 14 ACP analysis of the variable brand price.

Component	Proper initial values			Sums extracted from the load square		
	Total	% Of variance	Cumulative%	Total	% Of variance	Cumulative%
1	1,937	38,744%	38,744%	1,937	38,744%	38,744%
2	1,637	32,749%	71,493%	1,637	32,749%	71,493%
3	,667	13,349%	84,842%			
4	,475	9,502%	94,344%			
5	,283	5,656%	100,000%			

Extraction Method: Principal component analysis.

The table of explained variance of the brand price variable showed a value of two component of the variables in (Q13 and Q14 check in the annexes), the value considered was **1,937** and **1,637** carrying a total of **71,49%** cumulative percentage of the initial information of the variable, in this way we will retain the 2 components in our analysis.

Table 15 ACP analysis of the variable brand price

		DHL offers a good price?	DHL offers a price that satisfies you?	DHL offers a price that influence your choice?	The price of DHL influences the reputation??	The Price-quality ratio influence your attitude?
Correlation	DHL offers a good price?	1,000	,648	,084	,132	,379
	DHL offers a price that satisfies you?	,648	1,000	-,159	-,154	,138
	DHL offers a price that influence your choice?	,084	-,159	1,000	,444	,247
	The price of DHL influences the reputation?	,132	-,154	,444	1,000	,422

	The Price-quality ratio influence your attitude?	,379	,138	,247	,422	1,000
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Source: ACP analysis results

The table above shows interesting correlation between the components of the variables, in the exception of the (Q13 and its relation with Q14) considered as a weak correlation of **0,84** as for the rest of the dimensions they show a correlation from medium to strong correlation, noting that we found that some dimensions have an opposite relation or a negative correlation as their effect was **-,159** and **-,154**, whereas the majority of the correlation are significant showing a great relation between the variables.

Table 16 ACP analysis of the variable brand price

Items	Component 1	Component 2
DHL offers a good price?	,748	,294
DHL offers a price that satisfies you?	,450	,362
DHL offers a price that influence your choice?	,477	,604
The price of DHL influences the reputation?	,601	,720
The Price-quality ratio influence your attitude?	,765	,682

Source: ACP analysis results

The matrix of component shows that coefficient of the variables is moderated to be acceptable as all the variables are significant, As the item measure of price impact on attitude shows a level of significance at **,765** wish is above the acceptable limit.

Table 17 ACP analysis of the variable brand price

Component of the brand perceived quality retained after the ACP analysis			
	commonality	Factor 1	Factor 2
DHL offers a good price?	,387	,748	,294
DHL offers a price that satisfies you?	,327	,450	,362
DHL offers a price that influence your choice?	,133	,477	,604

The price of DHL influences the reputation?	,950	,601	,720
The Price-quality ratio influence your attitude?	,565	,765	,682
Proper value	1,937		
% Of variance	38,744%		
Proper value	1,637		
% Of variance	32,749%		
% Cumulative	71,493%		

Source: ACP analysis results

the proper value of the component retained by the software represent the commonality of the component retained after the **ACP** analysis, where the two factors retained **1,937** and **1,637** formulate the proper value of the variance of the items, and they carry a cumulative total percentage of **71,493%** of the initial information in the data base.

We see that all the item showed a good level significance, so we proceed into our analysis with the 2 items retained of the variable.

Table 18 ACP analysis of the variable brand price.

observations	N	%
Valid	142	100,00%
Excluded	0	0
Total	142	100,00%

Alpha Cronbach	Elements
,777	5

Source: ACP analysis results

These table are the **alpha Cronbach** test of scale reliability, where we made the test on the full dimension without any data excluded, the test shows a significance of **0,777** which is an acceptable level of sig. usually the **alpha Cronbach** test considered the scale valid when (**sig. > 0,7**)

4.3. Brand image

Further at this section of our research, we come to analyze the responses of the clients registered in our data base concerning the brand perceived quality, to remind the objectives of our research we focalized our research on the three main dimensions “brand perceived

quality, brand price, brand image” as independents variables and their impact on attitude and brand equity, knowing we used a 5-points Likert scale for the brand image scale based on 5 items, we obtain a eligible results within our primary test and the **ACP** test, as its showed the **KMO index** was of **7,34** considered as a good index level stating that **KMO index** is considered efficient when he equal or is superior to **(0,7 >)**

Table 19 ACP analysis of the variable brand image.

Kaiser-Meyer-Olkin index for measuring sampling quality.		,643
Bartlett's sphericity test	Khi-square approx.	120,67
	ddl	10
	Significance (sig.)	,000

Source: ACP analysis results

Up next we find the table below explaining the variance of the variables and showing the value level of each variable, showing the percentage of information delivered by each item, as we found that the total initial information percentage of the dimensions is of **63,22%** as a cumulative percentage, as for the item 1 (Q18, check annex) has a value of information of a **3,161** as the highest value among all the question, the analysis of the initial proper value of the variable showed that we can retain only a one item as component on one axis.

Table 20 ACP analysis of the variable brand image.

Component	Proper initial values			Sums extracted from the load square		
	Total	% Of variance	Cumulative%	Total	% Of variance	Cumulative%
1	3,161	63,222%	63,222%	3,161	63,222%	63,222%
2	,945	18,896%	82,119%			
3	,440	8,795%	90,914%			
4	,296	5,914%	96,828%			
5	,159	3,172%	100,000%			

Source: ACP analysis results

The matrix of correlation down below, showed significance between all the items, where the significance level is between ,424 and ,838 representing that all the variables have a good correlations and homogeneity which allow us to continue further in our analysis.

Table 21 ACP analysis of the variable brand image.

		DHL reflects a good image?	DHL reflects an brand image satisfy you	DHL brand image influences your choice?	DHL brand image influences reputation?	DHL's brand image influences your attitude towards the brand?
Correlation	DHL reflects a good image?	1,000	,838	,429	,434	,457
	DHL reflects a brand image satisfy you	,838	1,000	,456	,424	,473
	DHL brand image influences your choice?	,429	,456	1,000	,693	,565
	DHL brand image influences reputation?	,434	,424	,693	1,000	,632
	DHL's brand image influences your attitude towards the brand?	,457	,473	,565	,632	1,000

Source: ACP analysis results

the components matrix demonstrates that all the items are significative, showing a level of significance superior to 0,5, this allows us to continue the analysis retaining all the items of the variable.

Table 22 ACP analysis of the variable brand image.

Component	coefficient
DHL reflects a good image?	,796
DHL reflects a brand image satisfy you?	,804
DHL brand image influences your choice?	,790

DHL brand image influences reputation?	,801
DHL's brand image influences your attitude towards the brand?	,785

Source: ACP analysis results

The analysis of the commonality and the proper value of the retained component shows a level of significance at all the variables, with one item on one axis retained gathering a total of **63,22%** of the initial information of the variable, and **3,161** of proper continue value in the data base.

The allows us to get coherent results and favors us to continue our analysis preserving all the items of the variable.

Table 23 ACP analysis of the variable brand image.

Component of the brand perceived quality retained after the ACP analysis		
	commonality	Factor 1
DHL reflects a good image?	,632	,796
DHL reflects a brand image satisfy you?	,188	,804
DHL brand image influences your choice?	,879	,790
DHL brand image influences reputation?	,591	,801
DHL's brand image influences your attitude towards the brand?	,317	,785
Proper value	3,161	
% Of variance	63,222%	
% Cumulative	63,222%	

Source: ACP analysis result

Table 24 ACP analysis of the variable brand image.

Alpha Cronbach	Elements
,853	5

Source: ACP analysis results

At this step we validate our findings after testing the scale of measurement of the brand image by the **alpha Cronbach** test, the test shows a significative result, where the scale is considered eligible with a level of significance of **0,853** which is apparently above **0,7**>

4.4. Brand attitude

Table 25 ACP analysis of the variable brand attitude.

Kaiser-Meyer-Olkin index for measuring sampling quality.		,809
Bartlett's sphericity test	Khi-square approx. ddl	253,737
		10
	Significance (sig.)	,000

Source: ACP analysis results

The **KMO** and bartlett's test shows the significance In its result where **KMO index** is of **0,809**, which is accepted since the **KMO index** should be above **0,5**, the total significance of our test is **0,000** which means that the test is perfectly validated.

Table 26 ACP analysis of the variable brand attitude.

Component	Proper initial values			Sums extracted from the load square		
	Total	% Of variance	Cumulative%	Total	% Of variance	Cumulative%
1	2,918	58,366%	58,366%	2,918	58,366%	58,366%
2	,846	16,910%	75,276%			
3	,494	9,876%	85,152%			
4	,461	9,228%	94,380%			
5	,281	5,620%	100,000%			

Source: ACP analysis results

By performing the principal component analysis of this variable composed of 5 items, we find that the total variance explained only allows to maintain a single component whose eigenvalue is greater than **1**. We also note, the initial information processed by the items on a single axis is represented by **58,36%**.

Table 27 ACP analysis of the variable brand attitude.

		DHL brand quality influence your attitude?	DHL brand price influence your attitude?	DHL brand image influences your attitude?	Your attitude influences your choice?	You have a good attitude towards DHL?
Correlation	DHL brand quality influence your attitude?	1,000	,540	,449	,595	,222
	DHL brand price influence your attitude?	,540	1,000	,475	,661	,276
	DHL brand image influences your attitude?	,449	,475	1,000	,630	,416
	Your attitude influences your choice?	,595	,661	,630	1,000	,420
	You have a good attitude towards DHL?	,222	,276	,416	,420	1,000

Source: ACP analysis results

from the matrix of components, that all the items are strongly correlated with each other, the strongest correlation is observed between the item "DHL brand image influence your attitude?." and the item "Your attitude influence your choice. "(**0.661**).

the matrix of correlation shows a significance between **0,222** and **0,661**. Accepting all the correlation that they are above **0**.

Table 28 ACP analysis of the variable brand attitude.

Component	coefficient
DHL brand quality influence your attitude?	,749
DHL brand price influence your attitude?	,793
DHL brand image influences your attitude?	,786
Your attitude influences your choice?	,888
You have a good attitude towards DHL?	,566

In addition, the component matrix indicates that all items have a good structural coefficient, we therefore continue the analysis and keep all the items for further analysis

Table 29 ACP analysis of the variable brand attitude.

Component of the brand perceived quality retained after the ACP analysis		
	commonality	Factor 1
DHL brand quality influence your attitude?	,583	,749
DHL brand price influence your attitude?	,169	,793
DHL brand image influences your attitude?	,987	,786
Your attitude influences your choice?	,922	,888
You have a good attitude towards DHL?	,562	,566
Proper value	2,918	
% Of variance	58,366%	
% Cumulative	58,366%	

Source: ACP analysis results

Table 30 ACP analysis of the variable brand attitude.

Alpha Cronbach	Elements
,806	5

Source: ACP analysis results

The reliability test shows that the homogeneity of this scale is satisfactory since **alpha Cronbach** is **0.956**. We therefore continue the analysis.

4.5. Brand experience

Table 31 ACP analysis of the variable brand experience.

Kaiser-Meyer-Olkin index for measuring sampling quality.		,628
Bartlett's sphericity test	Khi-square approx. ddl	169,129
		10
	Significance (sig.)	,000

Source: ACP analysis results

The table above shows the results of the primary tests of **KMO index** and the test of sphericity of Bartlett's where the **KMO index** is of 0,628 counter above average which means the **KMO index** of the variable brand notoriety is accepted and significant (**sig. = 0,00**).

Table 32 ACP analysis of the variable brand experience.

Component	Proper initial values			Sums extracted from the load square		
	Total	% Of variance	Cumulative%	Total	% Of variance	Cumulative%
1	1,880	37,600%	37,600%	1,880	37,600%	37,600%
2	1,036	20,728%	58,329%	1,036	20,728%	58,329%
3	,894	17,886%	76,215%			
4	,667	13,335%	89,550%			
5	,523	10,450%	100,000%			

Source: ACP analysis results

The analysis of the principal components shows that the ACP analysis accepted 2 component fixed on two different axes and represented as two different items of the variable “brand notoriety”, the first component with a total proper Initial value of **1,880** representing **37,60%** of the initial information of the variable, followed by the second retained component items “2” of the variables with **1,036** of proper initial value, this items represent **20,72%** of the initial information of the variable, the total cumulative percentage that the two items retained share is **58,39%** of the initial value, considered as a decent percentage since it represent more than **50%** of the initial information.

Table 33 ACP analysis of the variable brand experience.

		DHL brand quality influence the brand experience?	DHL brand price influence the brand experience?	DHL brand image influence the brand experience?	attitude influence the brand experience?	the brand experience influences the brand notoriety?
Correlation	DHL brand quality influence the brand experience?	1,000	,207	,415	,139	,488
	DHL brand price influence the brand experience?	,207	1,000	,250	,351	,335
	DHL brand image influence the brand experience?	,415	,250	1,000	,321	,167
	attitude influence the brand experience?	,139	,351	,321	1,000	,469
	the brand experience influences the brand notoriety?	,488	,335	,167	,469	1,000

Source: ACP analysis results

The table of correlation shows a low correlation rate between the variables, thus, it indicates the existence of a positive influence and relation between the variable explaining their connectivity, the correlation was between **0,139** and **0,488**, we considered the variables properly correlated, and so we continue our analysis without omitting any item.

Table 34 ACP analysis of the variable brand experience.

items	Component 1	Component 2
DHL propose a good price?	,638	,533
DHL propose a price that satisfy you?	,628	,561
DHL propose a price that influence your choice?	,766	,495
The price of DHL influences the reputation?	,651	,531
The quality price mix of DHL influence your attitude?	,763	,789

Source: ACP analysis results

The matrix of component explained that all the items of the brand notoriety variable show a significant result, where the 5 items of the variable are all above **0,00**>, the variables significance is between **6,28** and **7,66**, this allows us to continue our analysis retaining all the items of the variable, however we can notice that the items of the variable brand notoriety are perfectly correlated with the first axis than the second axis.

Table 35 ACP analysis of the variable brand experience.

Component of the brand perceived quality retained after the ACP analysis			
	commonality	Factor 1	Factor 2
DHL propose a good price?	,376	,638	,533
DHL propose a price that satisfy you?	,207	,628	,561
DHL propose a price that influence your choice?	,1788	,766	,495
The price of DHL influences the reputation?	,133	,651	,531
The quality price mix of DHL influence your attitude?	,104	,763	,789
Proper value	1,880		
% Of variance	37,600%		
Proper value	1,036		
% Of variance	20,728%		
% Cumulative	58,329%		

Source: ACP analysis results

The commonality test shows that the variable shows that all the variable shows a significant result reflected by the two factors retained by out components retained after the ACP analysis, the initial information represented by the variable and its two-component retained is **58,32%**.

Table 36 ACP analysis of the variable brand experience.

Alpha Cronbach	Elements
,726	5

Source: ACP analysis results

The alpha Cronbach test is considered significant as the result is above the average (**sig. = 0,7>0,726**) this means that our alpha Cronbach test is significant and its represent that our scale is reliable and valid, so we validate the test.

5. Hypothesis test

In our hypothesis test we will apply the linear regression model on the variable, choosing the impact of the independent variables on the dependent one.

We served ourselves with the existent literature about our subject of research using the theorical models to define the nature of variables and their relation between them, the model followed, and we site among them has insisted to assure the interrelation of the variables so we can conduct this type of analysis.

The model of analysis used is a simple and multiple regression analysis, using dependent and independent variables to explain the dependent one, the theorical model that we followed and according to the literature conducted on our research thematic suggest that the ANOVA. Model in the regression analysis should is considered significant when (**Sig. = $P < 0,05$**) and a **R^2 adjusted** that is superior to (**$R^2 = R^2\text{-adjusted} > 10\%$**), the intervals of confidence in this model Shouldn't be inferior to **95%** and a **T test** significance superior to **2 ($t = sig. > 2$)**.

5.1. Impact of brand perceived quality on the brand attitude (H1)

First analysis is done on the two variables sorted out from the new setting that we had from the principal components analysis, a regression analysis is conducted on two variable, brand

perceived quality considered as independent variable and the attitude counted as the explained dependent variable, the brand perceived variable englobed all (perception, satisfaction, reputation, customer choice, influence).

The table below presents a results summary of our regression test

Table 37 summary of the hypothesis N°1

Independent variable	Dependent variable	R2	R-2 adjusted	F	β	t	Sig.	Hypothesis
Brand perceived quality.	Customer's attitude.	,222	,216	39,555	,471	6,289	,000	H1

Source: made by our own from the regression results tables.

According to the table extracted from the results, we notice that the significance of our model ANOVA. Shows its significance where (**sig.**= $P < 0,05$), that below the results that literature on our subject had as finding, confirming the results found of (Andrew T. Norman, 2017), more over the dimensions of brand perceived quality impacts positively the dimensions of customer's attitude, justified by the results where $\beta = ,471$ beta index is considered significant, the t test shows a significant results as $t = 6,289$, t is counted significant when it is superior to 2 (**sig.** $t = 6,289 > 2$). Find the rest of the regression analysis in the appendix.

The **R2-adjusted** is of **R2-adjusted** = 21,6%, a level of significance above 10% as the literature recommended, confirming the validity of the information possessed in our model ANOVA, according to the statistical results, we support and confirm the first hypothesis:

- **Brand perceived quality influence positively attitude is confirmed.**

5.2. Impact of Brand price on the customer's attitude (H2)

We proceed next the regression analysis of the second hypothesis on the brand price influence on the customer's attitude, the brand price includes all the following component (perception, satisfaction, customer's choice, reputation, and influence) counted as one dimension representing the independent variable (brand perceived quality) in this hypothesis test we are going to use the simple regression model, we tend to see the influence of this last on the dependent variable brand attitude, and testing the variance accounted in dependent variable.

Table 38 summary of the hypothesis N°2

Independent variable	Dependent variable	R2	R-2 adjusted	F	β	t	Sig.	Hypothesis
Brand price.	Customer's attitude.	,151	,145	24,777	,389	4,978	,000	H2

Source: made by our own from the regression results tables.

In the second analysis model we notice that the variable of brand price directly impacted the dependent variable (customer's attitude) explaining **14,5%** of variation (**R2-adjusted = ,145**) a variation superior to **10%** explaining that the independent variable (brand price) predicts a **14,5%** of variation in data set gather as one Groupe accounting **14,5%** of variation in the dependent variable (customer's attitude).

Fisher's F is of **24,77**, the higher **Fisher's F** the most likely we tend to reject the null hypothesis **$H_0 = P \leq 0,05$** .

The **beta** index is of **0,389** indicate the influence of the predictor variable (Brand price) on the dependent variable (customer's attitude), which means the **beta value** is significant as the dependent variable is influenced by the independent, as for the **T test** it Shows a level of significance of **4,978** exceeding the minimum limit of 2, (**$T = 4,978 > 2$**).

The ANOVA model of simple regression analysis done on these two variables shows a level of significance inferior to **0,05** as the results is (**Sig. = $P = 0,000 < 0,05$**), the result validates the second hypothesis, the brand price impacts the customer's attitude, the model is statistically significant.

➤ **The brand price influence positively the customer's attitude.**

5.3. The impact of brand image on customer's attitude (H3)

The third hypothesis we use the univariate regression model on the variable: (brand image) as independent variables and the dependent variable (customer's attitude), the following table represents the summary of the ANOVA model.

Table 39 summary of the hypothesis N°3

Independent variable	Dependent variable	R2	R2-adjusted	F	β	t	Sig.	Hypothesis
Brand price.	Customer's attitude.	,304	,299	60,299	,552	7,800	,000	H3

Source: made by our own from the regression results tables.

The table of summary gather the important information that represents the ANOVA model of our simple regression analysis on the two variables, we notice that the *R2-adjusted* is of 0,299 which represents 29,9% of the variation accounted by the independent variable (approx. 30%) that the variable of brand price directly impacted the dependent variable (customer's attitude) explaining 14,5% of variation (*R2-adjusted* = ,145, percentage allowed according to literature *R2-adjusted* = 10% < 29,9%)

We proceed in the examination of result, we observe the Fisher's F value is of 60,299, according to literature and previous research, the higher the Fisher's F is, the more we reject the null hypothesis, in this case, we observe the Fisher's F value is of 60,299 and their equal variance, the *peta value* follows with a ($p = 0,552$) which means that *peta coefficient* of the component

(brand price) counted as an independent variable impact the deviation of the dependent variable (customer's attitude) in the regression model, which means when the value of brand price increases or decreases it impact the customer's attitude respectively.

The *T test* shows that his value is of 7,800, this value exceeds the minimum allowed value according to literature which is 2 ($t = 7,800 > 2$).

The *P-value* in the ANOVA model of the simple regression analysis is of 0,000 which is statistically significant since a P-value in the regression analysis should be inferior to 0,05 ($P = 0,000 < 0,05$)

- **Brand image impact positively customer's attitude.**

5.4. Impact of customers attitude on brand experience (H4)

We continue further our hypothesis test with the following analysis of simple regression between the (customers attitude) as an independent variable and (brand experience) as a dependent variable, this will answer our fourth hypothesis, explaining the variation and dependence between the two variables, and answers also the validity of our hypothesis "customers attitude impacts positively the brand experience?", the following table is the summary of our **ANOVA** model of simple regression:

Table 40 summary of the hypothesis N°4

Independent variable	Dependent variable	R2	R2-adjusted	F	β	t	Sig.	Hypothesis
Brand price.	Customer's attitude.	,472	,469	124,497	,687	11,158	,000	H3

Source: made by our own from the regression results tables.

For our fourth hypothesis test we observe in our simple regression analysis that the ***R²-adjusted*** is of ***0,469*** exceeding the barriers suggested by the recent literature and explains a 46,9% of variation in this regression model accounted by the variable brand experience (***R²-adjusted*** = ***46,9 > 10%***).

We follow it with Fisher's F with a value of ***124,497***, Which it represents a perfect significance rejecting the null hypothesis ***H0***.

The Beta value is of ***0,687*** reflecting that there is an a dependance between the dependent variable and the independent.

T is significant showing a level of significance of ***11,158*** exceeding the minimum allowed level by the literature which is (***sig. = T > 2***).

At last, the level of significance of the regression is of ***0,000*** under the limit of p value allowed by literature (***sig = P = 0,000 < 0,05***), this means that our simple regression model of the fourth hypothesis ***H4*** (customers attitude impacts positively the brand experience) is statistically significant, so we support and validate the fourth hypothesis.

➤ **H4: The customers attitude impacts positively the brand experience**

5.5. Impact of brand experience on brand equity (H5)

Hypothesis five is composed of two variables, the (brand experience) counted and independent variable and it represents the factor who impact our dependent variable (brand equity), for this hypothesis test we're going to use a multiple regression analysis to see the variance and dependency between the two variables, the following ANOVA table represents a summary of the results of the simple regression test

Table 41 summary of the hypothesis N°5

Independent variable	Dependent variable	R2	R2-adjusted	f	β	t	Sig.	Hypothesis
	Customer's attitude.	,717	,711	116,658		,000	1,000	H3. a
Brand experience (quality)					,292	3,815	,000	

Brand experience (price)					,325	6,681	,000	H3. b
Brand experience (image)					,521	7,684	,000	H3. c

Source: made by our own from the regression results tables.

According to the result of the fifth hypothesis we observe that **R2-adjusted** is of **0,711** which clearly above the minimum limit suggested by the literature settled of **10%**, our R2-adjusted explains **71,1%** of variance in the data set introduced as variables in our multiple regression model, (**R2-adjusted = 71,1% > 10%**), the **R2-adjusted** is significant.

The Fisher's f resulted with an apparent value of (**f = 116,658**), the higher value of **f** is the more likely we reject the **null hypothesis H0**.

Beta value for the 3 variables in our ANOVA model resulted with a low value, expressing that if a dimension increase or decrease its impact the dependent variable and its dimensions, the first independent variable of brand experience representing the (**quality dimension**) has a **beta value** is of (**$\beta = 0,292$**), the second dimension of (**price**) **beta value** is (**$\beta = 0,325$**), the last dimensions representing the (**brand image**) **beta value** is of (**$\beta = 0,521$**), **beta value** explains that there is a dependency between the dependent variable and the independent variable, expressing that if the quality increases the brand equity of the products also increases impacting the perception of customers to the quality and as a results the quality equity of the products increases.

T test in the coefficients table of our regression model shows that all the variable exceeded the minimum statistical limit allowed by the literature, where (**T = 3,815**) for the quality dimension of brand experience, (**T = 6,681**) for the price dimension of brand experience and (**T = 7,684**) for the brand image dimension of the brand experience, the **T test** is significant.

The **ANOVA** model of our multiple regression analysis has a **P value** of **0,000** (**Sig. P = 0,000 < 0,005**) this mean that the multiple regression for our fifth hypothesis is statistically significant, and so we support our Fifth hypothesis with the full dimension's validity.

➤ **H5: Brand experience impacts positively brand equity**

6. Discussions of the results

The statistical test that we operated on our data set gave us some revealing results, the data set collected from the customer interrogated them mainly about their experience with the brand and their perception of the brand in order to stimulate their experience and try to understand it to predict its impact on the brand and how we can improve of the customers experience with the brand of DHL EXPRESS, after the analysis of the data we arrived to some findings.

The test proved that the experience of customers with the company and the brand has a strong and direct impact on their attitude and as a result their attitude changes their decision and so on their preference of the brand changes, and this last as reactive result its impact indirectly the brand equity.

According to our finding and the client's responses in our survey, client has demonstrated their dissatisfaction about the brand quality and their perception of it, and this last impact their experience, consequently, their perception of the brand decreases.

Our findings, validates the first hypothesis and which consist of the positive impact of brand perceived quality on the customer's attitude is positive and proved statistically which validate the findings of (Andrew T. Norman, 2017), (Zehan Feng, Guohong Yu , 2016), (Timotius F. C. W. Sutrisno, Gladys Greselda Gosal, Serin Fransisca Hernandes , 2020).

The perception of price has an important role in the decision making process, and in attitude formation process, according to literature price is considered as one of the many important dimensions of the brand experience, and one of the early one in the customers meets in his journey with the brand, price is viewed in a rational way and integrated in the cognitive experience of the brand, if the price isn't fair or badly adjusted to product or the products quality It impacts the customers attitude and the brand equity as we found.

Our results showcase that the price is a factor that impacts the intention and attitude of customers, according to our results found, they confirm and validate the results of (Albari & Indah Safitri , 2018), (Zeithaml, V.A, 1988), (Thomas T. NagleGeorg Müller, 2018).

in accordance with results of (Amron Amron , 2018), (Arfendo Prophetoa, Dwi Kartinib, Sucherlyb and Yevis Marty Oesman, 2020), (Debra RILEY, Nathalie CHARLTON, Hillary WASON 2015, 2015), our results confirmed their findings in previous research about services industry, we state that the brand image formulates the reputation of the brand, counted as the

early touch point of the brand with customer mind, the brand image reflected by a company or a brand impacts the customers positively.

The Brand experience were the explained component of our fourth hypothesis, we obtained answers from the data set and after analyzing them, it appeared that the brand experience is effected by the customers attitude, where the dimensions of the brand (quality, price, brand image) impacts the attitude directly, this last, consequently, impact directly the customer experience, our findings were statistically validated, approving the results of (James B. Faircloth, Louis M. Capella and Bruce L. Alford, 2001) (Tanti Handriana, and Wahyu Rahman Wisandiko, 2017).

The last hypothesis integrated the variable brand experience and its impact on the brand equity, according to literature the brand experience is an important factor that impact the brand equity, its shapes the image of the brand, and altern effect its equity, the brand experience is composed in our research of three dimensions representing the brand experience that impacts indirectly the brand equity, our findings were confirmed by the statistical analysis, and we confirm the results found of each of (Rajumesh Sivarajah, 2014) (RITA PINA, 2020) (Mohammad Taleghani, Meysam Almasi, 2011) (Galina BiedenbachAgneta MarellAgneta Marell, 2010).

Conclusion

The brand experience as we reviewed along this research is considered to be the key of differentiation for any company, as literature said “buying a product is also buying the experience that comes with it”, from this point we can see the importance given to the brand

experience with its holistic concept, viewed from marketing scholar and behavior psychologists as a complex construct that englobes many dimension such as “the perceived quality of brand, the price of the brand and the brand image”, leaving antecedents such as loyalty and brand awareness.

Our subject focused on studying the impact of brand experience on attitude and brand equity, to do so we investigated the case of DHL INTERNATIONAL ALGERIA, we an empirical investigation were conducted on the sample of 142 people, in order to conduct our research, we formulated five hypothesis which we answered in proper scientific way, we recall the hypotheses of our research:

- H1: the brand perceived quality impacts positively the customer's attitude.
- H2: the brand price impacts positively the customer's attitude.
- H3: the brand image impacts positively the customer's attitude.
- H4: the customers attitude impacts positively the brand experience.
- H5: the brand experience impacts positively the brand equity.

The research came up with interesting findings, giving us direction for a more efficient management and customers satisfaction, because the brand experience is strongly related to the customers satisfaction, where any company seeks to develop her products to satisfy a higher amount of user and clients, attract new clients and keep the existent client always loyal to the brand, in order to do so DHL INTERNATIONAL ALGERIA should consider to imply new steps to perform better in a market that she the leader in.

DHL INTERNATIONAL ALGERIA should consider the following steps to retain a its position as the leader of logistics and freight transportation that knows new entrants, and gain the confidence of the clients and attract new clients:

- Implementation of an integrated quality control management system in the following departments (Ground operations, delivery, and shipment gates and in each step that involves shipment handling) this step will reduce undelivered shipments and avoid delays and complaints.
- Create a division specialized in marketing and client's relationship management, this step will allow to study better the complaints by the clients and activate retention mode when needed in addition improve better the complaints reception and treatment, this will allow also to study the market and set better prices, involving the customer in the decision-making process, and gain a new customer-based opinion.

- Restudy the prices set and offer reductional prices to conventional prices and also occasional promotion for standard clients.
- Improve the communication of the brand, a more publicity would attract new customer, as a result of our findings, DHL INTERNATIONAL ALGERIA has a strong base of less aged user that it should consider.
- Detect the problems that occurs during the shipment expedition and delivery identify them, report, fix them, and keep the back check so to reduce the problem or eliminate it.
- Marketing department should be implemented and conducted relational marketing operations and market studies to improving the pricing, positioning, and communication and also set the corporate marketing strategy for long and short term.

The brand experience is a vast field of studies, connecting many fields together to study a one complex construct, so during our research we encountered some problems and limitations, we site:

- The time needed to conduct such investigation should exceed 6 months, it's a mix theorical and operational research more time provides more detailed research.
- The tools needed for the concept such us survey formats and implication of different employee of the services of the company can affect the normal process of the research and investigation, an empirical and operational research need the implication of different units of the organization.
- This investigation studied only main components of the brand experience (price, quality, and brand image); other investigations should include further dimensions related to the brand experience.

Considering that there is more to find in this subject and in order to have profound findings, other research can be conducted including other points of the brand experience, knowing that the customer primary engagement with the brand is to fulfill a desire and a need, brands need to connect and understand customers willingness better, other work can include collecting data sets to stimulate the customers outcomes from certain brands and communicate them to gain better awareness for the brand and products characteristics.

Including the customers in future brand experience research will lead to the co-creation of value with a customer-based equity, it will help the brand grow meeting the emotional and affective side of customers and responding to their intellectual needs, the co-creation also helps the relational marketing practices get improved, and also shares a point of compassion with customer “customer centric organization” that is going to enhance the loyalty of customers.

Another model of brand experience research that includes principally all the touch point of the customers with the brand, identifying them, studying, and working how to improve them by improving each touch point will help the life cycle of the brand and customers to last longer.

At last, we would like to remind, customer experience is a new concept in the marketing practices, a care to this subject can include many diverse areas, starting by understanding the behavior of customers and how to predict it, so we suggest the usage of more profound statistical methods, implementing data center for more accurate marketing decisions, the brand experience can be used as a way to change the new marketing area and set new rules to market the clients.

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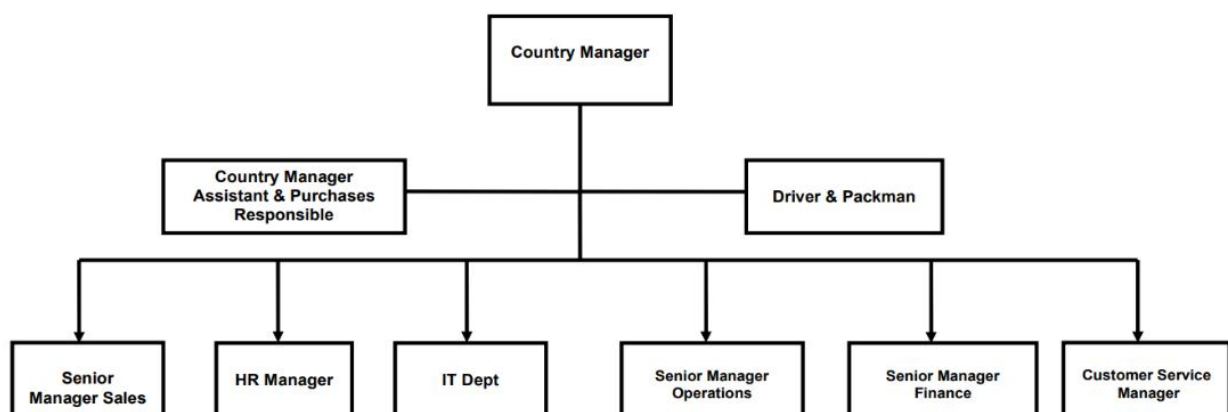
Appendix

Appendix A

**Organizational chart of DHL
INTERNATIONAL ALGERIA.**



ORGANIZATION CHART ALGERIA DHL INTERNATIONAL



Appendix B Survey questions

Survey

Survey on the impact of brand experience on the brand attitude and the brand equity.

Hello, my name is GUERAINI Sohaib Chamseddine.

I am a student in MASTER 2 at the ENSM (National School of Management), as part of my degree in Project Management and Entrepreneurship, I am conducting a survey within the company DHL INTERNATIONAL ALGERIA, which aims to improve the brand and the quality of services in order to satisfy the customer.

I ask you to answer my short and simple questionnaire, you are the heart of our business, and there is no priority beyond yours.

NB: Your answers will remain ultimately anonymous.

Admissibility

In this section we will collect information about the nature of our respondents in order to identify them.

Do you know DHL EXPRESS?

☐ NO

☐ Yes

Have you ever used the services of DHL EXPRESS *

☐ No

☐ Yes

consumption habits

In this section, we will collect answers about the consumption habits of DHL EXPRESS customers

please cite your usage frequency *

- ☐ each week
- ☐ 2-3per month
- ☐ once each 6 months
- ☐ once per year

your usage is more : *

- ☐ planned
- ☐ Spontaneous

You use the services of DHL express for ? *

- ☐ expedition only
- ☐ reception only
- ☐ expedition and reception
- ☐ online pruchase

You use the services of DHL EXPRESS via ? *

- ☐ DHL service point
- ☐ DHL customer service
- ☐ Via the site and application (my DHL+)
- ☐ via the site of E-commerce DHL

measurement of the quality, price, brand image, attitude and customer experience of the clients of DHL.

In this section we will ask you questions on the variables of our survey (quality, price, brand image and customer attitude), please answer one answer per line.

evaluate your experience with DHL EXPRESS on the scale below where 1= bad experience and 10 great experience. *

	1	2	3	4	5	6	7	8	9	10	
Mauvaise experience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	Excellente experience

measurement of the brand perceived quality DHL EXPRESS ?. *

	totally disagree	disagree	neutral	agree	totally agree
DHL EXPRESS offers a service of quality?	☐	☐	☐	☐	☐
DHL EXPRESS offers a service that satisfies you?	☐	☐	☐	☐	☐
the quality of DHL EXPRESS services influence your choice?	☐	☐	☐	☐	☐
the quality of DHL EXPRESS services influence the reputation of the brand	☐	☐	☐	☐	☐
the quality of DHL EXPRESS services influence your attitude towards the brand	☐	☐	☐	☐	☐

measurement of the price of DHL EXPRESS *

	totally disagree	disagree	Neutral	agree	totally agree
DHL EXPRESS offers a good price?	☐	☐	☐	☐	☐
DHL EXPRESS offers a price that satisfies you?	☐	☐	☐	☐	☐
DHL EXPRESS offers a price that influence your choice,	☐	☐	☐	☐	☐
DHL EXPRESS offers a price that influence the brand reputation?	☐	☐	☐	☐	☐
DHL EXPRESS offers a price- quality mix that infleunces your attitude towards the brand?	☐	☐	☐	☐	☐

measurement of DHL EXPRESS brand image *

	totally disagree	disagree	Neutral	agree	totally agree
DHL EXPRESS reflects a good brand image?	☐	☐	☐	☐	☐
DHL EXPRESS reflects a brand image that satisfies you?	☐	☐	☐	☐	☐
the brand image of DHL EXPRESS influence your choice?	☐	☐	☐	☐	☐
the brand image of DHL EXPRESS influence the brand reputation?	☐	☐	☐	☐	☐
the brand image of DHL EXPRESS influence your attitude towards the brand?	☐	☐	☐	☐	☐

measurement of the brand attitude of DHL EXPRESS *

	totally disagree	disagree	neutral	agree	totally agree
the quality of DHL EXPRESS influence your attitude	☐	☐	☐	☐	☐
the price of DHL EXPRESS influence your attitude envers la marque ?	☐	☐	☐	☐	☐
the brand image of DHL EXPRESS influence your attitude	☐	☐	☐	☐	☐
your attitude towards the brand influence your choice ?	☐	☐	☐	☐	☐
you have a good attitude towards the brand DHL EXPRESS ,	☐	☐	☐	☐	☐

Measurment of the impact of the brand experience on brand equity

	totally disagree	disagree	neutral	agree	totally agree
the quality of DHL EXPRESS services impacts the brand notoriety?	☐	☐	☐	☐	☐
the price of DHL EXPRESS impacts the brand notoriety?	☐	☐	☐	☐	☐
the brand image of DHL EXPRESS impacts the brand notoriety?	☐	☐	☐	☐	☐
The brand attitude impact the brand notoriety?	☐	☐	☐	☐	☐
the brand experience impact the brand notoriety ?	☐	☐	☐	☐	☐

informational format

In this section we will collect information about the nature of our respondents in order to identify them.

your are a *

- ☐ Men
- ☐ Women

How old are you ? *

- ☐ 18 - 25
- ☐ 25 - 35
- ☐ 35-45
- ☐ 45 - 55
- ☐ 55 or more

your social status *

- ☐ single
- ☐ Married
- ☐ married without kids
- ☐ divorced

your social-professional category? *

- ☐ employer
- ☐ Employee
- ☐ Business man
- ☐ retired
- ☐ unemployed
- ☐ student
- ☐ Freelance

votre revenu mensuel est de : *

- ☐ without revenue
- ☐ more than 18.000DZD
- ☐ between 18.000 and 38.000DZD
- ☐ Between 38.000 and 58.000DZD
- ☐ between 58.000 and 78.000DZD
- ☐ Between 78.000 and 98.000DZD
- ☐ more than 100.000DZD

Appendix C

Descriptive statistics tables

Table: table representing the percentage of the nature of respondent's nature

	N	Minimum	Maximum	Moyenne	Ecart type
You are ?	142	1	2	1,52	,501
Your age ?	142	1	5	2,00	1,255
Your social professional category?	142	1	4	1,59	,764
Social status	142	1	7	4,36	1,707
Monthly revenue	142	1	7	3,79	2,048
N valide (list)	142				

Source: Made by our own from the results analysis.

Table: table representing the percentage of the nature of respondents nature

		You are?	your age	Your profession	Social status	Monthly revenue
N	Valide	142	142	142	142	142
	Missing	0	0	0	0	0
Moyenne		1,52	2,00	1,59	4,36	3,79
Médiane		2,00	2,00	1,00	4,00	4,00
Ecart type		,501	1,255	,764	1,707	2,048
Variance		,251	1,574	,584	2,913	4,196
Minimum		1	1	1	1	1
Maximum		2	5	4	7	7

Source: Made by our own from the results analysis.

Appendix D Frequencies tables and graphic charts

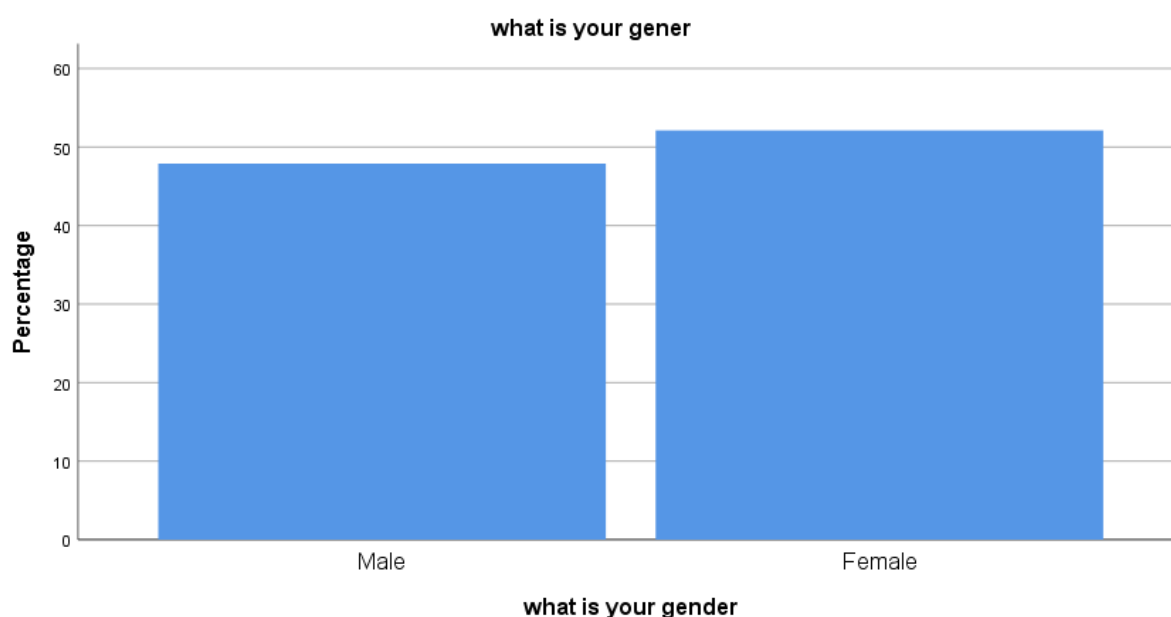
Gender

Table: table representing the frequencies of the gender

		Frequencies	Percentage	Valide percentage	Cumulative Percentage
Valid	Homme	68	47,9	47,9	47,9
	Femme	74	52,1	52,1	100,0
	Total	142	100,0	100,0	

Source: Made by our own from the results analysis.

Figure: graphic chart that represents gender percentage



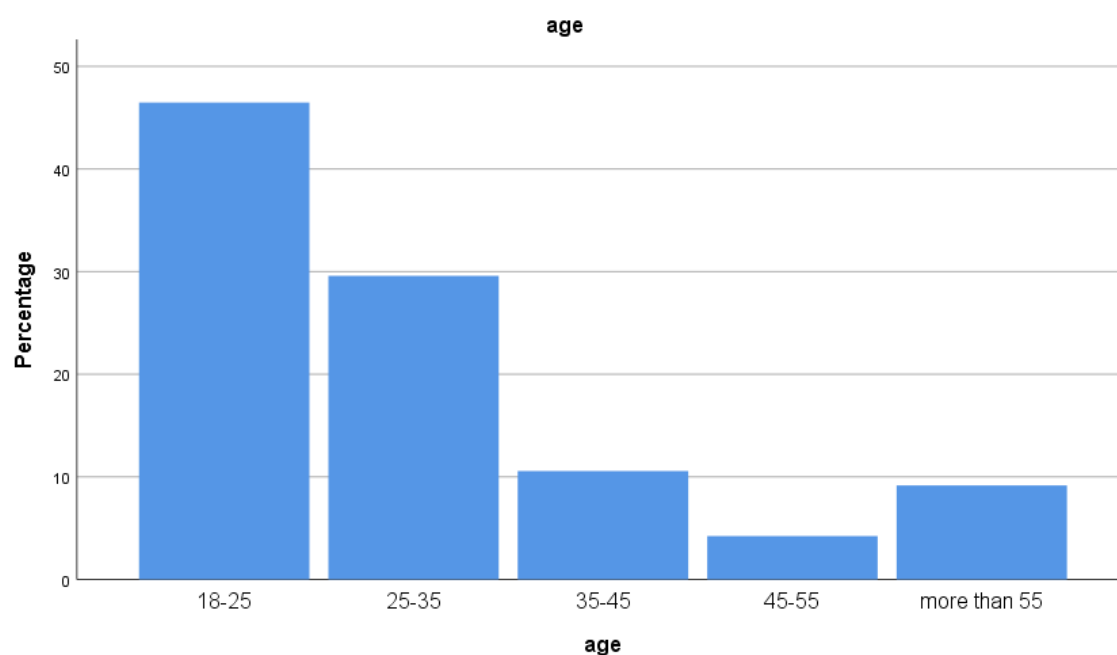
Age

Table: table that represents age frequencies and percentage

		Frequencies	Percentage	Valid percentage	Cumulative Percentage
Valid	18-25ans	66	46,5	46,5	46,5
	25-35	42	29,6	29,6	76,1
	35-4	15	10,6	10,6	86,6
	45-55	6	4,2	4,2	90,8
	More than 55	13	9,2	9,2	100,0
	Total	142	100,0	100,0	

Source: Made by our own from the results analysis.

Figure: graphic chart that representing age percentage



Source: Made by our own from the results analysis.

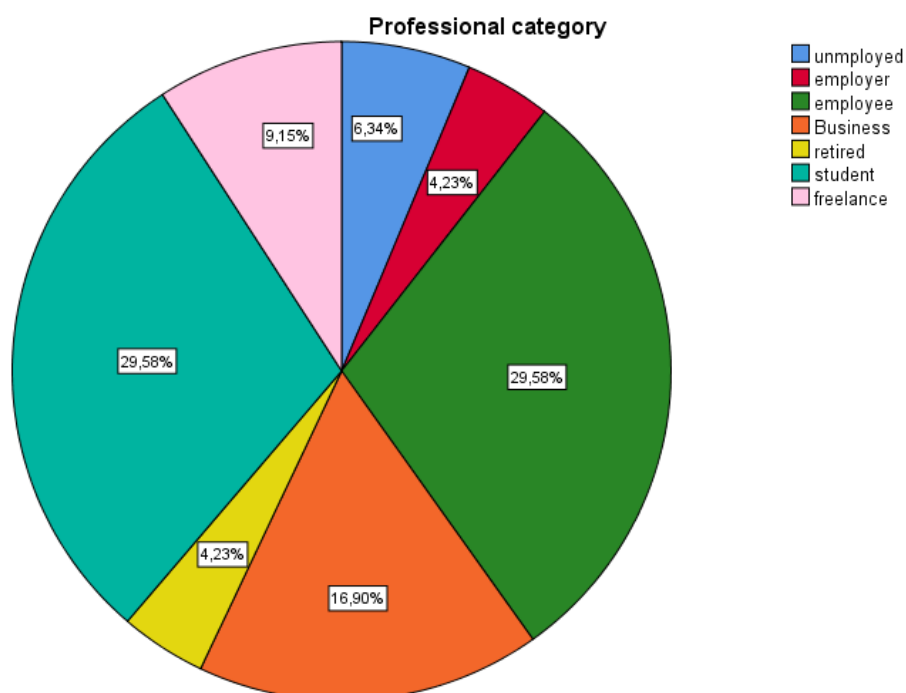
Professional category

Table: table representing frequencies and percentage of the social category

		Frequencies	Percentage	Valid percentage	Cumulative Percentage
Valid	unemployed	9	6,3	6,3	6,3
	employer	6	4,2	4,2	10,6
	employee	42	29,6	29,6	40,1
	businessman	24	16,9	16,9	57,0
	Retired	6	4,2	4,2	61,3
	student	42	29,6	29,6	90,8
	freelancer	13	9,2	9,2	100,0
	Total	142	100,0	100,0	

Source: Made by our own from the results analysis.

Figure: graphic chart representing the professional category percentage.



Source: Made by our own from the results analysis.

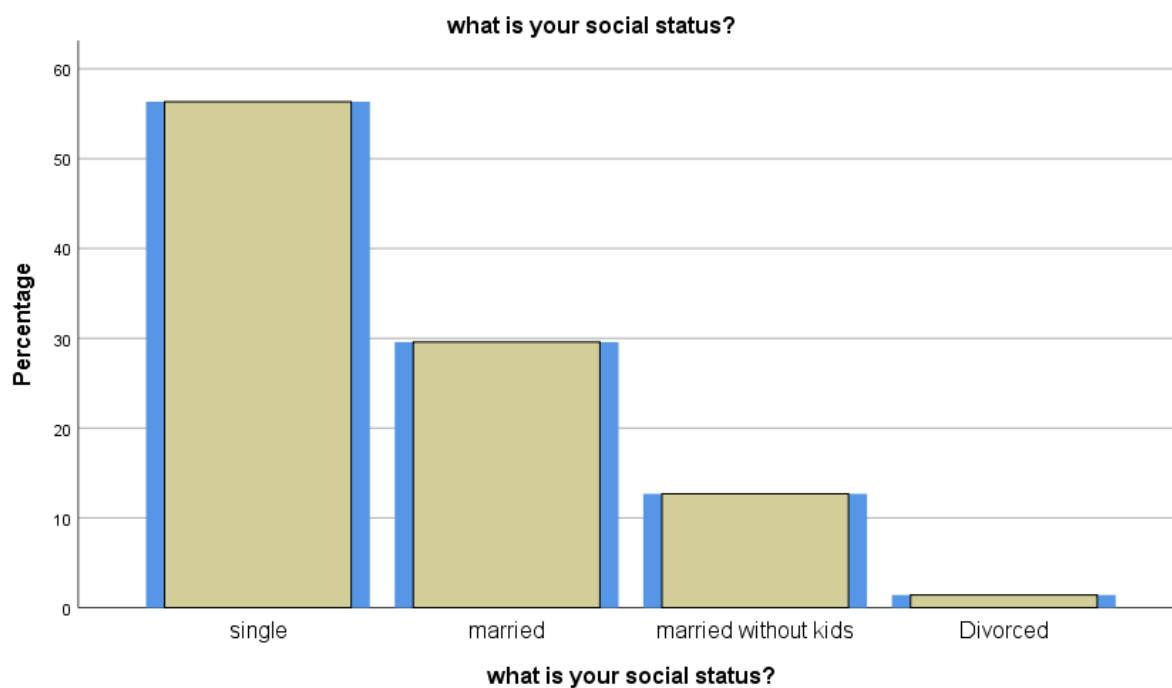
Social status

Table: table representing the social status frequencies and percentage.

	Frequencies	Percentage	Valid percentage	Cumulative Percentage	Frequencies
VALID	Single	80	56,3	56,3	56,3
	Married	42	29,6	29,6	85,9
	Married without kids	18	12,7	12,7	98,6
	Divorced	2	1,4	1,4	100,0
	Total	142	100,0	100,0	

Source: Made by our own from the results analysis

Figure: graphic chart representing the social status percentage



Source: Made by our own from the results analysis.

Salary

Table: table representing the salary frequencies and percentage

VALID		Frequencies	Percentage	Valid percentage	Cumulative Percentage
	Without revenue	32	22,5	22,5	22,5
	Less than 18,000DZD	14	9,9	9,9	32,4
	Between 18,000DZD and 38,000DZD	10	7,0	7,0	39,4
	between38,000DZD and 58,000DZD	30	21,1	21,1	60,6
	Between 58,000DZD and 78,000DZD	44	21,1	21,1	81,7
	Between 78,000DZD et 98,000DZD	4	2,8	2,8	84,5
	More than	22	15,5	15,5	100,0

	100,000DZD				
	Total	142	100,0	100,0	

Source: Made by our own from the results anal

Figure: graphic chart representing the salary percentage



Source: Made by our own from the results analysis.

Descriptive

Brand perceived quality

In the following table we find the dimensions of the brand experience which is the brand perceived quality that includes 5 questions on a 5 items scale based on Likert scale which (1=totally disagree; 2=totally agree), the table also includes the frequencies of responses.

Table: descriptive statistics of measurement scale of brand perceived quality

Brand perceived Quality	DHL offers a good quality?	DHL offers a quality that satisfies you?	DHL offers a quality that influence your choice?	DHL offers a quality that influence the brand reputation?	DHL offers a quality that influence your choice?
1-Totally disagree	0	1	1	1	1
2-Disagree	12	18	8	8	6
3-Neutral	27	31	29	29	24

4-Agree	67	62	51	51	66
5-Totally disagree	36	30	53	53	45
Total	142	142	142	142	142

Source: Made by our own from results analysis.

Brand price

The next table explains the descriptive statistics that the price of DHL INTERANTIONAL ALGERIA, we are going to present the frequencies of the responses as well collected from the customers

Table: descriptive statistics of measurement scale of brand price

price	DHL offers a good price?	DHL offers a price that satisfies you?	DHL offers a price that influence your choice?	DHL offers a price that influence the brand reputation?	The quality price ratio that DHL Offers influence your choice?
1-Totally disagree	13	11	1	2	4
2-Disagree	37	47	10	9	9
3-Neutral	0	1	31	38	52
4-Agree	82	32	69	66	50
5-Totally agree	10	51	31	27	27
Total	142	142	142	142	142

Source: Made by our own from the results analysis

Brand image

Table: descriptive statistics of measurement scale of brand image

price	DHL offers a good brand image	DHL offers a brand image that satisfies you?	DHL offers a brand image that influence your choice?	DHL offers a brand image that influence the brand reputation?	The DHL of brand image influence your choice?

1-Totally disagree	13	11	1	2	4
2-Disagree	37	47	10	9	9
3-Neutral	0	1	31	38	52
4-Agree	82	32	69	66	50
5-Totally agree	10	51	31	27	27
Total	142	142	142	142	142

Source: Made by our own from the results analysis

Attitude

Table: descriptive statistics of measurement scale of brand attitude

Attitude	The quality of DHL EXPRESS influences your attitude?		The price of DHL EXPRESS influences your attitude?		The brand image that DHL EXPRESS reflects influence your attitude?		Your attitude towards the brand DHL EXPRESS influences your choice?		You have a good attitude towards the brand DHL EXPRESS?	
1-Totally disagree	2		2		3		0		4	
2-Disagree	4		7		9		6		12	
3-Neutral	26		22		38		30		42	
4-Agree	74		71		71		80		62	
5-Totally agree	36		40		21		26		22	
Total	142		142		142		142		142	

Source: by our own from the results analysis

Brand experience:

Table: descriptive statistics of measurement scale of brand experience

Customer experience	The brand perceived quality influences the brand notoriety?	The price of the brand influences the brand notoriety?	The brand image influences the brand notoriety?	The customer attitude influences the brand notoriety?	The customer experience influences the brand notoriety?
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1-Totally disagree	1	,7%	4	2,8%	1	,7%	4	2,8%	9	6,3%
2-Disagree	6	4,2%	9	6,3%	10	7,0%	12	8,5%	25	17,6%
3-Neutral	25	17,6%	52	36,6%	98	69,0%	41	28,9%	10	7,0%
4-Agree	65	45,8%	50	35,2%	0	0%	62	43,7%	51	35,9%
5-Totally agree	45	31,7%	27	19,0%	33	23,2%	23	16,2%	47	33,1%
Total	142	100,0%	142	100,0%	142	100,0%	142	100,0%	142	100,0%

Appendix E

Multiple and simple regression tests tables and graphic charts

Tables: Simple regression for hypothesis N°1

Corrélations

		REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
Corrélation de Pearson	REGR factor score 1 for analysis 1	1,000	,471
	REGR factor score 1 for analysis 1	,471	1,000
Sig. (unilatéral)	REGR factor score 1 for analysis 1	.	,000
	REGR factor score 1 for analysis 1	,000	.
N	REGR factor score 1 for analysis 1	141	141
	REGR factor score 1 for analysis 1	141	141

Variables introduites/éliminées^a

Model	intredouced variables	eliminated variables	method
1	REGR factor score 1 for analysis 1 ^b	.	intredouc e

a. dependent variables: REGR factor score 1 for analysis 1

b. all the variables has been intredouced.

model summary^b

Model	R	R-2	R-2 adjusted	standard error of estimation	modify the statistics				Sig. Variation of F	Durbin-Watson
					variation of R-2	Variation of F	ddl1	ddl2		
1	,471 ^a	,222	,216	,88547931	,222	39,555	1	139	,000	1,939

a. Predictor: (Constante), REGR factor score 1 for analysis 1

b. dependent variable : REGR factor score 1 for analysis 1

ANOVA^a

Model		sums of squares	ddl	square mean	F	Sig.
1	Regression	31,014	1	31,014	39,555	,000 ^b
	de Student	108,986	139	,784		
	Total	140,000	140			

a. Dependent variable : REGR factor score 1 for analysis 1

b. Predictor: (Constante), REGR factor score 1 for analysis 1

Coefficients^a

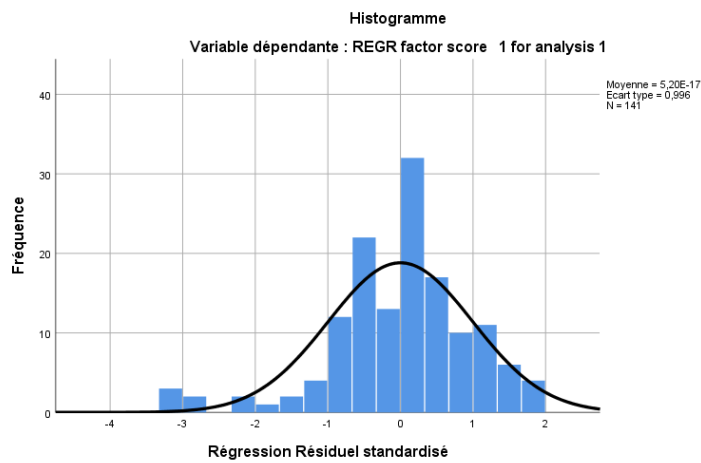
Modèle		Non Standardised coefficients		Standardised coefficients	t	Sig.	95.0% confidence interval for B		Co-linearity statistics	
		B	Erreur standard	Bêta			Lower terminal	Top terminal	Tolerance	VIF
1	(Constante)	,005	,075		,070	,944	-,142	,153		
	REGR factor score 1 for analysis 1	,473	,075	,471	6,289	,000	,324	,622	1,000	1,000

a. Dependent variable : REGR factor score 1 for analysis 1

Diagnostics of co-linearity^a

Model	Dimension	proper value	Index of condition	proportion of the variance	
				(Constante)	REGR factor score 1 for analysis 1
1	1	1,011	1,000	,49	,49
	2	,989	1,011	,51	,51

a. dependent variable : REGR factor score 1 for analysis 1



Source: spss analysis

Tables Simple regression for hypothesis N°2

Corrélations

		REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
Corrélation de Pearson	REGR factor score 1 for analysis 1	1,000	,389
	REGR factor score 1 for analysis 1	,389	1,000
Sig. (unilatéral)	REGR factor score 1 for analysis 1	.	,000
	REGR factor score 1 for analysis 1	,000	.
N	REGR factor score 1 for analysis 1	141	141
	REGR factor score 1 for analysis 1	141	141

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	REGR factor score 1 for analysis 1 ^b	.	Introduire

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles^b

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Variation de R-deux	Modifier les statistiques			Sig. Variation de F	Durbin-Watson
						Variation de F	ddl1	ddl2		
1	,389 ^a	,151	,145	,92456664	,151	24,777	1	139	,000	2,139

a. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

b. Variable dépendante : REGR factor score 1 for analysis 1

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	21,180	1	21,180	24,777	,000 ^b
	de Student	118,820	139	,855		
	Total	140,000	140			

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.	Intervalle de confiance à 95,0% pour B		Statistiques de colinéarité	
		B	Erreur standard	Bêta			Borne inférieure	Borne supérieure	Tolérance	VIF
1	(Constante)	-,004	,078		-,054	,957	-,158	,150		
	REGR factor score 1 for analysis 1	,391	,079	,389	4,978	,000	,236	,546	1,000	1,000

a. Variable dépendante : REGR factor score 1 for analysis 1

Corrélations du coefficient^a

Modèle		REGR factor score 1 for analysis 1
1	Corrélations	REGR factor score 1 for analysis 1
		1,000
	Covariances	REGR factor score 1 for analysis 1
		,006

a. Variable dépendante : REGR factor score 1 for analysis 1

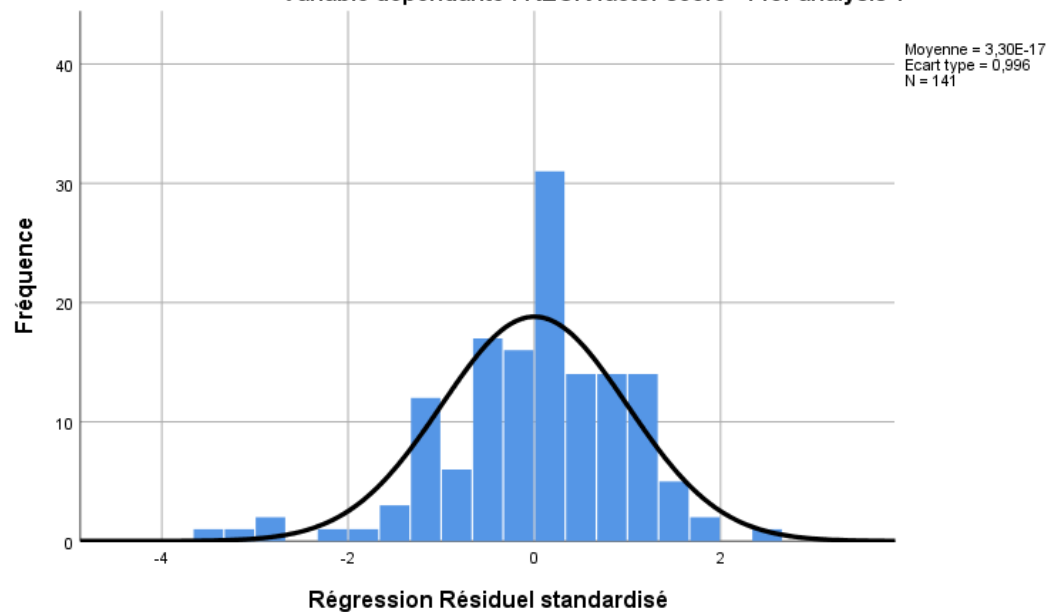
Diagnostics de colinéarité^a

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance	
				(Constante)	REGR factor score 1 for analysis 1
1	1	1,011	1,000	,49	,49
	2	,989	1,011	,51	,51

a. Variable dépendante : REGR factor score 1 for analysis 1

Histogramme

Variable dépendante : REGR factor score 1 for analysis 1



Source: spss analysis

Tables: Simple regression for hypothesis N°3

Corrélations

		REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
Corrélation de Pearson	REGR factor score 1 for analysis 1	1,000	,552
	REGR factor score 1 for analysis 1	,552	1,000
Sig. (unilatéral)	REGR factor score 1 for analysis 1	.	,000
	REGR factor score 1 for analysis 1	,000	.
N	REGR factor score 1 for analysis 1	141	141
	REGR factor score 1 for analysis 1	141	141

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	REGR factor score 1 for analysis 1 ^b	.	Introduire

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles^b

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques				Sig. Variation de F	Durbin-Watson
					Variation de R-deux	Variation de F	ddl1	ddl2		
1	,552 ^a	,304	,299	,83699636	,304	60,839	1	139	,000	1,970

a. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

b. Variable dépendante : REGR factor score 1 for analysis 1

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	42,622	1	42,622	60,839	,000 ^b
	de Student	97,378	139	,701		
	Total	140,000	140			

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.	Intervalle de confiance à 95,0% pour B		Statistiques de colinéarité	
		B	Erreur standard	Bêta			Borne inférieure	Borne supérieure	Tolérance	VIF
1	(Constante)	,007	,070		,094	,925	-,133	,146		
	REGR factor score 1 for analysis 1	,555	,071	,552	7,800	,000	,415	,696	1,000	1,000

a. Variable dépendante : REGR factor score 1 for analysis 1

Corrélations du coefficient^a

Modèle		REGR factor score 1 for analysis 1
1	Corrélations	REGR factor score 1 for analysis 1
		1,000
	Covariances	REGR factor score 1 for analysis 1
		,005

a. Variable dépendante : REGR factor score 1 for analysis 1

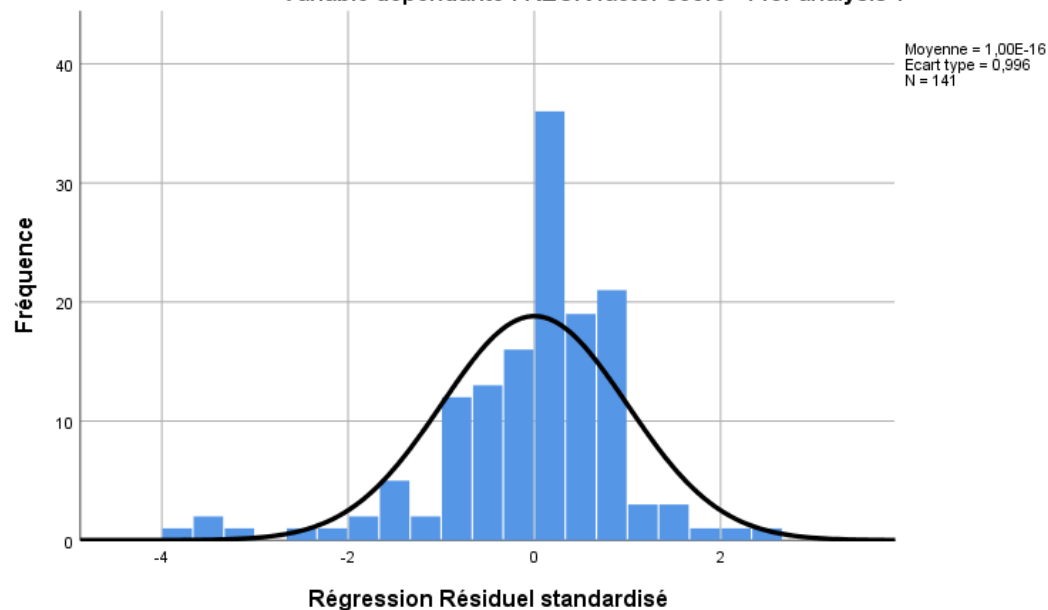
Diagnostics de colinéarité^a

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance	
				(Constante)	REGR factor score 1 for analysis 1
1	1	1,012	1,000	,49	,49
	2	,988	1,012	,51	,51

a. Variable dépendante : REGR factor score 1 for analysis 1

Histogramme

Variable dépendante : REGR factor score 1 for analysis 1



Tables: Simple regression for hypothesis N°4

Corrélations

		REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
Corrélation de Pearson	REGR factor score 1 for analysis 1	1,000	,687
	REGR factor score 1 for analysis 1	,687	1,000
Sig. (unilatéral)	REGR factor score 1 for analysis 1	.	,000
	REGR factor score 1 for analysis 1	,000	.
N	REGR factor score 1 for analysis 1	141	141
	REGR factor score 1 for analysis 1	141	141

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	REGR factor score 1 for analysis 1 ^b	.	Introduire

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles^b

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Variation de R-deux	Modifier les statistiques			Sig. Variation de F	Durbin-Watson
						Variation de F	ddl1	ddl2		
1	,687 ^a	,472	,469	,72983550	,472	124,497	1	139	,000	1,893

a. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

b. Variable dépendante : REGR factor score 1 for analysis 1

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	66,315	1	66,315	124,497	,000 ^b
	de Student	74,040	139	,533		
	Total	140,354	140			

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Prédicteurs : (Constante), REGR factor score 1 for analysis 1

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.	Intervalle de confiance à 95,0% pour B		Statistiques de colinéarité	
		B	Erreur standard	Bêta			Borne inférieure	Borne supérieure	Tolérance	VIF
1	(Constante)	-,006	,061		-,092	,927	-,127	,116		
	REGR factor score 1 for analysis 1	,688	,062	,687	11,158	,000	,566	,810	1,000	1,000

a. Variable dépendante : REGR factor score 1 for analysis 1

Corrélations du coefficient^a

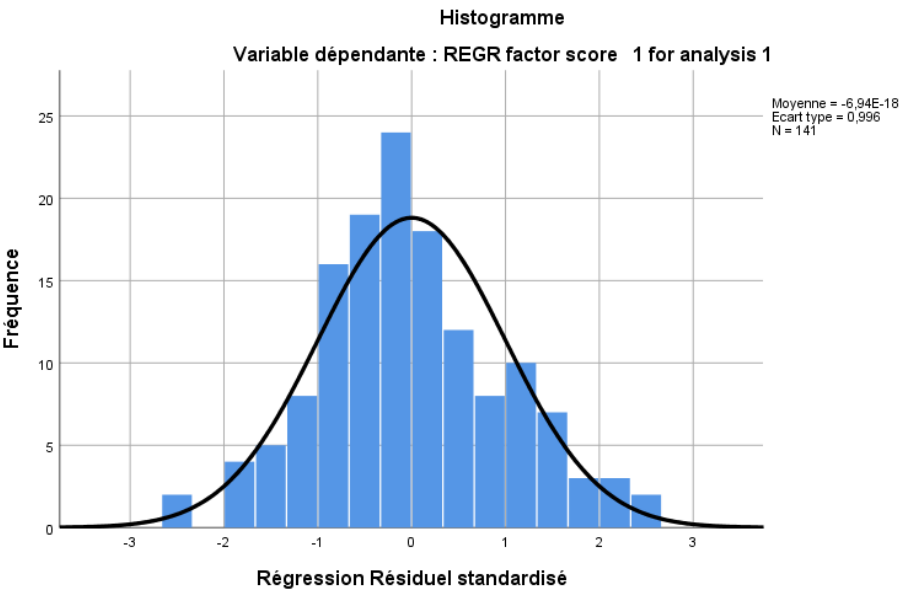
Modèle			REGR factor score 1 for analysis 1
1	Corrélations	REGR factor score 1 for analysis 1	1,000
	Covariances	REGR factor score 1 for analysis 1	,004

a. Variable dépendante : REGR factor score 1 for analysis 1

Diagnostics de colinéarité^a

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance	
				(Constante)	REGR factor score 1 for analysis 1
1	1	1,000	1,000	1,00	,00
	2	1,000	1,000	,00	1,00

a. Variable dépendante : REGR factor score 1 for analysis 1



Source: spss analysis

Tables: Simple regression for hypothesis N°5

Corrélations

		REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
Corrélation de Pearson	REGR factor score 1 for analysis 1	1,000	,691	,563	,770
	REGR factor score 1 for analysis 1	,691	1,000	,348	,741
	REGR factor score 1 for analysis 1	,563	,348	1,000	,329
	REGR factor score 1 for analysis 1	,770	,741	,329	1,000
Sig. (unilatéral)	REGR factor score 1 for analysis 1	.	,000	,000	,000
	REGR factor score 1 for analysis 1	,000	.	,000	,000
	REGR factor score 1 for analysis 1	,000	,000	.	,000
	REGR factor score 1 for analysis 1	,000	,000	,000	.
N	REGR factor score 1 for analysis 1	142	142	142	142
	REGR factor score 1 for analysis 1	142	142	142	142
	REGR factor score 1 for analysis 1	142	142	142	142
	REGR factor score 1 for analysis 1	142	142	142	142

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1 ^b	.	Introduire

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles^b

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Variation de R-deux	Modifier les statistiques			Sig. Variation de F	Durbin-Watson
						Variation de F	ddl1	ddl2		
1	,847 ^a	,717	,711	,53754129	,717	116,658	3	138	,000	1,604

a. Prédicteurs : (Constante), REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1

b. Variable dépendante : REGR factor score 1 for analysis 1

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	101,125	3	33,708	116,658	,000 ^b
	de Student	39,875	138	,289		
	Total	141,000	141			

a. Variable dépendante : REGR factor score 1 for analysis 1

b. Prédicteurs : (Constante), REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.	Intervalle de confiance à 95,0% pour B		Statistiques de colinéarité	
		B	Erreur standard	Bêta			Borne inférieure	Borne supérieure	Tolérance	VIF
1	(Constante)	-7,297E-18	,045		,000	1,000	-,089	,089		
	REGR factor score 1 for analysis 1	,192	,068	,292	3,815	,006	,057	,327	,439	2,277
	REGR factor score 1 for analysis 1	,325	,049	,325	6,681	,000	,229	,421	,868	1,152
	REGR factor score 1 for analysis 1	,521	,068	,521	7,684	,000	,387	,655	,446	2,245

a. Variable dépendante : REGR factor score 1 for analysis 1

Corrélations du coefficient^a

Modèle			REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
1	Corrélations	REGR factor score 1 for analysis 1	1,000	-,113	-,707
		REGR factor score 1 for analysis 1	-,113	1,000	-,164
		REGR factor score 1 for analysis 1	-,707	-,164	1,000
	Covariances	REGR factor score 1 for analysis 1	,005	,000	-,003
		REGR factor score 1 for analysis 1	,000	,002	-,001
		REGR factor score 1 for analysis 1	-,003	-,001	,005

a. Variable dépendante : REGR factor score 1 for analysis 1

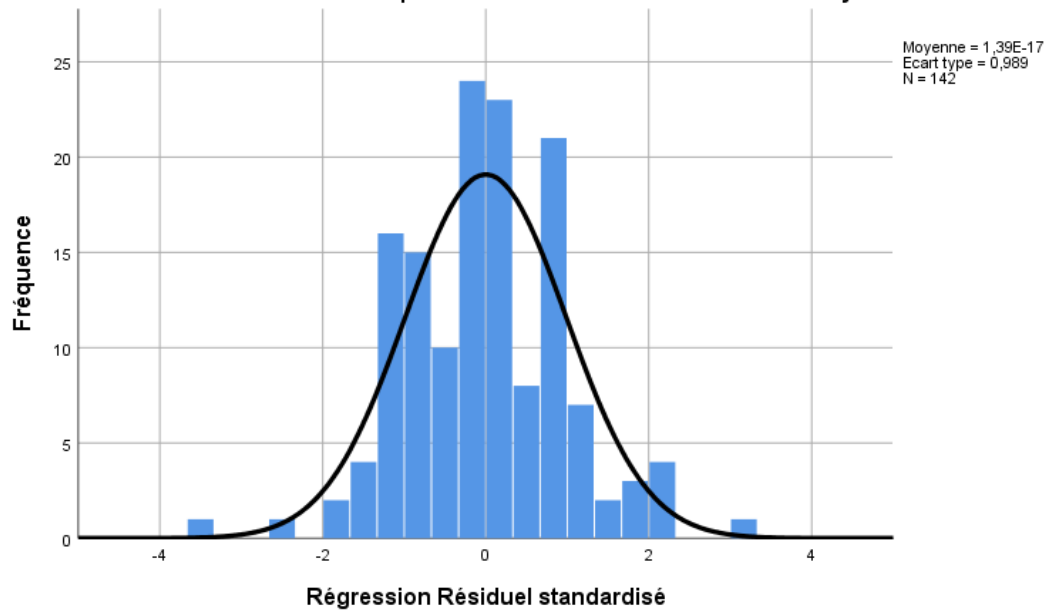
Diagnostics de colinéarité^a

Modèle	Dimension	Valeur propre	Index de condition	(Constante)	Proportions de la variance		
					REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 1
1	1	1,975	1,000	,00	,09	,09	,09
	2	1,000	1,406	1,00	,00	,00	,00
	3	,766	1,606	,00	,05	,91	,06
	4	,259	2,762	,00	,86	,00	,85

a. Variable dépendante : REGR factor score 1 for analysis 1

Histogramme

Variable dépendante : REGR factor score 1 for analysis 1



Source: spss analysis