

The impact of perceived quality and perceived value of the brand on purchase intention: A case study on a sample of consumers of IRIS brand electronic home appliances in Saida

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Send Article Date: 14 / 03 /2024 Date of acceptance of the article: 05 / 05 /2024

ABSTRACT :

This study aimed to highlight the role that perceived quality and perceived value play on the purchase intention of the Algerian consumer for home electrical products of the IRIS brand. To achieve the objectives of the study and test its hypotheses, reliance was placed on the descriptive analytical approach that is appropriate for this type of study, so that a questionnaire was distributed to a sample. A random sample consisting of (144) individuals, and analyzed using the SPSS program

The study found that the factors of perceived quality and perceived value have a significant impact on the consumer's purchase intention home electrical appliances compared to the rest of the factors influencing the purchase intention. It also showed that there is a strong relationship between perceived quality and perceived value. Finally, the study recommends the need to pay great attention to the dimensions of the perceived quality of the brand's products, and to maximize the perceived value in order to enhance customer loyalty.

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Keywords: perceived quality, perceived value, purchase intention, customer loyalty

JEL Classifications: M3, M310, D

INTRODUCTION

The modern concept of marketing is based on customer orientation, as they are at the core of the marketing process. Their needs and desires must be studied and addressed to meet them effectively. This involves analyzing customer trends, understanding the indicators that influence their purchasing intentions, and identifying the motives that drive them to choose one product over another.

With the presence of a huge number of products and alternatives that meet the same desires and needs of the customer, organizations must impose their presence in the market by providing a high-quality products. Maximizing value and benefits becomes paramount in attracting customers and fostering a positive impression of the brand in consumers' minds. From this perspective, the significance of quality emerged as a pivotal factor for an organization's success, serving as a source of competitive advantage and bolstering the strength of its brand.

During the 1990s, brands began to be valued to the extent that some organizations regarded their robust brand as capital, akin to other tangible and intangible assets. Interest in this concept persists today due to the pivotal role brand value plays in various aspects, including:

1. Success in brand expansion,
2. Ability to counter competitors' promotional efforts,
3. Creating barriers to entry for new competitors (Farquhar, 1989, pp. 24-33).

Furthermore, strong brand value serves as evidence of consumers' inclination towards purchasing products associated with a particular brand, influencing their purchase intentions.

Consequently, organizations must comprehend how consumers perceive quality, termed as perceived quality, to bridge the gap between consumer expectations and the actual quality of products. Perceived quality is considered a fundamental dimension of perceived value. An increase in perceived quality is typically accompanied by a rise in brand value, which positively impacts the organization's market position, as evidenced by:

1. Increased market share,
2. Simplification of the purchase decision-making process for customers,
3. Enhanced satisfaction throughout the purchasing journey, leading to brand loyalty.

RESEARCH QUESTION:

How can the perceived quality and value impact consumer's purchase intent?

Sub-questions:

- How does the perceived intent impact the intention to purchase?
- How does the perceived value affect the intention to purchase?
- How does good service impacts the perceived value? and does this impact the intention to purchase?

THE MAIN HYPOTHESIS :

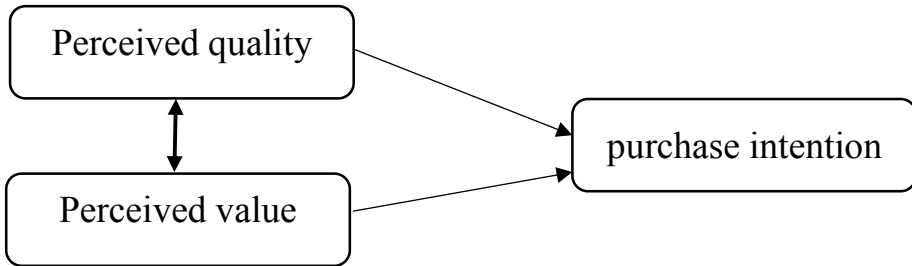
Both perceived quality and perceived value positively influence consumers' purchase intention."

The first hypothesis : There is a positive correlation between perceived quality and consumer purchase intention.

The second hypothesis : There is a positive correlation between perceived value and consumer purchase intention.

The third hypothesis : There is a statistically significant correlation and effect between the perceived quality of the brand and its perceived value.

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THE RESEARCH SIGNIFICANCE:

The significance of this research occurs in the following consideration:

- Identifying the concept of perceived quality and value as well as the privileges that the association get through the impact on the purchasing decision of the consumer.
- Draw the Algerian companies' attention to the importance impact of perceives quality and value on the purchase intention of the consumer .
- Considering perceived quality as a powerful competitive tool by fostering its value to the consumer.
- The diversity of brands in the Algerian market and the intensification of competition between them .

THE RESEARCH AIMS:

- Measuring the degree of perceived quality of the commercial brand and determine its impact on the purchase intent .
- Highlight the importance of the perceived quality and value in the association's success.
- Defining the consumer's purchase intention .
- Knowing the relationship between the perceived quality and value

FIRST : THEORETICAL LITERATURE :

I) THE PERCEIVED QUALITY :

DEFINITION : I) THE PERCEIVED QUALITY:

1. DEFINITION:

In the following, we will explore definitions related to perceived quality:

"Perceived quality is the consumer's judgment of a product's superiority or privilege." (Zeithaml, 1988, p. 4)

1-1. Perceived quality refers to the overall perception of a product or service's superiority and quality, in relation to its intended purpose, compared to other alternatives (Aaker, 2009, p. 77, 78, 85). When consumers recognize a brand as high quality, this perception fosters a competitive advantage over other brands. The characteristics and benefits of a product or service create a perception of quality in consumers' minds. Perceived quality is intangible; it involves feelings or emotions about a brand. These personal evaluations regarding the quality of a product are made by consumers (Rios, 2007, p. 40).

1-2 . Richard defines perceived quality as the consumer's judgment regarding the primary attributes of a product or service, believing it to be a determining factor in consumers' purchasing decisions.

David Aaker categorizes quality into three distinct types (Rios, 2007, p. 40):

- **Actual or Desired Quality:** This refers to the degree to which a product or service achieves a superior level of performance.
- **Product-Based Quality:** This pertains to the nature and quantity of components, features, or services included within the product.
- **Manufacturing Quality:** It involves matching the specifications to the fullest extent and achieving the objective of the entire product being free from defects.

2- GENERAL DIMENSIONS OF PERCEIVED QUALITY ACCORDING TO KILLER(Aita, 2013, p. 225):

- **Performance:** the levels at which the basic characteristics operate (low, medium, high or very high).
- **Features:** Minor product elements, which complement the main characteristics.
- **Consistency:** The degree to which the product conforms to specifications, and is free from defects.
- **Reliability:** continuity of performance over time from purchase to purchase.
- **Durability:** the expected economic life of the product.
- **Repairability:** the ease with which the product can be repaired, maintained, or serviced.
- **Style and design:**

3- THE IMPORTANCE OF PERCEIVED QUALITY(Mahayoui, 2006, p. 32.33):

The importance of perceived quality for organizations emerges from several considerations, including:

- **The organization reputation:** It is represented in giving sufficient attention to the level of quality of the institution's products or services, which results in a good reputation and a wide spread of its products and fame.
- **Legal responsibility for the product:** The institution that designs and produces certain products has legal responsibility for any harm that occurs as a result of using the product, so it must produce and distribute products free of defects.
- **International Applications:** The establishment's access to the international market necessitates that it pay attention to the level of quality that is consistent with international requirements in order to ensure its survival in the business environment.
- **Costs and market share:** Achieving good quality and continuous improvement will lead to attracting the largest number of

customers, and then increasing the market share, as it will reduce costs and increase the organization's profitability.

II- PERCEIVED VALUE

1- DEFINITION OF PERCEIVED VALUE :

The concept of perceived value is indeed complex and multifaceted, particularly from the consumer's perspective. According to Kotler (2003, p. 183), perceived value can be defined as meeting the consumer's needs at the lowest costs of obtaining, possessing, and using the product. Additionally, Kotler (2012, p. 125) describes perceived value as the disparity between the benefits received by the customer and the costs incurred across various alternatives.

Expanding upon this, the perceived value of a brand, as defined by Kotler (2006, p. 169), is the discrepancy between the assessment derived from the total value and the total costs of the offer. The total value encompasses functional, social, emotional, and cognitive dimensions. Functional value pertains to the utilitarian purposes of the product, while social value relates to its societal and cultural image. Emotional value refers to the product's capacity to evoke or sustain emotional states, such as comfort, security, excitement, or passion. Cognitive value, on the other hand, satisfies curiosity or the desire for knowledge.

It's important to note that perceived value differs from perceived quality. Perceived value is more individualized and subjective, whereas quality is a more tangible and objective measure. As noted by Zeithaml (1988), perceived value encompasses a broader concept than quality.

Overall, perceived value is a crucial aspect of consumer decision-making, encompassing not only the functional attributes of a product but also its emotional and social significance, as well as its ability to satisfy cognitive needs and desires.

2- THE DIMENSIONS OF THE PERCEIVED VALUE :

A-Social value: The benefit represents a group of association with a social, cultural, ethnic, demographic group, and achieving it to satisfy the need for belonging (Idris, 2013, p. 406)

B- Personal value: The value of the presentation associated with the moral effect in the mental image and the resulting reflection in their minds, which is referred to in the design literature as value, which is measured through two axes: representational (association with similar groups socially), and symbolic (, and symbolic ()) subjective) (Bridson, 2004, pp. 403-411).

C- The financial value: the value resulting from the superiority of the benefits (Characteristics, Trust, and Quality) is known over the sacrifices (monetary, non-monetary) and its repercussions on customer satisfaction (Idris, 2013, pp. 3-89).

D- Emotional value: It is the benefit perceived by mere personal experience or interaction with goods and services that motivate feelings and evoke emotional states (Abdul Hamid, et al., 2017)

E- Functional value: It expresses the overall awareness of the superiority and quality of the product or service with regard to the intended purpose of its existence compared to other alternatives (AITA, 2013, pp. 205-244)

3-THE BENEFIT OF THE PERCEIVED VALUE :

Perceived value is one of the most important marketing strategies to achieve differentiation.

According to (Bradly, 2008, pp. 1-18), the importance of perceived value is highlighted by:

- Increase in customer preference.
- Achieving conformity between the customer's desires and the specifications of the service or product.
- Helps justify product pricing based on value.
- Commitment to industrial standards and provide high quality products and services.

- Industry leaders explain: Organizations that focus on the value of their products are more flexible, more sustainable and more successful than all other organizations.
- Provides products and services to customers at the right time and place, and this is through its reliance on the JAT (Just An Time) production policy.
- Focuses on environmental responsibility and sustainability.

III- PURCHASE INTENTION:

1- DEFINITION:

Purchasing intention is defined as “the presence of a consumer’s need that he wants to satisfy, whether it is a basic need or something else, and goods and services are considered one of the means used primarily to satisfy the desires of prospective consumers, and the need for products is discovered through the interaction of external attention stimuli and internal motives that create in the individual a feeling by need” (Kotler P. , 2013).

According to (Bird, 1992, pp. 11-21), intention is defined as: “the state of mind that directs an individual's attention, experience, and personal behavior towards something

For his part, (Bergeron, 2004, p. 177) defines purchase intentions as: “the degree of perceived conviction on the part of the consumer that he will buy (or re-purchase) a specific product or service or will conclude (or re-do) a deal with a specific institution” Bergeron a specific product or service Or he will make (or re-do) a deal with a certain institution).” . This author has also pointed out that the core of buying intent includes concepts such as probabilities (eg, what is the probability that I will go to buy) and expectations (Rossel, Durrie, Campoy, & El Akremi, 2002, p. 50).

2-FACTORS AFFECTING PURCHASE INTENTION:

Among the most important models that played a major role in predicting the behavioral intentions of individuals are the rational action model (a theory of rational behavior), the planned behavior theory, and the technology acceptance model.

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A- Rational Action Model (Theory of Rational Behavior):

The theory of rational behavior was introduced by (Fishbein M., 1975), this theory has been widely used to predict behavioral intentions, and it assumes that these intentions are directly prior to actual behavior (Madden, 1992, pp. 3-9) and according to the theory of Rational behavior, the attitude and subjective standards take a central position in the causes of behavior through influencing the intentions and not their direct impact on behavior (Bentler, 1979, p. 453).

b- Planned Behavior Theory(Ajzen, 1991, pp. 179-211):

The theory of planned behavior (TPB) posits three conceptually independent determinants of intention. The first is attitude towards a behavior indicating the degree to which a person has a positive or unfavorable evaluation of the intended behavior . The second determinant is a social factor called the subjective norm that indicates perceived social pressure to perform The behavior or not . The third factor of intention is the degree of perceived behavioral control which refers to the perceived ease or difficulty in performing the behavior and presumably reflects the past experience as well as the expected obstacles and bareers .As a general rule, the more favorable the situation and subjective norms in relation to the behaviour, the more perceived behavioral control increased,The individual's intention to perform the behavior under study must be stronger.

Attitude relative importance, subjective norm, and perceived behavioral control in predicting intention are expected to vary across behaviors and situations. Thus, in some applications it can be found that only attitudes have a significant impact on intentionsIn other cases, attitudes and perceived behavioral control are sufficient to explain intentions, and in others all the three factors make independent contributions. Planned behavior theory deals with the antecedents of attitudes, subjective norms, and perceived behavioral control, which are the antecedents that, in the final analysis, determine intentions and actions. At its simplest level of explanation, the theory posits that behavior is a function of salient information, or beliefs related to

behavior. These salient beliefs are the dominant determinants of a person's intentions and actions. Three types of salient beliefs are distinguished:

- Behavioral beliefs :It presents what an individual believes about the consequences of performing a behavior .
- Standard beliefs : Is about the others vision to this behavior and their expectations from individual in addition to the motives .
- Control beliefs : An individual perception's about his ability to perform or not the required action .

The three beliefs consider it the triangle of behavioral action according to AJZEN's planned behavior theory.

C - Technology Acceptance Mode (Davis, 1989, pp. 318-339) :

-The technology acceptance model developed by Davis (1989) focuses on predicting the behavior of using a specific technology on the one hand, and on the other hand, it shows the importance of the interaction between two basic beliefs, which are the "perceived benefit" and "perceived ease of using" a specific technology. According to Davis, although there are several variables that lead to accept or reject information technology, two are very important. First and foremost, whether a person uses an application or not is determined by measuring the extent of this person's conviction of the effectiveness of a particular technological application and its contribution to improve his performance for an action. Davis express this variable as "perceived benefit."

- Secondly , although a potential user may think that a particular application is useful, he may also believes that the application is too complicated to use. In this case, he may find that the performance benefit is useless and does not deserve his efforts . This variable is called "perceived ease of use" (1984). Davis (Al-Qasim, 2018, p. 54)

The main purpose of the TAM model is to provide a basis for the purpose of examining the impact of external factors on internal beliefs, behavioral attitudes, and intentions (Al-Qasim, 2018, p. 53).

SECOND: FIELD STUDY RESULTS

I- METHODOLOGY OF THE STUDY

This section presents a description of the research methodology, the study population and sample, the study variables and their measurement, the study model, the statistical methods used, as well as the reliability and validity of the questionnaire, and the study domains as follows:

1- Method:

Based on the nature of the research and the objectives to be achieved from this study, we adopted the descriptive and analytical method, which focuses on studying the phenomenon as it is in reality. This includes describing the characteristics of the study sample, describing the responses of the study sample to the study variables, as well as analyzing the correlational and causal relationships between the independent and dependent study variables. The study aims to explain the impact of perceived value and perceived quality of the IRIS brand on consumers' purchase intention of the products.

2- Study Population and Sample:

Due to the large size of the study population represented by consumers of IRIS brand household appliances, we had to select a portion of this original population to conduct the study, referred to as the sample. The non-probability sampling method was used, and 153 questionnaires were distributed and fully utilized.

3- Research Tool:

Data collection relied on a questionnaire designed for this purpose, consisting of three chapters, as follows:

The first axis includes a set of questions related to demographic characteristics: gender, age, monthly income level, educational level. The second chapter consists of a set of questions aimed at covering the independent variables, the first related to the perceived value of the brand, and the second to the perceived quality of the brand. The last axis includes the dependent variable, which is the purchase intention.

4- Statistical Tools Used:

The study used the Statistical Package for the Social Sciences (SPSS) in analyzing the various data collected, using the following statistical tools:

- Frequencies, percentages, and means were used to determine the degree of agreement of the study population with the questionnaire items, and standard deviation was used to study the degree of dispersion of the responses of the target community from the mean.

- Linear regression analysis was used to determine if there is an influential relationship between each variable of the study variables.

To determine the levels or weights of the study items expressed in the questionnaire, the study relied on a five-point Likert scale, and based on this, the mean was determined ($5-1=4$). Dividing it by the levels of the tool, and with a total of 5, the length of the paragraph was determined ($4/5=0.8$). Accordingly, the value of the weighted mean is as indicated in the following table:

Table 01: Value of the weighted mean and degrees of agreement for the questionnaire chapter

Median	1-less than 1.8	1.8-less than 2.6	2.6-less than 3.4	3.4-less than 4.2	4.2-less than 5
Degree of agreement	Very weak	Weak	moderate	High	Very high

Source: Compiled by the researcher based on the Likert scale.

II- MEASUREMENT THE TOOLS OF EVALUATION :

1- CONTENT VALIDITY:

Before distributing the study questionnaire, its suitability and relevance to the study's objectives were ensured by a group of expert teachers specialized in the field of marketing.

2- Internal Consistency Test of the Scale:

The reliability of the measurement tool was tested using the Cronbach's alpha coefficient, which exceeded the value of 0.60. Experts generally agree that this coefficient should not be less than 60% (Maala, Nagi, 2006, page 104). The value of Cronbach's alpha for the entire questionnaire was 83%, which is a high and excellent

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proportion exceeding the required limit. This reflects the stability of the tool.

3- Presentation and Discussion of Results:

Below, we present the statistical description of the sample respondents' answers .In

addition to the results of testing the study hypotheses, as follows:

3-1 Statistical Description of Sample Respondents' Answers:

To identify the personal characteristics of the study sample respondents, we will address the first part of the questionnaire, which includes gender, age, educational level, and income. The following table illustrates this:

Table 02: Description of Gender, Age, Educational Level, and Income Variables

number	Variable	Category	Frequencies	Percentage
01	Gender Male	Male	84	54,9
		Female	69	45,1
02	Age	20-29 years	27	17,6
		30-39 years	63	41,2
		Over 40 years 63	63	41,2
03	Education al Level	Secondary	54	35,3
		University	99	64,7
04	Income	20,000-40,000 DZD	42	27,5
		41,000-60,000 DZD	75	49,0
		61,000-90,000 DZD	24	15,7
		91,000-120,000 DZD	12	7,8

Source: Compiled by the researcher based on the outputs of the SPSS program

From the data in the above table 02, it can be observed that the percentage of males represents 54.9% of the study sample, while females represent 45.1%. Regarding the age groups, the percentage for the age group of 30-39 and over 40 years is equal and represents 41.2% of the study sample, while the age group of 20-29 years represents 17.6%. As for the educational level of the study sample, the university category accounts for 64.7% of the study sample, and the secondary level represents 35.3%. This indicates that most of the study sample have the cognitive capacity to understand the study variables. The table also shows that individuals with an income ranging from 41,000 to 60,000 DZD represent the largest proportion of the study sample, 49%, followed by individuals with an income ranging from 20,000 to 40,000 DZD, accounting for 27.5% of the sample, while those with an income ranging from 61,000 to 90,000 DZD represented 15.7% of the study sample, and finally, those with an income of over 91,000 DZD accounted for 7.8%.

3-2 Description of the Study Variables:

Table 3: Description of the Study Variables

1- Perceived Quality of the IRIS Brand				
N°	Statements	average	Standard Deviation	Relative Importance
01	IRIS brand products rely on high technology	3,13	0,959	Average
02	IRIS products are characterized by good performance	3,56	0,732	High
03	IRIS products have a modern and attractive design	3,41	0,779	High
04	The brand ensures an	3,29	0,756	Average

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	acceptable level of after-sales service			
05	The name of the IRIS brand implies high quality	3,09	0,943	Average
06	The IRIS brand is available at any time for those who want to try it	3,66	0,816	High
07	The brand's products are equipped with their original	3,23	0,838	Average
Perceived Quality of the IRIS Brand		3.18	0,692	Average

Source: Compiled by the researcher based on the outputs of the SPSS program

It is clear evidence through table number 3 that the research sample has got a medium average of the perceived quality rating of Iris products where the arithmetic mean of the axis as whole reach (3.18) , corresponding to a standard deviation of (0.692) , and the highest value of the arithmetic mean at the sixth statement (**IRIS Brand is available at any time for those who want to try it**) with a high acceptance level , as its arithmetic mean reach (3.66) and a standard deviation of (0.838) meaning that 105 of the 144 sample members, i.e. more than two-thirds of the studied sample, see that The IRIS brand is widely available for those who want to purchase it and test it.

The second statement (IRIS products are characterized by their good performance) has a high acceptance rate with an arithmetic mean (3.56) and a standard deviation (0.732). 73% of the respondents find that IRIS products perform well. The third statement (IRIS product characterized by its attractive modern design) comes with a high level of acceptance, as the arithmetic mean reached (3.41) and a standard deviation of (0.779), meaning that most of the studied sample

members believe that the design of the IRIS brand products is an attractive modern design.

Regarding the fourth statement, (IRIS ensures an acceptable level of after-sales services); it came in fourth place with a moderate acceptance level, with an average of (3.29) and a standard deviation of (0.756). This means that 41% of individuals consider the IRIS brand provides an acceptable level of after-sales services, while 41% are neutral, and 18% are dissatisfied with the level of after-sales services provided by the IRIS brand. Additionally, the seventh statement (IRIS products are available with their original spare parts in case of malfunction) ranks sixth with a moderate acceptance level, with an average of (3.23) and a standard deviation of (0.838). Here, we find that 44% believe that the IRIS brand offers original spare parts, while 48% are neutral, and 8% of the sample do not believe that this brand provides original spare parts. Finally, the fifth statement (the name IRIS implies high quality) ranks seventh and last with a moderate acceptance level. With an average of (30.09) and a standard deviation of (0.943), 33% of the respondents believe that IRIS brand's name implies high quality, while 77% do not believe that the IRIS brand's name implies high quality.

Table number 4 : Describtion of the study variables (perceived value) .

1- The perceived value of IRIS brand.				
Number	Statements	The arithmetic average	Standard deviation	The relative Importance
1	The price of IRIS products are acceptable according to their quality	3.27	0.873	Average
2	IRIS products match the consumers' expectations .	3.25	0.976	Average

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3	The price of IRIS products are reasonable compared to the competitive brands	3.50	0.833	Average
4	IRIS brand is highly compatible with the consumers' requirements and needs	3.33	0.909	Average
5	IRIS brand has a long life-term .	2.94	0.925	Average
6	The consumer ask for IRIS brand regardless of its price .	2.88	0.992	Average
7	IRIS brand products are economical and energy-efficient .	3.27	0.776	Average

Source: Compiled by the researcher based on the outputs of the SPSS program

From the above results , we conclude that the respondents consider IRIS brand products are characterized by its high quality level .

Based on the previous table, we notice that the perceived value of the IRIS brand has an average evaluation by the sample individuals in most of its statements. The arithmetic mean for the entire axis was (3.27) with a standard deviation of (0.618). The arithmetic mean reached its maximum value at statement three ("IRIS brand product prices are considered reasonable compared to competitors") with an average of (3.50) and a standard deviation of (0.833). Where 56% of the sample individuals find that the prices of IRIS brand products are reasonable compared to competitors. While 31% of the sample individuals were neutral, and only 13% disagreed that the prices of IRIS brand products are reasonable compared to competitors. The remaining statements have moderate importance. From here, we conclude that the perceived value variable of the IRIS brand was

acceptable to the sample individuals, with its overall value being (3.27) out of a possible five grades.

Table 5: Description of the study variables (consumer purchase intention)

1- Consumer's purchase intention				
n	Statement	The arithmetic average	Standard deviation	The relative Importance
1	My desire to purchase increase whenever I buy one IRIS product	3.27	0.873	Average
2	I will recommend IRIS product to my acquaintances	3.09	1.005	Average
3	The offering price of IRIS brand product attracts me to buy it .	3.07	0.913	Average
4	I think I will remain loyal to IRIS brand despite many models .	2.64	0.844	Average
5	The IRIS brand is my first choice when purchasing electronic and home appliances .	2.82	0.865	Average
6	I will constantly follow all developments and news related to IRIS brand .	3.09	0.922	Average
7	I intend all the appliances in my home from the same device , IRIS .	2.60	0.939	Average
	Consumer's purchase intention	2.94	0.752	Average

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Source: Compiled by the researcher based on the outputs of the SPSS program

As for the consumer's purchase intention variable, which represents the dependent variable in the study, and through Table Number 5, it is clear that the individuals of the studied sample has an average evaluation of this variable in general, where the arithmetic mean was estimated at: (2.94) and a standard deviation of (0752), which indicates that the values are not dispersed from their arithmetic mean. Where the respondents' answers were medium about the increasing desire to buy whenever they try one of the products of the IRIS brand, but in the light of the competition witnessed by the market for household electrical products, the options of the studied sample members are widely available by other brands and attractive collections, which gives them the opportunity to try other products and diversify products according to the degree of quality and the appropriate price.

TESTING THE HYPOTHESES OF THE STUDY:

SUB-HYPOTHESES:

To test the sub-hypotheses, the results of the simple linear regression analysis were relied upon, which allows studying the possibility of a relationship between the independent variable and the dependent variable, and the results of the sub-hypothesis test can be clarified as follows:

THE FIRST SUB-HYPOTHESIS:

First sub-nullity hypothesis H_0 : There is no statistically significant effect of perceived quality on the purchase intention of IRIS brand customers at the significance level ($\alpha \leq 0.05$).

Sub-alternative hypothesis 1 H_1 : There is a statistically significant effect of perceived quality on the purchase intention of IRIS brand customers at the significance level ($\alpha \leq 0.05$).

Table 6: Regression analysis results of the impact of perceived quality of the mark on consumer purchasing intent .

Independent variable	Regression coefficient	Regression line	Calculated t value	Significance level sig	Correlation coefficient R	Coefficient of determination R2
Perceived quality of IRIS brand	0.846	0.861	53.226	0.000	0.976	0.952

Source: Compiled by the researcher based on the outputs of the SPSS program

The table above shows the results of a simple linear regression analysis that shows the relationship between the perceived quality of the brand and the consumer’s purchase intention. The results showed that there is a statistically significant influence relationship at a significance level of ≤ 0.05 (α), where the correlation coefficient R reached (0.976), which It indicates a strong correlation between the two variables. The coefficient of determination R2 was only (0.952), which means that (95.2%) of the changes occurring in the consumer’s purchase intention are due to the changes occurring in the perceived quality of the brand, and the rest is due to other factors.

Thus, the regression equation for the independent variable becomes: $Y = 0.846X + 0.861$, where X represents the perceived quality of the IRIS brand, and Y represents the consumer purchasing intention. This means that a one-unit change in the perceived quality of the IRIS brand corresponds to a proportional change in consumer purchasing intention by 0.846. Based on this, the null hypothesis H0 (there is no statistically significant effect of perceived quality on purchasing intention among IRIS brand customers) is rejected at the significance level ($\alpha \leq 0.05$), and the alternative hypothesis H1 (**there is a statistically significant effect of perceived quality on purchasing intention among IRIS brand customers**) is accepted at the significance level ($\alpha \leq 0.05$).

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THE SECOND SUB-HYPOTHESIS :

Null Hypothesis H0: There is no statistically significant effect of perceived value on purchase intention among IRIS brand customers at a significance level ($\alpha \leq 0.05$).

Alternative Hypothesis H1: There is a statistically significant effect of perceived value on purchase intention among IRIS brand customers at a significance level ($\alpha \leq 0.05$).

Table 7: Regression Analysis Results for the Effect of Perceived Brand Value on Consumer Purchase Intention.

Independent variable	Regression coefficient b	Regression line a	Calculated t value	Significance level Sig	Correlation coefficient R	Correlation coefficient R ²
Perceived value of IRIS brand	0.622	0.607	7.3	0.000	0.908	0.824

Source: Compiled by the researcher based on the outputs of the SPSS program

The results of the previous table indicate that there is a statistically significant relationship at a significance level ($\alpha \leq 0.05$) between the perceived value of the IRIS brand and consumer purchase intention according to the opinions of the sample in the study location, where the correlation coefficient R was (0.908), indicating a positive relationship between the variables. It is noted that the coefficient of determination R² was (0.824), indicating a negative relationship between consumer purchase intention and the perceived value of the IRIS brand. As for the mathematical relationship of simple linear regression, it is as follows: **$Y = 0.622X + 0.607$** .

Based on the previous equation, it can be said that a change in the value of X, representing the perceived value of the label by one unit, leads to a direct change in the value of Y, representing the purchase intention of the consumer, by 0.622. Based on these results, the null hypothesis H0 (there is no statistically significant effect of the perceived value on purchase intention among IRIS brand customers at the significance level ($\alpha \leq 0.05$)) is rejected. The alternative hypothesis H1 (**there is a statistically significant effect of the perceived value on purchase intention among IRIS brand customers at the significance level ($\alpha \leq 0.05$) is accepted.**

SUBSIDIARY HYPOTHESIS 3:

Null Hypothesis Ho: There is no statistically significant effect of perceived value on perceived quality of IRIS brand at the significance level ($\alpha \leq 0.05$).

Alternative Subsidiary Hypothesis 3: Alternative Hypothesis H1: There is a statistically significant effect of perceived value on perceived quality of IRIS brand at the significance level ($\alpha \leq 0.05$).

Table Number 8: Results of the correlation analysis of the perceived brand's value and its perceived quality."

The perceived value of IRIS brand	Perceived quality of IRIS Brand	
*0.984 0.000 144	1 144	Perceived quality of the iris Corrélation de Pearson brand Sig. (bilaterale) N
1 144	*0.984 0.000 144	Perceived value of the iris Corrélation de Pearson score Sig. (bilaterale) N

Source: Compiled by the researcher based on the outputs of the SPSS program

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Through the table above, we notice a strong correlation between the perceived value and the perceived quality of the brand, as the correlation coefficient between the variables is (0.984), which is a strong positive value, and statistically significant at a significance level of (0.000). This confirms a strong relationship between the perceived value and the perceived quality of the brand.

Therefore, we reject the null hypothesis Ho (there is no statistically significant effect of perceived value on the perceived quality of the IRIS brand) at the significance level ($\alpha \leq 0.05$). We accept the alternative hypothesis H1 (**there is a statistically significant effect of perceived value on the perceived quality of the IRIS brand) at the significance level ($\alpha \leq 0.05$).**

Null Hypothesis (Ho): There is no statistically significant effect of perceived value and perceived quality on purchase intention among IRIS brand customers at a significance level of $\alpha \leq 0.05$.

Alternative Hypothesis (H1): There is a statistically significant effect of perceived value and perceived quality on purchase intention among IRIS brand customers at a significance level of $\alpha \leq 0.05$.

To test the main hypothesis, multiple linear regression analysis was used.

Table Number 9:Results of a regression analysis to test the main hypothesis

Independent variable	Regression Coefficient b	Regression line a	Calculated T value	Significance level Sig	Correlation coefficient R	Coefficient of determination R2
Perceived Quality of IRIS Brand	0.846	0.861	53.226	0.000	0.976	0.952

Source: Compiled by the researcher based on the outputs of the SPSS program

Through the above table, we notice a strong correlation between perceived value and perceived brand quality. The correlation coefficient between the variables is (0.976), indicating a strong positive correlation, and it is statistically significant at a significance level of (0.000). This confirms the presence of a strong relationship between perceived value and perceived brand quality as independent variables and consumer purchase intention as a dependent variable.

Additionally, the computed F-value for the estimated model (2832.99) is greater than the tabulated F-value, and the significance level is ≤ 0.05 (α). This means that there is a statistically significant effect of the independent variables (perceived value and perceived brand quality) on consumer purchase intention. This is further supported by the computed T-value.

Regarding the coefficient of determination R^2 , its value reached (0.952), which means that (95.20%) of the variations occurring in the dependent variable (consumer purchase intention) are attributed to the variations in the independent variables together (perceived value and perceived quality). Thus, we reject the null hypothesis H_0 : (There is no statistically significant effect of perceived value and perceived quality on the purchase intention of IRIS brand customers) at the significance level ($\alpha \leq 0.05$). And we accept the alternative hypothesis **H1 (There is a statistically significant effect of perceived value and perceived quality on the purchase intention of IRIS brand customers) at the significance level ($\alpha \leq 0.05$).**

CONCLUSION:

Through this study, we tried to identify the extent to which the perceived value and perceived quality of the brand affect the consumer's purchase intention for the IRIS brand. So we reached the following results:

- The consumer's purchase intention is influenced to a very large extent by the perceived quality of the brand. Because it contributes to forming and building a positive mental image among the consumer.

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- The consumer's purchase intention is greatly influenced by the perceived value of the brand.
- There is a strong and direct correlation between the perceived quality and the perceived value of the brand.
- By analyzing the results of the questionnaire, we clearly see that IRIS brand products do not have a good reputation compared to competing products, especially well-known foreign brands, due to their poor performance and the frequent damage to their products, which affects their quality. This means that the consumer takes into account the characteristics of the product, its specifications, and the benefits expected from it.
- Some consumers reluctance to repurchase IRIS brand products and turn to other high-quality brands.

RECOMMENDATIONS:

Through the results of the field study, we can make the following recommendations:

- The need for the marketing department at IRIS to pay attention to the quality of its products through continuous research and development, and to keep pace with developments in the market.
- Improving the mental image of the IRIS brand by improving the quality of the products, and paying attention to after-sales services to maintain its connection with the customer, and give him sufficient confidence in the company.
- Achieving compatibility between the mental image of the brand and the consumer's perceived value, by providing what the consumer is looking for from purchasing its products. Thus influencing purchase intention and purchase decision.
- Conducting periodic surveys to reduce the gap that exists between the quality of IRIS brand products and the needs and desires of the consumer that he wishes to satisfy on the one hand, and the quality of competing products in the market on the other hand.

- Providing promotional offers to introduce IRIS brand products in order to create a good impression on customers and gain their trust.
- Managing the relationship with the customer by developing strategies aimed at maximizing the customer's perceived value.

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