

## The Impact of Brand Image and Brand Conscious on Perceived Price and Purchase Intention

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### Abstract

*In this research, the effect of brand image and brand conscious on perceived price and purchase intention are examined. The role of perceived price on purchase intention is also investigated. The sample of the research is the customers using a mobile phone in Turkey. In this study, the convenience sampling method was used which is the non-probability sampling method. According to the convenience sampling method, 450 customers were reached and 409 questionnaires were found suitable for data analysis. The collected data was analyzed with SPSS and AMOS programs and the validity and reliability of the scales were tested. According to the results of the research, there was a positive relationship between brand image and perceived price and purchase intention. On the other hand, brand-conscious did not affect the perceived price and purchase intention. It was also found that there was a positive relationship between perceived price and purchase intention.*

**Keywords:** Brand Image; Brand Conscious; Perceived Price; Purchase Intention

### Introduction

Developments in the understanding of marketing cause consumer preferences to vary. In today's world, consumers have come to expect more than the classic utility function of the products offered by businesses. Points like the brand, slogan, and promises of the product create different feelings and emotions in the consumer memory. Although the ease of access to information thanks to the developing technology limits the purchasing decision processes of the consumers, it forces the enterprises to apply different strategies to meet the needs and demands of the consumers. So, the question arises: Do consumers experience a change in perceived price or purchase intention, which is an important factor in their purchasing decisions when they have brand conscious in the purchasing decision phase? The related literature shows that different studies have tried to answer this question (Sharda and Bhat, 2018; Sproles and Kendall, 1986; Anderson, 1996). The related studies indicate that consumers' consciousness of a brand depends on obtaining information from different sources. For example, Işoraité (2018) states that the formation of brand image in consumers is based on a certain process. Accordingly, consumers feel an emotional commitment to the brand after having an experience with a brand. The process of strengthening the positive image perceptions of consumers towards the brand develops in the process of creating brand

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conscious. Because image and brand conscious develop after certain processes. In other words, it follows the increase of consumer familiarity with the brand. Besides, the effects of price, which is an important determinant in consumer purchasing decisions, on purchasing intention needs to be examined. Thaler (1985), for instance, states that consumer purchases are based on their perceptions of value. He also states that in the consumer behavior model based on the combination of cognitive psychology and microeconomic theories, consumers turn their gains and losses into mental codes, and when the gain side of coding outweighs the consumer memory, the intentions, and attitudes towards purchasing develop. Since price offers a comparison of benefits for the formation of consumers' perceptions of value (Chen et al., 2018), taking into account other variables, it seems important to examine its impact on purchase intention in a complex model.

In line with the information above, this study has two main purposes. The first one is to examine the effect of brand conscious and image concepts on the perceived price by consumers. The second one is to examine the effect of the perceived price by the consumer on the purchase intention. In the review of the domestic literature, it was discovered that a small number of studies have made evaluations on these concepts so far. Depending on the results obtained from the model used in the study, it is likely that it may contribute to both the practitioners and the literature.

## Conceptual Framework

### Brand Conscious

Mishra (2010: 48) defines brand conscious as *“the tendency of the consumer to buy more expensive and well-known brands with the belief that selling a product at a higher price is an indicator of quality”*. Nelson and McLeod (2005: 518) have set some criteria for measuring the concept of brand conscious. These criteria are defined as consumers being sensitive to the brand during shopping, providing basic information about the brand's product quality, and having a willingness to pay more for branded products. Sproles and Kendall (1986) stated that those who prefer expensive products with national brands among American consumers have brand conscious customers. According to this, brand conscious is related to a personality trait, not the actual material consumption behaviour or conspicuous consumption of consumers. A consumer's brand conscious is a mental orientation in which consumers choose brand products based on their familiarity with this brand due to advertising and market conscious. Factors like an advertisement, price etc. that affect the decision-making processes of consumers are at the forefront of brand conscious and the purchasing behaviours and intentions of consumers are associated with brand conscious (Ahmed et al., 2018). In particular, studies on the reflection of purchasing intentions on behaviours, depending on the perceived benefit of price-conscious consumers, draw attention (Sinha and Batra, 1999; Garretson et al., 2002).

Sinha and Batra (1999) see price conscious as a permanent predisposition, such as an intensely changing attitude among individuals. This means that some individuals are aware of the prices they pay. Price, which is an important factor in the preference of the brand, has an important effect on creating brand value while creating consumer value (Delgado-Ballester and Hernandez-Espallardo, 2014).

Lichtenstein et al. (1993: 235) state that consumers can be reluctant to pay too much for a product or to focus specifically on low-priced products depending on price-conscious in



branding. When consumers are price-conscious, they can see the brand as the reason for preference (Hansen and Hem, 2004). The promotion activities of the brand also play an important role in consumers having an idea about the brand (Domazet et al., 2018). Advertising and promotion elements and the effectiveness of social media marketing are important in this context. Tritama and Tarigan (2016) state that with the use of social media, which is one of the marketing communication channels of a brand, consumers will reach more information about their product brands and increase their income in parallel with more sales. In this way, consumers will be able to reduce their purchasing decision processes to a minimum by transforming into brand-conscious consumer communities. Although it is thought that brand conscious will not create a loyalty phenomenon for the brand, it should not be ignored that social media marketing affects brand conscious and brand loyalty positively (Ahmed et al., 2018).

### **Brand Image**

Brand image is the positive consumer perception that is formed depending on the communication of consumers with a brand (Wijaya, 2013: 57; Dağ and Durmaz, 2020: 4845; Solunoğlu, 2020: 837). Consumers find it hard to shorten their purchasing decision processes because they do or cannot have enough information about products that are newly introduced to the market or that are not well known. At this stage, product use can be expanded by developing brand conscious especially depending on the promotion activities of businesses. Brand image has an effect that expresses the consumer's general perception and feel about a brand and affects consumer behaviour. In other words, consumers have a positive attitude and perception towards a brand (Zhang, 2015: 58). Brand image is the structuring of the whole area of the object, the advertisement, and, more importantly, the trend of the customer and the attitude screen observed (Dichter, 1985: 77). Işoraité (2018) states that it will be beneficial for companies to focus on their strategies in terms of creating a brand image. Accordingly, adapting brand strategies to business and goals, slogans, advertisements etc. will be beneficial for companies. Developing promotional tools and strengthening the position of the brand in consumer perception may affect the image.

Consumer positions of consumers are also an important factor in brand image formation. Graeff (1997) has argued that consumers can perceive the harmony between brand image and self-image in different positions differently. In the first case study, the researcher hadn't significantly reduced the relative effects of real and ideal fit on brand evaluations when the consumption states were experimentally manipulated for the same brand, but in the second study with the same group, a dynamic situational ideal self-image-brand image fit would potentially be consumed. He determined that he could differ according to the positions. In other words, depending on the location where the product is consumed, the self-image perceptions of consumers may differ, so brand image compatibility may vary. The fact that consumers can access the communication source with little effort thanks to the developing technology enables social media to affect the brand image more than traditional media. Because of social media, businesses have the opportunity to strengthen consumer trust and corporate images (Jokinen, 2016).

### **Perceived Price**

Price is an important purchasing decision which affects consumers' evaluations about product quality (Diamond, 1971: 156). Zeithaml (1988: 10) defines the perceived price as monetary and non-monetary values that consumers sacrifice to obtain a product. Doods et al. (1991) state that product prices are objective and consumer perceptions are subjective, so the perceived price includes subjective evaluations about objectivity. The objective monetary price is the “real” price of a product, whereas the perceived price is the “coded” price by consumers. Consumers do not necessarily always know or remember the actual prices of the products. Instead, they code prices in ways that make sense for them and remember the price only as “cheap” or “expensive” (Wang and Chen, 2016: 98). Besides, a rational consumer wants to maximize the benefit of buying a product under normal conditions. Therefore, the internal reference price perception can be kept at a lower level than the actual value of the product. Dickson and Sawyer (1985), depending on consumers' perception of benefit and internal reference price level; note that levels of attention, conscious and price information are perceived much lower in many products than they need to have the correct internal reference prices. This shows that product and production costs do not mean much to consumers in pricing. For businesses to transform their subjective evaluations of consumers to objective prices in terms of their continuity of operation and to draw the consumer domestic reference price perception to the objective monetary price level; brand conscious, product recognition, and emphasis on an image can facilitate the acceptance (reasonable subjective perception) of objective prices in consumer internal reference price perception. It seems important to note that consumers do not only accept the perceived price as monetary costs. Apart from this, factors such as time spent and effort to obtain the product are considered as non-monetary factors that affect the perceived price. Therefore, it is seen that the monetary/non-monetary price perceptions of the product are compared (Dinsmore et al., 2015).

### **Purchase Intention**

Younus et al. (2015: 9) attributes a strong intention to consumers to make purchases after evaluating a product in their inner world. The intention, which is accepted as the last stage of the concept of purchase before the behaviour, is an indication of the consumers' willingness to buy against a product. Wee et al. (2014: 383) state that consumers who have a higher positive attitude towards a product will exhibit more purchasing behaviour than those who do not. Consumers generally receive information about a product through different channels (such as media, government, social effects, etc.) and have the intention to purchase the product after comparing it with their perception of value (Chen et al., 2018: 2; Kement, 2019). Thaler (1985) states, for example, that consumer purchases are based on value perceptions. He states that in the consumer behaviour model based on the combination of cognitive psychology and microeconomic theories, consumers turn their gains and losses into mental codes, and when the gain side of coding outweighs the consumer memory, the intentions, and attitudes towards purchasing develop. Purchase intention is formed as a result of consumers' cognitive and emotional willingness towards the product or brand (Shaouf and Lu, 2016). At this point, expectations and benefits expected as a result of product use are important criteria in determining the purchasing intentions of consumers. It seems unlikely to set a universal purchase intention parameter since the products' specifications that can create benefits differ. Sata (2013) determined that price, social group effect, product features, brand name, durability, and after-sales services are the factors that affect the purchasing decisions. On the other hand, Zahid and Dastane (2016) state that social effects are considered as a very



important factor in smartphone use. Lau et al. (2016), stated that perceived benefit, perceived ease of use, perceived pleasure, and perceived value; and Naing and Chaipoo Pirutana (2014) stated that perceived quality, product image, consumer expectations, desires, emotional value, and attitude towards the product are important determinants in smartphone selection and purchasing intentions. It should also be noted that cultural factors, commercial social status and value perceptions are important factors in the formation of consumers' purchase intentions. In communities where the use of expensive and flashy smartphones is respectable, especially in countries where technology is foreign-dependent, purchasing expensive products is considered as a social status tool, although mobile phones are offered to consumers at high prices. This understanding does not negatively affect the consumer purchasing intent despite the high-priced positioning.

## Theoretical Framework

### *Brand Image-Perceived Price/Purchase Intention Relationship*

Studies are examining the relationship between image, perceived price, and purchase intention in the literature (Benhardy et al., 2020; Hien et al., 2020; Hamilton and Chernev, 2013; Zielke, 2008; Afsar, 2014; Wang and Tsai, 2014; Chao and Liao, 2016). It is supported by the studies that the image of the brand and the price perceived by the consumers have a significant effect on the purchase intention and value. Hamilton and Chernev (2013) mention that consumers are going to evaluate between product price/image in product evaluations. For example, they stated that consumers have the opportunity to reach more retailer companies in line with technological developments in the selection of television brands so that consumers are prone to price promotions along with the image of the retailer. In the study, it was mentioned that the corporate image can create a high price perception, therefore, the importance of creating an integrated strategy in creating a price image. In their research, Zimmer and Golden (1988) talk about the positive effect of price perception on image formation. Zielke (2008: 748) draws attention to the store image/price relationship in the subjective product evaluations of consumers and states that an integrated situation-based approach will be useful for companies to develop pricing strategies and tactics. Good management of price/image variables for businesses supports the formation of competitive strategies. For example, as Kmart and Sears offered lower prices to the market as a result of the merger of the company in 2005, Nike did not change its price positioning, strengthening the perception of a sinking company image and demonstrating that low price positioning does not always create a strong image (Lee et al., 2014: 1).

Chiang and Jang (2007) stated that consumers may have more willingness to buy in the face of a lower price policy than the domestic reference price perceptions of the price offered, or the product price of the competitors, in their studies where they examine the consumer purchase intention for online hotel reservations. They also stated that their image perceptions about the product can produce results in favour of the company at the level of quality and trust. Afsar (2014) states that brand image and perceived price factors have a significant effect on brand preferences. Chao and Liao (2016), in their studies, in which they investigated the effect of brand image and discount price applications on the purchase intention in shopping malls, that the discount image-long-term promotions significantly affect purchase intention, as long as consumers have a supportive attitude, they stated that it had a significant effect. In other words, it has been determined that long-term price promotions are an important factor

in the effect of the image on purchase intention. Another point is that the effects of brand image on value perceptions affect the purchase intention positively. Monroe and Dodds (1985: 87) defined perceived value as a balance between buyers' perceptions of quality and sacrifice. Quality is the situation that consumer quality and benefit perceptions are greater than self-sacrifice perceptions. Consumers' perceptions of price are an important indicator of value formation. Wang and Tsai (2014) emphasize that there is a strong relationship between brand image, quality perception, and consumer evaluations about value and purchase intention. Consumer intentions of purchasing for the product are evident in the purchasing decision processes. The intention is considered an important reason for the purchase decision for a particular brand (Shah et al., 2012).

As a result of the literature studies, the following hypotheses have been developed:

H<sub>1</sub>: Brand image affects perceived price positively and significantly.

H<sub>4</sub>: Brand image positively and significantly affects purchase intention.

#### *Brand conscious-perceived price/purchase intention relationship*

Although brand conscious is based on a consumer-oriented concept, there are also opinions in the literature that "consumer conscious" and "consumer brand conscious" are separate concepts (Rausch, 2002; Ye et al., 2016). Vincent (2006) examined the concept of brand conscious in terms of its effects on consumer preferences and stated that Indian children were not affected much by their families in the decision-making process due to brand conscious. Brand conscious plays a key role in predicting consumers' future behaviour. Sharda and Bhat (2018) have found that brand conscious is an important factor in the formation of young generation consumption habits and orientation towards products.

The "price" factor is at the forefront in brand-conscious studies. Considering the payment habits and payment power of consumers, it can be thought that it is a reasonable reason to further examine the consciousness of the price. Khurram et al. (2018) examined the mediating effect of price-conscious on the relationship between brand recall and brand recognition with the actual purchasing situation. It is seen that consumers with high brand conscious generally focus on the perceived value of the price. Price comes to the forefront as an important factor affecting the purchasing decision processes of consumers in brand preference. Anderson (1996: 268) emphasizes that when the value perceived by consumers increases, price sensitivity will decrease. Price-conscious consumers pay more attention to the price of a product and carefully evaluate the potential benefits of purchasing against its cost (Rihn et al., 2018: 1). Ulfat (2013) states that consumers' satisfaction with the product they benefit from and the purchase intention associated with it are related to brand conscious and price sensitivity. Lee (2008) investigated how consumers' use of external hints, price-conscious, brand conscious, and store-conscious in-store brands affect their purchase intention through functional and social risks. At this point, the conscious of consumers towards store brands were categorized as brand and price-conscious and it was examined. As a result of the study, Lee found that the price-conscious, brand conscious, and store-conscious of consumers affect the purchase intention for the store brand, and the functional and social risks have an intermediary effect in affecting the purchase intention of the store brand familiarity.

In their studies, where Palazón and Delgado (2009) examined the results of the price conscious, consumers have for price reductions and customer rewards, consumers were





categorized as "high/low price-conscious consumers" and their responses to different price strategies were measured. Accordingly, it has been determined that reward and price discounts for customers with high price conscious are equally effective, whereas consumers with low price-conscious perceive price discounts as a factor that creates more benefits against consumer rewards. Hansen (2013), in his study examining the relationship between price-conscious and purchasing intent, collected data from 186 consumers about a product that is new to the market and price of which is not fully known. And he found that consumers with high knowledge of the product category had a negative impact on the purchase intention of the price-conscious.

As a result of the literature studies, the following hypotheses have been developed:

H<sub>2</sub>: Brand conscious affects the perceived price positively and significantly.

H<sub>5</sub>: Brand conscious positively and significantly affects purchase intention.

#### *Perceived price-purchase intention relationship*

Büyükdag et al. (2020), investigate consumer perceptions and reactions in terms of specific discount patterns (fixed price, 40% discount, discount from 500 TL to 300 TL, and 20% + 25% discount) in price promotion. According to the results of the study "specific discount patterns in price promotion have a significant effect on perceived price attractiveness and purchase intention". Cheah et al. (2020)'s study results demonstrate that a retailer's price image has a positive effect on consumers' perceived value, trust, attitude, and future behavioral intention. Wang and Chen (2016) stated that the perceived price has a direct effect on perceived value, perceived risk, and purchase intention in their studies on 353 consumers. Munnukka (2008) stated that there is a significant and positive relationship between consumers' perceptions of price and their intention to purchase and that the formation of price perceptions is significantly affected by the services. Chang and Wildt (1994) stated that the change between perceived price and perceived quality leads to perceived value and perceived value is a basic factor affecting the purchase intention. Mirabi et al. (2015) found that product quality, brand name, and advertising elements create a strong purchasing intention in consumers. For this reason, it seems important to consider brand-conscious consumers in creating marketing strategies. Hashim et al. (2017) mention the obvious effect of perceived price on purchase intention. Manorek (2016) stated in his study on 100 mobile phone users that brand image, perceived price, and advertising elements have an impact on the purchase intention. Kim et al. (2012) stated that the effects of the perceived price on purchasing intention are higher than the potential customers in the purchases made in the virtual environment.

As a result of the literature studies carried out, the following hypothesis was developed:

H<sub>3</sub>: Perceived price positively and significantly affects the purchase intention.

## **Method**

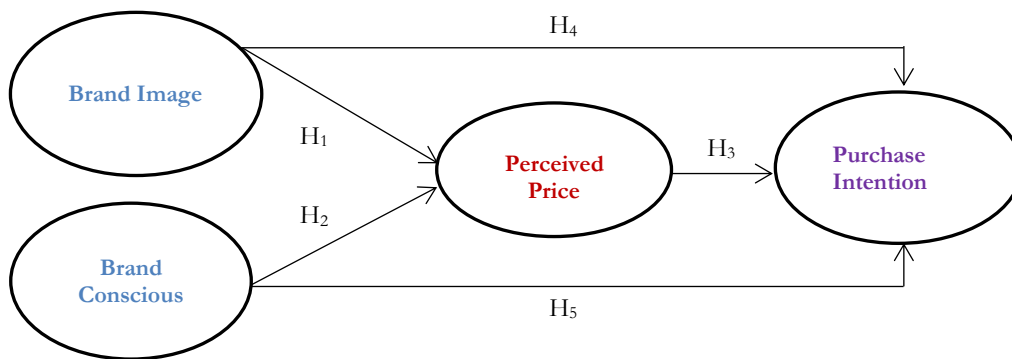
### **Research Model**

In the study, the effect of brand image and brand conscious on perceived price and purchase intention are investigated. The universe of the research is composed of the consumers in Turkey who use mobile phones. According to the Global Digital Report published annually by We Are Social and Hoot Suite, the number of mobile users in Turkey is approximately 76.3 million people. This number corresponds to 93% of Turkey's population. According to the same report, the number of people using smartphones is 77% (Dijilopedi, 2019). Within the scope of the research, the convenience sampling method, which is one of the non-random samples, was applied due to its wide universe. In this study, considering the fact that it may represent the universe, the number of samples was determined as 450. However, in 41 of the distributed questionnaire forms, the research was evaluated based on the data in the 409 questionnaires because many questions were filled in inadequately and incorrectly.

The questionnaire consists of two parts. In the first part, questions such as gender, age, education, marital status, income level were asked to measure the demographic characteristics of the participants. In the second part, 4 questions take place to measure brand conscious (Bozyigit, 2015), 5 questions to measure brand image (Low and Lamb, 2000), 5 questions to measure perceived price (Koç et al., 2014) and 3 questions to measure purchase intention (Sağlam, 2014). The expressions used to measure the questions in the second part were adapted to the five-point Likert scale and directed to the participants in the range of “strongly disagree, strongly agree” (1-5).

SPSS and AMOS statistics programs were used to test the hypotheses in the research. The model proposed in the study, in which the effect of brand image and brand conscious on perceived price and purchase intention is investigated, is presented in Figure-1.

**Figure 1:** Research Model Proposal



According to the research model proposal, it was tested whether the brand image and brand conscious have an effect on the perceived price and purchase intention.

### Data collection tools and validity reliability analysis

In order to determine the validity of the research model, the construct, convergent, and discriminant validities were examined. Average Variance Extracted (AVE) and Composite Reliability (CR) criteria were determined to determine the conformity validity. Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were calculated to determine the construct validity. The discrimination validities of the research model were examined using the square root of the AVE value. The validity of the scales included in the study was





examined with EFA and CFA (Gürbüz and Şahin, 2016: 301). For EFA and CFA, the data should show normal distribution. According to George and Mallery (2010), the relevant variable shows normal distribution if it has Skewness and Kurtosis values between +2 and -2.

The normality distribution of the variables used in the study was examined and it was determined that all variables showed normal distribution. For the factor analysis of the KMO values of the scales, the sample size was found to be sufficient and suitable for factor analysis. As a result of EFA and CFA, it was observed that the factor loads of the scales were above 0.50 (Kaiser, 1974), and thus it provided the construct validity. It is seen that the CR values are above 0.70 (Hair et al., 2019) and the AVE values are above 0.40 (Fornell and Larcker, 1981), so the research model has convergent validity. In order to determine the discriminant validity, the square root of the AVE values was calculated (Fornell and Larcker, 1981). In the Fornell-Larcker criterion, the square root of the AVE value of an implicit variable must be greater than its correlation with all other implicit variables in the structure (Hair et al., 2019). The square roots of implicit variables are bold data located diagonally in Table 4. Since these values are higher than other values (correlation coefficients of implicit variables with other implicit variables) in the rows and columns they are in, it can be stated that the discriminant validity is ensured. The reliability of the scales used in the study was measured by the Cronbach Alpha coefficient. If the Cronbach alpha value is above 0.60, the questionnaire is reliable (Kalaycı, 2005). The reliability of the scales used in the study was measured above 0.60.

**Table 1.** Reliability and Validity

Variables		S.	K.	CA	CR	AVE	KMO	EFA	CFA
Brand Conscious	BA1	-,554	-,955					,768	,758
	BA2	-,503	-1,103					,883	,965
	BA3	-,176	-1,329	,86	,89	,68	,764	,896	,734
	BA4	-,048	-1,423					,810	,592
Brand Image	BI1	-,346	-1,324					,754	,713
	BI2	-,595	-1,153					,832	,794
	BI3	-,367	-1,233	,83	,88	,60	,835	,741	,668
	BI4	-,492	-1,197					,813	,718
	BI5	-,466	-1,138					,745	,625
Perceived Price	PP1	-,422	-1,167					,716	,623
	PP2	-,156	-1,520					,791	,565
	PP3	-,162	-1,433	,83	,87	,59	,808	,858	,616
	PP4	-,226	-1,368					,782	,562
	PP5	-,320	-1,437					,733	,849
Purchase Intention	PI1	-,184	-1,477					,795	,906
	PI2	-,142	-1,637	,82	,89	,73	,684	,884	,582
	PI3	-,172	-1,552					,898	,772

S: *Skewness*; K: *Kurtosis*; CA: *Cronbach Alfa*; KMO: *Kaiser-Meyer-Olkin*; EFA: *Exploratory Factor Analysis*; CFA: *Confirmatory Factor Analysis*; CR: *Composite Reliability*; AVE: *Average Variance Extracted*

In the research, the model created with brand conscious, brand image, perceived price, and purchase intention scale was tested with the AMOS package program. Thus, it is determined to what extent the statements in the questionnaire explain the variables to be measured. As a result of the analysis, goodness of fit values were found as follows:

**Table 2.** Model Fit Indices

	$\chi^2$	sd	$\chi^2/\text{sd}$	GFI	CFI	TLI	RMSEA
Criterion			$\leq 5$	$\geq .85$	$\geq .90$	$\geq .90$	$\leq .08$
	324,003	106	3,057	0,91	0,93	0,91	0,071

In this context, it was determined that the model fits well. Sufficient evidence was collected for the reliability and validity indicators of the variables.

### Testing the research model and findings

In this part of the study, some demographic features of customers using mobile phones are examined, and then the correlation analysis results of the variables are reported. Then, the results of structural equation model analysis are reported and interpreted.

Information regarding the demographic characteristics of the customers participating in the research is given in Table 3.

**Table 3.** Frequency Analysis

Demographic Variables	Frequency	Percentage
Gender	Male	204
	Female	205
Age	18-24	44,7
	25-34	120
	35-44	29,3
	45-54	94
		23,0
Marital Status	Married	12
	Single	2,9
Education	High School	98
	Associate Degree	24,0
	Undergraduate	311
	Masters/PhD	76,0
		14,4
Income	Very Low	275
	Low	67,2
	Medium	63
	High	15,4
	Very High	12
		2,9
Used Mobile	Samsung	42
	Huawei	10,3
	Lg	104
	iPhone-Apple	25,4
	Xiaomi	247
	Vestel	60,4
	Other	15
		3,7
Second Preference	Samsung	1
	Huawei	0,2
	Lg	218
	iPhone-Apple	53,3
	Xiaomi	61
	Vestel	14,9
	Other	11
		2,7
Total	Samsung	57
	Huawei	13,9
	Lg	8
	iPhone-Apple	2,0
	Xiaomi	4
	Vestel	1,0
	Other	50
		12,2
Second Preference	Samsung	82
	Huawei	20,0
	Lg	99
	iPhone-Apple	24,2
	Xiaomi	-
	Vestel	-
	Other	197
		48,2
Total	Samsung	29
	Huawei	7,1
	Lg	2
	iPhone-Apple	0,5
	Xiaomi	-
	Vestel	-
	Other	409
		100



According to Table 3, 204 of the respondents are male (49.9%) and 205 of them are female (50.1%). The age range of 44.7% (n: 183) of the participants was determined to be between 18-24. The lowest age range consists of people under 45-54 years old (n: 12). Considering the educational status of the participants, it was determined that 67.2% of them received education at the associate's degree (n: 275). It was determined that the income level of the participants was medium with 60.4% (n: 247). It was determined that the Samsung brand was used more than other brands by the survey participants (n: 218). It was seen that they preferred the iPhone-Apple in the answer they gave to the question of which brand would you prefer if you could buy any mobile phone (n: 197).

**Table 4.** Latent Variable Correlations

Constructs	Mean	SD	1	2	3	4
1 Brand Conscious	3,25	1,196	<b>,830</b>			
2 Brand Image	3,47	1,157	,355	<b>,775</b>		
3 Perceived Price	3,30	1,184	,119	,303	<b>,769</b>	
4 Purchase Intention	3,19	1,385	,163	,407	,588	<b>,857</b>

SD: Standard Deviation

Note: The diagonal elements (bold) are the square root of AVE.

Before the path analysis to be performed for testing the research model, the VIF (multi-collinearity) values of these variables are examined in order to avoid multiple connection problems between the variables in the analysis and to avoid the multiple connection problem of the implicit variables in the model. The ideal VIF value between the variables is 3 and below (Hair et al., 2019). As a result of the obtained results, it was determined that the VIF values are less than 3, the indicators have the expected VIF values, and do not have multiple connection problems. VIF values are given in Table 5.

**Table 5.** VIF Values for Implicit Variables in the Structural Model

Independent Variables	Purchase Intention
Brand Conscious	1.151
Brand Image	1.224
Perceived Price	1.070

Path analysis was conducted to test the hypotheses, and the “H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub>” hypotheses that were aimed to be measured were tested.

According to the results of the path analysis, the model shows acceptable fit (Chi-square: 363,697; RMSEA: 0.077; NFI: 0.89; CFI: 0,92; IFI: 0,92; TLI: 0,90).

When the path analysis results made within the scope of the research hypotheses are examined, it is seen that the brand image has an effect on the perceived price. In this context, the relationship between brand image and the perceived price has been found statistically significant ( $p < 0.05$ ). There is a positive relationship between perceived price and brand image. Therefore, the hypothesis “H<sub>1</sub>: Brand image affects perceived price positively and significantly” which was established within the scope of the research has been accepted. According to the results of the path analysis, there has been no significant relationship between brand conscious and perceived price. In this respect, the hypothesis “H<sub>2</sub>: Brand conscious affects the perceived price positively and significantly” has not been accepted. When the results are examined, it is seen that

the perceived price has an effect on the purchase intention. In this context, the relationship between perceived price and purchase intention was found statistically significant ( $p < 0.05$ ). There is a positive relationship between purchase intention and the perceived price. Therefore, the hypothesis "*H<sub>3</sub>: Perceived price affects the purchase intention positively and significantly*" was established within the scope of the research. When the results of the path analysis are analyzed, it is seen that the brand image has an effect on the purchase intention. In this context, the relationship between brand image and purchase intention was found to be statistically significant ( $p < 0.05$ ). There is a positive relationship between brand image and purchase intention. Therefore, the hypothesis "*H<sub>4</sub>: Brand image positively and significantly affects the purchase intention*" which was established within the scope of the research has been accepted. When the last hypothesis is examined, there has been no significant relationship between brand conscious and purchase intention. In this respect, the established hypothesis "*H<sub>5</sub>: Brand conscious affects purchase intention positively and significantly*" has not been accepted.

**Table 6.** Structural Equation Model Regression Weights

Variable			Beta ( $\beta$ )	Std. Error	<i>t</i>	<i>p</i>	Result
H <sub>1</sub> Brand Image	→	Perceived Price	,310	,061	5,089	0,00***	<i>Supported</i>
H <sub>2</sub> Brand Conscious	→	Perceived Price	-,044	,054	-,825	0,410	<i>Not Supported</i>
H <sub>3</sub> Perceived Price	→	Purchase Intention	,982	,097	10,154	0,00***	<i>Supported</i>
H <sub>4</sub> Brand Image	→	Purchase Intention	,213	,060	3,553	0,00***	<i>Supported</i>
H <sub>5</sub> Brand Conscious	→	Purchase Intention	-,053	,052	-1,026	0,305	<i>Not Supported</i>

\*\*\*  $p < 0,001$ , \*  $p < 0,05$

## Result and discussion

This study was carried out to examine the impact of brand image and brand conscious on perceived price and purchase intention. The most striking point in the study results is that brand conscious does not have a significant effect on perceived price and purchase intention. This result shows that the price perceptions and purchase intentions of consumers are not affected by brand conscious. However, theoretical evaluations and studies on brand conscious draw attention to the price sensitivities of brand-conscious consumers. At this point, in addition to the studies stating that consumers with brand conscious will have a high price willingness to pay (Mishra, 2010; Sproles and Kendall, 1986), it is included in the literature that evaluates it as a tendency towards low-priced products (Lichtenstein et al., 1993). Anderson (1996: 268) emphasizes that value perceptions will be at the forefront in the formation of consumer price perceptions. In the study, as a result of the brand intention to have a meaningful effect on the purchase intention and the perceived price, it can be associated with the fact that the participants' perceptions of the value of the product (the benefits obtained and the costs incurred) are not fully formed. Wang and Chen (2016: 98) state that consumers cannot always know and remember the real prices of the products. Instead, they code prices in ways that make sense for them and remember the price only as "cheap" or "expensive". This inference shows that consumers cannot always have brand conscious based on price. In other words, the fact that the prices of mobile phone brands



offered to consumers are cheap/expensive do not show a strong evaluation in the consumer memory, and the price perceptions of consumers show cognitive incompatibility with the benefit of the product, the price perceptions and purchase intention of the participants are not affected because they are not fully brand-conscious about the brands.

Another result obtained in the study is that brand image has a significant effect on the perceived price and purchase intention. The results obtained are consistent with the studies in the literature (Chiang and Jang, 2007; Chao and Liao, 2016; Zimmer and Golden, 1988; Wang and Tsai, 2014). The results reveal the direct relationship of consumers' intentions to purchase and the price elements they perceive with the image of the brand. For this reason, it may be recommended to increase the consumer perceptions of the brand image to the enterprises. As Işoraitė (2018) stated, by focusing on the strategies of businesses in brand image formation; adapting brand strategies to business and goals, developing promotion tools such as slogans and advertisements, and strengthening the position of the brand in consumer perception will increase the image, and therefore, consumers' intentions to purchase can be strengthened by reducing the price sensitivity towards products located at high prices such as mobile phones. The strong influence of the brand image will increase the positive attitude towards the product, and as stated by Wee et al. (2014: 383), the positive attitude towards the product will transform the intention to purchase into the buying behaviour.

The final result obtained in the study is related to the positive effect of the perceived price on purchase intention. This result is similar to other studies in the literature (Wang and Chen, 2016; Munnukka, 2008; Chang and Wildt 1994; Hashim et al., 2017; Manorek, 2016; Kim et al., 2012). The consumer behaviour model, which is based on the combination of cognitive psychology and microeconomic theories, states that consumers' gains and losses turn into mental codes, and when the gain side of coding outweighs the consumer memory, the intentions, and attitudes towards purchasing develop. This result obtained in the study shows that consumers consider their perceptions of value towards their gains and losses in the formation of purchasing intentions. Therefore, it is important to measure the perceptions of the price of mobile phone users, especially by businesses, and to examine consumer responses towards the price.

This study briefly investigated the impact of brand image and brand conscious on perceived price and purchase intention, based on data from mobile phone users. Based on the study results, surprisingly, while hypotheses for the significant impact of brand conscious on perceived price and purchase intention has not been able to verify, hypotheses on the perceived price and purchase intention of the brand image, as well as the effect of perceived price on the purchase intention have been accepted. The fact that the results for brand conscious cannot be verified on our study group despite the many studies in the literature may be due to the effect of the brand's price, advertisement, and quality information on the value (price/quality) of the brand, which is the brand information level for the mobile phone brands of the studied unit. Participants in the research were that the mobile phones were technologically close to each other, the time of the phones in different versions with the same brand name was short, the variability of the price, etc. they may not be able to strengthen brand conscious by considering the factors.

In addition, this study has several limitations. The study was carried out on mobile phone brands. For future studies, changing the product perspective may be useful. Thus, it will be

more possible to generalize the study. Another limitation is the collection of data on 409 mobile phone users in the study. More inclusive results can be achieved by increasing the number of participants. In future studies, depending on the studies to be carried out on consumers in different geographies and cultures, it may be possible to reach more inclusive information.

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