

People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research

Mohamed Khider University – Biskra-

Faculty of Economics, Commerce and Management Sciences



Theme:

**THE IMPACT OF BRAND IMAGE BENEFITS ON CONSUMER
PURCHASING DECISION**

STUDY CASE :

SAMPLE OF SAMSUNG SMARTPHONE USERS IN BISKRA CITY

**Thesis Submitted in Partial Fulfillment of the Requirements for the Degree
of Master in commercial sciences, major: Marketing**

Submitted by:

Malak Yassamine Bencharif

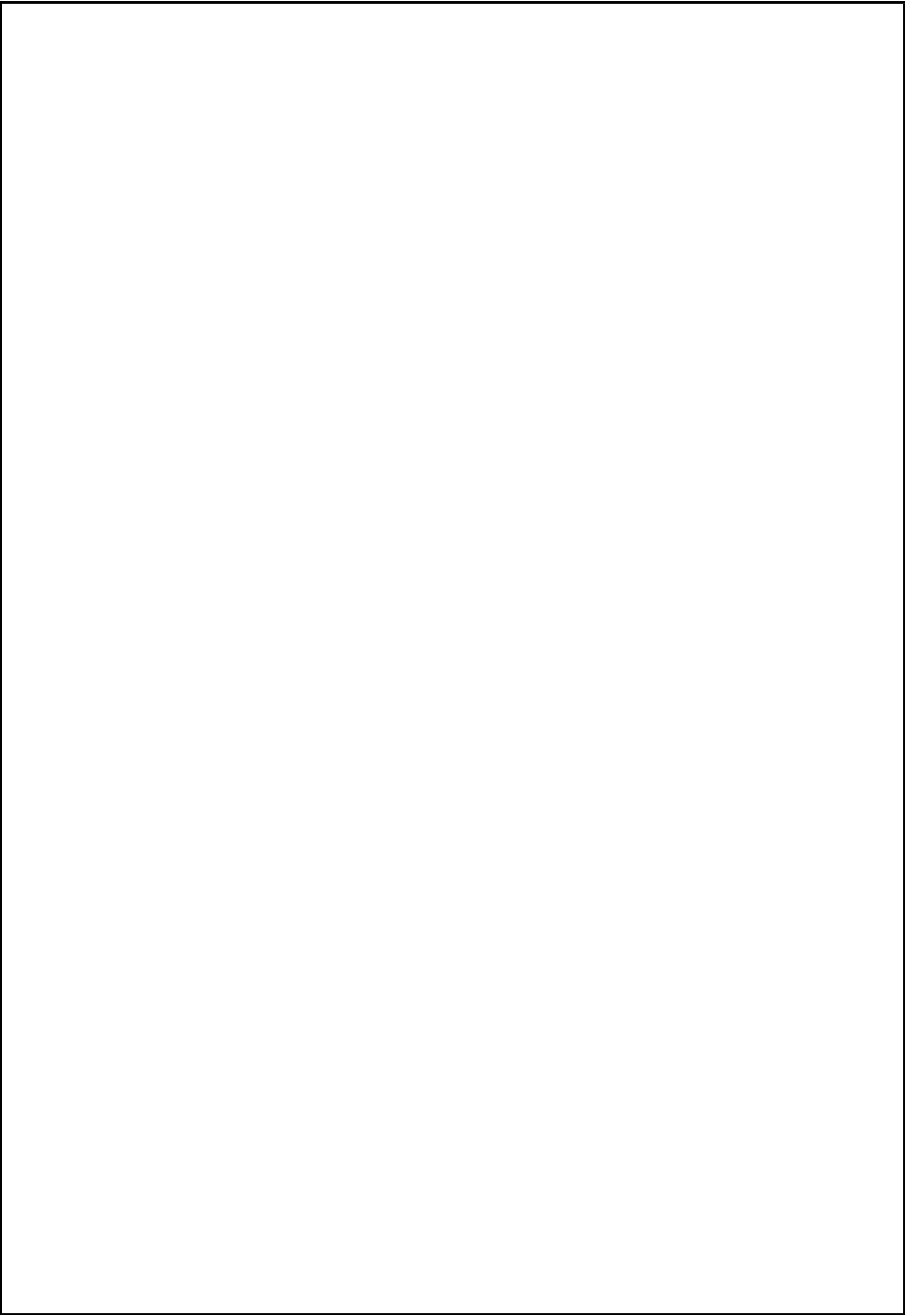
Supervisor:

Kamilia Izzrech

Board of Examiners:

Prof. Abdelhak Rais	Professor	Chairperson	University of Biskra
Dr.Kamilia Izzrech	Senior lecturer	supervisor	University of Biskra
Prof. Farid Benabid	Professor	Examiner	University of Biskra

Academic year: 2024/2025



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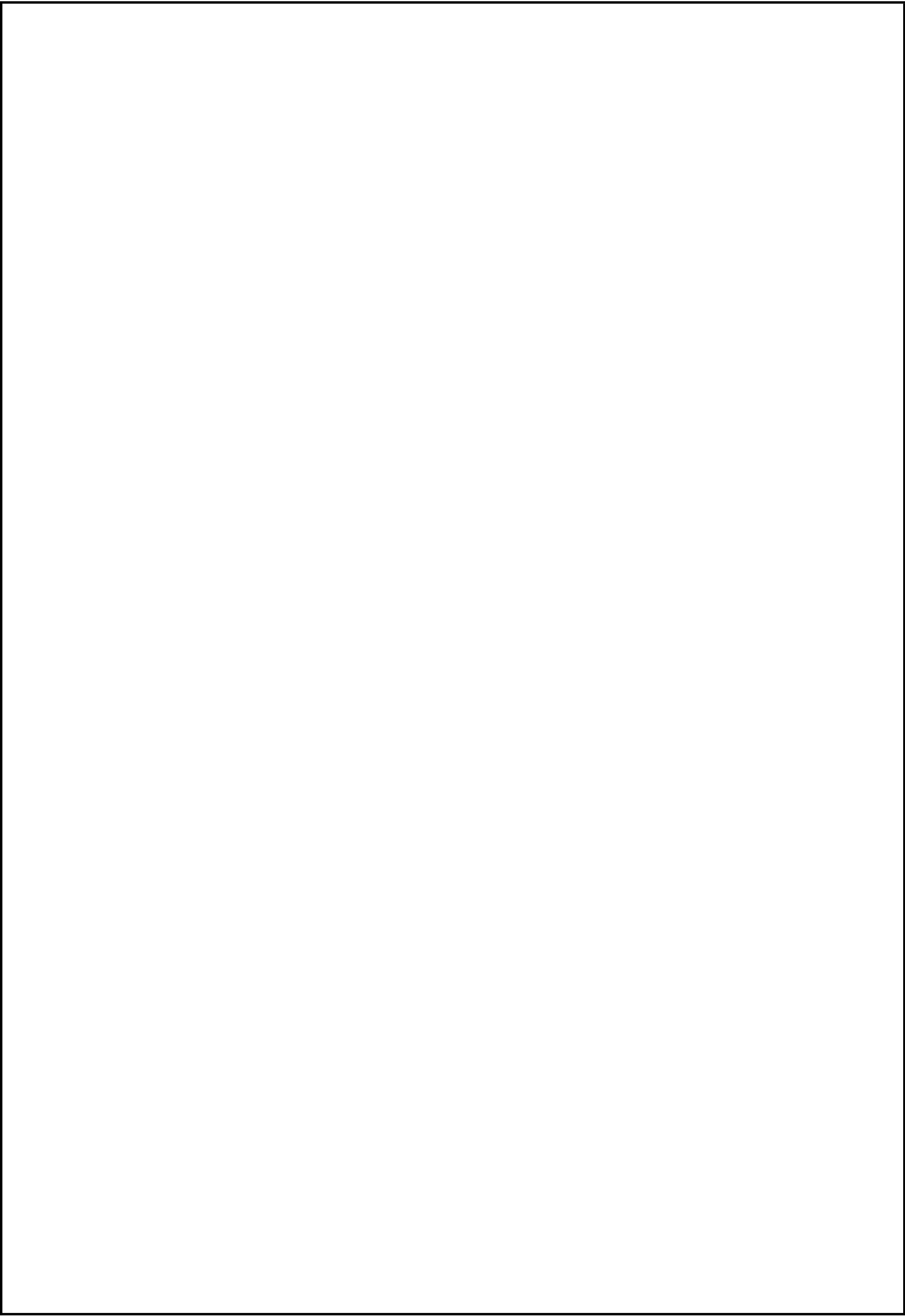
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Dedication

This work is dedicated to my hang the moon “Mom and Dad”.may Allah grant him good health, they always trust me and push me to be suited up against all the handicaps and do my best.

To my lovely sister, my dear brother

To my mentors, for their constant tips, support, and direct me all these years

To my friends

Thank you all for being a part of this achievement, finally I would say I nailed it.

Malak Yassamine Bencharif

Acknowledgement

All Thanks to Allah, lord of the world, for granting me vigorous and confidence to fortitude this humble work.

First and foremost, I am profoundly grateful to my supervisor. **Kamillia**

Izzrech, for her involvement, her respected guidance and feedback, which helped me greatly in carrying out this work.

I also extend my heartfelt thanks to the head science commercial department **Dr.Rais Abdelhak** and I would like to express my sincere gratitude towards all my professors and staff of the Science Commercial Department at Mohamed Khider University.

Finally, I would like to thank each respondent to my questionnaire for taking the time to answer it and allowing me to contribute to understanding the impact of brand image benefits on consumer purchasing decisions.

“Q question, what is your role in improvement?”

AHMED ALSHUGAIRI

Malak Yassamine Bencharif

Abstract in English:

The study aims of to examine the impact of brand image benefits on consumer purchasing decisions among a sample of Samsung smartphone users in Biskra city. Based on Keller'(1993) "Associative network memory" theory and model and to achieve the objectives of the study, the descriptive approach was adopted. To collect data, a questionnaire was designed and distributed to a random sample of Samsung smartphone users in Biskra city. From 165 questionnaires collected only 150 were retrieved and analyzed using SPSS program vision 30. the findings obtained that the brand image benefits was a positive significant impact on the purchasing decision, The results indicated that experiential benefit have the strong impact on their purchasing decision.

Keywords:brand, brand image, brand image benefits, purchasing decision, consumer, Samsung smartphones.

الملخص بالعربية:

تهدف الدراسة إلى معرفة أثر منافع صورة العلامة التجارية على القرار الشرائي لدى المستهلك لعينة من مستخدمي الهواتف الذكية سامسونج في مدينة بسكرة. بناءً على نظرية ونموذج كيلر (1993) "ذاكرة الشبكة الترابطية" ولتحقيق أهداف الدراسة تم الاعتماد على المنهج الوصفي وجمع البيانات استخدم الاستبيان الذي تم تصميمه وتوزيعه على عينة عشوائية من مستخدمي هواتف سامسونج الذكية في مدينة بسكرة، بلغ عددها 165 استبياناً، منه 150 تم استرجاعه لتحليله ومعالجته باستخدام برنامج SPSS نسخة 30، توصلت الدراسة إلى أن منافع صورة العلامة التجارية كان لها أثر إيجابي ذو دلالة احصائية على القرار الشرائي لعينة مستخدمي هواتف سامسونج، كما أظهرت النتائج أن المنفعة التجريبية كان لها التأثير أكبر على قراره الشرائي.

الكلمات المفتاحية: العلامة التجارية، صورة العلامة التجارية، منافع صورة العلامة التجارية، القرار الشرائي، المستهلك، هواتف سامسونج.

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LIST OF ABBREVIATION	
BI	Brand Image
B2B	Business to Business
EPS	Extensive Problem Solving
LPS	Limited Problem Solving
RPS	Routine Problem Solving
SPSS	Statistical Package for the Social Sciences

Introduction

1. Introduction

1.1 Background of the study:

In today's competitive business landscape, companies must be able to maintain their market share by using several tools and strategies to maintain their position and be differentiated from the diverse similar products offered in the market by emerging their brand. The latter becomes very important in shaping consumers decisions according to many managers and pioneers; it creates the awareness about company's presence then starts positioning itself in consumers' minds.

In modern marketing, brand image has become the key driver shaping consumers overall perceptions regarding a particular product. Before making a purchase, consumers carefully evaluate different benefits that impact their choice. Often, only a strong positive image can compete in a competitive market and achieve recognition.

Furthermore, brand image measurement tools have had a profound impact on consumer precious decisions among them the brand image benefits consisting of three elements (functional, experiential, and symbolic) according to Keller's model (1993). However, some researchers think that consumers' purchasing decisions are greatly influenced by the psychological, social, cultural, and personal factors.

The smartphone market is highly competitive, driven by rapid technological advancements, shifting consumer preferences, and aggressive pricing strategies. Though, many of smartphones users take into consideration the interest of brand image when taking the decision to purchase; as soon as the consumers hold a good impression and ideas across a specific brand, they will be stimulated to make the purchase.

Brand image is shaped and thus measured by various types of brand associations, including attributes, benefits, and attitudes. Attributes encompass both tangible and intangible characteristics that define a brand, such as quality, design, and innovation. Benefits highlight the functional and emotional value the brand offers, influencing consumer loyalty and perception. Attitudes reflect consumers' overall impressions toward the brand which are a result of messaging, reputation, and experiences. Together, these associations play a crucial role in determining consumer behavior, building brand trust, and reinforcing market positioning.

Based on this, as measuring brand image is so broad, in this this study, we have chosen to examine the impact of brand image benefits on purchasing decisions among a sample of users of Samsung smartphones in Biskra city.

1.2 Problem Statement:

Through this study, we aim to explore the impact of brand image benefits on purchasing decisions of a sample of Samsung smartphone users in Biskra city. by examining the current practices, we aim to provide valuable insights to appear the importance of brand image for make the buying decision. Based on the above, we sit the following problematic:

Q1-What is the impact of the brand image benefits on purchasing decision of a sample of Samsung smartphone users in Biskra city?

To get the answer to this question, we propose the following sub-questions:

Q 1-1 To what extent does functional benefit of brand image impact on consumer purchasing decision?

Q₁₋₂ To what extent does experiential benefit of brand image impact on consumer purchase decision?

Q₁₋₃ To what extent does symbolic benefit of brand image impact on consumer purchase decision?

1.4 Hypotheses:

To answer our main question and address the research questions and effectively meet the study's objectives, the following hypotheses have been carefully developed:

H1: There is a statistically positive level of brand image benefits on consumer purchasing decision.

H₁₋₁: Functional benefit has a positive significant impact on customer purchasing decision.

H₁₋₂: Experiential benefit has a positive significant impact on customer purchasing decision.

H₁₋₃: Symbolic benefit has a positive significant impact on customer purchasing decision.

1.5 Previous studies:

Several studies have explored the impact of brand image on consumer purchasing behavior in different perspectives, providing valuable insights into how brand associations influence decision-making. In the following, we cite the most important previous studies linked to the subject:

- **Study of Aasil imtiaz and others (2021)(IMTIAZ 2021) an article entitled: «impact of brand image customer's smartphone buying decision, Turkish online journal of qualitative inquiry ».**

The study aims at exploring factors that concern the purchasing decision towards smartphones. They are used in the study brand image, product price and purchase decision of smartphones. The research involves two independent variables namely, price and one dependent variable purchase decision. Brand image and product price and one dependent variable purchase decision. A customer's perception to the smartphone is generally influenced by the company's brand image and also on the fact that the price at which the smartphone is available in the market. The findings of the study concludes that customers purchase decision are influenced not only by brand image of the product but also the price factor of the smartphones as well.

- **Study of Barkah al Khaliq and others (2019)(Alkhaliq et al. 2019) an article entitled: «the impact of brand image and marketing mix on buying decision for Toyota Calya ».**

The research is designed to identify the impact of brand image and marketing mix variable on Toyota calya's buying decision. This quantitative research is conducted on 60 selected responders based on purposive sampling method. The method of analysis used in this research is multiple linear regression. The data analysis result shows that there is significant evidence to conclude that brand image and marketing mix variable has positive impact on Toyota calya's buying decision.

- **Study of Nusrai Bnu Hajar hastuti mohamed amin (2018)(Bnu Hajar et al. 2018) an article entitled: « effect of brand image and price perception on purchase decision - a case study of the brand oppo smartphones in kendari city ».**

The study aim to determine the effect of brand image and price perceived to purchasing decision on oppo smartphones in kendari city. Sampling technique in this research in accidental sampling method. The number of samples in the study of 60 respondents. the data analysis used is linear regression analysis using spss 24 software aid. The result of the research shows that the brand image and price of the smartphones in kendari city, either partially or simultaneously.

- **Study of Khoirunnisa Syuhadah Umanah T and others (2024)(Umanah T et al. 2024) an article entitled: «analyzing the impact of brand image on purchasing**

decisions for imitation fashion products, journal Teknologi Busana Dan Boga, vol 12, No.2».

This research, research aims to determine the impact of brand image on purchasing decision for imitation fashion products. focusing on brand image dimensions such as brand association strength, uniqueness, and favorability. The purchase decision factors examined include product loyalty, purchasing habits, recommending to others, and repeat purchase, a survey method with quantitative approach was employed, and data were analyzed using chi-square method. The findings indicate the most significant brand image factor is the favorability of brand associations, contributing 52% while purchasing habits exert the greatest influence on purchasing decision, accounting for 61.6% the data analysis revealed value of $0.00 < 0.05$, indicating significant correlation between brand image and purchasing decisions. For every 1% improvement in brand image, purchasing decisions increase by 20.275%.

- **Study of Asma Abdul Majeed and others (2022) (Majeed 2022) an article entitled: « impact of brand Image on Customer buying Decision in the Cosmetics Industry in the Pakistan, journal of Annals of Human and Social Sciences, vol 3, No.2».**

This research paper deals with the relationship of brand image and customer buying decision. Businesses are working hard to build a strong brand image to aid customers' purchasing decisions because of increased competition and globalization. Brand image is considered primary factor in maintaining a competitive edge. In order for the cosmetic industry to accomplish their business goals in Pakistan, cosmetics companies must take a more proactive approach due to the competitive environment. By offering distinctive goods and services, businesses can build a positive reputation or image in their customers' minds. A sample of 200 customers of cosmetic industry is selected through simple random sampling. Data is collected through questionnaire and the data is analyzed using Statistical Package for Social Sciences (SPSS) to properly identify the impact of brand image on customer satisfaction in Cosmetics industry in Pakistan. Perception of a cosmetics company's brand is the single most influential variable in their final purchasing decision, followed by their familiarity with the brand and their level of brand loyalty.

- **Study of Hadgi Karima (2022) (Karima 2022) an article entitled: « the influence of the brand image with the purchasing Behavior of the final consumer - a case study of the brand N'gaous beverages ».**

The objective of This research was to determine the extent to which the consumer understood the image of the N'gaous brand and the impact of purchase decision. The study utilized a questionnaire distributed to a random sample consisting of 100 individuals, and the data was collected and analyzed using the SPSS19 program, and the results indicated that there is a clear impact of the brand image. We talk about the purchasing decision of the final consumer, as the quality, characteristics and prices of its products and the attractiveness of its advertisements affect the purchasing decision of the consumer, and customers' evaluation of the perceived value of the brand N'gaous was positive.

- **Study of Mohamed Ahmed (2021) (Ahmed 2021) an article entitled: «An analysis of the impact of brand image on consumer purchase behavior- the case of Lidl, Sweden».**

The purpose of the research is to discuss the impact of brand image on consumer purchase Behavior. And had been concluded that, brand image plays an important role in the Lidl. Transformers the consumers purchasing behavior. Had be found that, the company has focused on strength the brand image from which they have adopted social media companies, environment friendly products to satisfy the consumers by providing high quality products influence their own behavior. Additionally, the past experience of customers from previous

purchases and LIDL products of high quality in nature has a significant impact on customers' purchasing behavior.

- **Study of Sudden Lada and others (2018)**(Lada 2018) **an article entitled: « brand image benefit and satisfaction: roles of symbolic, functional, social and experiential benefits, Labuan e-Journal of Muamalat and Society, Vol.12 ».**

The aim of this study is to examine the effects of brand image benefit of symbolic, functional, social and experiential on the overall satisfaction, a survey using 400 respondents is used to measure the effects. The theoretical and statistical relationships among these constructs are developed and verified by Smart Partial least square (PLS) statistical software. Results show that symbolic, experiential, and functional benefits are significant predictor of overall satisfaction, with experiential benefits as the most important followed by functional benefits. This study provides important implications on marketing and brand positioning.

- **Study of Leslous Ferhat and Lotmani Samy (2022)**(Lzslous & Lotmani 2022): **thesis submitted for the master's degree entitled: « the impact of brand image on consumer satisfaction and loyalty -the case study electro-industries Azazga ».**

This study aims to highlight the impact of the brand image through her dimensions (effectiveness, functional, symbolic) on consumer satisfaction and loyalty the results showed that the brand image has a very large influence on customer satisfaction and loyalty of electro-industries, and that the variation in consumer behavior is due to brand image. This mean that electro-industries should make an important decision to improve its brand image, as a new entrant is likely to reduce the company's reputation. According to the survey conducted among Azazga electro-industry customers, there is a need to improve and refine several marketing points and practices. And recommend and offer the company creative and innovative ideas to improve its brand image: electro-industry has a huge potential in terms of development, customer satisfaction and loyalty, the results show that its brand image has a great influence on the behavior and purchasing decisions of its customers.

- **Study of Sara Fantay (2021)** (FANTAYE 2021)**an article entitled: «The effect of brand image benefit on customer satisfaction: the case of Ethio telecom ».**

The research found that satisfaction plays an important role in influencing the overall consumer reaction towards a brand image acceptance thus, discovering, and elaborating the importance of brand image from the perspective of brand image benefits on customer's satisfaction is very essential. Hence, this study investigated on how brand image benefits could contribute to customer's satisfaction in particular to Ethio telecom. This study used a mixed research approach. It also implemented an explanatory research design. The sample size of the study was 385. This study concluded that the brand image attributes in terms of functional, symbolic and experiential benefit have significant and positive effect on customer satisfaction.

- **Study of Stephen L. Sondoh Jr and others (2007)** (Sondoh et al. 2007) **an article entitled: « the effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic, Asian Academy of Management Journal, Vol. 12».**

The purpose of this study is to examine the effect of brand image benefits on satisfaction and loyalty intention in the context of color cosmetic product. Five brand image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. A survey carried out on 97 females showed that functional and appearance enhances significantly affect loyalty intention. Four of brand image benefits: functional, social, experiential, and appearance enhances are positively related to overall satisfaction. The results also indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty.

1.6 What distinguishes this study from previous studies:

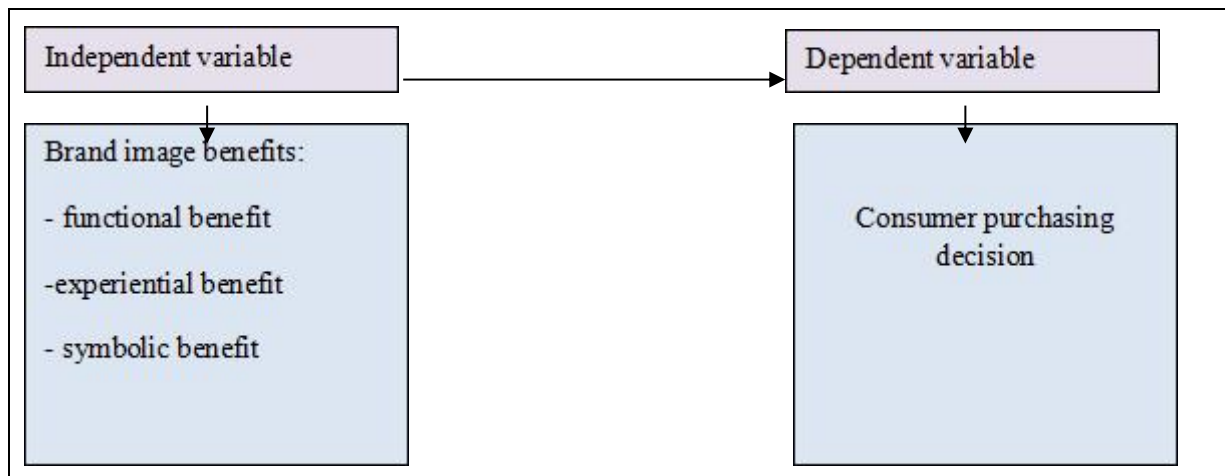
After exhibiting the previous studies above, we found several of differentiation and similarity aspects as follow:

- **The most important differences between the current study and previous studies:**

The scope	Current study	Previous studies
In terms of spatial and temporal limitations	The study applied on second semester of university year 2024/2025, in terms of place, distributed paper and electronic questionnaire on Biskra city.	Almost of studies applied on different environments through 2017 to 2024 such as China, Malaysia, Pakistan, Turkey, Egypt, and Algeria.
In terms of sample and population	In our study we focus on intention random sample through paper and electronic survey distributed to 165 users but only 150 questionnaire valid.	There are different sample between the different studies, in addition numbering sample was different according to each study.
In terms of study method	Relied on descriptive method to examine the study in addition, the questionnaire for the field study.	Most of previous studies used the descriptive method, and the questionnaire for the field study.
In terms of study variables	The current study relied on two variables: brand image benefits as an independent variable and consumer purchasing decision as dependent variable.	Previous studies display at list there are one variable differ in each study such as customer satisfaction, loyalty, purchase intention.
In terms of objectives of study	The aim of the study to examine the impact of brand image benefits on consumer purchasing decision Case study sample of Samsung smartphone users.	Most of studies engaged on one main objective which determine the impact of brand image benefits on consumer purchasing decision and then collect by different dimensions and variables.

1.7 Research Model:

Figure 1: Research Model



Source: prepared by the researcher base on previous studies

1.8 Operational definitions:

- The brand image: it refers the independent variable of the study and is a set of a sense of belongingness in the consumers' mind because of which the customer finds himself/herself related to the brand in some or the other ways(Stelzner n.d.).
- Functional benefit: these are the product's practical advantages that directly help the consumer, such as saving time, reducing costs, or solving specific problems. Think of it as what the product does for the customer (Stelzner n.d.).
- Experiential benefit: these focus on the sensory or emotional aspects the consumer experiences while using the product or service. They're about creating a pleasant feeling, such as excitement, empathy, comfort, or nostalgia. (Stelzner n.d.).
- Symbolic benefit: these appeal to a consumer's sense of identity, values, or aspirations. It's more about how the product or service makes them feel about themselves or how they believe others will perceive them. Using the product might make them feel successful, sophisticated, environmentally conscious, or part of a desirable group. (Stelzner n.d.).
- Customer purchasing decision: it refers to the dependent variable of the study, indicate the forth stage from purchasing decision phases, through choice and judgment, consumers will form their preference or purchase intention for certain goods. However, in the process of transformation into actual purchase behavior, it is also affected by the attitude of others and unexpected circumstances(Han 2021).

1.9 Epistemology positioning:

The nature of this research, which consists of studying the relationship between the brand image benefits and purchasing decisions of sample of Samsung smartphone users in Biskra city, makes our research positioning within positivist philosophy, as it

aims to study the causal relationship between two measurable variables by starting from a set of testable hypotheses and designing a questionnaire that helps in the testing process through a set of Statistical tools. as for the approach, it was based on deduction approach it is type of research in which the researcher starts with a hypothesis and then tests it through observations and data collection. It uses a top-down approach in which the researcher starts with a general idea and then tests it through specific observations to confirm or refuse a hypothesis by relying on (qualitative and quantitatively analysis; qualitative analyses through designing the questionnaire and oriented to sample of Samsung smartphone users in Biskra city) the descriptive method in order to describe the study after gathering the premium and seconder data to determine the impact between the variables.

1.10 Limitations of the study:

The limitations of this current study were:

- **Objective limitations:** the study topic is brand image on consumer purchasing decision in Samsung smartphone. brand image benefits has been taken as the independent variable and had the following dimensions: (functional, experiential, symbolic), and consumer purchasing decision as dependent variable.
- **Spatial limitations:** in this study, the information collection focuses only on users Samsung smartphone in Biskra city. it could represent only this area in the research and could not refer the purchase decision of all Biskra citizens that use Samsung smartphone.
- **Temporal limitations:** The temporal limitation for the literature review where the period extending from January 2025 until the beginning of April 2025, while the field study was in middle of April 2025.
- **Human limitations:** the study was conducted on a random sample of Samsung smartphone users, represented by 150 persons.

1.11 Importance of the study:

The study is aims to determine the extent of impact the brand image benefits on the purchasing decision of the consumer in the company in light of the presence of strong competition in the smartphones market, and discovering the consumers' attitudes towards the brand image and determining its benefits dimensions and the factors that affect their purchasing decision, as well as testing the relationship between the brand image benefits and the consumer purchasing decision.

1.12 Objectives of the study:

The study aims to highlight the impact of brand image on consumer purchase decision from the point of view of their employees and consumers by achieving the following sub-objectives:

1. Understanding the relationship between the brand image benefits and the consumer's purchasing decision.
3. Acquiring knowledge of the factors that influence a consumer's purchasing decision.
4. Emphasizing the significance of brand image in the consumer's buying decision.
5. To evaluate how brand image dimensions (functional, experiential, symbolic) affect the purchase decision of Samsung smartphone customers.

1.13 Justification of the study:

Subjective reasons

- Self-desire to address and study topics related to brand image.
- Contributing to enrich our university with a new reference.
- Recorrect the brand image concept by highlighting different from the mental image.
- Explore Samsung smartphone in Biskra market and which image the users hold it.

Objective reasons

- The subject's suitability for study and research.
- Dive deeper into the concepts and implications of both brand image and consumer purchasing decisions.
- The topic is close to the field of study.
- A vital topic that helps institutions strengthen their position and maintain their market share through global study case.

1.14 Difficulties of the study:

Conducting this study, the research encouraged some obstacles, the most significant which are:

- Multiple terms related by the brand image.
- Time is the main obstacle.
- lack of references, that demonstrate the dimensions of brand image.
- Difficulty finding the appropriate sample that carries Samsung smartphone, that explain the small sample size.

1.15 Structure of the study:

To handle with the problem study, the work divide into three chapters, each of the chapters has its own specific targets and contribution to this study:

- Chapter one will be devoted to the fundamental concepts of the brand and the brand image in its depth. Including definitions, elements, characteristics, importance, dimensions, types, stages of brand image and tools of measuring.
- Chapter two will focus on consumer purchasing decisions including definitions, types, characteristics, dimensions and components.
- Finally, chapter three analyses the impact of brand image benefits on consumer purchasing decisions of samples of Samsung smartphone users. Appear the general introduction of Samsung smartphones, illustrating the tools and sample study, discussing results, providing main finding and conclusion, as suggestion recommendation for future research.

Chapter one
brand image
benefits

Chapter one: the conceptual framework of the brand image benefits

In our era, brand is considered one of the key factors of business management, throughout helping manufacturers to reap the fruit and achieve the persist. And the image is a helpful tool to the brand due to associations with emotions, elsewhere, the image is grasped as all the information disseminated by the organization. Compass with each other, so companies must maintain a good image of success.

The first chapter will divide into three sections:

- **Section 1:** devoted to defining the different concepts of the brand.
- **Section 2:** explored the defining of the brand image.
- **Section 3:** discussed the types, dimensions, measuring and stages of the brand image.

Section1: The brand

Brand and marketing are two terms related to each other on business division and can not separate them. Because of the support they embody, the brand gives a reason to choose the product. The more robust and positive brand the more brand demand. It's a strategic weapon that helps marketers to distinguish from other competitors and achieve continuity in the markets.

1. Concept of the brand

1.1 Definition of brand

The word brand comes from the Old Norse “brandr”, meaning to burn, and from these origins made its way unto Anglo-Saxon. It was of course by burning that early man stamped ownership on his livestock, and with the development of trade buyers would use brands as a means of distinguishing between the cattle of one farmer and another. A farmer with a particularly good reputation for the quality of his animals would find his brand much sought after, while the brands of farmers with a lesser reputation were to be avoided or treated with caution. Thus, the utility of brands as a guide to choice was established, a role that has remained unchanged to the present day (Jami n.d.).

Brands in the field of marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, the factories would literally brand their logo or insignia on the barrels used, which is where the term comes from (Jami n.d.).

Brand is something that remains us when our factory is burned” these are the words of David Ogilvy who is considered (the father of advertising) (Hrablik et al. 2015). also brand is an acronym, signal, mark or Bluepoint, or a combination of these, that identifies the maker or seller of a product or service (Abdul-Aziz 2014)

a brand can be defined as “a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Keller 1993)

Branding: it means the act of naming or establishing brand name, brand mark or trademark for a product to make consumers identify the product from its competitors in the market. It is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services (Nana et al. 2023).

1.2 Elements of a brand

According to Kotler, Keller, and Manceau, there are essential components that identify a brand:

1.2.1 The name

A brand name is a name given to a company in order to identify it and distinguish it from competitors. Consumers tend to brand things to make them more identifiable and distinguishable, they are formed from multiple brand values, associations, image. hence, it is essential to choose an appropriate brand name.

Example: Coca-Cola (Lzslous & Lotmani 2022)

Certain factors should be considered before selecting a brand name. they are as follows: (Iyer n.d.)

- Distinguish the product from competitive brands
- Memorable and easy to pronounce

- It should refer to the product's uses, benefits, or special characteristics in a positive way
- Offensive or negative references should be avoided
- Evoke positive emotional reaction
- Possibly to translate well sound in other languages too.

1.2.2 the logos and symbols

A logo is a name of a company which is specifically designed.

Example Coca-Cola written in typical red letters.

Symbol is a non-word logo it is also called abstract logo.

Example: Nike swoosh([priyanka n.d.](#))

Elements for a good logo and symbols:([Iyer n.d.](#))

- It has a lasting value trendy logos don't hold up over time.
- It has a distinct amount of uniqueness, and if it doesn't confuse, is valuable.
- Appeals to your target market.
- Legible this seems obvious, your logo should clearly identify your company, and you can't do that if people don't understand it.

1.2.3 slogans

Slogans are short phrases that communicate information about the brand. they often appear in advertising. slogans can function as hooks to help consumers grasp the meaning of a brand.

Example: Snickers ads "hungry? grab a Snickers."

1.2.5 URLs

(Uniform Resource Locators) specify locations of pages on the web and are also commonly referred to as domain names.

Brand recall is important for URLs because it increase the likelihood that consumers easily remember the URLs to get to the site.([Ranfagni n.d.](#))

1.2.6 Characters

Character is a typical brand symbol which takes or real-life form or human.

Example: Michelin, Ronald McDonald...etc.

1. 2. 7 Jingles

Jingles are musical messages written around the brand by professional songwriters to enhance the brand awareness by amusing and clever ways to get attracted and permanently registered in the minds of listeners.

Example: the familiar song ads "give me a break" jingle of KitKat chocolate bars.

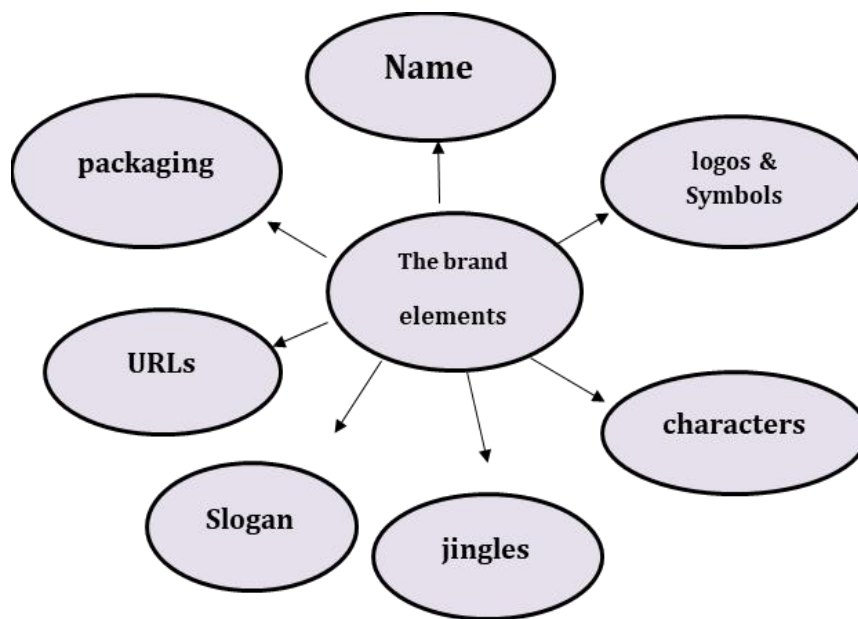
1. 2. 8 Packaging

Packaging is the activity of designing a container or wrapper for a product.it is a significant element in a brand ([priyanka n.d.](#)).

Functions of packaging:

- Preserve the goods for a longer shelf life.
- maintain products from damage.
- Promote products with unique packaging & branding.
- Increase customer convenience([G Pulla Reddy Engineering College College in Kurnool, India n.d.](#)).

Figure 2 : Elements of a brand sourced prepared by student



Source: prepared by the researcher based on previous studies

In general, the brand contains different elements. Each element had specific features and play a main role.

2. Characteristics and Importance of branding

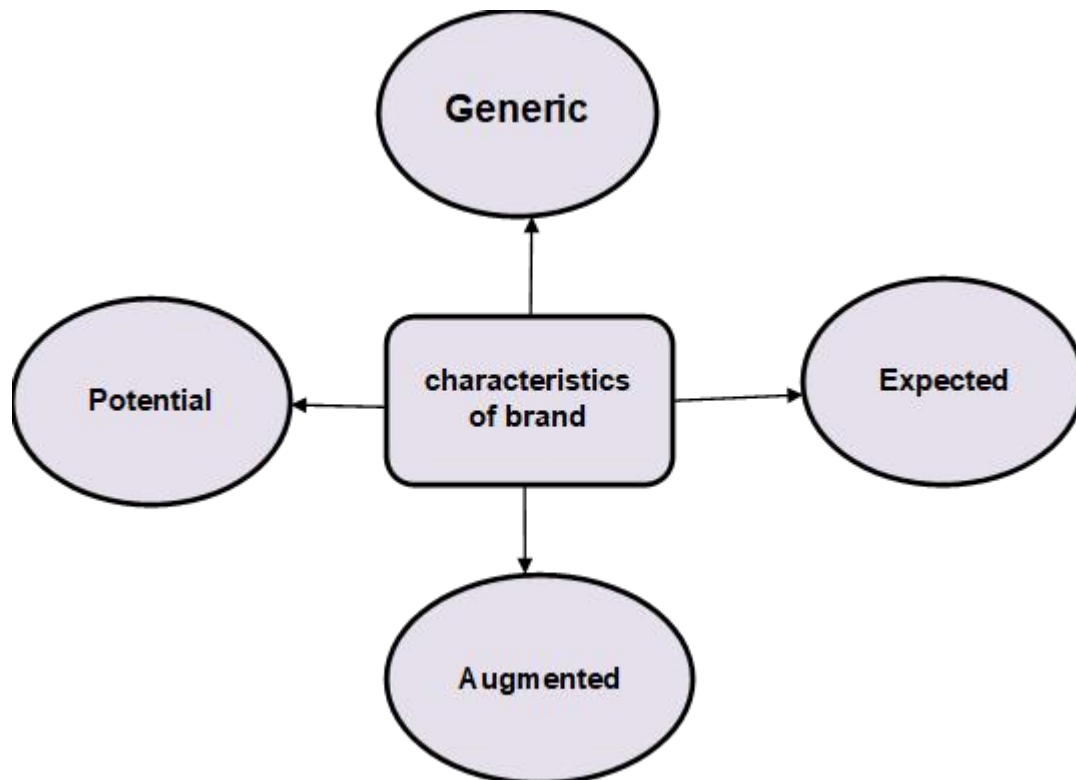
2.1 Characteristics of branding

Definition of a brand depend to a model which illustrate the extent to which a product or service can be augmented to provide added value to increasing levels of sophistication. This model, shows a brand as consisting of four levels: generic, expected, augmented and potential: (Road and (P.O) n.d.)

- **Generic level:** is the commodity form that meets the users, or buyers' basic needs, for example the car satisfying transportation needs. This is the easiest aspect for competitors to copy, and consequently successful brands have added values over and above this at the expected level.
- **Expected level:** the commodity is value engineered to satisfy a specific target 's minimum purchase conditions, such as functional pricing, capabilities, etc. As more buyers enter the market and as repeat buying occurs, the brand would grow through a better matching of resources to meet customers 'needs (e.g.: enhanced customer service).
- **Augmented level:** with increased experience, purchases and users become more sophisticated, so the brand would need to be augmented in more refined ways, with added values satisfying non-functional (e.g. emotional) as well as functional needs. For instance, promotions might be directed to the user 's peer group to reinforce his or her social standing through ownership of the brand.
- **Potential level:** As brands thrive, we become more critical. creativity plays an important role to grow the brand to its full potential. If no creative effort is taken, there is

danger of the brand relapsing to its augmented or expected level (odisha state open university, Sambalpur n.d.)

Figure 3: Characteristics of the brand



source: prepared by the researcher based on previous studies

2.2 Importance of the branding

Branding has an overall impact on business company because it can change how people perceive your brand; it can increase brand awareness and drive new business due that. we mention it: (J 2022)

1. **Branding gets recognition:** the main reason branding is important to a business is because it is how a company gets recognition and becomes known to the consumers. The logo is the most important element of branding, especially where this factor is concerned, as it is essentially the face of the company.
2. **Branding increases business value:** branding is important when trying to generate future business, and a strongly established brand can increase a business value by making the company more average in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace.
3. **Branding generates new customers:** a good brand will have no trouble drumming up referral business. Robust branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique.
4. **Improve employee pride and satisfaction:** Working for a brand that is reputable and help in high regard amongst the public makes working for that company more enjoyable and have a sense of belonging to the company, and employees will be more satisfied and pride on their jobs.

5. **Creates trust within the marketplace:** being properly branded and throughout well-strategies branding gives to the company an expert appearance in their industry and help them to build trust with their consumers and potential consumers.

6. **Branding supports advertising:** to achieve your branding goals, advertising is another component to branding, through their strategies and techniques such as the use of promotional products from trusted and appealing advertising strategy will directly reflect the brand and its desired portrayal.

The brand provides intrinsically significance to the company due to the link that is created between the company's products and the consumer's which will allow the company's to still be in the market and distinguish from other competition companies.

3. Functions and Types of the brand

3.1 Functions of branding

3.1.1 The functions of the branding for the consumers:

The brand upward the value of a goods from the aspect of the consumer, he will accept pay an extra price if their perception of the brand is favorable and if they perceive a superiority of a symbolic or functional nature. The brand plays a role of simplification during purchasing processes, which facilitates the consumer's choice process.

- **Warranty function:** the brand is a signature that identifies and makes the manufacturer responsible in a sustainable way, it has the function of «reassuring» the customer by guaranteeing or at least giving him hope of a certain consistency in the characteristics and quality of the product sold.
- **Tracking function:** the brand is a reference point that allows consumers to easily recognize the desired brand and use the information to guide their choices according to their needs.
- **Practicality function:** The brand is for the customer a convenient way to memorize the characteristics of a product and associate a name, it allows, in front of the catalog or in a shelf, to instantly recognize a product and reduce the time spent on purchasing activity.
- **Personalization function:** The brand purchased can give an idea of the person profile, both socially and psychologically, so brands allow customers to express their difference, to make known their value system, originality, and their personality through the choices they make.
- **Fun function:** the fun function corresponds to the pleasure that a consumer can sort of his purchases the variety, the profusion of choices offers a pleasure satisfaction that would disappear in a store where the brands would be absent. This satisfaction is linked to the aesthetics of the brand, its design and its communications. It was born from the familiarity and intimacy of links to a brand that has been consumed for a while and lasts. (Ait Ahcene & Abdallah 2022)

3.1.2 The functions of the brand for the firms:

These functions provide market power to the brand in the firms and enable a long-term strategy through:

- **Protection function:** when a company registered their trademark will provide the protection against possible imitations counterfeiting and. Thus, a brand product which is not lawfully registered does not confer any right even if it has been used for a long time. This function of protecting manufacturers' brands is becoming increasingly important today due to the strategy of brand imitation systematically adopted by some large distributors.

- **Positioning function:** the brand allows the company to position itself in the front against their competitors and identify the market with their distinctive products.
- **Capitalization function:** The brand is a company wealth, a capital that should be managed, and which findings from a set of consumers perceptions and signs issued by the brand (SID ALI & HAMMACI 2019).

3.2 Types of the Brand

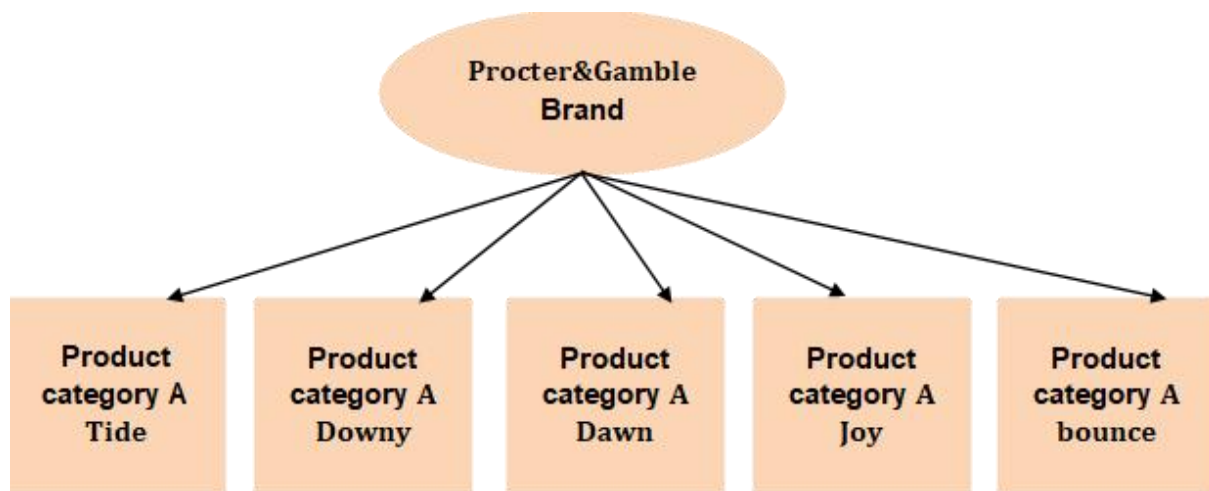
There are four main types of brands, usually used by companies. They are distinguished according to two criteria; number of products signed by a brand and association or brand name with other brands. They correspond to different in four types which are: (Messaoui 2019)

- **Product brand:**

product brand indicates to the brand is associated with an individual product; the product brand allows to the company to better meet the needs of consumers by offering brands with a specific and differentiated promise for each market that occupies. And that corresponds to a classic design of the brand which is based on the following equation: a brand equals a product, equals a promise.

In addition, it does not link the company's reputation to an individual brand. But on the other hand of all these benefits, product brands are excessively expensive because they require for each product to have its own communication.

Figure 4: Example of Procter & Gamble category of laundry detergent

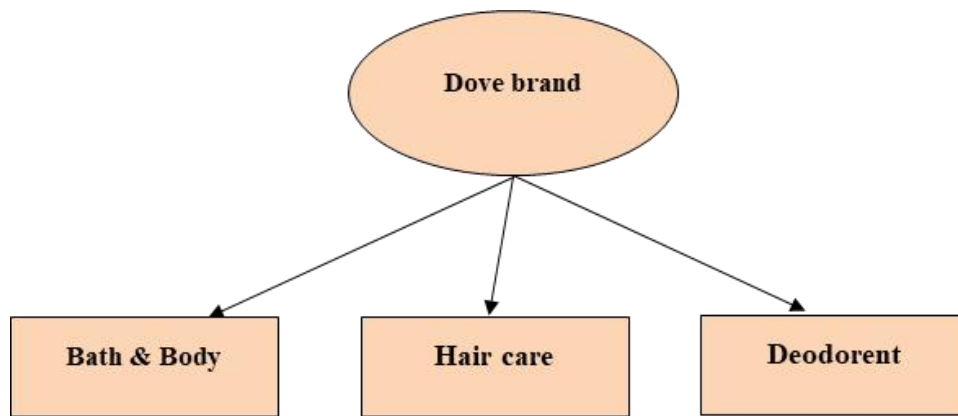


Source: prepared by the researcher based on previous studies

- **Range brand (line brand):**

The range brand is a brand that refers to several products belonging to the same category from similar categories with identical promise. The brand policy makes it possible to benefit from the brand heritage to launch varieties of similar products while maintaining a coherent brand image, avoiding scattering of communications focusing on an individual name, it is justified in market where the life cycle is short, the search for important variety, for instance the products such as: (cosmetics, toys, small household appliances). (Messaoui 2019)

Figure 5: Example of Dove brand, that has a type of range brand covering several products with the same promise of a product "hydration"

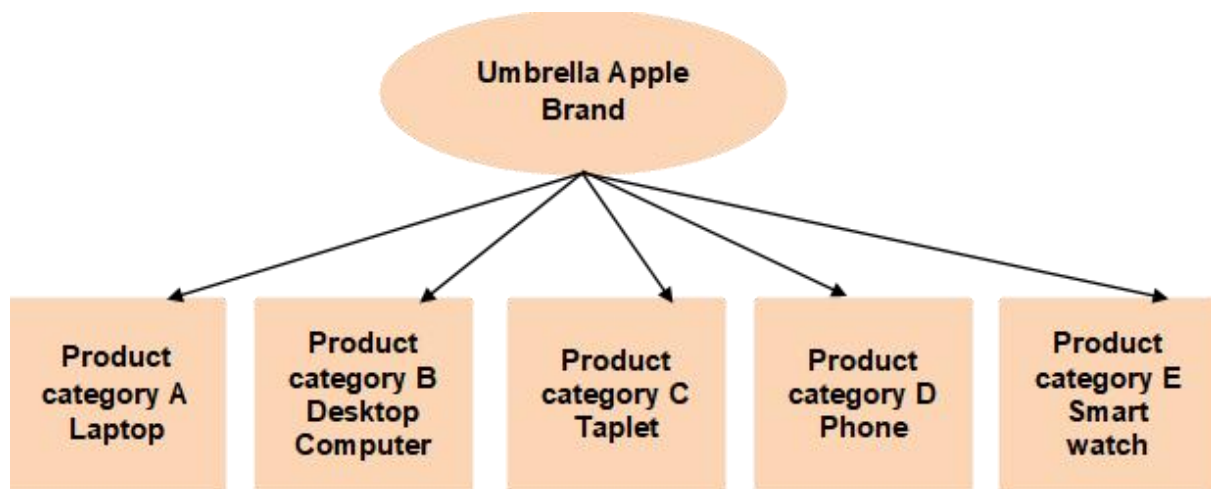


Source: prepared by the researcher based on previous studies

- **Umbrella brand:**

The umbrella brand is a brand that covers a set of products belonging to different categories, where each one benefits from a specific promise. The umbrella brand makes it possible to separate the brand from an individual product and thus ensures a principle, a certain durability, the brand is no longer linked to a single product and its life cycle is consequently extended, it allows capitalizing on a known name to penetrate sectors where the company was absent, however, despite all that the umbrella brand faces problems of interdependence and image consistency between products. (Messaoui 2019)

Figure 6: Example of Apple brand



Source: prepared by the researcher based on previous studies

- **Caution brand:**

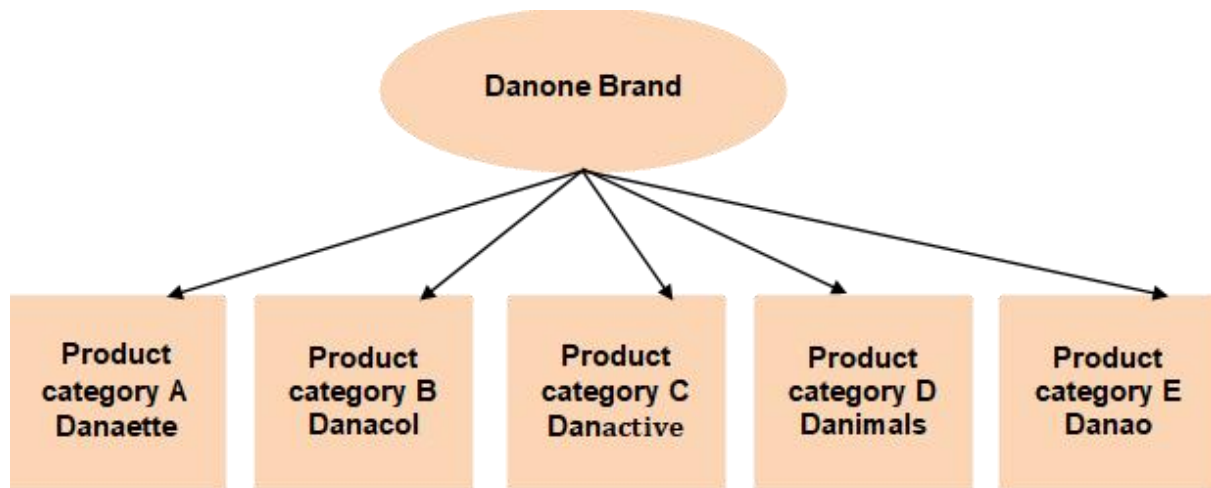
It is a brand that appears on heterogeneous products and which, unlike the umbrella brand, is followed by another brand name. the type of caution brand allows for a combination of authentication and appropriation functions through the first brand name, giving great freedom of maneuver in terms of coverage of different products.

The surety brand endorses a wide and differentiated corroborate of products, through name brands which can be product brands, line brands or umbrella brands.

However, it requires important means of communication to support the various brand names, it also requires great rigor in the choice of products to be covered to preserve the identity of the brand-guarantor. (Messaoui 2019)

Example: Danone brand

Figure 7: Caution brand example



Source: prepared by the researcher based on previous studies

Section 2: the brand image

In this second chapter, two sections will be discussed. The first will focus on:

1. Concept of the brand image:

1.1 Definition of the brand image

Before we going to recognize the brand image let's introduce first the image according to:

Kotler (2001) defined image as "the set of beliefs, ideas, and impressions that a person holds regarding an object" (Malik et al. 2012).

Brand image concept appeared in 1950. the famous advertising specialist Ogilvy to express the feelings and emotions of users link to a specific product, proposed to use the term "brand image". Grander and Levy (1955), by definition, which combines physical characteristics, social and psychological implications (Išoraitė 2018).

Brand image has been defined in multiple ways. Every definition is based on its conceptualization on various aspects; we might mention the following:

Brand image is elaborated as the picture of any product that exists in the minds of the consumers or any product that has a connection with the remembrance of the brand (Tariq 2019). It is the process in which consumers tend to think about a particular brand (Angelo 2022). And closely related to attitudes and beliefs that form choice (preference) to a brand (Hassan and Binladin 2019).

Brand image is basically the (reasoned and emotional) impression about a brand a company creates in the minds (perception) of the existing and potential customers (Kawiryan and Yazid 2023). collecting the process of mutual communication between brand stimulation and consumer perception (Wu and Chen 2019).

Overall, brand image in the sum up can create a sense of belongingness in the consumers' mind due to which the consumer finds himself/herself related to the brand in some or the other ways (Agarwal et al. 2018).

Table 1 :The brand image concept

Brand image concept	Authors
Zhang (2015)	Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior.
Herzog (1963)	Brand image is the sum of impressions the consumer receives from many sources.
Levy & Glik (1973)	The concept of brand image aptly sums up the idea that consumers buy brands not only for their physical attributes and functions, but also because of the meanings connected with the brands.
Aaker (1991)	Brand image creates value in a variety of ways, helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions.
Biel (1992)	Brand image is a cluster of attributes and associations that consumers connect to the brand name.

Source: prepared by the researcher based on previous studies

1.2 Characteristics of the brand image:

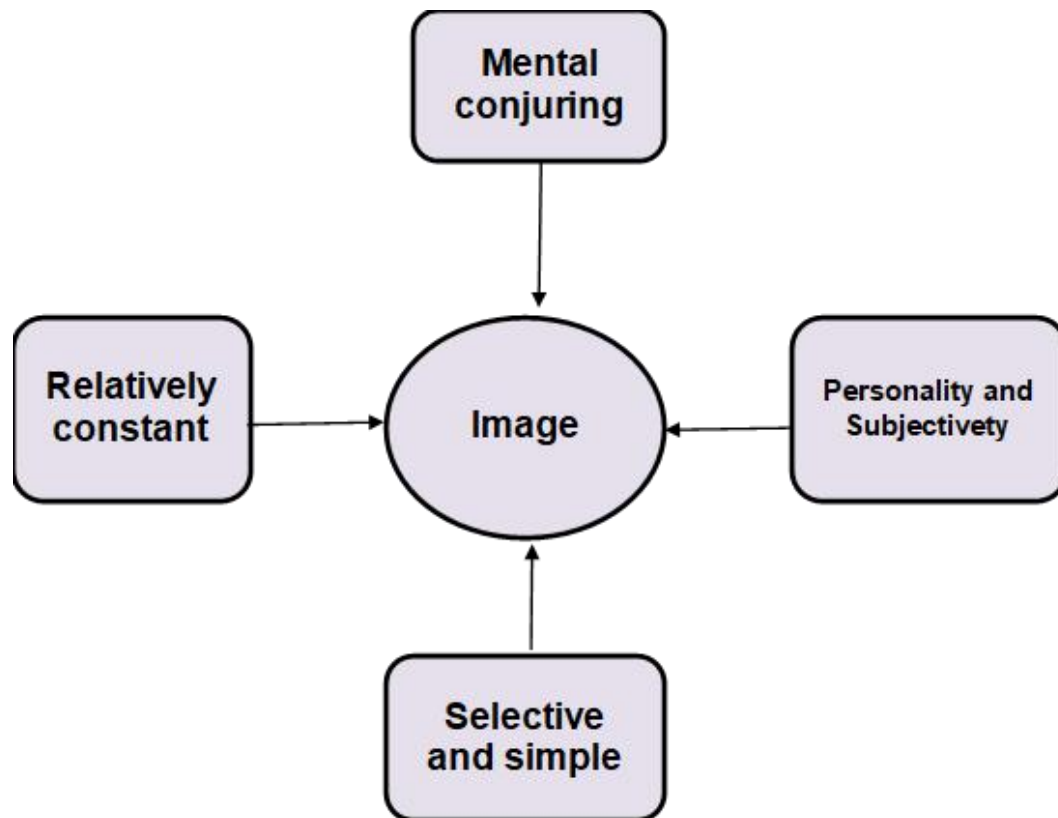
The brand image has four main characteristics according to Jacques Lendrevie et Denis Lindon: (2016 دریر)

- Mental conjuring: means the intervention of human memory to evoke a certain sign image that has been recognized before.
- Personality and subjectivity: everyone conjures the signs differently from other people even if they are exposed to the same alarm, because the process of perception and conjuring is a personal process.
- Selective and simple: This feature responds to the first objective of generating information is to obtain information appropriate to the consumer's needs. Due to the huge number of brands an individual will face, they will only choose the information associated with the brands they consider important to them.
- Relatively constant: The brand image is an expression of the tendencies and knowledge of consumers at certain time towards the brand, trends as they are known are change only if they are exposed to important events such as the exposure of the brand from which the consumer had bears a certain images of problems that have not been addressed and have not lasted long or the entry of their very successful brand into the market .

Besides the above features, we can add another feature, which is control and uniqueness. This feature means:

- Control feature indicates the presence of the component elements of the brand that it shares with its rival's brand, which will allow the brand to be invoked in the minds of consumers and included in the category to which it belongs and distinguishes it from the other category.
- Brand autonomy with an item or total items unique from other brands. Thus, items associated with the brand are closely linked in the minds of consumers to a particular brand compared to their association with competitive brands. (2016 دریر).

Figure 8:the characteristics of the brand image



Source: prepared by the researcher based on previous studies

1.3 Functions of the brand image:

The brand image plays many functions for both consumer and company. The most prominent of these functions can be divided into psychological and marketing functions: (2016 دریں)

1.3.1 The psychological functions of the brand image:

The brand image is a communication tool between the organization and its most effective and successful audience where it performs four basic functions according to Toubeau Robert:

- **Consumer reassurance:** The brand image affects the repurchase process and constitutes a strong guarantee for the consumer especially in front of new competing products that the consumer knows nothing about.
- **Selection guidance standard:** This standard is important when acquiring expensive products, complex products technologies, as the product experience is not possible as in products with wide consumption, so the image plays an important role in recognizing the purchase process or not.
- **Influence on the threshold of accepting defects:** the consumer will accept some concessions in front of competitive brands if the brand image can show the product or company well and excitingly, because these defects always remain small in the eyes of the consumer.
- **Image is a way to choose the first:** When a consumer conjures their own image, they will only conjure important images. he will continue to search for everything related to the brand, if it is good whether through the official means of communication provided from the company or information received directly from the users of the brand, if he finds that the image does not fit him, he will distract attention from it and will not pay any attention to it.

1.3.2 Marketing functions of the brand image:

The core value of the brand is essentially related by the elements that achieve the added value of the brand based on which the performance factor is achieved, the purchase decision is started. The functions performed by the brand image are as follows (شافية وحياة 2017)

- The brand image helps the consumer to process the information he receives: By reference to the simplicity characteristic of his brand images, the consumer decides the purchase process without the need to re-research and analyze the many information associated with the brand, summarize the total advantages he sees in the brand, and the marketer should know the elements that are conjured by the targeted group not only knowing the various elements that make up the brand, and that do not conjure it to successfully direct campaigns.
- Image helps to distinguish: the consumer will be puzzled in his choices in a full market by similar and alternative products; therefore, the images will only remain to distinguish between these products and the brand displayed as it will be due to distinctive elements that achieve iniquity and difference.
- The image provides the necessary reasons for the purchase: the image is always back to the functional and benefit characteristics of the product and to the benefits that the consumer will receive when he consumes this product and therefore these factors create the conditions that stimulate the purchase and use process.
- The image works to achieve positive attitudes towards the brand: using institutional work activities, public relations, social care, and employing famous personalities in the communication process will become a part of the image and will lead to the approval of the target groups, also to overlook some of the shortcomings of the institution or its products.
- The image is the basis for the expansion of the brand: the brand can expand on more than one product. However, this expansion is not endlessly open, but within certain limits defined as the reference ocean, which can be defined as the cognitive area consisting of the sum of the constituent elements of the brand image and stored in the consumers' memory. Every expansion within this area has weak risk and a strong chance of success but the vice versa.

2. Factors and Importance of the brand image:

2.1 Factors affecting the brand image

For a company drive the successful in the long run, should know that there is a set of factors exist and impact on their brand image, therefore it is important to understand these different factors. The various factors are as follows: (Angelo 2022)

- **Definition of products and services:** the organization definition of its products and services are the most significant aspect for every brand image. Where it is responsible for engaging in products and services which would help contribute to better consumer engagements and help build a unique value proposition. therefore, when a brand is robust, it indicates that the product value proposition is sound.
- **Visual identity:** the visual identity of a brand also plays a powerful influence on the overall brand image, it is integral, when the intention is to enhance a brand image, although some participants may consider the visual superficial, it critically impacts the

individual's choice. For example, the logo of Apple is free of clutter, clean, and streamlined in a manner such that it is trying to portray a vibe.

- **Consistency:** the consistency as engaged by the brand also highly influences a brand. And hence, it is important to note that brand consistency manifests all aspects of the company and eager to reinforce a brand's image. In the line with this, when the brand performance is consistent at large a better brand image would be engaged.
- **Brand association:** the brand associations are a set of fundamental values and the overall connections that the brand descriptive to the target audience. A good example is the four seasons hotel, which are associated with luxury, Microsoft with simplicity, and Tesla cars are strongly associated with sustainability.
- **Emotional resonance:** emotional resonance is the sense of nostalgia experienced by an individual, like Coca-Cola, which is driven by emotion. Brand emotion is broadly relevant by making the product style and quality matter just a little less. Hence, when a brand image is strong, there is a high probability that the consumer is driven by emotional desires.
- **Brand loyalty:** brand loyalty also impacts the brand image. Through that, the organization's overall brand image improves critically, when consumers are loyal to the brand. Hence, a sustainable brand image is created when the consumer's loyalty is high.

2.2 Importance of the brand image

Brand image has become plays a critical important for every business. it's the benefit of brand performance as a good image brings a good profit and every business firm quest for building strong brand image due to several benefits such as:

- The image is an important competitive advantage; it allows product excellence; a brand with a good image can face competition with every strength.
- Helping consumers to process product information. In this regard the image summarizes the set of characteristics it receives and make the decision-making process easier.
- The brand image gives the consumer confidence, because it gives him the motivation to purchase.
- The good image generates a positive sense towards the brand.
- Relying on public relations, and characters that affect the consumer in the brands advertising pages the image will develop a positive attitude towards the brand.
- If the product has a good brand in the consumer's aspect, he will accept some shortcoming, because he will always stay small in his perspective (غفالي 2024)

3. Types and dimensions of the brand image

Due the strong brand images in the business environment it allowed it to extend into types, dimensions, and stages.

3.1 Types of the brand image:

J-J Lamblin (1998) display three levels of brand image considered in marketing:

- The desired image: it is how the company wants to be perceived by its target audience.
- The transmitted image: it is how the target segments see and perceived the brand.
- The perceived image: it is the reality of the brand with its strengths and weaknesses, and it know it and felt by the company (Benkattas and Mokhtari 2023).

3.2 Dimensions of the brand image:

the main dimensions that influence and shape the image of a brand, forth in the following picture according to the results of various studies on literatures and relevant previous research, then it can be concluded that:(Sukma 2013)

Figure 9: dimensions of the brand image



Source: adopted from(Sukma 2013)

1. **Brand identity:** are the first dimension makes consumers easily identify and differentiate with other products or brands because it refers to tangible identities that are related to the brand or product, such as logo, colors, sounds, smells, packaging, location, corporate identities, slogan, and others.
2. **Brand personality:** are the second dimension that makes up certain personalities as human being, helping the consumer audiences easily distinguish with other brands in the same category, such as creative, assertive character, friendly, independent, sociable, and so on. Plummer (1985) illustrated the brand personality with tones of character such as "youthful", "active" and "colorful", while Aaker (1997) mentioned a set of dimensions of brand personality as sincerity, competence, sophistication, ruggedness, and excitement.
3. **Brand associations:** are the third dimension. it is specific things that always associated with a brand, can arise from a unique offering of a product, recurring and consistent activities for example in terms of social responsibility activities or sponsorship, issues that are very strong related to a brand, owner, person, and the certain meanings and symbols that are very strong attached to a brand, such as art+ technology=apple, coca cola=cheerful.
4. **Brand behavior and attitude:** brand attitude and behavior are the fourth dimension; include communication attitudes and behaviors, activities and attributes attached to the brand when dealing with consumer audiences, as well as employee and/ or brand owners' behaviors, Often a brand in ways that are not appropriate and rather violating ethics in communication, or delivering the poor service so that affects public perceptions of the attitudes and behavior of the brand, or conversely, attitudes and behaviors honest,

sympathetic consistent between promise and reality, good service, and concern for the environment and the wider community will potentially be shaping good perceptions of the behavior and attitudes of the brand .

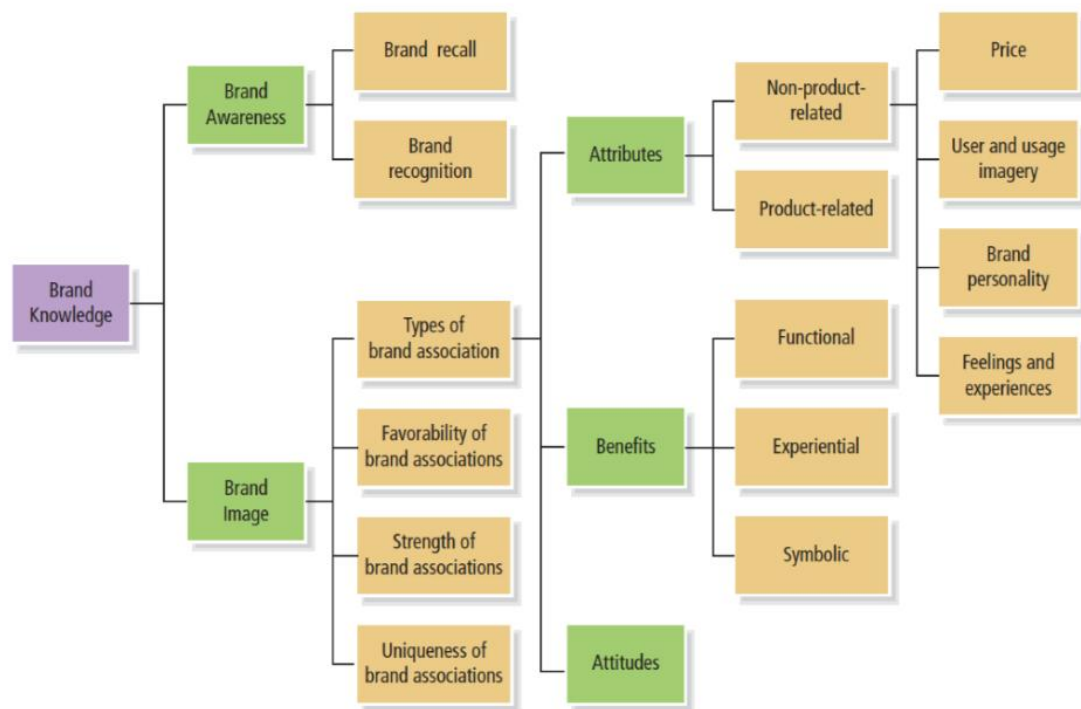
5. Brand competence & benefit: are the fifth dimension. describe the values, distinctive and advantage values offered by a brand in solving consumer problems, which enable consumers to get benefit because their needs, desires, and obsessions manifested by what it has to offer. competence and benefits here can be functional, emotional, symbolic or social, such as product brand of a clothes detergent with benefits and competences are being able to make the wearer is more confident and feel comfortable (emotional benefit/ value), be a symbol of a clean lifestyle of modern society (symbolic benefit/ value), clean clothes to be cleaner (functional benefit/ value), and inspire greater community to care about a healthy lifestyle and environmental preservation (social benefit/ value). values, advantages and distinctive competencies of a brand will affect the brand image of the individual, product or company and institution(Sukma 2013).

4. Brand image measuring and their stage of building

4.1 Brand image measuring

Summarizing the results of various studies on literature and relevant previous research; Keller (1998) stated that the “Associative network memory model” (**Figure 8**) views memory as a network of nodes and connecting links, in which nodes represent stored concepts or information, and links represent the robust of association between the nodes, and that could help in the understanding of how brand knowledge exists in the consumer’s memory(Slavov & Zlatanova 2018).

Figure 10:Associative network memory model of Keller (1998)



Source: (Slavov & Zlatanova 2018)

According to **(Figure 10)** the brand knowledge consists of two components: brand awareness and brand image. Keller (1998) defined brand awareness as the strength of the brand trace or node in memory that can evaluate the consumer's ability to identify the brand under different situations. Once an acceptable level of brand awareness is built, marketers can put more focus on designing the brand image. Brand image has been recognized by the marketers as an important concept; however, they have not always agreed on how to measure it. (Slavov & Zlatanova 2018)

Brand image has been measured based on types of brand association in attributes, benefits and attitudes brand within types of brand association as follow:

1. To Keller (1993), attributes are "descriptive features that characterized a product or service what a consumer thought the product or service is or has and what is involved with its purchase or consumption". And had been classified into:
 - **non-product-related attributes:** this word refer to the external aspects of the product or services that relate to its purchase or consumption (**i.e. packaging, price or product appearance information, user and usage imagery**).
 - **product-related attributes:** this term refer to the ingredients necessary for performing the product or service function sought by consumers.
2. Keller (1993) described that image benefits can be classified into functional, experiential and symbolic benefits.
 - the functional benefits are related to the intrinsic advantages of product or services consumption and usually correspond to the product related attributes.

Experiential benefits relate to what it feels like to use the product or service and usually corresponds to the product-related tributes. He also explained that these benefits satisfy experiential needs such as sensory pleasure, variety, and cognitive stimulation (Slavov & Zlatanova 2018) .

- experiential benefits refer to "what it felt like to use the product or services and usually correspond to the product related attributes".
- symbolic benefits were associated with the underlying needs for social approval or personal expression and outer-directed self-esteem and basically corresponded to non-product related attributes (Sondoh Jr et al. 2007).

terms "functional" "symbolic" and "experiential" used to refer to the image created in a brand not a product class. Many brands offer a mixture of symbolic, functional, and experiential benefits. it therefore be possible to develop a brand image with two or more concepts (Park et al. 1986).

3. For brand attitude, Keller (1993) referred to Wilkie's (1986) definition of brand attitudes which was "consumers' overall evaluations of a brand" (Sondoh Jr et al. 2007).

Brand Image can be also assessed based on three other key dimensions- strength, favorability, and uniqueness making up the sources of brand equity. The open-ended questions that can be used to identify the strength, favorability, and uniqueness of brand associations are as follows:

- ✧ What are the strongest associations you have to the brand? What comes to mind when you think of the brand? (**Strength**)
- ✧ What is good about the brand? What do you like about the brand? What is bad about the brand? What do you dislike about the brand? (**Favorability**)
- ✧ What is unique about the brand? What characteristics or features does the brand share with other brands? (**Uniqueness**).

Based on the above definitions, that would help marketers to identify the strengths and weaknesses of their brand as well as consumers' perceptions toward their products or services (Slavov & Zlatanova 2018)

4.2 Stages of building a brand image:

During building the brand's images, its go through a set of stages, each stage has a several of characteristics as follows: (دیر 2016)

- 1) **Image building phase:** It is the first stage in the brand image life cycle, when the product bearing the marketplace and the volume of sales of this product begins to rise by feeding the different brand elements of the product's distinctive quality, and the company here required to use different communication channels to find a special place for a product in the mind of consumers and build its own image.
- 2) **Separating the poster image from the product stage:** At this point the brand becomes value-added compared to the product, the organization can use the brand and the image that consumers carry from it as a way to communicate with consumers, and become able to convey a range of messages and meanings that are not found in the product significantly.
- 3) **Establishing phase of image elements among consumers:** At this point, the image of the brand is complete in the minds of consumers and the consumers can remember the image easily and distinguish it from other brands. Here, the company can pursue a linear or continuous expansion strategy in its operation of the brand because it is able to use the same brand to introduce new products with the same mother product brand.
- 4) **Complete identity elements stage:** on this stage the brand becomes a first-class celebrity it is the best stage the brand image can reach; the mention of the brand component will evoke the brand itself spontaneously in the consumer's mind whether this item is the brand feature or sharing it with other brands.

All these stages can be summarized in the following table:

Table 2:stages of building a brand image

Image building phase	Separating the poster image from the product stage	Establishing phase of image elements among consumers	Complete identity elements stage
High sales volume of the new product	The brand includes added value.	brand image stable in the consumers mind .	the brand enjoys first class fame (spontaneous fame)
Enriching the brand through the product's distinctive quality elements	turns into a communication tool for the company.	the possibility of using the brand to launch products of the same type as the original product.	it could launch other items of products.
Positive support for the brand through different communication channels.			convert to the capital of the company.

Source: adopted from:(دری 2016)

Conclusion:

Brand image is the most significant for business work, it is more than maintain the market share it is the future of company through earn consumers loyalty guarantee in order to robust brand association into consumers mind.

Through this chapter, we have explored the overview of brand, brand image, and brand image benefits by focusing on two sections:

First, the study provides a comprehensive literature review about a brand, the function of brand, importance, and types of brand. The second study addressed the brand image, their characteristics that effect to reinforce the brand, and functions, factors, importance, types, the five dimensions (brand identity, brand personality, brand associations, brand behavior and attitude, brand competence and benefit), finally the study provides an insight for grasp the tools of the brand image measuring of Keller (1995), than the stages of building a brand image that started from stage of building image until complete identify elements stage.

As we can conclude, the brand image can be studied through several aspects, and in our study we choose the benefits through (functional, experiential, symbolic).

Chapter two

Consumer Purchasing Decision

Chapter two: consumer purchasing decision

The focus of marketer's in studying consumer behavior is to identify how a consumer makes the buying decision and what are the factors that impact on him, to ensure on drawing and designing ideal marketing strategies to effect on consumers. although ,the consumer expresses his desire for a particular product by means of a decision issued by him translates either his purchase of the product or his abstention from it, and the study that the consumer is going through to take a decision to buy it is difficult, because it is mainly related to the personality and desires of the individual, and it varies from one person to another, and through this topic we try to identify the basic stages that the consumer went through during the purchase process.

Section1: Overview on consumer purchasing decision

1. Concepts close to purchase decision

1.1 Decision definition:

According to Chiffman and Kanuk, in Sumarwan interpretation defines a decision is a form of action of two or more alternative choices, there are seven components in the structure, namely:

1. Decisions about the shape of the product: consumers make informed decisions about which products will be bought. The decision includes quality, size, benefit, and color of the product.
2. Decisions about the type of product: consumers use their money freely in order to make purchases of a product. The company highlight its efforts on consumers who have the intention to buy after having different alternatives available
3. Decision about the seller: consumers make decisions where products will be purchased. In this case marketers must understand how consumers choose certain sellers.
4. Decision about brands: consumers choose what brand to choose. Marketers should be knowing how consumers choose a brand.
5. Decision about the time of purchase: the consumer decides about when he should make a purchase. The availability of funds greatly affects purchasing decisions.
6. Decisions about the number of products: consumers can make decisions about how many products would be bought at any one time. The company abide to prepare different kinds of products that suit their needs
7. Decisions on how to pay: consumers make decisions on the method of payment about the product to be purchased, either in cash or installments(Sukmawinata and Riyanto 2020).

1.2 Purchase intention definition

Purchase intention means the probability that a consumer will buy a particular product, According Assael (1998) explained that purchase intention is a behavior that emerges in response to an object. that means the higher the purchase intention, the greater the purchase probability(Raturi 2019).

1.3 Purchase decision definition

Purchase decision is a reason for how the consumer determines the choice of purchasing a product according to the need, desire and expectation so that it can cause satisfaction or dissatisfaction to the product(Harahap and Amanah 2020).

Also, it can be defined Purchase decision as the process of buying. And effective purchasing aims at obtaining the suitable material in the right quantities, with the right quality, from the right resource, at the right time, and at the right price. Purchase decision involves a sequence of choices a consumer makes before making a purchase, which starts once they are willing to fulfill a need (Santy and Andriani 2023). in this regard, purchase decision is a reason for how the consumer determines the choice of purchasing a product according to the need, desire and expectation so that it can cause satisfaction or dissatisfaction to the product (Harahap and Amanah 2020).

Consumer decision-making: it is the process by which consumers become aware of and identify their needs, collect information on how to best solve these needs, evaluate alternative available options, make a purchasing decision, and evaluate their purchase (Al-Jeraisy 2008).

Consumer Decision Making pertains to the following decisions: (odisha state open university, Sambalpur n.d.)

What to buy: Products and Services

How much to buy: Quantity

Where to buy: Place

When to buy: Time

How to buy: Payment terms

1.4 Consumer purchase decision process:

Purchase decision making process is defined as the stage where the consumer become aware about, he needs to make the final purchase of the product and it consists of five primary stages, namely, need recognition or (), information search, evaluation of alternatives, purchase decision and finally the post purchase behavior (Imtiaz et al. 2021).

2. Rules and Types of purchase decision

2.1 Rules of Purchase Decision

These are generally referred to as information processing strategies. These are procedures that assist consumers to reduce the risk of making complex decisions and evaluate various options by providing the guidelines. The decision rules have been classified into two categories:

2.1.1 Compensatory Decision Rules: in this category consumers evaluate brand in terms of each attribute and computes a weighted score for each brand. The computed score reflects the brand's relative advantage as a potential purchase choice. The assumption is that consumers will not choose the brand that scores lowest among alternative brands. The unique feature of these rules is that it balances the positive evaluation of a brand on one attribute to balance out a negative evaluation on some other attributes to balance out a negative evaluation on some other attribute. For instance, positive attribute like high fuel efficiency are balanced with the negative evaluation of high maintenance cost.

2.1.2 Non-compensatory Decision Rules: this category is the contrast to the above rule; non-compensatory rules do not allow consumers to balance positive evaluation of a brand on one attribute against negative evaluation on some other attribute. There are three types of non-compensatory rules: (Babu et al. n.d.)

- **Conjunctive Decision Rules:** on this rule the consumer determines a minimally acceptable cutoff point for each attribute evaluated. Brands that fall below the cutoff point on any one attribute are eliminated from further consideration.
- **Disjunctive Decision Rules:** in this rule the consumer determines a minimally acceptable cutoff point for each relevant product attribute.

- Lexicographic decision rule: in this rule the consumer first ranks product attributes in terms of perceived relevance or significance, then compares brands in terms of the attribute considered most important(Schiffman & Kanuk n.d.)

2.2 Types of Consumer Decision Making

While decision making is defined as the selection of an alternative to solve a problem, the effort and time required to complete the process varies across purchasing situations. There are three kinds of problem solving spread over a sequence; these are backed to the levels of consumer decision making. They are as follow: **Routine Problem Solving (RPS) / Extensive Problem Solving (EPS) / Limited Problem Solving (LPS)**

1. **Routine Problem Solving (RPS):** in this case, the consumer already holds some experience of buying and using the product. The consumer is aware of both the decision standards as well as the various brands available.

The types of products and / situations where we generally have (RPS) are:

- the goods are ones of low involvement, they are inexpensive, they are frequently bought, there is no risk involved.
- These are routine purchases and are a direct repetition, the result is that the purchase process involves no effort on part of the consumer. It is simple and the process is completed quickly; where the consumer may be brand loyal.

Examples: Cold drinks, soap, Stationery etc....(odisha state open university,Sambalpur n.d.)

2. **Extensive Problem Solving (EPS):** in this case,consumers buy a new or unfamiliar product. it usually involves the need to obtain substantial information and a long time to choose. they must form the concept of a new product category and determine the criteria to be used in choosing the product or brand(Babu et al. n.d.).

In this case, the consumer is not aware:

- About the various decision criteria used to evaluate the service or product offering.
- About several brands that are available and from which to evaluate. The finding is that the purchase process involves significant effort on part of the consumer. He must gather knowledge about the decision criteria, the brands available and make a choice amongst the brands

The types of products and / situations where we generally have EPS are:

- These goods are ones of high involvement, they are expensive, they are infrequently bought, there is a considerable amount of risk involved.
- These are generally first-time purchases(odisha state open university,Sambalpur n.d.).
- The marketer must be able to provide his consumer with a very specific and unique set of positive attributes regarding his own brand, so that the purchase decision is made in his Favour. (UNIT 9 MODELS OF CONSUMER BEHAVIOUR, n.d.)

Examples: electronic goods, Real estate and property, Jewlery, etc....(odisha state open university,Sambalpur n.d.)

3. **Limited Problem Solving (LPS):** In this case, the consumer is familiar with the service or product service offering, but he is unaware of the various brands. In this regard one where the buyer is familiar with the product category but unfamiliar with the brands(Sahney 2021).

Here, the consumer:

- is aware of some brands and of the various criteria used to evaluate the service or product offering but he is unaware of the new brands that have been introduced
- has not evaluated the brands amongst the awareness set and has not created preferences amongst the group of brands.

The result is that the purchase process is more of a recurring purchase, and it involves only a moderate effort on part of the consumer. He must gather knowledge to add/modify the existing knowledge that he has in his memory. Thereafter he must make a decision.

The types of products and / situations where we generally have (LPS) are:

- These goods are ones of low involvement, they are generally moderately priced, they are frequently bought, there is a lesser amount of risk involved.
- They may also be cases where an expensive product is being repurchased.

Examples: A desktop replacing by a laptop, a second TV for the home. (Sahney 2021)

Table 3: comparison between, ESP, LPS and RPS

comparison between, ESP, LPS and RPS

Attributes	ESP	LPS	RPS
Time taken to make decision	High	Low or high	Low
Complexity of decision making	High	Medium	Low
Consumers involvement	High	Medium	None
Information sources	Yes	Yes	No
Information gathering	Many	Few	Few or none
Brands considered	Many	Few	One (repeat purchase)
Awareness and knowledge of: - decision criteria - alternative brands available	No	Yes	Yes
	No	Somewhat	Yes
Evaluative standards	Complex	Moderate	Simple
Cognitive dissonance	High	Rare	None

Source: adopted from (Sahney 2021)

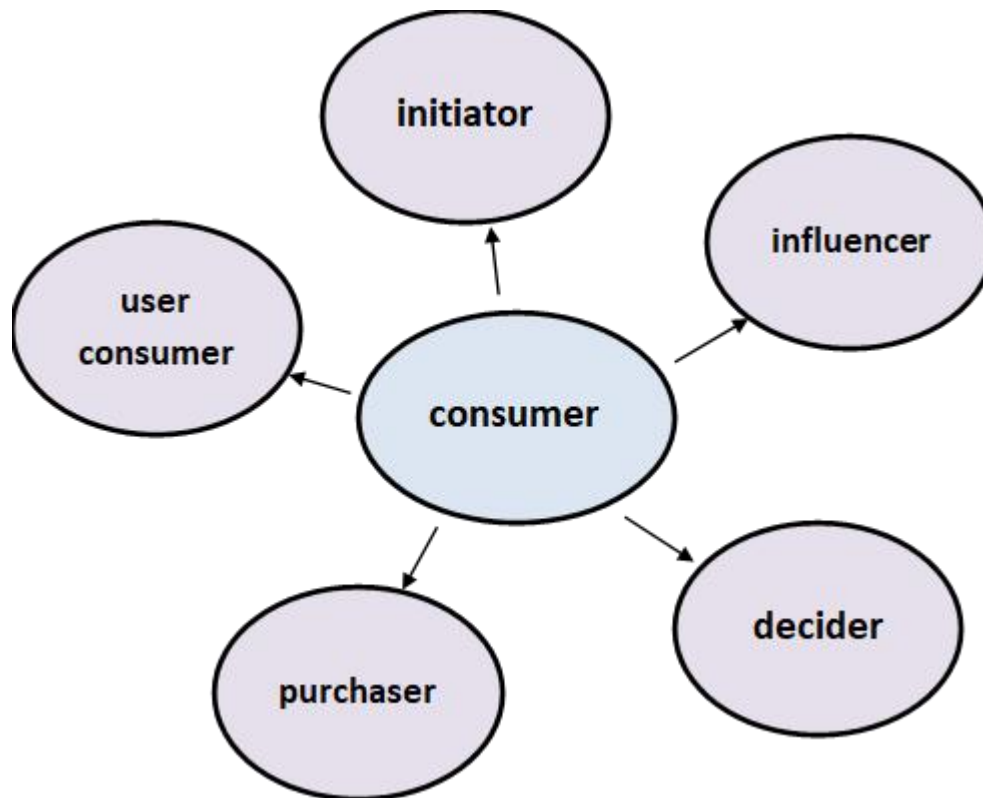
3. Buying Roles

Kotler (2003) refer to the buying decision process, that people play different roles in the decision-making process. He claims that it can be divided into five functions which are initiator, influencer, decider, buyer and use as follows:

- **Initiator:** a person who first suggests the idea of buying the particular product or service.
- **Influencer:** a person whose advice or view influences the decision.
- **Decider:** a person who decides on any component of a buying decision, whether to buy, what to buy, or where to buy.
- **Buyer:** the person who makes the actual purchase.
- **User:** is the beneficiary; a person who uses or consumes the product or service.

- **Influencer:** the person who tries to persuade others in the group concerning the outcome of the decision and typically gather information and attempt to impose their choice standards on the decision (Kalyoncu and Maras 2016).

Figure 11: buying roles



source: prepared by the researcher based on previous studies

Section 2: Consumer purchase decision review

1. Determinants in Purchase Decision Making

The factors influencing the purchase decision can be summed up into four determinants: **the nature of the consumer, the nature of the product, the characteristics of producers and salespeople, and the nature of the purchase situation.**

1.1 The nature of the consumer

The consumer's purchase decision, the nature of the purchase stages through which he goes, and the time spent on each stage vary according to his socio-economics characteristics, beliefs, social class, income, occupation, past shopping experiences and learning abilities, etc.

1.2 The nature and characteristics of the product

The nature of the product has a direct effect on the consumer's decision. He considers such factors as need for the product, its price, quality, psychological and socio-economic benefits, and post-purchase services. Hence, producers quest to continually add to their product's new utilities and advantages, maximizing benefit, therefore encouraging consumers to purchase.

1.3 The nature and characteristics of producers and salespeople

The consumer is often influenced by the producer and salespeople, especially at the purchase stage of product evaluation. He considers such factors as reputation and trustworthiness and provides the necessary training to salespeople aimed to gain the confidence of the consumer. This secures the consumer's confidence and loyalty, leading to increased sales.

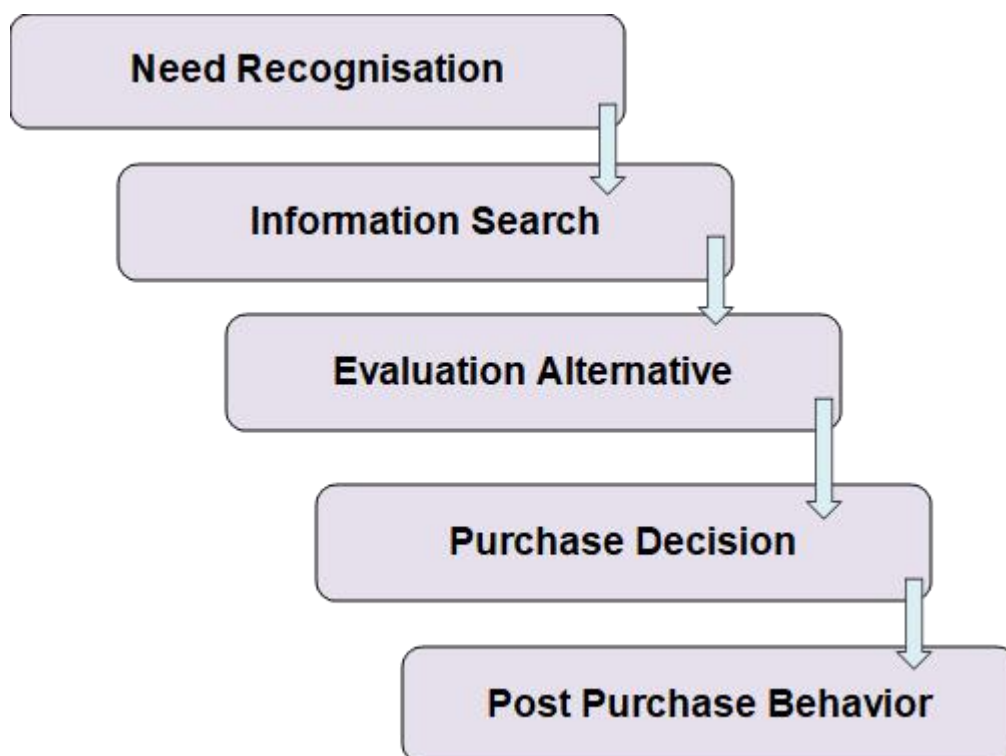
1.4 The nature and characteristics of the purchase situation

the circumstances surrounding the purchase situation sometimes influence the purchase decision-making process. Among them are socio-economic conditions of the purchase context and the time available for making the purchase. For instance, if the purchase time is short, the consumer will make his decision without having sufficient information and will cut down on the effort of searching for alternatives. Eventually, the outcomes in these circumstances will be different from the ones resulting from a decision taken in normal circumstances(Al-Jeraisy 2008)

2. Stages of Consumer Decision Making Process

The consumer decision-making process model involves a useful framework for marketers to understand the several stages of the decision-making process and the factors that influence it. By understanding this model, marketers can develop strategies that tackle the needs of consumers at each stage and influence their behavior towards making a purchase(I 2023).

Figure 12: stages of consumer purchase decision process



Source: adopted from(Abdul-Aziz 2014)

- 2.1 **Need recognition (problem):** A consumer decision making process begins with the recognition of a need. The need to acquire some product or service can arise with the internal stimuli when the person's basic needs for instance emotions, hunger, thirst go to rise and turn into drive. Sometimes the external stimuli effects also on our mood to a greater extent in form of advertisement from several communication tools or from a discussion with a friend can led to thinking about purchasing a new product. To make

effective use of consumer data search stage, marketers at this point should focus on searching what made consumers search about a product or service(Hussain 2017).

2.2 Information search: the second stage is information search once the consumer recognizes a need or problem, they start to search for information about possible solutions. This can involve internal search (retrieving information from memory) or external search (gathering information from external sources such as family, friends, advertising, or the internet)(I 2023).

2.3 Evaluation of alternatives: the third is evaluation of alternatives as far as the various brands that can satisfy the need is concerned. Here, the consumer goes about evaluating different brands in relation to the need identified. During certain times, consumers are using logical thinking and be extra careful but at other times too, they just do little or no evaluation, instead they purchase on impulse. For example, there is a need to buy a car and after a careful evaluation of different brands of cars. factors like interior design, style, price, fuel consumption, safety could all come into play in the evaluation process(Abdul-Aziz 2014)

2.4 Purchase decision: after an evaluation has been made on the different kinds of brands available and shortlisted, the consumer then moves on to make the final purchase decision.

According to Kotler, there are two factors that can arise in between the purchase intention and the purchase decision, namely:

- the first is the attitude of others that, if someone important to the consumer thinks that a low-priced brand should be bought, then it reduces the likelihood of buying an expensive one.
 - The second is the unexpected situational factor where a consumer might have an intention to purchase a specific brand of car and there is an economic meltdown, or a competitor drastically reduces its prices and the purchase decision here can change in seconds (Abdul-Aziz 2014).
- 2.5 Post-purchase act:** the final stage is the post-purchase at this stage; the consumer evaluates their experience with the product or service after purchase. They may experience satisfaction or dissatisfaction based on their expectations and the actual performance of the product or service (I 2023).

3. The factors Influencing Consumer Purchasing Decision

There are five core groups of factors that influence consumer purchasing decisions are as follows:

3.1 Psychological Factors: human psychology is considered the major determinant of consumer behavior. Although it's difficult to measure psychological factors and their power to influence a purchasing decision of the consumer. Following is some of the psychological factors:

- **Motivation:** when a person is motivated, it influences the purchasing behavior of the consumer. The consumer has many needs such as basic needs, social needs, security needs, esteem needs, and self-actualization needs. Out of these needs, the basic needs and security needs have the power to motivate the consumer to buy the products and services. Because basic needs and security needs take a position above all other needs (Kumar 2022).
- **Perception Consumer:** it's a process of choosing, organizing, and interpreting information from our internal and external environment to take as meaningful

picture. All consumers perceive an equivalent product differently consistent with their own perceptions. For instance: Wrestling is perceived differently by different people, some perceive it a meaningless fighting while some consider it a sport (Abdelkareem and Vasani 2022).

- **Learning:** In the result of doing something people learn; and learning is termed as the significant changes in a person's behavior that arise from experiences. Learning occurs through the interplay of cues, drives, response, stimuli, and reinforcement. Learning is dynamic process, subjective to change and adaptive and does not usually affect instinctive responses, growth or temporary state of a person such as sleep, hunger or fatigue (Hussain 2017).

- **Attitudes and beliefs:** consumers have certain beliefs and attitudes which would influence the purchasing decisions of a consumer. Based on this attitude, the consumer behaves in a particular way towards the product. This attitude plays an important role in defining the brand image of the product. Hence, the marketers attempt to understand the attitude of a consumer to design their marketing campaigns (Kumar 2022).

3.2 Social Factors: Some other factors such as reference groups, family, and roles and status also influence the consumer behavior significantly which is explained in the following:

- **Reference Groups:** In our surrounding the formal and informal group such as club, schools, universities, friends, distinguished individuals they all serve as reference group. they make the consumer mind by shaping behavior or attitude of consumer. Reference groups are usually symbolized as having the people who are acting as leader for the group, and they influence others in a certain way. Such leaders are considered having more knowledge and expertise about some specific point. sometimes groups to which a person does not belong also exert great influence as ones wishes to belong to it, form aspirational group and they attract people in a unique way (Hussain 2017).

- **Family:** family plays an important role in shaping the purchasing behavior of the consumer. A person creates their preferences from childhood by watching their family buying certain products and continues to buy the same products even when they grow up (Kumar 2022).

- **Roles and status:** a person match to many groups: family, clubs, organization, religion, politics and persons standing in each of these can be seen in terms of status and roles. Role consists of a unique way in which someone perform according to the persons in his surroundings. a person chooses a product as he is perceived in a society and depicts his status among others (Hussain 2017).

3.3 Cultural Factors: a group of people who are associated with a set of ideologies and value belongs to a particular community. When a person comes under a particular community, his behavior is highly affected by the culture relating to that particular community. Some of the cultural factors includes the following:

- **Culture:** cultural factors have a strong influence on the consumer purchasing behavior. It's included the basic values, needs, wants, preferences, perceptions, and behavior that are observed and learned by the consumer from their family members and other people around them (Kumar 2022).

- **Subculture:** sub-culture may be a segment of culture which helps a marketer to understand another person's culture either socially, psychologically or through mass identification. sub-culture consists of a set of individuals within a culture

who demonstrate similar buying behavior and have similar beliefs (Abdelkareem and Vasani 2022)

- Each culture consists of smaller sub-cultures that provide more specific identification and socialization for their members. Sub-culture refers to a set of beliefs shared by a subgroup of the main culture, which include nationalities, religions, racial groups and geographic regions. Many subcultures make up important market segments and marketers have to design products and marketing programs tailored to their needs. Although this subgroup will share most of the beliefs of the main culture, they share among themselves another set of beliefs, which may be at odds with those held by the main group (Ramya and Ali 2016).
- **Social class:** class segments the market on the idea living standard and criteria of income. it refers to divisions of members of a society on the idea of occupation, education, income, etc (Abdelkareem and Vasani 2022)

3.4 Personal Factors: the personal factors differ from one person to another person which affecting on their different perceptions and consumer behavior. Following is some of the personal factors:

- **Age:** age is the main factor that influences the purchasing behavior. The purchasing choices of middle aged differ from youth people. elderly people have totally different buying behavior. Teenagers will be more interested in buying beauty products and colorful clothes. middle-aged are focusing on property, house and vehicle for the family (Kumar 2022).
- **Income:** Income level of people is another factor which can exert influence in shaping the consumption pattern. Income is an important source of purchasing power. So, the buying pattern of people differs with different levels of income (Ramya and Ali 2016).
- **Occupation:** an individual's occupation and purchasing power shape his purchasing pattern for services and goods. In some societies marketers attempt to understand the right groups who have interest towards their product to estimate the buying power of individuals with their occupation, and they use occupational prestige to know the worth of people. To give special service, marketers sometimes tend to provide tailored products and services to high ranked occupational groups (Hussain 2017).
- **Lifestyle:** lifestyle is an attitude in which an individual stays in the society. The purchasing behavior of the consumer is highly influenced by the lifestyle. For instance, when a consumer leads a healthy lifestyle, then the goods he buys will relate to healthy alternatives to junk food (Kumar 2022).

3.5 Economic Factors: economic factors bear a significant influence on the purchasing decision of the consumer depending on the economic situations of a market or the country. When a country is prosperous the economy is strong that leads to the greater supply of money in the market and higher purchasing power of consumers. Economic factors bear an important effect on the purchasing decision of the consumer. Some of the important economic factors are:

- **Personal income:** when a person has a higher disposable income then the purchasing power of the customer increases simultaneously. disposable income refers to the money which is left after spending towards the basic needs of a person. When there is an increase in disposable income, it leads to higher expenditure on

various items. But when disposable income reduces the spending on multiple items also reduces (Kumar 2022).

- **Consumer credit:** Availability of credit line, credit policies level of ordinary of living a consumer demands more and spends more with increase in his income or expectations of future profits or availability of liquid cash or availability of credit but saves and demands less in its absence. the character of consumption and buying pattern of a consumer is additionally suffering from the income of the family and therefore the level of ordinary of living (Abdelkareem and Vasani 2022).
- **Family income:** family income refers to the aggregate income of all the members of a family. Family income influences the buying behavior of the family. The surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping goods, durables and luxuries (Ramya and Ali 2016).
- **Savings:** a consumer is highly influenced by the amount of savings he wishes to set aside from his income. If a consumer decides to save more money, then his expenditure on buying will reduce. Whereas if a consumer is interested in saving, then most of his income will go towards buying a product (Kumar 2022).
- **Liquid assets:** liquid assets refer to those assets, which can be converted into cash quickly without any loss. Liquid assets include cash in hand, bank balance, marketable securities etc. If an individual has more liquid assets, he goes in for buying comforts and luxuries. On the other hand, if he has fewer liquid assets, he cannot spend more on buying comforts and luxuries (Ramya and Ali 2016).

4. Types of Perceived Risk in Purchasing Decision

The introduction of risk issues for the first time in consumer behavior research field is due to Bauer. he tried to explain the purchaser's actions throughout their risk perceived in the market such as: searching for information about product and place of purchase, brand loyalty or importance of leaders and groups of reference when buying particular products and services, in this regard consumer risk is then the probability of negative consequences resulting from the decision taken and is important at the level perceived by the consumer (Grzegorz 2011)

The researchers of consumer behavior described and identified several types of the risk connected with purchasing, perceived by consumers. They may occur in any combination and on several levels in case of a particular item or service purchase. Following Kaplan and Jacob five types of risk shall be noticed, namely: **performance risk, physical risk, financial risk, social risk and psychological risk** (Grzegorz 2011).

4.1 Functional risks or performance risks:

Is defined as the uncertainty and the consequence of a good not functioning at some expected level. Product functional risk may result from a poor product performance owing to the shopper's inability to accurately judge the quality of the product (Gerber et al. 2014).

4.2 Physical risks:

shall be considered as the most primary. It may occur when something goes wrong, and unpleasant consequences shall have an impact on the consumer's health or life. It concerns safety of product usage. More and more areas of physical risk are directly connected with a threat of consumer's health (Grzegorz 2011).

4.3 Financial risks:

Financial risk is defined as the probability of monetary loss associated with purchasing a product due different factors; Jacoby and Kaplan (1972) define financial risk as the chance that one will waste money from the trial of an unfamiliar brand. Financial risk also involves

the uncertainty of not receiving the product at all, even after paying for it, as well as the possibility that one's credit-card information may be misused. Furthermore, financial risk defined as the probability that the product will not be worth the financial price and would have been available more cheaply somewhere else (Gerber et al. 2014).

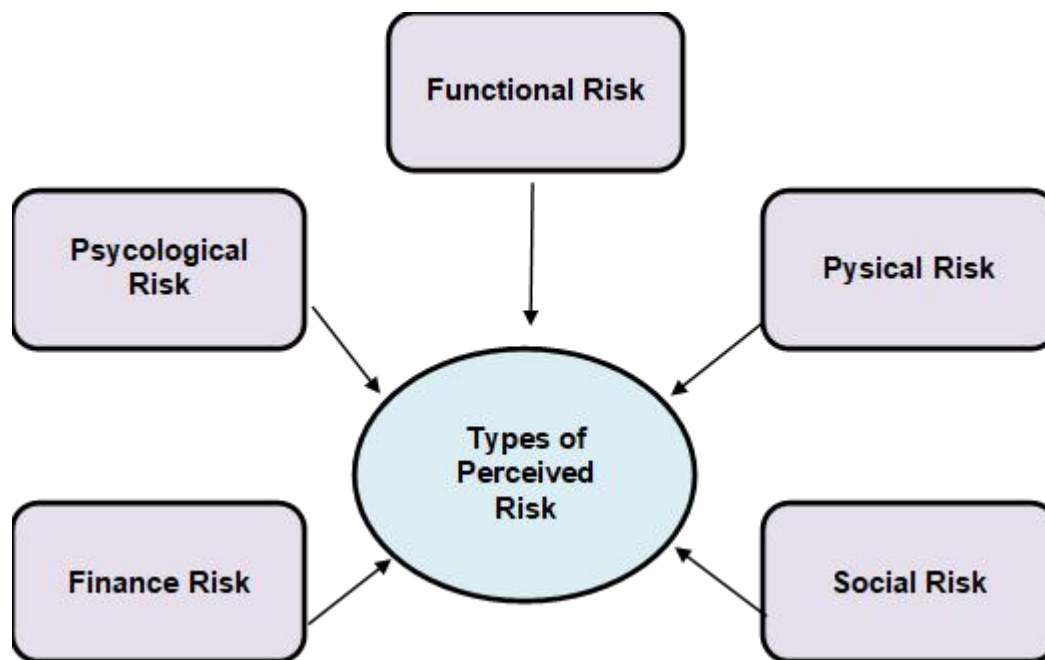
4.4 Social risks:

suggests that there may be an incurred loss of personal social status connected with purchasing a particular good or service. The risk refers directly to attitudes (and reactions) of family, friends and members of social groups which certain customer belongs to or which he or she aspires to (so called reference groups). This type of risk relates to the choice of products and brands which have specific attributes of acceptance for the above-mentioned groups. It means that in the buying process consumers are acting according to the opinions created by the society they live and function in (Grzegorz 2011).

4.5 Psychological risks:

Psychological risks defined as the chances of specific purchase being inconsistent with the personal or self-image of the consumer, is also reflecting an individual's disappointment in oneself in case of a poor product or service choice (Gerber et al. 2014).

Figure 13: Types of Perceived Risk in Purchasing Decision



Source: prepared by the researcher based on previous studies

conclusion

This chapter reviewed the concept of purchasing decision, revealing the influence a buyer's decisions can have in one hand the difficult process and in other hand the most important. Relating to the rules and the three types (extensive problem solving, routine problem solving, and limited problem solving) that were the tool to facilitate understanding the purchase decisions.

The buying decision process plays a critical role according to consumer which start before the indeed purchase and continue to post purchase but that doesn't preclude the perceived risk that may be (functional, physical, social, psychological, and finance).

Chapter three

Field study

Chapter three:Field study

After reviewing the main importance the theory concepts of brand image and purchase decision, as well as presenting previous studies that dealt with the same topic, summarizing them and comparing them with the existing study. We will try to put the theoretical knowledge into practice by conducting a survey to discover how consumer's make the purchasing decision according to their mind associations. we choose Samsung smartphones brand because it is very present and acceptable in Biskra market.

We will focus on the analyses of the impact of Samsung smartphones image on their consumers purchasing decision to explore the relationship between brand image and consumer purchasing decision. Therefore, this is what will explain in detail in the following two sections:

- **Section 1:** general presentation of Samsung company
- **Section 2:** method and tools of the study
- **Section 3:** Results and Discussion

Section 1: General presentation of Samsung company

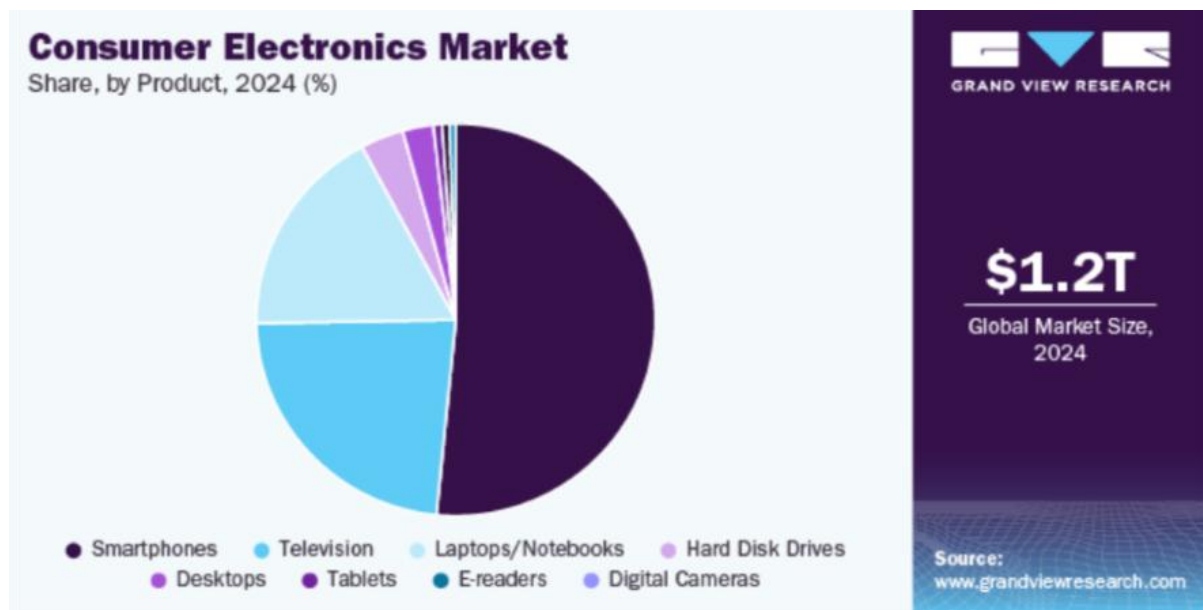
In this topic we will expose an identification card about Samsung company with a close glimpse on their organizational structure and its products but before that we will get a glance at the Samsung group.

1. Introduction of smartphones market:

The revolution of digital technologies and the internet has transformed how people connect and interact in their daily lives. Smartphones have become one of most indispensable tools that people rely on for both personal and professional communication, information access, and entertainment. The business world has also become heavily dependent on mobile connectivity, with employees regularly using smartphones. For tasks like scheduling meeting, emailing clients, and accessing work files on the go and so on.

The smartphone market is expected to experience significant growth in electronic marketing after them dominate in 2024. driven by the increasing demand of constant connectivity and advanced features. The widespread adoption of 5G networks and technological advancements, such as high resolution, displays powerful processors, and improved battery life, are enhancing the mobile experience and fueling consumer demand(Cohert Market insights n.d.)

Figure 14: consumer electronics market by product



Source: (GRAND VIEW RESEARCH n.d.)

1.1 The top 5 companies smartphone worldwide:

Figure 15 : top 5 companies, worldwide smartphone shipments, market share, and year over year growth, Q4 2024

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year-Over-Year Growth, Q4 2024

(Historical results, shipments in millions of units)

Company	4Q24 Shipments	4Q24 Market Share	4Q23 Shipments	4Q23 Market Share	4Q24/4Q23 Growth
Apple	77.3	23.5%	80.2	24.7%	-3.7%
Samsung	51.7	15.7%	53.1	16.4%	-2.7%
Xiaomi	42.7	13.0%	40.7	12.6%	4.7%
Transsion	27.2	8.3%	28.2	8.7%	-3.5%
vivo	27.1	8.2%	24.0	7.4%	12.7%
Others	102.6	31.2%	97.7	30.2%	5.0%
Total	328.5	100.0%	303.7	100.0%	1.4%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, February 7, 2025

Source:(Popal & Reith 2025)

According to figure (2.2) Apple and Samsung maintained the top two positions in Q4 and for the year, Samsung with 15.7 market share, both companies witnessed declines compared the last year, and their shares shrunk thanks to the super aggressive growth of Chinese vendors this year, who drove the overall market by focusing on low-end devices, rapid expansion and development in China. Outside of Apple and Samsung, Xiaomi came in third for the quarter and the year, with the highest year over year growth rate among the Top 3 players. Transsion placed fourth but tied with vivo for the quarter and with OPPO for the year as competition intensified between the three(Popal & Reith 2025).

2. Samsung group:

is a South Korean multinational manufacturing conglomerate headquartered in the Samsung town office complex in Seoul the group consists of numerous affiliated businesses, most of which operate under the Samsung brand, and is the largest chaebol (business conglomerate) in South Korea. As of 2024, Samsung has the world's fifth highest brand value.

Founded in 1938 by Lee Byung Chul as a trading company, Samsung diversified into various sectors, including food processing, textiles, insurance, securities, and retail, over the next three decades. In the late 1960s, Samsung entered the electronics industry, followed by the construction and shipbuilding sectors in the mid-1970s—areas that would fuel its future growth. After Lee died in 1987, Samsung was divided into five business groups: Samsung Group, Shinsegae Group, CJ group, Hansol group, and JoongAng group (WikipediaThe Free Encyclopedia n.d.).

As of 2019, Samsung Electronics is the world's second largest technology company by revenue. Samsung is the world's largest manufacturer of smartphones in 2024.Samsung is known most notably for its Samsung Galaxy brand consisting of phones such as its flagship Galaxy S series and popular Galaxy A series.(WikipediaThe Free Encyclopedia n.d.)

2.1 Meaning of Samsung logo:

Source:(Lashand 2024)

- **Logo:** founder Lee Byung-Chul chose the English brand name Samsung because it means “three stars” in Korean, representing the founder’s vision for the company to become powerful and everlasting like stars in the sky. So, it symbolizes the “three stars of success and prosperity.” The company name, *Samsung*, originates from two Korean words, “Sam” and “Sung,” which together mean (three stars)
- **Color:** Samsung Blue represents technology, invention, and reliability, embodying the company’s global ambitions and vision as a leader in various sectors. This color has become synonymous with Samsung, playing a significant role in its branding and marketing efforts.(Lashand 2024)
- **Samsung meaning slogan:**

Samsung For Today and Tomorrow. (1993–2002)

Everyone's Invited. (1999-2002)

Imagine. (2002–2007)

Next Is What? (2007– 2010)

Turn on Tomorrow. (2010–2013)

The Next Big Thing is Here. (2013–2017)

Do What You Can't. (2017 – present)

Source:(sloganlist n.d.)

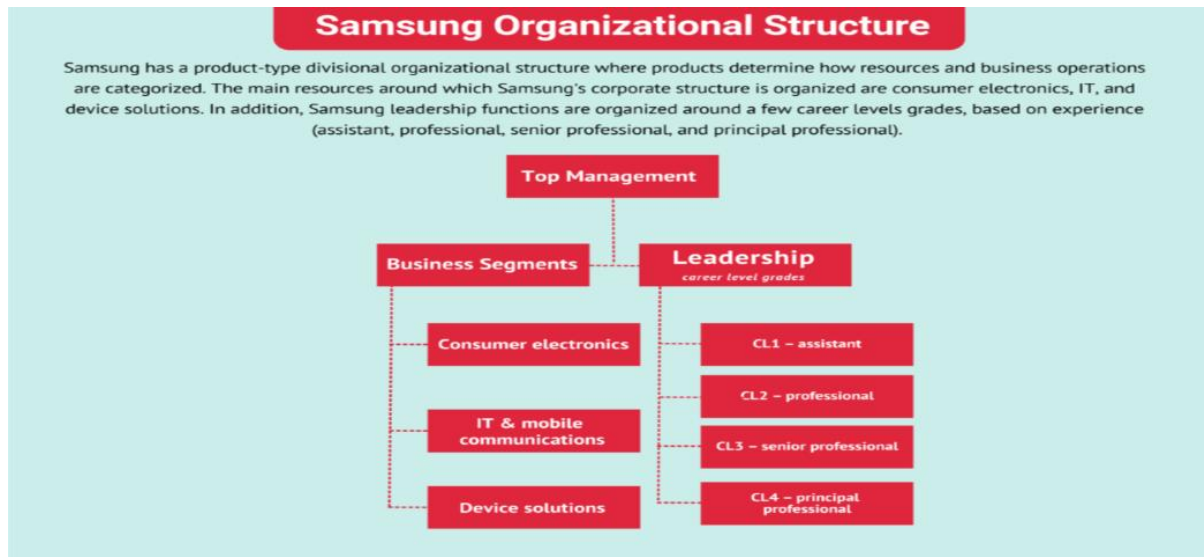
2.2 Samsung technical card:

- **Company name:** Samsung corporation
- **Company type:** public
- **Founded:** 13 January 1969
- **Founders:** Lee Byung-Chul
- **President and CEO:** Jun Young Hyun
- **Headquarters:** Suon, South Korea
- **Products:** mobile phones, personal computer, home appliances, semiconductors, internet of things, medical devices.
- **Revenue:** 220.726 billion \$ (2024)
- **Net income:** 25.274 billion \$ (2024)
- **Number of employees:** 270,372 employees (2023)
- **Website:**<https://www.samsung.com/us/smartphones/>

Source: prepared based on (WikipediaThe Free Encyclopedia n.d.)

2.3 Samsung Organigramme:

Figure 16 : Samsung organigramme

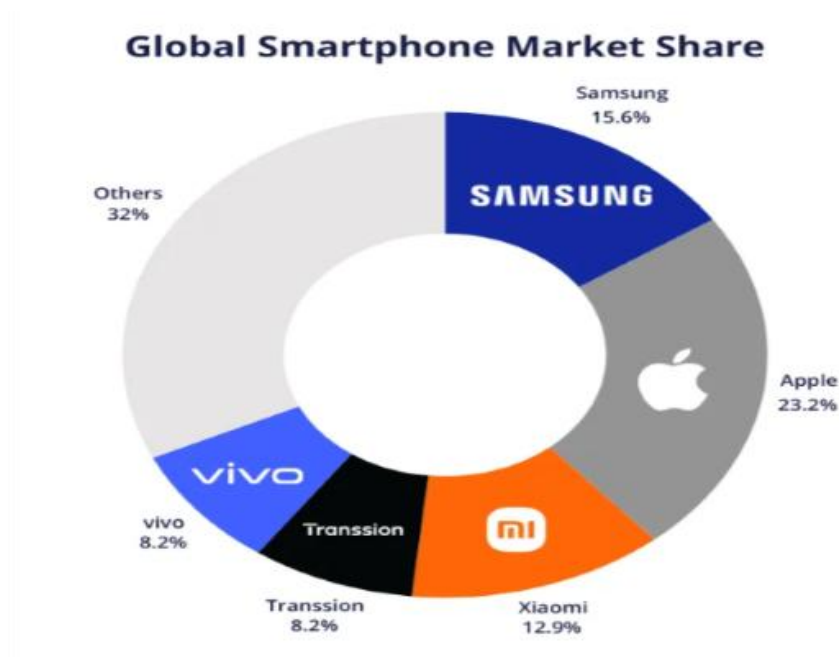


Source:(Cuofano 2024)

According to the chart above the top management of Samsung divided into two mains administrative sections which is business segments and leadership.

2.4 Samsung smartphone market share in the global smartphone market share:

Figure 17 Global smartphone market share

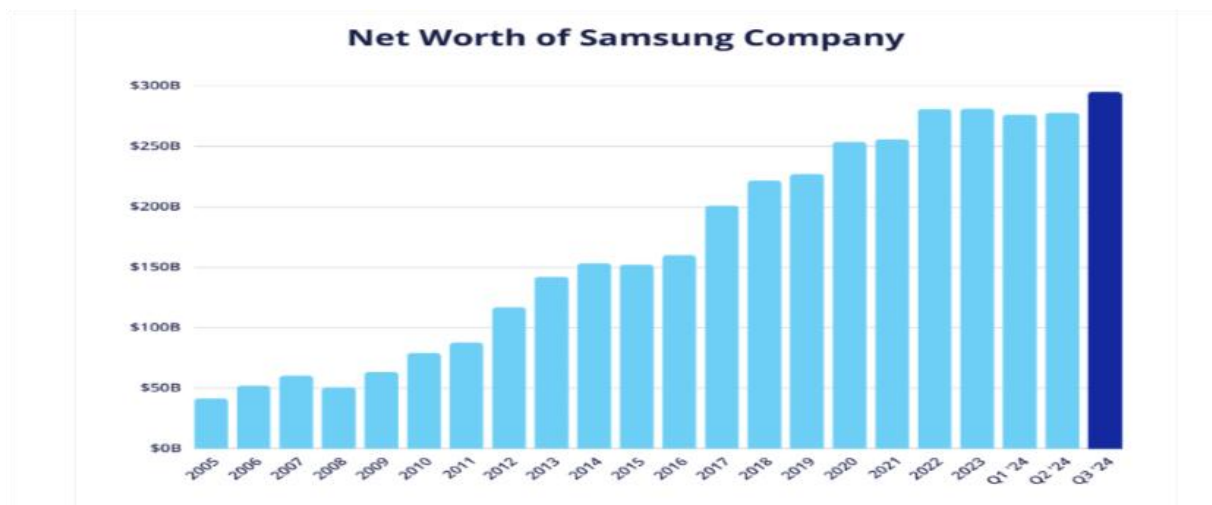


Source: (Onyango 2025)

According to the figure above (17): Samsung ranked the second chunk in the global smartphone market share by shipments during 2024 capturing 15.6% market share after Apple smartphones.

2.5 Samsung NetWorth:

Figure 18 Samsung Networkth

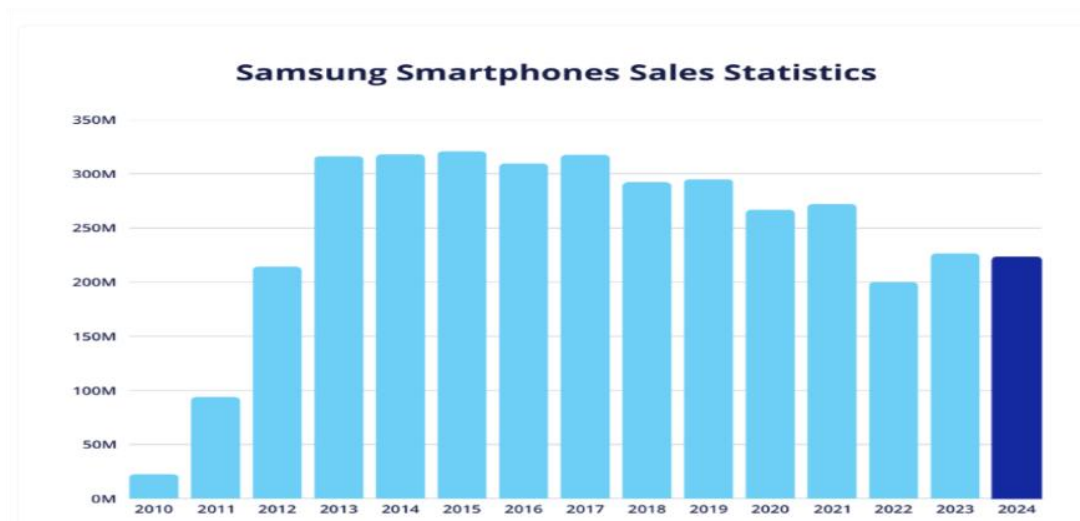


Source: (Onyango 2025)

According to the figure (18) illustrate by 2025, Samsung Corporation's market capitalization is approximately \$137 billion, ranking it the world's 124th most valuable company it witnessed an increase than 2024 by 26.27%.

2.6 Samsung smartphones sales

Figure 19 Samsung smartphones sales



Source: (Onyango 2025)

According to the figure (19) illustrate by 2025, Samsung Corporation's market capitalization is approximately \$137 billion, ranking it the world's 124th most valuable company it witnessed an increase than 2024 by 26.27%.

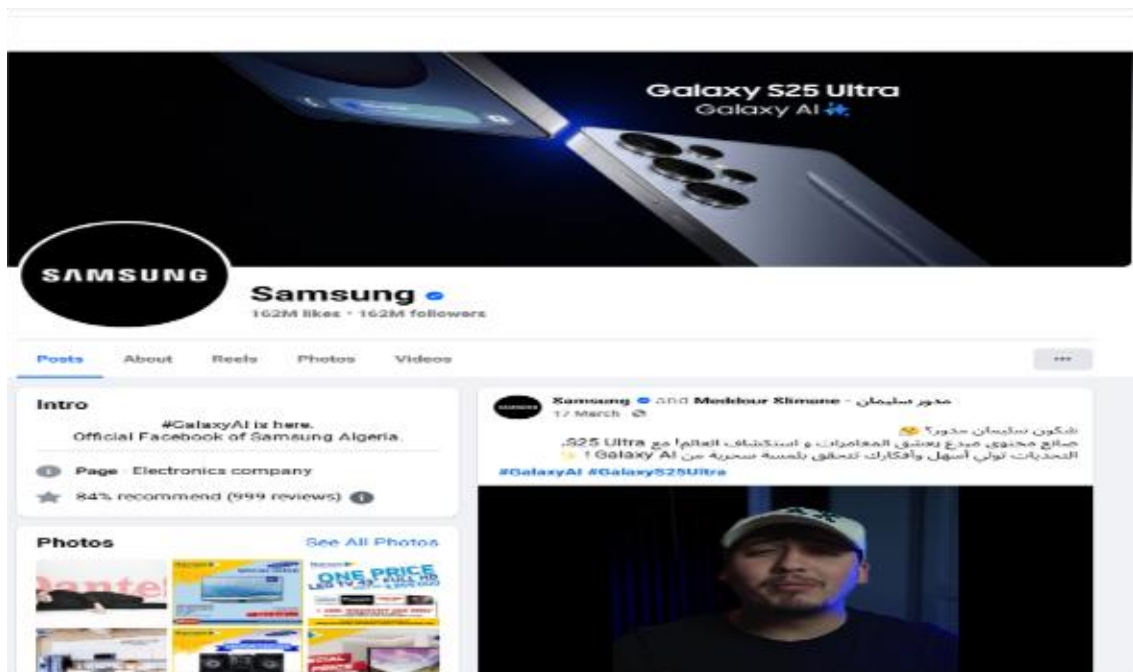
2.7 Samsung market segmentation:

The main market segments:

- Samsung communication devices: such as smartphones, tablets, and smartwatches.

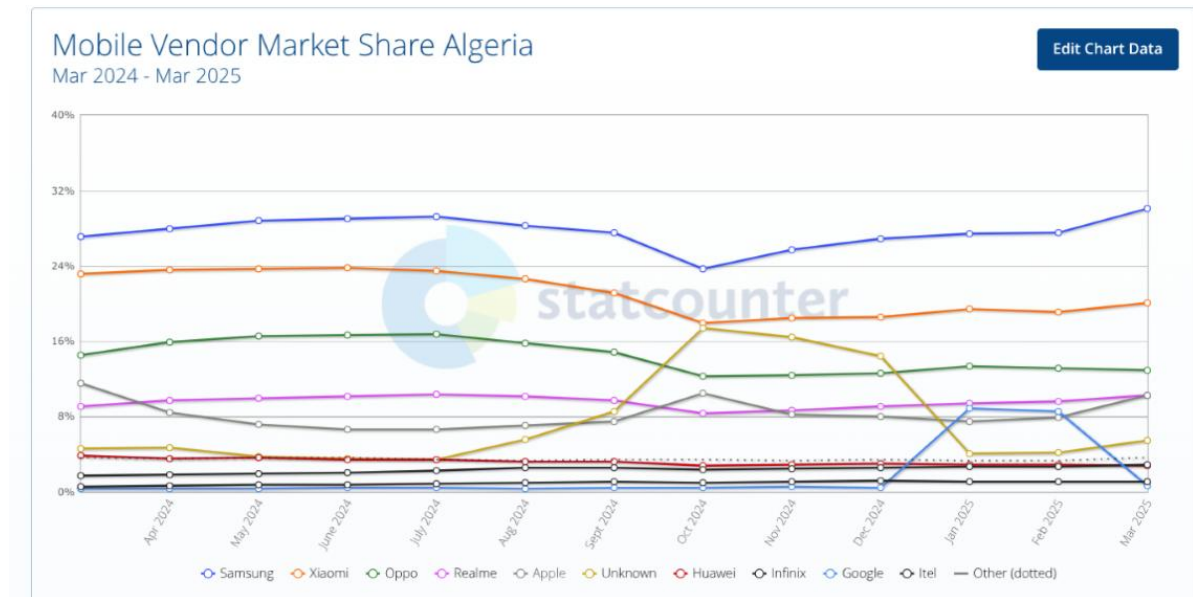
- Samsung consumer electronics: include high-definition televisions and home appliances, such as refrigerators, washing machines, vacuum cleaners, and innovative kitchen appliances.
- Samsung semiconductors: the Main manufacturing lines are located in Austin (Texas, USA) and Giheung (South Korea).
- Samsung display panels consist in renowned for vibrant colors, high resolutions, and immersive experiences featured in televisions, monitors, and mobile screens. (Onyango 2025)

3. Samsung in Algeria



3.1 The mobile market share in Algeria

Figure 20: The mobile market share in Algeria



Source:(statcounter GlobalStats n.d.)

Samsung ranked the first largest vendor mobile device market in Algeria as of 2025 with a market share of 30.09% while Xiaomi come direct after the pioneer Samsung, with a market share 20.05 during the same period. While itel the smallest vender in Algeria with 1.05% market share.

4. Smartphones and consumer technology dominance:

The 2000s witnessed the birth of Samsung's Galaxy smartphone series, which quickly not only became the company's most-praised products but also were among the best-selling smartphones in the world.the Galaxy series expanded to tablet computers with the introduction of the Galaxy Tab and in 2013 to smartwatches with the introduction of the Galaxy Gear. Samsung introduced a foldable smartphone, the Galaxy Fold, in 2019 (Bondarenko n.d.).

4.1 Samsung smartphones lines:

Models
Samsung Galaxy A series
Samsung Galaxy F series
Samsung Galaxy J series
Samsung Galaxy M series
Samsung Galaxy S series
Samsung Galaxy Z series
Samsung Galaxy Note
Samsung XCover series

Source: (WikipediaThe Free Encyclopedia n.d.)

5. Samsung marketing mix:

1. Product Strategy of Samsung

Samsung's marketing strategy focuses on creating innovative products in all its categories to stand out from the clutter and get a competitive edge. The brand keeps evolving with its strategy to create a sense of global sensation in the industry for high-end technologies. Samsung generates revenue by selling smartphones, home appliances, sound devices, etc., excelling in all areas of product diversification. Their products can be classified into:

- **Smartphones & tablets:** The company dominates the market when it comes to high-end smartphones and tablets. Apart from the Galaxy S series and Note series, the brand also offers A & J series as their economical smartphones.
- **Television and Home Entertainment:** With QLED & 8K TVs, Samsung's marketing strategy continues to penetrate the home entertainment industry.
- **Samsung Home Appliances:** To cater to household requirements, Samsung produces smart refrigerators, washing machines, air conditioners, and other household appliances.
- **Wearable accessories:** To keep up with the trend, Samsung has started a new range of smartwatches, earphones, and exclusive Galaxy watches to keep up the pace with its competitors.
- **Memory/Storage Products:** Apart from its high-end products, the company also provides memory chips and SSDs for various applications.

2. Pricing Strategy of Samsung

Samsung's pricing strategy is multifaceted and dynamic, reflecting its position in the global market. Here's an overview:

- **Premium Pricing for Flagship Products:** Samsung sets higher prices for its flagship products, like the latest Galaxy S and Note series, capitalizing on their advanced features and brand prestige.
- **Competitive Pricing for Mid-Range Products:** The company strategically prices its mid-range models to compete effectively in a highly competitive segment.
- **Market-Based Pricing:** Samsung adapts pricing based on market conditions and consumer purchasing power, ensuring global market penetration.
- **Promotional Pricing Tactics:** The company often employs promotional pricing, including discounts and bundle offers, to boost sales and market presence.
- **Innovation-Led Pricing:** The pricing reflects Samsung's continuous investment in R&D and innovation, charging a premium for new, cutting-edge technology (Pereira 2024).

3. Place Strategy of Samsung

Samsung's place strategy can be summarized as follows:

- **Global Retail Presence:** Samsung has a solid global retail presence, with stores and authorized dealers in numerous countries, making its products widely accessible.
- **Online Sales Platforms:** The company leverages online sales through its website and major e-commerce platforms, catering to the growing trend of digital shopping.
- **Strategic Partnerships with Carriers and Retailers:** Samsung collaborates with mobile carriers and electronic retailers worldwide, enhancing its market penetration.
- **Experience Centers and Showrooms:** Samsung invests in experience centers and showrooms, providing customers hands-on experience and showcasing their technology.

- **Supply Chain Efficiency:** The company maintains an efficient supply chain, ensuring timely product availability across different markets.

4. **Promotion strategy of Samsung**

Samsung's promotion strategy is the key component of Samsung's marketing mix as it increases brand visibility in the target market segments, lures in new customers, and helps maintain the existing customer base. The various tools used for Samsung promotion are as follows:

- **Advertising**

Samsung uses traditional and online ads and social media platforms to market its products to every part of the world. Ads and commercials are advertised through newspapers, radio, television, posters, billboards, hoardings, magazines, etc. It has also used audio-visual ads through online advertising marketing campaigns to promote its brand products.

- **Sales Promotions**

Sales promotions in Samsung's marketing mix include incentives, discounts, offers, and promotional activities to engage successfully with the end customers (Bhasin 2024)

6. **Samsung brand position:**

Samsung meticulously positions itself as a leader in innovation, quality, and technology through : (Pereira 2024)

- **Premium Product Image:** The company establishes its products as cutting-edge and premium through meticulous design and quality control, maintaining a perceived value that attracts high-end consumers;
- **Innovation Leadership:** By consistently marketing its dedication to pioneering technology, Samsung builds a reputation not only as a product developer, but also as an innovator shaping the future of technology.
- **Value Proposition:** The brand communicates a strong value proposition focusing on reliability and user experience. The marketing messages emphasize that Samsung products combine state-of-the-art technology with user-centric designs, catering perfectly to consumer needs.

Section 2: method and tools of the study

This section represents an entry into the field study of the impact of brand image benefit on consumer purchasing decision. Data collection tools, study samples, and the approach adopted will be illustrated. Besides, all methods, statistical techniques, and programs were followed to get better results to achieving the study objectives.

1. **Methodology of the study:**

To achieve the objective of the study, answer its question, and try to test the validity of the hypotheses proposed, we used the descriptive analytical approach and the statistical approach, where the first method represents the collection of data and information about the phenomenon is carrying out the study and describing its results until they are reached, analyzed and interpreted. However, this enables us to test the validity of the hypotheses using Statistical methods and tools for analyzing data, to discover the impact of brand image benefits on consumer purchasing decision of sample of Samsung smartphone users.

2. The study population and sample:

2.1 The study population:

In this research, the study population refer to entire users of Samsung smartphone in Biskra city. The total population size was estimated by 165 users.

2.2 The study samples:

As for the field study, we used a sample of a Samsung smartphone users in Biskra city choosing the sample size of this research 150 respondents. For the sake of collecting data, start by distributing 165 questionnaires with two forms, electronic and paper questionnaires, 150 of them were retrieved, there are no questionnaire invalid. While 150 questionnaires were valid and taken as a final sample and the following table (4) provides an exhibited for that:

Table 4: Statistic of distributed and valid questionnaire

Statistic of distributed and valid questionnaire

Questionnaire	Number	Retrieved	Invalid	Valid
Distributed	165	150	0	150
Percentage%	100%	90.90%	0%	90.90%

Source: prepared by the researcher based on questionnaires

2.2.1 Data collection tools:

- **Statistical tools:** The software for statistical packages for social sciences (SPSS 30) can be used through statistical analysis and analysis for data the study hypotheses, the following statistical tools were used:
 - alpha Cronbach coefficient to measure the reliability degree of the questionnaire's items and dimensions.
 - Percentages and frequencies to know the response rates and vocabulary of the study sample.
 - Calculational means and standard deviations to reveal the direction of the sample members.
 - Linear regression to measure the presence of statistically significant differences between the variables.

2.2.2 Data collection tools: according to the nature of the data that is intended to be combined, the questionnaire was the best method. prepared by previous research and studies related to the topic. the questionnaire is divided into three sections:

- section one: is demographic information, asking the user personal questions (Gender, Age, Social status, Profession, Age, Income, Education, and period of using Samsung smartphone)
- Section two: include the variables of this study. It is consisting of brand image benefits (an independent variable) including the three dimensions (functional, experiential, symbolic) and include 21 items
 - Functional dimensions: (7 items)
 - Experiential dimensions: (7 items)

- Symbolic dimensions: (7 items)
- Section three: includes the purchasing decision (a dependent variable), which include (7 items)

All the measurement items were measured on a five-point Likert-type scale to evaluate the answers of the sample; each degree have a number 1=strongly agree to 5=strongly disagree to which is as follow:

1=Strongly agree

2=Agree

3=Neutral

4=Disagree

5=Strongly disagree

Table (4): weighted mean of each level (Likert scale)

Weighted average	Result
1 – 1.79	Strongly agree
1.80 – 2.59	Agree
2.60 – 3.39	Neutral
3.40 – 4.19	Disagree/
4.20 – 5	Strongly disagree

Source: (Alonazi et al. 2019)

2.2.3 Study variables:

Variables of the study are demonstrated in the following Table:

Table 5: Study variables

Variables	
Dependent	Brand Image Benefits
Independent	Consumer Purchasing Decision

Source: prepared by the research

2.2.4 Data collection sources:

On this study was rely on two main sources:

- Secondary sources: to tackle the theoretical framework articles, books, review papers, master dissertation, documents related to research, previous studies about the study, which varied between English, French and Arabic.
- Primary sources: for the applied part, a questionnaire is used for core information filled by responses according to their attitudes, after collecting the information, it is disaggregated, analyzed, and conclusions drawn to achieve the study purpose.

2.2.5 Validity and reliability test:

the researchers tested the tools used to find out the extent of reliance on it in expressing the results of the study, using the following:

- **reliability test:** refer to any study can gives the same results if reapplied on the same sample and under the same conditions, and the Alpha Cronbach coefficient is a reliability coefficient, which determines the instrument's acceptance level at (0.60) and above, is used to measure the consistency of its performance in this study and that by SPSS 30 program.
- **validity test:** the questionnaire was presented to the supervisor professor to judge the extent of the tools ability to measure what it was designed for the suitability of the paragraphs for their axes, and furthermore their clarity of language, after which adjustments were made, and several questions were excluded.

Table 6: Results of Validity Test According to Alpha Cronbach

The Axes	N	Alpha Cronbach
Brand image benefits	21	0.938
Purchasing decision	7	0.870
Total	28	0.952

Source: prepared by the research based on SPSS outputs

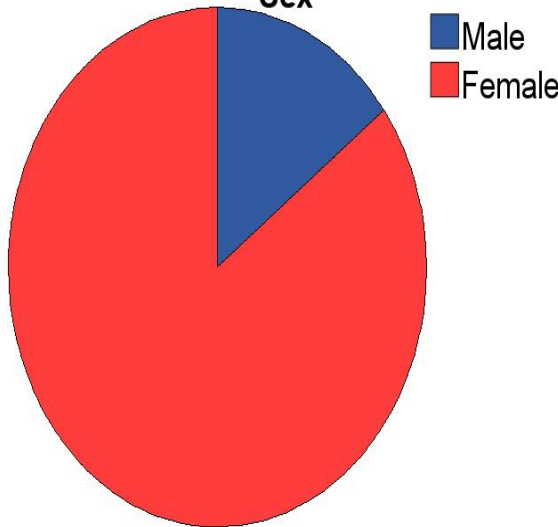
The results of the previous table showed that Alpha Cronbach index is 0.952 (for all items), indicating high reliability in table 6.

3. Results of the study:

3.1 Personal and Demographic characteristics of the sample:

This part is all demonstrating and analyzing the data's personal and demographic information and the demonstrations of the questionnaire:

First: Gender

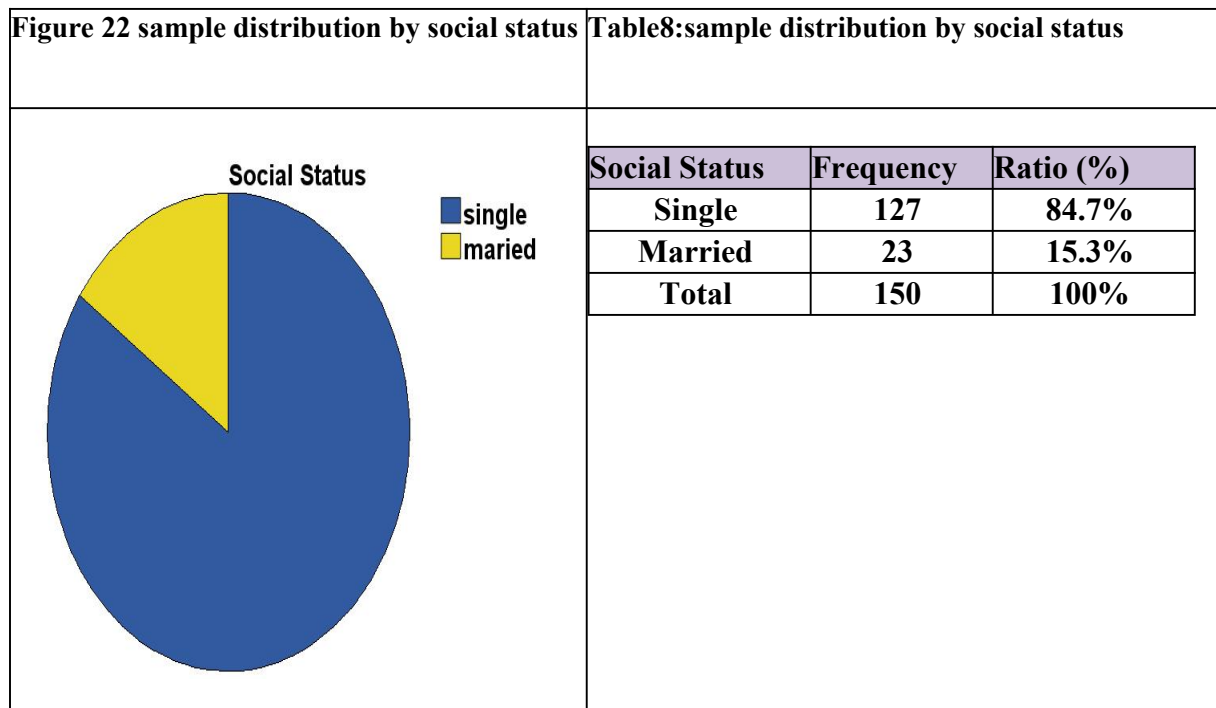
Figure 21: sample distribution by Gender	Table 7:sample distribution by Gender												
<div><p>Sex</p></div>	<table><tr><th>Gender</th><th>Frequency</th><th>Ratio (%)</th></tr><tr><td>Male</td><td>22</td><td>14.7%</td></tr><tr><td>Female</td><td>128</td><td>85.3%</td></tr><tr><td>Total</td><td>150</td><td>100%</td></tr></table>	Gender	Frequency	Ratio (%)	Male	22	14.7%	Female	128	85.3%	Total	150	100%
Gender	Frequency	Ratio (%)											
Male	22	14.7%											
Female	128	85.3%											
Total	150	100%											

Source: prepared by the research based on SPSS outputs

Based on the results in the figure (21) and the table (7), it is demonstrated, that the frequency of females is estimated at **128**, taking a rate of **85,3%**, and the frequency of male estimated at **22**, taking a rate of **14,7%**. therefore, we could say that the majority of using Samsung smartphones is females.

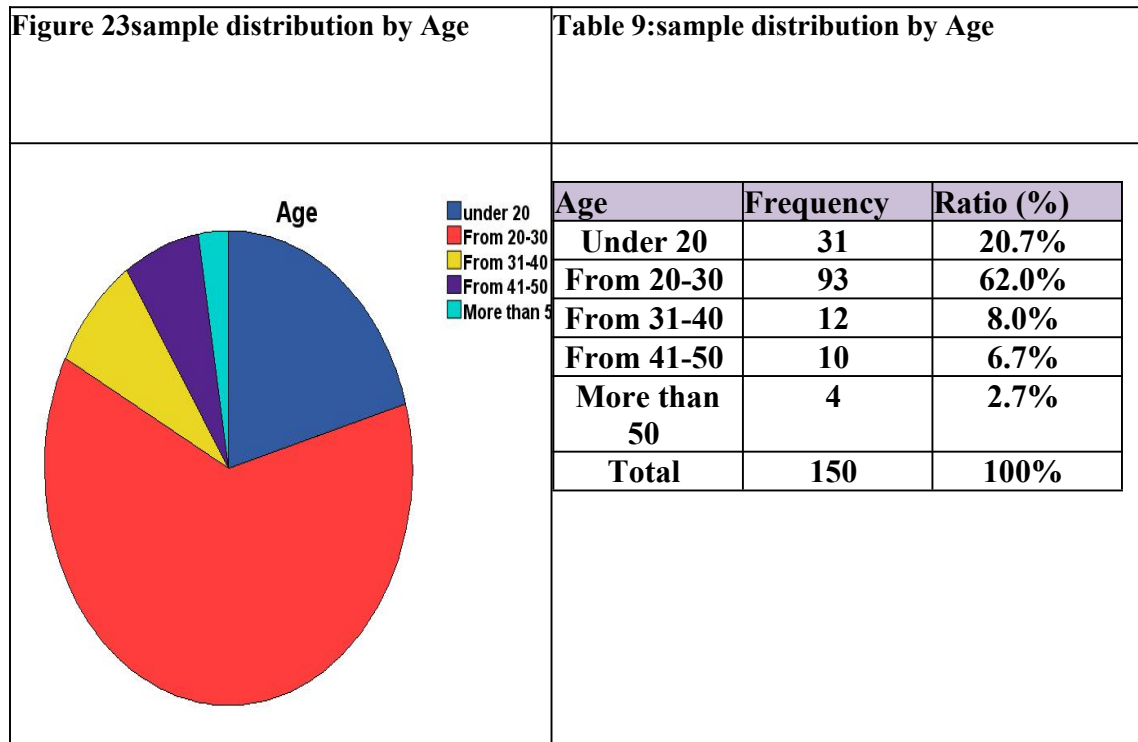
Second: The social status

Table 8: sample distribution by social status



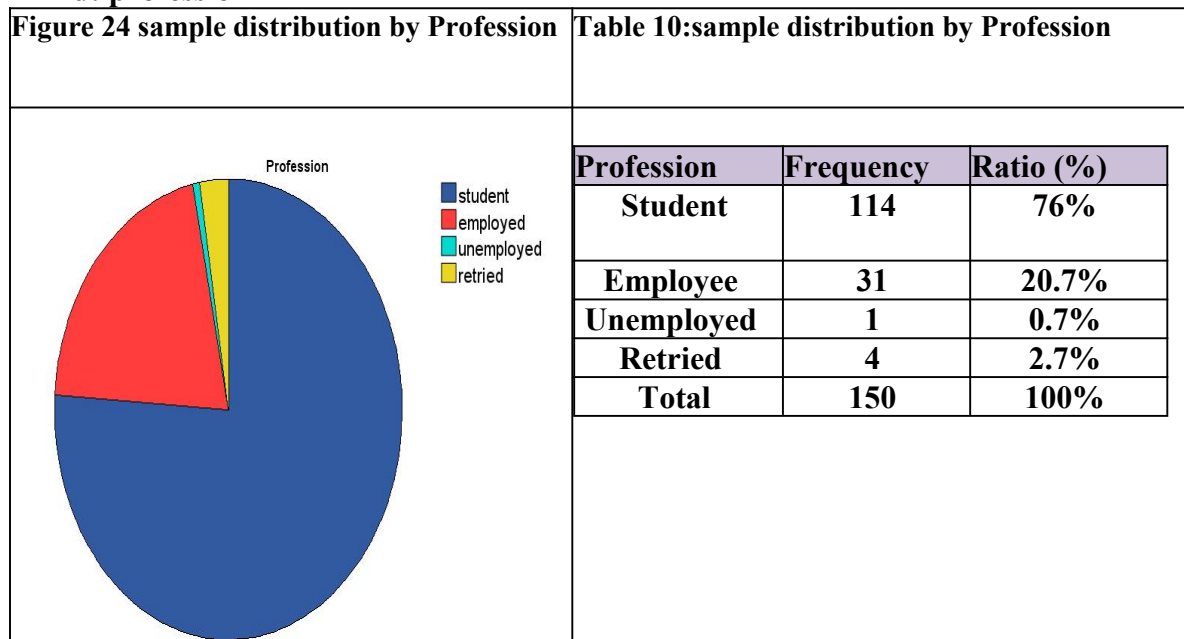
Source: prepared by the research based on SPSS outputs

Based on the results in the figure (22) and the table (8), it is showed the most representative social status category of the statistical sample was singles with frequency estimated **127**, ranking a rate **84.7%**, which is more than married which is estimated 23, ranking a rate **15,3%**

Second: The Age**Table 10:sample distribution by Age**

Source: prepared by the research based on SPSS outputs

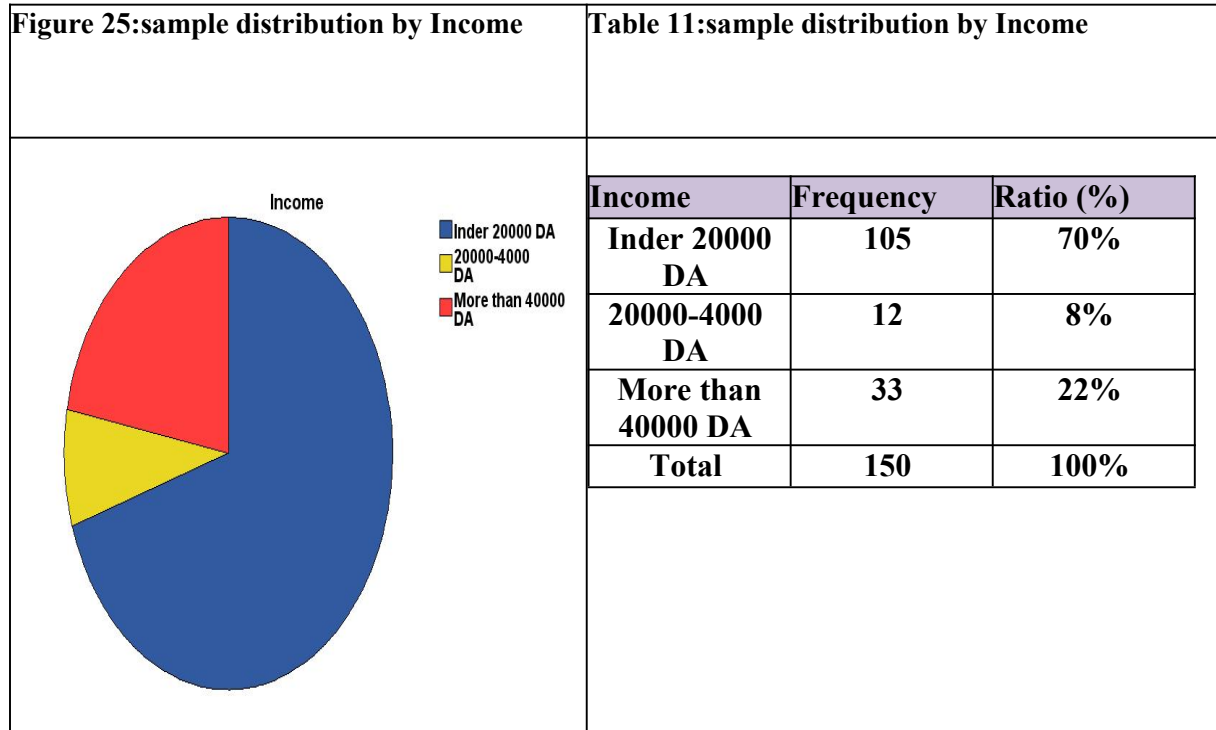
Figure (23) and table (9) display that the widespread age group on the total sample is **(from 20-30)**, where is number reached **93** individuals by **62.0%**, followed by the age group **(under 20)**, which numbered 31 individuals by **20.7%**, then the group **(31-40)** with 12 individuals by **8%**, followed by from **(41-50)**, which numbered 10 individuals by **6,7%**, and finally the age group **(more than 50)**, which numbered 4 by **2.7%**, and that emerge the orientation of the youngest across the Samsung smartphones. therefore, they found Samsung brand meet the needs that looking for.

Third: profession

Source: prepared by the research based on SPSS outputs

Based on the above results, show up the total sample is student with frequency **114** of and ratio **76%**, followed by the employee with 31 frequencies, then retired by 4 frequencies, and finally 1 unemployed by **0.7%**.

Fourth: Income



Source: prepared by the research based on SPSS outputs

Figure (25) and Table (11), show up **105** of using Samsung smartphone get wages **less than 20000 DA** by **70%**, followed by the group (**more than 40000DA**) by **22%**, and finally the group (**between 20000- 40000 DA**) by **8%**, we could inquiry the predominant of lower income and using brand as Samsung refer to the previous results that had shown the majority of using was youngest and that may justify finance aid from their families .

Fifth: Education level

Figure 26 sample distribution by Education level

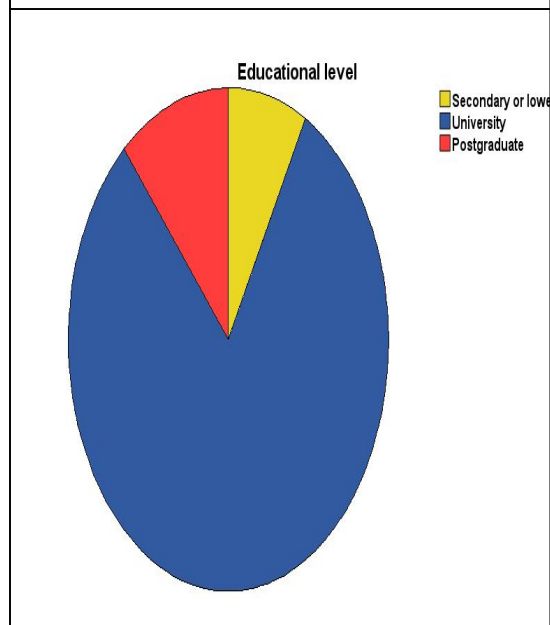


Table 12: sample distribution by Education level

Education level	Frequency	Ratio (%)
Secondary or lower school	12	8%
University	121	80.7%
Postgraduate	17	11.3%
Total	150	100%

Source: prepared by the researcher based on SPSS outputs

Based on the above results, shows that according to an individual's education level, **121** of them was university level with **80.7%**, followed the postgraduate with **17** frequencies, while secondary or lower school represent the lowest level with **12** individuals with **8%**.

Sixth: period of using Samsung smartphone

Figure 27 sample distribution by period of using Samsung smartphone

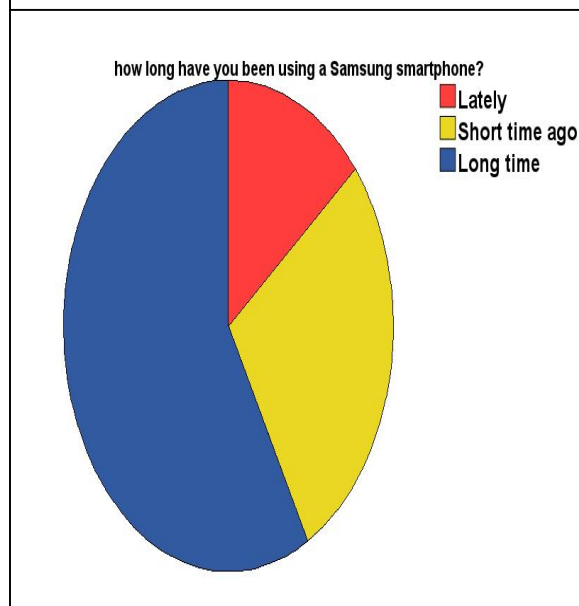


Table 13: sample distribution by period of using Samsung smartphone

period of using Samsung smartphone	Frequency	Ratio (%)
Newly	21	14%
Short time ago	42	28%
Long time	87	58%
Total	150	100%

Source: prepared by the researcher based on SPSS outputs

Based on the results in the figure (27) and the table (18), it is show up the dominate of **87** users of Samsung smartphones since years with **58%**, and that appear people answer that

carry a long experience with this brand, followed the short time ago with **42** frequencies, and finally newest users of Samsung smartphone with **21** frequencies. This appears the good experience that users hold with Samsung brand.

3.2 Presenting and analyzing data related to study variables

First / Presenting and analyzing data of brand image benefit dimensions

1. Analysis of functional benefit dimension:

Table 14 :means and S.D of the sample's answers according to functional benefit dimension

N°	Items	Mean	S.D	Order	Result
01	I get regular updates on my Samsung phone to provide new features and improve performance	1.58	0.707	1	agree
02	When I use a Samsung phone, I find it easy to navigate between applications	1.73	0.703	2	Strong agree
03	I find Samsung phone batteries last longer	2.29	1.063	7	agree
04	I find Samsung phone batteries charge quickly	2.00	0.882	4	agree
05	The Samsung phone camera is characterized by quality photography	1.89	0.935	3	agree
06	The Samsung phone is durable and last the longest	2.15	1.008	6	agree
07	The Samsung phone is characterized by good design compared to other brands	2.03	0.893	5	agree
Total		1.95	0.567	agree	

Source: prepared by the researcher based on SPSS outputs

According to the table (14) above, the functional benefit dimension moves in the direction approval, with a total mean value of **1.95** and standard deviation **0.567**, the second item ranking the first with amount value **1.73** and standard value **0.703**, while the third item ranking the last among the seven phrases with mean value **2.29** and **1.063** standard value.

2. Analysis of experiential benefit dimension:

Table 15:means and S.D of the sample's answers according to experiential benefit dimension

means and S.D of the sample's answers according to experiential benefit dimension

N°	Items	Mean	S.D	Order	Result
01	When I use Samsung phone, I feel that they meet the needs that I am looking for	1.87	0.737	3	agree
02	After trying several brands of phones, I find that Samsung phones are the best	2.09	0.998	6	agree
03	I am satisfied with my choice of Samsung phones	1.85	0.892	2	agree

04	I'm glad I chose to try the Samsung phone	2.13	1.072	7	agree
05	I am excited to try more new phones from Samsung	1.84	0.898	1	agree
06	I find that the advantages that Samsung phones carry are greater than their disadvantages	1.96	0.873	5	agree
07	Samsung phones are characterized by warranty and reliability	1.88	0.684	4	agree
Total		1.94	0.707	agree	

Source: prepared by the researcher based on SPSS outputs

The table (15) indicates that the experiential benefit dimension tends towards an approval direction with a total mean value **1.94** and standard deviation **0.707**, the fifth item ranking the first with a mean value **1.84** and standard deviation **0.898**, while the fourth item ranking the last among the several phrases with mean value **2.13** and standard deviation **1.072**.

3. Analysis of symbolic benefit dimension:

Table 16: means and S.D of the sample's answers according to symbolic benefit

N°	Items	Mean	S.D	Order	Result
01	I see that Samsung phones have become more popular and well-known than ever before	1.64	0.735	2	Strong agree
02	Samsung phones have a good reputation	1.62	0.551	1	Strong agree
03	Samsung phones reflect my personal taste	2.10	0.960	6	agree
04	When I hear the name Samsung, I remember the positive aspects about it	1.93	0.956	3	agree
05	I see that Samsung phones express a symbol of success	1.95	0.762	4	agree
06	I feel confident when I hold a Samsung phone	2.00	0.815	5	agree
07	I feel like I belong to a high social status when I own Samsung phones	2.64	1.135	7	neutral
Total		1.98	0.609	agree	

Source: prepared by the researcher based on SPSS outputs

From the table (16) above, the symbolic benefit dimension moves toward an approval direction, with a total mean value **1.98** and a total standard deviation **0.609**, The direction of neutrality included in the item **N 7** with a mean value **2.64** and standard deviation **1.135**, while the item **N2** ranking the first range with **1.62** mean value and **0.551** standard deviation.

4. Analysis of brand image benefit dimension:

Table 17: means and S.D of the sample's answers according to brand image benefit dimension

N°	Items	Mean	S.D	Order	Result
01	Functional benefit	1.95	0.568	2	agree
02	Experiential benefit	1.94	0.707	1	agree

03	Symbolic benefit	1.98	0.609	3	agree
Total		1.69	0.589	Strong agree	

Source: prepared by the researcher based on SPSS outputs

Based on the results emerged in the table(17), the mean of brand image benefit was **1.69**, which is trends towards approval direction, and standard variation **0.589**.which determine that brand image benefit is highly supported by Samsung smartphone using, as they count mainly on experiential benefit as it illustrates in the table with a mean value **1.94** and then, functional benefit which had mean **1.95**, then in finally symbolic benefit, with mean **1.98**.

Second / Presenting and analyzing data of purchasing dimension

Table 18: means and S.D of the sample's answers according to purchasing decision dimension

means and S.D of the sample's answers according to purchasing decision dimension

N°	Items	Mean	S.D	Order	Result
01	I own Samsung phones in choosing Samsung phones, I rely on the quality of their products compared to other phone brands	1.76	0.738	2	Strong agree
02	I rely on my previous knowledge of Samsung phones during my purchase	1.68	0.676	1	Strong agree
03	My decision to buy smartphones is affected by the image and quality of the Samsung brand	1.78	0.747	3	Strong agree
04	I buy Samsung phones whenever necessary, directly and without hesitation	2.09	0.914	7	agree
05	I immediately remember Samsung brand when I made the decision to buy a phone	1.92	0.886	5	agree
06	I feel satisfied when I buy Samsung phones	1.90	0.830	4	agree
07	I decide to buy Samsung phones because their performance is usually better than what I expected	1.95	0.854	6	agree
Total		1.87	0.607	agree	

Source: prepared by the researcher based on SPSS outputs

The table (18) shows that the samples answer according to the purchasing decision dimension had an agree direction, with a mean value **1.87** and standard variation **0.607**, the second item ranking the first approval with mean value **1.68**

Section3: Hypotheses discussion

The analysis was structed by taking into consideration the need to respond to the proposed objectives, the quantities data were analyzed by SPSS version 30 to answer the hypothesis above, we may use the tables below:

1. Testing the first hypothesis:

H2: Functional benefit has a positive and significant impact on customer purchasing decision.

Table 19: the regression between the functional benefit dimension and consumer purchasing decision

The impact of functional benefit on consumer purchasing decision	R	R Square	F	Sig
	0.739	0.546	178.054	<0.01

Source: prepared by the researcher based on SPSS outputs

We notice from the table above (19) the correlation coefficient **R=0.739** shows that the correlation between purchasing decision is closely related to the independent variable (functional dimension). the coefficient of determination (**R²**) =**0.546**, which shows that the variation in purchasing decision on the Samsung smartphone brand can be explained by the independent variable of **54.6%** .in comparison, the remaining **45.4%** is impacted by other variables and this has been confirmed, significance value **0.01** smallest then **0.05**. therefore, we support the first hypothesis which indicate the extant impact of functional benefit through the tangible features on consumer purchasing decision.

2. Testing the second hypothesis:

H3: Experiential benefit has a positive and significant impact on customer purchasing decision.

Table 20: the regression between the experiential benefit dimension and consumer purchasing decision

the regression between the experiential benefit dimension and consumer purchasing decision

The impact of experiential benefit on consumer purchasing decision	R	R Square	F	Sig
	0.773	0.598	219.794	<0.01

Source: prepared by the researcher based on SPSS outputs

We notice from the table above (20) the correlation coefficient **R=0.773** shows that the correlation between purchasing decision is closely related to the independent variable (experiential dimension). the coefficient of determination (**R²**) =**0.598**, which shows that the variation in purchasing decision on the Samsung smartphone brand can be explained by the independent variable of **59.8%** .in comparison, the remaining **40.2%** is impacted by other variables and this has been confirmed significance value **0.01** smallest than **0.05**. therefore, we support the second hypothesis which indicate the extant impact of experiential benefit through the intangible features on consumer purchasing decision.

3. Testing the third hypothesis:

H4: Symbolic benefit has a positive and significant impact on customer purchasing decision.

Table 21: the regression between the symbolic benefit dimension and consumer purchasing decision

the regression between the symbolic benefit dimension and consumer purchasing decision

The impact of symbolic benefit on consumer purchasing decision	R	R Square	F	Sig
	0.742	0.550	181.251	<0.01

Source: prepared by the researcher based on SPSS outputs

We notice from the table above (21) the correlation coefficient **R=0.742** shows that the correlation between purchasing decision is closely related to the independent variable (experiential dimension). the coefficient of determination (**R² =0.550**), which shows that the variation in purchasing decision on the Samsung smartphone brand can be explained by the independent variable of **50.5%** .in comparison, the remaining **49.5%** is impacted by other variables and this has been confirmed significance value **0.01** smallest then **0.05**. therefore, we support the third hypothesis which appear the extant impact of symbolic benefit consumer purchasing decision through convey the social recognition to them.

– The impact of brand image benefit on customer purchasing decision

Table 28: results of linear regression to measure the impact of brand image benefit on consumer purchasing decision

Variables	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T value	Statistical significance
Constant	0.249	0.104		2.408	0.017
Brand image benefit	0.827	0.051	0.802	16.359	<0.01

Source: prepared by the researcher based on SPSS outputs

The table (28) merges that that constant that constant value is **0.249** this is the value of purchasing decision in the absence of brand image benefit therefore the brand image benefit impact on purchasing decision by a significant rate of **82.7%**, and emerge that the sign of the Beta coefficient is positive to indicate the direct relationship between the brand image benefit and purchasing decision, this mean that if x is increased by 1 %, it will increase the purchasing decision by 82.7% and this model justify:

$$Y = 0.249 + 0.827x$$

Y: Consumer Purchasing Decision x: Brand Image Benefit

Furthermore, the significant level <0.05, it can be support that brand image benefit has a significant impact on consumer purchasing decision on smartphones.

-The impact of brand image benefit dimensions on consumer purchasing decision

Table (29): results of multiple linear to measure the impact of brand image benefit dimensions on consumer purchasing decision

Variables	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t value	Statistical significance
Constant	0.258	0.117		2.202	0.029
Functional benefit	0.226	0.112	0.212	2.028	0.044
Experiential benefit	0.287	0.102	0.334	2.819	0.005
symbolic benefit	0.309	0.086	0.310	3.597	<0.01

Source: prepared by the research based on SPSS outputs

According to the table above (29), we could create extraplanetary model of the impact of brand image benefit dimensions on consumer purchasing decision as follows:

$$Y = a + b_{x1} + b_{x2} + b_{x3}$$

$$Y = 0.258 + 0.226x_1 + 0.287x_2 + 0.309x_3$$

Y: Purchasing Decision x_1 : Functional benefit
 x_2 : Experiential benefit x_3 : Symbolic benefit

The coefficient of the functional benefit is X_1 , the experiential benefit is X_2 and the symbolic benefit is X_3 . the statistical significance of functional, experiential, and symbolic was 0.044, 0.005, and <0.01 less than 0.05. we noted that constant that constant value is **0.258** this is the value of purchasing decision in the absence of brand image benefit dimensions therefore, functional benefit, experiential benefit, and symbolic functional have an impact on purchasing in percentage **22.6%**, **28.7%**, and **30.9%**, it can be emerge that brand image benefit dimensions has a significant impact on consumer purchasing decisions on smartphones and the experiential dimension have the strong impact.

— Anova test

Figure 22: Anova test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,406	1	35,406	267,622	<,001 ^b
	Residual	19,580	148	,132		
	Total	54,986	149			

a. Dependent Variable: purchasing decision Y

b. Predictors: (Constant), brand image benefit X

Source: prepared by the researcher based on SPSS outputs

The figure (22) clarifies:

- The sum of the square's regression equals 35.406.

- The sum of the squares of residual is 19.580, and the total sum squares is 54,986.
- The degree freedom of regression is 1 and degree freedom is 148.
- The mean square of regression is 35.406 and mean square residual is 0.132.
- F- statistic the ratio of squares regression equals: 267.622.
- The significance value is much less than the significance level 0.05.

Based on the previous results, which showed that the significance level was less than the significance level of 0.05, this means that there are statistically significant differences in brand image benefit on the consumer's purchasing decision.

Summary of chapter:

This chapter tried to emerge the impact of brand image benefits on consumer purchasing decision of a sample of individuals that use Samsung smartphone in Biskra city. This chapter is divided into three sections. The first section starts with overview to the Samsung smartphone market including sales value, market share, marketing mix, and brand positioning. The second section contained a data collected from the sample of using Samsung smartphone followed by an explanation of the method used and appropriate statistical techniques to process and analyzing the data. The third section present all the findings that obtained from analyzing the data by using SPSS 30 program and ended by testing the hypotheses and discussing the results that showed there is a statistically positive level between the brand image benefits and consumer purchasing decision.

Conclusion

Conclusion:

In this study, we tried to address the phenomenon of “the impact of brand image benefits on consumer purchasing decision” by showing that brand image is a set of associations related by consumers to specific brands into their minds formed on brand attributes, benefits, and attitudes through this study, in the first and second chapter, we applied the theoretical framework then working to answer the problematic statement where designed before for both variables (brand image) and (purchasing decision) by relying on previous studies that tackled the same topic to get further clarification. applied the study to reality through a field study of a samples of Samsung smartphone in Biskra city.

1. Testing hypotheses results:

- First hypothesis: **“Functional benefit has a positive and significant impact on customer purchasing decision.”**has been validated, using linear regression test, have emerged a positive significant impact of functional benefit on purchasing decision.
- Second hypothesis: **“Experiential benefit has a positive and significant impact on customer purchasing decision.”**Has been validated, using linear regression test, have emerged a positive significant impact of experiential benefit on purchasing decision.
- Third hypothesis: **“symbolic benefit has a positive and significant impact on customer purchasing decision.”**Has been validated, using linear regression test, have emerged a positive significant impact of symbolic benefit on purchasing decision.

2. Study results:

- Samsung smartphone witness on this study a variation between the male and females on their purchase decision as the female's category has more interest in buying Samsung smartphone.
- The good impression of Samsung smartphone users carries from a long time on this study, that justify the significant and positive results of this study.
- The youth individuals are the dominate category using Samsung smartphone and that back to Samsung provide the features that youth looking for and align their lifestyle such as camera quality, large battery and spread charge and so on....
- Experiential benefit plays a main goal in consumer purchasing decision which attached by strong feelings like excited, happiness when using Samsung smartphone.
- Symbolic benefit is less impact on this study than functional and experiential benefit throughout using Samsung smartphone aspects that mean Samsung smartphone don't carry a value make it people looking for how others see them .
- The purchasing decision of Samsung smartphone is affected by perceptions that related by Samsung smartphone.

3. Recommendations:

Based on the results of the study and conclusion made, the following points of recommendations to enhance the brand image benefit on consumer purchasing decision:

- Focus on preserving the distinctive image that consumers carried of the Samsung smartphones.

- Focus on understanding consumers purchasing decisions and comparing them with their functional products to innovate and improve the smartphones functions such as AI.
- Try to attach the good image that consumers hold about smartphones to other devices such as home appliances electronics specially when the company occur a collaboration with Algerian company.
- Researching more on perspectives of each consumer's targets about symbolic brand, seek to express themselves or enhance their self-esteem through the products they buy.
- Keeping attaches the consumers emotional by using several of promotion strategies due to the big importance that carries according to consumers.
- Work to create good brand symbolic to make consumers easily recall comes to mind this reinforce consumers to feel confident.
- Samsung company working to improve the brand image because it will be helping to build and support positive relation with their consumers segments.

4. Further research:

Helping to continue searching on this topic on future studies we suggest the following topics:

- Conduct the same study but in another case study such as consumer products that takes buying routine decision.
- The impact of brand image attributes in tourism industry.
- The impact of social media on brand image attitudes.
- The role of brand image associations on consumers loyalty.
- The effectiveness of the influencers in enhancing the brand image.
- The effect of brand image favorability on buying intentions.
- The influence of brand image uniqueness on consumer experience.
- The role of content marketing on building a strong brand image.
- The role of innovation marketing on building a brand image in startup companies.

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Appendices

2.	It easy to navigate between applications, when I use Samsung smartphone.					
3.	Samsung smartphone batteries last longer					
4.	Samsung smartphone batteries charge quickly					
5.	The Samsung smartphone camera is characterized by good quality					
6.	Samsung smartphone is durable and last the longest					
7.	Samsung phone is characterized by good design compared to other brands					
Experiential brand benefit						
1.	When I use Samsung smartphones, I feel that they meet the needs I am looking for					
2.	After trying several brands of smartphones, I find Samsung smartphone is the best					
3.	I am satisfied with my choice of Samsung smartphone					
4.	I'm glad because I choose to try the Samsung smartphone					
5.	I'm excited to try newer smartphones from Samsung					
6.	I find the advantages of Samsung smartphone that carries is greater than their disadvantages					
7.	Samsung smartphone is characterized by warranty and reliability					
Symbolic brand benefit						
1.	I see that Samsung smartphones have become more popular and well-known than ever before					
2.	Samsung smartphone has a good reputation					
3.	Samsung smartphone reflect my personal taste					
4.	When I hear the name of Samsung, I remember the positive aspects about it					
5.	I see that Samsung smartphones express a symbol of success					
6.	I feel confident when I hold a Samsung smartphone					
7.	I feel like I belong to a high social status when I own Samsung smartphones					

Part three:

N°	Items	Strong agree	agree	neutral	disagree	Strong disagree
Customer purchasing decision						
1.	I own Samsung smartphone in choosing Samsung phones, I rely on the quality of their products compared to other smartphones brands					
2.	I depend on my previous knowledge of Samsung smartphones during my purchase					
3.	My decision to buy smartphones is influenced by the perceptions that I hold about the Samsung brand					
4.	I buy Samsung smartphone whenever necessary, directly and without hesitation					
5.	I immediately remember Samsung brand when I made the decision to purchase a smartphone					
6.	I feel meeting my needs when I purchase Samsung smartphone					
7.	I decide to buy Samsung smartphone because their performance usually better than what I expected					

Appendices 2 Questionnaire in Arabic



الاستبانة الخاصة بالمستهلكين

سيداتي وسادتي: يشرفني تعاونكم معي. أنا بصدد العمل على مذكرتي للمجستير والتي تناقش موضوع "تأثير منافع صورة العلامة التجارية على قرار الشراء لدى مستخدمي هواتف سامسونج في مدينة بكرة" والتي أسعى من خلالها إلى التعرف على آرائكم القيمة.

يرجى قراءة كل عبارة بعناية ثم الإشارة إلى موقفك بوضع علامة (X) أمام المربع المناسب، من المربعات التالية: (موافق بشدة، موافق، محايد، غير موافق، غير موافق بشدة)

وأود أن أبلغكم أيضا أن الإجابات التي قدمتموها ذات أهمية بالغة بالنسبة لي وهي سرية تماما ولن تستخدم إلا لأغراض البحث العلمي لن يستغرق الأمر منك أكثر من 3 دقائق، لذا يرجى أن تأخذ وقتك وشكرا لك مقدما

القسم الأول: البيانات الشخصية والديموغرافية

1. الجنس: ذكر أنثى

2. الحالة الاجتماعية: أعزب متزوج
3. العمر: أقل من 20 سنة من 20-30 سنة من 30-40 سنة من 40-50 سنة أكثر من 50 سنة
4. المهنة: طالب موظف بدون عمل متقاعد
5. الدخل: أقل من 20000 دج من 20000-40000 دج أكثر من 40000 دج
6. المستوى التعليمي: ثانوي وأقل جامعي دراسات عليا
7. منذ متى تستخدم هواتف سامسونج؟ حديثا منذ فترة قصيرة منذ فترة طويلة

القسم الثاني:

الرقم	العيارات	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
المنفعة الوظيفية						
1.	أحصل على تحديثات منتظمة على هاتف سامسونج لتوفير المميزات الجديدة وتحسين الاداء					
2.	عند إستعمالي لهاتف علامة سامسونج، أجد سهولة في التنقل بين التطبيقات					
3.	أجد أن بطارية اتف سامسونج تدوم لفترة أطول					
4.	أجد أن بطارية هاتف سامسونج تشحن بسرعة					
5.	تتميز كاميرا هاتف سامسونج بالجودة في التصوير					
6.	هاتف سامسونج متين ويدوم لأطول فترة					
7.	تتميز هاتف سامسونج بالتصميم الجيد مقارنة بباقي العلامات الأخرى					
المنفعة التجريبية						
1.	عندما أستعمل هاتف علامة سامسونج، أشعر أنها تلبي الحاجات التي أبحث عنها؟					
2.	بعد تجريبي لعدة علامات من الهواتف، أجد أن هاتف سامسونج الأفضل					

3.	أنا راضي عن إختياري لهاتف علامة سامسونج				
4.	انا سعيد لأنني اخترت تجربة هاتف سامسونج				
5.	أنا متحمس لتجربة المزيد من الهواتف الجديدة لعلامة سامسونج				
6.	أجد أن المزايا التي يحملها هاتف علامة سامسونج أكبر من عيوبها				
7.	يتميز هاتف سامسونج بالضمان و الموثوقية				
المنفعة الرمزية					
1.	أرى أن هواتف علامة سامسونج أصبحت شائعة و معروفة أكثر من أي وقت مضى				
2.	تتمتع هواتف علامة سامسونج بسمعة جيدة				
3.	تعكس هواتف علامة سامسونج ذوقي الشخصي				
4.	عند سماع اسم سامسونج أتذكر الجوانب الايجابية عنها				
5.	أرى أن هواتف علامة سامسونج تعبر عن رمز النجاح				
6.	أشعر بالثقة عندما أحمل هاتف علامة سامسونج				
7.	أشعر أنني أنتمي الى مكانة إجتماعية عالية عندما أمتلك هواتف علامة سامسونج				

القسم الثالث:

الرقم	العيارات	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
القرار الشرائي						
1.	أعتمد في إختياري لهواتف علامة سامسونج على جودة منتجاتها مقارنة مع علامات الهواتف الأخرى					
2.	أعتمد على معرفتي السابقة عن هواتف علامة سامسونج أثناء الشراء					
3.	قراري الشرائي للهواتف الذكية يتأثر بالتصورات و المفاهيم التي أحملها عن علامة سامسونج؟					
4.	أقتني هاتف علامة سامسونج كلما كانت هناك ضرورة مباشرة وبدون تردد					
5.	أتذكر مباشرة علامة سامسونج عند إتخاذي للقرار الشراء هاتف					
6.	أشعر بالرضا عند شرائي لهاتف علامة سامسونج					
7.	أقرر شراء هاتف علامة سامسونج لأن أدائه يكون عادة أفضل من الذي كنت اتوقعه					

Appendices 3 SPSS outputs

1. The samples:

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

2. Alpha Cronbach:

Reliability Statistics

Cronbach's Alpha	N of Items
,938	21

Reliability Statistics

Cronbach's Alpha	N of Items
,870	7

Reliability Statistics

Cronbach's Alpha	N of Items
,952	28

3. Personal data frequencies:

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	14,7	14,7	14,7
	2,00	128	85,3	85,3	100,0
	Total	150	100,0	100,0	

Social Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	127	84,7	84,7	84,7
	2,00	23	15,3	15,3	100,0
	Total	150	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	31	20,7	20,7	20,7
	2,00	93	62,0	62,0	82,7
	3,00	12	8,0	8,0	90,7
	4,00	10	6,7	6,7	97,3
	5,00	4	2,7	2,7	100,0
	Total	150	100,0	100,0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	105	70,0	70,0	70,0
	2,00	12	8,0	8,0	78,0
	3,00	33	22,0	22,0	100,0
	Total	150	100,0	100,0	

Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	12	8,0	8,0	8,0
	2,00	121	80,7	80,7	88,7
	3,00	17	11,3	11,3	100,0
	Total	150	100,0	100,0	

Period of using Samsung phones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	14,0	14,0	14,0
	2,00	42	28,0	28,0	42,0
	3,00	87	58,0	58,0	100,0
	Total	150	100,0	100,0	

4. Means and standards variation of samples answers about questionnaire items:

— Brand image benefit:

I. Functional benefit

Statistics									
		I get regular updates on my Samsung phone to provide new features and improve performance	When I use a Samsung phone, I find it easy to navigate between applications	I find Samsung phone batteries last longer	I find Samsung phone batteries charge quickly	The Samsung phone camera is characterized by quality photography	Samsung phones are durable and last the longest	Samsung phones are characterized by good design compared to other brands	functional benefit
N	Valid	150	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0	0
Mean		1,5800	1,7267	2,2867	2,0000	1,8933	2,1533	2,0333	1,9533
Std. Deviation		,70730	,70375	1,06397	,88234	,93512	1,00827	,89305	,56818

II. Experiential benefit

Statistics									
		When I use Samsung phones, I feel that they meet the needs I am looking for	After trying several brands of phones, I find that Samsung phones are the best	I am satisfied with my choice of Samsung phones	I'm glad I chose to try the Samsung phone	I'm excited to try more new phones from Samsung	I find that the advantages that Samsung phones carry are greater than their disadvantages	Samsung phones are characterized by warranty and reliability	experiential benefit
N	Valid	150	150	150	150	150	150	150	1
	Missing	0	0	0	0	0	0	0	
Mean		1,8867	2,0933	1,8533	2,1333	1,8400	1,9600	1,8800	1,94
Std. Deviation		,73764	,99897	,89282	1,07233	,89802	,87378	,68463	,707

III. Symbolic benefit

Statistics									
		I see that Samsung phones have become more popular and well-known than ever before	Samsung phones have a good reputation	Samsung phones reflect my personal taste	When I hear the name Samsung, I remember the positive aspects about it	I see that Samsung phones express a symbol of success	I feel confident when I hold a Samsung phone	I feel like I belong to a high social status when I own Samsung phones	symbolic benefit
N	Valid	150	150	150	150	150	150	150	1
	Missing	0	0	0	0	0	0	0	
Mean		1,6400	1,6200	2,1000	1,9267	1,9533	2,0067	2,6467	1,98
Std. Deviation		,73530	,55163	,96063	,95606	,76269	,81510	1,13597	,609

— Customer purchasing decision:

Statistics									
		I own Samsung phones in choosing Samsung phones, I rely on the quality of their products compared to other phone brands	I rely on my previous knowledge of Samsung phones during my purchase	My decision to buy smartphones is affected by the image and quality of the Samsung brand	I buy Samsung phones whenever necessary, directly and without hesitation	I immediately remember Samsung brand when I made the decision to buy a phone	I feel satisfied when I buy Samsung phones	I decide to buy Samsung phones because their performance is usually better than what I expected	purchase_decision
N	Valid	150	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0	0
Mean		1,7600	1,6867	1,7867	2,0933	1,9200	1,9067	1,9533	1,8724
Std. Deviation		,73895	,67691	,74713	,91480	,88629	,83019	,85402	,60748

5. Frequency tables:

functional benefit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	7,3	7,3	7,3
	1,14	2	1,3	1,3	8,7
	1,29	3	2,0	2,0	10,7
	1,43	12	8,0	8,0	18,7
	1,57	13	8,7	8,7	27,3
	1,71	19	12,7	12,7	40,0
	1,86	20	13,3	13,3	53,3
	2,00	21	14,0	14,0	67,3
	2,14	12	8,0	8,0	75,3
	2,29	9	6,0	6,0	81,3
	2,43	4	2,7	2,7	84,0
	2,57	4	2,7	2,7	86,7
	2,71	5	3,3	3,3	90,0
	2,86	7	4,7	4,7	94,7
	3,00	3	2,0	2,0	96,7
	3,14	1	,7	,7	97,3
	3,29	1	,7	,7	98,0
	3,43	1	,7	,7	98,7
	3,86	1	,7	,7	99,3
	4,00	1	,7	,7	100,0
Total		150	100,0	100,0	

experiential benefit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	12,7	12,7	12,7
	1,14	4	2,7	2,7	15,3
	1,29	8	5,3	5,3	20,7
	1,43	2	1,3	1,3	22,0
	1,57	16	10,7	10,7	32,7
	1,71	13	8,7	8,7	41,3
	1,86	20	13,3	13,3	54,7
	2,00	28	18,7	18,7	73,3
	2,14	1	,7	,7	74,0
	2,29	8	5,3	5,3	79,3
	2,43	4	2,7	2,7	82,0
	2,57	7	4,7	4,7	86,7
	2,71	1	,7	,7	87,3
	2,86	3	2,0	2,0	89,3
	3,00	2	1,3	1,3	90,7
	3,14	2	1,3	1,3	92,0
	3,29	4	2,7	2,7	94,7
	3,43	2	1,3	1,3	96,0
	3,71	3	2,0	2,0	98,0
	3,86	1	,7	,7	98,7
	4,00	1	,7	,7	99,3
	4,43	1	,7	,7	100,0
	Total	150	100,0	100,0	

symbolic benefit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	8,7	8,7	8,7
	1,14	8	5,3	5,3	14,0
	1,29	3	2,0	2,0	16,0
	1,43	7	4,7	4,7	20,7
	1,57	10	6,7	6,7	27,3
	1,71	11	7,3	7,3	34,7
	1,86	15	10,0	10,0	44,7
	2,00	26	17,3	17,3	62,0
	2,14	10	6,7	6,7	68,7
	2,29	16	10,7	10,7	79,3
	2,43	6	4,0	4,0	83,3
	2,57	5	3,3	3,3	86,7
	2,71	3	2,0	2,0	88,7
	2,86	3	2,0	2,0	90,7
	3,00	5	3,3	3,3	94,0
	3,14	2	1,3	1,3	95,3
	3,29	4	2,7	2,7	98,0
	3,43	1	,7	,7	98,7
	3,57	1	,7	,7	99,3
	3,71	1	,7	,7	100,0
Total		150	100,0	100,0	

purchase_decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	10,7	10,7	10,7
	1,14	6	4,0	4,0	14,7
	1,29	9	6,0	6,0	20,7
	1,43	8	5,3	5,3	26,0
	1,57	17	11,3	11,3	37,3
	1,71	11	7,3	7,3	44,7
	1,86	15	10,0	10,0	54,7
	2,00	30	20,0	20,0	74,7
	2,14	6	4,0	4,0	78,7
	2,29	5	3,3	3,3	82,0
	2,43	6	4,0	4,0	86,0
	2,57	6	4,0	4,0	90,0
	2,71	2	1,3	1,3	91,3
	2,86	5	3,3	3,3	94,7
	3,14	2	1,3	1,3	96,0
	3,29	1	,7	,7	96,7
	3,43	2	1,3	1,3	98,0
	3,57	1	,7	,7	98,7
	3,71	1	,7	,7	99,3
	3,86	1	,7	,7	100,0
Total		150	100,0	100,0	

6. Correlations:

		Correlations			
		functional benefit X1	experiential benefit X2	symbolic benefit X3	brand image benefit X
functional benefit X1	Pearson Correlation	1	,879**	,754**	,933**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	150	150	150	150
experiential benefit X2	Pearson Correlation	,879**	1	,816**	,964**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	150	150	150	150
symbolic benefit X3	Pearson Correlation	,754**	,816**	1	,913**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	150	150	150	150
brand image benefit X	Pearson Correlation	,933**	,964**	,913**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

		Correlations	
		purchasing decision Y	brand image benefit X
purchasing decision Y	Pearson Correlation	1	,802**
	Sig. (2-tailed)		<,001
	N	150	150
brand image benefit X	Pearson Correlation	,802**	1
	Sig. (2-tailed)	<,001	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

7. Linear regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	brand image benefit X ^b	.	Enter

a. Dependent Variable: purchasing decision Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802 ^a	,644	,642	,36373

a. Predictors: (Constant), brand image benefit X

b. Dependent Variable: purchasing decision Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,406	1	35,406	267,622	<,001 ^b
	Residual	19,580	148	,132		
	Total	54,986	149			

a. Dependent Variable: purchasing decision Y

b. Predictors: (Constant), brand image benefit X

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,249	,104		2,408	,017
	brand image benefit X	,827	,051	,802	16,359	<,001

a. Dependent Variable: purchasing decision Y

— Functional dimension

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	functional benefit X1 ^b		Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,739 ^a	,546	,543	,41066	1,889

a. Predictors: (Constant), functional benefit X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,027	1	30,027	178,054	<,001 ^b
	Residual	24,959	148	,169		
	Total	54,986	149			

a. Dependent Variable: Y

b. Predictors: (Constant), functional benefit X1

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,329	,120		2,733	,007					
	functional benefit X1	,790	,059	,739	13,344	<,001	,739	,739	,739	1,000	1,000

a. Dependent Variable: Y

— Experiential dimension

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773 ^a	,598	,595	,38665

a. Predictors: (Constant), experiential benefit X2

b. Dependent Variable: Y

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,859	1	32,859	219,794	<,001 ^b
	Residual	22,126	148	,150		
	Total	54,986	149			

a. Dependent Variable: Y

b. Predictors: (Constant), experiential benefit X2

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,578	,093		6,230	<,001					
	experiential benefit X2	,664	,045	,773	14,825	<,001	,773	,773	,773	1,000	1,000

a. Dependent Variable: Y

— Symbolic dimension

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,742 ^a	,550	,547	,40866

a. Predictors: (Constant), symbolic benefit X3

b. Dependent Variable: purchasing decision Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,269	1	30,269	181,251	<,001 ^b
	Residual	24,716	148	,167		
	Total	54,986	149			

a. Dependent Variable: purchasing decision Y

b. Predictors: (Constant), symbolic benefit X3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,405	,114		3,549	<,001
	symbolic benefit X3	,739	,055	,742	13,463	<,001

a. Dependent Variable: purchasing decision Y

— **Brand image benefit**

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802 ^a	,644	,642	,36373

a. Predictors: (Constant), brand image benefit X

b. Dependent Variable: purchasing decision Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,406	1	35,406	267,622	<,001 ^b
	Residual	19,580	148	,132		
	Total	54,986	149			

a. Dependent Variable: purchasing decision Y

b. Predictors: (Constant), brand image benefit X

Coefficients^a

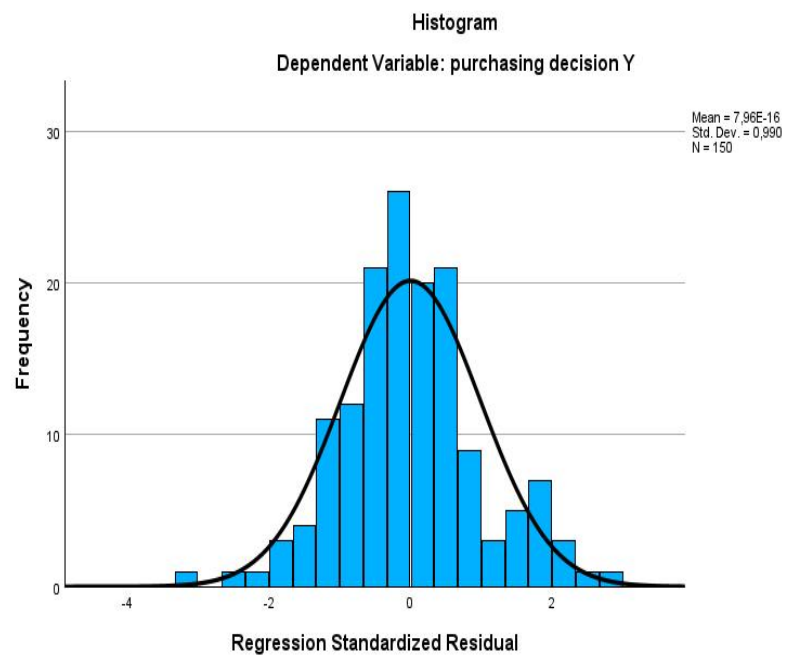
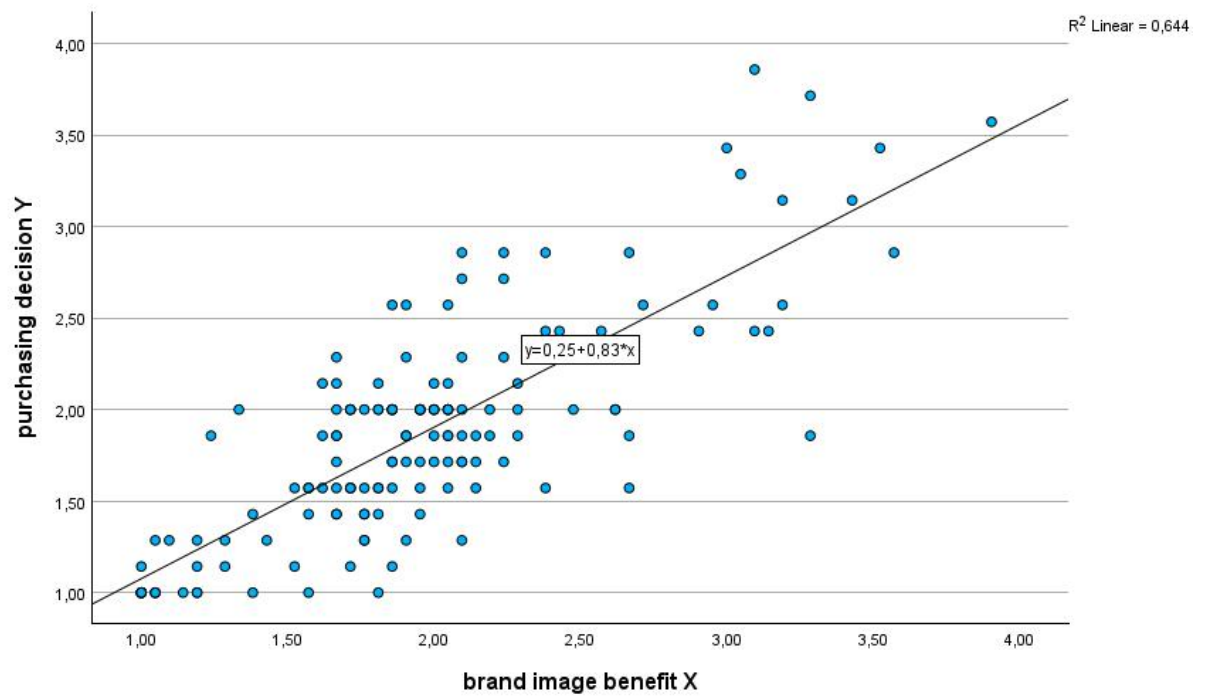
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,249	,104		2,408	,017
	brand image benefit X	,827	,051	,802	16,359	<,001

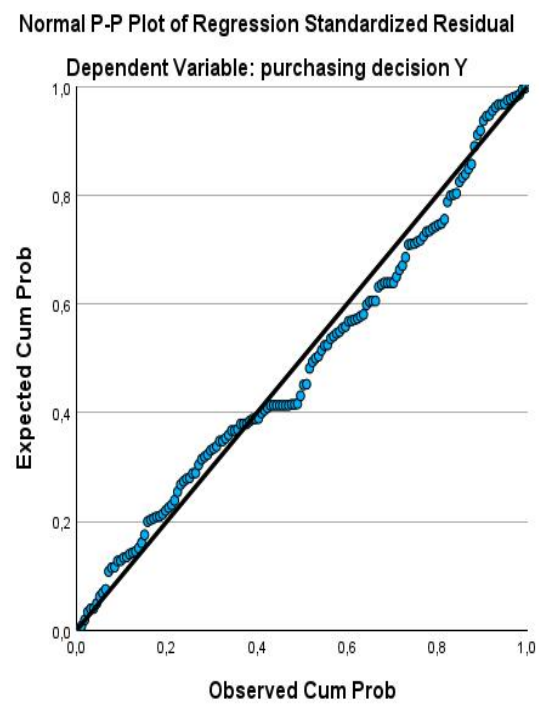
a. Dependent Variable: purchasing decision Y

– brand image benefit dimensions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,258	,117		2,202	,029
	functional benefit X1	,226	,112	,212	2,028	,044
	experiential benefit X2	,287	,102	,334	2,819	,005
	symbolic benefit X3	,309	,086	,310	3,597	<,001

a. Dependent Variable: purchasing decision Y





الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي

بسكرّة في: 2025/05/26

جامعة محمد خيضر - بسكرّة
كلية العلوم الاقتصادية والتجارية وعلوم التسيير
قسم العلوم التجارية

إذن بالإيداع

أنا الممضي أسفله الأستاذ: كميليا يزغش

الرتبة: أستاذ محاضر ب

قسم الارتباط: العلوم التجارية

أستاذ مشرف على مذكرة ماستر الطلبة (ة):

- بن شريف ملاك ياسمين

الشعبة: العلوم التجارية

التخصص: تسويق.

The impact of brand image benefits on consumer purchasing decision

بعنوان:

Case study : sample of Samsung smartphone users -Biskra City

ارخص بإيداع المذكرة المذكورة.

إمضاء الاستاذ المشرف



Appendix 4: Pledge of scientific integrity paper

ملحق بالقرار رقم 10822... المؤرخ في 27 2020

الذي يحدد القواعد المتعلقة بالوقاية من السرقة العلمية ومكافحتها

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي

مؤسسة التعليم العالي والبحث العلمي:

نموذج التصريح الشرفي
الخاص بالالتزام بقواعد النزاهة العلمية لإنجاز بحث

أنا الممضي أسفله.

السيد(ة): ب. شريف ملاك ياسين الصفة: طالب أستاذ. باحث

الحامل(ة) لبطاقة التعريف الوطنية رقم 210730019 والصادرة بتاريخ 24 - 07 - 2024

المسجل(ة) بكلية / معهد التجارة قسم التسويق

والمكلف(ة) بإنجاز أعمال بحث (مذكرة التخرج) مذكرة ماستر مذكرة ماجستير. أطروحة دكتوراه.

عنوانها: The impact of brand image benefits on Consumer Purchasing Decision case Study on Sample of Samsung Smartphone users

أصبح بشرفي أنني ألزم بمراعاة المعايير العلمية والمهنية ومعايير الأخلاقيات المهنية والنزاهة الأكاديمية المطلوبة في إنجاز البحث المذكور أعلاه .

التاريخ: 20 - 05 - 2025

توقيع المعني (ة)

B. Shurif