

# Fostering Corporate Image To Harvest Patriotic image and Brand Love: Insights from Tunisian Local Food Businesses

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## Research background

- The rise of patriotism in shaping local products consumption and the emergence of patriotic brand image
- **Challenges** : How can a company build a strong patriotic image while avoiding negative associations : nationalism and xenophobia?
- **Solution** : Neutral and implicit approach that focuses on fostering a corporate image
- Focus on the impact of corporate image on purchase intention : gap between intentions and real behavior: Brand love as a final outcome



*What factors contribute most significantly to shaping a strong corporate image and to what extent does this contribute to cultivating a patriotic image and ultimately enhancing brand love toward Tunisian local food businesses ?*



## Interest

- Shed light on relationships that have received limited attention
- Investigate these dynamics within different socio-cultural backgrounds: emerging country
- Enhance the competitiveness of Tunisian brands

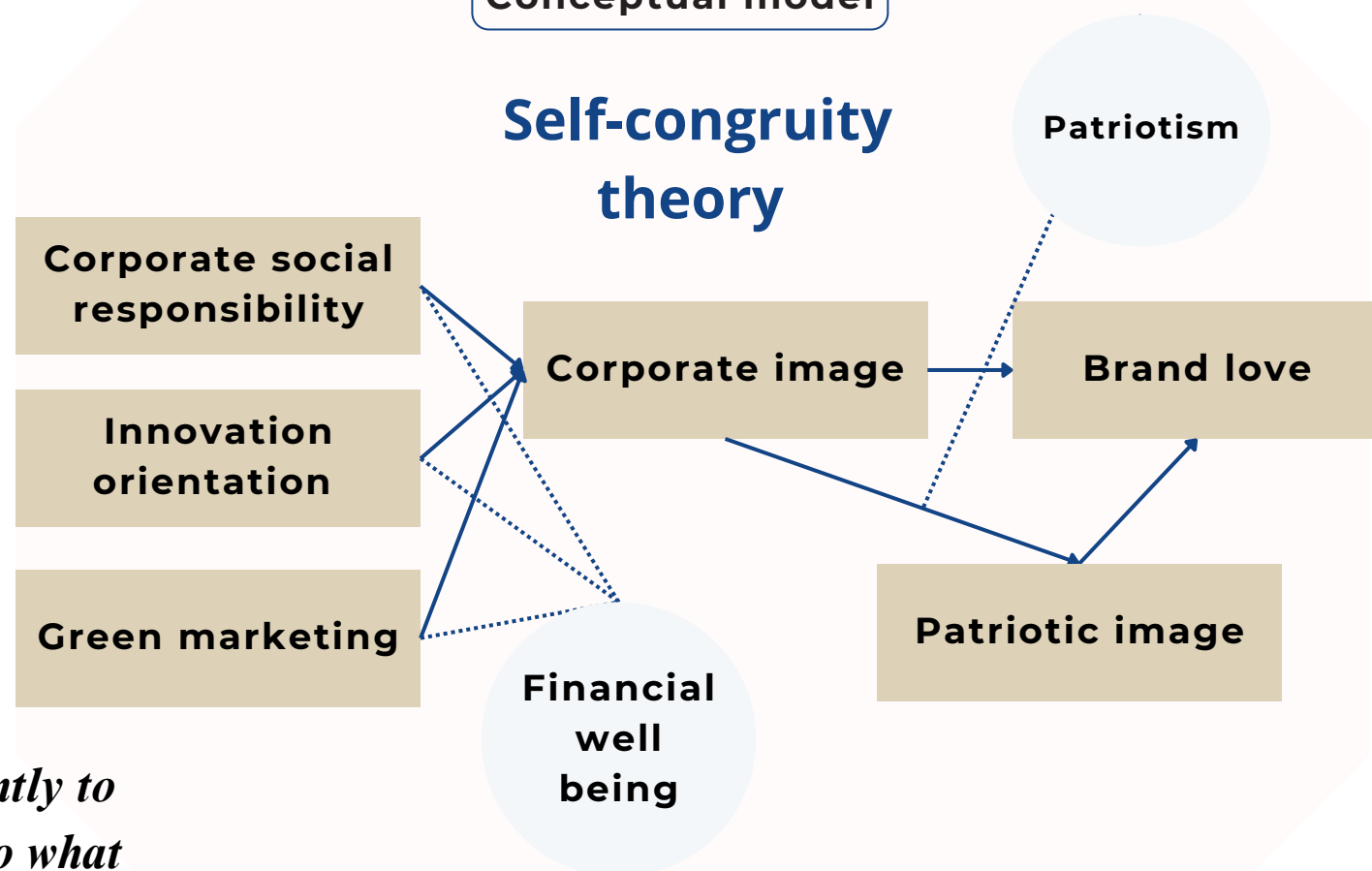
## Literature review



Bibliometric analysis

Review of existing models

## Conceptual model



## Methods



- Quantitative approach
- Questionnaire
- Tunisian consumers

For a **CLOSER**  
look



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