



# Contribution of psychological motivations to creating customer loyalty in Moroccan luxury restaurants

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**Abstract:** Maintaining loyalty is difficult for marketers, particularly in the luxury sector. This study aims to contribute to the corpus of marketing literature by investigating how psychological motives may contribute to customer loyalty in luxury restaurants in Morocco. As a result, a qualitative research study was conducted. In order to find and investigate the subject of study, we conducted interviews with customers of Moroccan luxury restaurants using a well-structured interview guide. Prior to presenting the findings, a theme analysis is offered. This study allowed us to develop restaurant quality criteria based on the responses of Moroccan consumers. In the Moroccan setting, personalizing the customer-brand relationship was later demonstrated to be a major component in establishing consumer loyalty to luxury restaurants. We then found the causes and consequences of customer satisfaction, as well as some new variables that drive customer loyalty. As a consequence, clients might be satisfied but not always loyal. This study has identified the barriers to loyalty and provided solutions for how to overcome them.

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## 1. Introduction

Brand loyalty has been referred to as a gauge of the strength of the customer-brand connection. Attitude and behavior are the two dimensions of loyalty. Behavioral brand loyalty concentrates on recurrent brand purchases and recommendation behaviors [1] whereas attitude brand loyalty encompasses the consumers' attachment, commitment, and intention to repurchase the brand [2]. Loyal customers are important for the brand's success in a variety of reasons, including recurring business, reduced price sensitivity, and cheaper service costs.

Consumer loyalty is obviously very crucial in the competitive environment of the luxury restaurant industry, because customer turnover costs far outweigh client retention costs [3]. Indeed, restaurant success is heavily dependent on their ability to meet the needs and expectations of its customers. Restaurants aim to build long-term relationships with their customers and gain their loyalty [3]. It was demonstrated that two major branding outcomes support luxury brand loyalty behavior: luxury brand attachment and luxury brand trust [4]. However, It has been revealed that brand personality congruence is a critical determinant of brand love and brand loyalty, suggesting congruence between the consumer's personality and the brand is essential to the luxury

branding sector [5]. As a result, it's critical for the restaurant industry to understand the factors that impact customers' decisions to return to the restaurant for another meal. By taking these factors into account, it is possible to meet the expectations of customers and prevent their defection, resulting in abundant earnings for the restaurant. Although, antecedents of loyalty are vastly discussed in diverse industries but the most significant predictor of loyalty is yet to be explored.

The need for prestige, which leads people towards the values and advantages connected with luxury goods, is one of the primary reasons for consumers' propensity to adopt luxury products [6]. Previous research suggest that people who visit upscale restaurants have particular needs, and that those needs, such as being distinctive, happy, or exposed to the public, must be met. These needs may elicit psychological pressures that push consumers toward high-end goods. Previous research has shown that customer behavior in the search for luxury is influenced by a variety of factors [7]. According to [8], five sorts of customers are distinguished by their motivational characteristics. These two researchers classified customer motives as observable, distinct, sociable, hedonists, and perfectionists. The visible and social elements might be thought of as aspects of materialism [9]. Consequently, four motivations such as materialism, unity, hedonism, and perfectionism may be used to justify the use of luxury good [10]. The services provided by luxury products and restaurants are non-tangible, non-essential, inseparable, and imperfect [8]. Future studies should include consumers' actual purchasing at luxury restaurants (spending data), and should consider consumers' intention of visiting the restaurant again [10].

Most of research done on customer loyalty in the luxury context are related to factors linked to brand; brand image [11], chatbots [12], brand equity, service quality, and product quality [13], multisensory marketing [14]. However, [15] suggested that consumers in the luxury store setting expressed stronger emotional attachment and brand loyalty than consumers in the nonluxury store environment). So, we know relatively little about the motivational factors linked to customer perspective that influence customer loyalty to luxury restaurants. Previous studies determine how personality traits (including the need for uniqueness and self-monitoring) and social traits (including self-expression and self- presentation) influence the importance of design and brand loyalty in the luxury context [16]. But no study shed light on customer psychological motivations (materialism, uniqueness, hedonism and perfectionism). Due to gaps in the literature, this study adds to the body of knowledge by examining psychological motivations and their role in building loyalty among Moroccan customers toward luxury restaurants. The interest of this research also stems from the fact of introducing satisfaction to understand the current relationship. We explore What are the psychological motivations that help to create the loyalty of customers at luxury restaurants in the Moroccan context? Which role play customer satisfaction in the current relationship? and How satisfied customers of luxury restaurants can become loyal?

The structure of this article is described below. We begin by proposing a conceptual framework for loyalty and psychological motives, then describe the research's theoretical framework before detailing the methodology and instruments employed in the current study. The findings of the

qualitative research are summarized, presented, and discussed. Finally, we present limitations as well as potential research directions.

## 2. Conceptual background

### 2.1 Psychological motivations

Five different consumer categories are distinguished based on the characteristics of their motives. They categorize consumer incentives as being conspicuous, unique, sociable, hedonistic, and perfectionist [8]. The research of [10] seeks to merge these two motives under the label "materialism" given that visible and social incentives are both based on interpersonal effects and are both materialist. Thus, they have identified four motives related to luxury: materialism, uniqueness, hedonism, and perfectionism.

#### 2.1.1 Materialism

Materialism, according to [17], is a "set of centrally held beliefs about the importance of possessions in one's life." People have always believed that having particular possessions will make them happier. The desire for wealth and status is what leads to materialism. [9]. The more materialistic consumers may believe that owning luxury brands will bring them happiness, and they may judge their own success and other people's success based on whether or not they own luxury brands [8].

#### 2.1.2 Uniqueness

Purchasing expensive goods may help people feel unique, and the rarity of the item will boost one's self-esteem by demonstrating individual taste, breaking the law, or avoiding identical existence [18]. This result combines selfish and altruistic goals. [1] first proposed this motivation, also known as the "snob" effect, and it can manifest in one of two ways: either when a product is launched and one wants to gain an advantage by belonging to the minority that owns it, or when one rejects a product because it is held by the masses [20].

When consumers feel the urge to step back from the consumption habits of others, this motivation is set off.

According to studies on uniqueness, three behavioral dimensions: creative choice counter conformity, unpopular choice counter conformity, and avoidance of similarity have been found.

- creative choice counter conformity: When people opt for social difference, their decisions might be influenced by others due to counter conformity.
- unpopular choice counter conformity: When people recognize how similar they are to others, they may breach norms or conventions or risk social rejection. This is known as counter conformity.

- avoidance of similarity: Consumers that have a high demand for uniqueness do not appreciate items or brands that they believe to be common.

### 2.1.3 Hedonism

Hedonistic consumption is defined by [21] as "consumer behavior that relates to the multi-sensory, fantasy, and emotive aspects of product use." A hedonic incentive is one that is focused on the consumer's pleasure, which includes visual pictures, fantasies, and physiological sensations including tastes, sounds, odors, tactile feelings, and perceptions of one's encounter with objects [21]. Affective consumption is a term used to characterize consuming that aims to produce a certain emotional state. This might involve purchasing something to improve feelings (sensation, fulfillment) or to recover from negative sensations (relief, recovery) [22].

### 2.1.4 Perfectionism

Perfectionism, which is sometimes referred to as the "functional" value of luxury but more broadly includes the superior design and customer services provided by luxury brands, is not limited to superior quality, usability, and/or performance [23]. The reason for perfectionism is the psychological propensity to do tasks completely. The pursuit of high human standards might be considered as a characteristic of perfectionism. The greatest quality is what consumers anticipate from premium brands. In the perspective of the majority, expensive goods and first-rate service may be equated with better pricing since they are perceived as reflecting excellent quality. Perfectionist clients place a higher value on quality and assurance, and in their eyes, luxury companies offer higher-quality products than non-luxury alternatives. Customers seeking perfection could be drawn to luxury items because, in their eyes, their high cost indicates superior quality [24-18].

## 2.2 *Personalization of customer-brand relationship*

It is one of the key components of a relational marketing strategy that works in tandem, according to [25]. It refers to the relationship between the customer and an organization as well as is carried out via a variety of activities, including recognition programs, product testing, business and customer meetings, preferential treatment, etc.

## 2.3 *Loyalty*

Loyalty is defined as "a firm and deep commitment to repurchase or purchase in the future a preferred product or service which, despite potential or actual environmental effects or competitors' marketing efforts to change the customer's purchasing behavior, is a repurchase of the same brand or series of brands. » [26].

Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repatriation. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to the next level. Customer satisfaction produces a positive bottom line, especially in regular purchases. Today's cutthroat market, where creating and retaining customers is more complex than ever before. This is due to the breakthrough in technology and the widespread use of the internet. Loyalty requires the company to concentrate the value of its products and services and to show that it is interested in fulfilling the desire or building the relationship with the customers [27]. A relationship with a customer is equally important in building customer loyalty and it requires the business to work in a larger context that extends beyond itself as no business can be world-class [28]. Customer loyalty was divided into three different categories which include behavioral loyalty, intentional loyalty and emotional loyalty. Behavioral loyalty is the repetition of the buying behavior while intentional loyalty is the possible buying intention. However, emotional loyalty is achieved when a customer feels a brand matches their value, ideas, and passion [29].

### 3. Materials and Methods

In order to carry out our study, we opted for a qualitative approach. Thus, it seemed to us that the semi-directive individual interview is the most appropriate to meet our objective of encouraging respondents to discuss freely their psychological motivations and their role in contributing to the formation of loyalty to luxury restaurants.

#### 3.1 Selected restaurants

The Moroccan restaurant industry is booming in 2023 thanks to trends including sustainable practices, creative menus, technological integration, emphasis on quality, and immersive culinary experiences that are shaping the nation's culinary landscape. Restaurants in Morocco try to adjust to these new trends in order to stay competitive and meet the evolving needs of their patrons.

Table 1 describes the evolution of restaurants and hotels in Morocco.

**Table 1.** Evolution of restaurants and hotels in Morocco from 2017 to 2023

Years	Restaurants, cafes and similar establishments	canteens	Accommodation services
2023	115,6	105,7	103,2
2022	109,3	105,3	98,4
2021	106	102,6	97
2020	104,7	100,5	97,6
2019	103	100,1	100,2
2018	101,2	100	100,9
2017	100	100	100

Source: Survey of industrial production, High Commission for Planning

Several researches have been carried out to explain the different dimensions of quality in the field of catering, table 2 identifies these dimensions, with the researchers concerned and the year of the study carried out.

**Table 2.** Quality dimensions related to restaurants industry

<b>Dimensions</b>	<b>Authors</b>	<b>Year</b>
Tangibility, responsiveness, empathy, reliability, assurance and quality of service perceived by the customer	[30]	2011
Restaurant image, accuracy, speed of service and price	[31]	2012
Food quality, tangibles, staff, convenience and advice	[32]	2013
Service, hygiene and atmosphere	[33]	2014
Quality of service, quality of food, quality of atmosphere and perceived value.	[34]	2015
Perceived value, emotional price, monetary price, behavioral price and reputation.	[35]	2016

In the Moroccan context, and in order to construct a list of luxury restaurants in Morocco, we based ourselves on the following criteria:

- a complete service
- a high quality environment
- and entrees that cost \$20 or more. [36–37-38]

The following table (table 3) lists the most luxurious restaurants in each Moroccan city.

**Table 3.** Luxury restaurants in Morocco by city

<b>Cities</b>	<b>Luxury restaurants</b>
<b>Casablanca</b>	Iloli La table de Rétro
<b>Marrakech</b>	l'italien de la mamounia, la cour des lions, , la table du royal mansour, la grande table marocaine, le jardin du royal mansour, sesamo, AL Aïn, Le Caravane, mes'lalla, Palais Jad Mahal, le selman, la villa des orangers, Le Jardin d'hiver, Malak Eme-raude,SINIMAN
<b>Agadir</b>	Au palais du jardin
<b>Essaouira</b>	Heure Bleue Palais
<b>El jadida</b>	Le Sel de Mer

### 3.2 Participants

One of the most important questions that the researcher asks when conducting this type of interview is to know how many interviews are necessary to obtain correct, relevant and meaningful results. Since our main objective is not to test a pre-established model, but more to understand the contribution of psychological motivations to the formation of loyalty to luxury restaurants in the Moroccan context, we will therefore have the possibility of limiting ourselves to a convenience sample.

Regarding the choice of the number and profile of people to interview, we chose to respect the criteria of saturation and diversification. Ten interviews were necessary to satisfy the theoretical and semantic saturation criteria. In terms of diversification, we interviewed different customers of luxury restaurants from different cities in Morocco (Casablanca, Marrakech, Agadir) in line with cities of luxury restaurants in Morocco, the customers questioned are of different ages from different social and economic levels, from different professional categories as it is shown in table 4. This is a very specific and inaccessible category of customers, we opted for the snowball effect in order to contact these people and have appointments with them, we started first with our entourage, and then we asked each respondent to recommend other contacts and so on.

**Table 4.** Characteristics of questioned individuals

<b>Name</b>	<b>Profession</b>	<b>Age</b>	<b>city</b>	<b>Duration</b>	<b>Date of interview</b>
<b>Mounia</b>	Professor of Higher Education	49	Casablanca	<b>56 min</b>	<b>20/08/2023</b>
<b>Said</b>	Entrepreneur	56	Casablanca	<b>1h20min</b>	<b>16/06/2023</b>
<b>Sami</b>	HR Director	36	Marrakech	<b>52 min</b>	<b>03/07/2023</b>
<b>Sanaa</b>	Doctor		Casablanca	<b>54min</b>	<b>01/06/2023</b>
<b>Asmaa</b>	decoration Architect	27	Agadir	<b>48min</b>	<b>28/06/2023</b>
<b>Dalal</b>	Entrepreneur	25	Marrakech	<b>50 min</b>	<b>13/06/2023</b>
<b>Rihab</b>	Haute couture brand owner	28	Agadir	<b>1h10 min</b>	<b>14/08/2023</b>
<b>Abderrahim</b>	Professor of Higher Education	59	Casablanca	<b>1h</b>	<b>07/06/2023</b>
<b>Laila</b>	Director of a bank branch	42	Agadir	<b>53 min</b>	<b>19/07/2023</b>
<b>Maha</b>	<b>Doctor</b>	<b>45</b>	<b>Marrakech</b>	<b>46 min</b>	<b>21/07/2023</b>

### 3.3 Data collection

All our respondents were interviewed individually, we carried out a face-to-face interview test before conducting the interviews in order to detect failures. We deduced from this test that the questions were a little badly formulated, this is what we tried to improve afterwards. We conducted ten face-to-face interviews with an average duration of fifty seven minutes per interview. The number and duration of interviews are respected and comply with the standards of qualitative exploratory studies [39]. Additionally, in order to guarantee that the interviews went well,



we employed an interview guide as an animated supplement that included a variety of topics related to the limitations of the literature review on the customer loyalty in luxury restaurants as well as the specific goals of the study. The themes were all addressed in their entirety, depending rather on the degree of proximity to the discourse of the interviewees than

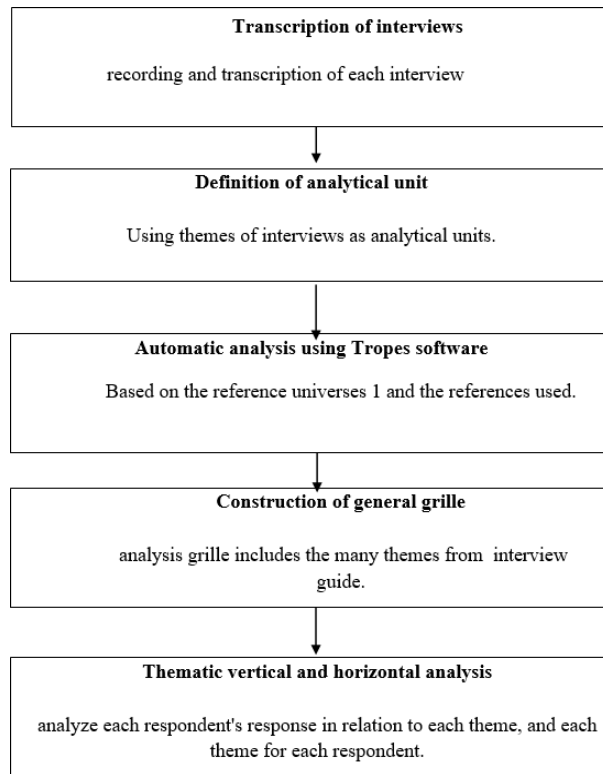
“in a pre-established sequential order” [39], the interviewing guide was broken down into three parts. The first was to identify the respondent's psychological motivations for choosing a luxury restaurant and to categorize those motivating factors (materialism, hedonism, uniqueness, or perfectionism). Then, determine how these psychological motivations influence customer satisfaction with service, cost, quality, etc. and might result in a recommendation of the chosen restaurant and the dissemination of views. Finally, the frequency and regularity of respondents' visits to luxury restaurants, as well as their attachment to this kind of restaurants can help us determine their level of loyalty.

### **3.4 Data analysis**

We decided to perform a theme analysis of the interview guide's content in the context of our study by following these themes; theme 1: psychological motivations (under themes: materialism, uniqueness, hedonism, perfectionism), theme 2: satisfaction (under themes: affective satisfaction, cognitive satisfaction, Bidimensional satisfaction, relational satisfaction), theme 3: loyalty (under themes: behavioral loyalty, attitudinal loyalty). Given that the themes are already known, this analysis will be carried out a priori in order to interpret the content, connect each unit of meaning to a distinct theme, and discover how the various topics from the interview guide were covered during the interviews and what variations there were in approaches depending on each type of respondent. Every interview was really Dictaphone recorded so that transcription could be done later on. A thorough review of all the interviews was conducted after they had been taped and transcribed to acquire a broad overview and to spot any new topics that the participants had not previously brought up.

The following diagram (figure 1) illustrates the procedure for interview analysis and describes each phase.

**Figure 1.** Interview analysis process



**Source: Authors**

According to thematic analysis by Tropes Software, we include the five main universes of reference 1 in table 5 together with the references they contain, classifying each area according to relevance.

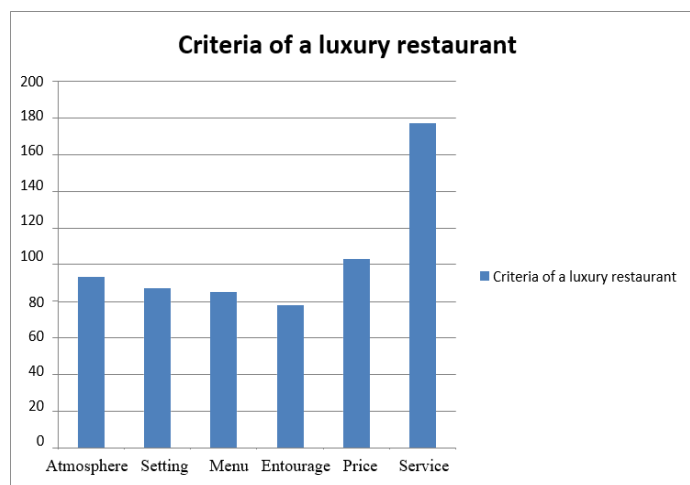
**Table 5.** Reference universes and their explanations (Tropes Software)

Reference Universe 1	References
<b>Restauration</b>	restaurant, gastronomy, menu, waiter, diner, lunch, food, “cuisine”
<b>Richness</b>	richness, luxury, rich people
<b>Trade</b>	Price, cost, customer, business, bar summer, February 14, birthday, new year, in addition to the terms; day, period, month, week.
<b>Time</b>	This universe presents the different opportunities to visit restaurants
<b>People</b>	everyone, no one, someone, physical person. These references present the terms customers use when they talk about staff, the restaurant environment or others.

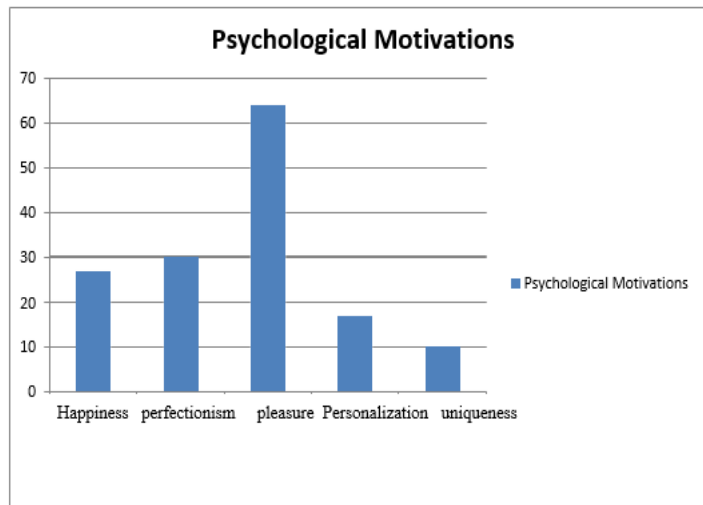
#### 4. Results

In order to properly assess our study, we first decided to make advantage of the automatic analysis offered by the program Tropes, which creates classifications, graphs, and correlations between terms automatically. By selecting from a variety of scenarios constructed from the conducted interviews and by establishing links between the numerous references utilized, we will be able to identify our problem in a different approach and provide graphs and tables at the conclusion of the study. After building the general grille, we went onto the vertical analysis (analyzing each answer in terms of its corresponding theme) and horizontal analysis (analyzing each topic in terms of its corresponding responding theme).

**Figure 2.** Criteria of a luxury restaurant



From interviews, it has been determined that the main criteria for a luxury restaurant is service, which means perfect service including waiter, welcome... Next, the price must be appropriate and not excessively expensive to qualify as a "luxury restaurant," followed by a beautiful setting that meets the criteria for a "luxury restaurant," a great personal or professional atmosphere, a good ambiance that complements this setting, a varied and well-planned menu, and finally entourage, the clientele that frequents this kind of establishment.

**Figure 3.** Psychological motivations of luxury restaurants' customers

The customers of luxurious restaurants have various psychological motivations, such as the desire for happiness through the ambiance, the surroundings, and the setting; on the other hand, the pleasure is found in the staff's welcome and service; next, the need for perfection is found in the details, such as the plate, the cutlery, and the service; and finally, the desire for personalization, which emerged as a fresh motivation in the interviews. Finally, uniqueness can be found in recognition or personalized service.

**Figure 4.** Obstacles to customer loyalty in luxury restaurants

The interviews also revealed the barriers to customer loyalty. For example, high prices make it difficult for customers to return to a restaurant; instead, they need to be at a fair price. Additionally, customers may not be loyal because they like to try new restaurants to find the perfect fit for their needs. And then if they do not always find the same quality of service and dishes, they will not return and then change the restaurant.

## 5. Discussion

Our study's findings will be discussed in three parts, each of which is based on existing research sub-questions.

### **What are the psychological motivations that help to create the loyalty of customers at luxury restaurants according to Moroccan context?**

Through the results obtained, we can see that the psychological motivations that contribute to the formation of loyalty is first of all happiness which results in a good atmosphere, lively music, *"If I will be happy, I will be loyal"*, *"where I can find a show...spectacle with different music, different styles, there I can tell you that I will be attached to this restaurant"* or a change of mood, *"I need my Mood to change completely"*. Then the personalization of customer-brand relationship has emerged in theme 1 (psychological motivations) as a new theme, it is a dominant motivation for our respondents to go and visit luxury restaurants, indeed this motivation is explained first of all by the fact of being called by the client's own name "customer recognition", *"he calls me by Miss X"*, *"it's Mr, it's Mrs and who takes me to my table"*, *"he calls me by my name, it's important for me"*, *"let me be recognized"*, *"let me be called by my name"*, all these expressions show that this point is interesting for them, then the manager's presence and his personal accompaniment contribute also to the personalization of customer-brand relationship. *"welcomed by the manager"*, *"the manager accompanies me in and out"* which plays an important role in loyalty, then the perceived value in the restaurant is crucial as well, they want to feel important in the restaurant. *"I feel like an important customer"*, *"I'm already part of their database, it's important"* in addition to the personalized service that meets the personal expectations of the customer *"the staff is very caring"*, *"I had a personalized welcome"*, *"to be well served, to have a personalized welcome, then I will be really loyal to the restaurant"*. On the other hand, findings revealed that the pleasure motivation is reflected in many elements; the warm welcome *"they welcomed us with applause"*, the varied menu, *"their menu is really varied"*, *"the menu is really gastronomic"*, *"a very nice varied menu"*, the atmosphere *"it's a nocturnal atmosphere"*, *"special friendly atmosphere"*, the place *"a very chic place"* *"I really liked the place"* *"the place was just beautiful"*, the staff service *"the staff was courteous"* *"the waiter was always present"* *"they were attentive"*, the classy people nearby *"we were well surrounded"* *"respectful, classy people"* or in general the promise displayed by the word luxury *"everything must show luxury"*. However, perfectionism's motivation is found in the details; the plate, the cutlery *"crystal glasses, plates, high quality silverware"*, the service *"a professional service"* *"zero fault"*, the presentation of the dish *"...even how he puts the dish"* *"the presentation is done carefully"*, the luxury items, the decoration, the view, the special place, the cleanliness *"the glasses, the dishes, the cutlery everything must be clean otherwise it's dead"*...and finally the uniqueness that can be found in the welcome *"if you are well received you feel unique"* and the fact of taking care of your dress before going there *"I will not go with blue jeans, it won't work but I'll take care of my clothes very well by putting on a suit and tie"*, *"I'll be really well-coiffed."*, *"I choose what I'm going to wear carefully"* are among the psychological motivations cited for visiting luxury restaurants.

### Which role play customer satisfaction in the current relationship?

From an affective side, positive and negative emotions have a direct effect on overall satisfaction, the feelings felt by customers during their consumption experience have an impact on its evaluation [40]. So, they are satisfied with the experiences *"the unique experience of being at Royal Mansour"* *"an environmental culinary experience"* however they prefer to do it better by comparing Moroccan restaurants with restaurants abroad *"but we can do best"* *"for restaurants in Spain it has nothing to do with Morocco"* *"thus, there are certain luxurious restaurants but which do not manage to perpetuate the luxury label"* *"it is difficult to always be on top..."* *"sometimes we are disappointed"*. On the other hand, sometimes luxury can be exaggerated *"I feel it's overrated"*, *"it may lack naturalness"* *"it doesn't look like me"* and then for them there are no real luxury criteria in Morocco, especially in Casablanca unlike in Marrakech *"for me there is no real luxury in Casablanca"* *"in Marrakech maybe..."* *"there is always some randomness compared to other countries"* *"...The staff is not always at the highest level"*. So, they suggest, for instance, that the hostess at the reception dress appropriately, have extremely well-coiffed hair, and be very attractive. *"she must be very well dressed, every thing on point..."* They also demand that the waiter be able to communicate in many languages, be well dressed, and be knowledgeable about the food. Therefore, the main criteria for a luxurious restaurant that is convenient for them is first and foremost the service, which refers to excellent service from the server to the host to the staff. Then the price must be appropriate and not excessively expensive to qualify as a "luxury restaurant," followed by a beautiful setting to be considered as a luxury restaurant, a pleasant personal or professional environment, good atmosphere that complements this setting, a varied and well-developed menu, and finally the restaurant's entourage or the customers who frequent this type of restaurants and surround it. *"so, the selection is made naturally, there are only the people of a certain level"* *"we are well surrounded"*.

In terms of cognitive satisfaction, satisfaction is related to customer expectations regarding the product [41-42]. Customers are satisfied with a variety of elements, including the decoration, some ones said *"a very beautiful Moroccan-Berber decoration"*, *"pure Spanish decoration"*, the good service: *"professional service"* *"particularly the server's courtesies"*, the good price/quality ratio: *"if I am very satisfied, I will pay with my eyes closed"*. However, there are complaints, such as the inconsistent service in comparison to foreign standards, *"the poor server is completely wet"* *"it has nothing to do with foreign countries,"* so there is always this comparison between international standards and Moroccan setting. In addition, the price is also seen as being high in Morocco *"The prices remain high, without alcohol, one cannot eat for less than 600 to 700 DH per person."* Thus, occasionally it is luxurious in price but less in others elements *"It lacks atmosphere or other services for paying 1950dh."*

The bidimensional aspect of satisfaction is strongly present. For example, customers of luxurious Moroccan restaurants frequently recommend their favorite restaurants to others, which is approved by Trope's software. Among the determinants of satisfaction *"I recommend it frequently"* *"My friends loved it when I recommended it"* *"I recommend it to my family"* Whether

in a personal or professional setting, *"I frequently recommend it to my coworkers" "It's a beautiful professional setting that I recommend"*. Therefore, according to Trope's software "work" is an indicator of satisfaction that describes a work environment, it is far more satisfying than a personal setting by opting for positive word of mouth *"I only choose positive word of mouth," "I leave my comment which is always positive on the internet"*.

Next, the relational satisfaction, which is an assessment of the current experience as well as past and future experiences [43]. In response, it is explained by a strong desire to return *"...from next weekend" "...why not the following week if it's a nice weather,"* which is motivated by the personalization of customer-brand relationship and particularly the personal accompaniment of manager; *"he accompanied me until the valet" "he takes me to my table"*. Then, they insisted on consistency of food and service quality *"I always want to find the same thing, otherwise I'll change the restaurant"*, same thing for the special setting, customers said *"a beautiful setting" "it's the setting that attracts me"* in addition to the warm welcome for example *"being well received by the restaurant staff"* which makes customers feel important and never disappointed. By using the acts revealed by Trope's software, the satisfaction will then generate a feeling of happiness for the customer, take a picture of themselves under the word "photography" some customers are therefore attached to the social networks Instagram, Facebook, and Snapchat...consequently they take a lot of pictures in these luxurious places in which they are satisfied, then the satisfaction made clear the cities of the most visited restaurants namely Marrakech, Casablanca, Agadir. The respondents' verbatim accounts of their encounters with friends and family in luxury restaurants reflect their satisfaction with these relationships.

### **How satisfied customers of luxury restaurants can become loyal?**

Loyalty is the result of satisfaction [44]. Satisfaction can lead Moroccan customers of luxury restaurants to loyalty through several elements; personalization of customer-brand relationship *"he calls me by my name" "everyone recognizes me"*, happiness *"if I'm happy I'll go back"*, valuation and personalization *"when I go to this restaurant, I feel important" "I can have everything I want, I'm spoiled"*, Service *"to be well served, to have a personalized welcome, then I will be really loyal to the restaurant"*. On the other hand, loyalty is explained by maintaining the high quality of dishes and service. *"I will come back to eat my favorite dish" "if it is a special dish it will attract me to come back and be loyal"*, by the decoration as well *"I am attached to Instagram, Facebook and Snapchat, so the decoration attracts me a lot to be loyal"* it's especially for people attached to social networks, Loyalty is also attached to the experience lived *"in fact it's a whole experience that I want to relive" "it's a special experience including the service, the dishes, the atmosphere..." "even if it's expensive but I want to relive it"*. Gifts can explain loyalty as well *"we had free desserts at the end, it was special. They don't do it for everyone", "...they gave us free wine glasses and we spent an extra hour"*.

Consumer satisfaction affects loyalty by influencing both purchase intentions and repeat purchase behavior [45]. Thus, even if the respondents have a strong desire to return, they only frequently dine at luxury restaurants once a month or once every two to three months or once every holiday depending on the city, which is mostly due to the expensive price. Contrarily, a

customer may have a good attitude and purchase a brand's products or services for one or two years before simply changing their behavior, which explains the unstable nature of loyalty. The luxury customers questioned may also not be truly loyal to a luxury restaurant brand since they want to switch restaurants based on their needs *"there is not really a loyalty toward a precise restaurant"*. So, they're interested in discovering the newest openings, *"I change it depending on the atmosphere I look for"*, *"That doesn't stop me from going out and finding a new restaurant"*. Loyalty is important, but discovery is equally enriching. *"Whenever there is a new opening, I am curious to go discover."* In light of this, we can identify the barriers to loyalty. For example, the high price, as previously said, creates a requirement to return to the restaurant. Since the price must be reasonable, it acts as a barrier to doing so. Then, customers may not be loyal because they like to switch restaurants based on their preferences; as a result, there isn't really a loyalty to a specific luxury brand. Instead, they want to discover new openings because it's enriching for them, and if the food and service aren't consistently of the same high quality, they won't return and will instead choose another restaurant. Thus, suggestions were made by the respondents to be loyal, they want to have a loyalty card *"...to be loyal, you get me the card, for example tell me if I go 5 times the sixth time I will be invited... for me it's an advantage, it will motivate me to go there 5 times in a row to get the gift"* then, to have privileged places at events *"...to invite me to events, like say we organize an evening with such an artist and therefore we invite you to come. that doesn't mean that I won't pay for my meal, but the fact that the information is communicated, means a lot for me..."*, customers proposed the restaurant's creativity and surprises as well *"I want the restaurant to impress me every time"*, *"I expect surprises on Valentine's day, the new year..."*. Finally practicing a correct price is recommended by the most of customers *"If the price is too high, I won't go back," "a high price won't make me feel attached"*.

## 6. Conclusions

According to this study, it has been discovered that a side the psychological motivations for visiting this type of restaurant, others factors such as loyalty card, preferred seating for events, restaurant's creativity and surprises, offering the right price may contribute as well to the loyalty of its customers, it is like a package of several aspects. In fact, personalization of customer-brand relationship has emerged as a fresh theme in the Moroccan context; it is also seen as a psychological driver that may be explained by the personalized service, the perceived value, the use of customer's name while being addressed, and the manager's accompaniment. Although customers may be satisfied, loyalty is hindered by the recent openings of rival restaurants, high prices, and irregularities in the service and the food. Thus, it appears that Moroccan consumers have their own standards for luxury; the entourage; who frequents these places, where the price must be reasonable, a beautiful setting, a welcoming atmosphere, high-quality service, and a well-constructed menu.

From a theoretical perspective, contributions are clearly seen in the answers given to the sub-questions as well as in the newly developed themes. First and foremost, we identified the standards for a high-end restaurant as determined by Moroccan customers. Then, we discovered a



new psychological motivation to visit a high-end restaurant in a Moroccan setting, which is personalization of customer-brand relationship. Later, our research allows us to better understand the formation of loyalty in the luxury restaurants field from the point of view of the consumers who are concerned. This concludes previous research on the topic carried out in other industrial sectors as a result of being able to identify the factors that influence and restrain consumer loyalty. From a methodological standpoint, we chose a qualitative methodology, which allowed us to understand the subject in detail in contrast to a quantitative study while also bringing up new themes that were not covered in the interview guide. Then, we carefully selected the respondents, as this is a real sample (customers of luxury restaurants). Finally, from a managerial point of view, the results of our study made a double contribution. First, help luxury restaurants managers learn about the obstacles to loyalty. Why are satisfied customers not always loyal customers? Which role play psychological motivations? Second, identify the possibilities for acting on these obstacles. What variables should be acted upon in order for the customer to be loyal? given that we presented the respondents' suggestions to be loyal, namely loyalty card, privileged places at events...

## 7. Limitations and future research

Given the particular characteristics of this class, we initially concentrated on a limited sample size. We interviewed 10 customers of luxury restaurants, which may convince more researchers to choose a bigger sample size in the future. Additionally, because our study focused on how consumers interpret their experiences, we neglected to include the viewpoint of experts in the luxury restaurant sector. In order to better grasp these themes, the current research has chosen to concentrate on a variety of factors at once, including satisfaction with its four dimensions; cognitive, emotional, bidimensional, and relational; and loyalty with its two dimensions; behavioral and attitudinal. Finally, during the data analysis phase, we chose the software Tropes. However, we didn't use the NVIVO software to code the data before breaking it down into proposals.

On the other hand, the present paper has suggested several research directions. First, how do psychological motivations influence how loyal people are to luxury goods? Is there a difference in relation to luxury services? Future studies may decide to do a comparison of luxury goods and services in terms of loyalty. Second, what are the criteria of a Moroccan consumer of a luxury restaurant? what role does the socio-professional criterion play? So far, we've discussed many criteria of a luxury restaurant that the consumer has mentioned. However, we now need to know how this consumer who frequents these restaurants might be distinguished. Then, what we learned from the interviews is that everyone has their own definition of luxury in terms of restaurants, so it will be beneficial to conduct a quantitative study in the future in order to identify the standards of luxury restaurants in Morocco. This will allow to generalize the standards of a luxury restaurant to the Moroccan context. However, further confirmation is needed concerning more culturally diverse nations in order to distinguish between different luxury restaurants standards based on the context studied. Finally, it was concluded from the study that gifts,

invitations to events, and loyalty cards are all considered to be signs of loyalty by Moroccan consumers. However, what do marketing experts think of suitable loyalty programs in the luxury restaurant sector?

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