

The Effect of Commitment to Brand Components on the Formation of Mental Image - A Field Study of the Opinions of a Sample of Customers of the Iris Foundation in Algiers -

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Summary:

The study aims at clarifying the extent to which commitment of institutions to brand components affects the mental image of customers. This is achieved by applying the study on the customers of IRIS in Algiers. A questionnaire was distributed and 200 responses were processed using SPSS version 25. The study showed positive impact of IRIS brand components on the mental image of its customers. The study concluded that any brand that aims at creating a positive image on their customers should focus on brand components

Keywords: Brand component; mental Image; customers; commitment; IRIS.

Jel Classification Codes : M37 ; M39

I-Introduction:

Today's economic environment is experiencing rapid and profound changes at the national and international levels, particularly in the commercial sector and especially in the field of marketing. This is due to the intensity of competition between the various brands present in the markets, which are seeking to acquire larger market shares, which naturally means a larger number of customers. Customers are the vital area and the main factor in the sustainability and continuity of these brands. This makes finding and attracting customers one of the biggest goals of commercial institutions, at least in the short term. However, later on, maintaining customer loyalty and earning their lasting trust will become the biggest concern, and efforts should be focused on this by maintaining a friendly relationship between the brand and the customers' impression and evaluation of it. This relationship is based primarily on the impact that the brand has left on them during their interactions with it. Hence, the growing interest in brand components and measuring their impact on shaping the mental image of customers or consumers, in order to build plans and strategies aimed at improving impressions and thus creating a suitable environment for achieving the company's activities.

Operating in such an environment helps companies achieve harmony between their goals and the desires of consumers, relying on the positive components of the brand and trying to convey their goals and messages to consumers, while maintaining their ability to survive and grow in a society that

is witnessing competition between brands in their constant pursuit of customer satisfaction and shaping a positive mental image that guarantees them moral support and thus continuity.

Given the current developments and intense competition in the market, the role played by brand components in shaping the mental image and their contribution to this competition becomes evident. This has led us to address this issue by asking the following questions:

- Does the brand component of IRIS have an impact on its mental image among its customers?

- Does the level of IRIS's brand image in Algiers differ among its customers based on their personal variables?

To address the research problem, the following two hypotheses will be tested:

- There is a positive impact of IRIS's brand components on its mental image among its customers.

- The level of IRIS's brand image in Algiers does not differ among its customers based on their personal variables.

- Before addressing the study and its hypotheses, it is important to note the significance of the study, which lies in the following:

- Assisting the institution in identifying and defining the key components of its brand and helping to create a good mental image for it.

- Assisting the institution in effective marketing by studying the mental image of the brand and developing plans and methods to target customers.

- Contributing to providing scientific and practical methods to improve the mental image of the brand.

The objectives of this study aim to explore the application status of brand components within Algerian enterprises and the customers' perception thereof. Furthermore, it seeks to elucidate the impact associated with the concepts of brand, mental image, and their interrelationship. Additionally, it includes an assessment of the significance of brand components in shaping the mental image, and strategies for enhancing these components to improve the mental image.

In processing this study, a descriptive-analytical method was employed in the theoretical framework, contributing to the formation of a scientific background that enriches various aspects of the research. Regarding the practical aspect, a case study approach and statistical methods using SPSS, a statistical software for social sciences, were adopted. The data collection tool utilized in this study consisted of a questionnaire directed towards customers of Iris Enterprise in Algiers for their responses.

I.1. Brand:

The brand has many definitions, as each researcher views it differently. Here are some important points in the study related to the brand:

I.1.1-The Concept of Brand:

A brand is a means of identifying a product and connecting the institution with customers. It is an essential element of great importance in the institution's strategy. Due to the multiple functions that the brand provides to the institution and its users, its definitions have varied among marketing experts. Some of these definitions include:

The American Marketing Association defines a brand as "a name, term, design, symbol, or any other feature that identifies one or more products or services of a particular organization as distinct from those of other organizations" (Joseph & Jamie, 2005, p. 46).

It has also been defined as "a name, word, symbol, design, or combination of these elements that allows the identification of the products and services of one seller from those of other sellers and to differentiate them from competitors" (Nicolaieff, 1994, p. 150).

David Aaker believes that a brand is "a name or distinctive symbol, such as a logo or trade name, or design, intended to identify the goods and services of a particular seller or group of sellers and to differentiate those goods and services from those of competitors. Thus, a brand tells the customer the source of the product, and protects both the customer and the competitors who are trying to offer products that appear to be identical." (Al-Zoubi & Khraisat, 2018, p. 56).

Following the definitions presented, it can be said that a brand is a mark or stamp on a product. Through this stamp, we distinguish the products of a particular institution from those of competitors in the markets, whether they are producers or distributors. It is also a means of protecting the innovator from imitation. From another perspective, it is a contract between the producer and the consumer regarding the characteristics of the product, the expectations that the consumer has of it, and the level of quality and value provided by the brand.

According to Kotler & Dubois, the concept of a brand revolves around six poles summarized in Figure 01, which indicates the following: (Kotler & Dubois, 2000, p. 424)

- It is a set of characteristics: The characteristics of the brand that distinguish it.
- It is a set of benefits: Functional and emotional benefits.
- It is a set of values: The culture of the institution.
- It is a culture associated with a culture.
- It has a personality like a human being.
- It is a benefit to the user: Each brand has its own customer.

I.1.2- Brand Components:

Based on the definition of a brand, it cannot be said that it consists of a name only. The name is one of its essential components and falls within its intangible elements. This is because it also consists of other tangible elements. According to George Lewi, a brand is considered a reference guide in the market. This depends on its tangible values (objective quality) and its intangible values (subjective quality, narrative quality, and shared quality). It is developed through these four qualitative elements of the brand, in addition to communication channels, which are also tools that allow the brand to be developed. (Trabi, Abdelkader, Reddad, & Reddad, 2011, p. 16).

A. Tangible Values:

The tangible values of a brand are measured and compared through the product or service associated with the brand compared to the brands of competitors. They are considered elements of comparison between the brands of competitors and are used by the consumer in the case of inferring the strength of the brand during the purchase stages, (Zagar, 2017, p. 303). Accordingly, the objective quality of the brand is explained below:

- **Objective Quality:** This includes the tangible values of the brand. These values are based mainly on the product, the price of the product, the quality and degree of innovation, and the place of distribution. These four elements facilitate the marketing of products and represent part of the marketing of the brand. Accordingly, objective quality represents the ability of the product or service to satisfy the current and potential needs of users. In fact, there is not one quality but types of quality, and the brand responds without interruption to the complete satisfaction of its customers. This represents one of the basics of its marketing. (Semprini, 1995, p. 125). Regarding the elements that affect objective quality, we mention the following: (Gerge, 2004, p. 24)

1. Product Quality:

The quality of the product or service for a particular brand is considered one of the types of objective quality of the brand, which is measured through basic criteria such as the quality of the materials used, the quality of human capital, as well as the robustness and method of use, and customer satisfaction through the quality of the brand. It expresses the role it plays, whether in building a good reputation for it or destroying its image, and it is translated through what the user recognizes about the brand through a set of characteristics that distinguish it from other brands.

2. Price:

Price is considered one of the essential components of the brand, which leads to confirming the strategic marketing positioning of brands with high prices indicating that they are of high quality, while brands with low prices indicate the opposite. In addition, there are brands with medium quality.

3. Place (Distribution):

Choosing the type of distribution location is very important for the process of marketing the company's products or its brand, and the distribution location is essential because it translates the value of the brand and the presence of the brand in its place of sale shows its strategy. The brand can include several distribution channels to enhance its reputation, the distribution location is considered the meeting point between the brand and its consumers, and its role is of great importance. From a marketing point of view, it is a place of sale and a place for the values of the brand, and thus an embodiment of its personality and values.

4. Innovation:

The degree of innovation is represented by the brand's ability to bring new products and rehabilitate or renew the market by bringing a new vision to consumers through the brand. Innovation is a means of strengthening the brand and maintaining its position in the market as a guide in it. If quality guarantees the survival of the brand, then innovation proves its modernization. According to (Gary Hamel), innovation can become a strategic readiness, just like quality, which is considered an indicator or guide in some institutions. Innovation has become a necessity to face competition and the rapid development of consumer tastes. (Philip, 2003, p. 12).

B. Intangible Values:

These are the most important for the brand because they affect the customer in several factors, including image and reputation, and consist of the following values: (Lewi, 2004, pp. 25-30)

1. The Five Senses of the Brand:

This includes colors, smells, touch, taste, and sound, and it concerns a set of physical signals, signals, symbols, which explain how to perceive them and this feeling is translated through the consumer's perception of them and their distinction from competitors by the advantages they have.

2. Subjective Quality (Brand Identity):

Subjective quality represents one of the elements of brand development and represents one of the intangible elements of the brand. It concerns a set of physical signals, symbols that explain how to perceive them through the latter, and they allow giving everything that is perceived about the brand and distinguishing it from the brands of others. In fact, brand signals recall the individual's five senses.

- **Brand Name:** This is the first distinguishing feature of the brand and plays an important role in facilitating pronunciation in order to facilitate its recall. Without recalling the brand name, it is impossible to create brand awareness. The name usually consists of only one word, and the name can take several forms, including a family name, a geographical name, a mixed name, a random name. The brand can be formed from different combinations, a short sentence, a currency name, or a group of words and numbers. One of the forms of the brand is the sigle)) form, which appeared as a necessity to

simplify long brand names. Among the types of logos are geometric shapes, people, animals, water, and vegetables. A good logo requires easy recall and good understanding.

- **Visual Signals:** The logotype is considered the first visual signal of the brand and is distinguished by the way, the letters are formulated (typography) with its colors and writing style, and it allows the identification and distinction of the brand. This is done by first looking at the logotype, which allows it to be described in its reference field. In fact, there are other characteristics of the brand, which are represented in the colors, and the consumer usually does not recall the brand at first glance, and recalls the color before other characteristics. Color is considered the first essential element that institutions care about when presenting the brand, because it plays an important role in distinguishing and dividing products in places of sale.

- **Tactile Signals:** The shape, materials, size of the packaging and packaging, components of the product, are an essential component through which the brand connects with the target group, which allows the recall or storage of a product over others. Brands with wide consumption can be distinguished by their shape and packaging.

- **Olfactory and Taste Signals:** This element of the brand is more developed compared to the previously mentioned components, and this has not prevented brands from using more and more. Scents (odeur) are considered the new path to distinction, and this component is used in the cosmetics and hygiene sector. Taste plays an important role in the consumer goods sector, as it is a symbol of continuity more than other elements, and it is considered one of the components of the product that can lead to a decline in sales.

I. 2. Mental Image:

The term "mental image" comes from the Latin word "Image," which means the presence of something in the mind. Linguistically, it means imitation and representation, and physically, it means reflection. It appeared as a term by Walter Lippmann and became known at the beginning of the 20th century. The mental image has been defined by many authors, including Lovelock, who defines it as the difference between what the customer expects and what they actually receive, and Crompton, who defines it as the set of beliefs, impressions, ideas, and perceptions that people hold about things, behaviors, events, or a particular topic. (Shenini, Touiti, and Oulad Haimouda, 2019, p. 200)

It has also been mentioned that the mental image is a set of perceptions that an individual forms about a product. It is a set of mental evocations related to a company, brand, service, or idea. This confirms that it is ultimately the sum of the impressions and perceptions that an individual forms and stores about an organization, product, service, or company, which are recalled as a result of exposure to a set of influences that may vary from one individual to another. Previous direct and indirect experiences that the individual is exposed to also intervene in the formation of this image (Abu Al-Naja, 2018, pp. 13-14).

I. 2.1 - Concept and Types of Mental Image:

According to the Websters Dictionary, the mental image is defined as: "A common mental concept among individuals of a particular group, indicating the basic direction of this group towards a particular person, system, philosophy, institution, or anything else" (Ajwa, 1983, p. 04). Khaled Al-Kurdi also defines it as "An impression that is ingrained in the individual's mind as a result of a specific situation or incident that he witnessed himself, or a problem that affected the course of his life, where reference information about that event is stored in the individual's memory, and he recalls it from memory and uses it to interpret and justify future situations." (Khalid and Al-Kurdi, 2014, pp. 34-35). From what has been presented, we can say that the mental image is the set of knowledge,

experiences, and cumulative experiences in the minds of consumers, and it affects their behaviors, attitudes, and social beliefs.

Inasmuch as the Types of Mental Image, in this presentation, we will refer to two main classifications:

- **Classification 1:** Jeffkins lists five types of mental images, which are as follows: (Al-Hakawati, 2011, p. 7)

1. **Mirror Image:** That the institution sees itself through this image.
2. **Current Image:** This is the image that others have of the institution.
3. **Desired Image:** This is the image that the institution aspires to create in the minds of its audience.
4. **Optimal Image:** This is the best possible image that can be achieved in the presence of competitors who influence the public.

5. **Multiple Image:** This occurs when each individual has a different impression of the institution. Naturally, this multiplicity does not last long, as it either transforms into a positive image, a negative (stereotypical) image, or combines both sides into a unified image that is overshadowed by positive and negative elements depending on the intensity of the impact of each on these individuals.

- **As for the Second Classification of Mental Image, It Is:** (Talib, Shia, and Al-Attar, 2010, p. 103)

1. **Self-Mental Image:** This is the real image or a translation of the desired image that appears on the institution's communication media and messages.
2. **Desired Mental Image:** This is the image that the institution wishes to convey to its target markets through various communication media and messages, which are intended to achieve the desired positioning for the institution.
3. **Perceived Image:** Kotler defines it as any offers presented by the institution to obtain a distinguished position in the minds of customers, thus achieving its market objective.

I.2.2- Dimensions and Components of Mental Image:

The dimensions and components of the mental image are manifested in the following:

- **Cognitive Dimension:** This refers to the dimension of information through which an individual perceives a subject, issue, or person. This information is considered the foundation upon which the mental image that the individual forms about others and about different information and issues is built. According to the cognitive dimension, the errors formed in the image of individuals are errors that result primarily from the false information and knowledge that these individuals have obtained. (Tashtosh, Al-Momani, Al-Shaqran, and Al-Maqdad, 2014, p. 325)

- **Affective Dimension:** This refers to the tendency towards or against a subject, issue, person, people, or state within the framework of the group mental image that individuals form. The affective aspect is formed with the cognitive aspect, and over time, the information and knowledge that individuals have formed fades away, and the affective aspects that represent the attitudes of individuals towards different people, issues, and topics remain. (Kurdi, 2011, p. 23)

- **Behavioral Dimension:** An individual's behavior reflects the nature of the mental image formed in him/her in various aspects of life. The importance of the mental image in one of its dimensions lies in the fact that it enables the prediction of individuals' behavior, as individuals' behaviors logically reflect their attitudes in life. (Tashtosh, Al-Momani, Al-Shaqran, and Al-Maqdad, 2014, p. 325)

To construct the desired mental image among customers, the following steps are necessary (Adapted from Ajwa, 1983, pages 85-88):

- Begin by planning the desired mental image by identifying the strengths and weaknesses of the current brand image. This necessitates conducting a thorough study to understand the fundamental characteristics of this image.
- Develop a written plan outlining the desired features of the brand image that the company seeks.
- Innovate ideas for conveying the planned and desired image to the public, including the mechanisms for transmission.
- Establish evaluation programs to monitor all stages of the mental image plan.

I.2.3 - Brand Components and Mental Image Relationship:

Mental associations are a crucial source of brand value by linking the brand with product-related attributes, thereby highlighting one of its benefits. Developing such associations is a successful strategy to enhance brand value because these mental links can directly translate into purchase motivation. What distinguishes these mental associations for a brand with product attributes is that consumers remember the brand as soon as the product category is mentioned, elevating it to the level of a dominant brand. Additionally, a brand can be associated with elements unrelated to the product, such as packaging, design, and price. A visually appealing packaging can influence consumer acceptance of the brand (Majahedi, 2011, p. 55).

From this perspective, the relationship between the brand and the mental image is established to reach the target customer, who is the central focus of any enterprise. These two elements together form the link between the enterprise and the customer, resulting from indirect and intangible interaction and exchange. This interaction contributes to strengthening, developing, and reinforcing the relationship between them.

I.2.4.- Factors for Success in Building a Brand's Mental Image:

For effective development of a brand's mental image, the following must be adhered to (Majahedi, 2011, pages 81-83):

- **Clarity:** Clarity emphasizes the need for the brand's mental image idea to be clear on two levels: the targeted market sector and its distinctive elements. Complex phrases in forming the mental image lack the memorability of simple, clear statements.
- **Consistency:** Consistency means focusing on brand image elements in a cohesive manner across all media, ensuring each message supports the others. Avoiding shifting focus from one message to another prevents confusion among consumers amidst the barrage of various advertising messages. Consumers use a brand and its mental image as general indicators for assessment and to facilitate shopping. Therefore, all messages related to the brand must be compatible with each other.
- **Credibility:** Credibility necessitates selecting reasonable and believable content for advertising messages. This ensures that consumers can retain the message in their minds. Realism is a characteristic of a brand's mental image that influences its acceptance by consumers.
- **Competitiveness:** Competitiveness means ensuring the unique characteristic of the brand is competitive, enabling the enterprise to offer something of value that competitors have failed to provide, even if only on a psychological or emotional level. This pursuit of differentiation ensures the stability and establishment of the brand's mental image in the consumer's mind. Consequently, the consumer remembers this brand whenever exposed to any external or internal influence related to the product category.

II– Methods and Materials:

Following the theoretical groundwork, the fieldwork for the sample of IRIS brand users will proceed as follows:

II-1. Selection of Study Population and Sample:

The study population and sample were chosen in accordance with the study's requirements. The study population consists of Algerian consumers who are customers of the IRIS brand, focusing specifically on customers in Algiers. The study employed a non-random sampling method due to the large size of the study population. Therefore, a questionnaire was distributed to a diverse group of customers of IRIS in Algiers, ensuring representation from both genders (males and females). Ultimately, 200 questionnaires were processed for their distributed and analytically testable vocabulary using statistical analysis software SPSS (Statistical Package for the Social Sciences).

It's worth noting that the questionnaire used in the study included statements designed to measure and assess the impact of IRIS brand components on customers' mental image. The questionnaire was structured into two main sections:

- **Section One:** Personal data of respondents, including variables such as gender, age, educational level, and individual income;
- **Section Two:** Variables related to the study topic, divided into two axes:
 - **The first axis focuses on the IRIS brand components.**
 - **The second axis addresses the mental image of the IRIS brand.**

Inasmuch as the study tools are concerned, it is worth noting that scientific research utilizes various tools that vary depending on the study's subject and objectives. Choosing the appropriate tool is based on several considerations, including its suitability for the study's subject, compatibility with the cultural level of the studied sample, flexibility in gathering the required information, and the credibility of the information it provides. In this study, the questionnaire was chosen among the most essential tools for collecting necessary data. Its format was organized, its statements were concise, simple, and clear, and the number of questions was not excessive, aiming to encourage serious respondent answers. The questionnaire consisted of 32 questions, including four for personal information, and 20 questions for the independent variable - IRIS brand divided into 4 dimensions: Name and Logo, Design and Shape, Prices of IRIS products, Quality and Innovation, and Distribution Channels. Additionally, there were 12 questions for the dependent variable. The data were processed using the SPSS statistical package version 25, utilizing statistical methods such as Cronbach's Alpha coefficient to measure the reliability of questionnaire responses, frequency distribution of sample vocabulary in terms of numbers and percentages (frequencies), descriptive statistics, mean, and standard deviation to understand the sample's attitudes toward the questions, one-way ANOVA for variance analysis, simple regression analysis, and correlation coefficient to identify the relationship between the independent variable and each dependent variable separately.

The weighted average median range was determined based on the degree of agreement and evaluation levels, calculated by dividing 4 by 5. Here, four represents the number of intervals (from one to two intervals, from two to three intervals, and so on), and five represents the number of choices. Each interval length equals 80.0, resulting in the evaluation according to the following scale: From 00.1 to 79.1 indicates Strongly Disagree (Very Negative); from 80.1 to 59.2 indicates Disagree (Negative); from 60.2 to 39.3 indicates Neutral (Average); from 40.3 to 19.4 indicates Agree (Positive); from 20.4 to 00.5 indicates Strongly Agree (Very Positive), as indicated in Table 01.

To test the validity and reliability of the scale, it was validated through arbitration by presenting it to a group of marketing experts. For reliability, Cronbach's Alpha coefficient was

calculated, ranging from zero to one. To ensure the scale achieves the research purposes, it should be equal to or greater than 0.6 (60%). Table 02 illustrates this, showing that the Cronbach's Alpha coefficients for both axes are greater than 0.6, indicating the scale's reliability. Specifically, 96% of the sample provided consistent responses upon re-interviewing for the first axis, and 91% for the second axis. The overall Cronbach's Alpha coefficient for the questionnaire items was 0.97, indicating a high level of consistency where 97% of the sample provided consistent responses upon re-interviewing, reflecting strong credibility and internal reliability of the questionnaire items.

III- Results and discussion:

After collecting the questionnaires distributed to the study sample, coding them, and entering the data into the SPSS statistical software, we will analyze and discuss the survey results.

III-1 Presentation of Study Results:

III-1.1 Distribution of Study Sample Members According to Personal Variables:

According to the data presented in Table No. (03), it is evident that 65% of the sample were male, while 35% were female. The table also indicates that 11% of the sample were under 20 years of age, 41% were between 20 and 30 years old, 33.33% were between 31 and 40 years old, and 13.33% were over 40 years old. Additionally, the table shows that 15% of the sample had an educational level of primary school, 35% had a secondary education level, 33.38% had a university education level, and the remaining 66.11% had a higher education level.

The table also revealed that 33.18% of the sample had a monthly income of less than 35,000 DZD, 66.46% had an income ranging between 35,000 DZD and 65,000 DZD, 66.16% had a monthly income between 65,001 DZD and 90,000 DZD, and 33.18% had a monthly income exceeding 90,000 DZD.

III-2.1 Measuring the Attitudes of the Sample Members towards the Questions:

According to the results from the statistical analysis of the questionnaire, the following observations were made:

- **Table No. 04** indicates that the dimension consisting of the name and logo of the Iris brand reached a positive level among its customers in Algiers. The overall arithmetic mean for the statements regarding this dimension for the Iris brand in Algiers was 3.96 with a standard deviation of 0.91. The statement with the highest perception among customers was "The name and logo of the Iris brand is unique" with an arithmetic mean of 4.10 and a standard deviation of 1.08. The statement with the lowest perception was "The Iris brand name is easy to pronounce" with an arithmetic mean of 3.45 and a standard deviation of 1.97.

- **Table No. 05** shows that the dimension related to the design and shape of the Iris brand had a positive level among customers, with an overall arithmetic mean for the statements of 4.07 and a standard deviation of 0.88. The statement with the highest positive perception was "I believe the Iris brand is creative in terms of design" with an arithmetic mean of 4.25 and a standard deviation of 1.07. The statement with the lowest perception was "The brand design is easily recognizable visually" with an arithmetic mean of 3.45 and a standard deviation of 0.99.

- **Table No. 06** indicates that the dimension related to the pricing of the Iris brand for its customers in Algiers also reached a good level, with an overall arithmetic mean for the statements of 4.18 and a standard deviation of 0.91. The statement with the highest perception among the sample was "I believe the prices of Iris products are reasonable" with an arithmetic mean of 4.50 and a standard deviation of 0.91. The statement with the lowest perception was "I believe the product prices

are compatible with customer income" with an arithmetic mean of 4.05 and a standard deviation of 0.91.

- **Table No. 07** indicates that the dimension of quality and innovation of the Iris brand is perceived positively, with an overall arithmetic mean of 3.71 and a standard deviation of 0.85. The statement with the highest perception was "The Iris brand stands out from competitors" with an arithmetic mean of 4.05 and a standard deviation of 0.95. The statement with the lowest perception was "I believe the Iris brand is successful" with an arithmetic mean of 2.95 and a standard deviation of 0.85.

- **Table No. 08** shows that the dimension related to the distribution locations of the Iris brand for its customers in Algiers did not reach a good level, with an overall arithmetic mean of 2.46 and a standard deviation of 0.77. The statement with the highest perception among customers was "The distribution of Iris products is carried out in the most modern and best ways" with an arithmetic mean of 2.53 and a standard deviation of 1.06. The statement with the lowest perception was "The distribution locations of the Iris brand are designed in an attractive and modern way" with an arithmetic mean of 2.41 and a standard deviation of 0.85.

- **Table No. 09** shows that the dimensions of the brand components as a whole are perceived positively, except for the distribution locations dimension, which did not reach a positive level. The overall arithmetic mean is 3.67 with a standard deviation of 0.97 for Iris customers in Algiers. All dimensions are close except for the dimension related to "Iris brand prices and the consumer," which has a high perception among Iris customers in Algiers, with an arithmetic mean of 4.18 and a standard deviation of 0.91. The dimension with the lowest perception for Iris customers in Algiers is related to distribution locations, with an arithmetic mean of 2.46 and a standard deviation of 0.77.

- **Table No. 10** indicates that the overall brand image perceived by Iris customers in Algiers reached a good level, with an overall arithmetic mean of 3.64 and a standard deviation of 0.87. The statement with the highest perception among Iris customers was "I believe the image of this company is better compared to its competitors" with an arithmetic mean of 4.01 and a standard deviation of 1.03. The statement with the lowest perception was "I believe this company meets all its customers' desires" with an arithmetic mean of 3.22 and a standard deviation of 0.87.

III-2 Discussion and Interpretation of Results:

III-1.2 Testing the Hypotheses:

- **Testing the First Hypothesis:** The first hypothesis posits that there is a positive impact of the components of the Iris brand in Algiers on its brand image among its customers. To examine and address this hypothesis, we will calculate the correlation and determination coefficients for the brand image variable of Iris Algiers, and the regression coefficients for the components of the Iris brand in Algiers on the brand image among its customers. This analysis resulted in the following equation derived from Tables No. 12 and 13: $y = 0.07x_1 + 0.04x_2 + 0.43x_3 + 0.08x_4 + 0.4$

Based on the simple regression equation for the impact of the components of the Iris brand in Algiers on its brand image, we observe the following:

- **y: Brand image of Iris Algiers;**
- **x₁: Name and logo of the Iris brand in Algiers;**
- **x₂: Design and shape of the Iris brand in Algiers;**
- **x₃: Prices of the Iris brand in Algiers;**
- **x₄: Quality and innovation of the Iris brand in Algiers**
- **0.4: Constant.**

Based on the same Tables (12 & 13), we conclude the following:

- **Correlation Coefficient:** The correlation coefficient is 0.83, indicating a strong and direct relationship between the components of the Iris brand in Algiers and its perceived brand image among customers, with a strength of 0.83.

- **Impact of Brand Components:** An increase in the value of each component of the Iris brand in Algiers by one unit leads to an increase in the value of the brand image of this institution.

- **Coefficient of Determination (R^2):** The R^2 value is 0.69, meaning that the components of the Iris brand in Algiers explain 69% of the variation in its perceived brand image among its customers.

- **Model Significance:** The model as a whole is significant at a significance level of 0.05. Furthermore, each component of the Iris brand in Algiers, individually, has a significant impact on the brand image of this institution, except for the component of distribution locations, which does not have a significant impact at a level greater than 0.05. This confirms the validity of the second hypothesis, which states that there is a positive impact of the components of the Iris brand in Algiers on its brand image among its customers.

• **Testing the Second Hypothesis:** The second hypothesis states that the level of the brand image of Iris in Algiers does not vary among its customers based on their personal variables. To test this hypothesis, a one-way ANOVA (ANOVA à 1 facteur) was performed for the Iris brand image variable according to personal variables (gender, age, educational level, and income) of its customers, as illustrated in Table No. 11. The analysis of the table reveals the following:

- **Gender:** The significance level is 0.461, which is greater than 0.05, indicating that there are no significant differences in the levels of the brand image of Iris among its customers based on gender.

- **Age:** The significance level is 0.006, which is less than 0.05, indicating that there are significant differences in the levels of the brand image of Iris among its customers based on age.

- **Educational Level:** The significance level is 0.099, which is greater than 0.05, indicating that there are no significant differences in the levels of the brand image of Iris among its customers based on educational level.

- **Income:** The significance level is 0.490, which is greater than 0.05, indicating that there are no significant differences in the levels of the brand image of Iris among its customers based on income.

We conclude that, generally, there are no significant differences in personal variables except for age. Therefore, there is a difference in the brand image of Iris among its customers in Algiers based on age. This confirms the validity of the first hypothesis, which states that the level of the brand image of Iris in Algiers does not vary among its customers based on their personal variables.

III-2.2 Discussion of Results:

Based on the theoretical and field study, particularly after analyzing the questionnaire and testing the study's hypotheses, the following results were obtained:

- **Gender:** There is a significant interaction with male customers of the Iris brand. This is attributed to the fact that the society is male-dominated in purchasing decisions, meaning men are predominantly responsible for buying electronic devices.

- **Age:** There is a variation in the age groups of Iris customers. The middle age group, represented by young adults, is the largest in terms of purchasing activities. This is because most of the customers belong to the youth category, with lesser interaction from other age groups.

- **Educational Level:** Regarding interaction, individuals with secondary and university education levels are similar, with university-educated customers being slightly more prevalent. Therefore, it can be inferred that most customers have a good educational background.

- **Income:** In terms of individual income, it is found that people with an income between 35,000 DZD and 65,000 DZD interact less with the Iris brand compared to those with an income less

than or equal to 35,000 DZD. This indicates that Iris's prices are suitable for this lower income group. On the other hand, those with higher incomes are less engaged with Iris, often opting for other brands they perceive to be of higher quality, despite higher prices.

- Brand Name and Logo Perception: The perception of the Iris brand name and logo has reached a good level among its customers. This indicates that the name and logo have met the intended branding goals, positively impacting the overall perception of the institution.

- Design: The design of Iris products is also perceived positively by its customers, standing out compared to other brands.

- Pricing: The pricing of Iris products has reached a good level, having a significant impact and making a difference for its customers. They believe that Iris considers individual income and aligns with purchasing power, especially for the middle class.

- Quality and Innovation: This component has also reached a good level. This is due to the continuous efforts of the institution to satisfy customer needs and its focus on service quality and operational efficiency.

- Distribution Locations: The distribution locations component has not reached a good level. This is due to the institution's focus on other components at the expense of distribution locations, high rental costs in cities, and competition for prime locations with other brands.

- Overall Brand Image: The results from the analysis show a slight variance in the brand image of Iris. The brand components significantly affect the brand image among its customers—better components lead to a better brand image.

- Personal Characteristics: Personal characteristics have a minimal impact on the brand image among Iris customers, except for price, which has a positive influence. This is due to the societal emphasis on pricing in their mental framework.

IV-Conclusion:

Through our study of this topic, it becomes clear that brand components play a fundamental role for any institution that wishes to maintain its competitive position. Institutions strive to shape a positive and evolving brand image by influencing their customers through continuous improvement and development of their brand components, while keeping pace with modern trends. In the practical aspect of this study, we explored the impact of brand components on shaping the brand image among the customers of Iris in Algiers. We addressed the main research question: "To what extent do the brand components of Iris in Algiers influence the formation of its brand image among its customers?"

Firstly: Study Results:

The study led to the following conclusions:

- Brand components are fundamental in shaping the brand image.
- Brand components, consisting of tangible and intangible values, each contribute individually to the formation of the brand image.
- Certain brand components, such as the logo and design, serve as direct messages in building a positive image among customers.
- It can be said that Iris has relied on its brand components in its attempt to build a good brand image.
- To build or shape a positive brand image, it is essential for the institution to focus on its brand components.

- The impact of brand components varies depending on each component; for instance, the effect of the logo is different from the effect of the price, and so on, with each component or characteristic having its unique impact.

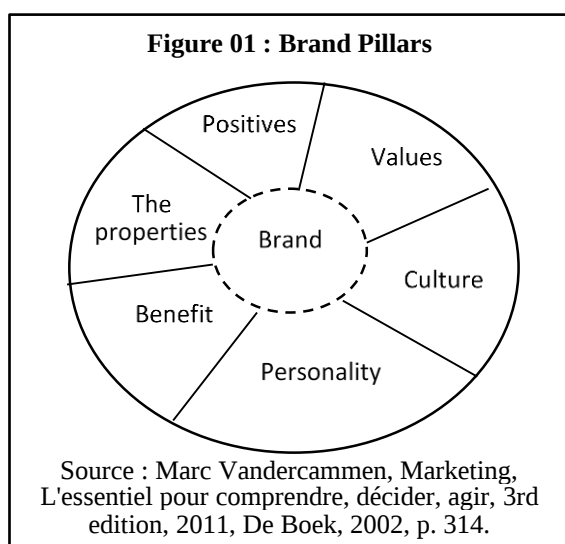
- Finally, brand components such as shape, name, logo, design, price, quality, innovation, and distribution, which differentiate the institution's products and services from its competitors, serve as tools to protect the institution from imitation, theft, and defamation. Brand components are symbols of trust for the institution and a means to enhance product marketing, facilitate product recognition and promotion, and build consumer brand loyalty.

Secondly: Recommendations

Based on the results of the study, the following recommendations can be presented:

- Iris in Algiers should focus on its brand components and study each component individually.
- Iris should work on providing a positive brand image to target a larger segment of the community.
- There is a need to consider customers' purchasing power and find ways to meet their desires and needs.
- The company should engage with customers before, during, and after defining the nature of the brand name and image to maintain it and influence their purchasing decisions.
- It is important to bring consumers closer to the company by explaining the meaning and significance of the brand name and image, and highlighting the role of the brand in connecting the consumer to the company.
- The company should carefully manage and enhance its brand, continuously developing and adjusting it to align with market conditions and consumer needs.
- To maintain its position and market share, the company should rely on modern methods and continuously focus on developing and adjusting its brand components according to the surrounding circumstances and environment.
- Haut du formulaireBas du formulaire

- Appendices:



"Table 01: Five-Point Card Scale"

The opinion	Grade
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Prepared by researchers

Table 02: Cronbach's Alpha coefficients for search variables

The axis	Cronbach's Alpha	Number of phrases
Iris brand components	0.96	20
The mental image of the Iris brand	0.91	12
The questionnaire as a whole	0.97	32

Source: Prepared by the researchers based on SPSS results

Table 03: Distribution of Sample Participants by Personal Characteristics

Variables	Categories	Duplicate	Total	Percentages	Total	Variables	Categories	Duplicate	Total	Percentages	Total
Sex	Males	130	200	65 %	100%	Education level	Primary	30	200	15 %	100%
		Secondary		70			35 %				
	Female	70		35 %			University	76		38.33 %	
							Postgraduate	24		11.66 %	
Age	Less than 20 years	24	200	11.66 %	100%	The salary	Less than 35,000 DZD	37	200	18.33 %	100%
	20 to 30 years	82		41 %			From 35,000 DZD to 65,000 DZD	93		46.66 %	
	31 to 40 years	67		33.33 %			From 65,001 DZD to 90,000 DZD	33		16.66 %	
	More than 40 years	27		13.33 %			More than 90,000 DZD	37		18.33 %	

Source: Prepared by the researchers based on SPSS results

Table 04: Analysis of the Effect of the Brand Name and Logo of Iris

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	The brand name Iris is more prominent than other brands	3.70	1.09	Agree	3
2.	The brand name and logo Iris is unique	4.10	1.08	Agree	1
3.	The brand name Iris is easy to pronounce	3.45	1.97	Agree	4
4.	The brand logo Iris is a good motivator to engage with the Enterprise	4.6	1.13	Agree	2
General quotient		3.96	0.91	Agree	

Source: Prepared by the researchers based on SPSS results

Table 05: Analysis of the Effect of the Brand Design and Image of Iris

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	The shape of the Iris brand is attractive	4.10	1.07	Agree	2
2.	The shape of the Iris brand is more elegant and comfortable to the eye	4.5	1.08	Agree	3
3.	The design of the brand is easy to perceive by sight	3.45	0.99	Agree	4
4.	I think the Iris brand is creative in terms of shape	4.25	1.07	Strongly agree	1
General quotient		4.07	0.88	Agree	

Source: Prepared by the researchers based on SPSS results

Table 06: Analysis of the Effect of the Brand Pricing of Iris

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	I think Iris prices are reasonable	4.50	0.914	Strongly agree	1
2.	I think Iris products prices are low compared to other brands	4.15	0.977	Agree	2
3.	I think Iris products maintenance prices are reasonable	4.08	0.847	Agree	3
4.	I think product prices are consistent with customer income	4.05	0.911	Agree	4
General quotient		4.18	0.91	Agree	

Source: Prepared by the researchers based on SPSS results

Table 07: Analysis of the Effect of Quality and Innovation in the Brand Iris

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	The Iris brand is characterized by modernity and development	3.83	0.95	Agree	3
2.	The Iris brand encourages creativity and development	4.01	0.96	Agree	2
3.	The Iris brand is distinguished from competing brands	4.05	0.95	Agree	1
4.	I think the Iris brand is successful	2.95	0.85	neutral	4
General quotient		3.71	0.85	Agree	

Source: Prepared by the researchers based on SPSS results

Table 08: Analysis of the Effect of Distribution Locations on the Brand Iris

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	Iris brand distribution locations are designed in an attractive and modern way	2.41	0.85	Disagree	4
2.	Iris brand distribution locations are located in spacious and comfortable spaces for customers	2.45	0.87	Disagree	3
3.	Iris product distribution stores are located in well-known and clear places	2.48	0.92	Disagree	2
4.	Iris product distribution is done in the most modern and best ways	2.53	1.06	Disagree	1
General quotient		2.46	0.77	Disagree	

Source: Prepared by the researchers based on SPSS results

Table 09: Analysis of the Effect of Iris Brand Components

N°	Phrases	Arithmetic mean	Standard deviation	Evaluation	Order
1.	Iris brand name and logo	3.96	0.91	Agree	3
2.	Iris brand design and shape	4.07	0.93	Agree	2
3.	Iris brand prices with the consumer	4.18	0.91	Agree	1
4.	Iris brand quality and innovation	3.71	0.82	Agree	4
5.	Iris brand distribution locations	2.46	0.77	Disagree	5
	Brand Iris Algeria DC	3.67	0.97	Agree	

Source: Prepared by the researchers based on SPSS results

Table 10: Analysis of the Effect of the Brand Image of Iris

N°	Phrases	Evaluation	Standard deviation	Arithmetic mean	Order
1.	I have a good impression of this enterprise.	Agree	0.87	3.75	5
2.	I think this enterprise has a good impression on its customers	Agree	0.84	3.58	9
3.	I think that the image of this enterprise is better compared to the image of its competitors	Agree	1.03	4.01	1
4.	I think that the offers of this enterprise are the best compared to the offers of its competitors	Agree	0.91	3.63	8
5.	I think that the offers of this enterprise are consistent with the needs of all types of its customers	Agree	0.94	3.70	6
6.	I think that the workers of the agencies of this enterprise present a good image of their enterprises	Agree	0.99	3.95	2
7.	I think that the after-sales service of this enterprise is good	Agree	0.97	3.67	7
8.	I think that this enterprise cares about the needs of its customers	Agree	1.04	3.80	4
9.	I think that this enterprise meets all the desires of its customers	neutral	0.87	3.22	12
10.	I think that the agencies of this enterprise are spread in most cities of the country	neutral	0.99	3.37	10
11.	I think that this enterprise cares about all segments of society	Agree	0.90	3.90	3
12.	I think that the characteristics of the products of this enterprise are good	neutral	0.75	3.30	11
General quotient		Agree	0.87	3.64	

Source: Prepared by the researchers based on SPSS results

Table 11: Analysis of One-Way ANOVA for the Iris Brand in Algiers Based on Personal Variables

Variable	Contrast source	Sum of squares	Degree of freedom	Medium box	Value f	Significance level	Statistical significance
Sex	Between categories	0.315	1	325.0	0.550	0.461	Insignificant
	inside categories	33.186	198	572.0			
	Total Variance	33.500	199				
Age	Between categories	6.566	3	189.2	4.550	0.006	Significant
	inside categories	26.935	196	481.0			
	Total Variance	33.500	199				
Education level	Between categories	3.520	3	173.1	2.192	0.099	Insignificant
	inside categories	29.980	196	535.0			
	Total Variance	33.500	199				
The salary	Between categories	3.943	3	314.1	2.490	0.070	Insignificant
	inside categories	29.557	196	528.0			
	Total Variance	33.500	199				

Source: Prepared by the researchers based on SPSS results

Table 12: Correlation and Determination Coefficients between the Brand and the Brand Image of Iris in Algiers.

F	Significance Sig	Correlation coefficient R	Coefficient of determination 2R	Adjusted coefficient of determination	Standard error
23.62	000.0	0.83	0.69	0.66	0.39

Source: Prepared by the researchers based on SPSS results

Table 13: Simple Regression of the Effect of Iris Brand Components in Algiers on the Brand Image of the enterprise Among Its Customers

variable	coefficient Regression	Error Normative	Coefficient Regression	T	Sig	Statistical significance
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			Normative			
Hard	0.44	0.18		2.51	0.015	
Name and logo of the mark	0.07	0.12	0.10	0.62	0.038	Significant
Design and shape of the tag	0.04	0.13	0.06	0.32	0.025	Significant
Tag prices	0.43	0.12	0.49	3.56	0.001	Significant
Quality of brand innovation	0.08	0.10	0.10	0.75	0.047	Significant
Places of distribution of the mark	0.15	0.11	0.17	1.28	0.208	Insignificant

Source: Prepared by the researchers based on SPSS results

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