

Impact of perceived brand dimensions on Consumers' Purchase Choices

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Abstract

In the current research, the objective is to investigate the many aspects of brands that influence the purchasing decisions of consumers. A total of 470 questionnaires were delivered to participants who were in possession of cellular devices that were branded with the Samsung brand. The structural equation modeling approach was used in order to evaluate the study hypotheses. According to the findings of the research, there is a strong favorable influence of perceived brand name and perceived brand quality on consumer purchase choices. On the other hand, the study discovered that perceived brand price and perceived brand value have a negligible effect on a customer's decision to make a purchase. In addition to the fact that several study possibilities have been found that may be of assistance to other researchers, the suggestions were produced with the intention of enhancing the function of the brand dimensions in order to profit from it in the marketing of cellular devices for both firms and consumers.

Keywords: Mobile Brand, Consumer Purchase Decision, Brand Quality, Brand Name, Jordan.

Introduction

Given the fierce competition among companies, the examination of how consumers assess a brand has gained significant significance for these companies. This is because it plays a crucial role in highlighting the company or product's name and ensuring its survival, profitability, reputation, and market presence. The significant surge in cellular communications, which has become a crucial need in individuals' lives, The vast array of mobile devices and the growing population of young individuals, particularly university students, has led to a high demand for cellular devices from various companies. The brand is shown as a mechanism that enables buyers to promptly recognize the goods. In addition, it is important to note that remembering the mark enables customers to recall pertinent information from memory. This information may pertain to the customer's past interactions with the brand. The stored knowledge about brands serves as a reference point for our decision-making process (Ansari, et al., 2019). Branding is a crucial component of a corporate strategy, serving as a significant means of generating customer value and establishing a competitive edge (Poturak & Softic, 2019). The brand signifies the connection between the company's product and the emotional perception of the customer, aiming to establish differentiation from competitors and foster consumer loyalty (Mishra, & Dhingra, 2022). Effective brand management is an essential component of mass marketing, as emphasized by Kotler and Keller in 2016. Henrieta et al. (2015) published a book called Holt in 2015. Activities conducted in branding management enable the creation of loyal consumers via the establishment of a favorable image or the cultivation of strong brand recognition. Brand image is the primary catalyst for brand value, representing the overall perception and sentiment of customers.

The phases of the purchasing process closely resemble the decision-making processes that consumers use when acquiring things to satisfy their requirements and preferences. Experts suggest that this approach may assist marketers in accurately predicting customer purchasing behavior, enabling them to effectively tailor their marketing strategies. According to SANNI (2022), brand aspects such as price, quality, name, and

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value are important factors in the decision-making process that influence customers to buy a product. The consumer purchasing decision may be defined as a five-step process. Customers make purchasing decisions based on several factors. The buyer choice process encompasses the steps from pre-purchase to post-purchase (Al-Adamat et al., 2023; Al-Batah et al., 2024a; Al-Batah et al., 2024b; Lin & Wang, 2022). Based on current research, there have been few studies conducted on the many aspects of the Samsung mobile phone brand in the Arab market as a whole, and specifically in the Jordanian market. This survey targets those who are interested in mobile phone brands. Thus, it offers a scientific structure for the factors that enhance the desire to buy the brand, thus benefiting Samsung Mobile Phone Company. Furthermore, this research has formulated a marketing plan that enhances the perceived worth of the brand for the Jordanian customer. Brands play a crucial role in the economic and industrial sectors. They have a significant influence on marketing, particularly in shaping consumers' purchasing decisions. When consumers buy products, they typically consider factors such as price, value, brand name, and quality to minimize the risk associated with their purchase. Given the rapid economic transformations, the Jordanian customer has developed a sophisticated approach to purchasing and selecting brands based on their own wants and preferences (Aldaihani et al., 2023; Al-Fakeh et al., 2023).

Consumers prioritize significant brand characteristics when making purchasing decisions for durable products in the Jordanian local market, which offers a wide range of brands. This study aimed to examine the impact of brand dimensions, specifically Perceived Brand price, Perceived Brand value, Perceived Brand name, and Perceived Brand quality, on consumer purchase decisions of Samsung-branded cellular devices. Additionally, the study aimed to identify the most influential brand dimensions that affect the purchasing decision of Samsung-branded cellular devices (Al-Husban et al., 2023; Alkhawaldeh et al., 2023; Al-Hawary & Obiadat, 2021). Ultimately, provide suggestions that might enhance the recognition of the significance of including brand dimensions in the consumer's decision-making process when buying Samsung-branded mobile devices. This study aims to determine the impact of mobile brand on consumer purchasing decisions. The brand plays a crucial role in influencing the perception of product quality. Additionally, for organizations, the brand serves as a valuable tool for differentiating their products and establishing a strong reputation in the market.

Literature Review

Consumers' Choice to Purchase

A customer's purchasing decision is a sequence of decisions that they make prior to completing a purchase. This process starts as soon as the buyer demonstrates their intention to make the purchase. Hence, the customer must thereafter ascertain the location of the purchase, the specific brand, model, and size to be acquired, as well as the timing, budgetary constraints, and payment method. The marketer aims to impact each of these choices by giving information that might contribute to the customer assessment process (Al-Alwan et al., 2022; Alshura et al., 2023; Mohammad et al., 2024a; Kotler & Keller, 2016). There are many phases that might influence a customer's decision to acquire a product or service. According to Kotler & Keller (2016), the process of making a purchase involves five distinct steps: identification, information search, appraisal of alternatives, the actual purchase decision, and post-purchase behavior. According to Kuswanto (2022). Consumer decision-making is the process in which individuals integrate information, evaluate several possibilities, and ultimately pick one option. The majority of big corporations do research on consumer buying behavior in order to address the inquiries of what products customers purchase, where and when they make their purchases, why they make those purchases, and the extent of their purchases (Alhalalmeh et al., 2022; Al-shanableh et al., 2024a; Al-shanableh et al., 2024b; Palalic et al., 2020; Altarifi et al., 2015). According to Kotler & Keller (2016), the process of consumer decision-making starts when a customer becomes conscious of their wants and preferences. Not saturated. Consequently, the customer will see the disparity between the present circumstances and their desired requirements, leading to the fulfillment of certain social and psychological components. These necessities served as the driving force behind his choice.

Brand Dimensions

According to Dahliani et al. (2021), The perceived brand price is directly correlated to the consumer's opinion of the value provided by a product or service. Ali (2020) suggests that customers see the price of a product as a positive indicator of its worth and this perception influences their decision-making process when making a purchase. In their study, Murti et al. (2019) provided a definition of perceived pricing as the price that consumers assign to a product. The pricing component is crucial for customer satisfaction since customers significantly rely on price as a significant external indication of product quality. Zia, et al. (2021) said that consumers may consider price as a determining factor when choosing a brand, using two approaches: either opting for the lowest costs to mitigate financial risk or selecting the highest price to ensure product quality. Jawahar, et al. (2020) assert that price, location, and brand are influential aspects in customers' decision-making process when selecting items. Gupta et al. (2020) argue that the brand value offered by manufacturers has both logical and emotional benefits for commercial clients. Additionally, it enhances operational efficiency for both end consumers and industrial purchasers, as highlighted by Woldemariam (2022).

A brand may generate many forms of value for its clients by stimulating demand for its goods in a highly competitive market. The brand value is determined by its capacity to contribute to the company and its ability to compete with rivals (Alolayyan et al., 2022; Gupta et al., 2020). Customer assessment of brand value should prioritize assessing the brand's competitiveness in the market (Jawahar, et al., 2020; Mohammad et al., 2024b; Kotler & Keller, 2016). It is important to emphasize that both firms and consumers should focus on developing the necessary skills and abilities to enhance brand value (Mohammad et al., 2024c; Bazi, et al., 2020). In order for this to occur, it is necessary to integrate the operational functions of the firm with the social elements of the brand, so allowing it to provide the distinctive value that consumers want (Mohammad et al., 2023a; Atanga, et al., 2022). According to Sehar, et al. (2019), the concept of brand influences customers. The word encapsulates the essence of a unique brand. However, it is not only a question of selecting a brand with the same name. When addressing trademarks, the name is the only feature that is often evaluated. Nevertheless, it is important to acknowledge that brand identification encompasses other components beyond simply the brand name, with the name being only one aspect of the whole brand framework.

According to Popovic et al. (2019), slogans such as Nike or McDonald's Golden Arches, the packaging of the product (e.g., the traditional Coca-Cola bottle shape), and logos like "Just Do It" also have a significant impact on branding. In order to showcase the brand name effectively, it is crucial to highlight its proper alignment with the overall brand idea. Furthermore, it is important to consider that a trademark may only be valid if there are associated items or services, highlighting the contingent character of the brand's assets (ALEMU, 2022). Nevertheless, the brand name, in conjunction with exclusive trademarks (such as a logo or other symbols), serves as a means of identifying a brand within the market. Thus, the whole idea and the beginnings are connected to the brand's name. Furthermore, the chosen name for the trademark must enhance the value and reputation of the brand. The quality of a trademark is one of the fundamental aspects of trademark property rights. The term "brand quality" is often used synonymously with "consumer perceived quality" (Tasci, 2020; Alolayyan et al., 2018; Al-Hawary, 2013b). Shanahan, et al. (2019) discussed the significance of perceived quality in establishing and sustaining brand equity. Perceived quality refers to the assessment of product excellence (Al-Hawary, 2013a; Sürücü, et al., 2019).

It may also be described as a comprehensive assessment of the magnitude of brand worth. Perceived quality refers to the consumer's subjective evaluation of how a brand stands out from other brands in terms of fulfilling its intended purpose (Mohammad et al., 2023b; Zyoud et al., 2023; Wahyuni & Praninta, 2021). Ng, et, al. (2021) created two models that include two distinct intermediate variables, brand and brand indication of self-identity, in order to ascertain consumers' brand preferences. Research has shown that customers in both developed and developing nations have a preference for global brands because of their higher quality (Boisvert & Ashill, 2022; Al-Hawary & Metabis, 2012; Al-Hawary & Harahsheh, 2014). Perceived brand quality is a factor of brand value that influences customers to choose a certain brand above other competing brands. The assessment of quality plays a crucial role in shaping customer choices for both

international and local brands. Consumers prioritize product quality while selecting a brand. Åsberg and Ugglå (2019) argue that quality is an integral component of a brand and its identity.

Theoretical Framework

The structure of this research illustrates the correlation between the independent variable of perceived brand dimensions. It encompasses five dimensions, namely perceived brand pricing, perceived brand value, perceived brand name, and perceived brand quality. One of the dependent variables examined in this study is the consumer purchase choice among Jordanian students, as seen in Figure (1).

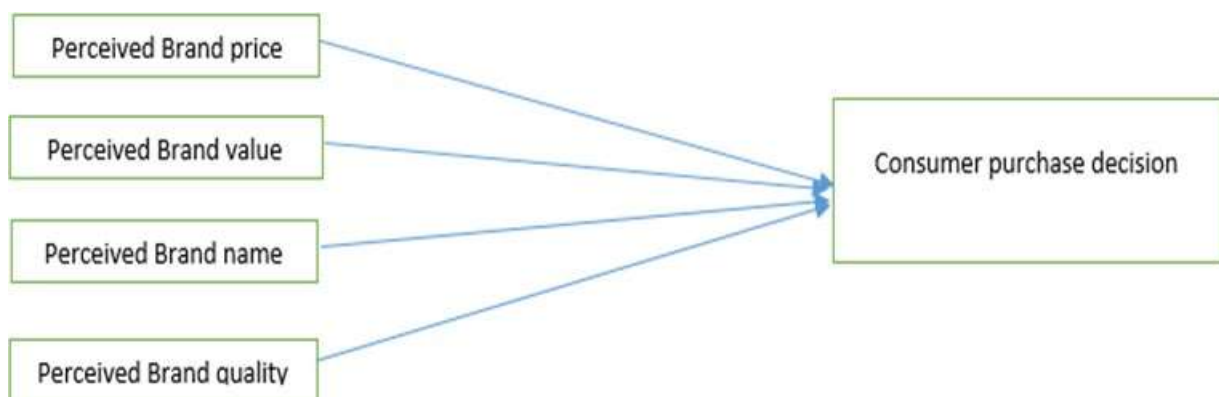


Figure 1. Theoretical Framework

Deepens on the theoretical frame work research hypotheses can formulated as following:

H1 There is a statistically significant effect of brand dimensions on consumer purchase decision.

Methodology

Questionnaires are used to collect primary data for a prominent and appropriate research, which is based on experimentation, observation, and surveys. A sample was chosen using a systematic random sampling method. The questionnaire in this study is structured into three sections: (1) demographic variables (consisting of 5 items), (2) Perceived brand dimensions including Perceived brand price (5 items), Perceived brand value (9 items), Perceived brand name (7 items), and Perceived brand quality (5 items), and (3) consumer purchase decision (comprising 6 items). Within this investigation, a total of 600 Jordanian pupils were identified. The sample frame for this research included students in Jordan who were enrolled until the conclusion of the second semester in the academic year 2020/2021, specifically from February 2, 2021, to April 20, 2021. A total of 600 questionnaires were delivered to students using an online learning model. However, 70 questionnaires did not reach the students, and 50 questions were incomplete in terms of the answers provided. During the data screening phase for outliers, the 480 datasets were encrypted and stored in SPSS version 17.0. According to external findings, 10 sets of data were removed because their Z-value exceeded +3 or fell below -3 (Hair et al., 2006). There was a total of 470 valid surveys available for analysis, resulting in a response rate of 78%.

Results

According to Table 1, the average brand-aware quality score is rated as very high, with a value of 3.7. On the other hand, the brand's perceived value is rather low, with an average score of 3.2. This indicates that students prioritize enhancing the perceived value of the brand.

Reliability Test

The research used composite dependability; a measure devised by Werts et al. (1974). Each scale underwent a composite reliability test. The reliability correlations were assessed using the methodology outlined by Nunnally (1978). The composite dependability of all structures, as determined by the standard loads derived from the final updated structural model, was found to be 0.60, which is considered satisfactory (Al-Shanableh et al., 2024c; Boudlaie et al., 2022; Nunnally, 1970). The composite reliability score indicates that a measure of all variables may be deemed trustworthy and satisfactory for the majority of constants, provided that their value exceeds 0.77. This outcome offers substantial evidence in favor of the construction elements. The findings reported in Table 1 clearly indicate the thorough dependability of each of the research components.

The composite reliability is calculated using the following equation:

$$\text{Composite reliability} = \frac{(\sum \text{standard loading})^2}{(\sum \text{standard loading})^2 + \sum \epsilon_j}$$

Table 1. Descriptive Statistic of variable and reliability Results (470 Students)

Variable Name	Original Items	Total Mean	Items after CFA	Composite Reliability
Perceived Brand Price	5	3.3	3	0.86
Perceived Brand Value	9	3.2	2	0.88
Perceived Brand Name	7	3.5	3	0.78
Perceived Brand Quality	5	3.7	2	0.77
Consumer Purchase Decision	6	3.6	4	0.8
Total Items	32		18	

Confirmatory Factor Analysis (CFA)

The CFA, or Confirmatory Factor Analysis, serves as the first phase of Structural Equation Modeling (SEM). While conducting Confirmatory Factor Analysis (CFA), the number of factors and load components are assessed to ensure they align with the predicted values according to the specified theory for scale assessment. Structural Equation Modeling (SEM) methods are used to carry out CFA. To evaluate the compatibility of the suggested factor and model solutions with the data, the AMOS 20.0 program is used. Structural Equation Modeling (SEM) is a collection of statistical models used to examine the intricate connections between many variables (Al-shanableh et al., 2024d; Shamaileh et al., 2023; Sarram et al., 2024; Mukhlis et al., 2022; Mohammad, 2020; Hair et al., 2006). The CFA is used to validate the load factors for the five combinations, namely price, value, name, perceived quality, and consumer purchase decision. Mohammad et al. (2022) and Hair et al. (2006) provide a guideline for interpreting the load factor. According to their research, factor loads of +.50 or more are considered very significant, while a load factor of +.40 is considered the most relevant. A load factor of +.30 is also considered noteworthy. All items have a load factor over .60, suggesting that the items are tightly tied to the same factor.

Table2. Factor Load Result of Constructs (470 Students)

Variables	Code	Factorload
PerceivedBrandPrice	BP2	0.64
	BP3	0.78
	BP4	0.78
PerceivedBrandValue	BV1	0.74
	BV3	0.75
PerceivedBrandName	BN1	0.8
	BN2	0.9
	BN3	0.79

Upon analyzing the (CFA), it was determined that the regression or load factor estimations for all observable variables ranged from 0.64 to 0.90, as shown in table 2. Based on the sample size, it is necessary to monitor the load factor for each variable up to 0.30, as stated by Hair et al. (2006). These scores suggest that all constructs are in line with the convergence validity test.

Generating Model (GM) Goodness of Fit Indices

The outcome is shown in Figure 1, indicating a chi-square value of 160.575 with 67 degrees of freedom. The Goodness of Fit Index (GFI) is 0.959, the Adjusted Goodness of Fit Index (AGFI) is 0.935, the Incremental Fit Index (IFI) is 0.969, the Tucker-Lewis Index (TLI) is 0.948, the Comparative Fit Index (CFI) is 0.969, the Root Mean Square Error of Approximation (RMSEA) is 0.053, and the Chi-Square to Degrees of Freedom ratio (CMIN/DF) is 2.397 < 3. These results indicate that the model meets the desired values as suggested by Hair et al. (2006).

Testing of Hypothesis of (GM)

A direct effect refers to the impact of an independent variable, which originates from an external source, on a dependent variable, which is influenced internally. Figure 2 and Table 3 present the results of hypothesis testing, which was used to determine the significance of each path parameter, estimate the weight of the regression, calculate the standard error of the regression weight, and calculate the critical ratio of the regression weight (CR=estimate of the regression weight divided by its standard error estimate). Table 3 presents the C.R parameter, estimate, and SE of the generation model. Therefore, it has been determined that the perceived brand name and perceived brand quality have a substantial positive and direct impact on the consumer's purchasing choice (H3 and H4). Perceived brand pricing and perceived brand value have little positive and direct impact on customer purchasing choices (H1 and H2).

Table3. Direct Hypotheses Test in Gresult of Generating Model (470 Students)

H.	RegressionFromWeights	To	Estimate	SE	C.R.	P	Hypothesis
H1	BP	PD	0.232	0.169	1.378	0.168	No
H2	BV	PD	0.154	0.145	1.057	0.29	No
H3	BN	PD	0.434	0.068	6.36	0.001	Yes
H4	BQ	PD	0.26	0.082	3.18	0.009	Yes

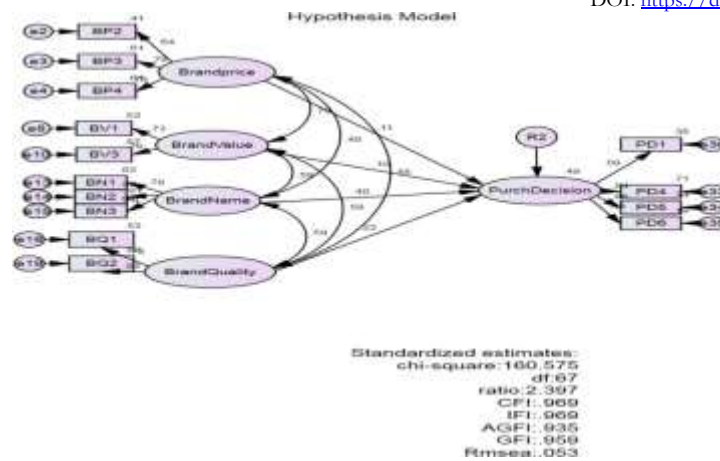


Figure 2. Perceived Brand Dimension Sand Consumer Purchase Decision

Discussion and Conclusion

The researcher recognized that accomplishing the aforementioned aims would contribute to the advancement and enhancement of academic study in describing, comprehending, and elucidating the state of consumer buy choice in Jordan. This study investigated the impact of perceived brand attributes on consumer purchasing choices among Jordanian students. The findings revealed a clear and immediate correlation between the perceived brand name, perceived brand quality, and consumer purchase choice. This conclusion was drawn after the data was collected and analyzed using Amos 20.0. Perceived brand price and perceived brand value have a negligible, but beneficial and direct influence on consumer purchasing choices among Jordanian students. Consequently, the consumer's purchasing choice is influenced by several aspects, including the perceived price and value of the brand. Hence, it is essential for the managers to allocate more focus towards the additional aspects that impact the decision-making process for future purchases.

The present research sought to examine the impact of perceived brand aspects, including perceived brand price, perceived brand value, perceived brand name, and perceived brand quality, on the purchasing decisions of Jordanian students. Upon analyzing the data and engaging in discussions about the results, it was determined that the perceived brand name and perceived brand quality have a substantial, positive, and direct influence on consumers' purchasing decisions. This implies that these factors have an effect on consumers' choices to purchase long-lasting items. The variables of inconstancy, perceived brand price, and perceived brand value have a minimal, positive, and direct impact on consumer purchasing choices. This accounts for the poor effect of brand price and value on consumer buying decisions. The results indicated that the research identified perceived brand name and perceived brand quality as highly influential factors, with a strong association. On the other hand, perceived brand price and perceived brand value were shown to have the least impact. Therefore, the Jordanian Ministry of Industry and Trade should prioritize customer purchase choices and give them more consideration.

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