

-RESEARCH ARTICLE-

EFFECTS OF CONSUMER PERCEPTION ON DECISION TO PURCHASE: A CASE OF SAMSUNG ELECTRONICS

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—Abstract—

Consumer behavior is a major factor in the recession or the flow of business activities in a consumer-oriented society. The purpose of this study is to identify the factors influencing consumer perception on consumer decision. This research is practical in terms of purpose, and typically, it is designed as a correlative survey. The target population of the study is the consumers of Samsung electronics. A total of 400 questionnaires have been distributed among the target respondents out of which 387 have been completed and received. The Cronbach alpha values of each research variable are higher than 0.7 that indicates their reliability. The structural equation modeling approach analyzed by LISREL software has been used to investigate the research hypotheses. The results of research hypotheses test showed that all of the study hypotheses stand confirmed. This means that the impact of customers' perception of private brands, quality and ambiguity recognition on acceptance of Samsung electronics consumers is meaningful.

Key Words: Consumer, Perception, Decision, Behavior, Purchasing, Samsung.

1. INTRODUCTION

One of the common traits among a given population, regardless of individual level of education, policies or commitments, is that we are all consumers (Mohammad, 2017).

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Individuals use or consume food, clothing, housing, transportation, education, household items, vacations, services, and ideas based on a particular order. As consumers, we have an essential role in maintaining the health of the economy (Kotler et al., 2020; Mohsenin et al., 2018). The decisions that individual consumers make about consumption, demand for raw materials, transportation, production, technical work, as well as employee recruitment and resource allocation cause and lead to the success of some industries and the failure of others (Gerlach et al., 2017). Therefore, consumer behavior is a significant factor to consider in the recession or the flow of all business activities in a consumer-oriented society (Safaeian, 2020).

Retaining good past customers is more valuable than acquiring new mobile customers; for this reason, good customer relationships are important and necessary, and understanding the consumer's perception is an instrumental tool in this process because for lasting and long-term relationship there are some basic factors relating to each customer (Gerlach et al., 2017). If the business owner or marketer does not have a sound understanding of the perception of his/her customers, its activities may only cause time and financial costs, and not only lead to missing the desired targets or results but cause the opposite effect (Mohammad, 2017).

In recent years, when mass production has made it possible to increase supply relative to demand, producers have no choice but to satisfy the customer (Bahri-Ammari et al., 2017). In every corner of today's industrialized world where a competitive economy disrupts monopoly space, customer attitudes and satisfaction are considered the business law, and non-compliance with this rule removes them from the market; therefore, the use of the modern marketing process plays a significant role (Gerlach et al., 2017). One of the most important topics in marketing study is consumer behavior. The study of consumer behavior has an effective role in marketing because consumer marketing requires an accurate understanding of consumer needs and requests (Bahri-Ammari et al., 2017; Obeidat et al., 2017).

The importance of consumer perception in defining marketing as a human activity focuses on satisfying needs and wants that can be found through exchange processes (Mohsenin et al., 2018). According to this definition, two key marketing activities are identified; first, the seller tries to meet the needs and wants of the target market; second, marketing involves the study of the exchange process through which the parties transfer resources to each other (Kotler et al., 2020).

To be successful in the exchange process, marketers need to have a clear understanding of the factors that affect consumer demands, perceptions, and needs (Kotler et al., 2020). Understanding consumer behavior in the business environment is an instrumental factor in boosting up sales and gaining more market share (Aliman et al., 2017). The need for this research as an exploratory attempt to test and discover the native components and models in the country has been clearly justified and so far, no past study has conducted

this type of research (Mittal, 2017). By and large, this study seeks to identify the factors influencing consumer decision-making.

2. LITERATURE REVIEW

2.1 Consumers Buying Decisions

Orou Seko et al. (2020) show that purchase decisions are guided by trust in the salesperson's expertise, the taste of the product, perceived risk of meat contamination, tenderness, price, the nutritional value, the smell and the colour, and the freshness of the meat. The perceived quality and safety of dibiterie meat is expressed by the 'organoleptic quality', 'environment and service' and 'price and trust of the product's safety' factors.

Marceda Bach et al. (2020) try to gauge the impact of different types of risks on trust and decision making with regard to online purchases, conducting a survey with adaptations to three theoretical scales. To analyze the impact of risk on the variables of trust and decision making, a confirmatory factor analysis is performed, and to clarify the relationships between these constructs, a structural equation model is prepared.

Suhaily et al. (2017) study consumer perception towards mobile brands. They conduct a formal survey to gather the information required for this study. A total of 100 responses are collected using an online survey facility. This study is particularly helpful in understanding how a consumer thinks about an electronic product and what are the main factors which influence a consumer to buy an electronic brand's product.

Manufacturers of LCD-TV tend to focus on technology with little consideration for customer needs. The present authors have researched customer preference in order to learn more about customer needs in an effort to reduce the gap between technology and customer-needs. Customer behavior is defined in this study as buying behavior. Basariya et al. (2018) study television customer's preference over the various counts of T.V. brands they use. The study also throws light on the customer's purchase behavior with respect to color television.

2.2 Factors Affecting Consumer Buying Decisions

Widyasari et al. (2019) seek to analyze the effect of motive, product quality, price perception and brand image toward buying decision process of Samsung smart phone. The population in this study are consumers who made a purchase of Samsung smart phone in Semarang, Indonesia. The analysis method used in this study is multiple linear regressions with a view to examine the effect of motive, product quality and price perception toward buying decision process. The finding of this research show that as partially motive, product quality, and price perception have a positive and significant effect toward buying decisions process, while brand image has no effect. Brand image having no effect toward buying decisions process indicates that respondents have a major reliance on and ascribe a good image to Samsung's smart phone so that they are

not influenced by brand image when making buying decision process. It is become an interesting finding to test for the future research.

[Hanaysha \(2018\)](#) examines the effects of corporate social responsibility, social media marketing, sales promotion, store environment and perceived value on a purchase decision in the retail sector. The findings show that corporate social responsibility has significant positive effects on a purchase decision, whereas sales promotion has a negative effect on purchase decision. The outcomes of this study also indicate that store environment has a significant positive effect on consumers' purchase decisions. Contrary to expectations, the findings reveal that the effect of social media marketing on purchase decision is insignificant. Finally, the results demonstrate that perceived value has a significant positive effect on a purchase decision.

[Satriawan et al. \(2020\)](#) analyze the simultaneous effect of brand images and perceived quality of consumer buying decision. In this research, the population refers to people in the city of Manado who use mobile phone brand Samsung with sample size as many as 100 respondents. This research employs the quantitative analysis method by using questionnaires and using Multiple Regression Analysis. The results show that brand image and perceived quality have a significant impact on consumers' buying decisions. However, in the case of a simultaneous effect, the brand image has a significant partial effect on consumers' buying decisions. While perceived quality has no significant partial effect on consumer purchasing decisions. However, it is better to analyze both the simultaneous and partial effects on consumer purchasing decisions.

2.3 Consumer Behavior and Consumer Buying Decisions

Consumer behavior is a relatively new topic in marketing. Consumer behavior is a contentious issue and a challenge that involves people and what they buy. Why and how to buy them is an outcome of marketing and market mix ([Mohammad, 2017](#)). Wilky and Salmon have defined consumer behavior as the physical, emotional, and mental activities that individuals perform when selecting, purchasing, using, and disposing of goods and services to satisfy their needs and desires ([Gerlach et al., 2017](#)). In another definition, consumer behavior is described as a set of activities that are directly aimed at acquiring, consuming and disposing of goods and services. These activities include the decision-making process that takes place before and after these actions ([Baashar et al., 2020](#)).

The general perception is that consumer behavior is how people buy goods and services, but in fact, consumer behavior entails more than just the purchase of goods and services. Consumer behavior is generally defined as: "The final decision of the consumer [is] to make a decision in a period of time according to the acquisition, consumption and getting rid of the goods, services, time and opinions of the different departments." Consumer behavior includes goods, services, activities, and opinions. Consumer behavior does not

merely refer to how to buy goods, but also the use of services, activities and ideas (Mohammad, 2017).

Consumer behavior is a dynamic process. Consumer acquisition behavior involves consuming and relieving of dynamic sequence over a period of time. This time period can include several hours, days, weeks, months and even several years (Mohsenin et al., 2018). In addition, individuals can play multiple roles in a consumer behavior. For example, in the purchase of a car, one or more family members may act as collectors of information, while the same person or persons may also act as consumers or buyers in this process. Consumer behavior involves multiple decisions. Consumer behavior includes understanding and identifying place, time, how, how often and how long to buy, acquire, consume, and relieve of an offer (Handa et al., 2017). A key feature of consumer behavior is its research base. Research on consumer behavior is divided into three aspects for guidance. This division serves as a guide on how to conceptualize and identify the individual factors or combination of factors influencing consumer acquired behavior (Pizzi et al., 2019).

2.4 Theoretical Perspective

During the 1970s and early 1980s, researchers focused on the theory that consumers are rational decision-makers. The roots of this approach lie in psychology and economics. This approach examines how consumers perceive a problem and try to solve it logically through a series of steps. These steps include problem identification, research, evaluation, selection, and post-acquisition evaluation (Mohsenin et al., 2018).

In this view, it is assumed that consumers sometimes do not buy products or services based on completely rational decisions. In contrast, sometimes they buy goods and services for entertainment, fantasy, excitement and emotion. The roots of this perspective lie in motivational psychology as well as in the fields of sociology and anthropology. Researchers use empirical perspectives as well as research interpretive methods to understand the consumption process, commentators even record the popular culture and traditions of the society. It is assumed that strong environmental forces lead the consumer to buy a product without strong feelings or beliefs (Mohsenin et al., 2018). At this point, the consumer does not buy the product as a result of a rational decision-making or emotion-based process. Instead, his/her purchase is due to the direct impact of behavior through environmental forces such as sales promotion tools, cultural norms, physical environment, or economic pressures. In the end, it is necessary to mention that most purchases have elements from each of the three viewpoints (Baashar et al., 2020).

If the buyer's involvement in the decision-making process and the observed differences between different brands are high, the customer follows the complex buying behavior. If a product is expensive and risky, it is rarely purchased, and it reflects individual characteristics, the consumer becomes highly involved in the purchase. Naturally, the consumer needs to know about the product group in-depth. For example, someone who

wants to buy a personal computer should know what features are important. Many product features do not make sense. Therefore, the buyer goes through the learning process; first he/she acquires beliefs about the product, and then takes an attitude towards it, and finally, based on his thinking, he/she decides to buy it (Gerlach et al., 2017).

This happens when the consumer becomes heavily involved in expensive, non-repetitive, and high-risk purchases, but the differences between the brands are small. For example, consumers are very involved in buying carpets because of their' expensive and expressive nature. However, so far, buyers have not felt the difference between carpets at the same price as different sellers. In this case, since the observed differences between different brands are not large for the consumer, he/she examines the different products that are available based on buying, but he/she buys relatively earlier and pays more attention to the appropriate price and purchase facilities (Mohammad, 2017).

This happens when consumer engagement is low and the differences between the brands are insignificant. For example, consider salt. Consumers are particularly involved in buying the products of this group, and they go to the store and buy every brand that is available (Mohammad, 2017). Even if they are looking for a particular brand, it is not because of loyalty to that brand, but because of habit. Consumers seem to be a little involved in buying all the cheap and repetitive products. In such cases, consumer behavior does not follow a belief-attitude-behavior sequence (Aliman et al., 2017).

When consumers' interposition is low and the differences between different brands are high, the consumer follows the variety seeking behavior. In this case, consumers often try different brands. For example, when buying sweets, the consumer has beliefs and chooses a brand without examining it and evaluates it during consumption (Mohsenin et al., 2018). Changes of choice are not because of dissatisfaction, but diversity. In this group of products, the marketing strategy of the index company differs from that of smaller companies. The index company tries to turn the buyer's behavior into the usual buying behavior by providing a fixed space from the stores, offering the product range and publishing memorable advertisements. Instead, competing companies encourage consumers to diversify by offering cheaper products, great sales, free samples, and advertising programs (Aliman et al., 2017).

Now, after examining the factors that affect the buyer, we can study how to make a purchase decision. Figure 1 shows that the purchasing decision consists of five steps: identify needs, search for information, evaluate choices, make purchasing decisions, and post-purchase behavior. It is clear that the buying process begins before the actual purchase and continues long after. Instead of focusing on the purchasing decision, marketers should pay attention to the whole process.

Recognize the need →	Search for information →	Evaluate choices →	Buying decision →	Post-purchase behavior
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Figure 1: Buyer decision-making process

The logical inference of the consumer perception is studied by [Bahri-Ammari et al. \(2017\)](#). According to this research, the customer's logical inference has three different parts: a) Distributive justice or the amount of customer's feeling of what is being studied and the justice used according to the consequences of his purchase, b) Phasic justice or the fair perception of the seller's policies and procedures, c) Inner Justice or the amount of fairness used with the customer in interacting with employees. The customer's correct perception is based on the individual's psychological contract. Therefore, *Justice* is an inference from evaluating how a vendor's services helps in the achievement of the organization's intended benefits and results.

Another study is conducted pertaining to the impact of culture on consumer perception by [Mattila et al. \(2004\)](#) which concludes with the following results and dimensions. This paper, which examines the Eastern and Western cultures separately, selects three countries as representatives of the two cultures; Malaysia and Thailand as representatives of East Asian culture, and the United States as representative of Western culture. Here, culture means a set of criteria and characteristics of behavior and common collective patterns by social groups. This study shows that the cultural sensitivities of East Asian and American consumers in certain circumstances have affected the type of services offered and the level of consumer satisfaction. Subsequently, [Aliman et al. \(2017\)](#) examine consumer perceptions of e-commerce. In summary, they find that given the volatile and unstable environment of e-commerce, it is expected that the known risk of growth and consumer profiles will decline compared to the use of Internet sites for business.

[Munasinghe et al. \(2021\)](#) conduct a study particularly about the effect of packaging on customer perception and decision to move consumer goods quickly in Sri Lanka. This study looks at how packaging affects the purchase of a local consumer. The study finds that urban and rural consumers perceive a certain value of packaging in different contexts. [Shin et al. \(2019\)](#) conduct a study about the factors influencing students' perceptions and decision-making in buying computers in online and retailed environments. The results of the exploratory research identify important factors such as price, comfort, reliability, safety and service.

3. RESEARCH METHODOLOGY

All studies are based on a conceptual model that identifies certain variables and their relationships. Since any field research requires a mind map and a conceptual framework

that is drawn in the form of appropriate analytical tools, variables and relationships between them, this research also uses a particular conceptual model developed by [Mattila et al. \(2004\)](#).

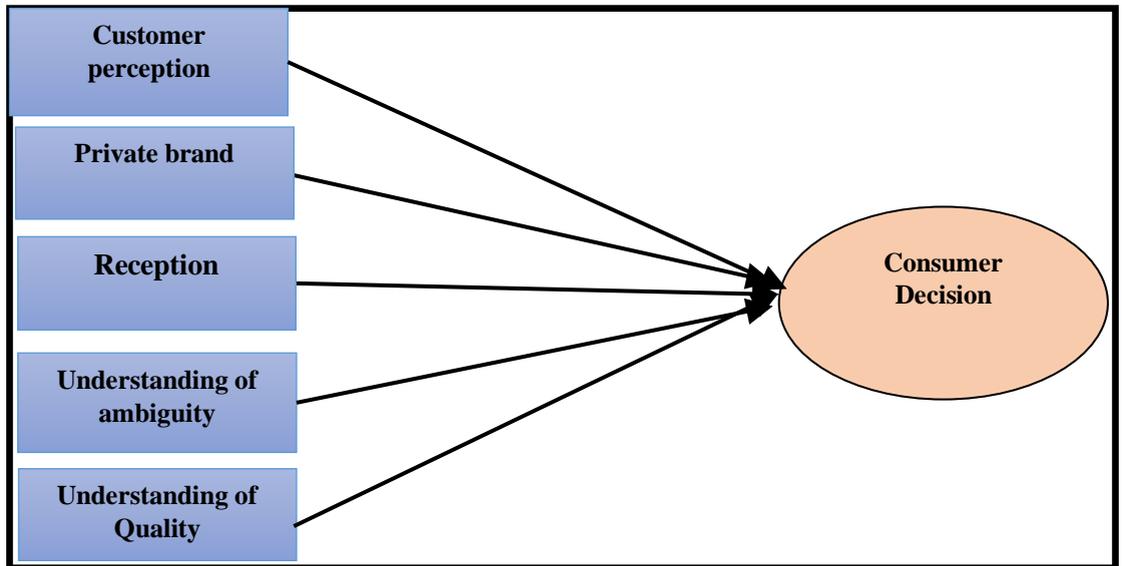


Figure 2: Research framework

Based on the research background and conceptual research model, the following hypotheses have been developed:

H1: Customer perception has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

H2: Acceptance of consumer decisions has a direct and significant impact on consumers of Samsung electronics.

H3: Understanding quality has a direct and significant effect on consumer decision among consumers of Samsung electronics.

H4: Understanding ambiguity has a direct and significant effect on consumer decision among consumers of Samsung electronics.

H5: The private brand has a direct and significant impact on consumer decisions among consumers of Samsung electronics.

This research is practical in terms of purpose, because the applied study aims to develop knowledge in a specific field, or in other words, it is directed towards the practical application of knowledge. In terms of how to collect information, this research is descriptive. Descriptive research includes a set of methods aimed at describing the conditions or phenomena under consideration. Descriptive research is performed to

better understand existing conditions or to assist in the decision-making process, and since the purpose of this study is to examine the factors influencing consumer perception on consumer decision among consumers of electronics, it qualifies as a descriptive survey.

The statistical population of this study is the consumers of Samsung electronics; considering that the number of consumers of these products is high, therefore, the number of statistical populations is considered unlimited. A total of 400 questionnaires have been distributed among the target respondents out of which 387 have been completed and received.

This research is a field-based study and in order to conduct this research, a researcher-made questionnaire has been used which is validated by the supervisor, managers and experts and its reliability has been calculated as 0.925 by Cornbrash's alpha with SPSS software, indicating its suitability and high level of acceptability.

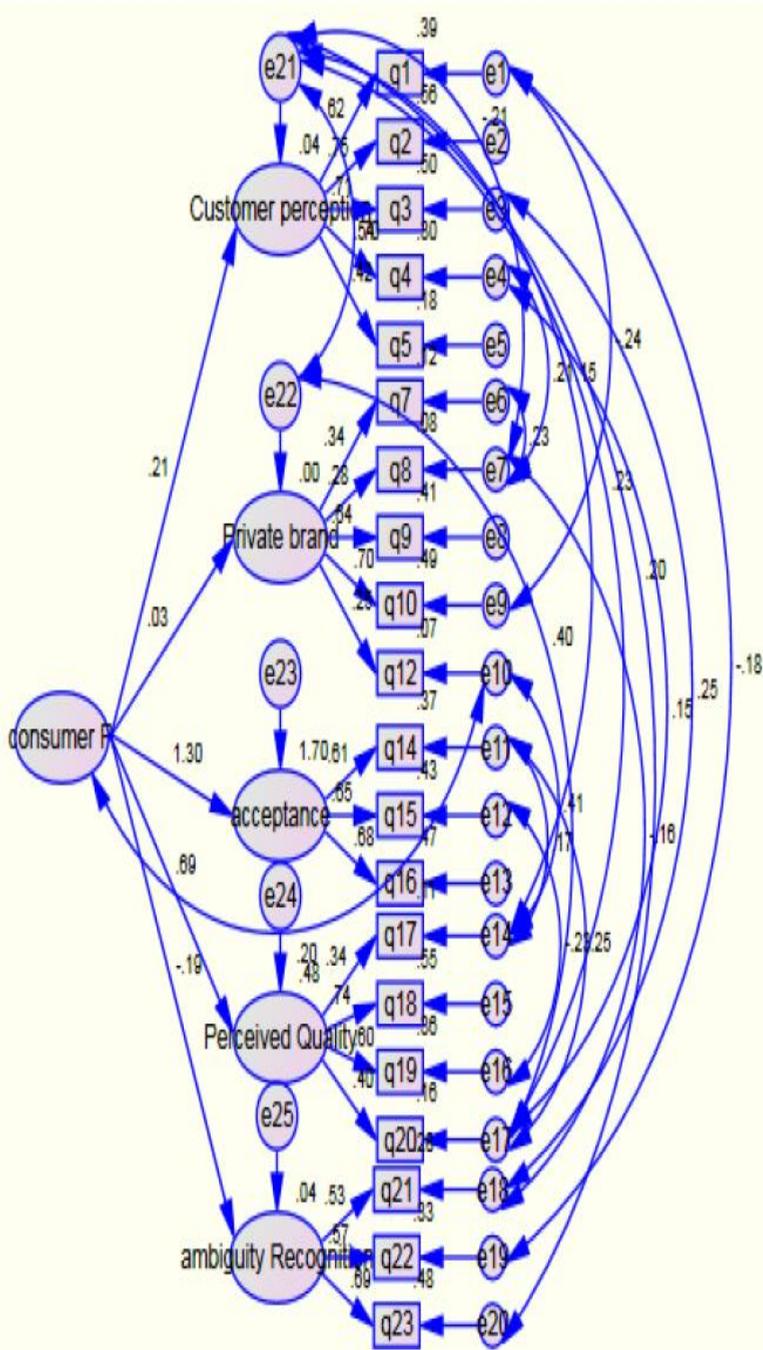
In order to analyze the data, descriptive statistics were used such as frequency and mean. Moreover, to test the relationship between the exogenous and endogenous variables, the structural equations modeling was performed using LISREL software.

4. RESULTS AND DISCUSSION

The present research hypotheses have been tested using structural equation modeling (SEM). Structural equations are a good statistical technique that tests causal models with a linear equation device based on hypotheses about the existence of causal relationships between variables. Thus, modeling structural equations tests the theoretical relationships between certain and assumed structural conditions and makes possible a causal estimate of possible (unobserved) variables as well as relationships between measured (observed) variables.

It is generally accepted that multivariate regression methods are resistant to violations of the normal distribution of error sentences. The central limit theorem and the large sample theory also allow LISREL critical ratios (t values) to be approximated to the normal multivariate distribution. Structural modeling or SEM is a highly general and robust multivariate analysis of the regression group; in other words, a general linear model that allows the researcher to simultaneously test a set of regression equations.

One of the most reliable and appropriate methods of analysis in behavioral and social science research is the multivariate analysis, because such issues are multivariate and cannot be solved by two-variable methods. In the present study, after drawing the model based on the data, the size of the model parameters is obtained using LISREL software. Therefore, using gamma coefficients (γ), the use of t-test hypotheses has been tested. Then, using [Figure 3](#) and [Table 1](#), the hypothesis test results are presented.



Chi- Square= 578.77, P-Value = 0.00000, RMSEA= 0.078

Figure 3: Estimation of Structural Model

Table 1. Research Model Fitness Indicators

Fitness indicator	Macro	Standard values	Estimated values
Degrees of Freedom	Degrees of Freedom	----- -----	386
	Chi-Square	It is not a good criterion due to its dependence on sample size.	578.77
	X^2/df	2	2.18
Root mean square error	RMSEA	0.05	0.043
Normal fit index	NFI	0.90	0.89
Abnormal fit index	NNFI	0.90	0.93
Comparative fit index	CFI	0.90	0.94
Root mean square remain	RMR	0.05	0.52
Goodness of fit	GFI	0.90	0.80
Goodness of improved fit	AGFI	0.90	0.76

To determine the latent variable measurement unit, it is necessary to establish a non-zero value (usually 1.0) in the columns and rows of matrices related to the latent variables. This action defines each latent variable in relation to one of the observed variables; the unit of measurement of each latent variable will be equal to the unit of measurement of the observed variable minus its error sentence. In practice, for the observed variable, a constant value that best represents the latent variable is considered.

As shown in [Table 2](#), the Adaptive Adjustment or Goodness Fit Index (GFI) index is 0.80, the Adjusted Goodness Fit Index (AGFI) is 0.76, the RMSEA Average Square Root Range (0.043) and the Comparative Adjustment Index (RMSEA) are compared (CFI) that is equal to 0.94, all of which are at an acceptable level.

[Table 2](#) also summarizes the results of the standard coefficients and t-statistics of each hypothesis.

Table 2. Summary of Results

Route	Hypothesis	Estimated coefficients	t statistic
Customer perception → Consumer decision	H1	0.35	3.18
Reception → Consumer decision	H2	0.34	4.35
Qualities perception → Consumer decision	H3	0.48	2.87
Understanding ambiguity → Consumer Decision	H4	3.38	3.31
Private brand → Consumer Decision	H5	0.32	2.38

H1: Customer perception has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

Based on the results shown in the table, this relationship is supported by data and the route that connects these two variables is positive and significant (meaning 95% error level) ($0.35 = \gamma_{11}$ And $3.18 = t$), therefore, customer perception has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

H2: Acceptance of consumer decisions has a direct and significant impact on consumers of Samsung electronics.

Based on the results shown in the table, this relationship is supported by data and the route that connects these two variables is positive and significant (meaning 95% error level) ($0.34 = \gamma_{12}$ And $4.35 = t$), therefore, acceptance of consumer decisions has a direct and significant impact on consumers of Samsung electronics.

H3: quality perception has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

Based on the results shown in the table, this relationship is supported by data and the route that connects these two variables is positive and significant (meaning 95% error level) ($0.48 = \gamma_{21}$ And $2.87 = t$), therefore, quality reception has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

H4: Understanding ambiguity has a direct and significant effect on consumer decision-making among consumers of Samsung electronics.

Based on the results shown in the table, this relationship is supported by data and the route that connects these two variables is positive and significant (meaning 95% error level) ($0.38 = \gamma_{22}$ and $31/3 = t$), therefore, understanding ambiguity has a direct and significant effect on consumer decision among consumers of Samsung electronics.

H5: The private brand has a direct and significant impact on consumer decision-making among consumers of Samsung electronics.

Based on the results shown in Table 4, this relationship is supported by the data, and the route that connects the two variables is positive and significant (meaning 95% error level) (0.32). $= \gamma_{31}$ and $38/2 = t$), therefore, the private brand has a direct and significant impact on consumer decisions among consumers of Samsung electronics.

Table 3. Summary of the Hypothesis Results

Row	Hypothesis	Results
1	Customer perception has a direct and significant effect on consumer decisions.	accepted
2	Acceptance has a direct and significant effect on consumer decisions.	accepted
3	Understanding quality has a direct and significant effect on consumer decisions.	accepted
4	Understanding ambiguity has a direct and significant effect on consumer decisions.	accepted
5	A private brand has a direct and significant impact on consumer decisions.	accepted

5. CONCLUSION

The aim of the present study has been to identify factors influencing consumer decision making. In this regard, the impact of customer perception, acceptance, understanding quality have been particularly studied. Understanding ambiguity and a private brand perception on the consumer decision making have been tested. The results of the structural equation modelling suggest that all the exogenous variables of the study have direct and significant impact on the consumer's decision making in terms of buying and utilizing the products.

6. RESEARCH IMPLICATIONS AND RECOMMENDATIONS

Based on the research results and the above discussion, the present study carries the following implications for theory and practice:

- a) To include high quality products in stores and agencies. Strategies to reach the customer perception component, which has a significant impact on consumer decisions, according to the above table, can be to strengthen and invest in the internal quality of products and in the next stages fair pricing and risk communication will be considered.
- b) To engage consumers with products through continuous communication. In this regard, Samsung's large stores and dealerships will be more successful in increasing profit margins if they employ new marketing strategies and continue long-term

communication and engage with the consumer's needs, perceptions and sensibilities. (According to the ranking obtained from the model with standard investment coefficients, the order of priority can be more effective in strengthening the component of the private brand.)

To apply various sales promotions to motivate potential customers. According to the findings of the research and review of the obtained figures, the monetary promotions have good effects on the sales of the agency and in the development of sales. It leaves long-lasting effects, and therefore, use of monetary promotions is recommended to Samsung stores and sales agents in this regard.

According to the statistics obtained from the analysis, it is further recommended to achieve a high percentage of acceptances among customers in order to influence their decision-making process. First, special planning should be done to increase motivation, and in the next steps, special focus should be placed on the perception of price.

c) To properly manage Samsung's brand image among customers as a reliable shopping place. The mental image of the Samsung brand as a reliable and high-quality seller will increase the sales of other related products in addition to electronics.

7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The present study, like other researches, has certain limitations and setbacks which are identified here in order to help future researchers eliminate these limitations and problems in future studies. First, customers are unwilling to respond due to a lack of time and due to their lack of familiarity with the concepts of cognitive behavioral variables (purchasing, external cues, perceived quality, brand image). Second, in this study, a questionnaire is used to collect information; as a result, respondents may have refused to provide a real answer or may not have used the necessary accuracy in entering information. Therefore, future researchers can use demographic, geographical and other behavioral factors in addition to the behavioral variables used in the study. Moreover, it is suggested for prospective researchers to examine the impact of cultural factors or reference groups on consumer behavior, and ultimately, on customers' intention to repurchase. Finally, it is recommended for further studies to use the purchasing process by using accurate psychological analysis in order to better understand the customer.

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