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Research Paper

The Brand distentions and the extent of its Effect on the Purchase Decision / An Exploratory Study for a Sample of Consumer of Nissan Motor Cars company in Turkey

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Abstract
The study aims to identify the effect of changing the brand of Nissan Motor Company in its dimensions (mental image, country of origin, quality, and warranty) on the decision of the purchase by the consumer, in order to identify the strongest dimension of the brand to influence the purchase decision of these cars and to achieve the objectives of the study The researcher collects the required data by distributing a questionnaire to a random sample of Nissan cars Consumer in Turkey in four governorates (Van, Diyarbakir, Mardin, Batman) where the sample size reached (120), and it was analyzed by the statistical program (SPSS V.21) as well as conducting structured formal interviews with the company's CEO And the director of sales and maintenance to get to know the customers 'desires, as the study reached several results, the most important of which is the presence of a significant significant relationship under the level of significance of 0.05 for the brand on the decision to buy a Nissan car, in addition to that more after influencing the purchase decision (mental image, country of origin , Quality) respectively, and its weakest effect after are the guarantee.

Keywords
Brand, Purchase Decision, Nissan Motor Company, Turkey.

ورقة بحثية

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المستخلص

تهدف الدراسة إلى التعرف على أثر تغيير العلامة التجارية لشركة نيسان موتور في أبعادها (الصورة الذهنية ، وبلد المنشأ ، والجودة ، والضمان) على قرار الشراء من قبل المستهلك ، من أجل التعرف على البعد الأقوى في العلامة التجارية للتأثير على قرار شراء المستهلك للسيارات نيسان موتور ولتحقيق أهداف الدراسة قام الباحث بجمع البيانات المطلوبة من خلال توزيع استبيان على عينة عشوائية من مستخدمي سيارات نيسان في تركيا في أربع محافظات(فان، دياربكر، ماردين، بتمان)، إذ بلغ حجم العينة فيها (١٢٠) وتم تحليلها بواسطة البرنامج الإحصائي (SPSS V.21) وكذلك إجراء مقابلات رسمية مهيكلة مع الرئيس التنفيذي للشركة ومدير المبيعات والصيانة للتعرف على رغبات العملاء ، حيث توصلت الدراسة إلى عدة نتائج، كان أهمها وجود علاقة احصائية ذات دلالة معنوية تحت مستوى دلالة ٠,٠٥ للعلامة التجارية بشأن قرار شراء سيارة نيسان ، بالإضافة إلى ذلك أكثر بعد التأثير على قرار الشراء (الصورة الذهنية ، بلد المنشأ ، الجودة) على التوالي ، وأضعف تأثيرهو الضمان.

الكلمات الرئيسة

العلامة التجارية، قرار الشراء، شركة نيسان موتور، تركيا

مجلة

تنمية الرافدين

(TANRA): **مجلة علمية، فصلية، دولية، مفتوحة الوصول، محكمة.**

المجلد (٤٠)، العدد (١٣٠)،
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1. Introduction:

With the intensification of competition between business organizations and leading companies in the auto industry ،t strives to innovate everything new in technology a week, in terms of speed, strength, safety, entertainment, and quality, and to achieve the hopes and attract customers towards its products, the consumer often looks at the brand that identifies the product before deciding to buy it. Whereas the well-known brand replaces the inspection and the search for the quality of the product, through research and reports that have been published in journals specialized in marketing management, many customers talk about that products that do not carry a distinctive brand are poorly made, Knowing the needs and desires of customers is very complicated, especially in the automotive industry. Many customers are looking for everything new in this field. It is no longer possible for them to get a traditional car to transport them from one place to another, but the matter has become more complex and ambitious in light of the huge technological development that the world is witnessing.

2. Methodology:

2.1 Study Problem:

The car sales market in Turkey, like other active sectors, recorded a qualitative leap at the global level, especially with the economic openness, technological development and improvement in the standard of living of consumers, on the other hand, the Turkish consumer Buying decision Based on many factors, the selection area has become wide and more complex for the Turkish consumer, through the previous presentation, the researcher put the study problem into the following question:

How far does the brand, and its dimensions, influence the consumer's buying decision?

2.2 : Importance of studying

- Identify the influence of the Nissan Motor Company brand on the purchasing decision of Nissan users.
- Knowing the dimensions of the Nissan Motor Company brand on the purchasing decision for Nissan users.
- Providing recommendations and proposals to Nissan to know the reasons for the decrease in demand for Nissan cars.

2.3 Objectives of the study :

- Give a clear picture of the well-known brand and its relationship to the process of making a purchase decision for customers of Nissan Motor Company.
- Highlighting the role of the well-known Nissan Motor Company brand in influencing consumer buying behavior.
- Knowing the position of the Nissan Motor Company brand among other brands of car companies in light of the global markets.

2.4 The Model of the Study.

Based on all the studies mentioned above, researcher see the relationship between Switching Brand and consumer purchasing decisions as well as the influence of mental image, country of origin, quality, and warranty directly on a buyer's decision, and therefore, the overall Switching brand is the independent variable that influences a consumer's purchasing decision. Therefore, researcher can construct a study model depicting four relationships shown in Figure 1

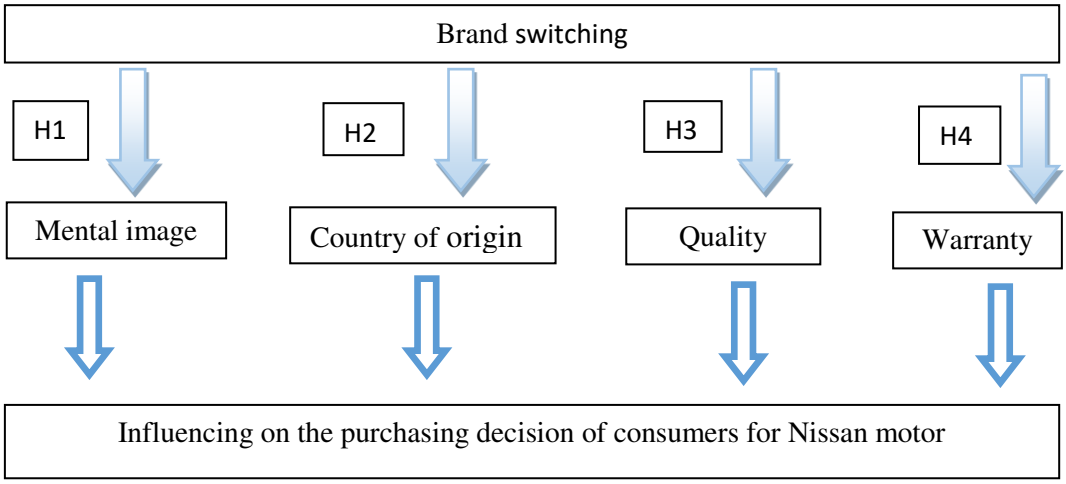


Figure (1) shows Conceptual Framework of study

2.5 The Hypotheses of the Study

In light of the research problem and its objectives formulating the following hypotheses:

The main hypothesis of the study:

There is a statistically significant effect of the Nissan Motor brand on the customer's purchasing decision.

H1: There is a statistically significant effect of the brand's mental image on the purchasing decision of cars, Nissan Motor Company.

H2: There is a statistically significant effect of the country of origin of the brand on the purchasing decision of Nissan Motor Company.

H3: There is a significant statistical effect of the brand on the automobile purchase decision of Nissan Motor Company.

H4: There is a significant effect of the brand's Guarantee on the purchasing decision of Nissan Motor Company.

2.6 Data Collection Instrument and Process

To measure the study variables: mental image, country of origin, quality, and warranty and the Purchasing Decision of Consumers, a five-point Likert scale was used. The questionnaire was mainly adapted from the study; this study has identified more than five determinant variables affecting switching. The most previous deeply studied variables were only selected to be studied in the current research. A scale ranging from "5" strongly agree to "1" strongly disagree was used in all of the questions as a step toward hypotheses testing.

In this study as well, an appropriate sampling method was used. Mainly, among the customers who are currently using Nissan Motor cars in the Republic of Turkey, on the other hand, structured personal interviews were conducted with the CEO of Nissan and the sales manager, meetings took place and the most important questions were asked, "What are the needs and desires of customers", the questionnaire prepared to measure Data variables by emails and other social media. The questionnaire was written in Turkish and English language to ensure clarity and to encourage the participation of non- English speakers.

120 questionnaires have been completed, and the sample characteristics show that 40% of the clients with absolute loyalty in the city of Van, 24% of customers in the city of Diyarbakir, and 8% of customers in the city of Mardin, and 22% of the clients in the Batman (The governorates were chosen based on the researcher's geographical location, in addition to the presence of Nissan Motor agencies), as well to 43% of respondents between the ages of 25-35 years. Through the previous explanation, we note that there are differences in the percentages of the sample taken, due to the difference in customer tastes, some customers have absolute loyalty to Nissan Motor cars, in addition to economic, political, and demographic factors, certainly these factors mainly affect the purchasing decision of customers. mostly, the research sample was realistic, credible and a very low level of errors due to the researcher clarifying the questionnaire questions for clients, in addition to that the researcher conducted structured personal interviews with sales managers, these interviews may take 30 minutes, to clarify the main factors that affect the procurement operations, finally, all the interviews were successful. indeed, the researcher faced several challenges, including the large sample of the research, in addition to the geographical dimension of the Nissan Motor Group of companies in 4 governorates in the Republic of Turkey, which caused the researcher difficulty in distributing the questionnaire, on the other hand, the difficulty of conducting structured personal interviews because of the need for a large time It also requires significant financial resources.

3. The Theoretical Framework:

3.1 Concept of switching Brand:

The American Marketing Association defined the brand: a name, symbol, drawing, or a combination of these elements, which allows sellers to distinguish merchandise goods and services and differentiate them from competitor's products. This is what kotler and others agreed upon, because in their view the brand is an essential component of the organization's strategy, It adds a new dimension to the products and distinguishes them from other products offered in the market, Brand switching is a situation where a brand loses a once loyal customer to a competitor. In other words, a shopper changes their buying habits, choosing deliberately to purchase another brand instead of their usual choice. (Philip kotler *et al*, 2006:124). The brand is also known as "distinct names or symbols (such as logos, brands, packaging designs, and the actors) that were created by producers or traders and through which they can provide their goods or services and distinguish them from their competitors" (samadi, *et.al*, 2010:49).

3.2 The Dimensions of Brand:

- **Brand loyalty:** The loyalty of customers to a particular brand to the cost savings helps marketing because of the process of bringing in new customers requires costly promotional methods compared to keeping them (Afzal, 2013:41).
- **Quality as perceived by the customer**: The brand largely reflects the quality that it perceives towards the good or service, which helps to support the activity of business organizations through which it will have the ability to raise prices for its products (Rao,*et al*,2016:44).
- **Brand image:** the image reflected by the mark according to recognize each customer based on her perception of mental and personal differ, It should be pointed out that there are many factors and influences that change the image of the mark in the minds of customers, including the failure or success of a new product and other factors, and accordingly the organization must design its mark in a clear, simple and uncomplicated manner in order to facilitate the purchase process (sahay& Shrma, 2010:22).
- **Famous brand trade**: Fame means the extent to which a brand is recognized in a way that makes it more prevalent among customers in order to create strong links able to resist all time changes (Grigoriou, *et al*, 2018:96).

3.3 Mental image

A brand image is a mental image or reasoning to become remembering the distinctive characteristics of a product or service. A brand is said to be a name, expression, mark, symbol or design or a mixture thereof and it is intended to define, differentiate and distinguish the goods or services provided by the seller or a group of Sellers for competitors' items, The mental image can be defined simply: a cognitive unit that the individual uses to represent it in the external world, and it may start with a set of features that take from the thing and go to the memory so that it reflects reality as much as possible, and becomes a tool for humans through

which the sign can be recognized again, so the mind arranges the data In his own way, he stores it in his long-term memories until needed (Elete, 2018:4).

The mental image consists of 3 interrelated factors, namely (Al-Masry, 2001:54):

- **Perceptive component**: The perceptual component is defined as an evaluation of known features about the product or a rational understanding of the product, meaning that the perceptual element is a set of beliefs about something that leads to an acceptable image and environmental conditions play a pivotal role in creating the perceived mental image, some researcher and scientists in the field of marketing believe The mental image of a certain person differs from the other person, and in any case the mental image acquired through previous purchases of the consumer is based to some extent on the cognitive reality rather than the reality.
- **Influence component**: The influencing component is related to the mental image in terms of the consumer's evaluation of the purchasing process, and the motives determine what the consumer wants to obtain from future purchases of new products and services that will affect the evaluation of the procurement processes.
- **The element of behavior and desire**: The element of desire for the mental image is quite similar to the consumer's behavior, in fact that the internal and external environment affects and is affected by the consumer. As we know that the consumer is the essence of the marketing process, for example, a decision is made to purchase a new car. This measure is an element of desire and its relationship to other factors directly because it is It depends on the mental image created during the realization phase, in addition to all the factors that affect the buying process (Al-Dmour& Ayesh, 2005:21).

In the end, the mental image of the brand product represents the personal assessment of the consumer of the benefits and advantage envisaged to be obtained and used, and previous research conducted indicates that all consumers have in their minds a mental image of a particular brand (Suleiman, 2000:24).

3.4 The importance of the brand

The presence of the trademark of any product or service is beneficial to the establishment that put this mark as well as to the customer, as the benefit of the trademark is the customer's satisfaction when ordering the product or service he wants, because the product is the same that knows the quality level, As distinguishing a brand promotes opportunities to compare products with its brand instead of comparing them with their prices, which helps business organizations maintain the level of their prices (Hawari, *et al*, 2012:14).

2.4 country of origin

The concept of the country of origin is still a matter of disagreement between researcher and specialists in the field of marketing, where some customers see that the country of origin is meant the country where the product was manufactured, while other customers see that the country that was designing the product, on the other hand, Many studies conducted by researchers in business organizations and

industrial companies indicate that customers in general tend to create a stereotype of the quality, appropriateness and attractiveness of products from certain countries and regions, where customers tend to evaluate products positively when their origin or production is countries with a positive mental image, The reason for this is that the country of origin provides customers with information about product quality, and other aspects (Agrawal & Kamakura,1999:259).

Jawish confirms (Jawish, 2007:4) The country of origin can act as a cognitive abbreviation that enables customers to save time and good when evaluating the product, and can influence the influence of other product information on other product evaluations, but this effect may decrease as customers are able to represent the information (Almuhtady & Al-Mulla Hasan, 2016:190), otherwise, the country of origin may be an important factor for the customer when making the purchasing decision to prefer the products of a company belonging to a country with a quality industrial sector, for example, Nissan Motor Company of Japanese quality (made in Japan), as the company benefits from the country of origin In increasing sales, entering new global markets, gaining customer loyalty.

2.5 Quality

The word quality has been used in various forms to express divergent views. So far, there is no explicit definition of quality, although it is not tangible, but at the same time it is a clear reality and required by customers, companies and governments alike. At the same time, quality measures are relativity from one individual to another, the decision to purchase depends most of the time on the quality of the product in the event that it is a good or service, as the quality of the product is in conformity with the established specifications, and thus its ability to satisfy the buyer's desires, and achieve the desired benefit from it, in addition to achieving satisfaction (Saleh, 2007:45).

2.6 Guaranty

Since the industrial revolution began in Europe, many organizations have developed their products and services and in particular the emergence of new products, new ideas, new factories, product quality is increasing, in addition to liberalizing global trade, as the transformation from local to global trade has become these changes have occurred quickly From here, we can say the challenges facing the executive managers may be difficult, and a new strategy must be used and these crises managed carefully. On the other hand, there are noticeable new challenges due to the constantly changing needs and desires of clients, The basic guarantee is a basic condition of the terms of sale that cannot be abandoned by customers and companies according to legal frameworks due to the guarantee of the right of each buyer, and when the consumer makes the purchase, the guarantee is calculated from the selling price (Murthy, 2007:430).

Suppliers and manufacturers must provide guarantees when selling products and services to consumers. These rights exist in all organizations regardless of any guaranty that the supplier or manufacturer offers to customers, a warranty that a

customer's manufacturer may have a product or service or that will be represented. It can be considered a contract between the customer and the manufacturers (or seller) that is entered into when selling the product or service. The warranty may be implied, or it may also be explicitly mentioned (contract) (Australian consumer law, 2016), for example, after-sales services and maintenance services Nissan Motors is granted to sales agents The period for the New Vehicle Warranty is the following designated period of time or specified mileage may be 3 years or mileage: 100,000 km (https://en.nissan-Turkey.com/owners/warranty.html)

3. Consumer purchasing decision

3.1 Definition of the purchase decision

Consumers perform different, distinguish buying behaviors every day, and they are often automatic and ill-conceived (in the case of routine purchases such as bread and mineral water) because the consumer has become usual to them, but sometimes the consumer needs relatively complex products so it takes a lot of time and effort to search for them and collect information about them Before he conducts its purchase (bin Zawi, 2017: 12).

The procurement process is a dynamic process that consists of a set of steps and effects that the consumer goes through to make the purchase decision, and most theories that have been concerned with studying and interpreting the purchasing decision-making process are based on the consideration of the purchase as a problem solving process where the difficulty of solving the problem varies according to the type of product and From it can be said that the purchasing decision-making process, The concept of purchasing decision: A set of stages a consumer takes for a problem related to his needs and desires (Hasonat, 2015:34).

3.1 Types of purchase decision:

The quality of making a decision to buy a product varies from one consumer to another based on a number of factors, including the complexity of the purchasing position and the number of people involved in making the purchase decision, and accordingly, the purchasing decision can be divided Based on the complexity of the purchasing position (Allamy, 2014:37) (**M**unthiu, 2009:32).

A. Routine purchase decision:

It is the least complicated purchasing situation and it occurs in the event that the consumer is well acquainted with the type of product and its characteristics, and therefore it depends on his previous experience to buy the product and this type of purchasing behavior usually occurs in the case of buying a product with a low cost in terms of money, effort and time.

B. Medium complex purchase decision:

The consumer may be familiar with a product because it is used to buying it, but it is not familiar with all available alternatives, so it needs to think, even if in a limited way, because it is aware of the product and needs some information about competing products.

C. very complex purchase decision:

This type of decision concerns large-cost products, such as buying a home or car, as it takes effort and gathers a long time to choose the best product.

D. Variety-seeking buying decision:

The decision to purchase is affected by the development taking place by the surrounding environment factors and the emergence of various and large products and services, which pushes customers to purchase more quality products at the lowest cost, in fact, the customer's awareness of the existence of differences between the famous brands in the market and new brands, many customers will make the process of change in order to renew and diversify.

3.2 Consumer buying decision process

It is the decision-making process that relates to the consumer in relation to market transactions before buying goods or services, during or after that. It can be seen as a particular form of cost-benefit analysis with multiple alternatives, Customers can purchase different products based on the knowledge available to them, in fact the purchasing decisions may be difficult in the case of buying expensive products, and the purchase process consists of several steps as in Figure 1, however, some purchases are very important so that the consumer is forced to do all these steps carefully and accurately (GilaniNia, 2010) (Jeddi, *et al*, 2013:48) These steps include:

A. **Feeling the problem**: The decision-making process begins with identifying the problem. And the problem appears if there is a difference between the current situation and the desired situation, then the consumer feels a certain need that he wants to satisfy, and at this stage the consumer is affected by internal and external influences, and sales representatives play an important role in persuading customers towards choosing these needs and this is done using promotional efforts and activities (advertising Sales promotion, retail display methods ...).
B. **Data gathering:** After the consumer knows his need, he collects or searches for information in order to locate the goods and services that suit his needs and desires.
C. **Estimation Options:** After collecting information, the client is ready to make a decision. At this point, he should be capable to evaluate different options and select products that meet the demands of him.
D. **Purchase:** This phase that all marketing activities are the outcome. Consumer at this stage, according to the information already acquired, Select a product that feels satisfy his need and buys.
E. **After purchase:** the customer matches the purchased goods with ideas, products, competitors, perceptions and expectations of the product. There is the possibility of consumer satisfaction with the products or dissatisfaction, which may appear for various reasons.

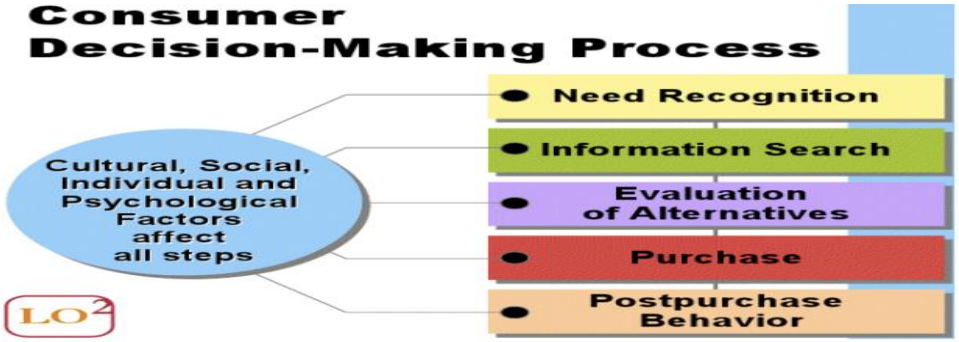


Figure 2 shows Consumer buying decision process

Source: Qazzafi, Sheikh., 2019, consumer buying decision process toward products, *international journal of scientific research and engineering development-– volume 2 issue 5, sep – October 2019 available at www.ijsred.com.*

Result and Discussion

- **Gender**

Table (1) shows repeated distribution of sample individuals by gender

Gender	Male	Female	Total
Frequency	73	27	100
Percentage (%)	73%	27%	100%

From Table 1, it is clear that the percentage of males is higher than the percentage of females in car consumption, they represent (73%) of the research sample and females were less than males by (27%) of the study sample, and the researcher believes that there are reasons. The reason is that males are more attracted to new cars with many specifications than females.

- **Age**

Table (2) shows repeated distribution of sample individuals by age

Age	18 – 25yrs	26 – 35 yrs.	36 – 45yrs	46yrs&Above	Total
Frequency	24	43	26	7	100
Percentage (%)	24%	43%	26%	7%	100%

From Table 2, it is clear that the highest percentage for age groups is 26-35 years (43%), 26% for age groups 36-45, 24% for age groups 18-25and 7% for age groups 46 and over, the reason for this increase is that this The class is the most experienced class for new cars, regardless of the image, quality, origin and warranty, compared to other ages.

- **Income**

Table (3) shows repeated distribution of sample individuals by income

Income	Very good	Good	Average	Bad	Total
Frequency	35	40	20	5	100

Percentage (%)	35%	40%	20%	5%	100%

From Table 3, is clear that the highest percentage of Nissan car consumers is the good income category at 40%, while the very good income level was 35%, the average income level was 20%, and the bad income level was 5%, which indicates that the price of cars Nissan is suitable for best income level, from the purchasing power side of good income customers.

- **Educational qualification**

Table (4) shows repeated distribution of sample individuals by Educational qualification

Educational qualification	secondary school	High school	Bachelor	Master	Ph.D	Total
Frequency	10	21	32	28	9	100
Percentage (%)	10%	21%	32%	28%	9%	100%

Through table 4, it is clear that those with a bachelor's degree have the highest rate at 32%, while the percentage of masters is 28%, the percentage of respondents from high school at 21%, and respondents from intermediate schooling 10%, where the respondents with a doctorate were 9%, which indicates that they are Adequate knowledge and education.

- **Descriptive statistics results for the study variables**

Table (5) shows descriptive statistics results for the study variables

	Variables	Mean	SD
	The first axis around the switching Brand		
	statement about mental image		
1.	I feel satisfied with Nissan branded products	3.38	1.097
2.	I speak positively to my friends about Nissan cars	3.10	1.188
3.	I will not make the purchase of the car unless it is a Nissan brand through the existing dealerships	3.60	1.240
	Total	**3.36**	**1.175**
	statement about country of origin		
4	I love buying Nissan cars because they have a famous brand	3.60	1.190
5	I can distinguish Nissan cars from other brands due to the reputation of the brand in addition to that old brand, since the establishment of the Nissan company dates back to 1932	3.78	1.028
6	All Nissan customers have confidence in the brand, in addition to all spare parts made in Japan	3.60	1.068
	Total	**3.79**	**1.095**
	statement about quality		
7	Nissan cars are characterized by high quality in terms of performance	3.90	1.290

8	Nissan cars are of good quality in terms of price (Nissan Sunny price reaches 10,000 USD) organizational development	2.82	1.261
9	Nissan Motor Company is concerned with the high quality of mechanical and electrical parts in addition to the safety found in the car	3.31	1.074
	Total	**3.34**	**1.208**
	statement about Guarantee		
10	Best to buy a Nissan car for safety (the number of airbags up to at least 2)	3.60	0.999
11	Proper maintenance and proper care of your car. Scheduled maintenance services are the minimum requirements that you must fulfill in your initiative as outlined in the Owner's Manual and the Maintenance section of the Customer Information Handbook.	2.80	1.112
12	Nissan Extended Warranty covers the cost of repairing or replacing any defective part of your vehicle if the malfunction is due to mechanical or electronic failure	2.52	1.038
	Total	**2.97**	**1.05**
	second axis is around the Purchasing Decision		
13	The exterior styling of the high-quality Nissan cars brings customers, the exterior design of the car is very important and as customers say it is a major reason for buying the car	2.80	1.082
14	Interior design and comfort for the Nissan car: Since we spend most of the time inside the car, it is important that the interior is elegant and fun and is a key factor in making the decision to buy the car	2.90	1.054
15	After-sales services provided by Nissan Motor Company: There are scheduled services that may be every 6 months, depending on the customer's decision	3.85	1.281
16	Fuel consumption: In fact, Nissan cars are very economical in fuel consumption (every 16 km per liter) due to the high price of fuel globally	3.90	1.391
17	Spare parts for Nissan cars are very cheap compared to other cars in addition to that are available all over the world through the existing dealerships.	2.80	1.380
18	Easy to use: Most Nissan cars will be easy to drive if there are 3 driving modes, Economy Mode, Sport Mode, and Four Wheel Drive Mode	2.35	1.201
	Total	**3.10**	**1.194**

We observe from Table 8 that the mean of the responses of the sample members about the phrases related to the mental image ranges between (3.38 - 3.60), which indicates the approval of the sample members on all of these phrases, and the total mean of these paragraphs was 3.36 which is a high degree that indicates the approval of the sample members On the existence of a mental image of the Nissan Motor Company brand, this Table illustrated that the mean of the responses of the sample members about the phrases related to the origin of manufacture ranges

between (3.60 - 3.60), which indicates the approval of the sample members on all of these phrases, and the total mean of these paragraphs was 3.79 which is a high degree that indicates the approval of the sample members The country of origin (Japan) is very important to the Nissan Motor brand , As we also see from Table 8 that the mean of the responses of the sample members about the terms related to quality ranges between (3.90- 3.31), which indicates the approval of the sample members on all of these phrases, which indicates that the quality of the Nissan Motor car is almost average, and the total mean of these paragraphs was 3.34 It is an high grade indicating that the sample members agree to the quality of the Nissan Motor brand, which is an high score, We noted from Table 8 that the arithmetic mean of the responses of the sample members about the statements related to Guarantee ranges between (3.60 - 2.52), which indicates the approval of the sample members on all of these statements, which indicates that the Nissan Motor guarantee is almost average for the dealers, and the total arithmetic mean for these Paragraphs were 2.97, which is an average score, indicating that the sample members agree to a car warranty for Nissan Motor Company, which is an average score, As we also see through table 8 that the mean for the responses of the sample members about the terms related to the purchase decision ranges between (2.80 - 2.35), which indicates that the decision to purchase Nissan cars is average, as the overall mean for these paragraphs was 2.97 which is an average degree.

- **Hypotheses test**

Table 7 shows the results of the regression analysis of the independent variables of the brand on the purchasing decision

Independent variable	Correlation coefficient	R Square	Regression coefficient	T	P-value	Decision
Mental image	0.224	0.050	0.205	2.280	0.025	Accept the alternative hypothesis H1
Country of origin,	0.260	0.184	0.360	4.655	0.000	Accept the alternative hypothesis H2
Quality	0.390	0.150	0.311	4.221	0.000	Accept the alternative hypothesis H3
Guarantee	0.375	0.140	0.325	4.222	0.000	Accept the alternative hypothesis H4

We note from Table 7 that there is a statistically significant difference between the mental image and the purchase decision, and as we see that the value of the significance level is 0.025 which is (p-value> 0.05), which means that the null hypothesis is not accepted, and thus the first alternative hypothesis (H1) is accepted, which confirms that there is a significant effect Statistical image of the mind on the customer's purchasing decision, We also notice that there is a positive correlation between the two variables, and we conclude on that from the value of R = 0.224, which is an indication of the existence of a positive relationship between two

variables, as well as that the mental image dimension of the brand affects the value of 5% on the purchasing decision variable through the value of R 2 = 0.050, and the rest Effect ratios are due to other factors, in this table we see too from Table 7 that there is a statistically significant difference between the Country of origin, and the purchase decision, and as we see that the value of the significance level is 0.00 which is (p-value> 0.05), which means that the null hypothesis is not accepted, and therefore the second alternative hypothesis (H1) is accepted, which confirms that there is an effect Statistical indication of the Country of origin, on the purchasing decision of the customer, We also note that there is a positive correlation between the two variables, and we conclude on that from the value of R = 0.26٠, which indicates the existence of a positive relationship between two variables, in addition to that the dimension of the country of origin of the brand affects a value of ١٨% on the purchasing decision variable through the value of R2 = 0.184 And the rest of the effect rates are due to other factors ,this table view Also that there is a statistically significant difference between quality and purchasing decision, and as we see that the value of the significance level is 0.00 which is (p-value> 0.05), which means that the null hypothesis is not accepted, and therefore the third alternative hypothesis (H1) is accepted, which confirms that there is a significant effect Statistics of the quality on the customer's purchasing decision, We also note that there is a positive correlation between the two variables, and we conclude on that from the value of R = 0.390, which is an indication of a positive relationship between two variables, as well as that the quality dimension of the brand affects a value of 15% on the variable of the purchasing decision through the value of R 2 = 0.150,We note from Table 7 that there is a statistically significant difference between Guarantee and the purchase decision, and we also see that the value of the importance level is 0.00 which is the value of p <0.05), which means that the hypothesis is not acceptable, and therefore the fourth alternative hypothesis (H1) is accepted, which confirms that There are statistics that greatly guarantee the Guarantee on the customer's purchasing decision, We also note that there is a positive correlation between the two variables, and we conclude on that from the value of R = 0.375, which is an indication of the existence of a positive relationship between two variables, as well as that the quality of the brand affects a value of 14% on the variable of the purchasing decision through the value of R 2 = 0.140.

- **Main hypothesis test:**

Table 8 Results of Multiple Regression Analysis for switching Brand Test on Purchasing Decision of Consumers

Dependent variable	Independent variable	Regression coefficient	R Square	T	P-value
Purchase Decision	Mental image	1.430	0.514	0.260	0.025
	Country of origin,	-0.020			
	Quality	0.260			
	Guarantee	0.160			

We note from the previous table that the value of the significance level P-value = 0.025 is smaller than the level of significant significance in the study to prove the hypotheses (p-value > 0.05), which means rejecting the null hypothesis, and accepting the alternative hypothesis H1, which confirms that there is an effect Statistical significance switching Brand on customer's purchasing decision.

- **Conclusion**

1. The management of the company (under study) should increase interest in the brand even more due to its significant impact on the purchasing decision of consumers.
2. Focusing on consumers' tastes, studying the market, its requirements, and customers 'desire before launching new products (cars).

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