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(Levy et al, 2004; Bravo et al, 2007)

Dodds et al, 1991; )  
Dawar and Parker, 1994; Kim et al, 2003; Bravo  
(Rao and Monroe, 1989; et al, 2007

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.1

and 2003)  
(Grace and O’Cass, 2002; O’Cass Grace,

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Akroush and Dmour, 2006; )  
(Nusier et al, 2008

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.	Kim et al (2003)	:	.1
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Kim et al (2003)	12	.	.3
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Gomez et al		.	
.	(2004)	.	

Herstein and Gamliel (2006)

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Gomez et al (2004)

.SERVQUAL

Akroush (2006)

and Dmour

Gomez et al (2004)

Gomez et al (2004)

Levy et al (2004)

Alexandaris et al (2008)

Grace and O'Cass (2004)

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Herstein and Gamliel

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Walley et al (2007)	500	
(Ha, 2004)		
(Bravo et al, 2007)		
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		Rajh et al (2003)
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		Forney et al (2005)
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	.2	Bravo et al (2007)
		Rajagopal
		(2007)
		Elliot and
		Yannopoulou (2007)
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Schoenfelder and Harris (2004)		

Akroush and Dmour (2006) (2008)

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			x				Kim et al (2003)
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		x					Delgado-Ballester (2004)
				x			Grace and O’Cass (2004)
:		x					Ha (2004)
					x		Kalita et al (2004)

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			x	x	x		Levy et al (2004)
	x						Schoenfelder and Harris (2004)
		x					Aydin et al (2005)
				x			Bamert and Wehrli (2005)
		x					Delgado-Ballester and Munuera-Aleman (2005)
			x				Forney et al (2005)
	x						O'Loughlin and Szmigin (2005)
		x					Reast (2005)

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					x		Fratto et al (2006)
				x			Herstein and Gamliel (2006)
		x					Zboja and Voorhees (2006)
					x		Bravo et al (2007)
/		x					Elliott and Yannopoulou (2007)
		x					Laforet (2007)

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) (	x						Rajagopal (2007)
				x			Swoboda et al (2007)
				x	x		Walley et al (2007)
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Keiningham et al, 2005: )  
(Bennett and Rundle-Thiele, 2004

(Kotler et al, 2003)

(Rust et al, 1995)

Anderson et al )  
(2004; Gilbert et al 2004

(Zeithaml et al, 1996)

Anderson and Rust, 1997: Anderson et )

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Expectancy - :  
and Disconfirmation Approach

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Bennett and Rundle-Thiele, 2004: Gilbert et al, 2004)

(Parasuraman et al, 1988)  
Actual  
Performance Approach  
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(Cronin and Taylor, 1992)

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(Carman, 1990)

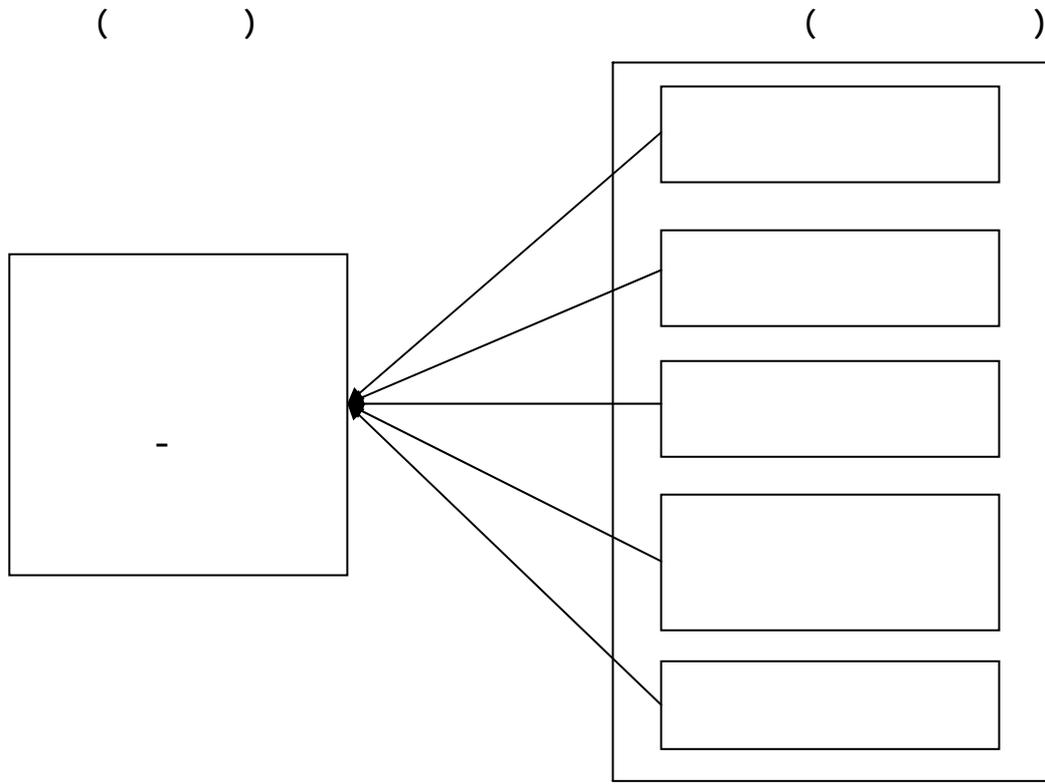
(Cronin and Taylor, 1992)

.2

(Gilbert et al, 2004: Cronin and Taylor, 1992:  
Churchill and Surprenant, 1982)

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(Keiningham et al, 2005:



:HO6

:HO7

.2008

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:HO1

:HO2

:HO3

:HO4

:HO5

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(Likert-Scale)

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(5)

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.(Malhotra, 2007)

(Churchill and Iacobucci, 2005

.:Malhotra, 2007 :Sekaran, 2003)

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2008

(5-1)

(Kalita et al, 2004;

(Cross-Sectional)

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and Harris, 2004; O'Loughlin and Szmigin, 2005; Rajagopal, 2007).	Levy et al, 2004; Fratto et al, 2006; Walley et al, 2007; Bravo et al, 2007).
- :	: .2
	(10-6)
	(Grace and O'Cass, 2004; Levy et al, 2004; Herstein and Gamliel, 2006; Walley et al, 2007; Swoboda et al, 2007; Alexandris et al, 2008).
Overall )	: .3
(Satisfaction	
	(19-11)
(Keiningham et al, 2005: Bennett and Rundle-Thiele, 2004: Gilbert et al, 2004) .(40-32)	(Kim et al, 2003; Levy et al, 2004; Forney et al, 2005)
	: .4
	(25-20)
.(Malhotra, 2007)	(Delgado-Ballester, 2004; Ha, 2004; Audin et al, 2005; Delgado-Ballester and Munuera-Aleman, 2005; Reast, 2005; Zobja and Vorhes, 2006; Elliot and Yannopoulos, 2007; Laferot, 2007).
(Pilot Study)	: .5
	(31-26)
	(Rajh et al, 2003; Schoenfelder

(%91) (728)  
 (31) (Aaker et al, 2001)

(697) (%95.07) 800

.2008 (2)

:(2)

%		
100	800	
91	728	
9	72	
4.3	31	
95.7	697	

(Reliability) .2

(Simple Regression) .3

Malhotra, 2007)

.(Churchill and Iacobucci, 2005;

(MultipleRegression) .4

31

.SPSS.15

K-S Test)

.1

(Kolmogorov-Smirnov

(Sekaran, 2003)

(Face Validity) .1

**Reliability**

(3)  
(%60)

(0.833 ) (0.694)

(0.914)

(1)

(2) .

(3) .

- : (3)

-		
0.694	5	
0.768	5	
0.736	9	
0.793	6	
0.833	6	
0.914	31	
0.840	8	:

(%84.8)

(%9.2)

(4)

(%60.7)

25

(%68.2)

(3)

(%.78.3)

:(4)

60.7	423		
39.3	274		
78.3	545	25	
14.3	100	35-26	
3.4	24	45-36	
0.4	28	46	
84.8	591		
1.9	13		
9.2	64		
4.1	29	(Missing)	
8.6	60		
23.2	162	3-1	
68.2	475	3	
100	697	697	

(0.05      α)

(0.05)      (Shapiro-Wilk Test)

(Independence of Errors)      .2      (Normal      .1  
 (Durbin-Watson      (Shapiro-Wilk      Distribution)  
 (3-1)      Test)      Test)

2

(Variance Inflation Factor) (VIF)  
 $5 \geq (\text{VIF})$  (Tolerance)  
 $.(\%20) \leq (\text{Tolerance})$  .(  
 (2.590-1.292) (VIF)  
 .(0.774-0.386) Tolerance  
 .(5)

(2.087-0.741)  
 .3  
 (Multicollinearity)

:(5)

Tolerance	VIF	
0.774	1.292	
0.418	2.391	
0.386	2.590	
0.590	1.695	
0.498	2.009	

$(0.05 \geq \alpha)$

:

:HO1

$(0.05 \geq \alpha)$

.(HA)

(HO)

(6)

(HO)

(Hair et al, (Standardized Beta Coefficients)  
 .2003; Malhorta, 2007)

(T)

(T)

.(T)

( $\alpha$ )

$(R^2=$

$R^2=$

$R^2=$

$R^2=$

$R^2=$

0.409, Sig at 0.000)

(F)

(F)

0.369, Sig at 0.000)

( $\alpha$ )

0.340, Sig at 0.000)

0.320, Sig at 0.000)

( $\alpha$ )

.0.311, Sig at 0.000)

( $\alpha$ )

(T F)

: (6)

Independent Variable	R Square	Adjusted R Square	Standardized Coefficients/ Beta	T Value	Sig. T	H:O Result
Brand Perceived Price	0.320	0.317	0.566	9.614	0.000	Rejected
Brand Perceived Service	0.311	0.307	0.558	9.400	0.000	Rejected
Brand Perceived Quality	0.340	0.337	0.583	10.046	0.000	Rejected
Customer Trust in Brand	0.369	0.366	0.607	10.701	0.000	Rejected
Brand Perceived Value	0.409	0.406	0.640	11.658	0.000	Rejected

(0.000) (F=56.72)

(R<sup>2</sup>= 0.596)

: Beta  
 (Beta=0.310: Sig at 0.000)  
 (Beta=0.290: Sig at 0.000)  
 (Beta=0.258: Sig at

0.000)

(7)

:HO2

: (7)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.772	0.596	0.586	56.723	0.000	1.890	Rejected
Test of Normality: Shapiro-Wilk			0.065		Result: Normal	
Independent Variables in the Multiple Regression Equation						
Independent Variables			Standardized Coefficients		T Value	Sig. T
			Beta			
Brand Perceived Price			0.310		5.957	0.000

Brand Perceived Service	0.084	1.182	0.239
Brand Perceived Quality	0.054	0.728	0.468
Customer Trust in Brand	0.258	4.321	0.000
Brand Perceived Value	0.290	4.469	0.000

(R<sup>2</sup>= 0.285)

(0.000)

:HO3

:  
 (Beta=0.271: Sig at 0.002)  
 (Beta=0.236: Sig at 0.003)  
 .(Beta=0.189: Sig at 0.045)

(8)

(HO)  
 (F=15.333)

(HA)

: (8)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.534	0.285	0.267	15.333	0.000	2.087	Rejected
Test of Normality: Shapiro-Wilk			0.055		Result: Normal	
Independent Variables in the Multiple Regression Equation						
Independent Variables		Standardized Coefficients		T Value	Sig. T	
		Beta				
Brand Perceived Price		0.060		0.871	0.385	
Brand Perceived Service		-0.132		-1.396	0.164	
Brand Perceived Quality		0.189		1.927	0.045	
Customer Trust in Brand		0.236		2.965	0.003	
Brand Perceived Value		0.271		3.131	0.002	

.(0.000)

.(HA)

(HO)

:HO4

(R<sup>2</sup>=

(9)

0.327)

(F=18.66)

(Beta=0.371: :  
 (Beta=0.233: Sig at 0.000)  
 .Sig at 0.006)

: : (9)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.572	0.327	0.309	18.660	0.000	2.036	Rejected
Test of Normality: Shapiro-Wilk			0.316		Result: Normal	
Independent Variables in the Multiple Regression Equation						
Independent Variables		Standardized Coefficients		T Value	Sig. T	
		Beta				
Brand Perceived Price		0.371		5.522	0.000	
Brand Perceived Service		0.001		0.004	0.997	
Brand Perceived Quality		0.002		0.015	0.988	
Customer Trust in Brand		0.108		1.397	0.164	
Brand Perceived Value		0.233		2.774	0.006	

(R<sup>2</sup>= 0.348)

:HO5

(10)

:  
 (Beta=0.297: Sig at 0.000) (0.000) (F=20.526)  
 (Beta=0.182: Sig at 0.017) (HO)  
 .(Beta=0.099: Sig at 0.029) .(HA)

: (10)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.590	0.348	0.331	20.526	0.000	1.854	Rejected
Test of Normality: Shapiro-Wilk			0.054		Result: Normal	
Independent Variables in the Multiple Regression Equation						
Independent Variables			Standardized Coefficients		T Value	Sig. T
			Beta			
Brand Perceived Price			0.096		1.454	0.148
Brand Perceived Service			0.055		0.612	0.541
Brand Perceived Quality			0.099		2.058	0.029
Customer Trust in Brand			0.182		2.405	0.017
Brand Perceived Value			0.297		3.598	0.000

(HO)

(0.000)

.(HA)

:HO6

(R<sup>2</sup>=0.327)

(11)

:

(Beta=0.293: Sig at 0.001)

.(Beta=0.268: Sig at 0.001)

(F=18.648)

: (11)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.572	0.327	0.309	18.648	0.000	1.956	Rejected
Test of Normality: Shapiro-Wilk			0.803		Result: Normal	
Independent Variables in the Multiple Regression Equation						
Independent Variables			Standardized Coefficients		T Value	Sig. T
			Beta			
Brand Perceived Price			0.096		1.422	0.157
Brand Perceived Service			0.020		0.217	0.828

Brand Perceived Quality	0.021	0.224	0.823
Customer Trust in Brand	0.268	3.470	0.001
Brand Perceived Value	0.293	3.493	0.001

.(HA)  
 (R<sup>2</sup>=0.382) :HO7  
 (0.382)

(12)

(Beta=0.345: Sig at 0.000) (0.000) (F=23.728)  
 .(Beta=0.184 Sig at 0.013) (HO)

: (12)

Multiple R	R Square	Adjusted R Square	F Value	Sig. F	Durbin-Watson	Null Hypothesis Testing Results
0.618	0.382	0.366	23.728	0.000	1.740	Rejected
Test of Normality: Shapiro-Wilk		0.136		Result: Normal		
Independent Variables in the Multiple Regression Equation						
Independent Variables			Standardized Coefficients	T Value	Sig. T	
			Beta			
Brand Perceived Price			0.058	0.899	0.370	
Brand Perceived Service			0.086	0.982	0.328	
Brand Perceived Quality			0.073	0.803	0.423	
Customer Trust in Brand			0.184	2.494	0.013	
Brand Perceived Value			0.345	4.293	0.000	

.1

(R Square Values)

(Beta Values)

(HO7-HO1)

- e.g., Grace and O’Cass, 2004; Levy )  
 .et al, 2004; Alexandaris et al, 2008)  
 .2
- (e.g., Bamert and Wehrli, 2005)  
 .6
- (e.g., Elliott and Yannopoulou,  
 .2007; Rajagopal, 2007)  
 .3
- e.g., Rajh et al, 2003; O’Loughlin and )  
 .(Szmigin, 2005; Bravo et al, 2007  
 .7
- (R<sup>2</sup>=0.596)  
 (R<sup>2</sup>=0.382)  
 (R<sup>2</sup>=0.345)  
 .(e.g., Bravo et al, 2007; Walley et al, 2007)  
 .4
- (R<sup>2</sup> =0.327)  
 (R<sup>2</sup> =0.327)  
 =0.285)
- (e.g., Kalita et )  
 .al, 2004; Bravo et al, 2007  
 .5

.12

.8  
(Beta Values)

(Resources-Based Theory)

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.3

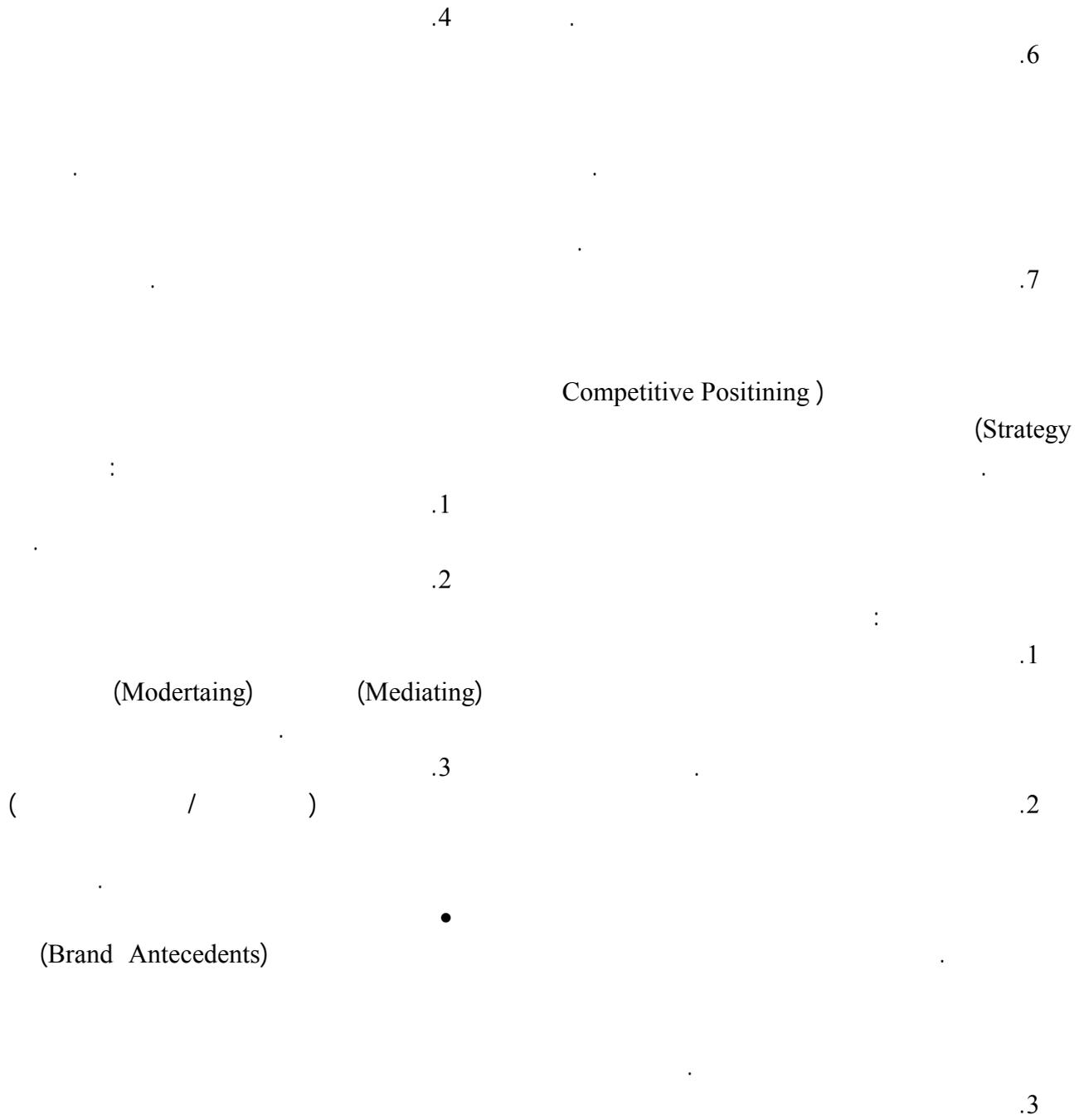
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68.2%

.11

.5



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## The Impact of Brand Name on Mobile Products Users' Satisfaction: An Empirical Study on Jordanian Universities' Students

*Mamoun N. Akroush, Samer M. Al-Muhammad, Fae'q A. Khanfar*

### ABSTRACT

The objective of this empirical study was to examine the impact of brand name dimensions, namely; brand perceived price, brand perceived service, brand perceived product quality, brand perceived trust and brand perceived value on mobile products users' satisfaction. The empirical research was carried out on Nokia as a well-known brand name among Jordanian universities' students. Another objective was to understand the most influential brand name dimensions on Jordanian universities' students' satisfaction. Based on brand name literature, previous empirical and conceptual studies, a self-administered questionnaire was developed as a primary data collection method. The questionnaire instrument was distributed and delivered to a convenience sample (800 students) of universities students in private and public universities in Greater Amman Municipality who have Nokia mobile phones. Descriptive statistics, simple and multiple regression analysis techniques were employed to test the research model and hypotheses. Empirical findings revealed a positive and significant impact of brand name dimensions (brand perceived price, brand perceived service, brand perceived product quality, brand perceived trust and brand perceived value) on mobile products users' satisfaction. Further, brand perceived value, brand perceived trust and brand perceived product quality had the strongest impact on users' satisfaction among brand dimensions addressed by this study. Based on research results, a number of recommendations were introduced to enhance the role of brand's several dimensions in marketing mobile products. Finally, contribution to marketing knowledge and future research directions were addressed and discussed.

**KEYWORDS:** Brand Name, Customer Satisfaction, Nokia Brand, Brand Perceived Value, Brand Perceived Trust, Mobile Products, Jordan..