

Paper: **“Influence de l’Image et de la Valence de l’Experience sur la Fidelite a la Marque”**

Submitted: 25 October 2023

Accepted: 28 November 2023

Published: 31 December 2023

Corresponding Author: Gossé Patrice Kalou

Doi: [10.19044/esj.2023.v19n34p126](https://doi.org/10.19044/esj.2023.v19n34p126)

Peer review:

Reviewer 1: Nirmal Kumar Betchoo
University of Mascareignes, Mauritius

Reviewer 2: Apolline Galla
Université Félix Houphouët Boigny, Cote d'Ivoire

Reviewer C:

Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.

Current title:

INFLUENCE DE L'IMAGE DE MARQUE ET DE LA VALENCE DE
L'EXPERIENCE SUR LA FIDELITE A LA MARQUE

New title:

INFLUENCE DE L'IMAGE ET DE LA VALENCE DE L'EXPERIENCE SUR LA
FIDELITE A LA MARQUE Remove redundant word image

The ABSTRACT clearly presents objects, methods, and results.

abstract is good. It is clearly written. Key words might be needed.

There are a few grammatical errors and spelling mistakes in this article.

The paper is well written.

There are no grammatical errors.

effort is done to present with scholarly level language.

The study METHODS are explained clearly.

Study methods are good.

there are primary methods.

These are explained in detail.

Added are the main methods.

There is no need to write extensively the primary method.

The body of the paper is clear and does not contain errors.

Body is good.

The chapters are well developed.

The discussion is good as well.

The findings are well displayed.

A few findings need the zero denomination e.g. .75, write it as 0.75

The CONCLUSION or summary is accurate and supported by the content.

Conclusion is okay.

The results are supported.

The references are useful to support the results.

There are two citations dating 1974.

They might be useful.
But I think new citations or recent ones can help here.

The list of REFERENCES is comprehensive and appropriate.

References are good.
They must be put in alphabetical order.
This is the main recommendation here.

Please rate the TITLE of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the ABSTRACT of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the LANGUAGE of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the METHODS of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

4

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

A good paper.
Level of language is excellent.
Topic is a common one.
It applies well to the context.
A few revisions are required.
Once corrected, the paper can be deemed publishable.

Reviewer J:
Recommendation: Accept Submission

The TITLE is clear and it is adequate to the content of the article.

Le titre me paraît compréhensif et adapté à l'étude

The ABSTRACT clearly presents objects, methods, and results.

Le résumé ne présente pas clairement les objectifs de l'étude. On ne perçoit pas clairement le problème de l'étude dans ce résumé.
Les auteurs parlent de méthode expérimentale et de données recueillies à l'aide de questionnaire. Ce qui ne peut être possible.
Les résultats sont clairement présentés.

There are a few grammatical errors and spelling mistakes in this article.

Dans l'ensemble, le texte est bien rédigé.

The study METHODS are explained clearly.

La section méthode est bien rédigée

The body of the paper is clear and does not contain errors.

J'y ai trouvé seulement 3 coquilles qui ne sont pas susceptibles d'influencer la qualité du texte.

The CONCLUSION or summary is accurate and supported by the content.

La conclusion et le résumé sont en harmonie avec le contenu du texte.

The list of REFERENCES is comprehensive and appropriate.

la référence citée dans le texte est Sheth (1968), cependant on retrouve ceci: Sheth, J. N., & Venkatesan, M. (1968). Risk-reduction processes in repetitive consumer behavior. *Journal of Marketing Research*, 5, 307-310.

la référence suivante est absente dans le texte: Seth, J. N. (1968). A factor analytical model of brand loyalty. *Journal of Marketing Research*, 4, 395-404.

Please rate the TITLE of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the ABSTRACT of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the LANGUAGE of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the METHODS of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the BODY of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the CONCLUSION of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the REFERENCES of this paper.

[Poor] 1-5 [Excellent]

3

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

La qualité du texte est bonne, le sujet est important, les références bibliographique sont riches et le sujet pertinent.

Il vous faudra juste revoir le résumé, quelques coquilles dans le texte et dans la bibliographie et c'est bon.
