

Brand Image and Smartphone Purchase Intention in Malaysia: The Mediating Role of Perceived Value and Perceived Quality

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Abstract

Purpose: The primary goal of this study is to determine the relationships between brand image, perceived value, and perceived quality purchase intention about smartphones. It also investigates how perceived value and perceived quality affect the brand image in a model of smartphone purchase intention.

Design/methodology/approach: A structural equation model was built and evaluated on 204 respondents from Kuala Lumpur using a self-administrated questionnaire, applying the theory of stimulus organism and response.

Findings: The results imply that perceived quality is not a mediator in the association between brand image and smartphone purchase intention. Purchase intention is significantly influenced by brand image and perceived value, whereas perceived value acts as a mediator in the interaction between brand image and purchase intention. The results also indicate that there is little influence of perceived quality on the intention to buy.

Practical implications: Smartphone firms should develop a stronger brand image to increase consumer perceived value. Brand image and perceived value consequently boost smartphone purchase intention.

Research limitations: This study applied a cross-sectional study; a mixed method would provide more evidence and impact of all these variables on smartphone purchases decision.

Originality value: This study contributes to the literature by revealing the relationship between brand image, perceived value, perceived quality, and purchase intention integrated into one model.

Keywords: Brand Image, Perceived Value, Perceived Quality, Purchase Intension, Smartphone