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Consumer Perception and Brand Loyalty toward Luxury Automotive Brands: A Narrative Review with Insights for the Moroccan Market

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Abstract: The Moroccan automobile market has changed substantially over the past years and is becoming increasingly significant hub to major global luxury brands. However, research on brand loyalty and consumer perception in the luxury automotive sector remains fragmented in both theoretically and geographical contexts. Most current studies focus on Western and Asian markets, leaving North Africa comparatively underrepresented. This study examines 73 peer-reviewed articles published between 2020 and 2026 through a narrative literature review guided by the TCCM framework (Theories, Contexts, Characteristics, and Methodologies). The findings reveal that the Brand Attachment framework has emerged as one of the primary analytical lenses, incorporating a brand into the consumer's self-concept is identified as the most effective way to secure steadfast loyalty and resistance to competitive switching. Empirically, the research demonstrates that while brand image and identity serve as the most frequent triggers for initial consumer interest, relational variables specifically satisfaction, trust, and brand love act as the most critical mediators for ensuring long-term commitment. In the Moroccan context, findings uncover a unique duality: consumers are driven by inner-directed personal values but also show a high susceptibility to social status-signaling through luxury goods. Methodologically, this field relies largely on cross-sectional surveys examined through Structural Equation Modeling (SEM). This review concludes by identifying critical gaps and highlighting directions for future research in Morocco's luxury automotive sector.

Keywords: Consumer Perception; Brand Loyalty; Luxury Automotive Brands; Morocco; Narrative Literature Review; TCCM Framework

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1. Introduction

In recent years, Morocco's automobile market has developed considerably and undergone rapid change, positioning the country as an emerging, strategically important hub for global luxury brands (El Mouqtafi & Barzi, 2023; Hamri et al., 2016). As the market expands, luxury vehicles have become a particularly competitive segment, and lasting brand loyalty is often what determines whether a brand can remain sustainable. Moroccan consumers today especially those with growing discretionary incomes look for brands that reflect their personal, emotional, and social values, not merely their practical needs (Hamelin & Thaichon, 2016). Buying a luxury vehicle is therefore a strongly symbolic act: it can express identity, communicate social status, and provide hedonic experiences that go beyond the logic of a transaction (Gómez-Suárez et al., 2017; Wiedmann et al., 2009).

Brand loyalty has long been a central concept in research on consumer-brand relationships, and its study in the luxury automotive context has drawn on foundational consumer-based brand equity (CBBE) frameworks. In Aaker's (1991) model, loyalty is one of the core dimensions of brand equity, alongside awareness, perceived quality, and associations, while Keller (1993) treated loyalty as a subsequent outcome of accumulated brand knowledge. That distinction matters in luxury automotive markets, where brand prestige and accumulated knowledge both strongly influence how consumers respond. Later research showed that lasting loyalty develops through the interaction of cognitive evaluations, such as trust, and emotional bonds; together, these shape both attitudinal loyalty and purchase loyalty (Chaudhuri & Holbrook, 2001). Oliver (1999) further formalized this by proposing a four-stage developmental model: cognitive appraisal comes first, followed by affective attachment, conative commitment, and, finally, action loyalty. Within the consumer-brand relationship (CBR) literature, brand loyalty has since been reconceptualized beyond repeat-purchase behavior to reflect deeper relational bonds between consumers and brands (Fournier & Yao, 1997). This perspective fits luxury automotive settings particularly well, where brand identity and consumer self-concept are closely connected, confirmed by meta-analytic evidence drawn from hundreds of studies supports the connection, showing that the strength of a consumer-brand relationship consistently predicts loyalty outcomes (Khamitov et al., 2019).

Despite the substantial body of research, a marked geographical imbalance remains. Most empirical work on luxury automotive loyalty has focused on Western markets, South Asian economies, and, to a lesser degree, East and Southeast Asia. Peer-reviewed research on luxury automotive brand loyalty has paid virtually no empirical attention to Morocco or North Africa more broadly, even though Morocco is an emerging luxury market of growing strategic importance. Its socio-cultural position is also distinctive, shaped by Arab-Islamic values, Francophone influences, Amazigh heritage, and aspirational economic mobility (El Mouqtafi & Barzi, 2023; Hamelin & Thaichon, 2016). Consumer perception is broadly recognized as a major determinant of brand loyalty, yet research on the luxury automotive sector remains divided across theoretical and geographical settings. Specifically, there is a critical need for an integrative synthesis that brings this knowledge together and explains the relationship within Morocco's luxury automotive market. To address this geographical imbalance and the fragmented literature, this study is guided by the following central research question: How has existing research understood the relationship between consumer perception and brand loyalty in the luxury automotive sector, and which theoretical, contextual, characteristics-related, and methodological gaps remain for future work, especially in Morocco? this literature review aims to: (1) synthesize the theoretical foundations underpinning consumer perception and brand loyalty in the luxury automotive sector; (2) map the existing literature by examining its theoretical perspectives, research contexts, key characteristics, and methodological approaches using the TCCM framework;

(3) identify the major theoretical, contextual, characteristics-related, and methodological research gaps in the existing body of knowledge; and (4) propose directions for future research, with particular emphasis on advancing scholarship in the Moroccan luxury automotive context.

2. Literature Review

The literature surrounding luxury consumption is both extensive and complex, sitting at the intersection of sociology, psychology, and marketing management (Hien et al. 2024). While the concept of luxury is often considered highly subjective and elusive to define universally (Vigneron & Johnson, 1999; Yeoman, 2011), according to Vanhamme et al. (2023), luxury brands must go beyond basic usefulness; they must offer truly exceptional characteristics like rarity, high-quality natural materials, and expert craftsmanship. In fact, items in this category are defined as goods for which the simple use or display brings prestige to the owner, apart from any practical benefits (Husic & Cicic, 2009). Unlike necessities, which are utilitarian objects used to relieve an unpleasant state of discomfort; luxury goods, by contrast, are objects of desire valued for the pleasure they provide (Berry, 1994). Furthermore, as Kapferer & Bastien (2009) establish, "the DNA of luxury is the symbolic desire to belong to a superior class," underscoring how luxury can serve as a powerful social marker for consumers. To differentiate themselves in the highly competitive global market, these brands must compete on their unique ability to evoke exclusivity, a well-known brand identity, brand awareness and unparalleled perceived quality in the consumer 's perspective (Phau & Prendergast, 2000). Ultimately, the consumption of such prestigious goods is driven by the fact that they provide extra pleasure and flatter all the senses at once (Kapferer, 1997).

2.1 Consumer Perception in the Luxury Sector

The marketing literature describes consumer perception of luxury brands as the subjective assessment of a brand's quality, prestige, value, and ability to confer identity, particularly in relation to competing alternatives (Vigneron & Johnson, 2004). Within Customer-Based Brand Equity (CBBE) frameworks, these perceptions depend largely on how favorable, strong, and distinctive the associations stored in consumers' memories are (Keller, 1993). Recent studies have brought these ideas together around five defining criteria: quality, authenticity, prestige, premium price, and brand resonance, the last of which signals a deep psychological connection with consumers (Ko et al., 2019).

Due to the complex nature of luxury, consumers perceive its value in more than one way. Drawing on Bourdieu's capital theory, Wiedmann et al., (2007; 2009) identified four latent dimensions of luxury value: functional, including quality and usability; financial, such as price value; individual, including hedonism and self-identity; and social, reflected in conspicuousness and prestige. Berthon et al. (2009) broadened this view by arguing that luxury brands have objective (material), subjective (individual), and collective (social) dimensions. Using Smith & Colgate's (2007) generic customer value framework, Tynan et al. (2010) divided luxury value into utilitarian, symbolic/expressive, experiential/hedonic, and cost/sacrifice dimensions. Roux et al. (2017) later offered an integrative typology with four categories: Elitism, covering prestige, status, and expensiveness; Exclusivity, encompassing uniqueness, rarity, and creativity; Refinement, associated with beauty, elegance, and pleasure; and Heritage, grounded in history, quality, and trust.

To clarify these multidimensional values, Vigneron and Johnson (1999) proposed a foundational framework distinguishing outer-directed, or interpersonal, motives from inner-directed, or intrapersonal, ones. In the first case, consumption reflects social influence and a wish to impress others; in the second, it arises from a consumer's private feelings and internal standards. Luxury consumption was traditionally explained mainly through Veblen's theory of conspicuous consumption, wherein individuals purchase high-priced, highly visible goods to signal wealth, achieve social representation, and imitate higher social classes often described as the "bandwagon" and "snob" effects (Leibenstein, 1950). More recent marketing research, though, argues that luxury consumption is not solely about status. Consumers increasingly seek inner-directed benefits, including hedonistic gratification, self-expression, and personal pleasure (Tsai, 2005).

This theoretical shift reflects a major change in the structure of the global market. Researchers describe it through the ideas of "democratization of luxury" and "masstige" (mass-prestige): premium brands are deliberately introducing more affordable products, extending luxury beyond the upper class and into the mass consumer market (Bahri-Ammari et al., 2020; Silverstein & Fiske, 2003). With discretionary incomes rising, a wider range of middle-class consumers can now access luxury goods, bringing exclusivity into closer contact with mass consumption (Nueno & Quelch, 1998; Silverstein & Fiske, 2003). Consequently, cross-cultural studies have demonstrated that luxury value perceptions differ significantly depending on the consumer's nationality, economic environment, and cultural orientation (Shukla & Purani, 2012; Stathopoulou & Balabanis, 2019). For instance, the prevalence of individualist or collectivist values, together with horizontal or vertical cultural orientations, shapes whether consumers place greater emphasis on luxury's social signaling or on its intrinsic hedonic refinement (Stathopoulou & Balabanis, 2019; Triandis & Gelfand, 1998; Wong & Ahuvia, 1998).

2.2 Brand Loyalty and Consumer-Brand Relationships

Brand loyalty describes a consumer's strong commitment to buying a preferred brand repeatedly, even when competitors try to encourage switching (Oliver, 1999). More recent scholarship treats loyalty as more than repeated behavior. It also includes attitudes and emotions, consumers who feel loyal to a brand may be willing to pay a premium because they see a distinctive value that competing brands do not offer (Chaudhuri & Holbrook, 2001). Brand attachment takes the analysis further. Defined as a psychological connection between the brand and the self, it may be more fundamental and valuable than behavioral loyalty on its own, a consumer can seem "loyal" simply because switching is costly or alternatives are unavailable, not because of genuine devotion (Park et al., 2006).

The move from a favorable brand perception to lasting loyalty typically passes through two emotional mechanisms: brand trust and brand love (Huang, 2017). Perceived value, along with meaningful sensory, intellectual, or behavioral experiences, can build trust and develop a passionate attachment to the brand (Brakus et al., 2009; Huang, 2017). Brand love is an affective higher-order construct that includes self-brand integration, passion-driven behaviors, and anticipated distress at separation; together, these elements shape the consumer's mental prototype of the brand (Batra et al., 2012). The resulting emotional and cognitive bond strengthens loyalty, encourages positive word-of-mouth and active customer advocacy, and makes consumers more resistant to negative information in the marketplace (Batra et al., 2012; Javed et al., 2023).

Building on these mechanisms, four related lines of research shed light on the broader theoretical connection between how consumers perceive a brand and how loyal they become:

- Rooted in consumer-based brand equity (CBBE) frameworks, the first approach treats brand equity as a multidimensional asset. It consists of brand awareness, perceived quality, brand associations, and brand loyalty, which together shape consumer response (Aaker, 1991; Keller, 1993).
- The Brand Luxury Index offers a second approach, defining perceptions of luxury through five dimensions: conspicuousness, uniqueness, quality, extended self, and hedonism. It shows that luxury consumption meets both social and individual value needs (Vigneron & Johnson, 1999, 2004).

- The third draws on the trust-affect-loyalty chain to argue that lasting loyalty depends on genuine emotional engagement. Brand trust and brand affect together shape both attitudinal commitment and repeat purchasing behavior (Chaudhuri & Holbrook, 2001).
- The fourth uses the brand attachment framework, suggesting that loyalty becomes enduring when the brand is integrated into the consumer's self-concept which is the central psychological process behind its formation (Park et al., 2006).

These four streams have common features, even though they emerge from different paradigms. The cognitive tradition centers on brand-knowledge structures and perceived quality; the affective tradition, by contrast, focuses on emotional bonds, trust, and identity. Although scholars generally agree that the conceptual meaning of brand attachment remains stable across time and situations, they continue to debate the particular mechanisms behind its formation and the conditions that cause it to endure or weaken (Shimul, 2022). Deep emotional bonding sits at the heart of the consumer-brand relationship. That bond has become increasingly central in the contemporary, values-driven marketing era, as consumers look for brands that recognize them as whole human beings and respond not only to functional needs but also to wider social, economic, and environmental aspirations (Kotler et al., 2010; Gómez-Suárez et al., 2017).

2.3 The Luxury Automotive Context

When these multidimensional constructs are applied to the luxury automotive sector, the dynamics of consumer perception and loyalty become particularly complex. The luxury automobile market is a domain of intense competition, and the vehicles represent far more than transportation, they can become symbolic expressions of a buyer's personal and social identity (Ammalia et al., 2025; Bartikowski & Cleveland, 2017). Since buying a premium vehicle involves substantial financial sacrifice and a high level of involvement, consumers examine brands closely, they expect flawless functional quality, but also considerable social prestige and hedonic pleasure (Femina & Santhi, 2024; Hamzah & Pontes, 2022; Wiedmann et al., 2009). Within this setting, research shows that favorable perceptions of price and high-quality service interactions can help build stronger relational bonds, leading to greater customer engagement and steadfast loyalty (Amro et al., 2025; Hamzah & Pontes, 2022; Izogo & Ogba, 2015).

Consequently, building loyalty in this sector requires automakers to create experiences that produce a deep emotional response (Loureiro et al., 2017; Kaufmann et al., 2019). Research shows that luxury automotive brands gain strong brand attachment and trust when their identity aligns with consumers' self-concepts. That emotional bond is the strongest driver of lasting loyalty, helping protect automakers from customers who might otherwise switch to competitors (Hashem et al., 2024; Milheiro et al., 2024). In a digitally connected market, customer advocacy also matters more and more. Positive online interactions and service experiences can strengthen the emotional commitment associated with brand love, turning satisfied car owners into active advocates and repeat purchasers (Javed et al., 2023; Raji et al., 2018).

3. Methodology

This paper presents a narrative literature review guided by the TCCM framework to examine the literature in a broad and structured way. Developed by Paul & Rosado-Serrano (2019), the framework considers the theoretical perspectives, contexts, characteristics, and methodologies of existing studies and has been widely adopted in recent review publications (Shimul, 2022). A narrative review is, at its core, a qualitative synthesis of relevant literature. Its particular strength lies in bringing together studies that address different research questions and use different methodologies (Baumeister, 2013; Pautasso, 2019). That makes the approach well suited to a field marked by varied theoretical traditions and geographically dispersed sampling contexts. Rather than merely listing summaries of earlier studies, it supports a comprehensive, interpretive synthesis of the literature (Pautasso, 2019; Vigneron & Johnson, 1999).

3.1 Search Strategy

The literature search for this narrative review was conducted between February and June 2026 through a systematic process carried out in several phases. To establish a balanced foundation using high-quality scientific sources, the work was divided into two operational phases:

- Phase One (Foundational Literature): The initial search focused on two databases: ScienceDirect and Springer Nature Link. The first was selected for its broad, respected collection of peer-reviewed work in management and business, while the second helped trace the historical development of foundational marketing theories and their treatment in contemporary research.
- Phase Two (Contextual Broadening): To provide a wider perspective and reduce geographical bias, the search was extended to Google Scholar. This helped capture regional research and local studies that add necessary context to emerging luxury markets, particularly in Morocco and the wider North African region.

The search protocol used Boolean logic and rational operators to systematically combine four main conceptual domains. The exact terms searched within each domain were:

- Luxury Consumption: luxury, luxury brands, prestige, status consumption.
- Consumer Behavior Constructs: consumer perception, brand equity, brand attachment, brand loyalty.
- Industry-Specific Parameters: automotive sector, automobile industry, premium cars.
- Geographical Contexts: Morocco, North African markets, emerging markets, cross-cultural orientations.

To capture recent marketplace transformations, including the democratization of luxury and the growth of digital and "phygital" brand environments, while remaining grounded in foundational theoretical advances, the review included only articles published from 2020 through 2026. Using these search criteria in the selected databases produced an initial pool of 425 potentially relevant publications.

3.2 Selection Criteria

To uphold scientific quality and keep the final corpus closely tied to the review’s main objectives, a clear set of inclusion and exclusion criteria was established and applied:

Inclusion Criteria

A publication entered the final narrative synthesis only when it satisfied all four conditions below:

- Conceptual Alignment: The study had to explicitly address consumer perception, brand loyalty, or brand equity.
- Sector Focus: The research must deal specifically with luxury brands or the automotive sector.
- Academic Review: The paper must appear in a double-blind, peer-reviewed academic journal, reflecting a high standard of methodological and theoretical rigor.
- Language Requirements: The text must be written entirely in English or French. English is treated as the main language of international business and management scholarship, while French is included because of the study’s geographical context.

Exclusion Criteria

Studies were excluded when they met any of the following conditions:

- Technical Redundancy: The study dealt only with automotive engineering, vehicle mechanics, or industrial manufacturing and had no direct implications for consumer behavior or marketing management.
- Market Misalignment: The research addressed non-automobiles sectors or mass-market without a luxury or prestige dimension.
- Lack of Empirical or Systematic Contribution: Editorials, conference papers, book reviews, and non-peer-reviewed papers were excluded when they provided neither substantial empirical evidence nor a systematic theoretical framework.

The Three-Stage Filtering Process

Following established methodological practices for narrative and systematic syntheses, the selection process proceeded through three stages:

Stage 1 (Initial Database Retrieval): The initial search queries returned 425 publications.

Stage 2 (Title and Abstract Screening): Titles and abstracts were first reviewed for basic relevance to the inclusion criteria. At this stage, 291 articles were excluded for failing to meet the baseline parameters, leaving 134 publications for a more detailed assessment.

Stage 3 (Full-Text Evaluation): The remaining 134 articles were read in full. This close review led to the exclusion of 61 additional papers that fell outside the study's defined conceptual boundaries, such as those lacking a clear focus on the automotive market and luxury context or omitting relevant relational variables. After these stages of screening, 73 scholarly publications remained for the narrative synthesis.

4. Findings

Figures 1 and 2 show publication trends and research orientations concerning consumer perception and brand loyalty in the luxury market from 2020 to 2026. Publications increased over this period: 79.4% (58/73) of the studies were published during the last five years (2022-2026), indicating growing scholarly interest in the subject. The concentration was especially pronounced in 2025, which alone represented 26% (19/73) of the corpus. Quantitative research dominated, accounting for 69.9% (51/73) of the studies and reflecting a strong preference for empirical and survey-based methods. Mixed-methods research made up 11% (8/73), whereas qualitative studies accounted for 8.2% (6/73). The remaining 11% (8/73) consisted of systematic literature reviews, bibliometric analyses, and narrative reviews.

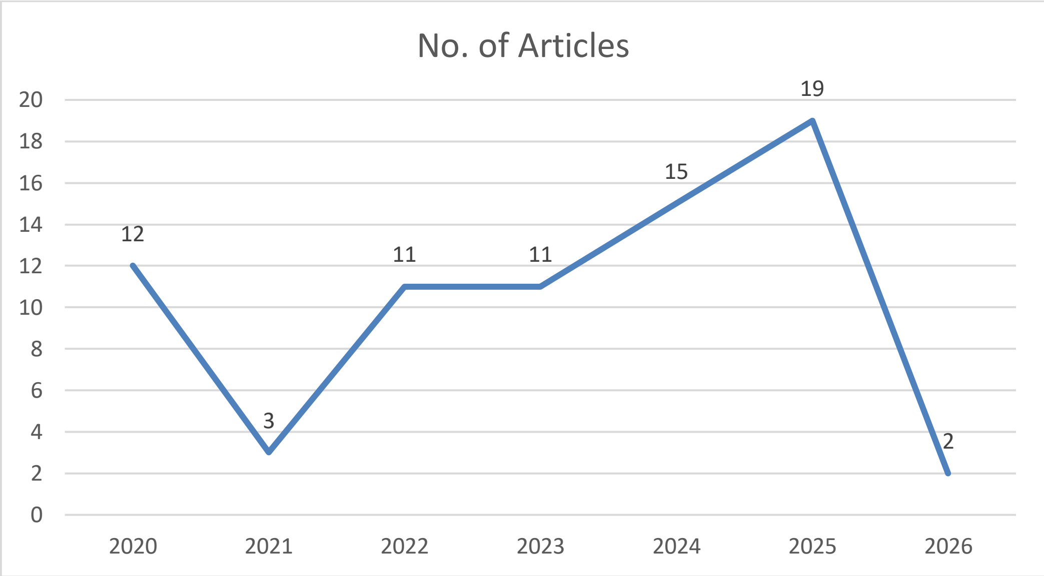

Figure 1. Publishing trend over time.

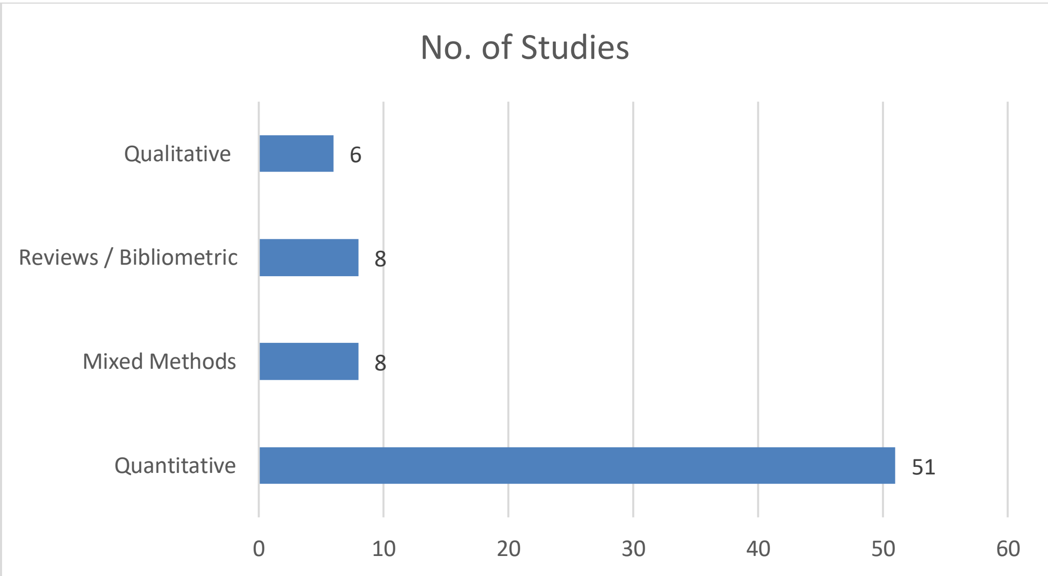

Figure 2. Research orientation

Table 1 below summarizes journals that publish research on consumer perception and brand loyalty in the luxury market, highlighting the main publication outlets in this field.

The Journal of Business Research appears most often, with 6.8% of the sample (5 of 73 studies). It published work by Jacob et al. (2020), Mandler et al. (2020), Bazi et al. (2020), Sharma et al. (2020), and Holmqvist et al. (2020). Seven journals contributed two studies apiece: Journal of Retailing and Consumer Services, Journal of Marketing Management, Administrative Sciences, Journal of Islamic Marketing, Cogent Business & Management, PLOS ONE, and Frontiers in Psychology. The other 54 studies were published in 54 separate journals, reflecting the field's highly interdisciplinary character. The research covers many product and service settings, from luxury automobiles, fashion, and hotels to digital and social media environments, which confirms the broad relevance of this domain.

Table 1. Journals Disseminating Research on Consumer Perception and Brand Loyalty in the Luxury Market.

Journal	No. Of Articles	Key References
Journal of Business Research	5	Jacob et al. (2020) ; Mandler et al. (2020) ; Bazi et al. (2020) ; Sharma et al. (2020) ; Holmqvist et al. (2020)
Frontiers in Psychology	2	Kang et al. (2020) ; Xi et al. (2022)
Journal of Marketing Management	2	Herbert et al. (2025) ; Davari et al. (2022)
Administrative Sciences	2	Rodrigues et al. (2023) ; Milheiro et al. (2024)
Journal of Islamic Marketing	2	Zarei et al. (2020) ; Abalkhail (2020)
Cogent Business & Management	2	Amro et al. (2025) ; Nugraha et al. (2024)
Journal of Retailing and Consumer Services	2	Bahri-Ammari et al. (2020) ; Husain et al. (2022)
Plos One	2	Javed et al. (2023) ; Zheng et al. (2025)
All other journals	54	One study each (54 different journals)

Figure 3 shows the keyword co-occurrence network for the reviewed literature. It was created in VOSviewer from all 73 articles. Keywords that appear more often are represented by larger nodes, while thicker edges indicate stronger co-occurrence.

The VOSviewer network shows six thematic clusters centered on brand loyalty. It is closely linked with a relational-affective group that includes brand love, brand attachment, and trust; a brand equity group involving brand image and perceived quality; and a luxury value group comprising hedonic, experiential, and social value. Automotive stands out as the second-largest node, pointing to the corpus's strong focus on the automotive sector.

Two gaps stand out at the edges of the literature: Morocco-specific cultural keywords are completely missing, while digital and social-media constructs receive only limited attention. Both point to significant areas for future research in Morocco's luxury market.

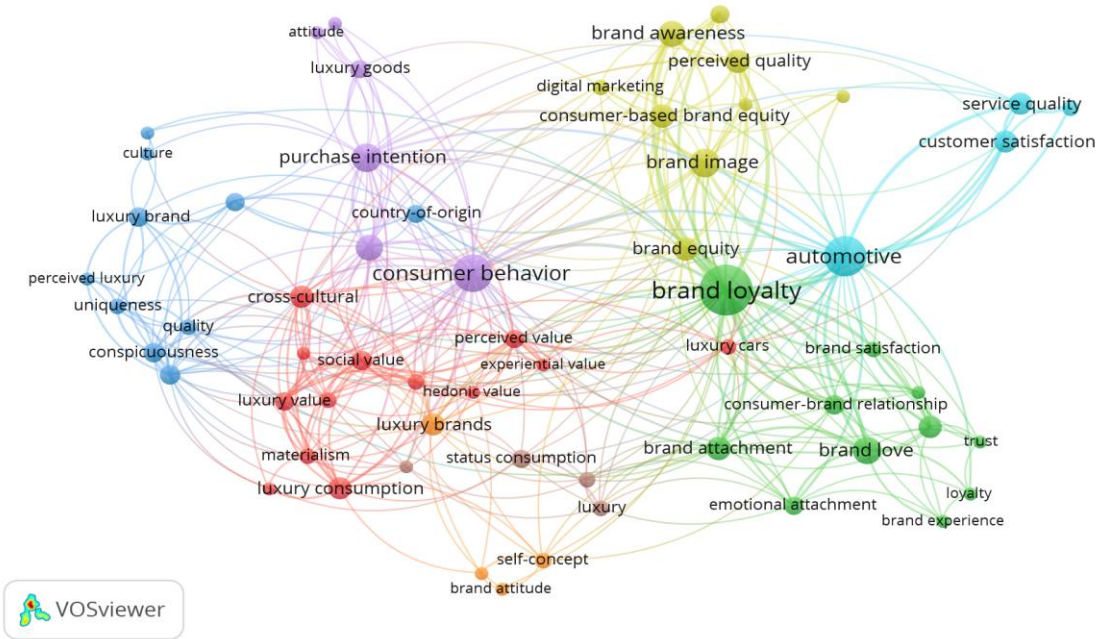

Figure 3. Keyword co-occurrence network of the reviewed literature (using VOSviewer).

4.1 Theoretical Perspectives

Several theoretical lenses have been used to examine consumer perception and brand loyalty in the luxury market. This section provides an overview of the most frequently employed theories in this domain (see Table 2 below).

4.1.1 The theory of Planned Behavior and theory of Reasoned Action

These two related frameworks form the most prominent theoretical lens in this corpus, appearing in 15 studies that examine how internal attitudes and external social pressures shape luxury purchase intentions. Evidence from Vietnam’s luxury fashion market indicates that attitude and luxury customer value are the main drivers of purchase intention, while modern status orientation has the weakest influence (Hien et al., 2024). In Angola, by contrast, subjective norm emerged as the strongest predictor of luxury purchase intentions (Canguende-Valentim & Vale, 2022). Research in Morocco also shows that social media interactivity and digital customer experiences build the self-brand connections needed to stimulate these intentions (Ait Nasser and Bensaid, 2024). Recent studies have also integrated these models with brand equity frameworks, in the Chinese electric vehicle market, demonstrating that attitude, perceived behavioral control, brand association, perceived quality, and brand loyalty all significantly influence purchase intention (Zheng et al., 2025).

4.1.2 Conspicuous Consumption Theory

Rooted in the "Theory of the Leisure Class," this framework treats luxury purchases as a way to signal wealth and social standing. Research in Saudi Arabia found that such behavior strengthens emotional attachment, especially when the consumer's self-image closely matches the brand's prestige (Klabi, 2020). Luxury consumption in Tunisia has also spread beyond the elite, shaped by "bandwagon effects" and social comparison (Bahri-Ammari et al., 2020). Conspicuousness, meanwhile, mediates the effect of a brand’s country of origin on final purchase decisions (Abalkhail, 2023) and continues to be a longstanding influence on perceptions of luxury (De Silva et al., 2020).

4.1.3 Attachment Theory

This theory describes the strong emotional ties consumers form with brands. Such ties can sustain loyalty over time and make consumers less willing to switch. Research on Portuguese consumers in the automotive sector suggests that brand attachment, together with customer satisfaction, helps lead to brand love; and brand love, in turn, positively affects brand loyalty and positive word of mouth (Rodrigues et al., 2023). Research on luxury automotive brands including Porsche, reaches a similar conclusion: consumers with stronger emotional attachment report significantly greater brand confidence and satisfaction and are consequently more loyal (Milheiro et al., 2024).

4.1.4 Customer-Based Brand Equity (CBBE) Models

These frameworks focus on the value a brand adds to a product from the consumer's perspective, drawing on the conceptualizations developed by both Aaker and Keller. In South Africa, researchers used Aaker’s model and found that perceived quality and behavioral loyalty were the strongest predictors of luxury brand equity (Appiah-Nimo et al., 2024). A study in the Morocco in the context of the luxury hotel industry examined the role of Corporate Social Responsibility (CSR), finding that CSR activities have a significant impact of the dimensions of CBBE (Abbass et al., 2024). In China, researchers combined CBBE dimensions with the Theory of Planned Behavior to predict intentions to purchase electric vehicles (Zheng et al., 2025).

4.1.5 Social Identity Theory

Social Identity Theory holds that people draw part of their self-concept from the groups they belong to and try to preserve a positive social identity, thereby supporting self-esteem (Tajfel & Turner, 1979). This is reflected in "neo-luxury" brand communities, including Hugo Boss and Massimo Dutti, where identification with the community appears to depend mainly on affective, or emotional, engagement rather than cognitive or behavioral factors (Činjarević et al., 2025). Furthermore, research in the luxury sector shows that consumer perceived value dimensions have also been shown to significantly shape both a brand’s social identity and consumers’ personal identity (Xi et al., 2022).

4.1.6 Lovemark Theory

Lovemark theory moves beyond traditional brand loyalty by requiring a brand to achieve high levels of both respect and emotional love. In a study of automotive brands in Turkey, Samsa (2025) found that brand respect is an important antecedent of brand love, which in turn mediates the relationship between brand respect and brand loyalty, with brand affection playing a partial direct effect. Fetais et al. (2023) confirmed that lovemark formation significantly mediates the effect of social media marketing on brand loyalty in Qatar’s luxury fashion sector. In Pakistan’s automobile industry, Javed et al. (2023) treated lovemarks and brand loyalty as higher-order constructs and found that both lovemarks and customer advocacy significantly predict brand loyalty.

Table 2. Theoretical Perspectives in Consumer Perception and Brand Loyalty Research.

Theory	No. Of Articles	Key References
Theory of Planned Behavior / Theory of Reasoned Action	15	Hien et al. (2024) ; Fijahi & Sliman (2025) ; Herbert et al. (2025) ; Canguende-Valentim & Vale (2022 & 2023) ; Nasser & Bensaid (2024) ; Gallart-Camahort et al. (2021) ; Nunes (2024) ; Bouderbala Idrissi et al. (2022) ; Abalkhail (2020) ; Zheng et al. (2025) ; Nnindini & Dankwah (2021) ; Thongmak (2025) ; Davari et al. (2022) ; Yadav et al. (2025)

Theory of the Leisure Class / Conspicuous Consumption	7	De Silva et al. (2020) ; Tafani et al. (2024) ; Davari et al. (2022) ; Abalkhail (2023) ; El Mouqtafi & Barzi (2023) ; Klabi (2020) ; (Jacob et al., 2020)
Attachment Theory	5	Samsa (2025) ; Ammalia et al. (2025) ; Shimul (2022) ; Rodrigues et al. (2023) ; Klabi (2020)
Social Identity Theory	5	Shimul (2022) ; Činjarević et al. (2025) ; Zarei et al. (2020) ; Thongmak (2025) ; Xi et al. (2022)
Customer-Based Brand Equity (CBBE) Models	5	Abbass et al. (2024) ; Appiah-Nimo et al. (2024) ; Fitriastuti et al. (2026) ; Gallart-Camahort et al. (2021) ; Zheng et al. (2025)
Self-congruity / Self-image Congruence Theory	5	Shimul (2022) ; Klabi (2020) ; Xi et al. (2022) ; Davari et al. (2022) ; Tahir et al. (2024)
Lovemark Theory	4	Samsa (2025) ; Jacob et al. (2020) ; Fetais et al. (2023) ; Javed et al. (2023)
Consumer–Brand Relationship Theory / Paradigm	4	Shimul (2022) ; Činjarević et al. (2025) ; Bartoli et al. (2023) ; Bazi et al. (2020)
Disconfirmation Theory / Expectation-disconfirmation	3	Rehman et al. (2025) ; Fitriastuti et al. (2026) ; Hamzah & Pontes (2022)
Consumer Culture Theory	2	Keni et al. (2021) ; Thongmak (2025)
Social Exchange Theory	2	Thongmak (2025) ; Hashem et al. (2024)
Capital Theory	2	Davari et al. (2022) ; El Mouqtafi & Barzi (2023)
Self-theory	2	Davari et al. (2022) ; Klabi (2020)
Signaling Theory	2	Nugraha et al. (2024) ; Yadav et al. (2025)
Cue Utilization Theory	2	Nugraha et al. (2024) ; Yadav et al. (2025)
Individual Theories (1 article each)	1	*Self-determination:* Shimul (2022); *Engagement / Brand Equity:* Fetais et al. (2023); *Value-Identity-Personal Norm Model / Norm Activation Model / Value-Belief-Norm:* Herbert et al. (2025); *Adaptive Expectations:* Peterson (2024); *Expectancy-value:* Rehman et al. (2025); *Norms of Reciprocity:* Javed et al. (2023); *Self-adaptation / Uniqueness / Distinctiveness:* Zarei et al. (2020); *Value Percept:* Amro et al. (2025); *Uses and Gratifications:* Thongmak (2025); *Luxury Brand Management Framework:* Bwambale (2023); *Perceived Risk:* Canguende-Valentim & Vale (2023); *National Culture / Social Structural:* Tafani et al. (2024); *Social Cognitive:* Davari et al. (2022); *Information Processing:* Nugraha et al. (2024); *Congruence:* Yadav et al. (2025); *Cognitive Appraisal / Trust Transfer / SOR / Social Impact:* Hashem et al. (2024)

4.2 Context

4.2.1 Countries

Most studies of consumer perception and brand loyalty in the luxury market have focused on Asia, Europe, the Middle East, and Africa. In single-country research, India appears most often, representing 13.7% (10/73) of all studies. China and Indonesia follow with 7 studies each, then Morocco with 6, Saudi Arabia with 5, and Thailand with 4. This concentration in emerging and developing markets reflects the growing importance of these regions as centers of luxury consumption. Saudi Arabia and Jordan account for the largest share of the Middle Eastern research, including notable studies by Abalkhail (2020, 2023), Klabi (2020), and Hashem et al. (2024). Europe is also represented, particularly by France, which has 2 single-country studies and 4 cross-national collaborations, and Portugal, with 4 studies in total.

Morocco is the explicit geographic focus of this review and appears in seven dedicated studies (Paschina, 2023; Jazi & El Idrissi, 2022; Abbass et al., 2024; Bouderbala Idrissi et al., 2022; El Mouqtafi & Barzi, 2023; Fijahi & Sliman, 2025; Ait Nasser & Bensaid, 2024), placing it among the most studied emerging markets in the corpus. Taken together, the studies suggest that Moroccan luxury consumers are driven mainly by personal and emotional motives (El Mouqtafi & Barzi, 2023). They also show that consumers may engage with both original and counterfeit luxury products (Jazi & El Idrissi, 2022; Bouderbala Idrissi et al., 2022; Paschina, 2023), while digital engagement and CSR practices are becoming increasingly relevant to brand loyalty in this market (Ait Nasser & Bensaid, 2024; Abbass et al., 2024).

Looking more closely at the research settings, most studies are situated within one country (51/73). Another 28 involve two countries, including Canguende-Valentim & Vale (2022), Hamzah & Pontes (2022), and Shammout et al. (2022), while 25 examine multiple countries, as do Tafani et al. (2024), Kara & Hamoudy (2026), and Bwambale (2023). This rise in cross-national work points to greater recognition that cultural differences shape perceptions of luxury brands and patterns of loyalty.

The corpus covers a range of product and service contexts. Luxury goods in general account for 34 studies, while automotive products appear in 30 studies, making the automobile industry a particularly important setting for research on luxury brand loyalty.

Table 3. Geographic Distribution of Research.

Region	Country	Single Country	Twin Country	Multiple Country
Asia	India	10	1	1
	Indonesia	5	2	
	Thailand	4		
	China	4	1	2
	Malaysia		3	
	Pakistan	1		1
	Iran	1		1
	South Korea		1	
	Sri-Lanka	1		
	Vietnam	1		

Africa	Morocco	6	1	
	Ghana	1		
	South Africa	1		
	Tunisia			1
	Mauritania			1
	Angola		2	
	Uganda			1
Middle East	Saudi Arabia	3	1	1
	Jordan		2	1
	Qatar	1		1
	Yemen	1		
	UAE			1
Europe	Portugal	2	2	
	Spain	1	2	
	France		2	4
	Turkey	1		1
	Italy	1	1	
	United Kingdom			3
	Germany		1	
	Sweden	1		
	Bosnia & Herzegovina	1		
	Hungary		1	
	Greece			1
America	USA	2	1	3
	Canada	1		1
Oceania	Australia	1	3	
	New Zealand		1	
TOTAL		**51**	**28**	**25**

4.3 Characteristics

The research corpus utilizes a complex architecture of variables to explain consumer behavior in luxury and automotive contexts. Table 4 below provides an overview of the variables categorized according to their role in the study framework: antecedents, mediators, moderators, and outcome variables.

Table 4. Widely Investigated Variables in Consumer Perception and Brand Loyalty Research.

Variable Type	Category	No. Of Articles	Percentage (%)
Antecedents	Brand Image, Identity & Awareness (Includes Association, Heritage, Country of Origin, Prestige, Authenticity)	32	43.8%
	Psychological & Socio-cultural Factors (Includes Materialism, Status, Social Influence, Culture, Gender, Behavior, Norms)	24	32.9%
	Consumer Experience & Engagement (Includes Brand Experience, Digital/Social Marketing Activities, Interactivity)	18	24.7%
	Perceived Quality (Includes Product Quality, Service Quality, Reliability, Aesthetics)	16	21.9%
	Relational Variables (Includes Trust, Love, Attachment, Satisfaction, Emotions)	15	20.5%
	Perceived Value (Includes Value, Price Perception, Price Fairness, Economic/Hedonic Value)	13	17.8%
Mediators	Relational Variables (Includes Satisfaction, Trust, Love, Attachment, Commitment, Resonance)	17	23.3%
	Brand Perception & Identity (Includes Image, Congruity, Attribute, Personality)	12	16.4%
	Consumer Experience & Engagement (Includes Engagement, Experience, Involvement, Customer Value Co-Creation)	11	15.1%
	Psychological & Motivational Factors (Includes Attitude, Norms, Trends, Materialism, Status)	8	11.0%
	Perceived Quality & Value	6	8.2%
Moderators	Psychological & Socio-economic Factors (Includes FOMO, Motivation, Gender, Culture, Susceptibility)	10	13.7%
	Strategic & Marketing Factors (Includes Price, Sales Promotions, Marketing Effort, Warranty)	4	5.5%
	Consumer Experience & Engagement (Includes Involvement, Usage Experience)	4	5.5%
	Brand Expectations & Value	2	2.7%

Outcomes	Brand Loyalty (Includes Attitudinal and Behavioral Loyalty)	28	38.4%
	Purchase Intention & Decisions	25	34.2%
	Consumption Behavior & Social Communication (Includes WOM, eWOM, Herd Consumption, Luxury Experience)	12	16.4%
	Customer Satisfaction & Perception	12	16.4%
	Consumer Engagement & Identity (Includes Community Identification, Brand Relationship)	8	11.0%

Note: *Percentages are calculated based on the total number of studies in the research corpus (N=73).*

4.3.1 Antecedent variables

Brand image, identity, and awareness form the most common category of antecedents, appearing in 32 studies (43.8%). The category covers brand association, heritage, country of origin, and prestige, all of which can act as initial triggers of consumer interest. In the automotive sector, for example, researchers have examined the direct effects of brand image and identity on purchase intentions (Nunes, 2024). Other work has treated brand awareness as a primary factor in the adoption of new technologies like electric vehicles (Zheng et al., 2025).

Psychological and socio-cultural factors make up the second-largest category, with 24 studies (32.9%). These include materialism, status orientation, social influence, and cultural norms. Studies of the Vietnamese market have explored the effect of status orientation on luxury purchase intentions (Hien et al., 2024), while research by Shammout et al. (2022) examines how cultural orientation and materialism contribute to the "bandwagon effect" in luxury consumption. Consumer Experience and Engagement variables, including brand experience and social media interactivity, appear as antecedents in 18 studies (24.7%). Perceived Quality is included in 16 studies (21.9%). Together, these factors address the brand’s functional and experiential dimensions. Research examines how the phygital brand environment affects consumer relationships (Bartoli et al., 2023); another considers how perceived quality and product reliability shape preferences in the Indian automobile industry (Bordoloi & Sharma, 2025). Relational Variables (Trust, Love, Attachment) occur as antecedents in 15 studies (20.5%), while Perceived Value (Price Perception, Economic/Hedonic Value) does so in 13 studies (17.8%). The emphasis here shifts toward consumers’ emotional responses and rational assessments. Brand experience and trust, for instance, are identified as critical precursors to brand commitment (Shimul, 2022), and brand experience combined with brand love is used to predict long-term loyalty (Fitrianal & Tuti, 2024).

4.3.2 Mediating variables

Relational Variables are the most frequently used mediators in the corpus, appearing in 17 studies (23.3%). They include satisfaction, trust, love, attachment, and resonance factors that connect a consumer’s first contact with a brand to eventual loyalty. In Portugal’s automotive market, Rodrigues et al. (2023) found that brand love mediated the relationship between attachment and loyalty. In Pakistan, Rehman et al. (2025) reported that consumer satisfaction mediated the effects of perceived quality and value.

Brand Perception and Identity variables, including image, congruity, and personality, served as mediators in 12 studies (16.4%). They show how consumers' internal perceptions of a brand develop in response to particular stimuli. For example, Jaroenwanit (2025) examined brand personality as a mediator between brand attributes and purchase intention, while Gallart-Camahort et al. (2021) showed how brand image can turn brand awareness into greater customer engagement and brand loyalty. Consumer Experience and Engagement factors including involvement and Customer Value Co-Creation (CVCC) act as mediators in 11 studies (15.1%). Together, they draw attention to consumers' active participation in creating value. CVCC, for example, has been identified as a partial mediator of the relationship between corporate social responsibility and brand equity (Abbass et al., 2024). In another case, brand involvement explains how emotional and social values contribute to herd consumption behavior (Kang et al., 2020). Psychological, Motivational, and Perceived Quality/Value factors appear less often: they serve as mediators in 8 (11.0%) and 6 (8.2%) studies, respectively. Consumer attitude and subjective norms, for instance, mediate the effects of brand awareness and loyalty on electric-vehicle purchase intentions (Zheng et al., 2025), while perceived value mediates the relationship between brand trust and purchase intention (Hamzah & Pontes, 2022).

4.3.3 Moderating variables

Psychological and socio-economic factors appear as the primary moderators, featuring in 10 studies (13.7%). The category covers gender, culture, motivation, susceptibility to social influence, and the "fear of missing out" (FOMO). Socio-economic factors have been used to examine how religiosity affects luxury consumption (Abalkhail, 2020), as well as how concerns about environmental sustainability shape car-buying decisions (Peterson, 2024).

Strategic and marketing factors act as moderators in 4 studies (5.5%). Price, sales promotions, marketing effort, and warranty knowledge fall within this group. Perceived price, for instance, is a critical moderator of electric-vehicle adoption (Zheng et al., 2025). Sales promotions also affect the strength of the relationship between social status and purchase intentions (Davari et al., 2022), while warranty knowledge moderates the effect of brand image on car purchase intentions (Nugraha et al., 2024). Consumer Experience and Engagement moderators including consumer involvement and usage experience appear in 4 studies (5.5%). Their effect is to change how marketing programs influence consumers, depending on how closely those consumers are connected to the brand. For example, consumer involvement significantly moderates the relationship between brand identity and purchase intentions (Nnindini & Dankwah, 2021). Only 2 studies (2.7%) feature Brand Expectations and Value, making them the least common moderators. Consumer expectations and brand value can alter the strength of relational bonds. Among Porsche owners, consumer expectations moderate the path from brand attachment to loyalty (Milheiro et al., 2024); conspicuous and status consumption, meanwhile, moderate the development of emotional brand attachment (Klabi, 2020).

4.3.4 Outcome variables

Brand loyalty, including both attitudinal and behavioral forms, is the most frequently examined outcome variable, appearing in 28 studies (38.4%). That emphasis reflects the central aim of luxury and automotive marketing: retaining high-value customers. Studies have examined how brand resonance and brand value build loyalty (Ammalia et al., 2025), while others address broader links between customer satisfaction and brand loyalty (Tahir et al., 2024). Purchase intention and decisions rank second, with 25 studies (34.2%) focusing on this outcome. Here, the emphasis falls on the consumer's final movement toward buying. Examples include research on the predictive effect of subjective norms on purchase intentions (Canguende-Valentim & Vale, 2022) and on managing brand attributes to encourage luxury car purchase intentions (Jaroenwanit, 2025). Consumption behavior and social communication, including WOM, eWOM, and luxury experience, appear in 12 studies (16.4%), as does customer satisfaction/perception. These outcomes capture what follows a purchase, as well as the broader social effects associated with brands. Electronic word-of-mouth (eWOM) and willingness to pay more, for example, are key outcomes of brand love and brand trust (Hashem et al., 2024). The final category, Consumer Engagement and Identity, includes brand relationship and community identification and appears in 8 studies (11.0%). Here the emphasis is on how deeply consumers connect with a brand. Among the key studies are an analysis of brand community identification in "neo-luxury" markets (Činjarević et al., 2025) and research on how perceived value affects brand identity (Xi et al., 2022).

4.4 Methodologies Used in Prior Studies

4.4.1 Data collection

Across the 73 studies reviewed, survey questionnaires are the main method of data collection, appearing in all 51 quantitative studies. Sample sizes typically fall between 100 and 823 respondents. Most studies focus on consumers in key markets and recruit participants through convenience or snowball sampling, often using university networks or online panels. Eight mixed-method studies supplement structured surveys with qualitative instruments such as in-depth interviews, focus groups, or content analysis to enrich quantitative findings. The six studies that are purely qualitative take different approaches. Bazi et al. (2020), for example, conduct semi-structured interviews with 25 participants to examine luxury brand engagement, while Holmqvist et al. (2020) combine ethnographic observation with participant interviews in luxury settings. A few less conventional designs are also included: Mandler et al. (2020) use an online experiment to test how luxury dimensions affect consumer affect, and Bartoli et al. (2023) use a diary-based survey protocol to follow consumer-brand relationships. The eight bibliometric and systematic-review studies rely on databases including Web of Science and Scopus, applying PRISMA protocols and tools such as VOSviewer for co-citation mapping and corpus assembly. Collectively, the dominance of cross-sectional surveys raises concerns about temporal validity, especially in the Moroccan luxury context, where none of the seven dedicated studies uses a longitudinal or experimental design.

4.4.2 Analysis techniques

Structural equation modelling (SEM) emerges as the dominant methodological choice. Covariance-based SEM (CB-SEM), using tools such as AMOS or Lisrel, appears in 31 studies, while 21 use partial least squares SEM (PLS-SEM) through SmartPLS. Together, these figures point to a field-wide preference for path models capable of testing complex structural hypotheses. Five other studies use confirmatory factor analysis (CFA) specifically to validate multidimensional constructs. Qualitative and mixed-method research relies mainly on thematic analysis, reported in four studies, with software such as NVivo often supporting systematic coding. The corpus is not limited to these common approaches, though. Varol and Marquez (2020) use hidden Markov models (HMM) to examine latent states of brand loyalty in the automobile industry. Thongmak (2025) combines content analysis, using ChatGPT and QualiGPT, with hierarchical regression to study luxury car brands social media engagement. Mandler et al. (2020), meanwhile, employ multilevel regression to investigate dimensions of brand luxury. Bibliometric studies rely on VOSviewer to create keyword co-occurrence maps, while PRISMA 2020 supports transparent reporting of inclusion and exclusion decisions. Taken together, these analytical patterns point to a maturing discipline. It is moving beyond confirmatory hypothesis testing toward exploratory and longitudinal approaches, an evolution that future luxury research in Morocco should accelerate through experimental, panel, and machine-learning-assisted designs.

5. Discussion

The literature points to a fundamental shift in the luxury automotive sector: consumers are moving beyond cognitive and functional evaluations toward deeper emotional bonds tied to their identities (Rodrigues et al., 2023; Milheiro et al., 2024). This section examines the tension between these theoretical perspectives, the contextual dualities of the Moroccan market, the emerging frontier of electric vehicle (EV) loyalty, and the methodological limitations of relying on a narrative review.

The Cognitive-Affective Tension: Functional Baseline vs. Emotional Resonance

A central debate in the corpus concerns what drives luxury automotive loyalty: cognitive judgments about quality or emotionally grounded relationships with brands (Chaudhuri & Holbrook, 2001; Milheiro et al., 2024). In classical frameworks, including Customer-Based Brand Equity (CBBE) models, loyalty follows from cognitive assets such as brand awareness and perceived quality (Aaker, 1991; Keller, 1993). More recent studies largely retain that emphasis, treating post-purchase service quality and technical characteristics, particularly reliability and durability as the basic criteria consumers use when selecting a vehicle (Varol & Marquez, 2020; Fitriastuti et al., 2026).

Conversely, a growing body of research based on Brand Attachment and Lovemark Theories maintains that functional quality is only the starting point (Samsa, 2025; Javed et al., 2023). Lasting loyalty develops when a brand creates strong emotional resonance and becomes integrated with the consumer's sense of self (Park et al., 2006; Milheiro et al., 2024). Research on Porsche owners, for instance, finds that intense emotional attachment to the brand directly increases satisfaction and discourages switching to competitors (Milheiro et al., 2024). Samsa (2025) demonstrates that brand respect is merely an antecedent to brand love, which serves as the true mediator of loyalty. That kind of "emotional insulation" can also protect the relationship by encouraging customer advocacy and resistance to negative information in the marketplace (Hashem et al., 2024; Javed et al., 2023).

Contextual Nuances and Structural Duality in the Moroccan Market

Although the global corpus is concentrated largely in Asian economies such as India and Indonesia, research on Morocco points to a distinct structural duality: social status-signaling exists alongside personal and emotional motivations (El Mouqtafi & Barzi, 2023).

Moroccan consumers follow personal, hedonic standards but are still highly responsive to status signals (El Mouqtafi & Barzi, 2023). For young people, that contradiction can encourage the deliberate purchase of high-quality counterfeit goods: they obtain the appearance of social status without making the same financial sacrifice (Jazi & El Idrissi, 2022; Paschina, 2023). Brand loyalty in Morocco is also becoming more closely tied to digital interaction and shared values (Ait Nasser & Bensaid, 2024; Abbass et al., 2024). Experiences on social media help create the "self-brand connections" that support purchase intentions (Ait Nasser & Bensaid, 2024), and Corporate Social Responsibility (CSR) significantly strengthens CBBE dimensions (Abbass et al., 2024). Yet these studies are confined to other luxury sectors, leaving a major gap in the high-involvement luxury automotive context (El Mouqtafi & Barzi, 2023; Jazi & El Idrissi, 2022; Paschina, 2023).

The New Frontier: EV Adoption and Normative Divergence

Combining behavioral theories with brand equity models to predict electric vehicle (EV) adoption points to a move away from "status-signaling" loyalty toward loyalty grounded in values (Herbert et al., 2025; Zheng et al., 2025). That shift exposes a significant theoretical divide:

Zheng et al. (2025) combine CBBE with the Theory of Planned Behavior (TPB) to examine EV purchasing in China. Their findings indicate that attitude, perceived behavioral control, and perceived quality increase purchase intentions, whereas subjective social norms have no such effect. High perceived prices, by contrast, actively weaken those intentions (Zheng et al., 2025). In Sweden, Herbert et al. (2025) apply the Value-Identity-Personal Norm (VIP) model and find that personal norms (internalized moral obligations) are key drivers of sustainable brand loyalty. That relationship is fully mediated by the eco-friendly brand experience (Herbert et al., 2025).

Limitations and Future Research

While this review maps the conceptual landscape of luxury automotive loyalty, its narrative methodology has important limitations. The main concern is subjectivity and selection bias. Systematic reviews use standardized, PRISMA-compliant procedures to select and map the literature, whereas a narrative review depends on qualitative synthesis. That leaves room for subjectivity in deciding which studies receive priority and how their findings are brought together (Pautasso, 2019; Baumeister, 2013). There is also a limit to what the synthesis can say about causality. Since 69.9% of the studies in the underlying corpus are quantitative (cross-sectional surveys), the findings carry an inherent "temporal-validity limitation." A qualitative narrative synthesis, then, cannot empirically establish the direction of causality or show how deep emotional attachments develop or fade across the multi-year vehicle ownership lifecycle.

To address these limitations, future studies should draw on longitudinal panels and experimental designs, along with newer machine-learning methods for sentiment analysis (such as the ChatGPT/QualiGPT approach utilized by Thongmak, 2025), which is intended to capture consumer behavior objectively and in real time.

6. Conclusion

This review shows that research on consumer perception and brand loyalty in the luxury automotive sector is maturing, though its methods remain concentrated. The clearest finding is that luxury brands need to move beyond functional utility if they are to attain "Lovemark" status. At that point, strong respect combined with emotional love encourages active customer advocacy and repeat purchases (Samsa, 2025; Javed et al., 2023). The existing corpus maps many of the relevant antecedents and mediators, but its geographic imbalance is still troubling: North African markets such as Morocco receive limited attention despite their growing strategic importance (El Mouqtafi & Barzi, 2023; Hamelin & Thaichon, 2016). For managerial practice, this points to the need for luxury automakers to design experiences that create deep emotional resonance, rather than relying mainly on technical specifications (Loureiro et al., 2017; Kaufmann et al., 2019). In markets such as Morocco, brands need to account for the way social media interactivity and CSR practices work together to build the trust-affect-loyalty chain (Ait Nasser & Bensaid, 2024; Abbass et al., 2024). The main limitation of the current research is its strong dependence on cross-sectional surveys. These provide little temporal depth, making it difficult to trace how brand attachment changes over time. For researchers, especially those studying the Moroccan market, the next step should be to move from static, one-time surveys to longitudinal designs. Such research could show how luxury brand attachment develops, grows stronger, or weakens throughout the long-term vehicle-ownership lifecycle, instead of simply confirming relationships at one point in time.

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