

Exploring the effect of brand image on e-WOM through brand value: Evidence from Condor in the Algerian Home Appliance Market

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Abstract---In the era of digital connectivity, electronic word of mouth (e-WOM) has become a pivotal driver of consumer decision-making and brand success. This study investigates the influence of brand image—conceptualized through cognitive, affective, and behavioral dimensions—on e-WOM, with brand value serving as a mediating construct. Grounded in consumer-based brand equity theory and signaling theory, the study develops a conceptual framework linking how consumers' perceptions of a brand influence their willingness to engage in brand-related online conversations. The research focuses on **Condor**, a leading Algerian home appliance manufacturer, providing an empirical context from an emerging market. A quantitative approach will be employed using a structured questionnaire distributed to current and potential consumers. Data will be analyzed using Structural Equation Modeling (SEM) to test both direct and indirect effects among the variables. Preliminary expectations suggest that a positive brand image significantly enhances consumers' engagement in e-WOM, and that this relationship is strengthened when brand value—measured through brand awareness, perceived quality, brand associations, and brand loyalty—is high. The study offers practical implications for brand managers aiming to foster online advocacy by enhancing brand perception and value in digitally driven markets.

Keywords---Brand Image, Electronic Word of Mouth, Brand Value, Consumer Engagement, Condor, Algeria.

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1. Introduction

In today's increasingly digital and competitive business environment, brands are compelled to invest in building strong relationships with consumers by creating powerful and consistent brand images. A positive brand image plays a crucial role in shaping consumer behavior, especially in the online context where users share experiences and opinions rapidly through digital platforms. This has brought attention to the growing impact of **electronic word of mouth (e-WOM)**, which refers to any positive or negative statement made by potential, actual, or former customers about a product or company, made available to a multitude of people via the internet.

While numerous studies have examined the effects of brand image on consumer loyalty and purchase intentions, the role of **e-WOM** as a behavioral response driven by brand perception remains underexplored, particularly in emerging markets. Moreover, few studies have considered the **mediating role of brand value**, which encompasses consumers' perceptions of brand awareness, perceived quality, brand associations, and brand loyalty, in explaining how brand image influences consumers' willingness to engage in e-WOM. Understanding this mediating mechanism is essential for marketers aiming to leverage brand equity to drive positive online engagement.

This study is grounded in **Consumer-Based Brand Equity theory** (Keller, 1993; Aaker, 1991) and **Signaling Theory**, which together provide a solid conceptual framework for analyzing how brand-related cues influence consumer behavior. The focus of the research is on **Condor**, a prominent Algerian brand in the home appliance sector, whose competitive positioning relies not only on product performance but also on the perceptions consumers hold about the brand in a digitally driven marketplace.

1.1 Problem of the Study

Given the rising importance of brand-related interactions in digital environments, especially via social media and review platforms, it is crucial to understand how consumers' **mental image of a brand** influences their inclination to generate and spread **electronic word of mouth**. Additionally, the extent to which **brand value** enhances or modifies this relationship remains an open question in the Algerian context. Thus, the core problem this study seeks to address is:

To what extent does brand value mediate the relationship between brand image and electronic word of mouth in the context of Condor home appliances in Algeria?

1.2 Objectives of the Study

In light of the stated problem, this study aims to:

1. Explore the influence of brand image (cognitive, affective, and behavioral dimensions) on electronic word of mouth.
2. Assess the mediating effect of brand value on the relationship between brand image and e-WOM.
3. Identify which components of brand value (awareness, perceived quality, associations, loyalty) play the most significant role in driving e-WOM.
4. Provide practical recommendations to brand managers on how to enhance brand perception to encourage positive online advocacy in the Algerian home appliance sector.

1.3 Significance of the Study

This research contributes to academic literature by:

- Addressing a clear gap in studies linking brand image to e-WOM through brand value in an emerging market.
- Offering empirical insights into Algerian consumer behavior toward local brands in a sector dominated by both domestic and international competitors.

- Informing strategic marketing decisions for companies like **Condor**, seeking to strengthen their online reputation and consumer engagement.

1.4 Scope and Limitations

- **Conceptual scope:** This study focuses on three key constructs: brand image (independent variable), brand value (mediating variable), and e-WOM (dependent variable), with well-established sub-dimensions drawn from the literature.
- **Geographical scope:** The research targets consumers of Condor products across various Algerian cities, with emphasis on regions where the brand is most active.
- **Temporal scope:** The data collection and analysis were conducted during the second half of 2024.
- **Methodological limitation:** The study employs a quantitative approach, which may limit in-depth exploration of subjective consumer insights that qualitative methods might reveal.

2.1 Brand Image

2.1.1 Conceptual Definition

Brand image refers to the set of perceptions, beliefs, emotions, and experiences that consumers associate with a brand. It represents the mental picture that forms in consumers' minds based on both direct and indirect brand interactions. According to Keller (1993), brand image is defined as "perceptions about a brand as reflected by the brand associations held in consumer memory." Aaker (1996) emphasizes that brand image is built over time through consistent brand communication, customer experience, and perceived brand attributes.

In essence, brand image functions as a **mental filter** through which consumers interpret brand messages and make purchase-related decisions. It encapsulates both **rational (cognitive)** and **emotional (affective)** evaluations and may strongly influence consumer behaviors such as brand preference, loyalty, and word of mouth.

2.1.2 The Strategic Importance of Brand Image

Brand image is a critical element in **consumer-based brand equity models**, acting as a key input into customer perceptions and behavioral responses. A favorable brand image helps a company:

- Differentiate itself in a crowded market,
- Create emotional attachment with customers,
- Improve perceived value,
- Influence post-purchase behaviors such as loyalty and recommendation intentions.

In the digital age, brand image not only influences buying decisions but also determines how consumers speak about the brand online—either positively or negatively—thus making it a strong antecedent of **electronic word of mouth (e-WOM)**.

2.1.3 Dimensions of Brand Image

The multidimensional nature of brand image is widely acknowledged in the marketing literature. Most scholars converge on a **three-dimensional model**:

A/ Cognitive Dimension:

This dimension reflects the consumer's knowledge, beliefs, and information about the brand. It includes perceived product attributes, functional benefits, and performance-related associations (Eysenck & Keane, 2015). For example, a consumer may associate Condor with "affordable quality" or "locally made home appliances."

B/ Affective Dimension:

This refers to the emotional reactions or feelings a consumer has toward a brand, such as admiration, trust, or excitement (Dowling, 2001). It is shaped by past experiences, advertising tone, and social influence.

C/ Behavioral Dimension:

This captures the consumer's actions and predispositions related to the brand—such as willingness to buy, recommend, or interact with the brand (Ferrand & Pages, 1999). A strong behavioral response suggests an active, engaged relationship with the brand.

2.1.4 Empirical Studies on Brand Image

Several studies have empirically validated the role of brand image in shaping consumer behavior:

- **Chaudhuri and Holbrook (2001)** found that brand image significantly predicts brand loyalty and purchase intent, especially when the affective component is strong.
- **Hailin Qu (2011)** integrated brand image in tourism branding and confirmed that positive image leads to higher intention to revisit and recommend.
- In emerging markets, **Kartono & Rao (2008)** demonstrated that brand image strongly affects perceived brand value, which in turn impacts consumer advocacy behaviors.

In the context of the Algerian market, where brand perception is heavily influenced by both local reputation and perceived foreignness, the three-dimensional model provides a robust basis for examining how consumers form and act on their brand perceptions

2.2 Brand Value

2.2.1 Conceptual Definition

Brand value, also referred to as brand equity, represents the total worth of a brand as perceived by consumers, based on their knowledge, experience, and emotional connection with the brand. It reflects the **added value** that a brand name brings to a product beyond its functional attributes. According to Aaker (1991), brand value 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.” Keller (1993) emphasizes a **consumer-based brand equity** approach, where brand value is shaped by consumers' reactions to brand-related marketing activities.

In this sense, brand value is not merely a financial metric but a **perceptual construct** shaped by long-term consumer-brand interactions, and it serves as a **mediator** between brand image and behavioral outcomes such as loyalty and advocacy, including electronic word of mouth.

2.2.2 Strategic Importance of Brand Value

Brand value plays a pivotal role in marketing strategy, as it helps:

- Justify premium pricing and pricing stability,
- Strengthen consumer trust and engagement,
- Enhance marketing efficiency by increasing brand recall and preference,
- Provide a buffer during market crises or negative publicity.

In digital contexts, brands with **high perceived value** are more likely to inspire positive online reviews and recommendations, thus turning loyal consumers into brand advocates. It also acts as a **moderator**, amplifying or attenuating the impact of brand image on downstream variables such as e-WOM.

2.2.3 Dimensions of Brand Value

Researchers have proposed several frameworks to capture the multidimensional nature of brand value. This study adopts the widely accepted structure proposed by Aaker (1996) and Keller (2008), which includes the following four dimensions:

A/ Brand Awareness:

The degree to which a consumer can recognize or recall a brand. High brand awareness increases the likelihood that a brand will be included in the consumer's consideration set during decision-making (Percy & Rossiter, 1992).

B/ Brand Associations:

Mental connections between the brand and key attributes, benefits, emotions, or experiences. Strong, favorable, and unique associations strengthen brand value and differentiation (Kotler et al., 2012).

C/ Perceived Quality:

Consumers' subjective evaluation of a brand's overall excellence or superiority. It is often based on tangible cues, such as product durability, features, or consistency (Zeithaml, 1998).

D/ Brand Loyalty:

The extent to which consumers consistently choose the brand over competitors. Loyalty reflects both attitudinal commitment and behavioral repetition and is a central component of long-term brand value (Chaudhuri & Holbrook, 2001).

2.2.4 Empirical Studies on Brand Value

Numerous empirical studies have explored the role of brand value in consumer behavior:

- **Raggio and Leone (2005)** differentiated between brand equity and brand value, emphasizing the managerial implications of measuring value as a perception rather than a financial outcome.
- **Kartono and Rao (2008)** confirmed that brand value mediates the relationship between brand image and consumer advocacy behaviors, especially in emerging markets.
- **Chen et al. (2008)** demonstrated that perceived brand value enhances online engagement and customer retention.
- In an Algerian context, building brand value remains a strategic priority for local brands such as **Condor**, which compete not only on price and functionality but also on trust and perceived brand superiority.

Thus, brand value represents a **crucial mediating construct** in understanding how consumer perceptions translate into meaningful actions such as e-WOM

2.3 Electronic Word of Mouth (e-WOM)**2.3.1 Conceptual Definition**

Electronic Word of Mouth (e-WOM) refers to any positive or negative statement made by actual or potential customers about a product, service, or company, and made accessible to a large audience through digital platforms such as social media, online forums, review websites, blogs, and messaging applications. Unlike traditional word of mouth, which is limited by geography and interpersonal networks, **e-WOM is more scalable, visible, and persistent**, allowing it to exert significant influence on consumer behavior and brand reputation.

Hennig-Thurau et al. (2004) define e-WOM as "any statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." This form of consumer-generated content plays a pivotal role in shaping perceptions, especially in the **pre-purchase stage**, and often has **higher credibility** than brand-generated communication.

2.3.2 The Strategic Role of e-WOM in Digital Branding

In the digital era, e-WOM acts as a **social proof mechanism**, reducing perceived risk and uncertainty. Consumers tend to trust peer opinions and experiences more than traditional advertising. Therefore, **e-WOM has become a critical driver of:**

- Brand awareness and discovery
- Purchase intentions and decision-making
- Consumer trust and engagement

- Brand loyalty and advocacy

For firms operating in competitive and saturated markets—such as the home appliance sector in Algeria—positive e-WOM can serve as a powerful differentiation tool, especially for **local brands like Condor** striving to build or maintain consumer confidence in the face of strong foreign competitors.

2.3.3 Dimensions of e-WOM

e-WOM is typically considered a **multi-dimensional construct**, and while there is some variation in frameworks, the following core dimensions are widely recognized:

A/ Message Valence:

Refers to the sentiment expressed in the message—positive, negative, or neutral. Positive e-WOM enhances brand credibility and attractiveness, while negative e-WOM can rapidly damage a brand's image.

B/ Message Volume:

Denotes the quantity or frequency of e-WOM generated about a brand. A high volume of discussions, even with mixed valence, increases the visibility and influence of a brand in online environments.

C/ Message Credibility:

Refers to the perceived trustworthiness and reliability of the content shared. It is influenced by the source, tone, and consistency of the message. e-WOM is considered more credible when it comes from real customers with identifiable profiles or verified purchases.

D/ Intention to Share:

Represents the willingness of consumers to actively disseminate brand-related content across digital platforms. This behavioral dimension is influenced by satisfaction, emotional connection, and perceived brand value.

In this study, e-WOM is treated as a **global construct** capturing consumers' overall tendency to engage in brand-related digital communication as a behavioral outcome of brand perception.

2.3.4 Empirical Foundations of e-WOM

The significance of e-WOM has been demonstrated across multiple empirical contexts:

- **Cheung and Thadani (2012)** found that brand image and perceived value are significant antecedents of positive e-WOM behavior.
- **Litvin et al. (2008)** emphasized the role of emotional engagement in triggering online sharing behaviors.
- **Erkan and Evans (2016)** confirmed that e-WOM significantly influences consumers' online purchase intentions across various product categories.
- In North African and Arab markets, studies have shown that **peer recommendations and social influence via online platforms** outweigh traditional media in shaping consumer opinions, particularly in technology and durable goods sectors.

These findings reinforce the idea that **a favorable brand image—when supported by high perceived brand value—can effectively stimulate positive e-WOM**, especially in markets where online trust is still being built

3. Conceptual Framework and Hypotheses Development

3.1 Conceptual Model of the Study

To examine the proposed relationships between the variables, the current study relies on a conceptual model that integrates the direct and indirect effects of brand image on electronic word of mouth (e-WOM), with brand value serving as a mediating variable. This model is constructed based on theoretical foundations drawn from Consumer-Based Brand Equity Theory and Signaling Theory.

The brand image variable is operationalized through three primary dimensions: cognitive, affective, and behavioral. These dimensions reflect how consumers think about, feel toward, and behave in response to a brand.

Brand value is treated as a multidimensional construct encompassing four dimensions: brand awareness, brand associations, perceived quality, and brand loyalty. These components are hypothesized to mediate the relationship between brand image and e-WOM.

Electronic word of mouth is conceptualized as a general behavioral response reflecting consumers' willingness to engage in brand-related online interactions, including sharing experiences, posting reviews, and recommending the brand to others in digital contexts.

The conceptual model illustrates both the direct effect of brand image on e-WOM, as well as the indirect effect via brand value. Additionally, the model allows for the analysis of the individual contribution of each brand image and brand value dimension in shaping consumer behavior.

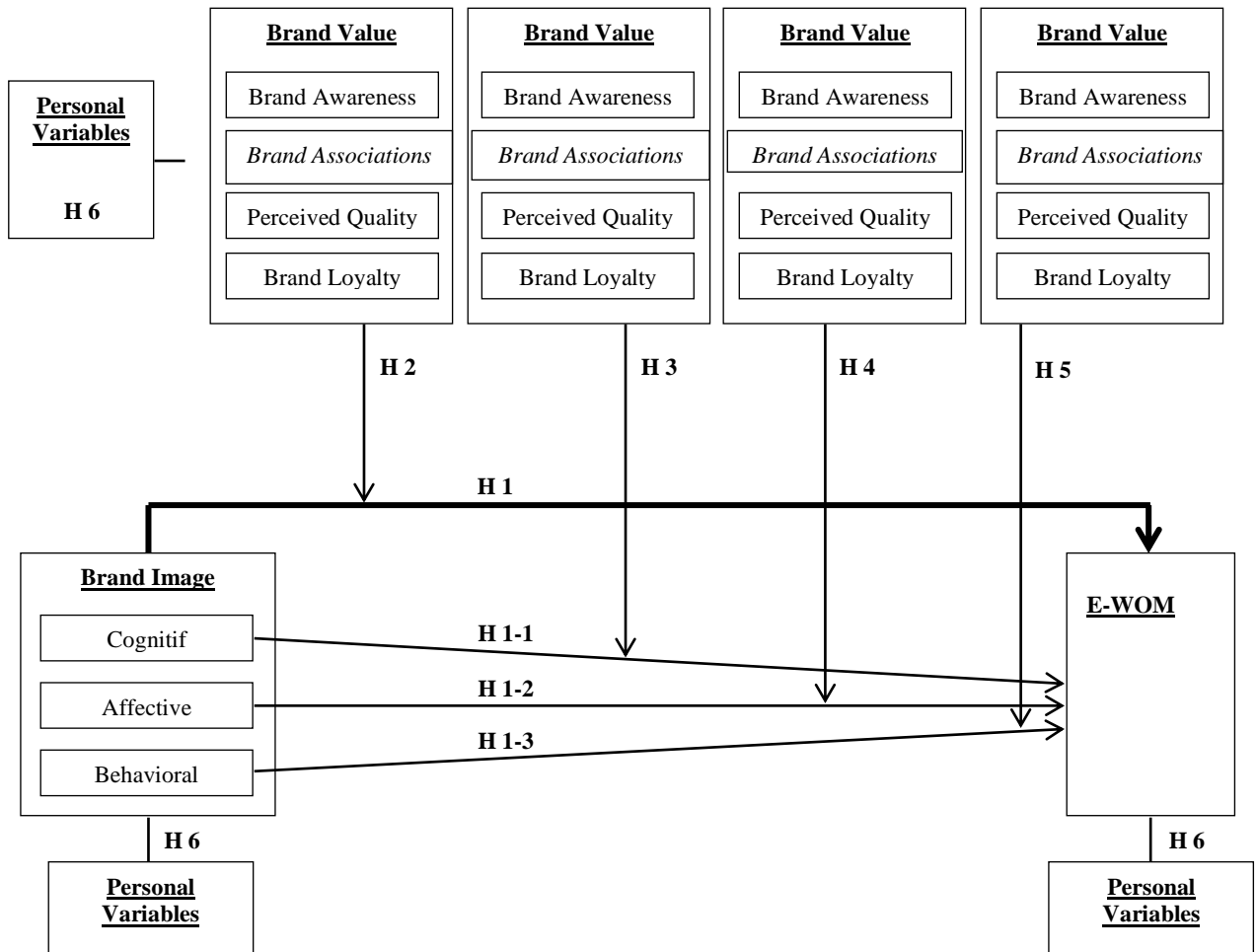


Figure (1): Conceptual model of the study
(Source: Developed by the researchers based on prior literature)

3.2 Hypotheses Development

Based on the conceptual framework, the following hypotheses are proposed:

Main Hypotheses

H1: There is a statistically significant effect of brand image on electronic word of mouth.

H1-1: The cognitive component of brand image significantly affects electronic word of mouth.

H1-2: The affective component of brand image significantly affects electronic word of mouth.

H1-3: The behavioral component of brand image significantly affects electronic word of mouth.

H2: Brand value mediates the relationship between brand image and electronic word of mouth.

H2-1: Brand awareness mediates the relationship between the cognitive component of brand image and electronic word of mouth.

H2-2: Brand awareness mediates the relationship between the affective component of brand image and electronic word of mouth.

H2-3: Brand awareness mediates the relationship between the behavioral component of brand image and electronic word of mouth.

H3-1: Brand associations mediate the relationship between the cognitive component of brand image and electronic word of mouth.

H3-2: Brand associations mediate the relationship between the affective component of brand image and electronic word of mouth.

H3-3: Brand associations mediate the relationship between the behavioral component of brand image and electronic word of mouth.

H4-1: Perceived quality mediates the relationship between the cognitive component of brand image and electronic word of mouth.

H4-2: Perceived quality mediates the relationship between the affective component of brand image and electronic word of mouth.

H4-3: Perceived quality mediates the relationship between the behavioral component of brand image and electronic word of mouth.

H5-1: Brand loyalty mediates the relationship between the cognitive component of brand image and electronic word of mouth.

H5-2: Brand loyalty mediates the relationship between the affective component of brand image and electronic word of mouth.

H5-3: Brand loyalty mediates the relationship between the behavioral component of brand image and electronic word of mouth.

4. Methodology

4.1 Research Model and Approach

This study adopts a **quantitative research approach** to test the relationships among brand image, brand value, and electronic word of mouth. The proposed model is tested empirically using structural equation modeling (SEM), which allows for simultaneous assessment of direct and indirect effects.

4.2 Population and Sampling

The target population consists of consumers of **Condor** home appliances in Algeria. A **non-probability purposive sampling** technique was used to select participants who have prior experience with the brand. A total of **301 valid responses** were collected during the second half of 2024.

4.3 Data Collection Instrument

A **structured questionnaire** was developed based on previously validated scales adapted from the literature. The questionnaire was divided into four sections: demographic information, brand image (3 dimensions), brand value (4 dimensions), and e-WOM. All items were measured using a **five-point Likert scale** ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

4.4 Data Analysis Technique

Data were analyzed using **SPSS** for preliminary analysis (e.g., reliability, descriptive statistics, correlations) and **AMOS** for structural equation modeling (SEM). The analysis includes testing of model fit indices, path coefficients, and mediating effects using the **bootstrapping method**.

4.5 Validity and Reliability

To ensure the validity and reliability of the measurement model:

- **Cronbach's alpha** and **Composite Reliability (CR)** were calculated to assess internal consistency.
- **Average Variance Extracted (AVE)** was used to evaluate convergent validity.
- **Discriminant validity** was assessed by comparing the square root of AVE to inter-construct correlations.

5. Results and Analysis

5.1 Descriptive Statistics

The final research sample included 301 valid responses from current and potential customers of Condor home appliances. Descriptive statistics were used to analyze the demographic characteristics of the respondents and understand the composition of the study population.

Table (1): Descriptive Statistics of the Study Sample

Variable	Category	Percentage (%)
Gender	Males / Females	40.9 / 59.1
Education Level	Less than Secondary / Secondary / Academic	0.3 / 3.7 / 96.0
Age	18–24 / 25–34 / 35–49 / 50+	59.5 / 25.9 / 14.0 / 0.7
Income (DZD)	<20,000 / 20k–40k / 40k–60k / >60k	49.2 / 24.3 / 12.6 / 14.0

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results show that the **majority of respondents are female (59.1%)**, belong to the **youth age segment (18–34 years)**, and possess a **high academic level** (96% with academic education). These characteristics are highly relevant for the subject of **electronic word of mouth (e-WOM)**, as young, educated consumers are typically more active on digital platforms and more inclined to express and share their brand experiences online.

5.1.2 Descriptive Analysis of Study Variables

This section presents the results of the **normality test**, the **reliability analysis**, and the **descriptive statistics** (mean and standard deviation) of the main study variables and their respective dimensions.

5.1.2.1 Normality Test of the Study Data

To assess whether the data follow a normal distribution, two statistical tests were applied: the **Kolmogorov-Smirnov test** and the **Shapiro-Wilk test**. The results are presented in the following table:

Table (2): Normality Test Results for the Study Data

Variable	Test	Statistic	df	p-value
e-WOM (dependent)	Kolmogorov-Smirnov	0.101	301	0.201
	Shapiro-Wilk	0.963	301	0.078

Source: Prepared by researchers based on the outputs of the specialist analysis.

As the p-values in both tests exceed the significance threshold of 0.05, and considering the sample size ($n = 301$), we conclude that the data follow a normal distribution, which justifies the use of **parametric statistical methods** such as SEM (Structural Equation Modeling) in the subsequent analysis.

5.1.2.2 Reliability Analysis of the Study Instrument

To assess the internal consistency of the measurement instrument, **Cronbach's Alpha** was used. All variables demonstrated high reliability levels, as shown below:

Table (3): Cronbach's Alpha Coefficients for the Study Variables

Variable	Number of Items	Cronbach's Alpha
Brand Image	10	0.900
Brand Value	13	0.915
e-WOM	12	0.914

Source: Prepared by researchers based on the outputs of the specialist analysis.

All Cronbach's Alpha values exceed 0.90, which confirms a **very high level of reliability** and internal consistency for the items within each construct.

◆ 5.1.2.3 Mean and Standard Deviation of Study Variables

The following table summarizes the **arithmetic means** and **standard deviations** for each main variable and its dimensions.

Table (4): Means and Standard Deviations of Study Variables

Variable / Dimension	Mean	Standard Deviation
Brand Image	3.079	0.682
Cognitive Dimension	3.024	0.858
Affective Dimension	3.091	0.899
Behavioral Dimension	3.123	0.718
Brand Value	3.092	0.823
Brand Awareness	2.800	0.830
Brand Associations	3.346	0.820
Perceived Brand Quality	3.107	0.809
Brand Loyalty	3.117	0.657
e-WOM	3.311	0.739
Intention to Share	3.421	0.802
Message Credibility	3.451	0.800
Message Valence	3.058	0.746
Volume of e-WOM	3.315	0.617

Source: Prepared by researchers based on the outputs of the specialist analysis.

The means of the variables range between 2.8 and 3.45, suggesting moderately positive perceptions across the constructs. The standard deviations are within acceptable bounds, indicating a reasonable level of variability among participant responses. Further analysis will determine how these perceptions influence e-WOM behavior.

5.3 Hypotheses Testing Results

5.3.1 Test of the First Hypothesis (H1)

H1: *Brand image has a significant direct effect on electronic word of mouth (e-WOM).*

To test this hypothesis, a simple linear regression was conducted between the overall brand image score and e-WOM. The results are presented below:

Table (5): Results of the First Hypothesis Test

Hypothesis	R	R ²	T	F	Sig.
H1	0.719	0.517	17.889	320.003	0.000

Regression Equation:

e-WOM = 1.318 + 0.640 (Brand Image)

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results indicate a strong and statistically significant positive relationship between brand image and electronic word of mouth ($R = 0.719$, $p < 0.001$). The model explains 51.7% of the variation in e-WOM. Therefore, **H1 is supported**, confirming that consumers' perception of Condor's brand image influences their likelihood to engage in e-WOM.

5.3.2 Test of the Sub-Hypotheses of the First Hypothesis

The following table presents the individual impact of each brand image dimension (cognitive, affective, behavioral) on e-WOM through simple linear regression:

Table (6): Results of the Sub-Hypotheses of H1

Hypothesis	R	R ²	T	F	Sig.
H1-1 (Cognitive)	0.664	0.441	15.361	235.948	0.000
H1-2 (Affective)	0.621	0.386	13.717	188.155	0.000
H1-3 (Behavioral)	0.671	0.450	16.980	244.342	0.000

Regression Equations:

- e-WOM = 1.314 + 0.615 (Cognitive Component)
- e-WOM = 1.864 + 0.480 (Affective Component)
- e-WOM = 1.776 + 0.498 (Behavioral Component)

Source: Prepared by researchers based on the outputs of the specialist analysis.

All three sub-dimensions of brand image show statistically significant effects on e-WOM. The behavioral component has the strongest effect ($R^2 = 0.450$), indicating that consumers' actual engagement behaviors with Condor's brand are most predictive of their likelihood to spread e-WOM.

5.3.3 Test of the Second Hypothesis (H2)

H2: Brand value significantly mediates the relationship between brand image and electronic word of mouth (e-WOM).

The hypothesis was tested using **structural equation modeling (SEM)**. The results demonstrate a strong mediating effect, as shown below:

Table (7): Results of the Second Hypothesis Test

Hypothesis	R	R ²	F	df	Sig.
H2	0.778	0.606	152.509	3	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

The coefficient of determination ($R^2 = 0.606$) indicates that brand value explains 60.6% of the variation in the relationship between brand image and e-WOM. The high F-value confirms the model's statistical significance. Thus, **H2 is supported**, showing that brand value acts as a mediating construct between the independent and dependent variables.

The following regression equation details the contribution of brand image, brand value, and their interaction term to e-WOM:

Table (8): Structural Equation Model for H2

Variable	Coefficient	T	P
Constant	3.307	93.029	0.000
Brand Image	0.215	3.516	0.000
Brand Value	0.536	8.189	0.000
Image \times Value	0.012	4.441	0.019

Model Equation:

e-WOM = 3.307 + 0.215 (Brand Image) + 0.536 (Brand Value) + 0.012 (Brand Image \times Brand Value)

Source: Prepared by researchers based on the outputs of the specialist analysis.

All coefficients are statistically significant ($p < 0.05$), confirming that brand value not only mediates but also **moderates** the relationship between brand image and e-WOM. This finding highlights the importance of perceived value in amplifying the effect of image perception on consumer advocacy behavior in digital spaces.

5.3.4 Sub-Hypotheses of the Second Hypothesis

To further explore the mediating effect of brand value, four sub-hypotheses were formulated, each examining a different dimension of brand value.

Table (9): Mediation Test Results of Brand Value Dimensions

Hypothesis	R	R ²	F	Df	p (Model)	T (Int)	p (Int)
H2-1 (Awareness)	0.727	0.528	110.958	3	0.000	7.188	0.035
H2-2 (Associations)	0.728	0.530	111.685	3	0.000	1.236	0.205
H2-3 (Perceived Quality)	0.790	0.624	164.412	3	0.000	6.913	0.016
H2-4 (Loyalty)	0.773	0.598	147.435	3	0.000	5.348	0.027

Model Equations (Selected):

- **e-WOM = 3.291 + 0.543 (Brand Image) + 0.536 (Awareness) + 0.120 (Image \times Awareness)**
- **e-WOM = 3.299 + 0.305 (Image) + 0.403 (Quality) + 0.023 (Image \times Quality)**
- **e-WOM = 3.308 + 0.294 (Image) + 0.390 (Loyalty) + 0.009 (Image \times Loyalty)**

Source: Prepared by researchers based on the outputs of the specialist analysis.

The interaction terms for **Brand Awareness**, **Perceived Quality**, and **Brand Loyalty** are statistically significant ($p < 0.05$), indicating that these dimensions play a **moderating/mediating role** in the relationship between brand image and e-WOM.

In contrast, **Brand Associations** did not yield a significant interaction effect ($p = 0.205$), suggesting it does not significantly mediate the main relationship in this context

5.3.5 Test of the Third Hypothesis (H3)

H3: *Brand value mediates the relationship between the cognitive component of brand image and electronic word of mouth.*

Table (10): Results of the Third Hypothesis Test

Hypothesis	R	R ²	F	df	Sig.
H3	0.788	0.621	162.260	3	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Table (11): Regression Coefficients – H3

Variable	Coefficient	T	P
Constant	3.306	99.725	0.000
Cognitive Component	0.231	4.938	0.000
Brand Value	0.567	11.874	0.000
Cognitive × Value (Int_1)	0.017	5.588	0.088

Source: Prepared by researchers based on the outputs of the specialist analysis.

While the model is statistically significant overall, the **interaction term is not** ($p = 0.088 > 0.05$), indicating that **brand value does not significantly moderate** the relationship between the cognitive component of brand image and e-WOM. Thus, **H3 is rejected**.

5.3.6 Test of the Fourth Hypothesis (H4)

H4: *Brand value mediates the relationship between the affective component of brand image and electronic word of mouth.*

Table (12): Results of the Fourth Hypothesis Test

Hypothesis	R	R ²	F	df	Sig.
H4	0.769	0.592	143.860	3	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Table (13): Regression Coefficients – H4

Variable	Coefficient	T	P
Constant	3.313	92.382	0.000
Affective Component	0.158	9.315	0.009
Brand Value	0.678	12.244	0.000
Affective × Value (Int_1)	0.022	4.105	0.019

Source: Prepared by researchers based on the outputs of the specialist analysis.

All coefficients are statistically significant, including the interaction term. This confirms that brand value significantly mediates the relationship between the affective dimension of brand image and e-WOM. Thus, H4 is supported.

5.3.7 Test of the Fifth Hypothesis (H5)

H5: Brand value mediates the relationship between the behavioral component of brand image and electronic word of mouth.

Table (14): Results of the Fifth Hypothesis Test

Hypothesis	R	R ²	F	df	Sig.
H5	0.771	0.594	145.310	3	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Table (15): Regression Coefficients – H5

Variable	Coefficient	T	P
Constant	3.307	90.902	0.000
Behavioral Component	0.190	8.858	0.000
Brand Value	0.637	10.285	0.000
Behavioral × Value (Int_1)	0.021	5.427	0.009

Source: Prepared by researchers based on the outputs of the specialist analysis.

All coefficients are statistically significant, which confirms that **brand value mediates** the relationship between the behavioral component of brand image and e-WOM. Therefore, **H5 is supported**.

5.3.9 Sub-Hypotheses of H4: Affective Component → Brand Value Dimensions → e-WOM

Table (17): Mediation Effects – Affective Component

Hypothesis	R	R ²	F	df	p (Model)	T (Int)	p (Int)
H4-1 (Awareness)	0.696	0.484	93.068	3	0.000	1.608	0.118
H4-2 (Associations)	0.681	0.493	85.673	3	0.000	6.241	0.015
H4-3 (Quality)	0.783	0.613	156.862	3	0.000	6.837	0.003
H4-4 (Loyalty)	0.762	0.581	137.614	3	0.000	5.479	0.005

Source: Prepared by researchers based on the outputs of the specialist analysis.

All mediating paths are statistically significant **except for Awareness (H4-1)**. The strongest effect is observed through **Perceived Quality and Loyalty**.

5.3.10 Sub-Hypotheses of H5: Behavioral Component → Brand Value Dimensions → e-WOM

Table (18): Mediation Effects – Behavioral Component

Hypothesis	R	R ²	F	df	p (Model)	T (Int)	p (Int)
H5-1 (Awareness)	0.696	0.484	93.068	3	0.000	1.608	0.118
H5-2 (Associations)	0.681	0.493	85.673	3	0.000	6.241	0.015
H5-3 (Quality)	0.783	0.613	156.862	3	0.000	6.837	0.003
H5-4 (Loyalty)	0.762	0.581	137.614	3	0.000	5.479	0.005

Source: Prepared by researchers based on the outputs of the specialist analysis.

Similar to H4, **Quality, Associations, and Loyalty** significantly mediate the effect of the behavioral component on e-WOM. Awareness again shows no significant effect.

6. Discussion of Results

The results of the current study provide empirical evidence supporting the proposed conceptual model linking **brand image** to **electronic word of mouth (e-WOM)**, with **brand value** acting as a mediating construct. The findings are consistent with the theoretical assumptions of **Consumer-Based Brand Equity Theory** and **Signaling Theory**, and they offer several noteworthy insights.

First, the results demonstrate that **brand image has a statistically significant and positive direct effect on e-WOM**, explaining 51.7% of its variance. This confirms that how consumers perceive the brand—in terms of its cognitive, affective, and behavioral dimensions—shapes their likelihood to share opinions and experiences online. Among these dimensions, the **behavioral component** had the strongest predictive power, which underscores the importance of brand-related actions (e.g., usage, advocacy, interaction) in stimulating word-of-mouth behavior in the digital environment.

Second, the study confirmed that **brand value plays a significant mediating role** in the relationship between brand image and e-WOM. The overall model showed that brand value accounts for 60.6% of the variance in this relationship, highlighting its amplifying effect. Specifically, the dimensions of **perceived quality** and **brand loyalty** emerged as the most influential mediators across all image dimensions. These results align with prior research (e.g., Keller, 1993; Aaker, 1996), which emphasizes that strong brand equity drives favorable consumer outcomes.

Third, when analyzing the mediating effect by dimension of brand image:

- The **affective and behavioral components** of brand image were significantly mediated by most dimensions of brand value, particularly perceived quality and loyalty.
- In contrast, the **cognitive component** was not significantly moderated by brand value, which may suggest that **rational perceptions alone are not sufficient** to drive e-WOM unless they are supported by emotional or experiential brand associations.

Additionally, **brand awareness** was not a significant mediator in most of the tested relationships. This result may reflect a contextual insight into the Algerian consumer market, where mere recognition of a brand like **Condor** does not necessarily translate into engagement or advocacy behavior unless accompanied by quality and trust perceptions.

These findings underscore the importance for brand managers to **go beyond visibility and invest in strengthening perceived value**, particularly through quality offerings and loyalty-building strategies. For brands competing in emerging markets, e-WOM can serve as a key competitive lever, but only when the brand perception and value foundations are strong.

7. Conclusion and Recommendations

This study aimed to explore the effect of **brand image** on **electronic word of mouth (e-WOM)**, while examining the **mediating role of brand value**. By applying this model to the case of **Condor**, a leading Algerian brand in the home appliance sector, the study confirmed that brand image significantly influences consumers' online advocacy behavior, and that this effect is strengthened when consumers perceive high brand value.

The findings provide strong support for the proposed conceptual framework and underscore the importance of brand management strategies that emphasize not only **how the brand is perceived**, but also **how it delivers value**. The behavioral component of brand image was shown to be the strongest

driver of e-WOM, and brand value—especially perceived quality and loyalty—emerged as critical mediators.

These insights are particularly relevant for marketers in emerging markets such as Algeria, where consumer behavior is increasingly shaped by digital interaction and social influence. Building a favorable brand image is necessary, but **ensuring perceived value and fostering emotional connections** are essential to convert perception into engagement.

Recommendations

Based on the findings, the following strategic recommendations are proposed:

1. **Enhance behavioral engagement with the brand**
Marketing campaigns should prioritize interactive, experience-driven communication that encourages customers to actively use, review, and talk about the brand online.
2. **Focus on perceived quality and post-purchase satisfaction**
As perceived quality was the most influential brand value dimension, Condor should reinforce product performance, durability, and service reliability.
3. **Invest in loyalty-building programs**
Strengthening customer loyalty through rewards programs, after-sales service, and personalized communication will likely increase positive e-WOM.
4. **Move beyond brand awareness**
While visibility is important, it is not enough. Condor should align brand recognition with deeper emotional and functional value propositions.
5. **Monitor and leverage digital word of mouth**
Regular analysis of online reviews, social media feedback, and influencer content can help identify consumer sentiment and guide brand strategy accordingly

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