

Investigation of the Influence of Perceived Quality, Price and Risk on Perceived Product Value for Mobile Consumers

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Abstract

This article aims to investigating the effects of perceived quality, risk and relative price on the perceived value and purchase intentions of mobile phones. The population comprises 293 persons of Business Administration MA students from the Islamic Azad University of Zanjan.

The questionnaires were validated using face validity. In addition, the reliability was calculated using Cronbach Alpha, Split-half and Test- re-test. To analyze the data, with SPSS and LISREL software, Exploratory and Confirmatory Factor Analyses (to identify the effective factors) and Structural Equation Modeling (SEM) (to test the hypotheses) were calculated.

The findings indicate that perceived value does not influence purchase intentions. Perceived quality, perceived relative price and perceived risk do not influence purchase intentions through perceived value. Perceived risk, perceived quality and relative price all influence perceived value. Relative price influences perceived product quality and the latter, in turn, affects perceived risk. The results of the study show that it is essential to develop an understanding of value in the purchasing process. Moreover, the risk should be reduced to a minimum.

Keywords: perceived value, perceived quality, perceived risk, perceived relative price, purchase intentions

1. Introduction

From the consumer's perspective, perception is a process through which individuals are exposed to information, heed, understand and interpret it. Researchers have realized that the perceived quality and perceived relative price are assimilated in order to affect perceived value and the latter is the most significant effective factor on purchase intentions (Ha-Brookshire, 2012).

Today, creating value for the customer is considered the best way to achieve longstanding success in many prominent companies (corporations). Methods such as globalizing competition, freeing national and international commerce, saturating the market and overcapacity as well as the technological development rate and other innovations, the ever growing customer expectations, touting and the like all have resulted in greater attention to the importance of perceived product price and value (Pisnik & Snoj, 2007). The paramount, most rational rule that applies to the customers is that their motivation must be met through proper value. One of the most important concepts among managers and academia is the transfer of value to the customers. Many researchers believe that it also must be part of the most fundamental concepts in market and capital/ asset strategies. According to research findings, the highest perceived value leads to more customer satisfaction, high loyalty levels, maintaining customers, and finally, to success. This challenge has gained an ever-increasing significance. In fact, it has been predicted that in the 21st century, the concept of value will be of more significance to the customers. Therefore, the researchers decided to unearth the relationship among the three concepts of perceived value, perceived quality and perceived risk (Snoj & Pisnik, 2004).

Due to the increasing number of customers of mobile, thus it is important for retailers to understand what is their perception of product attribute? If a retailer wants to attract and retain their customers, should be understand customers' behavior. Hence, it is important to investigate what influence of perceived quality, price and risk on perceived product value and to understand the Iranian customers' perceptions of these items. All in all, this study serves three goals. The first is to find the impacts of perceived quality, price and risk on perceived product value. The second is to investigate the influence of perceived product value on purchase intention for Mobile. Finally,

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