

How to Cite:

Bouima, A., & Zedioui, A. (2025). Brand management quality: Brand value as a moderator between perceived image and positioning: Case study of the Algerian brand "BRANDT". *International Journal of Economic Perspectives*, 19(5), 2074–2098. Retrieved from <https://ijeponline.org/index.php/journal/article/view/1036>

Brand management quality: Brand value as a moderator between perceived image and positioning: Case study of the Algerian brand "BRANDT"

Anouar Bouima

Setif 1 University Ferhat Abbas, Algeria

ORCID: <https://orcid.org/0009-0005-0380-1158>

Abderrahim Zedioui

Setif 1 University Ferhat Abbas, Algeria

ORCID: <https://orcid.org/0009-0001-0933-0407>

Abstract--Purpose: This study aimed to measure the quality of brand management by using perceived value as a moderating variable in the relationship between brand image and market positioning. The study focused on an Algerian brand active in the household electro-industries sector, represented by the Brandt brand. **Results:** This study developed a practical model to improve the quality of Brandt's brand management in the Algerian market by scientifically linking the relationships and influences among the study variables, drawing on insights from previous research, a four-part questionnaire was designed using a five- point Likert scale and distributed to a sample of 301 individuals, comprising current and potential customers of the brand under study in Algeria. The study concluded that the perceived value of the brand has a significant impact as a moderating variable in the relationship between the image of the Brandt brand and its position in the Algerian market. This effect is evident in the emotional and behavioral components of the brand image, but absent in the cognitive component. **Scientific novelty:** This study presents a comprehensive and practical scientific model for managing brand quality by analyzing the impact of brand image on the positioning of home appliance brands in the minds of consumers in the Algerian market. It also bridges a significant research gap by examining the moderating role of brand equity in shaping this relationship, offering deeper insights into consumer perceptions and strategic brand positioning.

Keywords--Brand management, Brand image perception, Brand value, Brand positioning, Brandt, Algeria.

Introduction

The government subsidy policy for local products is one of the most prominent policies adopted in both developed and developing countries to promote local economies and societal welfare. The Algerian state has implemented a wide range of support measures to develop and enhance local production.

This has led to an increase in competition intensity in the local market and a change in its structure. Competition is no longer limited to the quality and performance of products (functional and tangible characteristics) and price reduction; it now also involves the intangible values of the organization, as well as emotional and personal attributes. Consequently, there has been a growing focus on brand concepts and an awareness of their importance, which can be managed professionally to contribute to achieving competitive advantage and fulfilling organizational goals. Therefore, it has become essential for Algerian economic institutions to prioritize building strong brands that create a favorable position in the minds of consumers, thereby positively impacting their market presence and helping them achieve their objectives.

Organizations recognize the importance of brands and manage them by integrating them into their marketing strategies. This involves building a strong identity and effectively communicating it to their target audience in ways that allow consumers to perceive its strength, thereby creating a strong mental image. This, in turn, influences consumer loyalty and maximizes the brand's benefits and value.

1. The problem of study

In order to measure the ability of an Algerian institution active in a highly competitive sector, specifically the household electrical industries sector, represented by the Brandt brand, to manage its brand effectively, it is essential to explore three fundamental aspects of branding: (1) perceived mental image, (2) perceived value, and (3) brand positioning. This approach aims to elicit the best reactions from current and potential customers towards the brand. Therefore, the research problem can be formulated as follows

To what extent does Brandt leverage its perceived value as a moderating variable in the relationship between its perceived brand image and its position in the Algerian market?

2. Significance of the study

The importance of the current study can be summarized as follows:

- The study contributes to measuring the quality of brand management for the Brandt brand in the local market by creating a mental image, building its perceived value, and establishing a distinctive position in the local market.

- It clarifies the dimensions of the study variables related to the Brandt brand in the field (mental image, positioning, and perceived value) and aims to identify which dimensions have the most influence and which are weaker, in order to leverage the former and improve the latter.
- It analyzes the role of perceived value in enhancing the relationship between the perceived mental image and the brand's position in the market by proposing a model that summarizes all possible scenarios for this relationship.

3. Objectives of the study

Based on the main objective of the current study, which is to determine the extent to which the brand image affects its position in the minds of Algerian consumers, with perceived value as a moderating variable, this study also aims to:

- Highlight important topics in operational marketing, particularly the brand's mental image and how to establish a positioning strategy for it among consumers in the local market.
- Enable researchers to understand and measure brand value in the local market to maximize it, as well as identify which dimension of brand value is most perceived by consumers.
- Explore how the perceived value of a brand can modify the impact of its mental image on its positioning among local consumers.
- Provide a set of results and recommendations for the marketing managers of the brand under study regarding the importance of perceived value and brand image in creating a distinct position for the brand in the local market.

Review of literature

Many researchers have examined the study variables from various perspectives in diverse environments. We will present some of these studies in three sections as follows:

1. Perceived Brand Image

The mental image is a collection of beliefs and feelings formed in individuals' minds, representing a mental map they use to explain things and form an idea about something (institutions, brands, products, individuals, etc.). This image consists of direct experiences, such as evidence and documents, as well as indirect sources like rumors and unreliable conversations. These images may be rational or not; however, they represent a perceived reality in the minds of those who use them (Hailin, 2011).

Others view the mental image as a sum of cognitive and psychological processes that occur in the consumer's mind through both direct and indirect awareness of the characteristics and features of a given entity. This process leads to the formation of emotional attitudes towards that entity, whether positive or negative, which in turn result in behavioral tendencies (Dowling, 2001).

Thus, the mental image comprises knowledge and information that individuals create in their minds about something (an institution, a person, a brand, etc.), with the sources of this information stemming from direct experiences or from the

opinions and ideas of others. These mental images serve to interpret their surroundings and act as a primary basis for their behaviors.

1.1. Dimensions of measuring the perceived brand image. There are various opinions among researchers regarding the dimensions of the mental image, but most agree that its dimensions consist of:

- **Cognitive dimension:** This refers to the sum of information, data, opinions, and beliefs that the consumer perceives from various direct sources, such as personal experience with the product and marketing communications from the institution, as well as indirect sources like word of mouth from customers and various media. This information, as perceived by the consumer, determines the accuracy or inaccuracy of their mental image regarding the institution, product, person, or anything else (Eysenck, 2015).
- **Emotional dimension:** This encompasses the positive or negative tendencies and attitudes of the consumer towards an institution, person, or product. These attitudes and tendencies are formed as a result of the consumer's varied perceptions based on information about that entity. The emotional dimension is influenced by the consumer's psychological states, as well as the surrounding environment, including the characteristics of their society and their beliefs.
- **Behavioral dimension:** This is considered the external manifestation of the attitudes that the consumer forms in their mind. The consumer's behavior reflects the nature of the mental image they have towards something; thus, their acceptance or rejection of items depends on whether their attitude is positive or negative.

2. Perceived brand value

Many definitions of brand value have been presented from this perspective. According to Aaker, it is the sum of assets and liabilities related to the brand, its name, and symbol, which add or reduce value to the organization's product or to consumers (Aaker, 1991, p. 15). Keller considers it the reaction of consumers to the marketing activities of a strong brand, which is based on their awareness of it and includes two main dimensions: brand awareness and mental image (Lai, 2016). It has also been defined as the sum of consumer attitudes, desires, and beliefs towards the brand (Raggio et al., 2005).

Meanwhile, Kartono and others assert that brand value is formed as a result of the brand's position in the minds of consumers, including their perceptions, attitudes, beliefs, and sentiments towards it (Kartono et al., 2008). Additionally, it is determined according to the marketing effects attributed to the brand; in other words, the value of the brand is related to the results of marketing a branded product compared to the same product that does not carry a brand (Keller, 2013, p. 37).

2.1. Dimensions of measuring the perceived brand value. There are various opinions among researchers regarding the dimensions of the perceived brand value, but most agree that its dimensions consist of:

- **Brand awareness:** According to Percy et al. (1992), brand awareness is defined as the ability of buyers to recognize the brand within a specific category of

products and recall it when making purchasing decisions. This brand will be the first thing that comes to mind during the purchasing process. Keller (1993) defined brand awareness as the ability of consumers to recognize and remember the brand under different circumstances, as well as the ability to associate the name, logo, or symbol of the brand with mental associations in their memory.

- **Mental associations:** Kotler et al. (2012) defined mental associations as the sum of information nodes in the consumer's memory that are connected to the brand, including the meaning of the brand in the consumer's mind. Aaker (1991, p. 109) defined it as anything associated in consumers' minds with a particular brand.
- **Perceived quality:** Zeithaml (1998) defined perceived quality as consumers' judgment of the overall superiority of a brand's product. Consumers often base their assessments of product quality on a set of signals they associate with the product. Some of these signals are inherent to the product (objective characteristics) such as size, color, and flavor, while others are external and non-physical.
- **Brand loyalty:** Chen et al. (2008) defined brand loyalty as the ability of consumers to consistently repurchase brand products in the future. Chaudhuri et al. (2001) described brand loyalty as a strong commitment in the consumer's mind towards a preferred good or service, leading to repeated purchases over time.

3. Brand Positioning

Kotler defines positioning as the process of designing a product and its brand in a way that ensures a clear and specific place in the minds of target consumers. It is also defined as the position that the product occupies in the awareness and perception of consumers compared to competitors' products. (Ianeko et al, 2020) further defined it as a strategic response to the saturation of markets with brands, aiming to position the brand effectively in the minds of current and potential consumers in a way that allows them to distinguish a brand's products from those of competitors.

In this study, we will rely on four dimensions of positioning that are relevant to the brand under study and its area of activity: performance, pricing appropriateness, design, and after-sales services.

Methodology

In this section, we will review the study model, the hypotheses of the study, the population and sample, the study methodology, and the method and tools for data collection.

1. **Study Model.** This study proposes two models. The first includes the relationships among the dimensions of brand image and its positioning without incorporating value as a moderating variable. The second model includes perceived value as a moderating variable, as illustrated in the following figure:

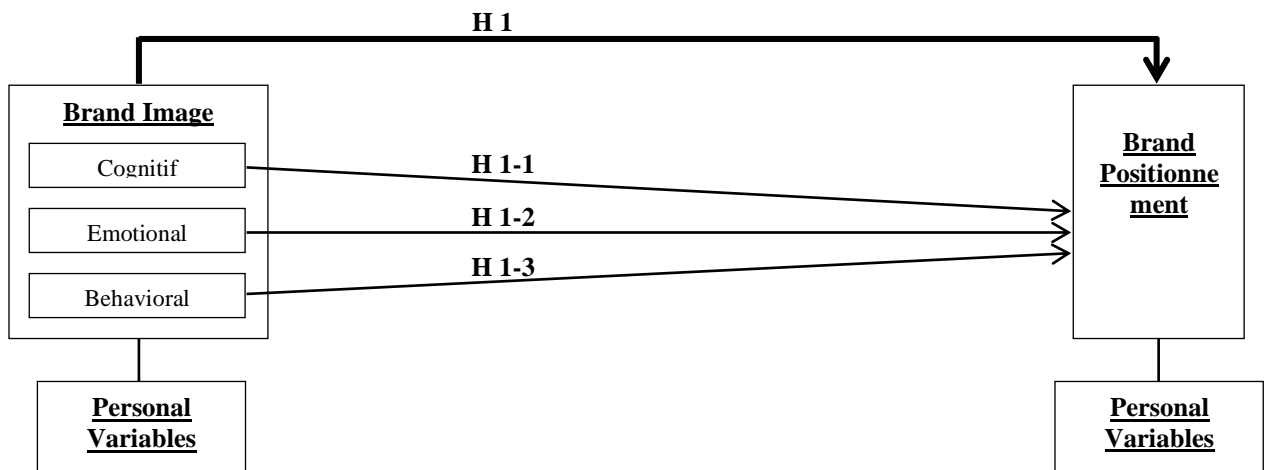


Figure (1): Proposed models for the study (without brand value)
Source: Prepared by researchers based on previous studies

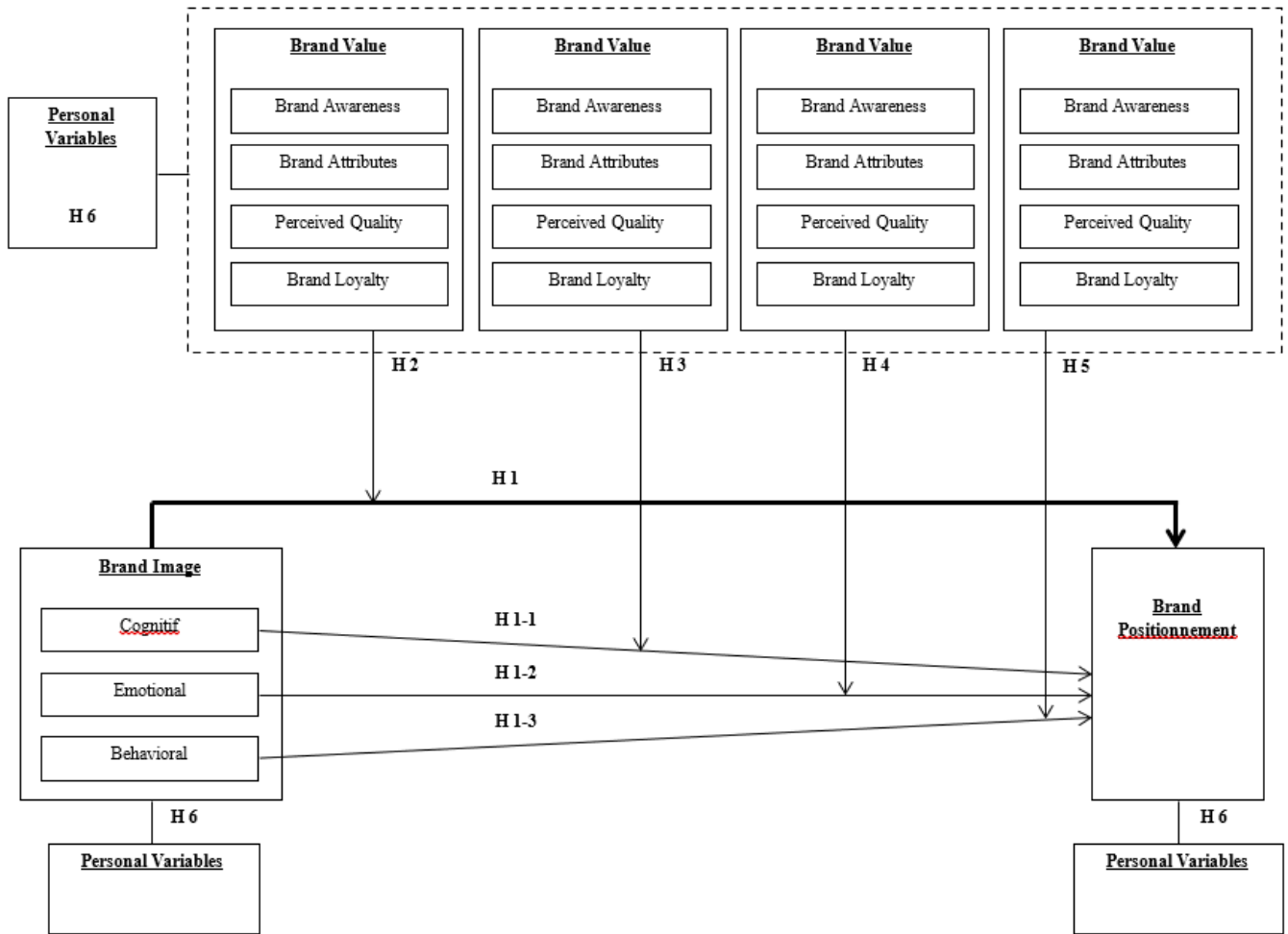


Figure (02): Proposed models for the study (with brand value as mederator variable)

Source: Prepared by researchers based on previous studies

The previous figure illustrates the relationships among the three study variables, which were connected based on prior studies that addressed one or more of the variables from different perspectives. These relationships can be formulated into hypotheses as follows:

2. Study hypotheses

H1: There is a statistically significant effect of the perceived mental image of the brand on the position of the Brandt brand at a significance level of 0.05. This hypothesis will be derived into three sub-hypotheses related to the dimensions of the perceived mental image of the brand: the cognitive component, the emotional component, and the behavioral component.

H2: There is a statistically significant effect of the perceived value of the brand as a moderating variable in the relationship between mental image and the position of the Brandt brand at a significance level of 0.05.

This hypothesis will be derived into four sub-hypotheses related to the dimensions of perceived value: brand awareness, mental associations, perceived quality, and brand loyalty.

H3: There is a statistically significant effect of the perceived value of the brand as a moderating variable in the relationship between the cognitive component and the position of the Brandt brand at a significance level of 0.05.

This hypothesis will also be derived into four sub-hypotheses related to the dimensions of perceived value: brand awareness, mental associations, perceived quality, and brand loyalty.

H4: There is a statistically significant effect of the perceived value of the brand as a moderating variable in the relationship between the emotional component and the position of the Brandt brand at a significance level of 0.05.

This hypothesis will again be derived into four sub-hypotheses related to the dimensions of perceived value: brand awareness, mental associations, perceived quality, and brand loyalty.

H5: There is a statistically significant effect of the perceived value of the brand as a moderating variable in the relationship between the behavioral component and the position of the Brandt brand at a significance level of 0.05.

This hypothesis will also be derived into four sub-hypotheses related to the dimensions of perceived value: brand awareness, mental associations, perceived quality, and brand loyalty.

H6: There are statistically significant differences in the respondents' perceptions of the study variables based on their personal characteristics (gender, age, income, and educational level) at a significance level of 0.05.

This hypothesis will also be derived into three sub-hypotheses related to the study variables: perceived mental image, perceived value, and brand positioning.

3. Sample and Population of the study

The population of the current study consists of all current and potential customers of the Brandt brand in the Algerian market. For the study sample, the researchers relied on a convenience sampling method due to the lack of identifiable characteristics of the population. In this regard, Malhotra et al. (2011) proposed a method for determining sample size based on previous marketing studies, suggesting that a sample of 300 individuals is the minimum for marketing studies aimed at exploring a specific market. In this study, a sample of 301 individuals was collected from current and potential customers of the brand under investigation.

4. Methodology

To answer the questions of the study and test its hypotheses in a correct and scientific manner, it is necessary to select an appropriate study approach that aligns with its nature and objectives. The quantitative approach is the most suitable for our study, as the researcher Williams suggests that the quantitative approach begins with formulating the problem, generating hypotheses and study questions, reviewing relevant literature, and conducting quantitative data analysis.

to reach conclusions. This approach also employs survey strategies such as experiments and questionnaires and involves collecting data using predetermined tools that yield statistical information (Sukamolson, 2007, p. 4).

Results and Discussion

This section includes the results of the descriptive analysis of the study sample and variables, as well as the results of the hypothesis tests.

1. Descriptive Analysis Results of the Sample and Variables of the Study.

Below, we will review the results of the descriptive analysis of the study sample, the results of the normal distribution test of the study data, the analysis of the reliability of the study tool, as well as the results of the descriptive analysis of the study variables.

1.1. Results of the Descriptive Analysis of the Study Sample. The following table summarizes the results of the descriptive analysis of the study sample.

Table (01): Results of the descriptive analysis of the study sample

Category				Variable
females		Males		Gender
59.1 %		40.9 %		
Academic	secondary	Less than secondary		Education level
96 %	3.7 %	0.3 %		
50 years and above	From 35 to less than 50 years old	From 25 to under 35 years old	From 18 to under 25 years old	Age
0.7 %	14 %	25.9 %	59.5 %	
More than 60000 DZD	From 40000 DZD to less than 60000 DZD	From 20,000 to less than 40,000 DZD	Less than 20000 DZD	Income
14 %	12.6 %	24.3 %	49.2 %	

Source: Prepared by researchers based on the outputs of the specialist analysis.

We note from the previous table that the predominant group among the study sample members is females with a high level of education from the youth category.

1.2. Results of Descriptive Analysis of Study Variables. The descriptive analysis of study variables includes testing the normal distribution of data, analyzing the stability level of the study instrument, as well as calculating the arithmetic means and standard deviations of the study variables.

1.2.1. Test of Normal Distribution of Study Data. To test the normal distribution of the study data, we relied on the Kolmogorov-Smirnov and Shapiro-Wilk tests, as shown in Table (02):

Table (02): Results of the normal distribution test of the study data

Test (shapori-Wilk)			Test (Komogorov-Smirnov)			Dependent variable
Morale level	Degree of freedom	Statistical results	Morale level	Degree of freedom	Statistical results	Brand positioning
0.078	301	0.963	0.201	301	0.101	

Source: Prepared by researchers based on the outputs of the specialist analysis.

It appears from the results in the table above that the p-values for both tests exceed the significance level of the study, which is set at 0.05. Furthermore, we accept these results because the sample size exceeds 50 observations. Therefore, it can be concluded that the study data follow a normal distribution, allowing for the use of parametric tests on the results to test the hypotheses and the relationships included in the model.

1.2.2. Analysis of the level of stability of the study instrument. We will rely on Cronbach's Alpha coefficient to analyze the reliability level of the study instrument, as shown in Table (03):

Table (03): Results of the analysis of the level of stability of the study instrument

Cronbach's Alpha Coefficient	Number of ferries	Variable name
0.900	10	Perceived mental image
0.915	13	Perceived value of the brand
0.914	12	Positioning of the suicide marker

Source: Prepared by researchers based on the outputs of the specialist analysis.

It is clear from the table that the Cronbach's Alpha coefficient for all variables exceeds the value of 0.900, indicating the reliability of the study instrument and the correlation of the statements for each variable with the scale of the variable being measured.

1.2.3. Calculation of the Arithmetic Mean and Standard Deviation of the Study Variables. The following table presents the results of the arithmetic mean and standard deviation of the study variables, along with their dimensions.

Table (04): Calculation of the arithmetic mean and standard deviation of the study variables

Standard deviation	Arithmetic mean	Variable
0.682	3.079	Perceived mental image of the brand
0.858	3.024	Cognitive dimension
0.899	3.091	Emotional dimension
0.718	3.123	Behavioral dimension

Standard deviation	Arithmetic mean	Variable
0.823	3.092	Perceived value of the brand
0.830	2.800	Brand Awareness
0.820	3.346	Brand Mental Associations
0.809	3.107	Perceived brand quality
0.657	3.117	Brand loyalty
0.739	3.311	Brand positioning
0.802	3.421	Performance
0.800	3.451	Suitable prices
0.746	3.058	Design
0.617	3.315	After-sales services

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results indicate that the standard deviations of the study variables are acceptable, reflecting an acceptable level of dispersion. As for the arithmetic means, we will discuss them further in the study.

2. Test Results of the Study Hypotheses. Below, we will discuss the results of testing the main hypotheses of the study as well as the sub-hypotheses derived from them.

2.1. Test Results of the First Hypothesis. The following table summarizes the results of the first hypothesis test based on simple linear regression analysis.

Table (05): Summary of the results of the first hypothesis test

Sig	F	T	R2	R	Hypothesis
0.000	320.003	17.889	0.517	0.719	P1
Tag positioning = 1.318 + 0.640 (brand image)					Regression equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

From the previous table, the results of testing this hypothesis showed that the value of the correlation coefficient R is 0.719, indicating a positive and strong relationship between the brand image and its position in the market. This is reflected in the value of the coefficient of determination R^2 , which is equal to 51.7%. This means that the Brandt brand image explains 51.7% of the variation in the position of this brand in the market.

The results of the ANOVA analysis for the significance test of this model indicate that the value of F is 320.003 and the value of t is 17.889, both of which are statistically significant at the 0.05 level. Therefore, the first hypothesis of the study is accepted, as there is a statistically significant effect of the perceived mental image of the Brandt brand on its position in the market.

2.1.1. Test Results of Sub-Hypotheses of the First Hypothesis. The following table summarizes the results of the tests of the sub-hypotheses of the first hypothesis based on simple linear regression analysis.

Table (06): Summary of the results of testing the sub-hypotheses of the first hypothesis

Sig	F	T	R2	R	Hypothesis
0.000	235.948	15.361	0.441	0.664	P1.1
Tag positioning = 1.314 + 0.615 (tag cognitive component)					Regression equation
0.000	188.155	13.717	0.386	0.621	P1-2
Tag positioning = 1.864 + 0.480 (the emotional component of the mark)					Regression equation
0.000	244.342	16.980	0.450	0.671	P1-3
Tag positioning = 1.776 + 0.498 (behavioral component of the mark)					Regression equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

With regard to the sub-hypotheses of the first hypothesis, the results based on the values of the coefficients F and t showed that all are acceptable and statistically significant. This indicates that the cognitive component, the emotional component, and the behavioral component all affect the position of the Brandt brand in the market.

2.2. Test Results of the Second Hypothesis. The following table summarizes the results of the second hypothesis test based on structural modeling analysis using simple linear regression.

Table (07): Summary of the results of the second hypothesis test

P	Warm up	Df	F	R2	R	Hypothesis
0.000	297	3	152.509	0.606	0.778	P2

Source: Prepared by researchers based on the outputs of the specialist analysis.

As shown in the previous table, the results of the structural modeling analysis (SEM) for this hypothesis indicated that the value of the correlation coefficient R was equal to 0.778. This means there is a strong and positive relationship between the perceived value of the brand and the relationship between its image and its position in the market. This is reflected in the value of the coefficient of determination R^2 , which is 0.606, indicating that the perceived value of the Brandt brand explains 60.6% of the variation in the relationship between the brand image and its positioning.

Regarding the significance of this structural model, the value of F was 152.509, which is statistically significant at the 0.05 level. Therefore, we can accept the hypothesis that the perceived value modifies the relationship between the brand image and the position of the Brandt brand.

The following table presents the results of the regression analysis in the structural model of this hypothesis to construct the equation of this model as follows:

Table (08): Constructing the equation of the second hypothesis model

P	T	Coeff	Hypothesis
0.000	93.029	3.307	Const
0.000	3.516	0.215	Mental image
0.000	8.189	0.536	Perceived value
0.019	4.441	0.012	Int_1
Positioning = 3.307 + 0.215 (image) + 0.536 (value) + 0.012 (image x value)			Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis

As shown in the table, the coefficients for both the image and value, as well as the interaction coefficient between them in the model, were statistically significant (based on the values of both *t* and *P*) at a significance level of 0.05. Therefore, the regression equation for the value of the Brandt brand can be constructed as a modifier of the relationship between its image and positioning.

2.2.1. Test Results of Sub-Hypotheses of the Second Hypothesis. The following table summarizes the results of the tests for the sub-hypotheses of the second hypothesis:

Table (09): Summary of the results of the test of the sub-hypotheses of the second hypothesis

P (Int)	i(int)	P (Model)	Df	F	R2	R	Hypothesis
0.035	7.188	0.000	3	110.958	0.528	0.727	P2.1 (awareness)
Positioning = 3.291 + 0.543 (s) + 0.536 (mark awareness) + 0.120 (image x consciousness)							Model equation
0.205	1.236	0.000	3	111.685	0.530	0.728	P2.2 (associations)
//							Model equation
0.016	6.913	0.000	3	164.412	0.624	0.790	P2.3 (Quality)
Positioning = 3.299 + 0.305 (image) + 0.403 (perceived quality) + 0.023 (image x quality)							Model equation
0.027	5.348	0.000	3	147.435	0.598	0.773	P2.4 (Loyalty)
positioning = 3.308 + 0.294 (s) + 0.390 (brand loyalty) + 0.009 (image x loyalty)							Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results of the structural modeling analysis (SEM) for the sub-hypotheses of the second hypothesis indicated that there is a statistically significant moderating effect of brand awareness, perceived quality, and brand loyalty on the relationship between its perceived mental image and market positioning at a significance level of 0.05. In contrast, the results for the brand's mental associations were non-significant, meaning that mental associations, as a component of the value of the Brandt brand, are not considered a moderating variable in the aforementioned relationship.

2.3. Test Results of the Third Hypothesis. The following table summarizes the results of the third hypothesis test based on structural modeling analysis using simple linear regression.

Table (10): Summary of the results of the third hypothesis test

P	Warm up	Df	F	R2	R	Hypothesis
0.000	297	3	162.260	0.621	0.788	P3

Source: Prepared by researchers based on the outputs of the specialist analysis.

As shown in the previous table, the results of the structural modeling analysis (SEM) for this hypothesis indicated that the value of the correlation coefficient R was equal to 0.788. This suggests a strong and positive relationship between the perceived value of the brand and the relationship between the cognitive component of its mental image and its position in the market. This is reflected in the coefficient of determination R^2 , which is 0.621, meaning that the value of the Brandt brand explains 62.1% of the variation in the relationship between the cognitive component of its brand image and its positioning.

Regarding the significance of this structural model, the value of F was 162.260, which is statistically significant at the 0.05 level. However, when attempting to construct the explanatory model and equation of this hypothesis, it becomes clear that the value of the t-test for the relationship between the cognitive component of the Brandt brand image and its perceived value, considering the value as a moderating variable (as shown in the following figure), was equal to 5.588 with a significance level P equal to 0.088. This significance level is not considered statistically significant in this study. Therefore, we reject the third hypothesis, stating that the perceived value of the Brandt brand does not modify the relationship between the cognitive component of its mental image and its position in the market.

The following table presents the results of the regression analysis in the structural model of this hypothesis for the purpose of constructing the equation of this model as follows:

Table (11): Constructing the equation of the third hypothesis model

P	T	Coeff	Hypothesis
0.000	99.725	3.306	Const
0.000	4.938	0.231	The cognitive component of the sign
0.000	11.874	0.567	Perceived value
0.088	5.588	0.017	Int_1
//			Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

2.4. Results of the Fourth Hypothesis Test. As shown in the following table, the results of the structural modeling analysis (SEM) for this hypothesis indicated that the value of the correlation coefficient R was equal to 0.769. This indicates a

strong and positive relationship between the perceived value of the brand and the relationship between the emotional component of its perceived image and its position in the market. This is reflected in the coefficient of determination R^2 , which is 0.592, meaning that the value of the Brandt brand explains 59.2% of the variation in the relationship between the emotional component of its image and its positioning.

Table (12): Summary of the results of the fourth hypothesis test

P	Warm up	Df	F	R2	R	Hypothesis
0.000	297	3	143.860	0.592	0.769	P4

Source: Prepared by researchers based on the outputs of the specialist analysis.

With regard to the significance of this structural model, the value of F was 143.860, which is statistically significant at the 0.05 level. Therefore, we can accept this hypothesis, indicating that the perceived value modifies the relationship between the emotional component of the Brandt brand image and its position in the market.

The following table presents the results of the regression analysis in the structural model of this hypothesis for the purpose of constructing the equation of this model as follows:

Table (13): Construction of the equation of the fourth hypothesis model

P	T	Coeff	Hypothesis
0.000	92.382	3.313	Const
0.009	9.315	0.158	The emotional component of the sign
0.000	12.244	0.678	Perceived value
0.019	4.105	0.022	Int_1
Positioning = 3.313 + 0.158 (emotional component) + 0.678 (value) + 0.022 (emotional component x value)			Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

As shown, the coefficients for the emotional component of the brand image, the perceived value, and the interaction coefficient between them in the model were statistically significant (based on the values of both t and P) at a significance level of 0.05. Therefore, the regression equation for the brand value can be constructed as a modifier of the relationship between the emotional component of the brand image and its positioning.

2.4.1. Results of Testing Sub-Hypotheses of the Fourth Hypothesis. The following table summarizes the results of the sub-hypothesis tests for the fourth hypothesis.

Table (14): Summary of the results of the test of the sub-hypotheses of the fourth hypothesis

P (Int)	i(int)	P (Model)	Push	F	R2	R	Hypothesis
0.465	0.730	0.000	3	80.355	0.448	0.669	P4.1 (Awareness)
//							Model equation
0.356	0.923	0.000	3	73.813	0.427	0.653	P4.2 (Links)
//							Model equation
0.007	5.602	0.000	3	143.868	0.592	0.769	P4.3 (Quality)
Positioning = 3.304 + 0.146 (emotional component) + 0.504 (perceived quality) + 0.024 (emotional component x perceived quality)							Model equation
0.005	3.182	0.000	3	132.255	0.571	0.756	P4.4 (Loyalty)
positioning = 3.319 + 0.123 (emotional component) + 0.510 (loyalty) + 0.018 (emotional component x loyalty)							Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results of the structural modeling analysis (SEM) for the sub-hypotheses of the fourth hypothesis indicated that there is a statistically significant moderating effect of both perceived quality and brand loyalty on the relationship between the emotional component of its perceived mental image and its position in the market at a significance level of 0.05. In contrast, the results for both brand awareness and mental associations were non-significant, meaning these two components of the value of the Brandt brand are not considered as moderating variables in the aforementioned relationship.

2.5. Test Results of the Fifth Hypothesis. As shown in the following table, the results of the structural modeling analysis (SEM) for this hypothesis indicated that the value of the correlation coefficient R was equal to 0.771. This suggests a strong and positive relationship between the perceived value of the brand and the relationship between the behavioral component of its perceived image and its position in the market. This is reflected in the coefficient of determination R^2 , which is 0.594, meaning that the value of the Brandt brand explains 59.4% of the variation in the relationship between the behavioral component of its image and its positioning.

Table (15): Summary of the results of the fifth hypothesis test

P	Warm up	Df	F	R2	R	Hypothesis
0.000	297	3	145.310	0.594	0.771	P5

Source: Prepared by researchers based on the outputs of the specialist analysis.

With regard to the significance of this structural model, the value of F was 145.310, which is statistically significant at the 0.05 level. Therefore, we can accept this hypothesis, indicating that the perceived value modifies the

relationship between the behavioral component of the Brandt brand image and its position in the market.

The following table presents the results of the regression analysis in the structural model of this hypothesis for the purpose of constructing the equation of this model as follows:

Table (16): Constructing the equation of the fifth hypothesis model

P	T	Coeff	Hypothesis
0.000	90.902	3.307	Const
0.000	8.858	0.190	Behavioral component of the sign
0.000	10.285	0.637	Perceived value
0.009	5.427	0.021	Int 1
Positioning = 3.319 + 0.123 (behavioral component) + 0.510 (value) + 0.018 (behavioral component x value)			Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

As shown, the coefficients for the behavioral component of the brand image, the perceived value, and the interaction coefficient between them in the model were statistically significant (based on the values of both *t* and *P*) at a significance level of 0.05. Therefore, the regression equation for the brand value can be constructed as a modifier of the relationship between the behavioral component of the brand image and its positioning.

2.5.1. Test Results of Sub-Hypotheses of the Fifth Hypothesis. The following table summarizes the results of the tests for the sub-hypotheses of the fifth hypothesis.

Table (17): Summary of the results of the test of the sub-hypotheses of the fifth hypothesis

P (Int)	i(int)	P (Model)	Df	F	R2	R	Hypothesis
0.118	1.608	0.000	3	93.068	0.484	0.696	P5.1 (awareness)
//							Model equation
0.015	6.241	0.000	3	85.673	0.493	0.681	P5.2 (Links)
Positioning = 3.293 + 0.442 (behavioral component) + 0.102 (mental associations) + 0.034 (behavioral component x mental associations)							Model equation
0.003	6.837	0.000	3	156.862	0.613	0.783	P5.3 (Quality)
Positioning = 3.301 + 0.206 (behavioral component) + 0.454 (score quality) + 0.018 (behavioral component x score quality)							Model equation
0.005	5.479	0.000	3	137.614	0.581	0.762	P5.4 (Loyalty)
Positioning = 3.306 + 0.171 (behavioral component) + 0.463 (loyalty) + 0.011 (behavioral component x loyalty)							Model equation

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results of the structural modeling analysis (SEM) for the sub-hypotheses of the fifth hypothesis indicated that there is a statistically significant moderating effect of mental associations, perceived quality, and brand loyalty on the relationship between the behavioral component of its perceived mental image and its position in the market at a significance level of 0.05. In contrast, the results for brand awareness were non-significant, meaning that awareness, as a component of the value of the Brandt brand, is not considered a moderating variable in the aforementioned relationship.

2.6. Test Results of the Sixth Hypothesis. For the purpose of testing the results of this hypothesis, it will be broken down into four sub-hypotheses related to gender, age, income, and educational level.

2.6.1. Test Results of the First Sub-Hypothesis of the Sixth Hypothesis. The following table summarizes the results of the test for the first sub-hypothesis of the sixth hypothesis using the t-test for two independent samples.

Table (18): Summary of the results of the test of the first sub-hypothesis of the sixth hypothesis

Sig	Df	t	Variable / Gender
0.002	299	- 3.093	Perceived mental image
0.000	299	- 3.883	Brand positioning
0.047	299	- 3.997	Brand Value

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results of the test for the first sub-hypothesis of the sixth hypothesis indicated that the perception of the study sample members regarding the study variables changes based on their gender, as shown in the table above.

2.6.2. Test Results of the Second Sub-Hypothesis of the Sixth Hypothesis. Using One-Way ANOVA analysis, the results of testing this hypothesis can be summarized in the following table:

Table (19): Summary of the results of the test of the second sub-hypothesis of the sixth hypothesis

Sig	Df	F	S. squares	Variable / age	
0.773	3	0.372	0.948	Sum of squares within one group	Perceived mental image
	297		252.130	Sum of squares between groups	
0.757	3	0.395	0.877	Sum of squares within one group	Brand Value
	297		219.948	Sum of squares between groups	
0.048	3	6.508	4.948	Sum of squares within one group	Brand positioning

Sig	Df	F	S. squares	Variable / age	
	297		195.304	Sum of squares between groups	

Source: Prepared by researchers based on the outputs of the specialist analysis.

As shown in the previous table, the results of the test for the second sub-hypothesis of the sixth hypothesis indicated that the perception of the study sample members regarding the positioning of the Brandt brand changes based on their age groups. In contrast, the perception of both the image and the perceived value of this brand does not change according to the age groups of the study sample.

2.6.3. Test Results of the Third Sub-Hypothesis of the Sixth Hypothesis.

Using One-Way ANOVA analysis, the results of testing this hypothesis can be summarized in the following table:

Table (20): Summary of the results of the test of the third sub-hypothesis of the sixth hypothesis

Sig	Df	F	S. squares	Variable / Income	
0.038	3	5.841	7.059	Sum of squares within one group	Perceived mental image
	297		246.018	Sum of squares between groups	
0.063	3	2.453	5.340	Sum of squares within one group	Brand Value
	927		215.485	Sum of squares between groups	
0.000	3	6.427	12.208	Sum of squares within one group	Brand positioning
	297		188.044	Sum of squares between groups	

Source: Prepared by researchers based on the outputs of the specialist analysis.

The results of the test for the third sub-hypothesis of the sixth hypothesis indicated that the perception of both the mental image and the positioning of the Brandt brand changes with the income levels of the study sample members. In contrast, this change in perception does not occur in relation to the perceived value, as shown in the previous table.

2.6.4. Test Results of the Fourth Sub-Hypothesis of the Sixth Hypothesis.

Using One-Way ANOVA analysis, the results of testing this hypothesis can be summarized in the following table:

Table (21): Summary of the results of the fourth sub-hypothesis test of the sixth hypothesis

Sig	Push	F	S. squares	Variable / Educational Level	
0.045	2	5.368	5.959	Sum of squares within one group	Perceived mental image
	298		249.119	Sum of squares between groups	
0.580	2	0.546	0.806	Sum of squares within one group	Brand Value
	298		220.019	Sum of squares between groups	
0.901	2	0.104	0.140	Sum of squares within one group	Brand positioning
	298		200.112	Sum of squares between groups	

Source: Prepared by researchers based on the outputs of the specialist analysis.

With regard to the results of the test for the fourth sub-hypothesis of the sixth hypothesis, the findings showed that the perception of the mental image of the Brandt brand changes among the study sample members with changes in their educational levels. However, this change did not appear in relation to the perceived value and positioning of the brand, as detailed in the previous table.

Discussion

The results of the descriptive analysis of the study variables indicated that the perceived mental image of the Brandt brand among the study sample members was average, with an arithmetic mean of 3.079, which is close to the theoretical mean of 3. Additionally, the perception of the three components of the brand image was close, with values of 3.024 for the cognitive component, 3.091 for the emotional component, and 3.123 for the behavioral component. This implies that the current and potential Algerian consumers of household electro products have a reasonable and average perception of the Brandt brand, viewing it as an ordinary brand. This perception can be attributed to the dominance of leading brands in the minds of Algerian consumers, whether local (like ENIE) or foreign (such as Samsung and LG). Brandt still needs to work on building a better mental image among Algerian consumers.

Regarding the perceived value of the Brandt brand, it had an arithmetic mean of 3.092, noting that the awareness dimension came in lower than the arithmetic mean at a value of 2.8. This is primarily due to the average mental image of the brand among the study sample members (since awareness is primarily derived from the perceived mental image). The value of the mental associations of the Brandt brand was acceptable at 3.346, which can be explained by the fact that Algerian consumers still associate this brand with being foreign, purchased by an Algerian conglomerate (as Algerian consumers generally believe that foreign brands, especially European ones, are superior). For both the quality and loyalty dimensions, their values were close to the theoretical average of the study, indicating that Brandt needs to work harder to gain loyal customers in the future.

The study results also revealed that the positioning of the Brandt brand in the minds of Algerian consumers was better than the previous two variables, with a value of 3.311, indicating an acceptable position in the Algerian market. This can be explained by factors such as performance, appropriate pricing, and after-sales services. Brandt products have few defects, and while their prices are slightly higher than some local brands like Condor, they are lower than many foreign brands operating in the Algerian market. The value for design was average. With regard to the results of the test of the proposed models for the study, the following figure summarizes these results:

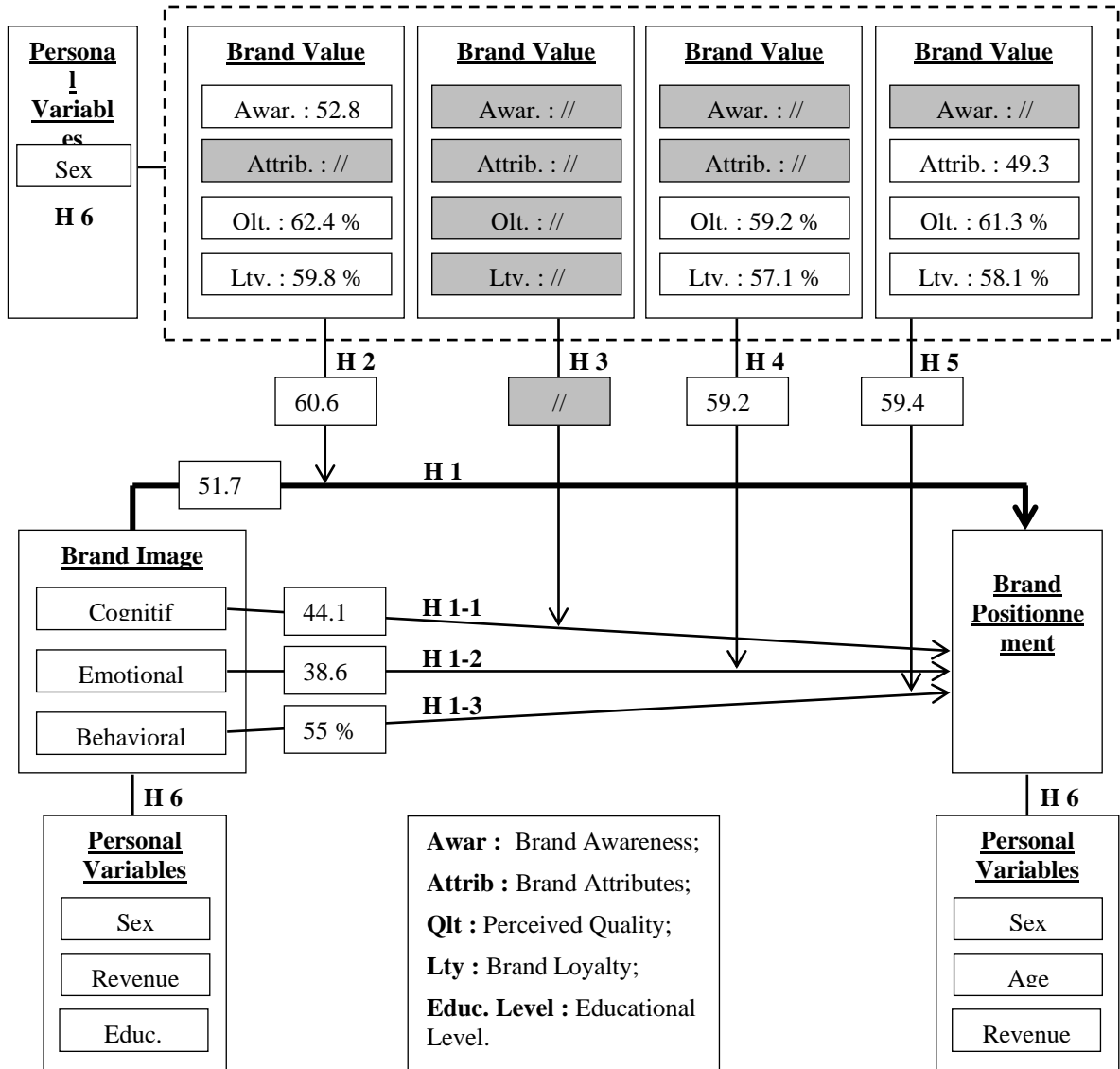


Figure (02): The proposed model of the study after hypothesis testing
Source: Prepared by researchers based on the outputs of the specialist analysis

The results of the study showed that the perceived mental image of the Brandt brand has an acceptable impact on its position in the Algerian market at 51.7%. This is mainly due to the fact that the mental image is an essential component in the formation of positioning. Additionally, it was found that the behavioral component of the brand's image was the most influential, accounting for 55%. This influence arises because the different behaviors adopted by customers toward any brand leave them with a specific impression, contributing to solidifying that brand in their minds and aiding recall at the moment of making the next purchase decision.

Furthermore, the results of the structural modeling analysis indicated that the perceived value of the Brandt brand affects the relationship between its perceived image and its market position by 60.6%. This means that the better the perceived value among the brand's customers, the easier it is to leverage the mental image to establish a strong market position that allows competition with both local and foreign brands. Thus, the results of the study confirmed that perceived value is a key variable in the success of brand management.

Regarding the results of the structural modeling related to the impact of perceived value as a moderating variable on the relationship between the dimensions of the perceived mental image of the Brandt brand and its market position, it was found that perceived value does not moderate the relationship between the cognitive component of the brand image and its position. This is because the cognitive component is formed in customers before they engage with the brand; that is, potential customers of the Brandt brand form an impression of the brand even without trying any of its products, based on various sources such as word-of-mouth and advertising messages. At this stage, the perceived value of the brand may not have been established, especially since the dimensions adopted in this study to measure value are primarily based on customer experience.

On the other hand, the perceived value of the Brandt brand affects the relationship with both the emotional component (59.2%) and the behavioral component (59.4%) of its mental image and market position, which are nearly equal and close to the effect percentages established in the first hypothesis of the study. Therefore, for emotion and the behaviors that stem from it to translate into a positioning for the Brandt brand compared to competitors, the brand requires a positive perceived value that helps reinforce this relationship.

The results also revealed that the dimensions of awareness and mental associations, as essential components of perceived value, were the most neutral regarding the impact of value on the relationship between the dimensions of the perceived mental image of the Brandt brand and its market position. This aligns with the results of the first sub-hypothesis of the first hypothesis, as the entire process is based on the customer's experience with the brand's products, which then translates into a positioning in their mind that is solidified by repeated experiences. Since the dimensions of awareness and mental associations are not directly tied to experience, they can be formed from external sources, as previously mentioned.

Additionally, the study results indicated that the perception of the three variables varies according to customer gender. Therefore, the Brandt brand must consider the gender factor when designing its advertising campaigns and developing the necessary strategies to build its position in the market. This is due to the nature of the brand's products, which are household appliances, and the differences in how their characteristics are perceived between males and females depending on the type of product.

Conclusions

After testing the study model and the hypotheses contained within it, and discussing its results, the following recommendations can be formulated:

To gain an advantage among current and potential customers compared to competitors, Brandt should work on improving its perceived mental image. This improvement can influence future customer decisions, especially at the moment of making a purchase.

Building a well-perceived mental image in its various tangible and intangible dimensions can enhance the positioning of the Brandt brand in the market, as brand image is typically considered one of the dimensions of good positioning. In this regard, Brandt should strengthen its positive positioning identified in the study and leverage the more favorable dimensions (especially performance, appropriate pricing, and after-sales services) in its promotional campaigns to gain an edge over competitors.

Given that awareness of the Brandt brand is low and its perceived value is average, this may result in current and potential customers being unwilling to invest more money, effort, and time to obtain its products compared to local brands with reasonable prices, such as Condor and Iris, and foreign brands like Samsung, LG, and Sony, which possess high perceived value in the minds of Algerian consumers. Therefore, Brandt must work to enhance its perceived value by improving its dimensions to balance the perceived value with the price levels of its products.

In general, both Brandt and Algerian brands operating in this field must improve the quality of their brand management to compete with foreign brands that have been developing their identities for a long time, whether in the local market or abroad. This is particularly important given that the technologies used in this industry are relatively similar among different institutions, making branding an important and effective area for competition.

Limitations and future research

The limits of the present study comprise conceptual, spatial, and temporal boundaries as follows:

- **Conceptual boundaries:** This involves gathering all aspects related to our current study and its variables to measure the quality of brand management in the local market, specifically focusing on mental image, perceived brand value, and positioning.

- **Spatial boundaries:** This encompasses the entire national territory across 58 wilayas, with a particular emphasis on the wilaya of Setif, where the researchers are located.
- **Temporal boundaries:** The timeframe for the field study is limited to the period between June 2024 and August 2024.
- **Future Researchs:** Future studies on this topic may explore dimensions that influence brand image construction among customers, such as brand personality and user image.

Additionally, comparative studies could examine the gap between the brand image and positioning planned by the company and how they are actually perceived in the market and in customers' minds.

References

1. Aaker, D.A., (1991). *Managing Brand Equity: Capitalising on the value of a Brand Name*, New York: The Free Press. [https://doi.org/10.1016/0148-2963\(94\)90009-4](https://doi.org/10.1016/0148-2963(94)90009-4).
2. Chaudhuri, A., & Hoibrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Brand*, 65(April), p.p. 81–93. <http://doi.org/10.1509/jmkg.65.2.81.18255>.
3. Chen, H. Chu, Robert D. Green, James M, (2008), Male and Female Influence on Hypermarket Brand Equity. *International Business & Economics Research Journal*, Volume 7, Number 9. https://www.researchgate.net/publication/288942569_Male_And_Female_Influence_On_Hypermarket_Brand_Equity.
4. Dowling, G, (2001), *Creating Corporate Reputations, Identity Image, and Performance*, Oxford University Press, New Work. ISBN: 9780199252206. DOI: 10.1093/oso/9780199241637.001.0001.
5. Eysenck, M., Keane, M.T., (2015), *Cognitive Psychology*, syandent hand book. <https://doi.org/10.4324/9781315778006>
6. Hailin Qu, (2011), A model I of destination branding: Integrating the concept of the branding and destination image, *Tourism Management*, Hypermarket Brand Equity. *International Business & Economics Re-search Journal*, Vol. 32, p.p 465-476. <https://doi.org/10.1016/j.tourman.2010.03.014>.
7. Ianenko. M, Stepanov. M, and Mironova. L, (2020), Brand identity development, *E3S Web of Conferences* 164, 09015. <https://doi.org/10.1051/e3sconf/202016409015>.
8. Kartono, B, Rao, V. R, (2008), Brand equity Measurement: a Comparative Review and a Normative Guide, *Johnson School Research Paper Series*. (9). https://scholar.google.ca/citations?view_op=view_citation&hl=en&user=sSYNsBYAAAAJ&citation_for_view=sSYNsBYAAAAJ:u-x6o8ySG0sC.
9. Keller, K. L., (1993), Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, *Journal of Marketing*, 57(1), p.p. 1–22. <https://doi.org/10.1177/002224299305700101>
10. Keller, K.L., (2013), *Strategic Brand Management*, 3th Edition Pearson Prentice Hall. <https://vulms.vu.edu.pk/Courses/MKT724/Downloads/Keller%20Strategic%20Brand%20Management.pdf>.

11. Kotler, P., Keller, K, Manceau, D. (2012), *Marketing Management*. Montreuil : France Pearson.
https://www.pearson.fr/resources/titles/27440100647000/extras/7345_chap19.pdf.
12. Lai. Ch, Aimé. I, (2016), *La marque*, 3ème édition, Dundo, Paris, France.
<https://www.scholarvox.com/catalog/book/88836193>.
13. Malhotra. N, Décaudin, J.-M., Bouguerra, A., & Bories, D. (2011). *Etudes marketing*, (éd. 6). France : Pearson. ISBN : 978-2-7440-7572-8.
<https://www.pearson.fr/resources/titles/27440100279840/extras/Glossaire.pdf>.
14. Percy, Larry, Rossiter, John R. (1992), A Model of Brand Awareness and Brand Attitude Advertising Strategies, *Psychology & Marketing*, Vol.9, N4, p.p. 263-274. <https://doi.org/10.1002/mar.4220090402>.
15. Raggio, R.D., & Leone, R.P., (2005), The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning, *Journal of Marketing Research*, 43 (2), p.p. 36-48.
<https://doi.org/10.2139/ssrn.894109>.
16. Sukamolson, S. (2007). Fundamentals of quantitative research. *Language Institute Chulalongkorn University*, 1, p.p. 1-20. Volume 7, Number 9.
https://www.iicseonline.org/Quantitative_MethodsII.pdf.
17. Zeithaml, V.A. (1998). Consumer perceptions of price, quality and value: A means end model and synthesis of evidence. *Journal of Marketing*, Vol. 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>.