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Theme

**Rebranding effect on customer-based brand equity,
perceived value and loyalty**

Case: Fast Delivery.

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Table of content

ABSTRACT	I
ACKNOWLEDGMENTS	II
LIST OF TABLES	IV
LIST OF FIGURES	V
LIST OF ABBREVIATIONS AND ACRONYMS	VI
GENERAL INTRODUCTION	1
CHAPTER I: CONTEXT AND PROLEMATIC	4
1. CONTEXT AND OBJECTIVES OF THE RESEARCH	5
2. RELEVANCE OF THE RESEARCH	6
2.1. THEORETICAL RELEVANCE	6
2.2. MANAGERIAL RELEVANCE	7
3. RESEARCH QUESTIONS	7
4. ORGANIZATIONAL CONTEXT	7
4.1 FAST DELIVERY ALGERIA	7
4.2. PRESENTATION OF THE FLOWCHART OF THE COMPANY	10
CHAPTER II: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	11
1. LITERATURE REVIEW	12
PART I	12
1.1 BRANDING	12
1.2 BRAND EQUITY	12
1.2.1 THE DEFINITION OF BRAND EQUITY	12
1.2.2 PERCEIVED QUALITY	13
1.2.3 BRAND LOYALTY	14
1.2.3.1 RECOMMENDATION INTENTION	15
1.2.3.2 REUSE INTENTION	15
1.2.4 BRAND AWARENESS	16
1.2.5 BRAND ASSOCIATIONS	17
1.2.5.1 PERCEIVED VALUE	17
PART II	18
1.1 REBRANDING	18
1.1.1 THE DEFINITION OF REBRANDING	18
1.1.2 ELEMENTS OF CORPORATE REBRANDING	19
1.1.3 MAIN DRIVERS OF REBRANDING	21
1.1.4 THE STRATEGIES OF REBRANDING	23
1.1.5 THE PROCESS OF REBRANDING	24
2. CONCEPTUAL FRAMEWORK	27
2.1 EPISTEMOLOGICAL POSTURE	27
2.2 RESEARCH OBJECTIVES	27
2.3 CONCEPTUAL FRAMEWORK	28
2.4 HYPOTHESIS	30
CHAPTER III: METHODOLOGICAL FRAMEWORK	33

1. METHODOLOGICAL APPROACH	34
2. METHODS AND MEASURING INSTRUMENTS	34
2.1. APPLICATION OF THE EXPERIMENTAL METHOD	34
2.2. TECHNIQUE FOR SETTING UP ANALYSIS GROUPS	34
2.3. ASSESSING THE IMPACT OF CHANGE	37
3. MEASUREMENT OF VARIABLES	38
3.1. DESIGNING THE QUESTIONNAIRE	39
3.2. MEASUREMENT SCALES	39
4. SAMPLING	42
6. DATA COLLECTION PROCEDURE	43
7. DATA ANALYSIS PROCEDURE	43
7.1. SOME INFORMATION ON STRUCTURAL EQUATION MODELLING (SEM)	44
CHAPTER IV: RESULTS AND DISCUSSION	45
1. PRESENTATION OF THE RESULTS	46
1.1. MISSING VALUES	46
1.2. NORMALITY	46
2. DESCRIPTIVE ANALYSIS OF THE SAMPLE	47
2.1. SOCIO-DEMOGRAPHIC AND BEHAVIOURAL CHARACTERISTICS OF THE SAMPLE STUDIED	47
2.2. UNIVARIATE BEHAVIOURAL CHARACTERISTICS OF THE STUDY SAMPLE	48
3. CREATION OF THE NEW IDENTITY AND REPOSITIONING	54
3.1. CREATION OF THE NEW IDENTITY	54
3.2. CREATION OF THE REPOSITIONING	55
3.3. FASTLY'S BRAND IDENTITY SYSTEM	56
4. EXPLORATORY FACTOR ANALYSIS	57
4.1. OVERALL PRINCIPAL COMPONENT ANALYSIS	58
5. CONFIRMATORY FACTOR ANALYSIS	60
6. RELIABILITY AND VALIDITY OF THE STUDY	65
6.1. CONVERGENT VALIDITY	65
6.2. DISCRIMINANT VALIDITY	67
6.3. COMPOSITE RELIABILITY	68
7. TEST OF HYPOTHESES	69
7.1. TEST OF HYPOTHESES THROUGH STRUCTURAL EQUATION MODELLING	69
7.2. TEST OF HYPOTHESES THROUGH AVERAGE TREATMENT EFFECT	70
8. DISCUSSION OF THE RESULTS	73
CONCLUSION	74
BIBLIOGRAPHY	77
APPENDIX	85
APPENDIX A- TABLE 1: STUDIES CONDUCTED ABOUT BRAND EQUITY.	86
APPENDIX B- QUESTIONNAIRE	88
APPENDIX C- EMAIL SENT TO FAST DELIVERY'S CLIENTS.	118
APPENDIX E- EXPLORATORY ANALYSES	120
APPENDIX D- FIT MODEL	127
APPENDIX E- ATE RESULTS	129

ABSTRACT

Abstract

In marketing research, rebranding strategies are becoming increasingly important. Several researchers have attempted to assess the risks that these changes can cause in terms of brand awareness, perceived value, and loyalty. The purpose of this study is to evaluate the impact on a specific case, namely the delivery company Fast Delivery. Three changes are tested using an experimental design with 391 respondents. The results show a negative impact on brand awareness, with a slight decrease, whereas the impact on brand equity, perceived value, reuse, and recommendation intentions is positive, favoring the name, typography, and slogan change over the other two changes.

Keywords: Rebranding, brand awareness, perceived quality, customer-based brand equity, loyalty, perceived value, reuse intention, recommendation intention.

Résumé

La stratégie de rebranding occupe de plus en plus une place prépondérante dans les études de Marketing. Différents chercheurs ont essayé d'analyser les risques que peuvent engendrer ces changements en termes de notoriété, valeur perçue et fidélité. Cette étude cherche à évaluer cet impact pour un cas précis à savoir l'entreprise de distribution Fast Delivery. Un plan expérimental de 391 répondants est appliqué autour de trois changements. Les résultats reflètent un impact négatif sur la notoriété avec une légère diminution, tandis qu'en termes de capital marque, valeur perçue, intention de réutilisation et de recommandation l'impact est positif, favorisant le changement effectué sur le nom la typographie et slogan aux deux autres changements.

Mots-clés : Rebranding, notoriété de la marque, qualité perçue, capital de marque, valeur perçue, intention de réutilisation, intention de recommandation.

ملخص

في أبحاث التسويق، تزداد أهمية استراتيجيات تغيير العلامة التجارية حيث حاول العديد من الباحثين تقييم المخاطر التي يمكن أن تسببها هذه التغييرات من حيث الوعي بالعلامة التجارية والقيمة المدركة والولاء. الغرض من هذه الدراسة هو تقييم التأثير على حالة معينة، وهي شركة التسليم Fast Delivery. تم اختبار ثلاثة تغييرات باستخدام تصميم تجريبي مع 391 مستجيباً. تظهر النتائج تأثيراً سلبياً على الوعي بالعلامة التجارية مع انخفاض طفيف، في حين أن التأثير على القيمة المعنوية للعلامة التجارية، القيمة المدركة، إعادة الاستخدام، والنوايا المتعلقة بالتوصية إيجابي، حيث يفضل الاسم، والكتابة، وتغيير الشعار على التغييرين الآخرين.

الكلمات المفتاحية: تغيير العلامة التجارية، الوعي بالعلامة التجارية، الجودة المدركة، القيمة المعنوية للعلامة التجارية، القيمة المدركة، نوايا إعادة الاستخدام، نوايا التوصية.

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LIST OF TABLES

Table 1: Data sheet of Fast delivery source.	9
Table 2: Rebranding drivers	22
Table 3: Synthesis of research hypotheses	31
Table 4: Comparison of means table	36
Table 5: table of measurement items.....	40
Table 6: Normality test.....	46
Table 7: Repair of the sample according to socio-demographic characteristics	47
Table 8(continued): Sample repair by socio-demographic characteristics	47
Table 9 : Frequency scale of the brand awareness variable	49
Table 10 : Frequency scale of the perceived quality variable	50
Table 11: Frequency scale of the reuse intention variable	52
Table 12: Frequency scale of the recommendation intention variable.....	53
Table 13: Overall Principal component analysis.....	59
Table 14: Principal component analysis of the 4 groups	59
Table 15: retained measuring scales.....	62
Table 16: Absolute indices table	63
Table 17: Standardized estimates table	64
Table 18: Average Variance Extracted results	66
Table 19: Standardized Regression Weights AVE	66
Table 20: Correlations matrix	67
Table 21: composit realability results	68
Table 18: T-value and P-value between constructs.....	69
Table 19: average treatment effect	70
Table 20: test od hypotheses recapitulative table	72

LIST OF FIGURES

Figure 1: The logo of Fast Delivery	7
Figure 2: Products categories of Fast Delivery	8
Figure 3 : Fast Delivery's key figures	9
Figure 4 : The flowchart of Fast delivery.....	10
Figure 5 : A Framework for Measuring Customer-Based Brand Equity	13
Figure 6 : The pyramid of brand awareness	16
Figure 7: Aaker's brand identity system.....	20
Figure 8: Rebranding as a continuum	24
Figure 9: Corporate Rebranding Framework	25
Figure 10: conceptual Framework.....	29
Figure 11: Selected logos	35
Figure 12: The methodology of the random assignment.....	35
Figure 13: Representation of the positive impact of a treatment through the control groups..	37
Figure 14 : the set of proposed logos	55
Figure 15: Fastly's brand identity system	57
Figure 16: Measuring model	65
Figure 17: Full measuring model	70

LIST OF ABBREVIATIONS AND ACRONYMS

AMA: American marketing association.

ATE: Average Treatment Effect.

AVE: Average Variance Extracted.

CBBE: Customer-based brand equity.

CR: Composite Reliability.

PCA: Principal Component Analysis.

SEM: structural equation modelling.

WOW: Word of mouth.

GENERAL INTRODUCTION

During the 1960s, 1970s, and 1980s, brands flourished, the goal was to cover each market, each niche, with unique brands because a brand represents one of the most important assets to a company, which is personified by its name, logo, and slogan that portrays a means by which consumers identify and recall the brand. We can consider the brand as a valuable asset that communicates a clear set of values to its stakeholders.

As companies attempted to enter new markets or distribution channels, they tended to expand their brands, this pattern has shifted in the previous 15 years, owing mostly to rising brand support expenses, more competition, and mounting retail pressure.

For numerous years, corporations have capitalized on their current brands by inventing, nurturing, and choosing to undertake rebranding exercise thereby revitalizing themselves or get a makeover. This trend has led many companies to rebrand and reposition their products or services.

In response to changing market conditions, revitalising and repositioning a brand through gradual, incremental modification of the brand proposition and marketing aesthetics can be considered a natural and necessary part of the task of brand management (Stuart & L. Muzellec, 2004). This is a serious strategic decision that necessitates careful planning. Several companies have successfully rebranded, such as Nestlé, which replaced Chambourcy as the brand name, Spaghetti, which changed the brand name to Panzani, Treets, which became M&M's, and Raider, which became Twix...

Home delivery service is a growing market, and its market size has increased in recent years. Nowadays, almost all restaurants and fast food chains provide delivery service; another market that has emerged is service delivery via applications. Various companies, such as Jumia Food, Fast Delivery, Yassir Express, and Jeeboapp, now provide food and other products delivery service. With the pandemic, other new companies emerged because people nowadays prefer ordering food and having it delivered rather than displacing.

According to the most recent market size data collected by Apptopia, there are 173.4k daily active users and 634.6k monthly active users of the applications (Apptopia, 2021).

Jumia Food is the market leader, with 90% of the most users, and 45% of users expressing positive sentiment toward it (Apptopia, 2021). Fast Delivery, on the other hand, has a good track record with 29% of monthly active users open the application daily. However, with the surge in market competition, Fast Delivery is interested in implementing a rebranding strategy to refresh its brand by giving it a new identity and image.

The focus of this study is on a new concept that has received little attention in the marketing literature. Through this research, we will investigate the impact of rebranding on brand equity, perceived value, and loyalty and see whether the rebranding will influence the company's level of profitability.

This thesis is divided into four chapters. The first chapter discusses our research's problematic, theoretical, and managerial context, as well as the organizational context.

The second chapter will be dedicated to the theoretical framework. Firstly, the literature review will be presented, which will outline the previous work on rebranding. Secondly, the conceptual framework will be presented through the variables that comprise it.

The third chapter will focus on the methodological framework and we will justify the methodological decisions made. Finally, in the fourth and final chapter, the main findings of the quantitative study will be presented and discussed.

CHAPTER I: CONTEXT AND PROLEMATIC

1. Context and objectives of the research

Branding has been for centuries as a means to distinguish the goods of one producer from those of another. According to the American marketing association (AMA), a brand is “a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of the competition” (AMA, Definitions of marketing).

However, many practicing managers refer to a brand as more than that—as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace (Keller K. L., *Strategic Brand Management: Building Measuring and Managing brand equity*, 2008).

That is why nowadays the companies are interested in building a strong brand because it must be able to withstand the strategies developed by the competition in terms of price, quality, quantity, variety and service. Hence, the ultimate goal is to retain consumers with the products offered by the company (Brunello, 2018). In addition, the symbolic value that a brand represents in its target segment must be taken into account, as consumers often find relationships that combine functional and emotional aspects (Yang, Lu, & Sun , 2018). In other words, a brand must have unique characteristics that set it apart from competing brands (OTERO Gómez & GIRALDO PÉREZ, 2019) it is, therefore, necessary to develop the brand equity.

“Brand knowledge is the key to creating brand equity because it creates the differential effect that drives brand equity. What marketers need, then, is an insightful way to represent how brand knowledge exists in consumer memory” (Keller K. L., *Strategic Brand Management: Building Measuring and Managing brand equity*, 2008, p. 51) which is called customer-based brand equity (CBBE).

In some cases, brand equity is not well structured and managed for a variety of reasons, resulting in unfavourable outcomes, and to address this issue, various strategies are proposed based on the needs of the company, one of which is corporate rebranding.

In this regard, Fast Delivery, an Algerian company founded in 2016 that specializes in home delivery, provides an application available on both the Play Store and the App Store that allows users to order flowers, gifts, high-tech and pet supplies, and many other items to the address of their choice. The application's main activity is to provide a wide variety of food such as fast food, Asian, Turkish, and even traditional cuisine and pastries...etc.

The application also includes an extra service that allows you to create a personalized order if it is not already on the menu. Fast Delivery is available in many Algiers cities, and customers can track their orders on their phones.

Fast Delivery is considering a rebranding strategy that will involve changing the company's name to something simpler, more specific, and easier to remember that reflects the company's values. Second, changing the brand's logo to one with an icon, which will make it easier for customers to remember and identify it between the rest of the brands. Finally, adopting a slogan that reflects the brand's main value of representing speed and making users' lives easier by providing them with the item they require quickly and saving them time.

In this context, Fast Delivery is considering what the best rebranding strategy would be and how the change would affect the brand's awareness, perceived quality, and perceived value, as well as whether this change would deter customers from using the application again, given that customers are often sensitive to change.

2. Relevance of the research

Our theme was not chosen haphazardly, it was studied from both managerial and theoretical perspectives, by holding a meeting with the CEO of Fast Delivery to understand and identify their needs, in order to assist us in making relevant decisions on both theoretical and managerial levels.

2.1. Theoretical relevance

Rebranding is often used in business literature to indicate that the brand is being reborn; it could be argued that this only happens when the name is changed, but the concept of corporate rebranding also involves changes to the logo and slogan (Stuart & Muzellec , 2004). Those changes occur as a result of various motivations that can be categorised according to the circumstances that led to the decision to rebrand (Stuart & Muzellec , 2004).

Unfortunately, most rebranding research has focused on the rebranding cases, with only a few studies looking at the relationship between rebranding and customer-based brand equity. The purpose of this dissertation is to study the impact of branding on the four constructs of customer-based brand equity by investigating brand awareness, perceived quality, perceived value as an element of brand associations, and finally brand loyalty through two dimensions' reuse intention and recommendation intention.

2.2. Managerial relevance

The goal of this research is to first assist Fast Delivery Algeria managers in developing a rebranding strategy by proposing new brand elements such as a new name, logo, and slogan. In addition, to deliver the research findings on the impact of these changes on their target audience, specifically Fast Delivery clients, and furthermore to specify whether it is a positive or negative impact.

In conclusion, all of this information will enable managers to determine whether or not the rebranding strategy is appropriate.

3. Research questions

Based on the context outlined above, the main question is phrased as follows:

Is it worth pursuing a rebranding strategy to strengthen consumer based brand equity, perceived value and brand loyalty?

Secondary questions are derived from this main question and serve as a guide for this research work:

- How is the brand perceived by its users?
- How to measure consumer based brand equity?
- How will the users react to the name change, logo change and slogan change?
- How will the randomization technique help the study?

4. Organizational context

4.1 Fast delivery Algeria

Fast Delivery is a delivery service that allows customers to purchase anything and have it delivered within 40 minutes. The application offers a wide range of items that may be sent in a box, although it focuses on food delivery more than the other categories.

Figure 1: The logo of Fast Delivery



Source: Fast Delivery's web site

Its primary objective is to connect customers and suppliers so that items may be delivered to the customer's home while also allowing him to follow the status of the transaction in real time without leaving the house.

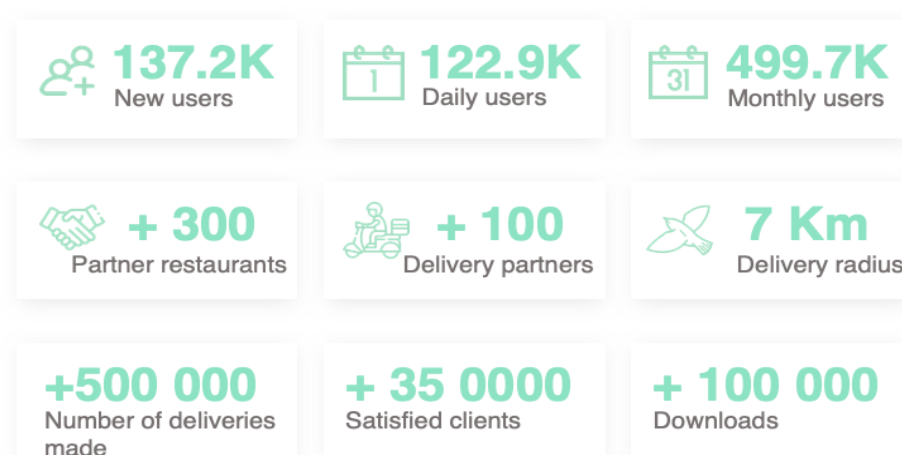
Figure 2: Products categories of Fast Delivery



Source: Fast Delivery's application

Fast Delivery was launched in 2016, during the height of Algeria's e-commerce market. This followed Hanin HADJEB, the CEO and founder of Fast Delivery, who studied in New York between 2014 and 2016. He began working as a delivery boy to help fund his education and was surprised to learn that all restaurants provided home delivery services. From then on, he made it his mission to provide the cuisine of the best local restaurants straight to people's homes. The CEO and his young team have established a set of values for the firm that will distinguish it from rivals and make sense to its customers, these values are satisfaction, dedication, availability, persistence, and innovation. The company had a successful path as it is depicted in the figure below, which illustrates the company's key figures.

Figure 3 : Fast Delivery's key figures



Source: elaborated by the student with information provided by the host organization.

The following table will demonstrate more information about Fast Delivery such as the legal form of the company, the mission, legal status and turnover:

Table 1: Data sheet of Fast delivery source.

Name of the company / group	Hello delivery
Legal form	EURL (start-up)
Legal status	Private
Sector of activity	Delivery service
Social reasoning	Delivery company in Algeria
Date of creation	2016
Mission	To transform the eating habits of its customers To offer a qualitative selection of restaurants to order your dishes Our goal is to bring quality dishes directly to our customers as quickly as possible
Nature of activity	Home delivery (restaurants / butcheries / pastry shops / florists / pet shops / fish shops / supermarkets / fruit and vegetables).
Head office	Boulevard 11 Décembre 1960, El Biar, Alger
Logo	

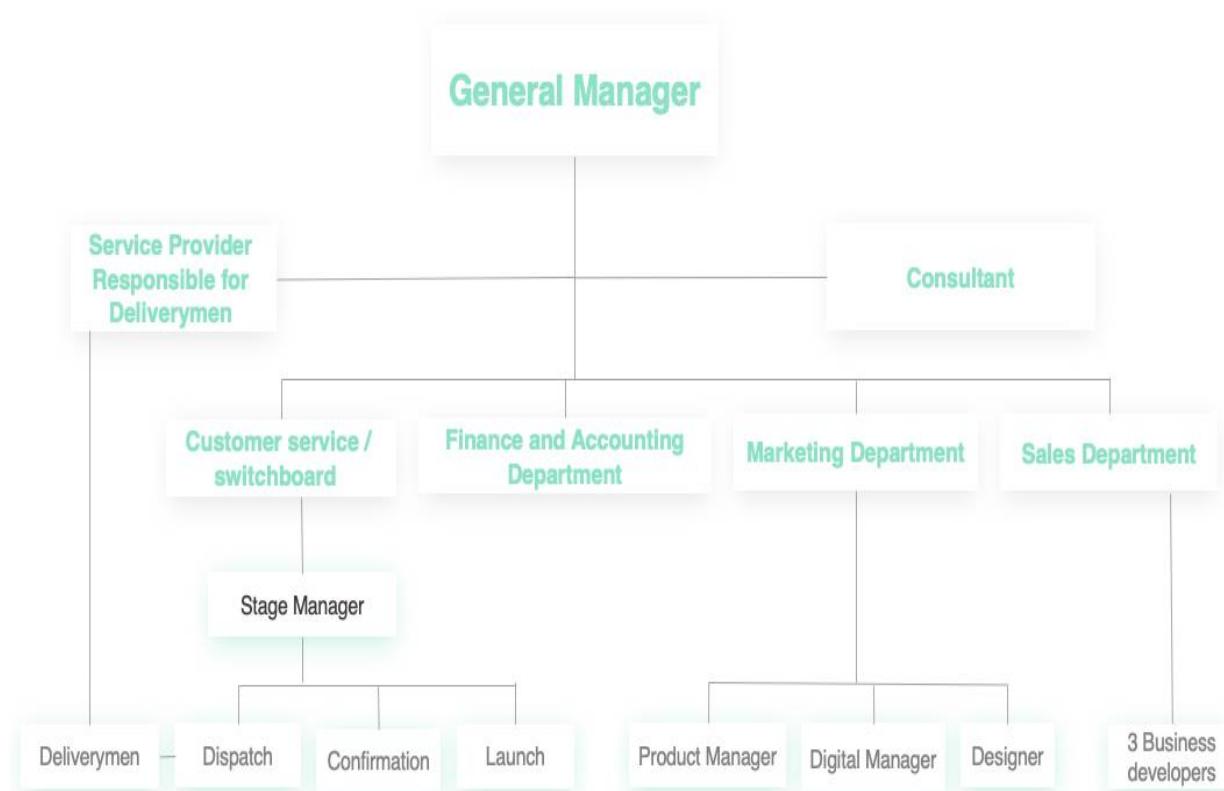
Source: Elaborated by the students with information provided by the host organization.

Presence / Zones	Alger centre / Dely brahim / draria / Kouba / Bab Ezzouar / Hydra
Turnover	2 500.000 DZD HT

4.2. Presentation of the flowchart of the company

The Fast Delivery organization is composed of a general management and 6 departments, as shown in the figure 4.

Figure 4 : The flowchart of Fast delivery



Source: Marketing Department.

CHAPTER II: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

1. LITERATURE REVIEW

We provide a brief literature review of previous work in the areas of rebranding, brand equity, perceived value, and brand loyalty in this section. Our work combines various aspects of these theories to answer the question, "Is it worthwhile to pursue a rebranding strategy to strengthen consumer-based brand equity, perceived value, and brand loyalty?"

Part I

1.1 Branding

In today's competitive environment, the creation of a strong brand serves as an identification tool that will assist the company in distinguishing itself from the other market players (Dede Barijan, 2021). Conforming to the American marketing association (AMA) a brand is "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers. and to differentiate them from those of competitors" (AMA, branding, 2021). To put it simply, if a company has a name, sign, symbol, or one of the others listed below, it has created a brand. We can go further and say that a brand is a perceptual entity that is rooted in reality but is more than that because it reflects consumer perceptions and perhaps even idiosyncrasies (keller, Understanding brands, branding and brand equity, 2003).

Branding turns a brand into action, it is necessary to inform consumers about who we are by giving it a name and using other brand elements to help identify it, as well as 'what' the product does and 'why' consumers should care (keller, Understanding brands, branding and brand equity, 2003).

1.2 Brand equity

1.2.1 The definition of brand equity

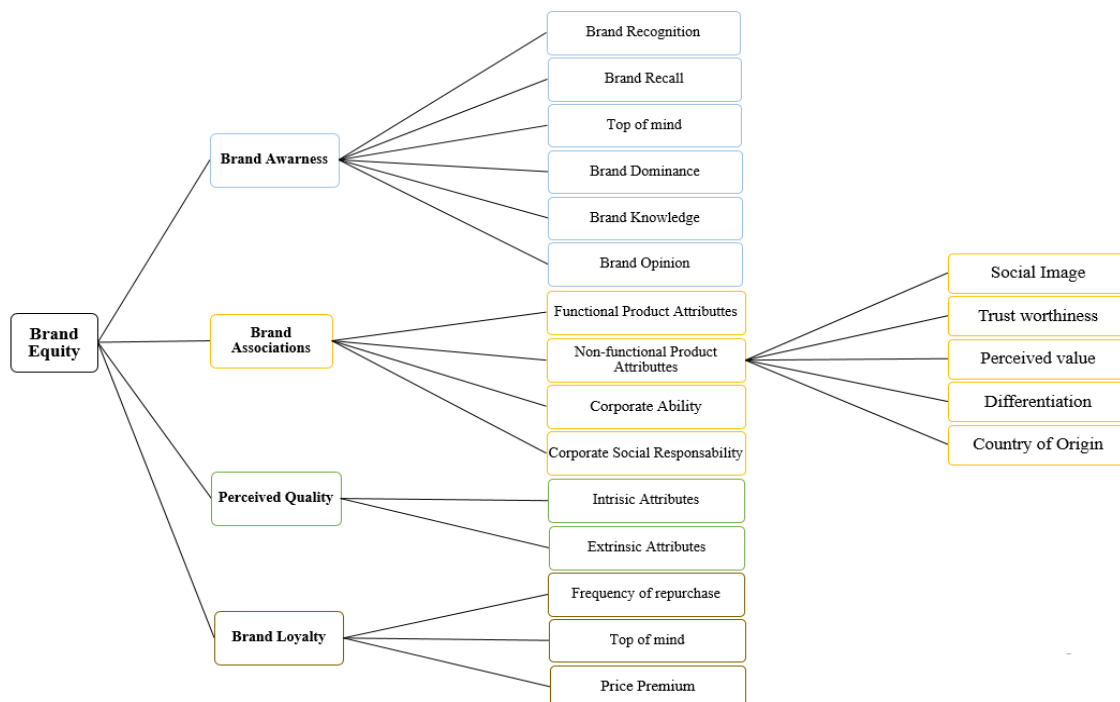
The concept of *customer based brand equity* (CBBE) had been in the spotlight since decades ago, because marketers has been asking two questions: what do the brand mean to the consumers? And how does the brand knowledge of consumers affect their response to marketing activity? (Keller, Parameswaran, & Jacob, 2011, p. 42) . In order to create a strong brand with a strong value because the focus on developing and maintaining strong brands has triggered all firms and became a key element of their marketing strategy. (Keller & Lehmann, 2003).

Keller defines *customer based brand equity* as the differential effect that brand knowledge has on consumer response to the marketing of that brand. A brand has positive customer-based brand equity when consumers react more favourably to a product and the way it is marketed when the brand is identified than when it is not (say, when the product is attributed to a fictitious name or is unnamed) (Keller, Parameswaran, & Jacob, 2011, p. 43), while Aaker defines the CBBE as the brand assets (or liabilities) linked to a brand's name and symbol that add to (or subtract from) a product or service. These assets can be grouped into four dimensions: brand awareness, perceived quality, brand associations, and brand loyalty (Aaker & Erich, 2000, p. 17).

Various studies of customer-based brand equity and its dimensions have been conducted over the years to measure it, as the table of the studies conducted about Brand equity (index A) shows some studies conducted by researchers. However, the most common model is the Aaker's model, which divides brand equity into a four-dimensional asset, namely brand awareness, brand associations, perceived quality, and brand loyalty.

The following framework represents the four dimensions of brand equity:

Figure 5 : A Framework for Measuring Customer-Based Brand Equity



Source: (Fayrene & Lee, 2011).

1.2.2 Perceived quality

Perceived quality is considered as part of the dimensions of brand equity (Aaker D. A., 1991); (Kapferer J. N., 1991); (Kamakura & Russell, 1991); (Feldwick, 1996)). It represents the consumer's perception of the overall quality and primacy of the products/services rather than

the objective quality (Zeithaml V. , 1988), which is comprised of the product's measurable and verifiable quality. High objective quality does not always imply higher brand value (Anselmsson, Johansson, & N., Understanding price premium for grocery products: a conceptual model of customer-based brand equity, 2007). Customers' judgments of a product's quality are generally not "rational" and are based on superficial associations such as appearance, colour, taste, or functionality (Baalbaki & Guzmán, A consumer-perceived consumer-based brand equity scale, 2016). According to (Beneke & Carter, 2015), Brand image and packaging attract attention and present signals and information about the product that help consumers make a choice, which in turn has a positive influence on the perceived quality. According to (boulding, kalra, staelin, & zeithaml, 1993), the quality attributes are used by consumers to determine the quality of an unknown product. As a result, it is critical to comprehend the relevant quality attributes in terms of brand equity.

Zeithaml (1988) and Steenkamp (1997) divide the concept of perceived quality into two categories: intrinsic and extrinsic attributes. Intrinsic attributes are those that relate to the physical aspects of a product (for example, colour, taste, shape, and appearance); extrinsic attributes are those that relate to the product but are not physical (for example, brand name, quality seal, price, storage, packaging, and production information (Bernue's, a, & k, 2003) Attributes are difficult to generalize because they are product-specific. (Olson & Jacoby, 1972) (Anselmsson, Johansson, & Persson, 2007).

1.2.3 Brand loyalty

Building lasting relationships with customers is always one of the company's priorities, in order to keep its customers satisfied and respond to their needs and wants over time, as all companies want loyal customers but the process is complicated since brand loyalty is a psychological dimension that cannot be measured through observation, that is why many researchers have done studies to measure it.

The concept of brand loyalty represents the core of brand equity (Aaker D. , 1991), and according to Jacoby and Chestnut brand loyalty can be defined as “The (a) biased, (b) behavioural response, (c) expressed over time, (d) by some decision-making unit, (e) with respect to one or more alternative brands out of a set of such brands, and (f) is a function of psychological (decision making evaluative) process” (Jacoby & Chestnut, 1978).

This conceptual definition proposed by the authors covers the most important aspects of brand loyalty and it was supported in the marketing literature.

Oliver stated that Brand loyalty is a deep-seated psychological commitment to consistently rebuy or repatronize a preferred product/service in the future, resulting in repeated purchases of the same brand or same brand-set purchasing, despite situational influences and marketing efforts to trigger behavioural changes (Oliver, 1999).

Brand loyalty can be divided into three forms: behavioural loyalty –repeated purchase; attitudinal loyalty – intention to buy; or composite loyalty. (Marquesa, Rui Vinhas da Silvaa, Davcikb, & Fariac , 2020).

The construct will be studied through two dimensions' reuse intention and recommendation intention.

1.2.3.1 Recommendation intention

Searchers have defined recommendation, also known as word-of-mouth (WOW), as positive comments toward a brand, product, or service conveyed by consumers using various modes of communication without any commercial intent (Blackwell, 2001) (Harrison-Walker, 2001) (Hennig-Thurau, Thorsten, Gwinner, & Dwayne, 2004) (Berger & Schwartz, 2011). Behavioural intention, on the other hand, is defined as an indication of a consumer's ability and willingness to engage in a specific behaviour (Lin, Tzeng, Chin, & Chang., 2010).

To conceptualize recommendation intention is a consumer's willingness to point out and recommend a brand to others. Parasuraman et al (1996) deemed that customer loyalty is measured by word-of-mouth intention and complaint possibility. Customers who were willing to spread positive word of mouth about a brand were considered loyal (Griffin, 1995) (Newell & Rogers, 2000). As a result, recommendation intention is defined as the primary metric for assessing customer loyalty (Lam, Shankar, Erramilli, & Murthy, 2004).

1.2.3.2 Reuse intention

Brand loyalty triggers the repurchase intention of the consumer, and it is economically more profitable to improve the repurchase intentions of current customers than to constantly look for new customers, according to (Reichheld & Sasser, 1990).

Repurchase intention has been defined as “the individual’s judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances” (HELLIER, GEURSEN, CARR, & RICKARD, 2003), while Oliver stated that loyalty is an ingrained commitment to repurchase a preferred product or service consistently in the future, despite situational influences and marketing efforts that have the

potential to cause a changing behaviour (OTERO Gómez & GIRALDO PÉREZ, 2019). In this research, the repurchase intention will turn into the customer's reuse intention.

1.2.4 Brand awareness

Brand awareness is the first dimension of customer-based brand equity (keller, 1993). (keller, 2003) expound brand awareness as “the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory”. There exist several levels of brand awareness, which include: Brand recognition, brand recall, top-of-mind, and brand dominance (Aaker D. A., 1996) (Matthew Tingchi Liu, 2017). The following figure will represent the pyramid of brand awareness.

Figure 6 : The pyramid of brand awareness



Source: (Aaker D. , 1991).

Consumers are likely motivated to buy products from familiar brands because people will feel secure with something they already know. Therefore, it can be concluded that usually, purchasers tend to rely on a well-known brand, and can also conduct to a business stability and a quality that can be accounted for (Ajeng Aquinia, 2020). Hence awareness effect customer choice, loyalty, perception and attitudes (Aaker D. A., 1996).

According to Aaker (1991) “Without this construct, none of the others can exist, since there needs to be a node in an individual’s memory to which all other perceptions can attach to” (Catarina Marquesa, 2020).

1.2.5 Brand associations

A Brand association is defined as anything linked in memory to a brand (Peary , Omwenga, & Iravo, 2016) and, according to Fayrene and Lee (2011), brand association is the most accepted aspect of brand equity.

Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes (Kotler & Keller , 2006). For Aaker brand association, be anything that connects the customer to the brand. It can include user imagery, product attributes, use situations, organizational associations, brand personality, and symbols (Aaker & Erich, 2000, p. 17).

The “brand associations may be either brand attributes or benefits. Brand attributes are those descriptive features that characterize a product or service and brand benefits are the personal value and meaning that consumers attach to the product or service attributes.” (Keller, Parameswaran, & Jacob, 2011).

The brand attributes are a part of product associations, which is divided into two parts: functional attribute association and non-functional attribute association (Fayrene & Lee, 2011). In our research, we will study the non-functional attributes, which they include symbolic attributes which are the intangible features that meet consumers’ needs for social approval, personal expression or self-esteem. Consumers linked social image of a brand, trustworthiness, perceived value, differentiation and country of origin to a brand (Fayrene & Lee, 2011).

1.2.5.1 Perceived value

Perceived value is one of the fundamentals of marketing, it is defined as “the trade-off that consumers make between perceived quality and perceived price when evaluating a brand” (Mowen & Minor, 2001). The ratio between the customer's perceived benefits (economic, functional, and psychological) and the resources (monetary, time, effort, and psychological) needed to attain those benefits is defined as perceived value according to (Schiffman & Kanuk, 2010). Thus, perceived value is based on the deference between what the consumer takes and what he received from a brand.

Perceived value is frequently classified as a component of brand associations. According to (Aaker D. A., 1996), brand associations measurement may be organized around three perspectives on the brand: the brand-as-product (value), the brand-as-person (brand personality), and the brand-as-organization (organizational associations). Some searchers consider perceived value to be a component of brand attitudes (Dyson, Paul, Farr, & Hollis, 1996), while others believe it is a component of brand intangibles (Aaker D. , 1991). However,

both brand attitudes and brand intangibles are components of brand association (Aaker D. , 1991).

Part II

1.1 Rebranding

The brand represents a set of values, promises, and even personality to various parts of the firm's environment, ranging from stakeholders to external and internal customers (Daly & Moloney, Managing Corporate Rebranding, 2004). This is why some companies tend to adopt a rebranding strategy, because rebranding is a systematically planned and implemented process of creating and maintaining a new favourable image and, as a result, a favourable reputation of the company as a whole as stated by (Juntunen , Saraniemi, & Jussila, 2009).

The world changes and develops, which has an impact on the competitive situation of the market, societal structure, customer opinions and attitudes, so rebranding becomes a current issue even for the strongest brand over time (Anttila, 2020). This practice refers to repositioning or revitalizing a brand and it has developed strongly over the years in many countries, both in consumer products and in services (Aimé-Garnier & Lai, 2008), no matter whether it is a necessity, luxury, real, or even cosmetic (Kaikati J. , 2003).

So, what exactly is rebranding, what are the rebranding drivers, and are there rebranding strategies?

1.1.1 The definition of rebranding

The concept of rebranding has been discussed in the literature for decades, but due to the complexity of the process, it has received little academic attention, making it difficult to make a conceptual definition of rebranding, so many different terms, such as brand revision, brand repositioning, renewal, makeover, or even reinvention, are used to describe rebranding (Hankinson, Lomax, & Hand, 2007).

Rebranding is associated with a change in the name, as well as changes in the logo and slogan, and this change is perceived as a strategy that will herald a new beginning for the organization, with a fantastic opportunity to create a positive new image, according to (Stuart & Muzellec , 2004). Another proposed definition of corporate rebranding stated by Muzellec, Doogan and Lambkin (2003, p. 31) is *“the practice of building **anew** a name representative of a differentiated position in the mind frame of stakeholders and a distinctive identity from competitors”* it also refers to the renaming of a whole corporate entity, often signifying a major strategic change or repositioning.

To provide a clear vision of corporate rebranding, we can divide it into three categories: name, logo, and slogan changes.

The following variations are possible in corporate rebranding¹ :

- Name plus logo
- Name plus logo plus slogan
- Logo only
- Logo plus slogan
- Slogan only

In this research, we will study the effect of changing the three categories name, logo and slogan on customer-based brand equity, perceived value and their loyalty.

1.1.2 Elements of corporate rebranding

1.1.2.1 New identity

A brand is a unique identity that distinguishes and identifies the source of a meaningful, enduring, and trustworthy promise of value connected with a product, service, or organization (Ward & Kennedy, 1999). Brand identity is a distinct collection of brand associations that convey a promise to customers and consists of a core and extended identity (Ghodeswar, 2008). In other words, brand identity is a concept of what a brand should be and what it strives to be. Identity is a planned image of a brand that defines the direction of all marketing operations for the company (Ianenko, Stepanov, & Mironova, 2020).

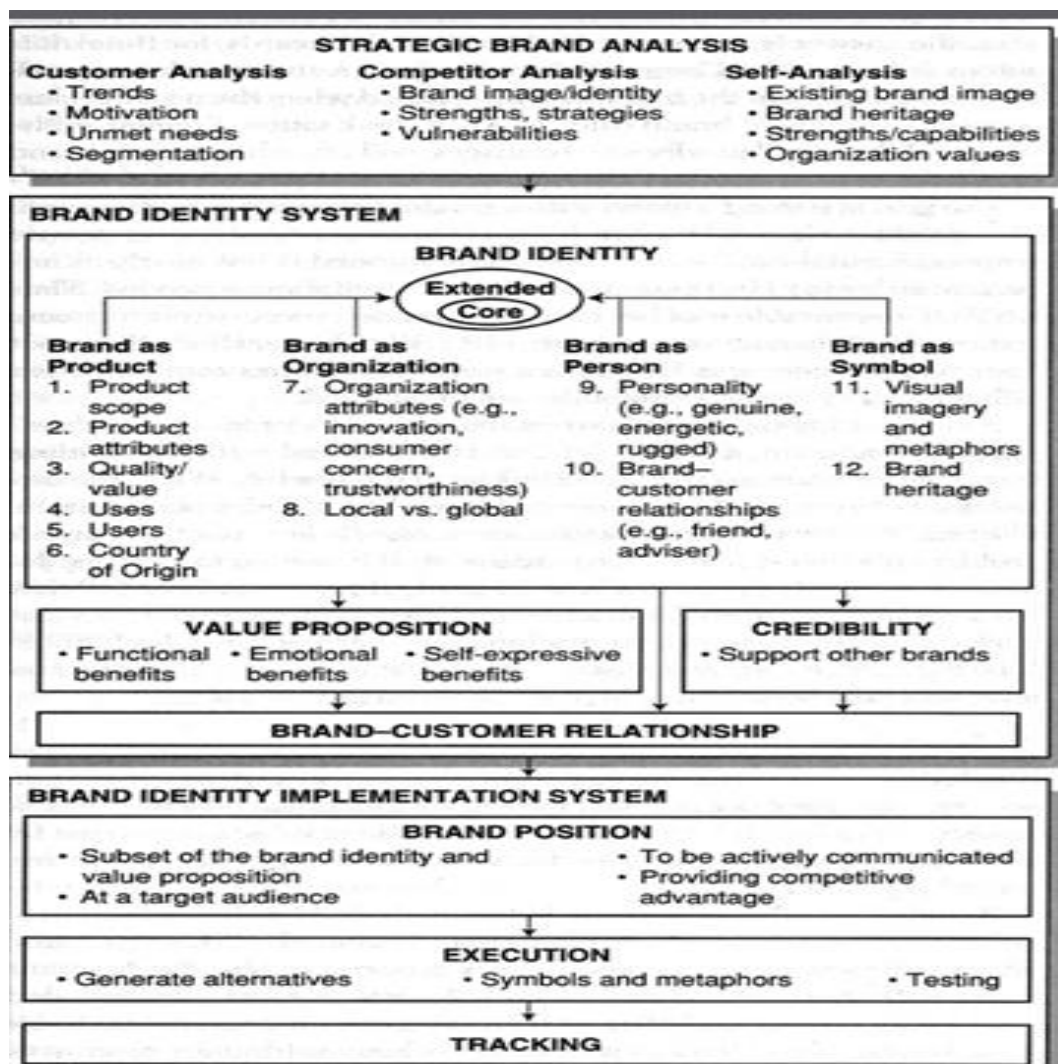
A brand identity must resonate with customers, separate the brand from rivals, and represent what the company can and will do through time in order to be effective (Joachimsthaler & aaker, 2000). Thus, if a brand's identity does not resonate to its consumers it may need to be refreshed by doing some changes in the marketing aesthetics of the brand (Muzellec & Lambkin, 2006). The marketing aesthetics consist of the logo, colours, name, slogan, typography and design which are mainly considered as visual identity (Melewar & Saunders, 1998) (Van den Bosch, Jong, & Elving, 2005).

Leading researchers in brand marketing have established frameworks for creating brand identity in order to establish a strong brand. The most well-known models are Aaker's brand identity system (Aaker d. a., 1996) and Kapferer's brand identity prism (Kapferer, 1986). The choice of

¹ Stuart, H., & Muzellec, L. (2004). Corporate makeovers: Can a hyena be rebranded? *Journal of Brand Management*, 11(6), 473.

which model to use depends on the situation in which the strategists are using them. The Aaker's model focuses on portraying the phases of a brand identity creation process in a complete manner and does not necessitate the inclusion of particular components such as brand personality values. Aaker, on the other hand, pushes strategists to use them only if they make sense for the brand (Meyerson, 2019); this model is more often employed in the services industry. This model has three stages: strategic brand analysis, brand identity system, and brand identity execution system. Each step builds on the previous one. The first step involves gathering fundamental information about the brand, such as customer analysis, competition analysis, and self-analysis. The second stage examines the development of a brand identity and how it affects brand-customer communication. The third stage discusses how to communicate the brand's identity to customers and prospects. The following figure illustrates Aaker's brand identity system (Aaker d. a., 1996).

Figure 7: Aaker's brand identity system



Source: (Aaker d. a., 1996).

The Kapferer's model evaluates and analyses the structure of a brand identity it also stands for a perceptual observation made in the context of a connection between a transmitter and a receiver. Later on, a lot of other models were developed by several researchers, such as Signorelli's story branding model (Signorelli, 2014) and Mats Urde's Corporate Brand Identity Matrix (Urde, 2013), but the Aaker's model is the only one that became a reference to identity models because of its wide dimensions.

1.1.2.2 Repositioning

Brand positioning is a dynamic, incremental process that must be adjusted on a regular basis to keep up with changing market trends, competitive pressures, and broader external events. When a company decides to adjust the brand's position as a result of all of these drivers, the process is known as repositioning.

Repositioning process is carried out by employing marketing tactics, particularly communication and customer service techniques, in order to favourably reposition the brand in the minds of its customers, competitors, and other stakeholders (Muzellec, Doogan, & Lambkin, 2003). Furthermore, Muzellec and Lambkin stated that repositioning may be regarded as a critical key element of the rebranding process (Muzellec & Lambkin, 2006).

1.1.3 Main drivers of rebranding

No industry is immune from the renaming phenomenon (Muzellec & Lambkin, Corporate rebranding: destroying, transferring or creating brand equity?, 2006), and every company can undergo rebranding. There are numerous reasons to implement a rebranding strategy, which can be divided into two categories: positive and negative reasons (Goi & Goi, 2011). Merging two companies is regarded as a positive reason for rebranding, whereas updating a tired brand is considered as a negative reason.

Managers carry out a complete rebrand when the company is embroiled in a scandal or has failed to establish a strong brand, in which case a brand-new brand will erase the previous entity and provide a clean slate. When a brand is deeply ingrained, but it becomes outdated or needs to be tweaked due to a swarm of competition or the evolution of products and services a rebranding strategy is needed (Williams, 2006).

The reasons for rebranding given by (Boyle, 2002), (Stuart & Muzellec , 2004), (Causon, 2004), (Gambles & Schuster, 2003), (Kaikati & Kaikati, 2003), (Muzellec & Lambkin, Corporate rebranding: destroying, transferring or creating brand equity?, 2006) are shown in Table 2. According to the literature, there are two major categories of rebranding drivers in organizations: external and internal factors

Table 2: Rebranding drivers

References	Rebranding drivers	
	External factors	Internal factors
(Boyle, 2002)		Increasing disturbance and competitive environment
(Lomax, Mador, & Fitzhenry, 2002)	Corporate structural change	Concern over external perceptions of the organization and its activities
(Gambles & Schuster, 2003)	Changes the image of the service	
(Kaikati & Kaikati, 2003)		Economic slowdown
(Rosenthal, 2003)	Upgrading	
(Causon, 2004)	Unite the organisation behind one brand. Align the culture Re-establish and re-energize position Embed the new vision, mission and values	
(Stuart & L. Muzellec, 2004)	Mergers Acquisitions and divestitures Image is outdated New focus or vision New socially responsible image	Shifts in the marketplace Changed economic or legal conditions
(Muzellec & Lambkin, Corporate rebranding: destroying, transferring or creating brand equity?, 2006)	Change in ownership structure Change in corporate strategy	Change in external environment Change in competitive position

Source: (Goi & Goi, 2011).

1.1.4 The strategies of rebranding

The company can choose a rebranding strategy based on the degree of change it wants to bring to its brand as claimed by (Muzellec & Lambkin) “*Rebranding is described according to the degree of change in the marketing aesthetics and in the brand position*”.

The level of change in marketing aesthetics sometimes can be quite subtle and difficult to discern, this is why it is important for marketers to communicate it and study the degree of change needed; and for positioning, it is about whether it changes or remains the same during the rebranding process. Based on this description, authors identified two rebranding strategies: evolutionary rebranding and revolutionary rebranding.

a) Evolutionary rebranding

The term "evolutionary rebranding" refers to a relatively minor change in the company's positioning and aesthetics that is so gradual that it is barely noticeable to outside observers. This strategy necessitates constant feedback from stakeholders because the strategy's goal is to create a positive image in the minds of stakeholders (Muzellec & Lambkin, 2006).

b) Revolutionary rebranding

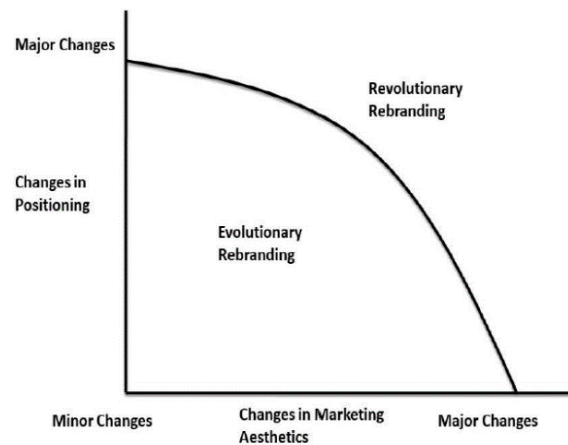
A revolutionary rebranding is defined as a significant, discernible change in positioning and aesthetics that fundamentally redefines the company (Muzellec & Lambkin, 2006). According to Muzellec and Lambkin, this change is typically represented by a name change, and thus this variable is used as an identifier for cases of revolutionary rebranding.

The revolutionary rebranding entails the transfer of the company's previous brand equity to the new brand or the creation of an entirely new image and equity (Tevi & Otubanjo, 2013).

Muzellec and Lambkin (2006) also emphasized that rebranding takes time, and that it is a continuous exercise.

There is, in fact, a rebranding continuum that ranges from the evolutionary modification of logos and slogans to the revolutionary creation of a new name (Stuart & Muzellec , 2004).

Figure 8: Rebranding as a continuum

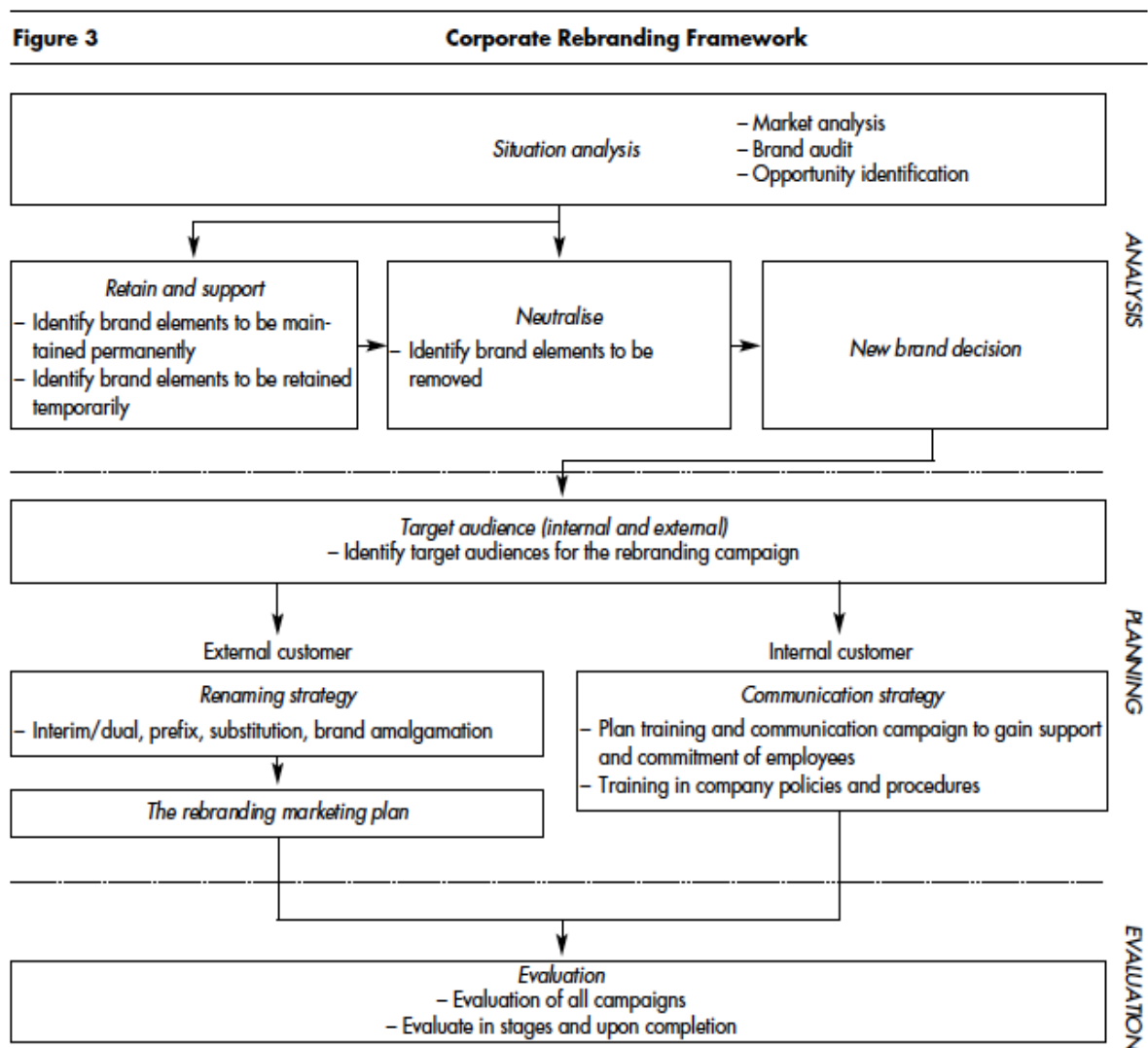


Source: (Muzellec & Lambkin, 2006)

1.1.5 The Process of rebranding

Rebranding is viewed as a comprehensive and multidimensional activity in which multiple processes, perspectives, actions, and actors must be involved for a successful rebranding process (Hatch & Schultz, 2003), therefore, (Daly & Moloney, MANAGING CORPORATE REBRANDING, 2004) created a rebranding framework in collaboration with the management team, staff and costumers of a brand that has rebranded itself. This framework governs the rebranding process from the analysing to the evaluation phases. The framework was given as seen in the figure below:

Figure 9: Corporate Rebranding Framework



Source: (Daly & Moloney, 2004).

a) Analysis

It is the first step of a rebranding process, analysing the situation is an important step for this process. In general, in that step managers should evaluate quantitative and qualitative factors including market size and potential, market attitudes and preferences, and competition strengths and weaknesses. Brand audits, in particular, should give the market's viewpoint on the brands engaged in rebranding.

b) Planning

The second phase in the rebranding process is planning, which is divided into three areas that will be discussed below:

- **Communicating to Internal Customers**

After discovering internal consumers' views, a business must now design both communications and training programs to obtain employee support and commitment and teach workers in the acquiring company's rules and processes. The general criteria for developing integrated external communications should be followed while planning the internal communications program.

- **Renaming strategy**

It is suggested to use one of the four renaming approaches: interim/dual, prefix, replacement, or brand amalgamation. The brand audit should assist management in determining which of the four to employ. However, according to the authors' study, renaming may be an emotive problem for customers, management, and employees. Indeed, on occasion, boardroom sentimentality meant that historical brands were preserved as part of the new brand, since doing so would have been a deal breaker for the purchase.

- **The rebranding marketing plan**

A well-known and respected brand, and hence a valuable asset, is a significant choice. According to the researchers' findings, companies that successfully rebrand always organize the process meticulously. This critical stage is referred to by the authors as the "rebranding marketing plan." It adheres to well-defined marketing planning concepts, beginning with situation analysis, self-analysis, assumptions and scenarios, and ending with resources and budgets. It is also critical to properly design each marketing mix.

c) Evaluation

The framework's final and ongoing component is evaluation. Many possibilities to improve the campaign will be lost if evaluation is not conducted during the planning phase. This type of staged review allows any component of a plan to be changed as the need for change becomes apparent. Furthermore, a review or general evaluation should be performed at the conclusion to provide a more comprehensive picture of the planning process.

2. CONCEPTUAL FRAMEWORK

In this section, we will present the epistemological approach adopted in our research, define the central concepts used in our research, conceptualize each variable relevant to our study and identify the various relationships they may have with one another, as well as the research hypotheses.

Furthermore, we will present the various conceptual models developed by researchers, as well as their methodology and results.

2.1 Epistemological posture

This research is part of a positivist epistemological posture in which data is collected and interpreted objectively, and research findings are usually quantifiable (Dudovskiy, n.d.). Positivist research progresses through hypotheses and deductions, which consist of proposing hypotheses and attempting to deduce the consequences through study. This posture is commonly utilized in experimental research, and it is the greatest suit for our situation.

2.2 Research Objectives

The main goal of our research is to investigate the effect of rebranding on the Fast Delivery application's brand equity elements, as well as the impact of brand equity on perceived value. It is also intended to measure the effect of perceived value as a mediator variable on the loyalty of Fast Delivery application users.

This will aid in determining the impact of the rebranding and whether the brand's visual identity and positioning should be retained or changed.

From this objective, we can identify a set of sub-objectives:

- Create a new visual identity for Fast Delivery;
- Create a new positioning for Fast Delivery;
- Measure the effect of rebranding on customer-based brand equity;
- Measure the effect of rebranding on brand awareness;
- Measure the effect of rebranding on perceived quality;
- Measure the effect of rebranding on perceived value;
- Measure the effect of rebranding on reuse intention;
- Measure the effect of rebranding on recommendation intention.

2.3 Conceptual framework

The research is solely concerned with the impact that rebranding can have, and the literature review led us to believe that there is a link between the elements of brand equity and rebranding. The framework enables us to comprehend the context in which our research is conducted, thereby emphasizing its significance and importance, as well as to more precisely identify the various relationships between the variables studied.

The research framework was inspired from different studies conducted concerning rebranding and brand equity then it was adapted according to the needs of the company Fast Delivery and the purpose of our study.

Setiani and Antoni (2018) conducted a study in 2018 to investigate the impact of corporate rebranding by changing the name, logo, and slogan on brand equity in media companies, the company that has adopted the rebranding was Kencana Malang. They also investigated the relationships between rebranding elements, such as new identity, new image and repositioning, and brand equity elements, such as perceived quality, brand loyalty, and brand associations. The first part of our conceptual framework was inspired by this study, in which we will investigate the effect of rebranding on brand equity by taking into account both key elements of rebranding, as well as two constructs of brand equity, brand awareness which will be an added value to our research since it was not taken in consideration, and perceived quality, and see if rebranding affects them positively or negatively.

Another study that looked at the relationship between rebranding and brand equity was carried out by (Marques, Silva, Davcik, & Faria, 2020). Their research sought to comprehend the effects of the rebranding process on private label performance on brand equity by examining the performance of brand equity elements prior to and after rebranding. The company MPR decided to change its image by implementing a rebranding strategy.

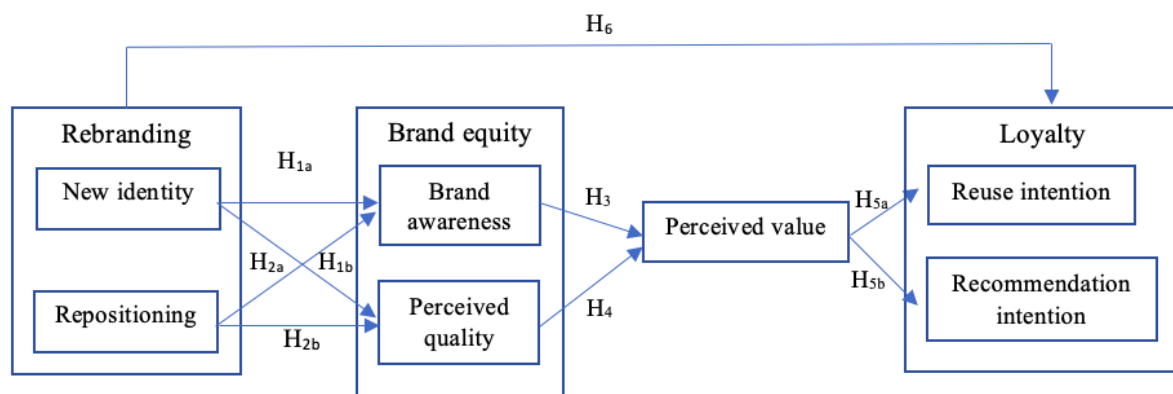
The researchers conducted a quantitative study, through administering a questionnaire to 466 shoppers familiar with the brand and conducting it online via multiple digital platforms and social media.

The second part of our framework where we will study the relation between brand awareness, perceived quality, and perceived value as well as perceived value and reuse intention was inspired by the study conducted by (Pham, Hong , & Tuan , 2016). Their study sought to investigate how customer-based brand equity influences quick-service restaurant revisit intention. They proposed a model that includes three dimensions of brand equity: brand associations combined with brand awareness, perceived quality, brand loyalty, and perceived value, all of which are related to revisit intention. Quantitative research was adopted for their

study, which included administering a questionnaire to 570 customers who had visited four quick-service restaurants in Ho Chi Minh City.

Finally, the final component of our conceptual framework, which consists of investigating the relationship between perceived value and both recommendation intention and reuse intention, was derived from research conducted by (Basaran & Aksoy, 2017). The study looked at the relationship between perceived value and behavioural intentions in the intercity passenger transportation industry from a variety of angles. The authors investigated the relationship between perceived value within the benefit and sacrifice components, as well as the effects of these variables on customers' behavioural intentions, as measured by four dimensions: repurchase intention, word of mouth, and willingness to pay more, and complaining intention. The data were collected from 552 customers who purchased services from companies in Turkey's intercity passenger transportation industry through a questionnaire via face-to-face.

Figure 10: conceptual Framework



Source: Elaborated by authors.

2.3.1 Rebranding

Rebranding is the practice of creating a new name that represents a distinct position in the minds of stakeholders and a distinct identity from competitors (Muzellec, Doogan, & Lambkin, 2003). We kept this definition in our research because we will be studying the effect of revolutionary rebranding by changing the name, logo, and slogan (marketing aesthetics), which means the identity and position of the brand will change.

2.3.2 Customer based brand equity

According to Aaker (1991) customer-based brand equity is the value consumers associate with a brand, as expressed by brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets.

2.3.3 Perceived value

Zeithaml (1988) defines perceived value as an overall assessment of a product's or service's usefulness based on customers' perceptions of what they receive versus what they give.

In our study, we will look at perceived value from two perspectives: intrinsic value and extrinsic value, such as economic value, efficiency, intrinsic enjoyment, visual appeal, entertainment value, escapism, and excellence.

2.3.4 Brand loyalty

In our research, we adopted Oliver's (1999) definition of brand loyalty, which is defined as a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, resulting in repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behaviour.

In order to determine whether or not the application's users will continue to purchase from it and recommend it to others despite the influence that rebranding will bring.

2.4 Hypothesis

After reviewing the literature and designing our study, we determined that it cannot be held without considering prior results of the link between our variables. In this section, we will demonstrate whether researchers established a positive or negative relationship between our variables and will develop our study's hypothesis.

The most apparent change in a brand is its identity; in our study, we focused on the visual identity and its influence on two aspects of brand equity: brand awareness and perceived quality. Empirical studies verified the existence of a connection between new identity and brand image (Bolhuis, Jong, & Bosch, 2015) and did not investigate its impact on the two variables which we will be considering in our study, leading us to ask if:

H_{1a}: New identity has a positive effect on brand awareness;

H_{1b}: New identity has a positive effect on perceived quality.

Repositioning a brand is one of the relevant elements of rebranding, and it has a significant impact on both the identity and the rebranding strategy; therefore, we determined that it is critical to investigate the effect of repositioning on brand awareness and brand perceived quality, as they only explored its effect on brand loyalty and brand image (Prayoga & Suseno, 2020) (Blazquez, 2019). Leading us to question if:

H_{2a}: Repositioning has a positive effect on brand awareness;

H_{2b}: Repositioning has a positive effect on brand quality.

There are four components of brand equity. Brand awareness is one of them. According to the literature, brand awareness has a beneficial influence on perceived value (Wang, 2015). That interrogated a question within us which consists of if:

H₃: Brand awareness has a positive effect on perceived value.

Comer's perception is one of the most important aspects in marketing, in this study, we will examine the link between two perceptions: perceived quality and perceived value. We discovered a positive relationship between the two variables after analysing the internal investigations. (Pham, Do, & Phung, 2016) this prompted us to ask if:

H₄: Perceived quality has a positive effect on perceived value.

Being the result of our research loyalty is divided into two main categories: reuse intention and recommendation intention. Previous study found a positive link between perceived value and reuse intention (Pham, Do, & Phung, 2016) as well as a positive relationship between perceived value and recommendation intention (Basaran & Aksoy, THE EFFECT OF PERCEIVED VALUE ON BEHAVIOURAL INTENTIONS, 2017). This encourages us to speculate if:

H_{5a}: Perceived value has a positive effect on reuse intention;

H_{5b}: Perceived value has a positive effect on recommendation intention.

Rebranding a company is a hazardous step that might impact customers' desire to reuse or recommend a brand; thus, before engaging on this approach, the effect of rebranding on brand loyalty must be assessed, which leads us to question if:

. H₆: Rebranding has a positive effect on loyalty.

Table 3: Synthesis of research hypotheses

Hypotheses	Declaration
H _{1a}	<i>New identity has a positive effect on brand awareness</i>
H _{1b}	<i>New identity has a positive effect on perceived quality</i>
H _{2a}	<i>Repositioning has a positive effect on brand awareness</i>
H _{2b}	<i>Repositioning has a positive effect on brand quality</i>
H ₃	<i>Brand awareness has a positive effect on perceived value</i>
H ₄	<i>Perceived quality has a positive effect on perceived value</i>

H _{5a}	<i>Perceived value has a positive effect on reuse intention</i>
H _{5b}	<i>Perceived value has a positive effect on recommendation intention</i>
H ₆	<i>Rebranding has a positive effect on loyalty.</i>

Source: Elaborated by authors

CHAPTER III: METHODOLOGICAL FRAMEWORK

This chapter briefly presents the methodological framework as well as the research methods and data collection instruments.

1. Methodological approach

To carry out our research, we followed a quantitative experimental research methodology based on a survey carried out on a representative sample of our study population. The choice of this method will allow us to treat the effect of brand change between the selected groups.

2. Methods and measuring instruments

We conducted a questionnaire survey in order to quantify and measure the relationships between the research variables.

2.1. Application of the experimental method

2.1.1. The principles of the random assignment method

The main advantage of this technique is that there is no selection bias between the analysis groups (Heckman & Smith, 1995). This means that the random draw will determine who responds to the change questionnaire and who does not, and thus the treatment and control groups will have the same observable characteristics (age, gender, socio-professional category, etc.) on average, with the exception of the effect of change or not of brand identity and repositioning.

This technique is considered to be the most effective in terms of impact assessment. The separation of the average net effect of the treatment variable's impacts from the other observable variables gives it a competitive advantage over other evaluation methods such as quasi-experimental methods (matching method, difference-in-difference method, discontinuity method, etc.) and thus allows it to determine whether the effect of the change is effective or not (Givord, 2010).

2.2. Technique for setting up analysis groups

We proceeded by creating four sample groups. The first group represents the sample that responded to the survey and whose brand name was not changed; the second group represents those who were asked about the company's name change; the third group represents those who were polled about the company's logo and name change; and the fourth group represents those who were asked about the company's logo, name, and slogan change. In other words, a first group without change and three groups with change.

The selected logos are presented in the following figure:

Figure 11: Selected logos

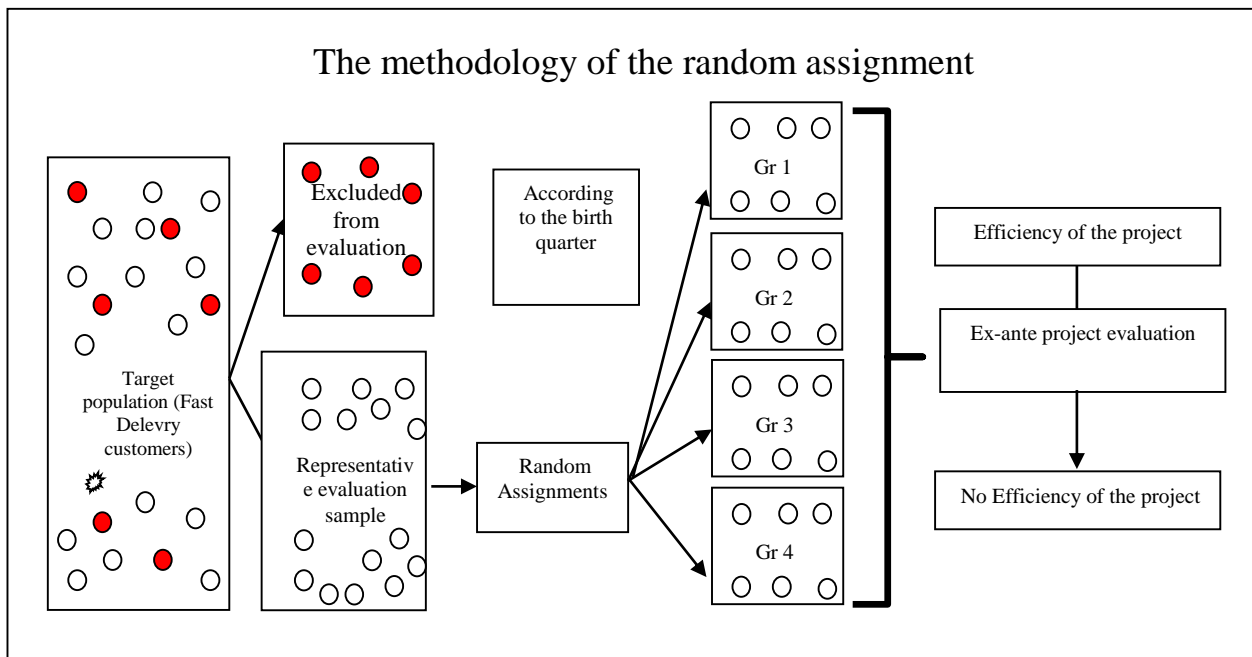


Source: Created by authors

The clients were assigned to groups using a randomization technique (or simple random sampling) that aimed to form the four groups without self-selection (no selection bias).

To accomplish this, we used the client's month of birth as an assignment factor: clients born during the first quarter of the year answer the questionnaire without change; those born during the second quarter answer questions about the change of name; those born during the third quarter give their opinion on the change of the company's logo and name; and finally, those born during the fourth quarter will give their opinion about the change of logo, name and slogan.

Figure 12: The methodology of the random assignment



Source: Elaborated by authors

To confirm this, we carried out comparison of means and distribution analyses between their observable characteristics as shown in the following statistical table:

Table 4: Comparison of means table

Control variables	G1 & G2	G1 & G3	G1 & G4
	P-value	P-value	P-value
Gender	0,139	0,484	0,359
Age	0,072	0,877	0,399
Marital status situation	0,403	0,674	0,372
Socio-professional category	0,052	0,637	0,243

Source: SPSS 23

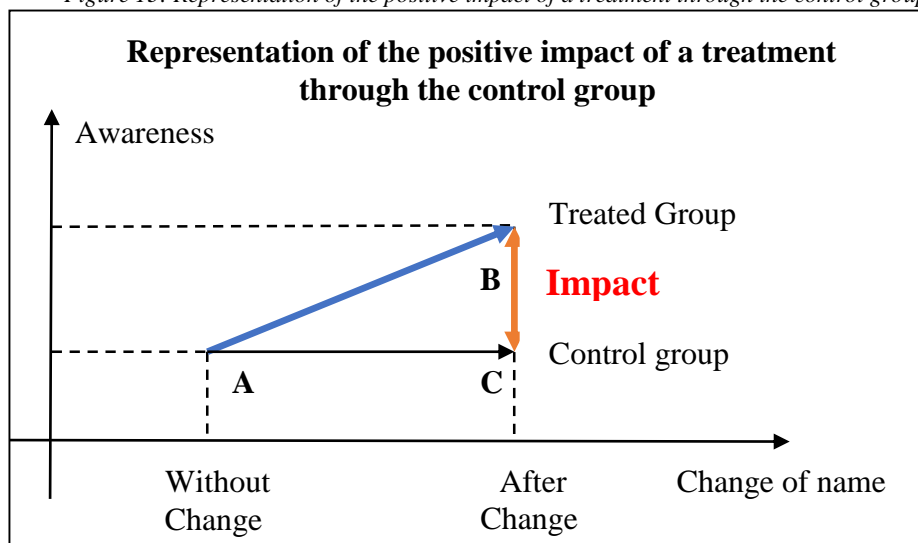
The results show that there is no selection bias between the groups in our sample. In other words, they all have the same chance of belonging to one of the groups (probability sampling), ensuring a balanced representation of the groups formed. Table 4 shows the sig values, and we can see that all of them are more than 0.005, indicating that none of the groups are biased (Cerulli, 2015).

The difference between the state of the variable of interest (the company's brand identity) obtained in the treatment group and the state of the same variable of interest in the control group corresponds to the impact of the name, logo, or slogan change.

The graph below depicts a simplified example of impact measurement. At point A, the treatment group receives the treatment, while the control group, which is the treatment group's counterfactual twin, receives nothing. At t_0 , at the start of the experiment, we expect the two groups to merge due to data from the pre-test, which was conducted prior to the introduction of the treatment, and thus to be on the same starting line (A) in terms of the state of the variable of interest in the example (brand awareness).

If point B, which represents the state of the brand image at the test of the treated group, is not at the same level as point C, which represents the test of the control group, we can be certain that this difference is due to the disturbance introduced, namely the name change, because all other variables have similar means as long as they are distributed equally across the two groups. Because $B-C > 0$, the treatment has a positive impact in the constructed example.

Figure 13: Representation of the positive impact of a treatment through the control groups



Source: elaborated by authors

2.3. Assessing the impact of change

In econometric evaluation, the effect of brand change refers to the effects attributable to the change decision. Several methods for estimating this effect have been developed, the most widely used is the canonical treatment effects model (Rubin, 1974). It relies on statistical and econometric methods to define the causal effect of the decision to be made while controlling for potential biases that may affect the quality of the estimate. In our case study, the application of the random assignment method in the constitution of the groups allowed us to eliminate the selection bias.

Each individual is characterized by a potential outcome, and respectively the outcome of belonging to the treatment and no-treatment groups, in the framework of Rubin's causal model (Rubin, 1974) noted RCM.

Let Y_i^k be the observed outcome of an individual based to his or her status k , with $k=1$ if the individual responds to the switching questionnaire and $k=0$ if he or she responds to the no-switching questionnaire. The observed result is assumed to be a linear function of the characteristics.

$$Y_i^k = \alpha^k + \beta_1^k T^k + \sum_{i=2}^N \beta_i^k X_i^K + \varepsilon_i^k$$

With a vector (X) of explanatory variables, representing the individual characteristics following a normal distribution and β , the parameter associated with the explanatory variables to be estimated. As for the variable T, it represents the state of change or not of the brand. The indices i and k represent respectively the individuals and the number of brand changes or not, namely $K=0, 1, 2, 3$

For our case study, we will have to estimate 16 models: four models whose dependent variable is brand awareness, perceived quality, the reuse intention and the recommendation variable.

Concerning the dependent variable «brand awareness» the models to be estimated are:

$$Y_i^0 = \alpha^0 + \beta_1^0 T^0 + \sum \beta_j^0 X_j^0 + \varepsilon_j^0 \rightarrow \text{Model without rebranding.}$$

$$Y_i^1 = \alpha^1 + \beta_1^1 T^1 + \sum \beta_j^1 X_j^1 + \varepsilon_j^1 \rightarrow \text{Model with name change.}$$

$$Y_i^2 = \alpha^2 + \beta_1^2 T^2 + \sum \beta_j^2 X_j^2 + \varepsilon_j^2 \rightarrow \text{Model with name and logo change.}$$

$$Y_i^3 = \alpha^3 + \beta_1^3 T^3 + \sum \beta_j^3 X_j^3 + \varepsilon_j^3 \rightarrow \text{Model with change of name, logo and Slogan.}$$

The assessment of the average effect of the change compared to no change is thus defined as the average difference between its observed outcome under treatment and its observed outcome without treatment. This average effect is called the Average Treatment Effect (ATE).

To do this we will compare each change (Y_i^1, Y_i^2, Y_i^3) to that of non-change Y_i^0 . As a result, it will have:

$$ATE_0^1 = \frac{1}{N} \sum_{i=1}^N (\hat{Y}_i^1 - \hat{Y}_i^0)$$

$$ATE_0^2 = \frac{1}{N} \sum_{i=1}^N (\hat{Y}_i^2 - \hat{Y}_i^0)$$

$$ATE_0^3 = \frac{1}{N} \sum_{i=1}^N (\hat{Y}_i^3 - \hat{Y}_i^0)$$

3. Measurement of variables

Then, we measured the dependent variables of our theoretical model. As a reminder, these are: brand awareness, perceived quality, perceived value, reuse intention, recommendation intention. The measurement tool used in our research is the questionnaire (see Appendix A). The following titles represent the structure of the questionnaire and the measurement scales used.

3.1. Designing the questionnaire

The questionnaire is an essential tool for gathering information. It consists of a series of questions asked in a predetermined order by an investigator in order to elicit the respondent's opinion, judgment, or evaluation. Our questionnaire is divided into four sections:

An introductory phase: in which we explain the purpose of the survey and provide some information to encourage respondents to respond

Eligibility: Includes a filter question to help identify the best target to ask, It is a question that directs the target to the questionnaire based on the quarter of their birth.

Perception and behavioural intention: This second section focuses on the variables that were studied. First, each group of respondents was directed toward a logo image based on their quarter of birth by asking them to evaluate the change of the brand or not by answering questions concerning brand awareness, perceived quality, perceived value, reuse intention and recommendation intention.

Control of the manipulations: Respondents were asked to indicate what they saw in the image from the one was chosen. The goal was to see if they could see the manipulated.

A data sheet: intended to collect information about the respondent regarding his age, sex, profession...etc.

3.2. Measurement scales

In this section, we define the items that will allow us to measure each construct of the conceptual framework developed in our research. As for the mode of response, we opted for "Likert" type scales with 5 steps ranging from "strongly disagree" to "strongly agree." For the questions relating to the constructs "Brand awareness", "perceived quality", "perceived value", "reuse intention", "recommendation intention". The measurements scales are taken from the marketing literature, as presented in Table 5.

Table 5: table of measurement items

Variables	Items	Authors
Brand Awareness	I recall this image when thinking of Fast Delivery/Fastly I can easily recognize Fast Delivery/Fastly own brand logo I can easily recognize Fast Delivery/Fastly with this image in-store I can easily recognize Fast Delivery/Fastly with this image amongst other brands When I think of Fast Delivery/Fastly, I think of certain characteristics	(Yoo & Donthu, 2001) & (Aaker D. , Measuring brand equity across products and markets, 1996).
Perceived Quality	This image represents a high-quality brand This image represents a reliable brand This image represents a brand of consistent quality This image represents a brand with a good reputation	(Yoo & Donthu, 2001) & (Baalbaki & Guzmán, 2016).
Overall Brand Equity	It makes sense to buy X instead of any other brand, even if they are the same. Even if another brand has the same features as X, I would prefer to buy X. If there is another brand as good as X, I prefer to buy X. If another brand is not different from X in any way, it seems smarter to purchase X.	(Yoo & Donthu, 2001).
Perceived Value	<p>Visual Appeal The way Fast Delivery/Fastly displays its offers is attractive Fast Delivery/Fastly application is aesthetically appealing I like the way Fast Delivery/Fastly application looks</p> <p>Entertainment Value I think Fast Delivery/Fastly application is very entertaining The enthusiasm of Fast Delivery/Fastly application site is catching, it picks me up Fast Delivery/Fastly doesn't just sell products-it entertains me</p> <p>Escapism Shopping from Fast Delivery/Fastly "gets me away from it all" Shopping from Fast Delivery/Fastly makes me feel like I am in another world I get so involved when I shop from Fast Delivery/Fastly that I forget everything else</p> <p>Intrinsic Enjoyment I enjoy shopping from Fast Delivery/Fastly application for its own sake, not just for the items I may have purchased I shop from Fast Delivery/Fastly application for the pure enjoyment of it</p> <p>Efficiency Shopping from application Fast Delivery/Fastly is an efficient way to manage my time Shopping from application Fast Delivery/Fastly makes my life easier Shopping from application Fast Delivery/Fastly fits with my schedule</p>	(Mathwick , Malhotra , & Rigdon , 2001).

	<p>Economic Value Fast Delivery/Fastly products are a good economic value Overall, I am happy with Fast Delivery/Fastly prices The prices of the product(s) I purchased from Fast Delivery/Fastly application are too high, given the quality of the merchandise.</p> <p>Excellence When I think of Fast Delivery/Fastly, I think of excellence. I think of Fast Delivery/Fastly as an expert in the merchandise it offers</p>	
Reuse intention	<p>If I could, I would continue to purchase products from the Fast Delivery/Fastly app in the future If I could, I would buy products from Fast Delivery/Fastly app once more If I could, I would recommend the Fast Delivery/Fastly apps to my colleagues If I could, I would choose the Fast Delivery/Fastly app to be my first choice for my next online transactions</p>	(Chiu, Chang, Cheng, & Fang, 2009).
Recommendation Intention	<p>I would like to forward the application to others I would like to tell others where to find the application I would like to talk to others about the application</p>	(Huang, Chen, & Wang, 2012).

Source: Elaborated by authors

4. Sampling

Sampling is a technique for selecting a group of people who are representative of the population to be surveyed. Several sampling methods, including random, probability, and convenience sampling, are recommended. The first two methods generate samples that are representative of the target population, whereas the third method reduces the sample's representativeness even if it is large. In our case, the target population is Fast delivery's users. It represents the number of customers that the company has in its database. Therefore, the calculation of the sample size is given by the following formula.

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

where

N = population size

e = margin of error (percentage in decimal form) e=5

z = z-score. The z-score is the number of standard deviations of a given proportion from the mean

z=1.96

$$\text{Sample size} = \frac{\frac{1.96^2 \times 0.5(1-0.5)}{e^2}}{1 + \left(\frac{1.96^2 \times 0.5(1-0.5)}{0.05^2 \cdot 35000}\right)} = 380$$

To reach this number we sent our questionnaire by e-mail to the entire company database. At the beginning, the number of respondents was a bit far from the desired number. After that, the company decided to reward the customers who answered the questionnaire with a 50% discount their next purchase's delivery price. This decision allowed us to reach a total of 425 respondents, 34 of whom were rejected because they did not comply with the handling control question. This question allows us to know if the respondents answered the questionnaires with the picture already seen at the beginning of the questionnaire in mind. Making our sample size 391 respondents.

5. Data Collection Methodology

The data was gathered through the distribution of questionnaires to the company's customers.

The mode of distribution of the questionnaire was carried out in two ways:

- sending e-mails (check appendix c) to customers whose emails are stored in the company's database.

- Posting the questionnaire on personal social networks (Facebook, Instagram, and LinkedIn) and sending it via message on the company's social networks (Facebook and Instagram), as for the execution modalities, the questionnaire was distributed in electronic version (online).

We started with a pre-test on a sample of 30 people made up of friends, relatives, and colleagues; the process lasted 5 days from August 15 to August 20, 2021; at this stage, we asked for respondents' opinions, recommendations, and remarks. The analysis of their responses allowed us to correct misunderstood question forms, confirm the proper execution of the randomization technique, and finally to know their opinion on the time it took to complete the questionnaire.

6. Data collection procedure

The elaboration of the results and the interpretation of the data collected through the questionnaire were done with the help of the IBM SPSS software (statistical data analysis software version 23.0), the AMOS extension (version 23) of SPSS as well as the STATA statistical software (version 14) according to the following procedure.

7. Data analysis procedure

Step 1: Data preparation

This is an extremely important step in data analysis. Before beginning any analysis, it is necessary to check the quality of the data and make any necessary corrections:

- Perform a check to eliminate outliers followed by a missing value treatment;
- Analyse the normality of the data;
- Perform a comparison analysis of the means of the control variables of the different sub-samples to check if they are balanced.

Step 2: Descriptive analysis

The objective of this second step is to analyse the characteristics of the sample.

Step 3: Exploratory factor analysis

A Principal Component Analysis (PCA) was performed in order to extract the factors underlying the different constructs included in our conceptual model.

These three steps were carried out using SPSS software.

Step 4: Confirmatory factor analysis

The objective of this step is to:

- To analyse the measurement model's goodness of fit;
- To analyse the constructs' validity and reliability;
- To make possible modifications to the measurement model.

The analysis of this step was carried out with the AMOS 23 software.

Step 5: Test of the hypotheses

Hypotheses will be tested through two ways:

- The method of estimating the effect of the change or not of the brand identity and positioning (STATA 14).
- Structural equation modelling on latent variables (AMOS 23).

7.1. Some information on structural equation modelling (SEM)

SEM, or structural equation modelling, is a statistical approach that evaluates the connections between several variables at the same time. SEM is regarded as a collection of linked statistical procedures rather than a single process. You can use this technique to model multiple independent and dependent variables, error terms, interactions, and correlations. SEM is quite similar to multiple regression; however, it is significantly more robust and flexible in its analysis. The usage of symbols simplifies an exceedingly difficult set of simultaneous mathematical equations for the researcher (Collier, 2020).

SEM cannot determine the cause and effect. This is a common misunderstanding when it comes to SEM. SEM takes a covariance matrix as input, so you're simply looking at correlations between variables to see how one impacts the other, but it won't tell you anything about causality. The fact that two things are closely linked does not imply that one causes the other. SEM is an excellent tool for determining how variables impact one another, but an experimental design is required to determine causality. While non-experimental data has been used in the bulk of SEM studies, SEM is more than capable of evaluating experimental data. SEM can investigate the differences between a control and a manipulation group while exploring their effect on numerous dependent variables, overcoming many of the limitations of conventional statistical approaches (Collier, 2020).

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, we present the questionnaire results analysis, as well as the test of effects, structural equations, and finally the test of hypotheses.

The results were developed and the data collected through the questionnaire were interpreted using a variety of software, including IBM SPSS (statistical data analysis software) (version 23.0), STATA (version 14), AMOS 23 and Excel (version 2019).

1. Presentation of the results

To ensure that our data for this study and test is adequate, we ensured that there are no missing values in our data base and that our data follows a normal distribution.

1.1. Missing values

After reviewing the data in SPSS and running a frequency test, we discovered that there are no missing values in our database, which was understandable considering that we conducted our survey online and this method does not allow the respondent to skip any questions.

1.2. Normality

A database's normality study is critical in experimental analysis. It enables the generalization of results obtained in a representative sample to the entire population. To ensure that our database was normal, we ran skew and kurtosis analyses on each variable in our model, as shown in the table below.

If the skew values are between -2 and +2, and the kurtosis values are between -10 and +10, the data is considered normal. Based on our findings, we can conclude that the skew and kurtosis are both within an acceptable range to be considered "normal." (Collier, 2020)

Table 6: Normality test

Variable	min	max	skew	c.r.	kurtosis	c.r.
new_ident	,000	1,000	-1,334	-10,771	-,220	-,886
QVPVD.1	1,000	5,000	-,182	-1,469	-,805	-3,249
QR.3	1,000	5,000	-,683	-5,517	,123	,496
QR.1	1,000	5,000	-,647	-5,226	,005	,022
QR.2	1,000	5,000	-,611	-4,936	-,246	-,995
QRE.1	1,000	5,000	-1,119	-9,037	,852	3,438
QRE.2	1,000	5,000	-1,003	-8,101	,701	2,828
QRE.3	1,000	5,000	-1,161	-9,374	1,041	4,200
QVPEF.2	2,000	5,000	-,620	-5,004	,092	,373
QVPEF.3	1,000	5,000	-,426	-3,438	-,082	-,333
QVPVD.3	1,000	5,000	,075	,609	-,483	-1,949

QVPES.1	1,000	5,000	-,087	-,701	-,652	-2,633
QVPES.3	1,000	5,000	-,094	-,756	-1,034	-4,173
QVPPL.1	1,000	5,000	-,035	-,279	-,921	-3,719
QVPAV.3	2,000	5,000	-,682	-5,505	,105	,426
QQP.1	1,000	5,000	-,331	-2,671	-,614	-2,476
QQP.2	1,000	5,000	-,635	-5,126	-,314	-1,266
QQP.3	1,000	5,000	-,673	-5,429	-,101	-,409
QQP.4	1,000	5,000	-,960	-7,748	,324	1,307
QN3.2	1,000	5,000	-1,283	-10,355	1,100	4,441
QN3.3	1,000	5,000	-,931	-7,518	-,061	-,245
QN3.4	1,000	5,000	-1,101	-8,888	,492	1,986

Source: Amos 23

2. Descriptive analysis of the sample

2.1. Socio-demographic and behavioural characteristics of the sample studied

The table below shows that the sample is made up almost equally of men (43.7%) and women (56.3%).

Table 7: Repair of the sample according to socio-demographic characteristics

	Categories	Frequencies	Percentage
Sex	Male	171	43.7
	Female	220	56.3
	Total	391	100

Source: SPSS 23

The age of most of the respondents varies from 25 to 34 years old (42.2%), executives and singles, lives in Algiers with a revenue over than 65 000 DA (47.1%).

Table 8(continued): Sample repair by socio-demographic characteristics

	Categories	Frequencies	Percentage
Age	18 - 24 Years old	126	32.2
	25 – 34 Years old	165	42.2
	35 – 44 Years old	76	19.4
	45 - 54 Years old	18	4.6
	55 Years old and more	6	1.5
	Total	391	100
Marital status situation	Single	237	60.6
	Married with children	67	17.1
	Married without children	84	21.5
	Divorced	3	0.8
	Widow	0	0
	Total	391	100
	Retailer	39	10
	Employee	90	23
	Executive	115	29.4
	Student	90	23
	Unemployed	42	10.7

Socio-professional category	Employer	15	3.8
	Retired	0	0
	Total	391	100
Revenue	Less than 18.000 DA	66	16.9
	From 18.000 to 24.999 Da	36	9.2
	From 25.000 to 44.999 Da	43	11
	From 45.000 to 64.999 Da	62	15.9
	From 65.000 Da plus	184	47.1
	Total	391	100

Source: SPSS 23

2.2. Univariate Behavioural Characteristics of the Study Sample

In this section, we will present the frequencies of the measurement scales for each item of the reuse intention variables, as well as the recommendation intention for each sample group.

1. Brand awareness

The brand awareness variable contains five items, those items are:

Item 1: I recall this image when thinking of Fast Delivery/Fastly

Item 2: I can easily recognize Fast Delivery/Fastly own brand logo

Item 3: I can easily recognize Fast Delivery/Fastly with this image in play store and app store

Item 4: I can easily recognize Fast Delivery/Fastly with this image amongst other brands

Item 5: When I think of Fast Delivery/Fastly, I think of certain characteristics

The following table will illustrate the frequencies and percentages of the statistics collected from our questionnaire.

- Group 1

According to the findings, more than $\frac{1}{2}$ of respondents in the first subgroup strongly agree that they can recall the brand's logo when they think of it (55.2%), that they can easily recognize the brand's own logo (58.6%), and brand image in the app store or play store (55.2%), and that they can easily recognize it among other brands (51.7%). While more than a $\frac{1}{3}$ of respondents strongly agree that certain characteristics come to mind when they think about Fast Delivery.

- Group 2

According to the results, more than $\frac{1}{3}$ of respondents believe they will be able to recall the brand's logo when thinking about Fastly, while 40 percent believe they will be able to recognize Fastly's logo. Furthermore, more than $\frac{1}{3}$ agree and strongly agree that they will be able to recognize Fastly in both the app store and the play store, and they strongly agree that they will be able to distinguish Fastly from other brands (34.3%). Finally, almost $\frac{1}{2}$ of this subgroup's respondents agree that when they think of Fastly, they will think of specific characteristics (42.9%).

Table 9 : Frequency scale of the brand awareness variable

Frequency scale of brand awareness		Item 1		Item 2		Item 3		Item 4		Item 5	
		f	%	f	%	f	%	f	%	f	%
Group 1	Strongly disagree	0	0.0	0	0	0	0	0	0	3	3.4
	Disagree	3	3.4	6	6.9	3	3.4	3	3.4	3	3.4
	Neither agree nor disagree	9	10.3	3	3.4	12	13.8	9	10.3	27	31
	Agree	27	31	27	31	24	27.6	30	34.5	21	24.1
	Strongly agree	48	55.2	51	58.6	48	55.2	45	51.7	33	37.9
Group 2	Strongly disagree	6	5.7	3	2.9	3	2.9	3	2.9	3	2.9
	Disagree	12	11.4	15	14.3	12	11.4	12	11.4	6	5.7
	Neither agree nor disagree	24	22.9	9	8.6	18	17.1	21	20	27	25.7
	Agree	36	34.3	42	40	36	34.3	33	31.4	45	42.9
	Strongly agree	27	25.7	36	34.3	36	34.3	36	34.3	24	22.9
Group 3	Strongly disagree	6	5.4	9	8	6	5.4	9	8	9	8
	Disagree	15	13.4	3	2.7	12	10.7	9	8	9	8
	Neither agree nor disagree	15	13.4	15	13.4	15	13.4	12	10.7	24	21.4
	Agree	40	35.7	49	43.8	34	30.4	40	35.7	42	37.5
	Strongly agree	36	32.1	36	32.1	45	40.2	42	37.5	28	25
Group 4	Strongly disagree	6	6.9	0	0	0	0	0	0	3	3.4
	Disagree	6	6.9	6	6.9	12	13.8	9	10.3	9	10.3
	Neither agree nor disagree	0	0	3	3.4	12	13.8	3	3.4	18	20.7
	Agree	34	39.1	34	39.1	22	25.3	33	37.9	15	17.2
	Strongly agree	41	47.1	44	50.6	41	47.1	42	48.3	42	48.3

Source: SPSS 23

- Group 3

According to the observations, more than a third (35.7%) of respondents agree that they will be able to recall the brand's logo when thinking about Fastly, and nearly half of respondents strongly agree that they will be able to recognize Fastly's own logo. Furthermore, 40% of respondents believe they will be able to easily identify Fastly in both the app and play stores. Finally, 37.5% of this subgroup's respondents agree that they can easily recognize Fastly with this logo among other brands, and 37.5% strongly agree that when they think of Fastly, they will think of certain characteristics.

- Group 4

According to the results, nearly a ½ (47.1%) of the last group's respondents strongly agree that they will recall Fastly's logo when they think of it, that they will easily recognize Fastly with her logo in both the app store and the play store (47.1%), and they will easily distinguish Fastly

from other brands (48.3%). In addition, they agree that they will think of specific characteristics when they think of Fastly (48.3%). Furthermore, 1/2 of respondents (50.6%) strongly agree that they will be able to recognize Fastly's logo.

2. Perceived quality

The perceived quality variable contains five items, those items are:

Item 1: This image represents a high-quality brand

Item 2: This image represents a reliable brand

Item 3: This image represents a brand of consistent quality

Item 4: This image represents a brand with a good reputation

The following table will illustrate the frequencies and percentages of the statistics collected from our questionnaire.

Table 10 : Frequency scale of the perceived quality variable

Frequency scale of perceived quality		Item 1		Item 2		Item 3		Item 4	
		f	%	f	%	f	%	f	%
Group 1	Strongly disagree	0	0	0	0	3	3.4	6	6.9
	Disagree	12	13.8	15	17.2	9	10.3	6	6.9
	Neither agree nor disagree	30	34.5	21	24.1	24	27.6	18	20.7
	Agree	15	17.2	21	24.1	24	27.8	24	27.6
	Strongly agree	30	34.5	30	34.5	27	31	33	37.9
Group 2	Strongly disagree	3	2.9	6	5.7	6	5.7	3	2.9
	Disagree	15	14.3	15	14.3	12	11.4	6	5.7
	Neither agree nor disagree	45	42.9	21	20	33	31.4	18	17.1
	Agree	24	22.9	48	45.7	33	31.4	51	48.6
	Strongly agree	18	17.1	15	14.3	21	20	27	25.7
Group 3	Strongly disagree	15	13.4	12	10.7	9	8	9	8
	Disagree	7	6.3	9	8	6	5.4	6	5.4
	Neither agree nor disagree	45	40.2	31	27.7	39	34.8	28	25
	Agree	30	26.8	45	40.2	43	38.4	48	42.9
	Strongly agree	15	13.4	15	13.4	15	13.4	21	18.8
Group 4	Strongly disagree	3	3.4	6	6.9	6	6.9	3	3.4
	Disagree	10	11.5	3	3.4	3	3.4	6	6.9
	Neither agree nor disagree	12	13.8	16	18.4	6	6.9	7	8
	Agree	27	31	30	34.5	40	46	18	20.7
	Strongly agree	35	40.2	32	36.8	32	36.8	53	60.9

Source: SPSS 23

- Group 1

According to the findings, 1/3 (34.5 %) of the first sub-sample greatly agreed that Fast delivery seem like such a brand of high and consistent (31 %) quality, a trusted brand (34.5 %), and a brand with a solid reputation (37.9 %).

- Group 2

Data show that over half (43.9 %) of respondents are undecided regarding the quality of Fast delivery. On the other hand, over $\frac{1}{2}$ (45.7 %) of those polled strongly agreed that its quality is trustworthy and that it has a high reputation in terms of quality (48.6 %). Finally, when it comes to the consistency of the brand's quality, the responses are divided into two groups: the first claims that Fast delivery has a good consistency (31.4 %), while the other group is undecided (31.4 %).

- Group 3

According to the data, 40.2% of respondents are unbiased in their assessment of the quality of Fast delivery. While two-fifths agree that Fast Delivery is a trustable (40.2 %), consistent (38.4 %), and reputable brand (42.9 %).

- Group 4

The data shows that 40.2% strongly agreed that Fast Delivery is a high-quality brand. While more than one third (36.8 %) of the sample claimed that it's reliable brand. Also, nearly a $\frac{1}{2}$ (46 %) agreed that its quality is consistent. Finally, more than a half (60.9 %) strongly agreed that it's a brand with excellent reputation.

3. Reuse Intention

The reuse intention variable contains four items, those items are:

Item 1: On a scale of 1 to 5 "If I could, I would continue to purchase meals/ or other items, from the Fast Delivery app in the future.

Item 2: On a scale of 1 to 5 "If I could, I would buy meals/or other items on the Fast Delivery app again."

Item 3: On a scale of 1 to 5 "If I could, I would recommend the Fast Delivery app to my colleagues."

Item 4: On a scale of 1 to 5 "If I could, I would choose the Fast Delivery app for my first choice for future deliveries."

The following table will illustrate the frequencies and percentages of the statistics collected from our questionnaire.

- Group 1

According to the findings, nearly half (41.4%) of our respondents in the first group strongly agree that they would continue to buy meals and other items from fast delivery in the future, if they could, and more than a $\frac{1}{3}$ (37.9%) strongly agree that they would purchase meals or other items from the application again if they could. In addition, $\frac{1}{3}$ (37.9%) of respondents strongly agree that they would recommend the application to their colleagues. Finally, almost $\frac{1}{2}$

(44.8%) of respondents strongly agree that if they could, they would choose the Fast Delivery app as their first choice for future deliveries.

Table 11: Frequency scale of the reuse intention variable

Frequency scale of reuse intention		Item 1		Item 2		Item 3		Item 4	
		f	%	f	%	f	%	f	%
Group 1	Strongly disagree	6	6.9	0	0	6	6.9	3	3.4
	Disagree	0	0	9	10.3	6	6.9	6	6.9
	Neither agree nor disagree	15	17.2	18	20.7	12	13.8	21	24.1
	Agree	30	34.5	27	31	30	34.5	18	20.7
	Strongly agree	36	41.4	33	37.9	33	37.9	39	44.8
Group 2	Strongly disagree	3	2.9	0	0	0	0	0	0
	Disagree	6	5.7	6	5.7	6	5.7	9	8.6
	Neither agree nor disagree	21	20	21	20	21	20	24	22.9
	Agree	39	37.1	42	40	42	40	39	37.1
	Strongly agree	36	34.3	36	34.3	36	34.3	33	31.4
Group 3	Strongly disagree	10	8.9	3	2.7	8	7.1	4	3.6
	Disagree	2	1.8	7	6.3	4	3.6	7	6.3
	Neither agree nor disagree	24	21.4	17	15.2	19	17	21	18.8
	Agree	36	32.1	49	43.8	49	43.8	24	21.4
	Strongly agree	40	35.7	36	32.1	32	28.6	56	50
Group 4	Strongly disagree	3	3.4	6	6.9	3	3.4	6	6.9
	Disagree	0	0	0	0	3	3.4	3	3.4
	Neither agree nor disagree	18	20.7	6	6.9	3	3.4	3	3.4
	Agree	22	25.3	37	42.5	40	46	31	35.6
	Strongly agree	44	50.6	38	43.7	38	43.7	44	50.6

Source: SPSS 23

- Group 2

According to the results, more than $\frac{1}{2}$ (34.3%) of our respondents in the second group strongly agree that they would continue to buy meals and other items from fast delivery in the future if they could. In addition, 40% agree that they would both purchase meals or other items from the application again if they could and recommend the application to their colleagues. Finally, 37.1% agree that if they could, they would choose the Fast Delivery app as their first choice for future deliveries.

- Group 3

More than $\frac{1}{3}$ (35.7%) of respondents strongly agree that they would continue to buy meals and other items from fast delivery in the future, if they could and nearly half $\frac{1}{2}$ (43.8%) of respondents agree that they would both purchase meals or other items from the application again if they could and recommend the application to their colleagues. Lastly, $\frac{1}{2}$ (50%) of

respondents strongly agree that if they could, they would choose the Fast Delivery app as their first choice for future deliveries.

- Group 4

As stated in table above, $\frac{1}{2}$ (50.6%) of respondents, strongly agree on that, they would continue to buy meals and other items from fast delivery in the future, if they could, and that they would choose the Fast Delivery app as their first choice for future deliveries (50.6%). While almost half of respondents (43.7%) strongly agree also on that they would purchase meals or other items from the application again if they could and they agree to recommend the application to their colleagues (46%).

4. Recommendation intention

The recommendation intention variable contains three items, those items are:

Item 1: On a scale of 1 to 5 "I plan to introduce the Fast Delivery application to my friends/relatives."

Item 2: On a scale of 1 to 5 "I have thought of passing on the Fast Delivery application link to my friends/relatives."

Table 12: Frequency scale of the recommendation intention variable

Frequency scale of reuse intention		Item 1		Item 2		Item 3	
		f	%	f	%	f	%
Group 1	Strongly disagree	0	0	6	6.9	3	3.4
	Disagree	12	13.8	12	13.8	12	13.8
	Neither agree nor disagree	27	31	33	37.9	18	20.7
	Agree	27	31	15	17.2	36	41.4
	Strongly agree	21	24.1	21	24.1	18	20.7
Group 2	Strongly disagree	0	0	3	2.9	0	0
	Disagree	6	5.7	12	11.4	3	2.9
	Neither agree nor disagree	39	37.1	42	40	<u>51</u>	48.6
	Agree	33	31.4	27	25.7	30	28.6
	Strongly agree	27	25.7	21	20	21	20
Group 3	Strongly disagree	6	5.4	9	8	9	8
	Disagree	6	5.4	9	8	3	2.7
	Neither agree nor disagree	24	21.4	27	24.1	30	26.8
	Agree	<u>52</u>	46.4	37	33	31	27.7
	Strongly agree	24	21.4	30	26.8	39	34.8
Group 4	Strongly disagree	3	3.4	3	3.4	3	3.4
	Disagree	3	3.4	0	0	0	0
	Neither agree nor disagree	6	6.9	3	3.4	12	13.8
	Agree	37	42.5	49	56.3	34	39.1
	Strongly agree	38	43.7	32	36.8	38	43.7

Source: SPSS

Item 3: On a scale of 1 to 5 "I want others to use the Fast Delivery application."

The table above (table 12) will illustrate the frequencies and percentages of the statistics collected from our questionnaire.

- Group 1

According to the results, one third (31 %) claim they "Strongly agree" on introducing the Fast Delivery's application and more than $\frac{1}{3}$ neither agree nor disagree to pass it on to their family, friends, or surroundings, while almost half (41,4 %) agreed that they want others to use the Fast Delivery application.

- Group 2

According to data, more than one-third (37.1 %) of respondents are eager to introduce the app to their relatives, whereas a $\frac{1}{4}$ (25.7 %) are willing to share it with their family, friends, or surroundings. While almost half (48.6 %) of our respondents are undecided about wanting others to use Fast Delivery's app.

- Group 3

According to statistics, over $\frac{1}{2}$ (46.4 %) of our respondents stated that they are keen to introduce the application in their surroundings. While $\frac{1}{3}$ (33 %) acknowledged that, they had considered passing the application to relatives. Finally, $\frac{1}{3}$ (34.8 %) of this sub-group strongly felt that this application should be used by others.

- Group 4

According to the findings, over half of our respondents are prepared to introduce (43.7 %) and share (56.3 %) Fast Delivery's application to their relatives. Meanwhile, nearly half (43.7 %) of the same grouping strongly believed that others should utilize this application.

3. Creation of the new identity and repositioning

3.1. Creation of the new identity

3.1.1. New name

Following a meeting with the company's CEO to discuss the name criteria change, a couple of conditions were considered. The name must be short, simple, and easy to remember and identify; additionally, the name must include the word fast because application users refer to it as Fast rather than Fast Delivery.

To choose a name, brainstorming was used to generate ideas, and as a result, a list of names was proposed, including Fastly, Delyfast, Daily fast, Fasted, Fast dev, Dfast...

Fastly was chosen by the majority of Fast Delivery's employees, with 8 votes out of 11, and Delyfast received 3 votes. On Tuesday, May 25, 2021, the vote was held at the company's headquarters.

3.1.2. Logo change

The company executives demanded a logo that includes an icon that customers can easily distinguish from other competitor brands. Because the old typography gave the impression of a cheap and junk food brand, a typography change was also implemented.

In order to generate ideas alongside Fast Delivery's graphic designer, a brainstorming session was also organized.

As shown in figure 14 below, a set of logos was proposed:

Figure 14 : the set of proposed logos



Source: Elaborated by authors.

The logo colour was not changed because the CEO of Fast Delivery chose it to represent youth; additionally, Fast Delivery is the only home delivery application that uses the colour green in her logo.

On Tuesday, July 13th, the first logo received three votes out of eleven, the second received one vote, the third received six votes, and the last received one vote. This means that the third logo was chosen to represent the brand.

3.2. Creation of the repositioning

We adopted a slogan change as a repositioning approach since it represents the company's positioning., the slogans were all inspired by the following positioning statement, which the company wishes to imprint on the minds of its customers.

- Positioning statement

Fastly is a diverse, a fast-delivery application aimed at people who want to save time but face transportation constraints on a regular basis. Fastly distinguishes itself from its competitors Jumia Food, Yassir Express, and Food beeper by assuring its customers that their orders are being tracked. She assists them step by step in retracing their order until it is delivered.

The slogans have the goal of repositioning the brand, the list below shows a list of the slogans proposed:

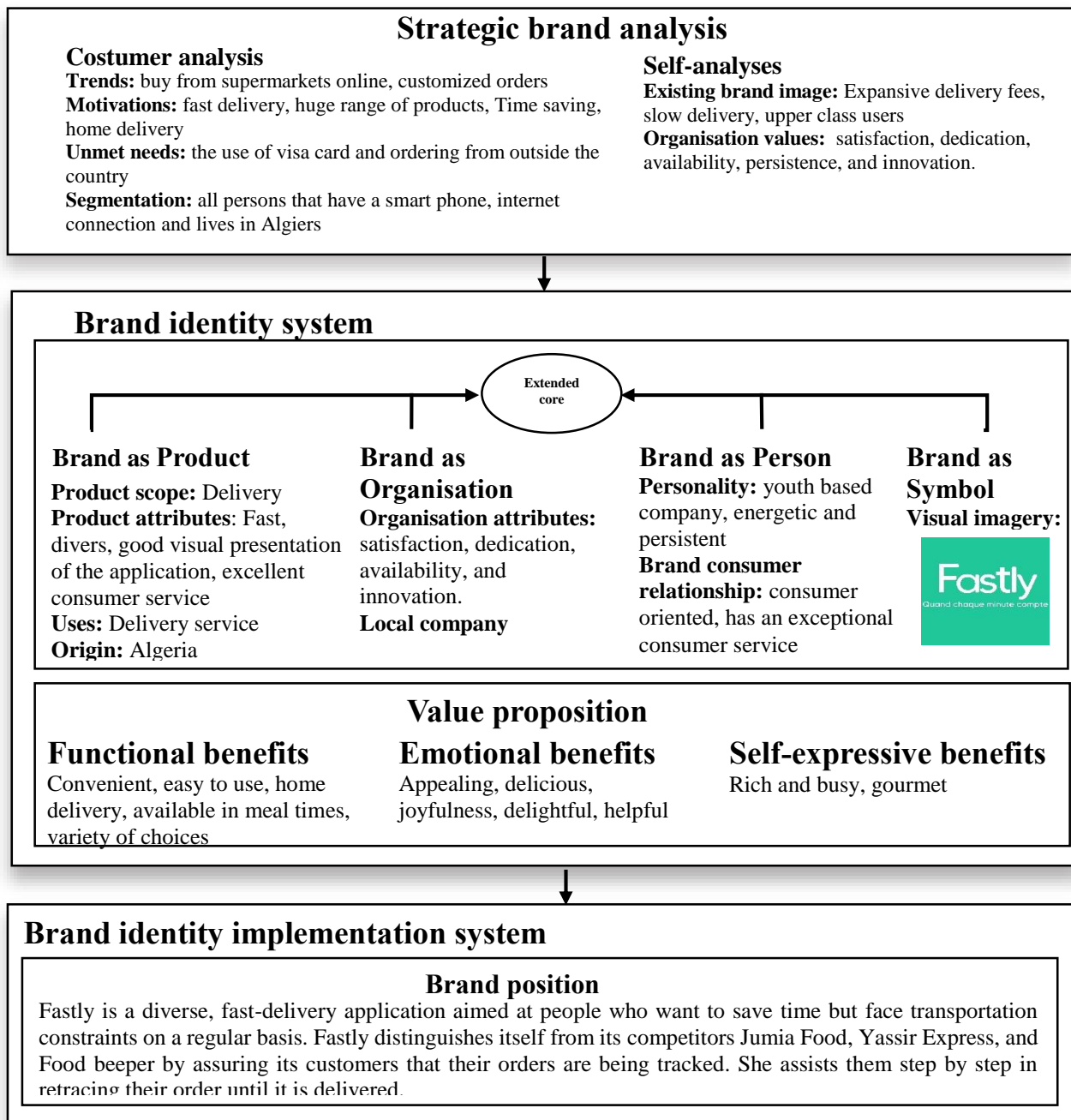
1. Tout le monde veut une livraison rapide
2. Livraison plus gain de temps
3. Il n'y a pas mieux qu'une livraison rapide
4. Livraison rapide pour votre gain de temps
5. À la recherche d'une livraison rapide ?
6. Livraison rapide comme jamais auparavant
7. Avec Fastly finis les soucis
8. Simplement livraison rapide
9. Fastly quand chaque minute compte
10. Fastly rapide et satisfaisant
11. Choisissez la rapidité gagnez du temps

On Tuesday, August 10th, another voting session took place, and all the company's employees voted for the 9th slogan proposed “Quand chaque minute compte”. As a result, it was selected as the study's slogan.

3.3. Fastly's brand identity system

In this study, we applied the brand identity system established by (Aaker d. a., 1996), as depicted below.

Figure 15: Fastly's brand identity system



Source: elaborated by author

4. Exploratory factor analysis

After checking the data in our database, we will proceed to extract the factors underlying the different constructs of our conceptual framework. To do this we use an exploratory factor analysis and more precisely a Principal Component Analysis (PCA).

Before applying this technique, it is necessary to check whether factorization is possible, to decide on the type of rotation to be carried out, to decide on the number of factors to be retained and the minimum weight allowing a factor to be associated with a dimension.

This information is given through the following results:

- Factoring via the KMO index and Bartlett's sphericity test.
- The type of rotation to be chosen is an orthogonal and oblique rotation. In our case, we have opted for the orthogonal rotation (Varimax rotation).
- The number of factors to be retained: We took into consideration Kaiser's rule that only factors with eigenvalues greater than 1 should be retained.
- The number of items to be retained: we used the criterion of (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008) which specifies the allowed minimum weight in the after-rotation matrix by taking into account the size of the simple.

After these brief definitions, we will present the findings of our PCA. This analysis will be divided into two parts. The first will be devoted to the overall analysis, while the second will be devoted to our study's four sub-groups.

4.1.Overall Principal component analysis

The results of an overall principal component analysis are represented in the table below. In order to check the validity and the reliability of our scales, we used a set of indicators for this analysis.

Firstly, KMO indicator values for all variables are very good because they range between 0.7 and 0.08. For our research, we took into account accepting KMO greater than 0.7 by taking in count the rule of (*Kaiser, 1974*) which states that a KMO greater than 0.5 is acceptable for the adequacy of the study's items.

Secondly, the Bartlett sphericity test value for all constructs was 0.000, indicating that they were highly significant.

In terms of the number of factors to be retained, we used the Kaiser rule (*Kaiser, 1974*), which states that factors with eigenvalues greater than 1 should be kept.

Finally, for reading the type matrix after rotation, we took into account the minimum weight of the variables in order to associate them with a factor. To accomplish this, we chose (*Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008, p. 261*) rule, which proposed a rule based on sample size. For our case study, we used the value of 0.35.

The reliability of the measurement scales is verified by the internal consistency test. The threshold for Cronbach's alpha is 0.7.

Table 13: Overall Principal component analysis

All groups	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach Alpha
Brand awareness	0,843	0,000	73,944	3,697	1 (5 items)	0,909
Perceived quality	0,824	0,000	77,693	3,108	1 (4 items)	0,903
Overall perceived value	0,892	0,000	31,258	5,939	1 (17 items)	0,941
			17,312	3,289	2 (1 items)	
			17,309	3,289	3 (0 items)	
			6,093	1,158	4 (1 item)	
Reuse intention	0,814	0,000	76,515	3,061	1 (4 items)	0,893
Recommendation intention	0,747	0,000	86,132	2,584	1(3 items)	0,918

Source: SPSS

In order to determine if there is deference in our sub-groups, we conducted a Principal Component Analysis on the four sub-samples. As depicted below, there is a significant difference in the conduct of our responders, making our study more legitimate. Taking into account the interpretation performed in the first part, we will not dig into the details of the findings because they follow the same selection principles.

Table 14: Principal component analysis of the 4 groups

Group 1	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach Alpha
Brand awareness	0,769	0,000	75,593	3,780	1 (5 items)	0,912
Perceived quality	0,804	0,000	76,290	3,052	1 (4 items)	0,895
Overall perceived value	0,553	0,000	33,563	6,377	1 (9 items)	0,957
			22,433	4,262	2 (5 items)	
			21,671	4,117	3 (5 items)	
Reuse intention	0,749	0,000	75,195	3,008	1(3 items)	0,868
Recommendation intention	0,744	0,000	82,945	2,488	1 (3items)	0,893
Group 2	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach Alpha
Brand awareness	0,882	0,000	80,159	4,008	1 (5 items)	0,938
Perceived quality	0,829	0,000	78,839	3,154	1 (4 items)	0,906
Overall perceived value	0,669	0,000	31,399	8,047	1 (6 items)	0,919
					2 (6 items)	
					3 (2 items)	
					4 (3 items)	
Reuse intention	0,834	0,000	84,598	3,384	1 (4 items)	0,938
Recommendation intention	0,645	0,000	78,026	2,341	1 (3 items)	0,849
Group 3	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach Alpha
Brand awareness	0,703	0,000	71,434	3,572	1 (5 items)	0,897
Perceived quality	0,746	0,000	78,162	3,126	1 (4 items)	0,900
Overall perceived value	0,776	0,000	28,580	5,430	1 (8 items)	0,915
			19,376	3,681	2 (5 items)	
			13,165	2,501	3 (3 items)	
			8,820	1,676	4 (1 item)	
			7,869	1,495	5 (1 item)	
Reuse intention	0,805	0,000	72,640	2,906	1 (4 items)	0,868
Recommendation intention	0,780	0,000	92,885	2,787	1 (3 items)	0,959

Group 4	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach Alpha
Brand awareness	0,747	0,000	68,920	3,446	1 (5 items)	0,865
Perceived quality	0,805	0,000	75,987	3,039	1 (4 items)	0,893
Overall perceived value	0,622	0,000	27,216	5,171	1 (8 items)	0,942
			23,854	4,532	2 (6 items)	
			15,082	2,865	3 (3 items)	
			14,318	2,721	4 (2 items)	
Reuse intention	0,628	0,000	79,140	3,166	1 (4 items)	0,908
Recommendation intention	0,760	0,000	86,142	2,584	1 (3 items)	0,917

Source: SPSS

5. Confirmatory factor analysis

As its name suggests, the purpose of factor analysis is to confirm the constructs of the exploratory analysis. It includes the analysis of the fit of the measurement model, the analysis of the validity and reliability of the constructs and possible modifications to the measurement model.

5.1. Analysis of the quality of fit of the model:

This analysis allows us to verify the fit of the model to the data. In other words, does the data collected in the survey fit the conceptual framework used in the theoretical part. If the fit is unreliable, one of the following changes should be made: either a revision of the conceptual framework, or a review of the survey data, or designing a new survey for realizing a new study. This analysis is important and necessary before launching the hypothesis testing analysis, as the exploratory factor analysis does not allow us to confirm the goodness of fit of the model to the survey data. For this purpose, there are a number of indices classified into three groups:

- The absolute indices that measure the fit of the overall model (El Akremi, Durrieu, Roussel, & Campoy, 2005). In other words, directly the way in which a model is fitted to observed data (Weston & Jr., 2006).
- Incremental indices, which allow the comparison of several models, the tested model with other alternative theoretical models (El Akremi, Durrieu, Roussel, & Campoy, 2005).
- Parsimony indices are used to evaluate the adjustments for each estimated parameter. (El Akremi, Durrieu, Roussel, & Campoy, 2005).

Following the exploratory analysis, we arrived at the following 8 constructs:

1. Brand awareness: contains 5 indicators.
2. Customer-based brand equity: contains 4 indicators.

3. Perceived quality: contains 5 indicators.
4. Experiential perceived value: This is a new dimension that emerged following the PCA; it included escapism value, economic value, excellence value, and entertainment value. We discovered that this dimension could be referred to as experiential value after conducting research in the marketing literature because it represents customers' perceptions of products or services through direct use or indirect observation. (Mathwick, Rigdon, & Malhotra, 2001).
5. Hedonic perceived value: We discovered that we can refer to the new construct as hedonic value and it has five indicators, three of which represent visual appearance and two of which represent entertainment value.
6. Functional perceived value: contains 3 indicators of efficiency.
7. Reuse intention: contains 4 indicators.
8. Recommendation intention: contains 3 indicators.

Then we run a confirmatory factor analysis, but results showed that our model is not a good fit, and in order to adjust our model a couple of modifications were taken in consideration such as adding covariance between error terms and the elimination of some indicators such as: QN1.1, QN1.4, QVPAV.1, QVPAV.2, QVPVD.2, QVPPE.2, QVPPI.2, QVPEF.1, QVPVE.1, QVPVE.2, QVPVE.3, QVPEX.1, QVPEX.2, QRE.4.

Following the completion of our confirmatory analyses, the table below will show the remaining measuring scales.

Table 15: retained measuring scales

Constructs/Dimensions		Measuring Scale		Scale
		Items		
Brand Awareness 5 items		QNI.1 QNI.2 QNI.3 QNI.4 QNI.5	I recall this image when thinking of Fast Delivery/Fastly I can easily recognize Fast Delivery/Fastly own brand logo I can easily recognize Fast Delivery/Fastly with this image in-store I can easily recognize Fast Delivery/Fastly with this image amongst other brands When I think of Fast Delivery/Fastly, I think of certain characteristics	Likert scale of 5 points 1- Totally disagree -5 strongly agree.
Perceived Quality 4 items		QQP.1 QQP.2 QQP.3 QQP.4	This image represents a high-quality brand This image represents a reliable brand This image represents a brand of consistent quality This image represents a brand with a good reputation	Likert scale of 5 points 1- Totally disagree -5 strongly agree.
Perceived Value 19 items	Visual Appeal	QVPAV.1 QVPAV.2 QVPAV.3	The way Fast Delivery/Fastly displays its offers is attractive Fast Delivery/Fastly application is aesthetically appealing I like the way Fast Delivery/Fastly application looks	Likert scale of 5 points 1- Totally disagree -5 strongly agree.
	Entertainment Value	QVPVD.1 QVPVD.2 QVPVD.3	I think Fast Delivery/Fastly application is very entertaining The enthusiasm of Fast Delivery/Fastly application site is catching, it picks me up Fast Delivery/Fastly doesn't just sell products-it entertains me	
	Escapism	QVPES.1 QVPES.2 QVPES.3	Shopping from Fast Delivery/Fastly "gets me away from it all" Shopping from Fast Delivery/Fastly makes me feel like I am in another world I get so involved when I shop from Fast Delivery/Fastly that I forget everything else	
	Intrinsic Enjoyment	QVPPI.1 QVPPI.2	I enjoy shopping from Fast Delivery/Fastly application for its own sake, not just for the items I may have purchased I shop from Fast Delivery/Fastly application for the pure enjoyment of it	
	Efficiency	QVPEF.1 QVPEF.2 QVPEF.3	Shopping from application Fast Delivery/Fastly is an efficient way to manage my time Shopping from the application Fast Delivery/Fastly makes my life easier Shopping from the application Fast Delivery/Fastly fits with my schedule	
	Economic Value	QVPVE.1 QVPVE.2 QVPVE.3	Fast Delivery/Fastly products are a good economic value Overall, I am happy with Fast Delivery/Fastly prices The prices of the product(s) I purchased from Fast Delivery/Fastly application are too high, given the quality of the merchandise.	
	Excellence	QVPEX.1	When I think of Fast Delivery/Fastly, I think of excellence.	

		QVPEX.2	I think of Fast Delivery/Fastly as an expert in the merchandise it offers	
Reuse intention 4 items	QRE.1		If I could, I would continue to purchase products from the Fast Delivery/Fastly app in the future	Likert scale of 5 points 1- Totally disagree -5 strongly agree.
	QRE.2		If I could, I would buy products from Fast Delivery/Fastly app once more	
	QRE.3		If I could, I would recommend the Fast Delivery/Fastly apps to my colleagues	
	QRE.4		If I could, I would choose the Fast Delivery/Fastly app to be my first choice for my next online transactions	
Recommendation Intention 3 items	QR.1		I would like to forward the application to others	Likert scale of 5 points 1- Totally disagree -5 strongly agree.
	QR.2		I would like to tell others where to find the application	
	QR.3		I would like to talk to others about the application	

Source: Elaborated by authors

For the analysis of the goodness of fit of our model, we have retained the following indices.

Based on the findings in table 16, we can conclude that the modified measurement model represented in figure 16 has an acceptable measurement quality.

Table 16: Absolute indices table

	Indices	Target value	Values obtained	Comments
Absolute indices	χ^2 / df	< 5	994.954/242= 4.11 P=0,000	Good
	GFI	> 0.95 if n <300 > 0.90 if n >300	8.40	Close to the norm
	RMR	The closest to zero	0.054	Good
	SRMR	< 0.05 is correct < 0.09 is acceptable	0.0461	Good
	CFI	> 0.9	0.907	Good
	RMSEA	< 0.01 is excellent < 0.05 is correct > 0.08 adequate > 0.10 is bad	0.089	adequate
	PCLOSE	< 0.005	0.000	Good

Source: (Collier, 2020)& Amos 23

This table will represent the standardized estimate as well as the composite reliability of each of our constructs. As we can notice the values of composite reliability are over 0.7, which is an acceptable level of composite reliability according to (Collier, 2020), this allows us to conclude that each construct has internal consistency.

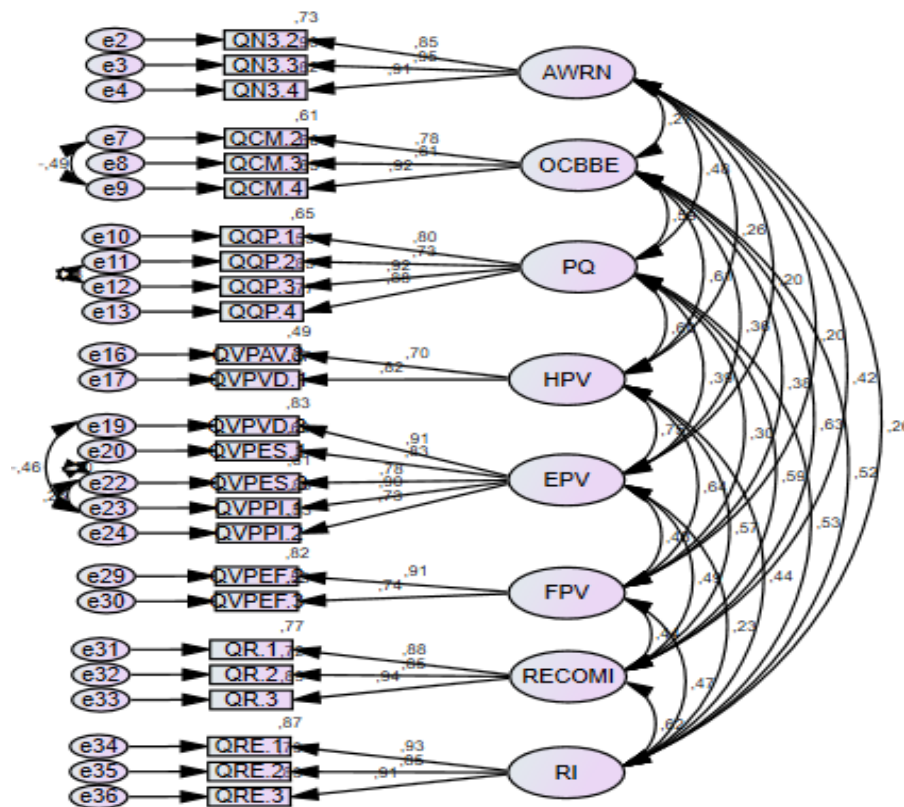
Table 17: Standardized estimates table

Constructs	Standardized regression weight	T - value
Brand awareness (CR= 0,916)		
I can easily recognize Fast Delivery/Fastly own brand logo	,853	**
I can easily recognize Fast Delivery/Fastly with this image in-store	,947	25,837
I can easily recognize Fast Delivery/Fastly with this image amongst other brands	,908	24,458
Perceived quality (CR= 0,902)		
This image represents a high-quality brand	,804	**
This image represents a reliable brand	,727	15,167
This image represents a brand of consistent quality	,925	21,272
This image represents a brand with a good reputation	,877	20,147
Experiential perceived value (CR= 0,917)		
Fast Delivery/Fastly doesn't just sell products-it entertains me	,911	**
Shopping from Fast Delivery/Fastly "gets me away from it all"	,829	21,260
I get so involved when I shop from Fast Delivery/Fastly that I forget everything else	,780	18,782
I enjoy shopping from Fast Delivery/Fastly application for its own sake, not just for the items I may have purchased	,896	22,005
Hedonic perceive value (CR= 0,828)		
I like the way Fast Delivery/Fastly application looks	,700	**
I think Fast Delivery/Fastly application is very entertaining	,816	13,767
Functional perceived value (CR= 0,810)		
Shopping from the application Fast Delivery/Fastly makes my life easier	,906	**
Shopping from the application Fast Delivery/Fastly fits with my schedule	,739	12,557
Reuse intention (CR= 0,928)		
If I could, I would continue to purchase products from the Fast Delivery/Fastly app in the future	,934	**
If I could, I would buy products from Fast Delivery/Fastly app once more	,854	25,529
If I could, I would recommend the Fast Delivery/Fastly apps to my colleagues	,913	29,858
Recommendation intention (CR= 0,920)		
I would like to forward the application to others	,876	**
I would like to tell others where to find the application	,849	22,659
I would like to talk to others about the application	,945	27,379

Source: Amos 23

To portray all of the data in the table above, we chose to display the measuring model, which includes the estimates for each item as well as the correlations between the constructs.

Figure 16: Measuring model



Measuring model

Source: Amos 23

6. Reliability and validity of the study

Another specific objective of confirmatory factor analysis is to measure the construct validity of the model proposed in our conceptual framework. The analysis can be done on four validity measures, namely convergent validity, content validity, discriminant validity and predictive validity. For our case study, we will not do the predictive validity analysis, as our study does not have a predictive purpose.

6.1. Convergent validity

This type of validity determines whether the construct's indicators are all measuring the same thing. Do all indicators "converge" when it comes to measuring this construct? A lack of convergent validity indicates that the indicators are measuring the construct insufficiently or that the indicators are actually a better measure for a separate and possibly similar construct.

To determine convergent validity, we used Fornier and Larcker's rule, which states that we must calculate the Average Variance Extracted (AVE) for each construct. An AVE is calculated by

taking the R² value of each indicator in a construct, adding them all together, and dividing by the total number of indicators. The AVE value must be greater than 0.50 to indicate that the indicators have convergent validity on the construct (Collier, 2020).

$$AVE = \frac{\sum_{i=1}^n Li^2}{n}$$

Li = standardised structural coefficients (standardised regression weights under AMOS)

n = items number

The table below will illustrate the EVE values of our model, as we can notice they are all above 0.50 therefore all our average variance extracted are valid.

Table 18: Average Variance Extracted results

	AVE
Brand awareness	0,734
Perceived quality	0,700
Hedonic perceived value	0,617
Experiential perceived value	0,691
Functional perceived value	0,683
Recommendation intention	0,794
Reuse intention	0,812

Source: Amos 23

In order to make the results more trustworthy we preferred to add the standardize regression weights as shown in the table below.

Table 19: Standardized Regression Weights AVE

Standardized Regression Weights			Estimate
QN3.5	<---	AWRN	,699
QN3.4	<---	AWRN	,907
QN3.3	<---	AWRN	,945
QN3.2	<---	AWRN	,855
QCM.3	<---	OCBBE	,816
QCM.2	<---	OCBBE	,779
QQP.4	<---	PQ	,876
QQP.3	<---	PQ	,924
QQP.2	<---	PQ	,727
QQP.1	<---	PQ	,806

QVPAV.3	<---	HPV	,697
QVPPI.1	<---	EPV	,884
QVPES.3	<---	EPV	,784
QVPES.1	<---	EPV	,835
QVPVD.3	<---	EPV	,909
QVPEF.3	<---	FPV	,742
QVPEF.2	<---	FPV	,903
QRE.3	<---	RI	,913
QRE.2	<---	RI	,854
QRE.1	<---	RI	,934
QVPPI.2	<---	EPV	,731
QR.2	<---	RECOMI	,849
QR.1	<---	RECOMI	,877
QR.3	<---	RECOMI	,944
QCM.4	<---	OCBBE	,919
QVPVD.1	<---	HPV	,822
QVPVD.2	<---	HPV	,831

Source: Amos 23

6.2. Discriminant validity

This entails a set of indicators that are assumed to measure a construct and distinguish it from other constructs. This can be a problem with multicollinear constructs or constructs with a high correlation between them. Discriminant validity, in essence, determines whether the construct is distinct and distinct from other potential constructs of interest (Collier, 2020).

With discriminant validity, we must compute the shared variance between constructs. To obtain this shared variance, a correlation analysis between constructs must be performed by creating a composite variable for each construct. This is accomplished by adding the scores of the indicators for each construct, summing them, and then dividing by the total number. Then, in order to obtain the correlation between constructs, we will square those values. The resulting value should be less than the average variance extracted (AVE) for each construct (Collier, 2020).

We may deduce from the table below that the discriminant validity was validated across all factor pairings. this conclusion was reached after confirming that the square root of AVE is greater than the inter-construct correlations in all factor pairings.

Table 20: Correlations matrix

	RI	AWRN	OCBBE	PQ	HPV	EPV	FPV	RECOMI
RI	0,902							
AWRN	,266	0,857						
OCBBE	,519	,273	0,841					
PQ	,528	,489	,594	0,837				
HPV	,398	,198	,575	,554	0,786			
EPV	,227	,212	,365	,398	,778	0,832		
FPV	,475	,207	,385	,306	,569	,484	0,827	
RECOMI	,624	,431	,627	,587	,485	,490	,438	0,891

Source: Amos 23

6.3. Composite reliability

Composite reliability is a convergent validity indicator that has been proposed as a better alternative to Cronbach's alpha, particularly when using SEM.

This reliability test is calculated based on the factor loadings of indicators obtained from a confirmatory factor analysis, so we need the standardized factor loadings of each construct to calculate it (Collier, 2020). Here's how to figure out the composite reliability for each construct:

$$\frac{(\text{sum of standardized loadings})^2}{(\text{sum of standardized loadings})^2 + (\text{sum of indicator measurement error})}$$

The table below shows the results of calculating the composite reliability; as we can see, all of the CR values are greater than 0.7, indicating high reliability of the study according to (Collier, 2020) .

Table 21: composit realability results

	CR
Brand awareness	0,916
Perceived quality	0,877
Hedonic perceived value	0,902
Experiential perceived value	0,828
Functional perceived value	0,917
Recommendation intention	0,810
Reuse intention	0,920
Brand awareness	0,928

Source: Amos 23

7. Test of hypotheses

Structural equation modelling was used to assess the relationship between our variables and, as a result, the validity of our hypothesis. The SEM will be used to test hypotheses H3, H4, H5a, and H5b, while the average treatment effect will be utilized to examine the differences between our sub-samples (H1a, H1b, H2a, H2b, H6) and determine if the company should pursue a rebranding strategy and which approach should be pursued.

7.1. Test of hypotheses through structural equation modelling

To evaluate the significance of our hypothesis, we first ran a structural equation modelling, which allows us to investigate the different connections between our constructs. As shown in the table.

Hypothesis H3 implies that brand awareness has a positive impact on perceived value; the results shows that the p value was 0.004, indicating that the hypothesis is supported with a threshold signification of 5% (p-value is under 0.05%).

Hypothesis H4 states that perceived quality has a significant effect on perceived value. The results show that the p value is significant as well as the t-value ($t=3.8$), indicating that perceived quality has a significant effect on perceived value, implying that our hypothesis is supported.

Furthermore, hypothesis H5a affirm that perceived value has a significant effect on reuse intention, and the results show that this relationship is supported by a significant p-value as well as a significant t-value ($t=3.98$).

Lastly, hypothesis H5a regarding a positive effect of perceived value on recommendation intention was supported ($t\text{-value}=4.1$; $p\text{-value}<0.001$).

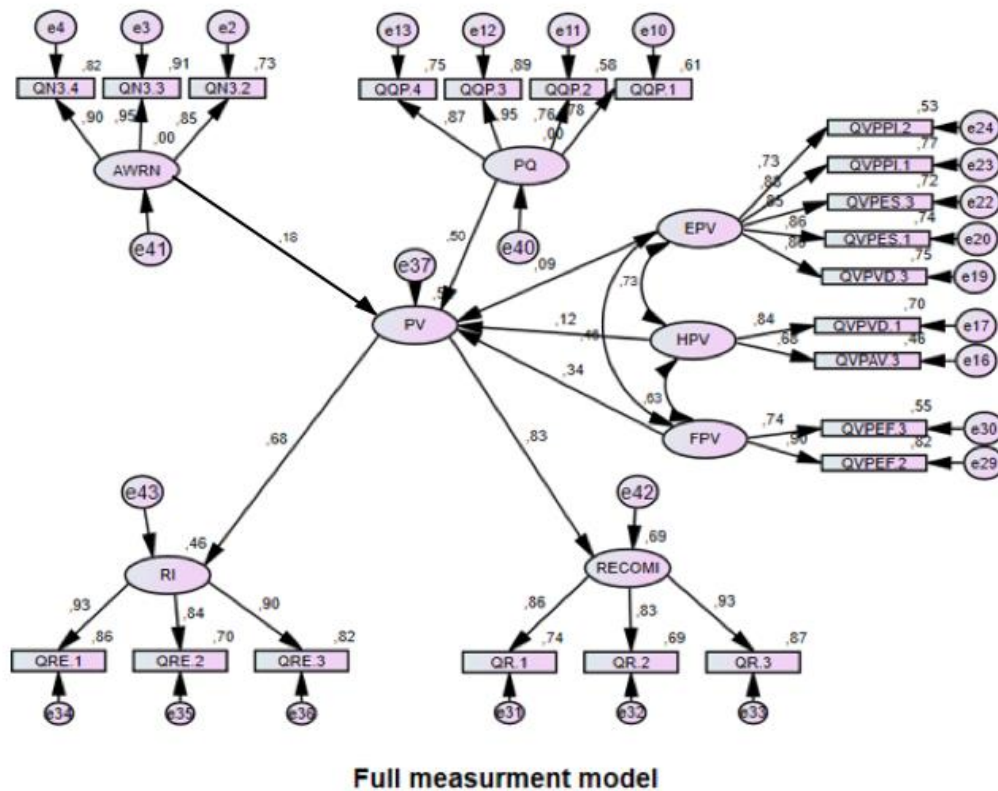
Table 22: T-value and P-value between constructs

			Estimate	S.E.	T-value	P-value
Perceived value	<---	Brand awareness	,421	,155	2,713	,004
Perceived value	<---	Perceived quality	1,161	,306	3,800	***
Reuse intention	<---	Perceived value	,315	,079	3,988	***
Recommendation intention	<---	Perceived value	,319	,078	4,103	***

Source : Amos 23

Note: The significant level is $p<.01$; *** means that the p-value is significant at the level of 0.01

Figure 17: Full measuring model



Source: Amos 23

7.2. Test of hypotheses through average treatment effect

For the second part of our hypotheses testing, we used the average treatment effect method to investigate the effect of rebranding on the variables that needed to be tested in each sub-sample. In the first step of this analyses, we compared means as previously presented in table 4 to ensure that there is no bias in the random assignment.

Second, we calculated the ATE of each group (G1, G2, and G3) in comparison to the control group (G0), as shown in the table below.

Table 23: average treatment effect

Variable of interest	New identity		Repositioning and new identity	
	Mean	% of change	Mean	% of change
Brand awareness	ATE_0^1	-0.46	-8%	
	ATE_0^2	-0.60	-16%	
	ATE_0^3			-0.10 -2.3%
Perceived quality	ATE_0^1	-0.037	-4.4%	
	ATE_0^2	-0.55	-16%	

	ATE_0^3		0.32	8.3%
Reuse intention	ATE_0^1	0.13	3.3%	
	ATE_0^2	-0.019	-4.7%	
	ATE_0^3		0.25	6.3%
Recommendation intention	ATE_0^1	0.25	7.3%	
	ATE_0^2	-0.011	-0.2%	
	ATE_0^3		0.72	20%

Source: stata 14

The findings revealed a significant difference in awareness between the control and treatment groups. As a result, we conclude that the change in visual identity and positioning adds no value to the company's current awareness. This indicates that any change in identity and positioning (name, logo and slogan) reduces the awareness of the brand ($G1=-8\%$, $G2=-16\%$, $G3=-2,3$). Therefore, causes the application's users to become distracted. According to this result, we can say that our hypotheses H1a and H2a stating that new identity and repositioning has a positive impact of brand awareness are not supported.

The results show that there is an improvement in perceived quality between the control group and the third group (8,3%). The new name and slogan will enable the brand "Fast delivery" to be perceived as a high-quality brand, leading us to conclude that the new identity and repositioning has a positive impact on perceived quality. As a result, our hypotheses H1b and H2b are supported.

Furthermore, the data indicates that rebranding has a distinct effect on user loyalty. The new name, typography, and slogan are all positive in terms of reuse ($G1=3,3\%$, $G3=6,3\%$) and recommendation ($G1=7,3\%$, $G3=20\%$) intentions, whereas the new logo is negative ($-4,7\%$, $-0,2\%$). As a result, we can conclude that hypothesis H6, which states that rebranding has a positive impact on brand loyalty, is supported.

Finally, the rebranding strategy had a positive impact on the brand's name, typography, and slogan. This demonstrates that respondents like the overall effect of the name, slogan, and typeface more than the other modifications. We may conclude from this that the slogan's contribution to the transformation strategy is seen as critical: This update satisfies the expectations of consumers who previously believed that the company was facing delivery delays. Thus, the third change will be taken as a reference on this study.

Table 24: test od hypotheses recapitulative table

Hypotheses	Declaration	Sub-samples	Results
H _{1a}	<i>New identity has a positive effect on brand awareness</i>	Rejected	Rejected
		Rejected	
		Rejected	
H _{1b}	<i>New identity has a positive effect on perceived quality</i>	Rejected	Accepted
		Rejected	
		Accepted	
H _{2a}	<i>Repositioning has a positive effect on brand awareness</i>	Not involved	Rejected
		Not involved	
		Rejected	
H _{2b}	<i>Repositioning has a positive effect on brand quality</i>	Not involved	Accepted
		Not involved	
		Accepted	
H ₃	<i>Brand awareness has a positive effect on perceived value</i>	Accepted	
H ₄	<i>Perceived quality has a positive effect on perceived value</i>	Accepted	
H _{5a}	<i>Perceived value has a positive effect on reuse intention</i>	Accepted	
H _{5b}	<i>Perceived value has a positive effect on recommendation intention</i>	Accepted	
H ₆	<i>Rebranding has a positive effect on loyalty.</i>	Accepted	Accepted
		Rejected	
		Accepted	

Source: elaborated by authors

8. Discussion of the results

The analysis of the study's data allows us to draw conclusions regarding the effect of rebranding on brand equity, perceived value, and loyalty, which is divided into two constructs in our study: reuse intention and recommendation intention.

According to our findings, altering the brand's identity and brand's position can advocate a drop-in terms of brand awareness rate, however this reduction will not have a significant influence on the brand's awareness because it has a little percentage of reduction (-2,3%). This loss may be compensated for by strengthening the brand's communication strategy, which underscores the importance of the communication component in the rebranding process presented by (Daly & Moloney, *Managing Corporate Rebranding*, 2004). Furthermore, in terms of perceived quality, we saw an increase in its rate, which explains that the new name "*Fastly*" and the new slogan "*Quand chaque minute compte*" reflect a high-quality brand. As a consequence, we can conclude that rebranding has no detrimental effect on consumer-based brand equity; on the contrary, it has a significant effect on it.

Regarding brand awareness having a substantial influence on perceived value. On the other hand, the findings involving perceived quality have an average influence on perceived value, which makes sense because perceived quality is an antecedent of perceived value, according to (Zeithaml V. , 1988).

Moreover, perceived value appears to have a great effect on reuse and recommendation intentions, accounting for 3.98 and 4.10 respectively which is consistent with the findings of (KIM, JIN-SUN, & KIM, 2008) and (ZHOU, 2011) collected in the hotel sector as well as the findings of (Pham, Hong , & Tuan , 2016) collected in the restraint service.

Finally, in terms of the main goal of our study, which is the effect of rebranding on brand loyalty, we can see that the company's customers stay loyal despite any modifications implemented by the firm. This conclusion was reached as a result of research indicating that it has a significant and favourable influence on reuse and recommendation intention. As a result, it will encourage managers to pursue a rebranding strategy since it has a favourable influence on the company's profitability.

CONCLUSION

This study has given us the opportunity to gain a better understanding of how consumers perceive the changes of name, logo, and slogan as known as rebranding.

The first theoretical contribution of this work is a relevant and instructive insight into the development of our study's conceptual framework. Indeed, in contrast to previous studies that developed conceptual frameworks that represented the relationship between the rebranding and a variable of analysis, our study developed a conceptual framework that grouped all variables of analysis under the theory of rebranding. The selection of this complex conceptual framework enables us to trace the path of rebranding on reuse and recommendation intentions through the use of brand equity and perceived value.

The second contribution is at the level of experimental analysis. This study is based on change assessment methodologies, which allowed us to quantify the varied effects of various modifications on customer perception. For starters, a modest decrease in awareness was seen in the case of the various change techniques. This result shows that the modification is not well received by Fast Delivery's clients. A communication plan following the transition is desirable to improve the company's reputation. However, in terms of perceived quality, only the combined effect of the name and slogan change results in an increase in customer perception. The slogan alone appears to be a key element in the improvement of perceived quality.

Then, for the three changes studied, there appear to be significant differences in post-brand reuse and recommendation intents between the two techniques - name, slogan - and logo change. Intentions decreased in the latter, but increased in the other two.

This suggests that the repositioning and identity changing approach of the company appears to be more profitable than the identity change strategy. Finally, we have verification of the critical role that awareness and perceived value may play in the process of transformation. Awareness and perceived quality has an effect on perceived value, and the latter has an effect on reuse and recommendation intentions.

However, one of the limitations of this work, and a potential avenue for future research, is that the impact of change on consumer perception is tested here under experimental conditions,

without taking into account the effect of communications that frequently accompany changes, or the effect of time. Furthermore, this study took a quantitative approach and did not incorporate the brand association factor. It would be more interesting for future research to conduct this study in a mixed approach, by taking brand image into account.

Finally, on a broader level, our research shows that even in the context of a very slow shift, change remains a dangerous strategic decision that must be properly handled.

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APPENDIX

**APPENDIX A- Table 1: Studies conducted
about Brand equity.**

Study	Description of the concept
The Marketing Science Institute (Leuthesser, 1988)	The set of associations and behaviors on the part of the brand's consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.
(Aaker D. , Managing Brand Equity. New York: Free Press., 1991)	The value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset.
(Swait, Erdem , Louviere , & Dubelaar , 1993)	The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.
(Kamakura & Russell , 1993) & (Lassar, 1995)	Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory
(Keller K. , 1993)	The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brands associations linked to the brand in long-term consumer memory
(Lassar, 1995)	The consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment.
(Aaker D. A., 1996)	Brand equity is: (1) Loyalty (brand's real or potential price premium), (2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand's functional benefits), (6) brand personality, (7) consumers perception of organization (trusted, admired or credible), (8) perceived differentiation to competing brands, (9) brand awareness (recognition & recall), (10) market position (market share), prices and distribution coverage.

Source: (Fayrene & Lee, 2011)

APPENDIX B- Questionnaire

Bonjour Madame, Monsieur,

Nous sommes Kawthar et Yousra, deux étudiantes en 2^e année master, spécialité Marketing Management au niveau de l'École Nationale Supérieure de Management (ENSM). Dans le cadre de notre mémoire de fin d'études, nous effectuons une étude de marché concernant une application de livraison. Nous vous prions de nous aider en répondant à notre questionnaire. Il vous prendra quelques minutes seulement.

Soyez rassurés que toutes les informations seront traitées en toute confidentialité.

Merci infiniment pour votre aide.

1. Questions d'admissibilité

QAD1. Avez-vous l'habitude de vous faire livrer des repas ?

1. Oui
2. Non (si non → pourquoi → fiche signalétique → envoyer le sondage)

QAD2. Avez-vous l'habitude d'utiliser des applications de livraison des repas ?

3. Oui
4. Non (si non → pourquoi → fiche signalétique → envoyer le sondage)

2. Notoriété spontanée

QN1. Quelles marques d'application vous viennent à l'esprit lorsque vous pensez à réaliser une commande de repas ?

.....

3. Notoriété assistée

QN1. Parmi les marques des applications de livraison des repas suivantes, quelles sont celles que vous connaissez ?

	1. Je ne connais pas	2. Je connais de nom seulement	3. Je connais de réputation	4. Je connais d'expérience
QN2.1 Fast Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN2.2 Jumia Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QN2.3 Yassir Express	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN2.4 FoodBeeper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.5 Tem Tem One	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN2.6 Jeebo App	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QF1. Utilisez-vous l’application Fast Delivery pour vous faire livrer des repas ?

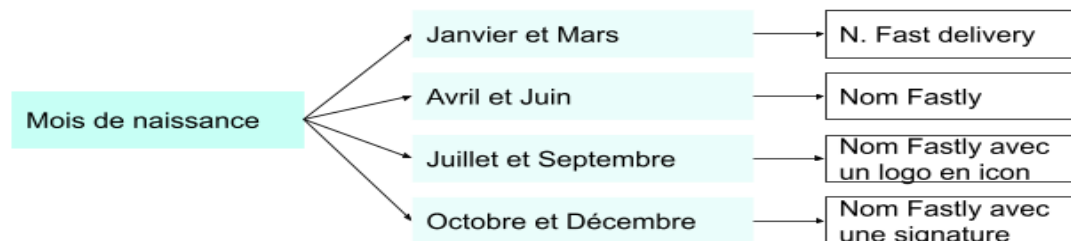
1. Oui
2. Non (si non → pourquoi → fiche signalétique → envoyer le sondage)

4. Question d’orientation

QCE 1. Votre mois de naissance est entre :

1. Janvier et Mars
2. Avril et Juin
3. Juillet et Septembre
4. Octobre et Décembre

En suivant l’arborescence suivante, les répondants seront affectés à la version du questionnaire qui correspond à leur mois de naissance, ces derniers verront seulement une seule catégorie en suivant la méthode d’expérimentation.



Version 1

Dans cette version les répondants sont nés entre Janvier et Mars, ils verront le nom et logo actuel de fast delivery sans savoir que fast delivery envisage d’operer une stratégie de rebranding..



Partie 1

Prenez le temps d'observer cette image avant de répondre aux questions suivantes



I. Notoriété (Yoo & Donthu, 2001) et (Aaker D. , Measuring brand equity across products and markets, 1996)

QN. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fast Delivery que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QN1.1 Je me souviens du nom et du logo en pensant à la marque Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN 1.2 Je reconnais facilement le logo de la marque Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.3 Je reconnais facilement la marque Fast Delivery avec cette image dans l'App store/Play store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.4 Je reconnais facilement l'application avec cette image parmi d'autres applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.5 Lorsque je pense à la marque Fast Delivery, je pense à certaines caractéristiques.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

II. Qualité perçue (Yoo & Donthu, 2001) et (Baalbaki & Guzmán, 2016)

QQP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fast Delivery que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QQP.1 Le nom et le logo de Fast Delivery représentent une marque de haute qualité.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.2 Le nom et le logo de Fast Delivery représentent une marque fiable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.3 Le nom et le logo de Fast Delivery représentent une marque de qualité constante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.4 Le nom et le logo de Fast Delivery représentent une marque ayant une bonne réputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Valeur perçue Une mesure analytique et multidimensionnelle de la valeur (Mathwick , Malhotra , & Rigdon , 2001)

QVP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fast Delivery que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QVPAV.1 La façon dont Fast Delivery présente ses offres est attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.2 L'application Fast Delivery est esthétiquement attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.3 J'aime l'aspect de l'application Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.1 Je pense que l'application Fast Delivery est très divertissante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QVPVD.2 L'enthousiasme de l'application Fast Delivery m'accroche, elle me captive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.3 Fast Delivery ne vend pas seulement des produits, elle me divertit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.1 Les achats sur l'application me permettent de "m'évader".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.2 En faisant mes achats sur l'application Fast Delivery, j'ai l'impression d'être dans un autre monde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.3 Je m'implique tellement quand je fais mes achats chez Fast Delivery que j'oublie tout le reste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.1 J'aime faire des achats sur l'application Fast Delivery en elle-même, et pas seulement pour les articles que je peux acheter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.2 Je fais des achats sur l'application Fast Delivery par pur plaisir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.1 Les achats chez Fast Delivery sont un moyen efficace de gérer mon temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.2 Les achats sur l'application Fast Delivery me facilitent la vie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.3 Les achats sur l'application Fast Delivery s'adaptent à mon emploi du temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.1 Les offres de Fast Delivery ont une bonne valeur économique.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.2 Globalement, je suis satisfait des prix de livraison de Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QVPVE.3 Les prix du ou des produits que j'ai achetés sur l'application Fast Delivery sont trop élevés, compte tenu de la qualité de la marchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.1 Quand je pense à Fast Delivery, je pense à l'excellence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.2 Je pense à Fast Delivery en tant qu'expert des offres qu'elle propose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Re-use intention (Chiu, Chang, Cheng, & Fang, 2009)

QR Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fast Delivery que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QRE.1 Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fast Delivery à l'avenir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.2 Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur l'application Fast Delivery une fois de plus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.3 Si je le pouvais, je recommanderais l'application Fast Delivery à mes collègues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.4 Si je pouvais, je choisirais l'application Fast Delivery pour mon premier choix pour mes prochaines livraisons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VI. Recommandation intention (Huang, Chen, & Wang, 2012)

QR. Après avoir utilisé l'application Fast Delivery donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fast Delivery que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QR.1 Je compte présenter l'application Fast Delivery à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.2 J'ai pensé à passer le lien de l'application Fast Delivery à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.3 Je veux que les autres utilisent l'application Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VI. Contrôle des manipulations

Parmi les photos suivantes quelle est celle que vous aviez vue au début du questionnaire ?

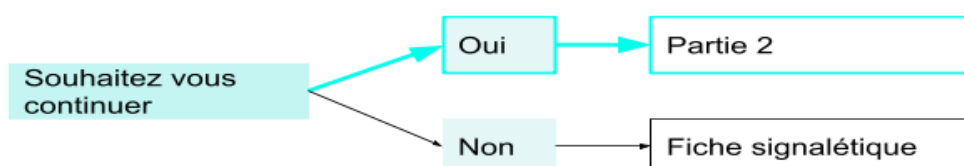


QR. Avez-vous quelques recommandations ou remarques à nous proposer ?

QT. Souhaitez-vous répondre à quelques questions supplémentaires afin de nous aider encore plus dans cette enquête ? Votre aide nous sera très utile

1. Oui
2. Non

Afin d'avoir plus d'informations sur les répondants on a ajouté une deuxième partie au questionnaire qui nous servira à faire le diagnostic de la marque, on a opté pour cette stratégie pour ne pas perdre les répondants qui ont trouvé que le questionnaire est long.



Partie 2

QN3. Savez-vous que vous pouvez réaliser une commande de livraison de fleurs, de cadeaux, d'articles High Tech...etc avec Fast Delivery ?

1. Oui
2. Non

QN4. Savez-vous que vous avez la possibilité de faire des commandes personnalisées avec Fast Delivery ?

1. Oui
2. Non

I. Comportement d'achat

QC1. En moyenne, combien de fois lancez-vous une commande de repas à travers les applications de livraison ?

1. Une fois par semaine
2. 2 à 3 fois par semaine
3. 4 à 5 fois par semaine
4. 6 à 7 fois par semaine
5. Une à deux fois par mois

QC2. Généralement quels types de commandes lancez-vous le plus avec l'application Fast Delivery ?

1. Repas Non Oui
2. Cadeaux Non Oui
3. Fleurs Non Oui
4. Produits animalerie Non Oui
5. Articles High Tech Non Oui
6. Courses au niveau des supérettes Non Oui

QC3. Habituellement quels types de repas commandez-vous chez Fast Delivery ?

1. Pizza Non Oui
2. Tacos Non Oui
3. Sandwichs Non Oui

4. Plats 0 Non 1 Oui
5. Cuisine asiatique 0 Non 1 Oui
6. Cuisine turque 0 Non 1 Oui
7. Cuisine indienne 0 Non 1 Oui
8. Cuisine syrienne 0 Non 1 Oui
9. Gâteaux 0 Non 1 Oui
10. Boissons 0 Non 1 Oui
11. Boucherie 0 Non 1 Oui

QC4. Généralement quel budget consacrez-vous pour lancer une commande avec Fast Delivery ?

1. Entre 500 DA et 1000 DA
2. Entre 1001 DA et 1500 DA
3. Entre 1501 DA et 2000 DA
4. Plus de 2000 DA

QC6. En général, quand utilisez-vous le plus l'application Fast Delivery ?

1. Pour commander le petit déjeuner
2. Pour commander le déjeuner
3. Pour commander le dîner
4. Pendant les creux

QC5. Généralement, utilisez-vous les codes promo offerts par Fast Delivery ?

1. Oui
2. Non (si non → pourquoi)

II. Ensemble évoqué

QE. Citez les applications de livraison que vous envisagez d'utiliser lors du prochain achat ?

.....

QE.1 Fast Delivery 0 Non 1 Oui

QE.2 Jumia 0 Non 1 Oui

QE.3 Jeebo App 0 Non 1 Oui

QE.4 Tem Tem One 0 Non 1 Oui

QE.5 Yassir express 0 Non 1 Oui

QRE. Avez-vous quelques recommandations ou remarques à nous proposer ?

.....

III. Fiche signalétique

QFS1. Vous êtes ?

1. Femme
2. Homme

QFS2. Quel âge avez-vous ?

1. Entre 18 et 24 ans
2. Entre 25 et 34 ans
3. Entre 35 et 44 ans
4. Entre 45 et 54 ans
5. 55 ans et plus

QFS3. Quelle est votre situation sociale ?

1. Célibataire
2. Marié(e) sans enfants
3. Marié(e) avec enfants
4. Divorcé(e)
5. Veuf(e) avec enfants

QFS4. Quelle est votre catégorie socioprofessionnelle ?

1. Commerçant, Indépendant et artisan
2. Cadres supérieur
3. Employé (e)
4. Étudiant (e)
5. Sans emploi
6. Retraité (e)
7. Employeur

QFS5. Veuillez nous citer le numéro de votre wilaya de résidence s'il vous plait

QFS6. Dans quelle tranche de revenus mensuels situez-vous votre foyer ?

1. Moins de 18000 DA
2. De 18 000 DA à 24 999 DA
3. De 25 000 DA à 44 999 DA

4. De 45 000 DA à 64 999 DA
5. De 65 000 DA et plus

Version 2

Dans cette version les répondants sont nés entre avril et juin, ils verront le nouveau nom de Fast Delivery « Fastly » avec une introduction qui leur expliquera que la marque s'apprête à opérer une stratégie de rebranding.



Partie 1

L'entreprise de livraison Fast Delivery s'apprête à changer son nom de marque, et pour cela elle a choisi le nom Fastly pour la représenter. Dans ce questionnaire, vous serez sollicité à répondre à des questions en tenant compte de ce changement.



I. Notoriété

QN. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QN1.1 Je me souviendrai du nom de la marque Fastly en pensant à la marque Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN 1.2 Je reconnaîtrai facilement le nom Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.3 Je reconnaîtrai facilement la marque avec le nom Fastly dans l'App store/Play store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QN1.4 Je reconnâtrai facilement l'application avec le nom Fastly parmi d'autres applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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QN1.5 Lorsque je pense à la marque Fastly, je pense à certaines caractéristiques.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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II. Qualité perçue

QQP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QQP.1 Le nom Fastly représente une marque de haute qualité.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.2 Le nom Fastly représente une marque fiable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.3 Le nom Fastly représente une marque de qualité constante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.4 Le nom Fastly représente une marque ayant une bonne réputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Valeur perçue

QVP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord

QVPAV.1 La façon dont Fastly présente ses offres est attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.2 L'application Fastly est esthétiquement attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.3 J'aime l'aspect de l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.1 Je pense que l'application Fastly est très divertissante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.2 L'enthousiasme de l'application Fastly m'accroche, elle me captive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.3 Fastly ne vend pas seulement des produits, elle me divertit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.1 Les achats sur l'application Fastly me permettent de "m'évader".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.2 En faisant mes achats sur l'application Fastly, j'ai l'impression d'être dans un autre monde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.3 Je m'implique tellement quand je fais mes achats chez Fastly que j'oublie tout le reste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.1 J'aime faire des achats sur l'application Fastly en elle-même, et pas seulement pour les articles que je peux acheter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.2 Je fais des achats sur l'application Fastly par pur plaisir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.1 Les achats chez Fastly sont un moyen efficace de gérer mon temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.2 Les achats sur l'application Fastly me facilitent la vie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.3 Les achats sur l'application Fastly s'adaptent à mon emploi du temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QVPVE.1 Les offres de Fastly ont une bonne valeur économique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.2 Globalement, je suis satisfait des prix de livraison de Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.3 Les prix du ou des produits que j'ai achetés sur l'application Fastly sont trop élevés, compte tenu de la qualité de la marchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.1 Quand je pense à Fastly, je pense à l'excellence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.2 Je pense à Fastly en tant qu'expert des offres qu'elle propose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Re-use intention

QR. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QRE.1 Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fastly à l'avenir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.2 Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur l'application Fastly une fois de plus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.3 Si je le pouvais, je recommanderais l'application Fastly à mes collègues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.4 Si je pouvais, je choisirais l'application Fastly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

pour mon premier choix pour
mes prochaines livraisons.

V. Recommandation intention

QR. Après avoir utilisé l'application Fastly donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QR.1 Je compte présenter l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.2 J'ai pensé à passer le lien de l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.3 Je veux que les autres utilisent l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VI. Contrôle des manipulations

Parmi les photos suivantes quelle est celle que vous aviez vue au début de ce questionnaire ?

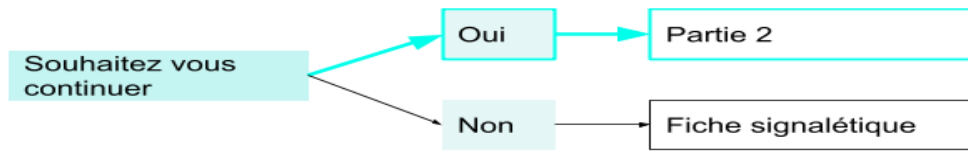


QR. Avez-vous quelques recommandations ou remarques à nous proposer ?

QT. Souhaitez-vous répondre à quelques questions supplémentaires afin de nous aider encore plus dans cette enquête ? Votre aide nous sera très utile

1. Oui
2. Non

Afin d'avoir plus d'informations sur les répondants on a ajouté une deuxième partie au questionnaire qui nous servira à faire le diagnostic de la marque, on a opté pour cette stratégie pour ne pas perdre les répondants qui ont trouvé que le questionnaire est long.



Partie 2

Version 3

Dans cette version les répondants sont nés entre juillet et septembre, ils verront le nouveau nom de Fast Delivery « Fastly » et le nouveau logo sous forme d'icone, avec une introduction qui leur expliquera que la marque s'apprête à opérer une stratégie de rebranding.



Partie 1

L'entreprise de livraison Fast Delivery s'apprête à changer son nom de marque et son logo, et pour cela elle a choisi le nom Fastly pour la représenter. Dans ce questionnaire, vous serez sollicité à répondre à des questions en tenant compte de ce changement.



I. Notoriété

QN. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QN1.1 Je me souviendrai de ce logo et ce nom en pensant à la marque Fast Delivery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN 1.2 Je reconnaîtrai facilement le logo de la marque Fastly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.3 Je reconnaîtrai facilement la marque Fastly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

avec ce logo dans l'App store/Play store.

QN1.4 Je reconnâitrai facilement l'application Fastly avec ce logo parmi d'autres applications.

QN1.5 Lorsque je pense à la marque Fastly, je pense à certaines caractéristiques.

II. Qualité perçue

QQP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QQP.1 Le nouveau nom et logo Fastly représentent une marque de haute qualité.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.2 Le nouveau nom et logo Fastly représentent une marque fiable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.3 Le nouveau nom et logo de Fastly représentent une marque de qualité constante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.4 Le nouveau nom et logo de Fastly représentent une marque ayant une bonne réputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Valeur perçue

QVP Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	pas d'accord				
QVPAV.1 La façon dont Fastly présente ses offres est attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.2 L'application Fastly est esthétiquement attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.3 J'aime l'aspect de l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.1 Je pense que l'application Fastly est très divertissante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.2 L'enthousiasme de l'application Fastly m'accroche, elle me captive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.3 Fastly ne vend pas seulement des produits, elle me divertit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.1 Les achats sur l'application Fastly me permettent de "m'évader".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.2 En faisant mes achats sur l'application Fastly, j'ai l'impression d'être dans un autre monde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.3 Je m'implique tellement quand je fais mes achats chez Fastly que j'oublie tout le reste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.1 J'aime faire des achats sur l'application Fastly en elle-même, et pas seulement pour les articles que je peux acheter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.2 Je fais des achats sur l'application Fastly par pur plaisir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.1 Les achats chez Fastly sont un moyen efficace de gérer mon temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.2 Les achats sur l'application Fastly me facilitent la vie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QVPEF.3 Les achats sur l'application Fastly s'adaptent à mon emploi du temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.1 Les offres de Fastly ont une bonne valeur économique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.2 Globalement, je suis satisfait des prix de livraison de Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.3 Les prix du ou des produits que j'ai achetés sur l'application Fastly sont trop élevés, compte tenu de la qualité de la marchandise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.1 Quand je pense à Fastly, je pense à l'excellence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.2 Je pense à Fastly en tant qu'expert des offres qu'elle propose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Re-use intention

QRE. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QRE.1 Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fastly à l'avenir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.2 Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur l'application Fastly une fois de plus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.3 Si je le pouvais, je recommanderais l'application Fastly à mes collègues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QRE.4 Si je pouvais, je choisirais l'application Fastly pour mon premier choix pour mes prochaines livraisons.

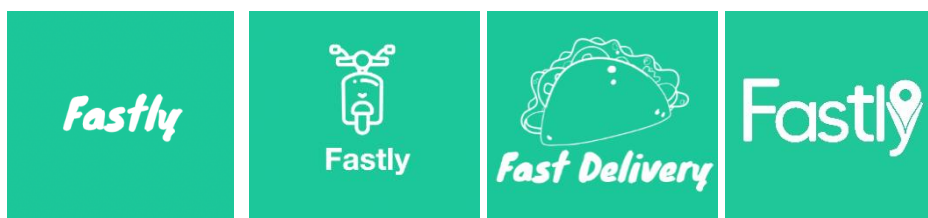
V. Recommandation intention

QR. Après avoir utilisé l'application Fastly donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QR.1 Je compte présenter l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.2 J'ai pensé à passer le lien de l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.3 Je veux que les autres utilisent l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VI. Contrôle des manipulations

Parmi les photos suivantes quelle est celle que vous aviez vue au début de ce questionnaire ?

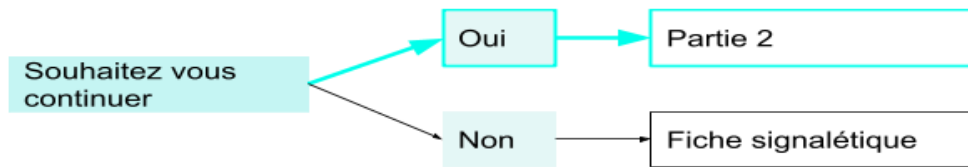


QR. Avez-vous quelques recommandations ou remarques à nous proposer ?

QT. Souhaitez-vous répondre à quelques questions supplémentaires afin de nous aider encore plus dans cette enquête ? Votre aide nous sera très utile

1. Oui
2. Non

Afin d'avoir plus d'information sur les répondants on a ajouté une deuxième partie au questionnaire qui nous servira à faire le diagnostic de la marque, on a opté pour cette stratégie pour ne pas perdre les répondants qui ont trouvé que le questionnaire est long.



Partie 2

Version 4

Dans cette version les répondant sont née entre juillet et septembre, ils verront le nouveau nom de Fast Delivery « Fastly » et le nouveau slogan qui fera la signature de la marque, avec une introduction qui leur expliquera que la marque s'apprête a opérer une stratégie de rebranding.



Partie 1

L'entreprise de livraison Fast Delivery s'apprête à changer son nom de marque et son slogan, et pour cela elle a choisi le nom Fastly pour la représenter. Dans ce questionnaire, vous serez sollicité à répondre à des questions en tenant compte de ce changement.



I. Notoriété

QN. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
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QN1.1 Je me souviendrai du nom et du slogan de cette marque en pensant à la marque Fast Delivery.

QN 1.2 Je reconnâitrai facilement le nom et le slogan de la marque Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.3 Je reconnâitrai facilement la marque Fastly avec ce nom et slogan dans l'App store/Play store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.4 Je reconnâitrai facilement l'application Fastly avec ce nom et slogan parmi d'autres applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QN1.5 Lorsque je pense à la marque Fastly, je pense à certaines caractéristiques.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

II. Qualité perçue

QQP. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QQP.1 Le nom et le slogan de la marque Fastly représentent une marque de haute qualité.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.2 Le nom et le slogan de la marque Fastly représentent une marque fiable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.3 Le nom et le slogan de la marque Fastly représentent une marque de qualité constante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QQP.4 Le nom et le slogan de la marque Fastly représentent une marque ayant une bonne réputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Valeur perçue

QVP Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. d'accord pas d'accord	4. ni d'accord	5. tout à fait d'accord
QVPAV.1 La façon dont Fastly présente ses offres est attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.2 L'application Fastly est esthétiquement attrayante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPAV.3 J'aime l'aspect de l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.1 Je pense que l'application Fastly est très divertissante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.2 L'enthousiasme de l'application Fastly m'accroche, elle me captive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVD.3 Fastly ne vend pas seulement des produits, elle me divertit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.1 Les achats sur l'application Fastly me permettent de "m'évader".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.2 En faisant mes achats sur l'application Fastly, j'ai l'impression d'être dans un autre monde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPES.3 Je m'implique tellement quand je fais mes achats chez Fastly que j'oublie tout le reste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.1 J'aime faire des achats sur l'application Fastly en elle-même, et pas seulement pour les articles que je peux acheter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPPI.2 Je fais des achats sur l'application Fastly par pur plaisir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QVPEF.1 Les achats chez Fastly sont un moyen efficace de gérer mon temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.2 Les achats sur l'application Fastly me facilitent la vie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEF.3 Les achats sur l'application Fastly s'adaptent à mon emploi du temps.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.1 Les offres de Fastly ont une bonne valeur économique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.2 Globalement, je suis satisfait des prix de livraison de Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPVE.3 Les prix du ou des produits que j'ai achetés sur l'application Fastly sont trop élevés, compte tenu de la qualité de la marchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.1 Quand je pense à Fastly, je pense à l'excellence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QVPEX.2 Je pense à Fastly en tant qu'expert des offres qu'elle propose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Re-use intention

QR. Donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. ni d'accord ni pas d'accord	4. d'accord	5. tout à fait d'accord
QRE.1 Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fastly à l'avenir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QRE.2 Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

l'application Fastly une fois de plus.

QRE.3 Si je le pouvais, je recommanderais l'application Fastly à mes collègues.

QRE.4 Si je pouvais, je choisirais l'application Fastly pour mon premier choix pour mes prochaines livraisons.

V. Recommandation intention

QR. Après avoir utilisé l'application Fastly donnez votre degré d'accord (allant de 1 pas du tout d'accord à 5 tout à fait d'accord) avec les affirmations suivantes concernant la marque Fastly que vous venez de voir :

	1. pas du tout d'accord	2. pas d'accord	3. d'accord pas d'accord	4. ni d'accord	5. tout à fait d'accord
QR.1 Je compte présenter l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.2 J'ai pensé à passer le lien de l'application Fastly à mes amis/à mes proches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QR.3 Je veux que les autres utilisent l'application Fastly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VII. Contrôle des manipulations

Parmi les photos suivantes quelle est celle que vous aviez vue au début de ce questionnaire ?

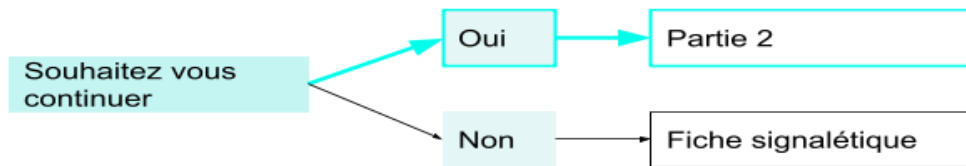


QR. Avez-vous quelques recommandations ou remarques à nous proposer ?

QT. Souhaitez-vous répondre à quelques questions supplémentaires afin de nous aider encore plus dans cette enquête ? Votre aide nous sera très utile

1. Oui
2. Non

Afin d'avoir plus d'information sur les répondants on a ajouté une deuxième partie au questionnaire qui nous servira à faire le diagnostic de la marque, on a opté pour cette stratégie pour ne pas perdre les répondants qui ont trouvé que le questionnaire est long.

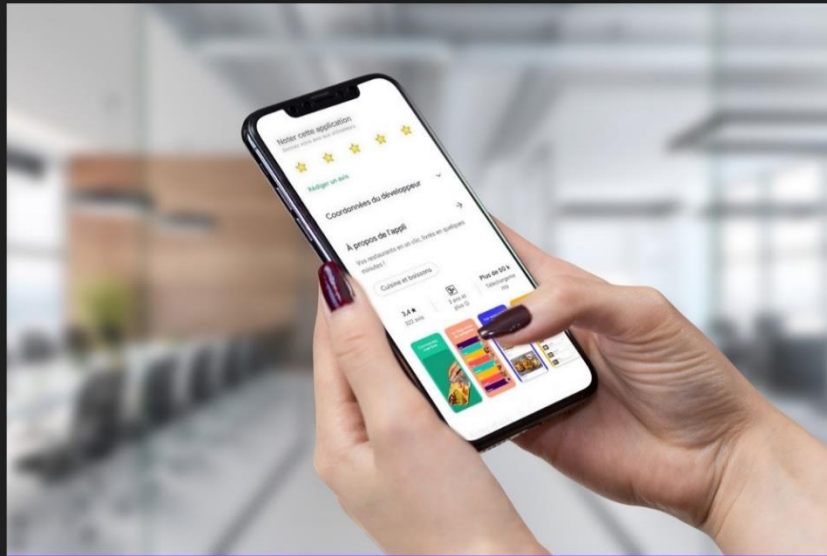


Partie 2

Appendix C- Email sent to Fast Delivery's clients.



Fast Delivery



Vous faites partie de
nos clients les plus fidèles



VOTRE AVIS COMPTE !

Nous faisons une petite étude dans le but d'améliorer notre service, nous vous prions de bien vouloir prendre 5 minutes de votre temps pour répondre à cette enquête

Il vous suffit de cliquer sur le bouton ci-dessous :

[Je Réponds !](#)



Appendix E- Exploratory analyses

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,880
Bartlett's Test of Sphericity	Approx. Chi-Square	14050,226
	df	741
	Sig.	,000

Communalities

	Initial	Extraction
Je me souviens du nom et du logo en pensant à la marque Fast Delivery	1,000	,643
Je reconnais facilement le logo de la marque Fast Delivery	1,000	,852
Je reconnais facilement la marque Fast Delivery avec cette image dans l'App store/Play store.	1,000	,854
Je reconnais facilement l'application avec cette image parmi d'autres applications	1,000	,847
Lorsque je pense à la marque Fast Delivery, je pense à certaines caractéristiques	1,000	,649
C'est raisonnable de commander chez Fast Delivery plutôt que d'une autre marque, même si elles se ressemblent.	1,000	,514
Si je trouve une marque aussi bonne que Fast Delivery je préfère quand même commander chez Fast Delivery	1,000	,693
S'il faut choisir entre Fast Delivery et une autre marque qui a les mêmes offres, je choisirai Fast Delivery.	1,000	,738
Entre une offre de Fast Delivery et une offre identique d'une autre marque, je préfère acheter l'offre de Fast Delivery.	1,000	,746
Le nom et le logo de Fast Delivery représentent une marque de haute qualité	1,000	,702
Le nom et le logo de Fast Delivery représentent une marque fiable	1,000	,763
Le nom et le logo de Fast Delivery représentent une marque de qualité constante	1,000	,851
Le nom et le logo de Fast Delivery représentent une marque ayant une bonne réputation	1,000	,771
La façon dont Fast Delivery présente ses offres est attrayante	1,000	,714
L'application Fast Delivery est esthétiquement attrayante.	1,000	,783
J'aime l'aspect de l'application Fast Delivery.	1,000	,729
Je pense que l'application Fast Delivery est très divertissante.	1,000	,644
L'enthousiasme de l'application Fast Delivery m'accroche, elle me captive.	1,000	,754
Fast Delivery ne vend pas seulement des produits, elle me divertit	1,000	,805
Les achats sur l'application me permettent de "m'évader".	1,000	,810
En faisant mes achats sur l'application Fast Delivery, j'ai l'impression d'être dans un autre monde.	1,000	,840
Je m'implique tellement quand je fais mes achats chez Fast Delivery que j'oublie tout le reste	1,000	,784
J'aime faire des achats sur l'application Fast Delivery en elle-même, et pas seulement pour les articles que je peux acheter.	1,000	,838
Je fais des achats sur l'application Fast Delivery par pur plaisir.	1,000	,674

Les achats chez Fast Delivery sont un moyen efficace de gérer mon temps.	1,000	,683
Les achats sur l'application Fast Delivery me facilitent la vie.	1,000	,697
Les achats sur l'application Fast Delivery s'adaptent à mon emploi du temps.	1,000	,787
Les offres de Fast Delivery ont une bonne valeur économique.	1,000	,698
Globalement, je suis satisfait des prix de livraison de Fast Delivery.	1,000	,558
Les prix du ou des produits que j'ai achetés sur l'application Fast Delivery sont trop élevés, compte tenu de la qualité de la marchandise	1,000	,798
Quand je pense à Fast Delivery, je pense à l'excellence.	1,000	,709
Je pense à Fast Delivery en tant qu'expert des offres qu'elle propose.	1,000	,738
Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fast Delivery à l'avenir.	1,000	,843
Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur l'application Fast Delivery une fois de plus.	1,000	,806
Si je le pouvais, je recommanderais l'application Fast Delivery à mes collègues.	1,000	,850
Si je pouvais, je choisirais l'application Fast Delivery pour mon premier choix pour mes prochaines livraisons.	1,000	,577
Je compte présenter l'application Fast Delivery à mes amis/à mes proches.	1,000	,784
J'ai pensé à passer le lien de l'application Fast Delivery à mes amis/à mes proches.	1,000	,680
Je veux que les autres utilisent l'application Fast Delivery.	1,000	,791

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Je me souviens du nom et du logo en pensant à la marque Fast Delivery		,697						
Je reconnais facilement le logo de la marque Fast Delivery		,892						
Je reconnais facilement la marque Fast Delivery avec cette image dans l'App store/Play store.		,901						
Je reconnais facilement l'application avec cette image parmi d'autres applications		,893						
Lorsque je pense à la marque Fast Delivery, je pense à certaines caractéristiques		,708						
C'est raisonnable de commander chez Fast Delivery plutôt que d'une autre marque, même si elles se ressemblent.				,488				
Si je trouve une marque aussi bonne que Fast Delivery je préfère quand même commander chez Fast Delivery				,750				
S'il faut choisir entre Fast Delivery et une autre marque qui a les mêmes offres, je choisirai Fast Delivery.				,779				
Entre une offre de Fast Delivery et une offre identique d'une autre marque, je préfère acheter l'offre de Fast Delivery.				,708				
Le nom et le logo de Fast Delivery représentent une marque de haute qualité					,623			

Je fais des achats sur l'application Fast Delivery par pur plaisir.	,721						
Les achats chez Fast Delivery sont un moyen efficace de gérer mon temps.	,					,618	
Les achats sur l'application Fast Delivery me facilitent la vie.						,688	
Les achats sur l'application Fast Delivery s'adaptent à mon emploi du temps.						,789	
Les offres de Fast Delivery ont une bonne valeur économique.	,588						
Globalement, je suis satisfait des prix de livraison de Fast Delivery.	,475						
Les prix du ou des produits que j'ai achetés sur l'application Fast Delivery sont trop élevés, compte tenu de la qualité de la marchandise							,814
Quand je pense à Fast Delivery, je pense à l'excellence.				,456			
Je pense à Fast Delivery en tant qu'expert des offres qu'elle propose.	,618						
Si je le pouvais, je continuerais à acheter des repas/ ou autres articles, à partir de l'application Fast Delivery à l'avenir.			,833				
Si je le pouvais, j'achèterais à nouveau repas/ou autres articles sur l'application Fast Delivery une fois de plus.			,812				
Si je le pouvais, je recommanderais l'application Fast Delivery à mes collègues.			,866				

Si je pouvais, je choisirais l'application Fast Delivery pour mon premier choix pour mes prochaines livraisons.								
Je compte présenter l'application Fast Delivery à mes amis/à mes proches.			,604					
J'ai pensé à passer le lien de l'application Fast Delivery à mes amis/à mes proches.			,549					
Je veux que les autres utilisent l'application Fast Delivery.			,460					
			,528					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Appendix D- Fit model

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	83	994,954	242	,000	4,111
Saturated model	325	,000	0		
Independence model	25	8431,967	300	,000	28,107

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,054	,840	,785	,626
Saturated model	,000	1,000		
Independence model	,449	,208	,142	,192

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,882	,854	,908	,885	,907
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,089	,084	,095	,000
Independence model	,264	,259	,268	,000

APPENDIX E- ATE RESULTS

Brand awareness ATE

```

. . teffects ra ( MOY_NOT $xvars , linear) ( var10 ) , ate

Iteration 0:  EE criterion = 9.627e-30
Iteration 1:  EE criterion = 1.876e-31

Treatment-effects estimation      Number of obs   =       192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none

```

MOY_NOT	Coef.	Robust Std. Err.	z	P> z	[95% Conf. Interval]	
ATE						
var10						
(1 vs 0)	-.4665328	.137525	-3.39	0.001	-.7360768	-.1969888
P0mean						
var10						
0	4.336238	.0893211	48.55	0.000	4.161171	4.511304

```

. . teffects ra ( MOY_NOT $xvars , linear) ( var10 ) ,pomeans

Iteration 0:  EE criterion = 9.627e-30
Iteration 1:  EE criterion = 6.490e-32

Treatment-effects estimation      Number of obs   =       192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none

```

MOY_NOT	Coef.	Robust Std. Err.	z	P> z	[95% Conf. Interval]	
P0means						
var10						
0	4.336238	.0893211	48.55	0.000	4.161171	4.511304
1	3.869705	.0993307	38.96	0.000	3.67502	4.064389

Source : STATA

Perceived Quality ATE

```
.. teffects ra ( MOY_CP $xvars , linear) ( var10 ) ,pomeans
```

```
Iteration 0: EE criterion = 4.021e-30
Iteration 1: EE criterion = 1.012e-31
```

```
Treatment-effects estimation      Number of obs   =      192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none
```

MOY_CP	Robust					
	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
POmeans						
var10						
0	3.628262	.0977996	37.10	0.000	3.436578	3.819946
1	3.591526	.0907372	39.58	0.000	3.413684	3.769367

```
.. teffects ra ( MOY_CP $xvars , linear) ( var10 ) ,ate
```

```
Iteration 0: EE criterion = 4.021e-30
Iteration 1: EE criterion = 1.779e-31
```

```
Treatment-effects estimation      Number of obs   =      192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none
```

MOY_CP	Robust					
	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
ATE						
var10						
(1 vs 0)	-.0367362	.1325804	-0.28	0.782	-.296589	.2231165
POmean						
var10						
0	3.628262	.0977996	37.10	0.000	3.436578	3.819946

Source : STATA

Recommendation intention ATE

```
.. teffects ra ( MOY_IRE $xvars , linear) ( var10 ) ,ate
```

```
Iteration 0: EE criterion = 4.149e-30
Iteration 1: EE criterion = 1.047e-31
```

```
Treatment-effects estimation      Number of obs   =      192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none
```

MOY_IRE	Robust		z	P> z	[95% Conf. Interval]	
	Coef.	Std. Err.				
ATE						
var10						
(1 vs 0)	.2509572	.1239448	2.02	0.043	.0080297	.4938846
P0mean						
var10						
0	3.394538	.0989315	34.31	0.000	3.200635	3.58844

```
.. teffects ra ( MOY_IRE $xvars , linear) ( var10 ) ,pomeans
```

```
Iteration 0: EE criterion = 4.149e-30
Iteration 1: EE criterion = 1.047e-31
```

```
Treatment-effects estimation      Number of obs   =      192
Estimator      : regression adjustment
Outcome model  : linear
Treatment model: none
```

MOY_IRE	Robust		z	P> z	[95% Conf. Interval]	
	Coef.	Std. Err.				
P0means						
var10						
0	3.394538	.0989315	34.31	0.000	3.200635	3.58844
1	3.645495	.0751915	48.48	0.000	3.498122	3.792867

Source : STATA

Reuse intention ATE

```
.. teffects ra ( MOY_IREU $xvars , linear) ( var10 ) ,pomeans
```

```
Iteration 0: EE criterion = 1.251e-29
```

```
Iteration 1: EE criterion = 1.098e-31
```

```
Treatment-effects estimation          Number of obs   =       192
```

```
Estimator      : regression adjustment
```

```
Outcome model  : linear
```

```
Treatment model: none
```

MOY_IREU	Robust		z	P> z	[95% Conf. Interval]	
	Coef.	Std. Err.				
POmeans						
var10						
0	3.851796	.1053889	36.55	0.000	3.645238	4.058354
1	3.985999	.089461	44.56	0.000	3.810659	4.161339

```
.. teffects ra ( MOY_IREU $xvars , linear) ( var10 ) ,ate
```

```
Iteration 0: EE criterion = 1.251e-29
```

```
Iteration 1: EE criterion = 1.098e-31
```

```
Treatment-effects estimation          Number of obs   =       192
```

```
Estimator      : regression adjustment
```

```
Outcome model  : linear
```

```
Treatment model: none
```

MOY_IREU	Robust		z	P> z	[95% Conf. Interval]	
	Coef.	Std. Err.				
ATE						
var10						
(1 vs 0)	.134203	.1364322	0.98	0.325	-.1331993	.4016052
POmean						
var10						
0	3.851796	.1053889	36.55	0.000	3.645238	4.058354

Source : STATA