

# Deciphering Consumer-Based Brand Equity, Brand Preference, and Intentions in Algeria's Home Appliance Market

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## ABSTRACT

**Manuscript type:** Research paper

**Research aims:** Consumer-based brand equity (CBBE) and purchase intention are two significant concepts in marketing research that have recently received notable attention from scholars and managers alike. Still, few studies have been conducted in Algeria with a specific focus on the home appliance category. This paper aims to explore the linkages between dimensions of CBBE dimensions (i.e., brand awareness/associations, perceived quality, and brand loyalty) and brand preference and the role of brand preference in shaping purchase intention in the context of home appliance brands in Algeria.

**Design/Methodology/Approach:** The study conducted a quantitative research approach after collecting data from 294 householders. The PLS-SEM statistical approach is used to test the developed hypotheses.

**Research findings:** The findings reveal that CBBE dimensions positively and significantly influence brand preference. Furthermore, brand preference positively influences purchase intention.

**Theoretical contribution:** The study contributes to the understanding of brand dynamics and consumer behaviour in specific market settings of home appliances.

**Practitioner/Policy implications:** The findings offer insights to brand managers and marketers of home appliances in different cultures, empowering them to develop an effective competitive positioning that crafts customer positive responses and drives sales growth.

**Research limitation/Implication:** Rather than including only preferences

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and intentions, other behavioural and market outcomes may overlook the potential effect of CBBE such as defending negative information and market share; the study was conducted using qualitative and cross-sectional methods, qualitative methods would provide more insights into CBBE and attribute-based preferences.

**Keywords:** Consumer-based brand equity, brand loyalty, purchase intention, brand preference, home appliance sector.

**JEL Classification:** M31, M37

## 1. Introduction

Despite the progress of studies in brand management, there is still an imperative need to understand how it is grounded in consumer behaviour theory for both academics and practitioners (Keller, 2016). Consumer-based brand equity (CBBE) is a key concept in marketing research that has been studied in recent years both to understand consumer responses (Cuong, 2023; Chathuranga & Madhuwanthi, 2023) and to provide a roadmap for conceptualising, measuring, and exploring CBBE (Parris & Guzmán, 2023). CBBE is defined as “a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and to that firm’s customers” (Aaker, 1996, p. 15; Maciejewski & Krowicki, 2022). CBBE is a firm’s long-term and valuable asset. In addition, CBBE cannot be diluted in the short term and, as a result, built in the long term by marketing investments (Yoo, Donthu, & Lee, 2000; Mukherjee & Shivani, 2016; Lang, Lim, & Guzmán, 2022).

From an empirical perspective, many models have been proposed based on insights from prior research (Lassar, Mittal, & Sharma, 1995; Yoo & Donthu, 2001; Ha, Janda, & Muthaly, 2010). CBBE is an added value a brand offers beyond its functional advantages, the Aaker’s model is a well-established framework used to comprehend CBBE (Yoo & Donthu, 2001; Shaalan, Hegazy, Tourky, Elshaer, & Ashour, 2022; Oliveira, Heldt, Silveira, & Luce, 2023). The CBBE model is grounded on four key dimensions, including brand awareness, brand association, perceived quality, and brand loyalty. Brand awareness is the degree to which customers are acquainted with a brand, while brand association concerns the set of associations’ consumer form in mind on brand characteristics. Perceived quality is the overall assessment consumers make of a brand’s performance, and brand loyalty represents the customers’ level of commitment to a brand. Together, these dimensions can be advantageous for companies to

develop advantages on a brand's influence and worth in the market. One of the streams that guarantee the brand's strength is its linkage with consumer positive behaviour such as purchase intention (Buil, Martinez, & de Chernatony, 2013; Cuong, 2023), higher satisfaction and loyalty (Ayesh, Abu-Ghazaleh, & Al-Zyoud, 2021), word-of-mouth (Laradi, 2019), acceptance extension (Rajavi, Kushwaha, & Steenkamp, 2022), consumer willingness to pay premium prices (Buil, Martinez, & de Chernatony, 2013; Ngan, Thanh, Phuong, & Vinh, 2019).

Consumer purchase intention, on the other hand, is the intention of a consumer to buy a product or service. Understanding the relationship between CBBE and consumer purchase intention is essential for marketers to develop effective branding strategies (Cobb-Walgreen, Ruble, & Donthu, 1995; Chathuranga & Madhuwanthi, 2023). Investigations have explored the correlation between the overall CBBE (Ngan, Thanh, Phuong, & Vinh, 2019) or individual CBBE dimensions (Shirvani, 2020) and purchase intention to purchase. However, other studies on the same line explained the mechanism of CBBE influence on purchase intention through the mediating role of brand preferences (Cobb-Walgreen, Ruble, & Donthu, 1995; Puspaningrum, 2022). While several studies have explored this correlation, only a limited number of investigations have examined the phenomenon of CBBE-preference-intention in distinct countries with dissimilar backgrounds, cultures, and behaviours (Moslehpour, Chiu, Lin, & Shalehah, 2019; Zhang, van Doorn, & Leeflang, 2014). For instance, Appiah-Nimo et al. 2023 affirmed the relevance of CBBE in predicting the purchase/repurchase intention of luxury fashion brands in South Africa (Appiah-Nimo & Muthambi, 2023). Uford et al. (2021) demonstrated that CBBE impacts brand preferences and repurchase intentions in their study on Nigerian bank service brands. Nevertheless, there persists a need to enhance the pertinence of the CBBE concept within African nations due to its under-researched nature (Akanji, Asare, Sekyere, & Warden, 2023; Asare & Lei, 2017; Petzer, Verster, & Cunningham, 2021).

Algeria has witnessed recently the entry of many national and international brands that manufacture home appliances, making many alternatives in the market available to customers. For example, Algeria's Household Appliances market is expected to reach more than US\$2.1 billion in 2024, with a projected annual growth rate of 2.40% to 2028 (statista, 2024). Hence, considering the substantial implication of competitive positioning (Renani, Aghdaie, Shafiee, &

Ansari , 2021) and consumer behaviour insights (Jamil et al., 2022) of home appliance brands, further studies are reasonable to explore the pertinency of CBBE in-home appliance brands, given its limited examination in the Algerian setting.

Additionally, CBBE is recognised as a dynamic concept and sequential process that evolves (Parris & Guzmán, 2023), the relationship between CBBE and consumer responses is complex (Tasci, 2020; Oliveira 2023). Hence, further studies are needed to enhance the robustness of the CBBE-preferences-intention framework, particularly in the context of the home appliance industry in Algeria. Considering the lack of studies on CBBE application for home appliance brands and its effect on consumer responses, the study aims to address two guiding research questions:

- RQ1: How do CBBE dimensions influence brand preferences in the home appliance market of Algeria?
- RQ2: To what extent do brand preferences influence purchase intentions in the home appliance market of Algeria?

A field survey was utilised to collect data from householders. The survey comprised measures of CBBE dimensions, as well as measures of brand preferences and purchase intention. To examine the proposed hypothesis, the data was analysed using Structural Equation Modeling (SEM). The finding of this study uncovers a research model where increased brand equity dimensions lead to greater brand preference, which subsequently results in higher purchase intention, and this cycle was revealed to be valid for home appliance brands in Algeria.

The findings of this study contribute to the current knowledge of CBBE and consumer behaviour. By testing the CBBE-preference-intention framework in a specific context, the study provides insights into how the impact of CBBE dimensions on consumer responses unfold within the Algerian market of home appliance brands, improving the pertinence of the CBBE model and its hierarchical impact on behavioural responses. The results will help brand managers and marketers of home appliance companies to develop effective brand management strategies that increase customer retention and boost sales. Furthermore, by emphasising the role of preferences in consumer decision-making, practical implications emerge for companies in designing and promoting their branded products or services.

## 2. Literature Review

### 2.1 *Dimensions of consumer-based brand equity*

CBBE is a consumer-centric concept that has been extensively studied in the marketing field since Keller introduced it in 1993 (Keller, 1993). The most comprehensive definition of CBBE is as follows: “A set of brand assets and liabilities linked to a brand, its name, and symbol that adds to or detracts from the value provided by a product or service to a firm and/to to the firm’s customers” (Aaker, 1991, p. 15). Keller’s (1993) original CBBE model focuses on the brand knowledge perspective which refers to the degree to which customers recognise and recall brand names and symbols, and hold favourable, strong, and unique associations with them. Over time, researchers have contributed to the development of CBBE models (Oliveira, Heldt, Silveira, & Luce, 2023). Aaker proposed a five-component that includes brand loyalty, awareness, perceived quality, associations, and other proprietary brand assets (Aaker, 1996). Lassar, et al. (1995) developed a scale to measure CBBE based on the five underlying dimensions: performance, value, social image, trustworthiness, and commitment. Yoo and Donthu (2001), among other scholars, consolidated brand awareness and brand associations into a single dimension while preserving Aaker’s dimension of perceived quality, and brand loyalty. They claimed that awareness is a prerequisite for creating associations with the brand.

Keller’s CBBE model was enhanced to incorporate the *brand resonance* concept, which signifies the strength of the customer’s emotional connection to the brand. Furthermore, this model was expanded to include a continuum of additional constructs ranging from brand salience to brand relationships. Taking the form of pyramid blocks, the bottom of the pyramid represents brand salience, which focuses on the degree to which a brand is noticed and recognised, while the top of the pyramid represents brand resonance, which reflects the intensity and depth of the consumer-brand relationship (Keller, 2001). Vazquez et al. (2002) proposed a framework for understanding consumer behaviour about product features and branding. It defined CBBE as the “overall utility that the consumer associates to the use and consumption of the brand; including associations expressing both functional and symbolic utilities”. The holistic approach encompasses the following dimensions: product functional utility, product symbolic utility, brand name functional utility, and brand name symbolic utility (Vázquez, del Rio, & Iglesias, 2002).

Baalbaki and Guzmán (2010) developed a unique scale to measure CBBE, which consists of four dimensions identified through qualitative research and validated through quantitative analysis: quality, preference, social influence, and sustainability. The quality and preference dimensions were previously included in Aaker and Keller's conceptualisations, and social influence was previously included in Lassar's model (1995), while sustainability (i.e., consumers' perceptions of a brand being environmentally safe, environmentally responsible, sustainable, and healthy) were novel dimensions not included in any previous CBBE scale (Baalbaki & Guzmán, 2010).

According to Tasci (2021), identifying and exploring the underlying dimensions of CBBE remains a difficult task. However, the vast majority of the literature on CBBE agrees on five key components: brand familiarity or awareness, brand image or associations, perceived quality, consumer value, and brand loyalty. Together, these components provide a comprehensive understanding of the total meaning of a brand from the customer's perspective (Tasci, 2021).

In conclusion, the proposed scales have been widely used in the field of brand management and have provided a useful framework for understanding and measuring CBBE. It is crucial to grasp the concept of CBBE as it provides a framework for comprehending the different aspects of brand as assets for companies and gauging the effectiveness of brand management strategies.

### *2.1.1 Brand awareness/association*

Brand awareness refers to "the ability of a consumer to recognise and recall a brand name and represent the first level of brand knowledge" (Keller, 2016, p. 3). It has been long considered recognition of brand awareness and recall of brand awareness as factors determining consumer decision (Percy & Rossiter, 1992). The degree to which consumers are acquainted with a particular brand is what is meant by salience (Keller, 2016). It is considered significant because it is presumed that a brand that is forgotten by consumers is no longer relevant. Although brand awareness may hold greater significance in certain specialised markets that focus solely on brand names, relying exclusively on this measure may provide an incomplete understanding of brand knowledge (Aaker, 1996). The study by Yoo and Donthu (2001) combined two dimensions, namely brand awareness and brand associations, into a single dimension. According to Aaker (1996), brand associations pertain to "the set of perceptions

and beliefs that consumers have about a particular brand". These are conveyed in the form of a brand image, which encompasses the strength, favourability, and distinctiveness of various attributes and benefits of the brand (Keller, 1993; Keller, 2016).

### *2.1.2 Perceived Quality*

Perceived quality is "the consumer's perception and judgment about the overall quality of a product and services compared to the quality of competitors" (Zeithaml, 1988). It is recognised as a multifaceted nature in which a variety of perceived quality attributes are in the attention of research concern for product development and assessment (Stylidis, Wickman, & Söderberg, 2020). Even the perceived quality has a different meaning among product classes; such as soap and bank, the higher quality to which a brand's attributes has been highly associated with CBBE dimensions (Aaker, 1996). Perceived quality has been considered a key dimension of CBBE (Yoo, Donthu, & Lee, 2000; Ngan, Thanh, Phuong, & Vinh, 2019; Fong & Goh, 2021; Aaker, 1996; Baalbaki & Guzmán, 2010). That suggests that when customers perceive a brand to be of high quality, this can provide consumers a reason to buy, enhance product differentiation, lead to higher prices, sustain extension success, and attract channel members (Aaker, 1992). Several studies found that investments in quality have the potential to impact not only responses but also firm financial performance (Coelho & Vilares, 2010; Shrestha, Kadel, & Mishra, 2023).

### *2.1.3 Brand Loyalty*

Brand loyalty refers to "a strong commitment to repeatedly purchase or use a privileged brand in the future, even if external or marketing factors attempt to influence a decision to switch" (Yoo, Donthu, & Lee, 2000). Given the differences existing among brands and the preferences existing among consumers (Jacoby, 1971), the complex concept of brand loyalty has been the subject of relationship marketing for a long time (Jacoby & Kyner, 1973). For many models, brand loyalty is one of CBBE's main assets (Azzari & Pelissari, 2020; Gundona, Yamoah, & ul Haq, 2023), and is considered an attitudinal and behavioural consequence of brand perception (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018).

## *2.2 Brand preferences*

The concept of brand preference was derived from traditional

economics theories and later developed by marketers. Brand preference is one concept that has been studied in marketing to decipher consumers' attitudes and behaviour, based on beliefs about the relative importance of product attributes (Bass & Talarzyk, 1972; Yasri Y., Susanto, Hoque, & Gusti, 2020). Marketers should understand the importance of brand preference and the process of building it (Alreck & Settle, 2010; Shrestha, Kadel, & Mishra, 2023; Tandon & Verma, 2023). For example, content messages, repetitive promotion, sellers' support, and durable and symbolic goods are elements of the marketing mix that contribute to shaping brand preferences (Alreck & Settle, 2010, p. 141). Preferences, as consumers' subjective evaluations of one brand over another based on specific attributes, play an important role in determining consumer engagement, purchase behaviour, and loyalty. In turn, brand preferences are influenced by several factors, including personal values and characteristics, beliefs, attitudes, and past experiences.

### *2.3 Purchase Intention*

Purchase intention is a critical concept in marketing as it reflects the consumers' decision-making process and their ultimate behaviour. The intention to perform is derived from the theory of planned behaviour (Ajzen, 1991) and can be applied to many behavioural domains, assumed to be an immediate antecedent of behaviour (Bosnjak, Ajzen, & Schmidt, 2020). Intention (or willingness) to purchase (or to buy) is defined as "a customer's willingness/intention to buy the desired brand over other brands of the almost same features and quality" (Habib & Sarwa, 2021, p. 135). Purchase intention is used by both scholars and marketers as a behavioural indicator to measure future demand. In the context of home appliances, some studies focus on the purchase intention as an outcome of many variables to highlight their importance in predicting consumers' decision choice (Hien, Phuong, Tran, & Thang, 2020) or some features of the brand (Jamil, et al., 2022).

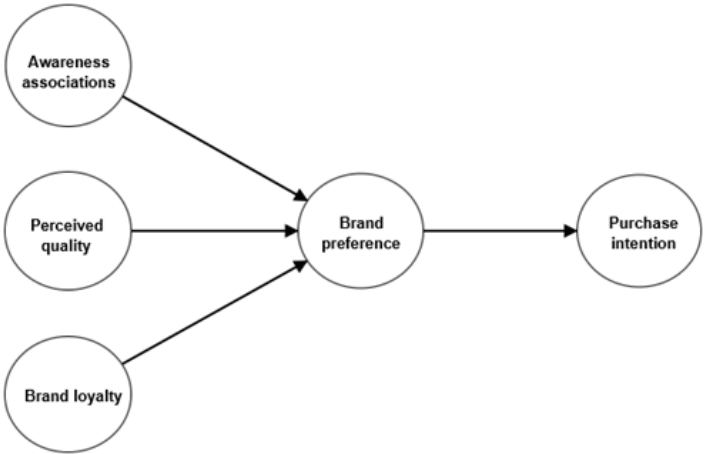
### *2.4 Conceptual model and hypotheses development*

The conceptual model of this research accentuates the CBBE-preference-intention chain (See Figure 1). This study uses the findings from Yoo & Donthu (2001) as the foundation for the research model, which comprises three CBBE constructs: brand awareness/associations, perceived quality, and brand loyalty. The outcomes of CBBE have been thoroughly examined in several



studies across varied product categories and contexts. Particularly, this study examines the association between CBBE constructs and brand preference, as well as between brand preference and purchase intention.

**Figure 1: The Conceptual Model of the CBBE-preference-intention Chain**



*2.4.1 CBBE and brand preference*

Experts in brand management consistently acknowledge the pivotal role of brand equity in influencing the decision-making process of customers and their preferences (Keller, 2001; Keller & Swaminathan, 2020). Several empirical studies highlighted the strong influence of CBBE on brand preference. For example, the study by Chang and Liu (2009) supported the direct positive impact of brand equity on brand preference in the services sector. Buil et al, (2013) conducted research across three different product categories and reached a similar conclusion. Their findings indicate a consistent pattern across various studies, reinforcing the notion that there is a strong association between brand preference and the level of CBBE. More recently, the findings of Kennedy (2020) showed a positive relationship between brand equity and brand preference among users of mobile phone brands in Sri Lanka. Furthermore, a recent study revealed that brand equity nurtures consumers’ preference for automobile brands (Silva & Fernando, 2020). In the context of Pakistan, a study found that CBBE had a strong and positive impact on brand preference (Bashir, Faheem, Hassan, & Shaikh, 2019). Additionally, CBBE has been found to have a positive association with preferences in healthcare services

(Mason, Brown, & Mason, 2023) and the smartphone sector (Shrestha, Kadel, & Mishra, 2023). Hence, this study suggests the following research hypotheses:

- H1: Brand awareness/associations have a positive influence on brand preference.
- H2: Perceived brand quality has a positive influence on brand preference.
- H3: Brand loyalty has a positive influence on brand preference.

#### 2.4.2 *Brand preferences and purchase intention*

The relationship between brand preference and purchase intention is a key concept in consumer behaviour research. While they are defined separately, numerous studies have investigated the relationship between preference and purchase intention in different contexts, and there is evidence to suggest that the two are closely related. Based on consumer behaviour models, a study demonstrated that brand preferences reflect a link between information processing and the intention to purchase or choose is strongly related to repurchase intention (Ebrahim, Ghoneim, Irani, & Fan, 2016). According to Cobb-Walgren et al. (1995), higher equity brands tend to generate greater purchase intention. This suggests that brand preference can be indicative of purchase or usage intention since brand equity is reflected in brand preference. Likewise, some studies conducted on different sectors found that brand preference had a direct positive effect on customer repurchase intentions (Chang & Liu, 2009; Yasri Y. , Susanto, Hoque, & Gusti , 2020; Shrestha, Kadel, & Mishra, 2023; Hwang, Kim, & Kim, 2023; Kim, Chouykaew, Pongsakornrunsilp, Jindabot, & Lee, 2023). Based on that, we hypothesise that:

- H4: Brand preference has a positive influence on purchase intention.

### **3. Methodology**

#### **3.1 Measurement approach**

The survey methodology was used to investigate the linkage among variables of the proposed conceptual model. The first section of the questionnaire includes items that assessed the study variables, whereas the second focuses on gathering consumer profile information. Building upon prior researches, this study adapted 10 items from (Yoo & Donthu, 2001) to measure CBBE which were categorised into three dimensions including brand awareness/brand association (5 items), brand loyalty (3 items), and perceived quality (2

items). To assess brand preferences, three items were adopted from (Ebrahim, Ghoneim, Irani, & Fan, 2016). Additionally, two items of purchase intention were adopted (Jalilvand, Samiei, & Mahdavinia, 2011). All items were measured on a seven-point Likert scale ranging from (1) I strongly disagree to (7) I strongly agree (see Appendix 1).

### 3.2 *Sampling procedures*

Amidst the recent wave of competition among home appliance brands in Algeria, over fifty national and international brands, produced locally, participate annually in a leading international exhibition held in Algeria (Safex, 2024). This study was conducted on three home appliance brands; ENI, Condor, and LG. The rationale behind selecting these brands for the purpose of this study was rooted in the representativity judgment of the industry, that “one brand from each category of the company”. EINE represents public manufacturers, Condor represented private manufacturers, and LG was to represent foreign brands. Separate questionnaires were developed for each brand, and participants were required to choose which brand they would respond to. The questionnaires were administered face-to-face to householders. To facilitate the data gathering activity and minimise its cost, we targeted areas near the researchers’ residence, specifically the western region of Algeria. Thus, the convenience method was adopted. The target population consists of households who are consumers of home appliances in Algeria, they are the primary consumers of home appliances and interact with them daily. However, the extent to which the participant is inclusive was determined by including a screening question at the beginning of the questionnaire to enhance the quality of the study’s outcomes. Adhering to ethical procedures for data gathering from human opinions, we clearly stated the study’s objectives, accenting its exclusive application for scientific investigation. In the survey, participants were invited to take part freely, with the assurance that their evaluation would be treated as confidential.

The PLS-SEM offers advantages in handling complex models and small representative sample sizes (Guenther, Guenther, Ringle, Zaefarian, & Cartwright, 2023). According to the 10 times rule (Hair, Hult, Ringle, & Sarstedt, 2022), the minimum sample size required in our study is 170 (17 items\*10 times). As we examined multiple brands, we continued to gather additional sample data to avoid imprecision by purifying the responses. Throughout the data collection period, a total of 390 responses were collected. However, 56 questionnaire responses were excluded as they indicated no interest

in TV products at all. On top of that, 40 responses were invalid. The rate of net responses was 75%.

### 3.3 Analysis methods

To examine the relationships within the conceptual framework, statistical techniques related to Partial Least Squares Structural Equation Modeling (PLS-SEM) were utilised as the aim of the study was to estimate model predictions rather than develop a newly validated model (Hair, Risher, Sarstedt, & Ringle, 2019).

## 4. Results

### 4.1 Sample profile

The sample profile consists of 294 participants, with the majority (53%, 156 respondents) identified as male. In terms of educational level, the majority (94.2%, 277 respondents) of the participants possessed a university degree, while a small percentage (4.1%, 17 respondents) did not reach such qualifications. Moreover, the majority (44%, 129 respondents) of the participants fell within the 18-25 age range, followed by 30% (88 respondents) in the 26-37 age range, 18% (53 respondents) in the 38-57 age range, and 8% (24 respondents) in the over 57 age group. Regarding income levels, the majority (36.1%, 117 respondents) of the participants had a monthly income below \$250, whereas a similar proportion (36.7%, 108 respondents) earned between \$250 and \$500. A smaller yet significant portion (23.5%, 69 respondents) earned more than \$500. As for occupational categories, the majority (50%, 146 respondents) of the participants were classified as public employees, while smaller percentages were categorised as jobless (20%, 60 respondents), private sector employees (21%, 62 respondents), and business owners (9%, 26 respondents).

**Table 1: Distribution of the Sample Characteristics**

		n	%
<b>Gender</b>	Male	156	53
	Female	138	47
<b>Education level</b>	University degree	277	94.2
	Non-university degree	17	4.1

		n	%
<b>Age (Years)</b>	18-25	129	44
	26-37	88	30
	38-57	53	18
	> 57	24	8
<b>Income level</b>	\$250	117	36.1
	\$250 and \$500	108	36.7
	> \$500	69	23.5
<b>Occupation</b>	Public employees	146	50
	Private employees	62	21
	Business owners	26	9
	Unemployed	60	20

#### 4.2 Measurement model

Before conducting tests of relationships of the model, we are obligated to test the validity of the instruments. For that reason, we conducted Cronbach's alpha, CR, AVE, and Fornell-Larcker criteria to estimate the validity and reliability of the measurement. Table 2 summarises the reliability of the constructs' model: brand equity dimensions, brand preferences, and purchase intention. Table 0 shows that all constructs have high Cronbach's alpha values ranging from 0.884 to 0.943, signifying that the items are internally consistent for each construct (Hair, Risher, Sarstedt, & Ringle, 2019). An additional measure of internal consistency is Composite Reliability (CR) which indicates that the items of each variable are highly consistent and reliable when the values are above 0.70 (Hair, Risher, Sarstedt, & Ringle, 2019). The result shows that all dimensions have high CR values ranging from 0.929 to 0.963. Moreover, all variables had high Average Variance Extracted (AVE) values, specifically falling within the range of 0.814 to 0.929. These AVE values are higher than the rule of thumb of 0.50, indicating a higher degree of variance extraction (Hair, Risher, Sarstedt, & Ringle, 2019). In the same table, the analysis showed that all items enjoy high factor loadings, ranging from 0.847 to 0.965, indicating that they strongly interpreted the role of each item to their defining variables as they are higher than the rule of thumb 0.708 (Hair, Risher, Sarstedt, & Ringle, 2019). In conclusion, the items adopted in the study are considered valid and reliable measures for their corresponding constructs within the specific context. This implies that researchers can have full confidence in using these items to continue assessing the predictive power of the model.

**Table 2: Factor Loading and Constructs Reliability**

	Items	Factor loading	Cronbach's Alpha	CR	AVE
<b>Awareness/ Associations</b>	Association1	0.908	0.943	0.956	0.814
	Association2	0.922			
	Association3	0.868			
	Association4	0.897			
	Association5	0.917			
<b>Brand Preference</b>	Preference1	0.932	0.914	0.946	0.854
	Preference2	0.930			
	Preference3	0.910			
<b>Brand Loyalty</b>	Loyalty1	0.847	0.884	0.929	0.814
	Loyalty2	0.936			
	Loyalty3	0.920			
<b>Purchase Intention</b>	Intention1	0.965	0.923	0.963	0.929
	Intention2	0.965			
<b>Perceived Quality</b>	Quality1	0.962	0.916	0.960	0.922
	Quality2	0.959			

Source: Primary data analysis output.

Based on the Fornell-Larcker criterion presented in Table 3 and observed in the oblique, it is clear that the square root of the AVE for each variable exceeds the correlation with other constructs within the model. This indicates that the measures adopted in this study are unique and independent from one another. As a result, the Fornell-Larcker Discriminant validity test is effectively met (Hair, Hult, Ringle, & Sarstedt, 2022). In addition, the same table showed that all specific constructs being measured have strong correlations with each other, ranging from  $r = 0.602$  (Perceived Quality has a strong correlation with Purchase Intention) to  $r = 0.885$  (Perceived Quality has the highest correlation with Awareness/Associations). Considering the positive associations among the variables within the research model, it is viable to proceed with assessing the causal relationship to estimate path coefficients as expected through the conceptual model.

**Table 3: Discriminant Validity, Correlation Matrix**

	1	2	3	4	5
1. Awareness/Associations	<b>0.902</b>				
2. Brand Loyalty	0.702	<b>0.902</b>			
3. Brand Preference	0.789	0.816	<b>0.924</b>		
4. Perceived Quality	0.885	0.652	0.759	<b>0.960</b>	
5. Purchase Intention	0.660	0.806	0.786	0.602	<b>0.934</b>

Source: Primary data analysis output.

### 4.3 Structural model

As the current study investigates the full mediating role of brand preference on the relationship between CBBE dimensions and purchase intention and is conducted on three brands of home appliances in Algeria, all hypotheses were tested through PLS-SEM using standard algorithms of PLS-SEM and bootstrapping. The explanatory power of the proposed model was determined by evaluating  $R^2$  values. As Figure 1 and Table 4 show, the results of SEM indicate that CBBE dimensions explain a variation of 81% in brand preference, whereas brand preference explains a variation of 61% in purchase intention. The high  $R^2$  could negatively impact the regression model, for that reason it is suggested to rely on the VIF value of each relationship in the model (Wong, 2013). The generally accepted cut-off for VIF is 5, with higher values denoting levels of multicollinearity (Hair, Risher, Sarstedt, & Ringle, 2019). Table 4 shows that the highest VIF value is 4.29 between brand awareness/associations and brand preference which is below the cut-off.

The report of PLS-SEM shows that brand awareness/image of the studied brands of home appliances in Algeria has a significant positive relationship ( $\beta = 0.20$ ,  $t = 3.16$ ,  $p \leq 0.050$ ) with brand preference. The outcomes back the hypothesis H1 that brand awareness/associations have a positive influence on brand preference. Similarly, the path coefficient between perceived quality and brand preference was found to be positive and statistically significant ( $\beta = 0.20$ ,  $t = 3.16$ ,  $p \leq 0.050$ ), signifying those stronger levels of perceived quality of studied brands are linked to higher levels of consumer preferences. The outcomes support hypothesis H2 that perceived brand quality has a positive influence on brand preference

Furthermore, the path coefficient between brand loyalty and brand preference was strongly positive and statistically significant ( $\beta$

= 0.58,  $t = 13.13$ ,  $p \leq 0.050$ ), this suggests that when consumers have a higher level of loyalty towards a brand, they are more inclined to favour that particular brand. The outcomes indicate that there is sufficient evidence to back hypothesis H3 that brand loyalty has a positive influence on brand preference.

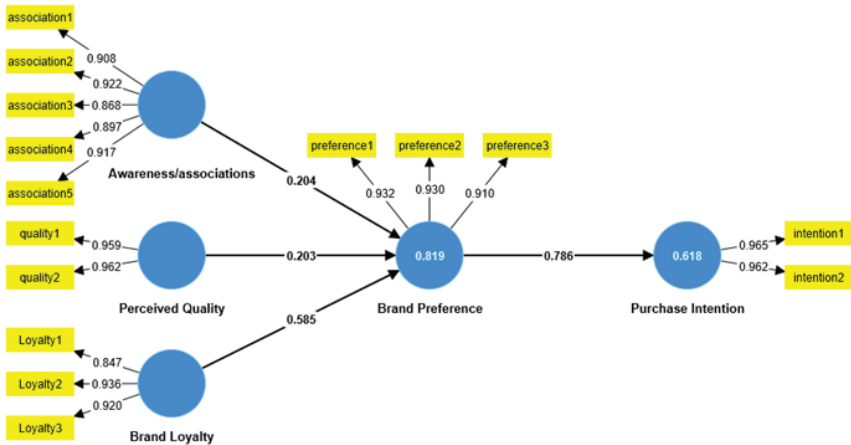
Additionally, the causal relationship between brand preference and purchase intention was also strong, positive, and statistically significant ( $\beta = 0.78$ ,  $t = 28.35$ ,  $p \leq 0.050$ ), this indicates that consumer preference for a specific brand can tell in advance the consumer tendency to purchase the brand. The results support the hypothesis H4 that the brand preference has a positive influence on purchase intention.

**Table 4: PLS-SEM Results for Path Coefficients and Significance**

	$\beta$	t value	p-value	VIF	Result	R <sup>2</sup>
H1. Awareness/ Associations -> Brand Preference	0.205	3.168	0.002	4.292	Supported	0.819
H2. Perceived Quality -> Brand Preference	0.203	3.166	0.002	3.788	Supported	
H3. Brand Loyalty -> Brand Preference	0.585	13.132	0.000	2.012	Supported	
H4. Brand Preference -> Purchase Intention	0.786	28.350	0.000	1.000	Supported	0.618

Source: Primary data analysis output.

**Figure 2: Results of the Conceptual Model**





## 5. Discussion

As experts in brand management pointed out, brand equity influences the decision-making process and drives customers' preference toward the specific brand (Keller & Swaminathan, 2020), the study aimed to investigate empirically the extent to which CBBE dimensions hold significant importance in shaping brand preference and further intentions in the specific context of three brands of home appliance brands in Algeria. The results indicate that consumers are more likely to develop a high level of preference for brands that possess a substantial level of CBBE. It is worth mentioning that brand loyalty has the greatest influence on consumer response, as manifested by brand preference, compared to perceived quality and brand awareness/image dimensions. Furthermore, the results indicate that consumers who prefer a specific brand would tend to purchase the brand.

According to many previous studies across several industries (Veloutsou, Christodoulides, & de Chernatony, 2013; Ren, Choe, & Song, 2023; Molinillo, Ekinci, & Japutra, 2019; Asamoah, 2014), CBBE dimensions hold a significant role for brand success, showing a fundamental position in determining customers' responses. These studies demonstrate that CBBE is an essential factor in consumer behaviour, and creating a strong brand can be an effective strategy for increasing consumer preference and purchase intention across various product categories and contexts. The results of this study are consistent with the studies contributing to estimates of the positive influence of brand equity on brand preference within many investigated contexts and cultures (Buil, Martinez, & de Chernatony, 2013; Chang & Liu, 2009; Kennedy, 2020; Silva & Fernando, 2020; Puspaningrum, 2022; Shrestha, Kadel, & Mishra, 2023; Uford & Duh, 2021). In addition, our findings of the positive relationship between brand preference and purchase intention support previous studies on brand management (Cobb-Walgreen, Ruble, & Donthu, 1995; Chang & Liu, 2009; Bashir, Faheem, Hassan, & Shaikh, 2019) and consumer behaviour (Ebrahim, Ghoneim, Irani, & Fan, 2016; Bass & Talarzyk, 1972).

### 5.1 *Theoretical and practical implications*

The results of this research will add to the current body of knowledge concerning brand equity theory and consumer behaviour theory. By examining the chain of CBBE-preferences-intention, this study offers a better comprehension of the linkages between CBBE dimensions and consumer purchase intention in the context of the Algerian home appliance sector.

The findings align with the suggestions of the Aaker model's CBBE, which posits that brand equity encompasses brand awareness, associations, perceived quality, and loyalty, thereby determining consumer perceptions, attitudes, and purchasing decisions (Aaker, 1996; Yoo, Donthu, & Lee, 2000). Our findings underscore the significance of brand awareness/association, quality, and loyalty in impacting preferences, consequently leading to a notable willingness to purchase. Another model that resonates with our findings is the hierarchy of effects model, which suggests that consumers progress through cognitive, affective, and behavioural stages during purchase decisions (Lavidge & Steiner, 1961). Our research highlights how robust CBBE can influence each stage of this hierarchy, spanning from awareness and perceived quality to preference, ultimately driving favorable consumer intention.

The full mediation of brand preference has not been studied before. Thus, by delving into the CBBE-preferences-intention chain, this study deepens our understanding of the factor of brand preference that influences consumers' purchases (Ebrahim, Ghoneim, Irani, & Fan, 2016) and its role interplayed between CBBE dimensions and consumer intentions (Cobb-Walgren, Ruble, & Donthu, 1995; Chang & Liu, 2009), offering valuable insights into how brand perception and customer preferences shape consumer behaviour. Furthermore, while Aaker's model, as empirically developed by Yoo and Donthu (2001), has been extensively studied and applied in various contexts (Oliveira, Heldt, Silveira, & Luce, 2023), its replicability in the Algerian context remains unexplored. This study filled this gap by examining the applicability of both the model and chain effect in the cultural context of the North African country, Algeria. By doing so, it contributes to the generalisability of the Aaker model and provides insights into its effectiveness in diverse cultural settings.

Given that understanding consumer behaviour is important for the home appliance industry (Hien, Phuong, Tran, & Thang, 2020; Jamil, et al., 2022), the findings of this research hold practical significance, enhancing this understanding can empower brand managers and marketers to make informed decisions when crafting their promotion and branding strategies (Lang, Lim, & Guzmán, 2022). Furthermore, the findings highlight the role of preferences in the consumer decision-making process, emphasising the need for businesses to align their offerings with consumer desires to achieve a competitive edge in the market. Following the study findings, it is worthwhile to adapt communication strategies meticulously to effectively shape and strengthen the brand equity perception toward home appliances to the intended consumers. This involves

prominence messages appeal regarding essential brand attributes, benefits, and values that resonate with the discernible preferences of consumers. Likewise, it is recommended to give primacy to manufacturing product quality that lines up closely with the brand preferences, because based on the findings indicating that CBBE positively influences brand preference, which in turn influences behavioural intentions, it is recommended that aligning marketing communications with actual product performance significantly enhances the likelihood of achieving success in the marketplace.

## 5.2 *Limitations and further research*

One of the study's constraints arises from its narrow focus on three specific brands. To increase the applicability of the results, it would be beneficial to incorporate a more extensive and varied selection of brands in the sample. This broader inclusion would facilitate a more comprehensive understanding of the factors that contribute to successful brand management, particularly when comparing global brands to local ones. Similarly, the study specified the industry or context of the brands under investigation. It is worth considering that CBBE can vary across industries and markets, it would be valuable to explore this chain effects within other specific industries or market segments to better understand the nuances and unique challenges associated with different brand contexts. Moreover, the study places significant emphasis on customer preferences and intentions as behavioural outcomes, potentially overlooking other crucial indicators of brand performance such as sales growth and market share. In addition, this study neglected the influence of CBBE on difficult behavioural aspects regarding valuable brands. Further research should delve deeper into the role of CBBE on premium price, defending brand, and negative information to understand how brands respond to challenges.

From the methodological perspective, the study primarily relies on quantitative data analysis. Therefore, conducting qualitative methods, such as interviews or focus groups, would provide more insights into CBBE dimensions, attribute-based preferences, and the underlying reasons for consumer brand behaviour. Additionally, conducting the model fit with more sophisticated statistical techniques would enhance the accuracy and reliability of the model and provide a more robust analysis. As a last limitation to underscore, the study may be limited by its duration and cross-sectional nature, as it may not capture the dynamic nature of brand equity over time. Conducting a longitudinal study with data collected

at multiple time points would enable a more in-depth analysis of the factors that contribute to the influence of brand strength on consumer responses over time.

### 5.3 Conclusion

Integrated frameworks of previous contributions will be beneficial for brand managers and marketers as they strive to create effective brand management strategies that enhance customer retention and boost sales. Studying the CBBE phenomenon through its dimensionality and effect on consumer responses contributes significantly to the existing literature on brand equity theory and consumer behaviour theory. The practical implications of these findings offer valuable guidance to brand managers and marketers of different product categories in different cultures, by enabling them to develop effective branding strategies that promote customer retention and drive sales growth.

#### Appendix 1: The Questionnaire

<b>Brand Awareness and Association</b>	
1. X is a comparatively recallable brand to me	(Yoo & Donthu, 2001)
2. I am aware of X	
3. I can quickly recall the symbol or logo of X	
4. I have no difficulty in imagining X in my mind	
<b>Brand Loyalty</b>	
5. I consider myself to be loyal to X	(Yoo & Donthu, 2001)
6. X would be my first choice at all	
7. I will recommend X to others	
<b>Perceived Quality</b>	
8. The likelihood that X would be functional is very high	(Yoo & Donthu, 2001)
9. The likely quality of X is extremely high	
<b>Brand Preference</b>	
10. I like X more than any other brand of TV product	(Ebrahim, Ghoneim, Irani, & Fan, 2016)
11. X is my preferred brand over any other brand of TV product	
12. When it comes to purchasing a TV, X is my first preference	
<b>Purchase Intention</b>	
13. I would purchase X rather than other brands available	(Jalilvand, Samiei, & Mahdavinia, 2011)
14. I will purchase X in the future	

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