

Designing a Relationship Model between Brand Dimensions, Product Features, Purchase Decision and Brand Loyalty of Mobile Phone Companies in Iraq

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Abstract

The present study aims to identify the components of the influential brand dimension model in mobile phone companies, combining research and a case study. It can motivate the delivery of the best other services in the country's high-end communication field.

The research method used mixed exploratory designs in two parts respectively, qualitative and quantitative methods. In the qualitative sector, the data strategy of the foundation was used through unstructured and semi-structured interviews with managers and mobile telecommunications professionals who were purposefully selected. In a small part of the research community, all users of telecommunications networks were mobile phone companies. The number of sample volumes of the statistical community was based on the Cochran formula equal to 384 people from Karbala province. Data analysis of all data was done using SPSS 23 and smart PLS 3 statistical software.

The results of this study show that by doing open, axial, and selective coding, 111 sub-categories, 27 concepts, and finally, six floors were organized. The effective brand dimension model was well-suited to mobile companies.

The results show that all research hypotheses have been confirmed, and brand promotion, brand factors, product marketing strategy, buying decision factors, brand loyalty, and environmental factors significantly impact the adequate brand dimensions in mobile companies.

Keywords: *Brand dimension model, company brand, purchase decision, mobile phone, foundational data theory.*

1. Introduction

Mobile Telecommunications is an integral part of everyday events, relationships, relationships, and communication. It is necessary to study it [1]. Successive studies and research over the past two decades have proven that the role of brands in value creation, Risk Reduction, and increased business life is undeniable [2]. Many theorists, managers, and researchers have called the future marketing world the world of brand management and brand-related activities [3].

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Mobile operator brands provide essential benefits for customers and businesses [4]. Whenever and when customers try to choose between several options in decision-making and brand [5]. Brands with exceptional value in customers' minds can play an essential role in this process [6]. This research is necessary because it is necessary to identify the components of adequate brand dimensions that coordinate the implementation of the digital mobile phone scheme in Iraqi mobile companies. It can significantly contribute to the marketing of cellular communications and influence customer decision-making and brand loyalty [7]. Identifying the components of the influential brand dimension model in mobile phone companies is an essential issue in the field of marketing, which has received much attention in recent years due to the growing mobile phone industry [8]. In mobile companies, a brand is among the most influential factors in attracting and retaining customers [9]. The mobile brand is recognized in customers' minds as a symbol of the quality, functionality, security, and speed of the mobile company's services, products, and services [10], [11]. The study and identification of factors influencing brand selection and preference for telecommunications companies and the prioritization of these factors have gained double importance, and this is the topic that the current research is looking to examine. Mobile telecommunications companies are currently facing intense competition that has forced them to focus on differentiating their products using their trademarks. Today, the three leading brands in Iraq compete to attract and retain customers in the mobile sector (Cork Telecom, Asia Seal, and Zen) [12]. If people are not satisfied with their services and purchases or are not satisfied with the benefits this purchase brings to them, they can easily change direction from one brand to another [13]. The problem with this study appears by acknowledging that there is intense competition between companies that compete with each other to achieve their customers. By offering brand advantages to meet their needs and desires, companies realize that a consumer's buying decision is based on the preferred mental image of their brands. The problem with research is how much mobile communications companies use their brand to provide the best service to mobile communications network users and achieve loyalty from Iraqi customers. However, this creates doubt in the purchase decision due to the lack of effective communication, the weakness of the services provided, and the diversity and low level of trust in telecommunications companies. This doubt leads to poor customer loyalty and moving from company to company in search of better services. Finally, to gain a competitive advantage in the market. Given the importance of the brand, the researcher in this study seeks to create a final conceptual model of the components of the influential brand dimension model in mobile companies, consisting of a set of factors that determine it based on previous studies. In this regard, to identify the main components of the brand Dimension Model, various concepts will be examined, including company brand promotion, product marketing strategy, brand loyalty, environmental factors, identification and evaluation of factors influencing brand formation, and dimensions influencing brand formation. According to the above, this study aims to understand that the main stages of success and achievement of the goals of the mobile company brand include the following steps:

1-Identifying the critical components of brand dimensions in the field of mobile telecommunications. 2-design the model of the influential brand dimensions of mobile phone companies. Because of the above, this research tries to answer the following main questions: 1. What are the dimensions of effective branding of mobile telecommunications companies in Karbala province?.2. What are the main dimensions of an effective brand of mobile phone companies in Iraq and what are the most critical factors in it?.

2. Theoretical foundations and background

In this regard, the brand dimension model in mobile companies is structurally composed of several components, each of which plays an essential role in brand formation and

attracting customers. Given that the brand dimension model in mobile companies is one of the essential topics in the field of marketing and branding, these components include:

2-1. Brand dimensions

The purpose of the trademark is to make a distinction in the market of goods or services of a company from the goods or services of other competing companies [14]. Therefore, this allows the consumer to identify a company's trademark as a product or service source. Kang believes that "brand" is a name, symbol, design, or combination that is used to identify a company's goods and services and distinguish it from the goods and services of other companies [15], [16] and also to influence consumer behavior. From the perspective of [17], a brand is one of the most valuable assets of a company and an organization whose management can always create a way to achieve more market share and profitability in any industry. In other words, the brand is an internal factor. Wiki is one of the most crucial marketing topics Keller, Aaker, and [18] believe that brand value is measured every year by prestigious global institutions, but in the meantime, valuation from the Customer's point of view is of great importance to companies, because ultimately their lasting success is in the customer group [19]. In the age of knowledge-based economics, the value-creating activities of organizations do not rely only on their tangible assets. However, organizations' empowerment in intangibles forms their main value-creating power, [20]. Overall, the brand dimension model in mobile companies consists of five main components, each of which plays a vital role in brand formation and attracting customers [21]. Given the importance of brands in the mobile phone industry, identifying and improving these components is very important for mobile companies. In this article, using various and extensive sources, we intend to identify and evaluate the components of the brand dimension model in mobile companies and introduce practical ways to improve them.

Brand Sincerity

means the ability of the brand to make honest claims and to have a high degree of trust in the audience [22], [23]. An honest brand gains trust and satisfaction by observing ethical principles and a transparent and honest attitude toward customers and other institutions. Customers recognize honest brands as reliable and valuable brands [24], which increases the credibility and popularity of the brand and thus increases its sales and profitability. Brand integrity is given to the collection, creating added value for the brand. From the point of view of [25], there are values that people attribute to a brand, which means building strong and effective communication with the audience and providing transparent and honest information about the brand's products and services.

Brand Excitement

in a telecommunications company can vary according to marketing strategy and audience identification [26]. Nevertheless, in a telecommunications company, excitement about the brand can be defined as being provocative to customers about the company's services and products [27]. For example, perhaps the telecommunications company will use solutions such as providing new and innovative services to create excitement for the brand. [28] Delmy, 2017 also believes that providing high-quality services, creating a positive customer experience, achieving customers' goals, and establishing effective communication with them can be used as other strategies to create excitement for the brand in the telecommunications company. From the point of view of (Mohammad Reza et al., 2013) [29], in general, for the telecommunications company, creating excitement for the brand can be used as one of the key strategies in developing and maintaining the brand, attracting new customers, and increasing the satisfaction of current customers, improving the level of activities and improving the quality of services.

Brand competence

[30] Yoo, Astono, [31] and others argue that a person's or organization's "core competencies" (a collection of talents, attributes, and experiences that contribute significantly to success). Merit is presented as a differentiation tool in trade [32], [33]. The tool was first introduced by [34]. According to them, the main competence is a particular factor for any business where the organization and employees work. For a mobile telecommunications company, brand competence can include concepts such as customer loyalty, brand recognition, customer trust in the brand, and brand image [35], [36].

Brand Complexity

one of the important concepts in the marketing field refers to the degree of complexity and the number of different variables that contribute to the formation of customer brand recognition [37]. Mobile telecommunications companies, as complex brands, face a challenge directly related to the number of variables contributing to the formation of customer mobile brand recognition [38]. These variables include name, logo, packaging, advertising, services, benefits, and price [39]. For mobile communications companies, brand complexity can be caused by the presence of several brands in the market, a wide variety of services and products, frequent technological changes, and a wide variety of prices and benefits. Also, given the fierce competition in the mobile telecommunications market [40]. Mobile phone companies may Market Complex brands to attract customers by offering various services and products. The mobile telecommunications industry is one of the most complex and dynamic industries that has become much more dynamic and complex with the development of technology and the growing needs of users [41]. For telecommunications companies, branding is of great importance. Complexity in the brand of telecommunications companies is usually included due to extensive coverage, complex technology, and diversity of services. In general, the complexity of the brand of mobile telecommunications companies arises from the above, which requires careful planning and appropriate strategies for brand management [42]. Therefore, the complexity of the brand design structure is one of the problems some companies face in attracting customers to remember their brand and differentiate it from competitors.

Brand equity

(Aaker) introduces the concept of Brand equity (brand ownership) as "an asset or liability related to a brand that is associated with the brand's name or symbol (trademark) and increases or decreases the value of goods and services. Aaker also believes that brand equity is one of the four main assets of the brand that adds to the value of products, services, and customer value. The researchers explained that brand Equity means the value a company brand creates in the minds of its customers and audiences [43]. This equity, as one of the most critical assets of a company, includes name, badge, level of recognition, image, honesty, trust, loyalty, and other factors that customers have in their minds about the company's brand [44]. The particular equity of the corporate brand consists of three main factors (Aaker), [45]: 1. Financial value: this factor includes the financial value of the company's brand, which means the financial performance of the company's brand in the market. 2. Cognitive value: this factor includes the knowledge and perceptions that customers have about the company's brand, and includes factors such as brand recognition, brand trust, and brand integrity. 3. Loyalty value: this factor includes customer loyalty to the company's brand, which is usually due to the positive experiences they have had with the brand [46] in general, [47] the unique value of the corporate brand as a significant capital in the industry reflects the tremendous impact and importance that the brand has in the market and the minds of customers.

2-2. Product marketing strategy

[48], A product can be marketed to attract the attention of ownership, use, or consumption, and supply is a demand or need. Corporate product marketing is a process in which companies sell their products and services to companies and organizations. This process includes market research, product development, pricing, advertising, sales, and after-sales service [49]. Corporate product marketing as a marketing strategy, is vital for companies that supply their products and services to companies and organizations [50]. This type of marketing focuses on establishing relationships with customers and developing products and services that meet and add value to the specific needs of companies and organizations [51]. For example, in corporate product marketing, advertising is not done directly and among the general public, but to attract customers, to try to find and advertise to companies and organizations. Like other economic companies, mobile telecommunications companies are affected by environmental factors [52]. Some critical environmental factors for mobile telecommunications companies include competition, technology change, rules and regulations, economic conditions, and environmental factors physics [53]. Mobile telecommunications companies, like other economic companies, are affected by various environmental factors, and appropriate strategies must be developed to manage better and reduce the adverse effects of these factors.

2-3. Purchase decision

[54], [55] The term "purchase decision" evokes a personal image that carefully examines the characteristics of several products, brands, or services and tries to choose an option that can be used at the lowest cost using rational methods [56]. Purchase decision factors include a set of different factors that the buyer considers in the decision-making process for the purchase of the goods or services in question [57]. The following are some of the most important factors in a buying decision: (price of goods or services, quality, characteristics of goods or services, brand, previous Experience, and opinions and experiences of others) These factors of buying decision are highly dependent on the type of goods or services in question, the type of buyer, the culture and society in question and other factors. From the point of view [58], [59], [60] In general, there are two main views about the redemption decision: the definitive repurchase view and the specific look for the repurchase. [61] In a particular view and looking to buy again, Redemption occurs quite randomly. In contrast, in a particular purchase, the purchase is based on satisfaction from past experiences, to put it better, on brand loyalty.

2-4. Brand loyalty

The concept of loyalty has entered academic literature, and researchers have found that loyalty can be a combination of loyalty in attitude and behavior [62], [63] in the opinion of Aaker, brand loyalty is defined as the customer relationship with the brand [64]. Loyalty to the brand of the mobile telecommunications company means adherence and belief in this brand by customers. This belief may be due to the brand providing quality products and optimal service, positive customer experience with the brand, previous performance of the brand products, or even the brand's social responsibility. From the point of view [65], brand loyalty is recognized as one of the most valuable assets of any brand because loyal customers often have faster access to brand products and services, recommend it to others, and generally help the brand become sustainable in a competitive market. According to researchers [66], [67] in mobile telecommunications, customer loyalty to the brand of mobile companies is significant due to the provision of quality services, extensive network coverage, reasonable price, and favorable support. For example, suppose the customers of the telecommunications company's mobile services are loyal to the company because [68] has good network coverage and the price of its services is reasonable. In that case, they are likely to use the company's services and recommend them to others [69]. Many mobile telecommunications companies try to keep

loyal customers by providing appropriate services and special discounts and use this loyalty to compete with other mobile companies in the market [70].

2-5. Articles about the field of corporate branding

Studies show that there has been much research on corporate branding, each of which has paid attention to limited aspects of branding. After studying theoretical concepts in this section, research conducted in this field was examined [71] in a research paper titled "The Impact of Mobile Services on Traditional Telecommunications Services in India." This study shows that mobile services have affected traditional services, and digital influence is observed in almost every sector. According to the study, India has mainly moved towards a digital population through technological advances and internet services through data packages and broadband connections. Mobile services along with the telecommunications sector in India, have played an important role in this transformation with connectivity, affordability, and technological change. [72]. In its study entitled "Dynamic Competition in Communication," this section addresses dynamic competition and the impact of competition on customer satisfaction. The review found two prominent reasons for increased competition between competitors. The first is economic globalization and the other is technology promotion. We saw that vertical separation and monopoly hurt customers who thought they were profiting. The telecommunications industry only fits into dynamic competition rather than full competition because full competition is inherently constant, meaning it does not consider changes in technological advances, innovation, or changes in consumer tastes.

3. Methodology of research

The present research is a mixed (qualitative and quantitative) approach in terms of the purpose of the exploratory integration method used, and different meanings and structures are considered. In terms of quality, the data strategy is the data foundation [73]. The present study is considered to be in the fundamental qualitative part. Given its goal of exploring a functional model in identifying key factors of effective brand dimensions in the country's mobile companies, this is a basic exploratory research whose results can be considered part of Applied Research. The compilation tool in this study was to conduct deep field semi-structured in-depth interviews. Using fundamental data theory, data obtained from interviews were analyzed. Historically, the foundation's data method was developed in 1967 by [74] Glaser & Strauss, [75] Holton J. It was created. Two sociologists have introduced an inductive method for discovering the theory that allows the researcher to prepare a theoretical report on the general characteristics of the subject. Three elements in the foundation data method play a very important role: codes, concepts, and categories. Organizational data strategy first tries to convert data obtained through interviews and resources into code, and by combining similar codes, it converts common codes into concepts. Moreover, in the last step, concepts are divided into categories, and theories are created from categories.

As a means of information gathering throughout the qualitative interview process, the city of Karbala province was selected as the territory of the place that was selectively and theoretically analyzed after being collected using software (Max Codea) and open coding [76]. The qualitative statistical community in this study is made up of all experts and managers, experts, consultants, and experts in the field of mobile phone telecommunications and was randomly conducted. The researcher was able to interview a total of 20 people. Based on the selection of contributors based on the targeted judicial sampling method. In this study, the criteria for selecting the sampling of senior executives was to have work experience or at least 7 years of Experience in the field of mobile telecommunications companies in the field under study. Therefore, the main community studied by mobile telecommunications companies (Zin Iraq, Asiacel, and Cork) has been applied and implemented. After the interview, the components that affect the dimensions

of the mobile phone company's branding were extracted. Data validation in the foundation's data method process for reliability and quality assurance of research is continuous comparison and increased transparency in the research process. To determine the sample size of the statistical community formula unlimited by the level of the community size of the Cochran formula is calculated from the equation:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2 + (1.96)^2 \times 0.5 \times 0.5} = 300$$

The sample size for the current investigation was determined using 300 people and the sampling method was randomly distributed among the statistical community, according to which 384 questionnaires were analyzed, ignoring distorted questionnaires, confirmation questionnaires, and data. Thus, the work of analyzing data with this number of questionnaires was carried out. Data analysis was done with SPSS 23 and Smart PLS version 3 software. The internal compatibility coefficient and the Kronbach Alpha were used to examine the basis of the propositions of this study. The Kronbach Alpha coefficient for all these propositions has values greater than 0.7, indicating the good footprint of the research tool. Confirmation factor analysis is used to examine the questionnaire's structure and identify the variables that make up each structure., confirmation factor analysis is used. Data collection tools are based on the questionnaire model; the first part contains questions about the demographic issues of users of mobile telecommunications companies in Karbala, including gender, age, education, and other points. The second part of the questionnaire has 32 questions, used to measure six(6) variables, including brand dimension components and brand promotion of the company, key brand factors, product marketing strategy, buying decision factors, brand loyalty, and environmental factors.

4. Results

A review of the research literature and the results of interviews with managers, experts, consultants, and experts on mobile telecommunications companies shows the qualitative research stage. The main stages of success and achievement of the goals of the mobile company brand include the following steps:1-Identify the critical components of the brand dimensions of the experts in the field of mobile telecommunications see Table 1. 2-research hypotheses of the variables of the components of the dimensions of the brand of mobile companies.

1. A. Key identification of the brand dimensions of mobile phone companies

In addition to reviewing the research literature, in the qualitative research phase, with qualitative research, experts, experts and managers in the field of mobile telecommunications examined the main variables and their measurement indicators. In the process of qualitative research, based on a sampling of managers and experts of the mobile company, 20 of these managers collected in-depth interviews and opinions based on semi-structured in-depth interviews. Based on the opinions obtained from interviews and research literature, adequate brand dimensions that influence corporate branding include company brand promotion, brand factors, product marketing strategy, buying decision factors, brand loyalty, and environmental factors, as specified in Table 1.

Table 1. Author high dimensions personal brand high phone companies

Pivotal phenomenon	main categories	Concepts	Final codes
		Sincerity	True right company, Sincere brand, Reliable brand, Moral honesty, Brand ability credit

Component of corporate brand personality dimensions	Upgrade Brand	excitement	Energetic, Lively and charming, The idea is high, Motivation and passion, Powerful innovation
		competence	Creating a sense of security, Hard work of the company · Company authenticity, Mental perception.
		complexity	were attractive, Unique quality, Brand behavior , brand appearance, Brand restructuring
		Brand equity	Brand awareness, Customer's special value, Experience of the brand, Brand associations
	Brand factors	Effective marketing	Brand logo, product design and packaging, quality level, value and price, brand trust
		Organizational factors	Visual identity, effective advertising, strengthening and brand recognition, customer experience
		Research and development	Create new products, strengthen the brand, and encourage customers to buy products.
		Quality monitoring	Product quality control, customer feedback review, quality indicators, and product performance.
	Product marketing strategy	product attractiveness	Alternative product attractiveness, customer appreciation of the product, customer loyalty to the product, strong and desirable after-sales service
		Market share access	Strengthening the brand product, competitive products, and product specifications
		product determinants	Product creation with the Customer, product positioning, customer perception of the product
		Determinants of maintaining market share	Evaluation of product alternatives, evaluation of price alternatives, evaluation of product defects, evaluation of product benefits
	buying decision	Desire to buy	Product buying preference, mental desire to buy, evaluation of purchase decision, communication with buyers
		Experience the buying process	Decision-making needs, price comparisons, customer buying behavior assessments
		Increased	Repurchase intent, brand preference,

		customer motivation	customer intent and desire, commitment or intent to purchase
		attitude of the buyer's behavior	Individual factors, social factors, psychological factors, market factors
	Brand loyalty	Brand Advocacy	Product brand recognition, product quality and price, product creation improvement, positive brand experience
		Customer satisfaction	Customer expectations of products, repeat order rate, product success in the market, withdrawal rate
		Perceptual image	How to deal with customers, advertising and marketing programs, brand product features, physical environment of stores
		Reliable brand	Provide quality products, positive shopping experience, effective advertising, fulfillment of commitments
	Environment factors	Economic constraints	Market uncertainty, economic sanctions, regulations and increased economic risks, unemployment, decreased income
		Technology capabilities	Technology change, communication service outages, rapid growth.
		Political restrictions	Political tensions, changes in laws, political instability
		Cultural factors	Cultural ranks, values, beliefs, behaviors, and organizational policies
		Legal capabilities	Trademark rights, brand portability, brand intellectual property rights, freshness, by the laws of the country
	Social capabilities	Demographic problems, lifestyle, relationship structure, social class, privacy	

Selective coding is carried out in the final stage of qualitative research analysis. This is the final grouping of the base symbols of the previous step. The final table of variables and indicators related to each from the perspective of marketing professionals and managers can be seen in Table 1 above. After each interview, the initial symbols(codes) were revised and categorized according to their compatibility with other discovered concepts. The procedure is repeated several times, even after frequent cleansing. As a result of the analysis of the basic concepts that appeared in the research, 111 sub-categories (final code) and 27 concepts of 6 main categories were identified as key components of the brand dimensions of mobile companies and categorized. Given the research's goal, the model's design was to identify factors affecting the brand's dimension

component. The results obtained by the corporate brand dimension were recognized as the pivotal phenomenon in this study.

2. Identifying the brand dimensions of mobile phone companies and Hypothesis:

It is considered according to the theoretical intermediate and background of the research about the relationships between the variables under consideration. So, in this study, we will look at ten hypotheses. As mentioned for statistical validation of the extracted conceptual model of corporate brands, the assumptions of this stage of the research are as follows:

H1: Upgrade brand has a positive relationship with the dimensions of the brand personality.

H2: Brand factors of the brand have a positive relationship with the dimensions of the brand personality.

H3: Brand factors brand has a positive relationship with the upgrade brand.

H4: brand loyalty has a positive relationship with brand promotion.

H5: brand loyalty has a positive correlation with decision-making factors for buying.

H6: brand loyalty has a positive relationship with the dimensions of the brand personality.

H7: buying decision factors have a positive relationship with brand personality dimensions.

H8: Environmental factors impact the dimensions of the brand personality.

H9: Product marketing strategy affects the main factors of the brand.

H10: Product marketing strategy impacts the dimensions of brand personality.

This study aims to determine what makes up successful mobile telecom brand dimension models. It is structurally composed of several different types, each of which plays a vital role in forming the brand dimension component and can motivate the provision of the best other services in the country's advanced communication field.

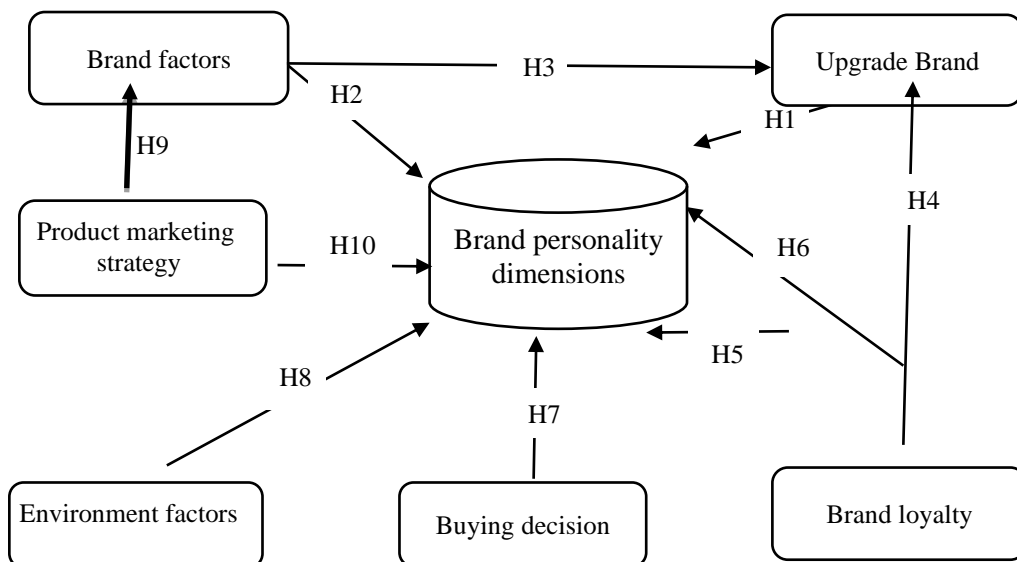


Figure. 1 The Research Framework

Descriptive analysis of the sample

Descriptive Analysis on Sample Profile: 56.7 percent of the respondents were males, while 43.3 percent were females. Furthermore, descriptive statistics demonstrate that

most of the respondents (10.2 percent) were 20–24 years old, 58.7 percent were between 25 and 29 years old, 56.7 percent were male, and 43.3 percent were female. Moreover, descriptive statistics show that most of the respondents (10.2 percent) are between the ages of 20 and 24, 58.7 percent are between the ages of 25 and 29, 13.5 percent are between the ages of 30 and 39, and 9.2 percent They are between the ages of 40 and 49, 13.5 percent are between the ages of 30 and 39, and 7.3 percent are between the ages of 50 and 60 and over. As the data shows, the findings of this study are influenced by single male and female respondents between 25 and 29 years of age. About the educational level, more than half of the respondents (49.5) were undergraduate students, followed by 18.5 of diploma students. Users of mobile communication services should not be biased against them because of using those services. This study tried to have equal male and female respondents and respondents because the perception and uses of males and females may differ in purchasing decisions, loyalty, and behavior change. (see Table 2).

Table 2. Sample and Procedure- Respondents' Profiles (n = 300)

Variable	Frequency	Percentage
Gender		
Male	170	56.7
Female	130	43.3
age		
20–24 years old	31	10.2
25-29 years old	178	58.7
30-39 years old	41	13.5
40-49 years old	28	9.2
50–60 years old	22	7.3
Educational		
secondary	54	17.8
diploma	56	18.5
Bachelor's degree	150	49.5
Master	19	6.3
Ph.D.	21	7.0
Total	300	100.0

Measurement Model

Factor loadings, Cronbach Alpha (CA), rho-A, Composite Reliability (CR), and Average Variance Extracted (AVE) were used to assess convergent validity [77]. As shown in Table 3, all the item loadings exceeded the recommended value of 0.5, Upgrade Brand, Product strategy, Brand factors, buying decision, Brand loyalty, Brand loyalty, and Environmental factors. As a result, the constructs' CA, rho-A, and CR values were greater than 0.7, and the AVE values exceeded the threshold value of 0.5. Therefore, these latent variables achieved convergent validity (see Table 3)

Table 3. Indicators of fit (validity and reliability)

variables	Item	Loadin g	CA 0.70	≥ (rho-A) 0.70	≥ CR 0.7	≥ AVE 0.5
Upgrade	S1	0.737	0.755	0.758	0.84	0.577

This study employed the heterotrait-monotrait criterion (HTMT) to test for discriminant validity. The result showed	Brand	S2	0.724					
		S3	0.796					
		S4	0.779					
	Product strategy	PE1	0.772	0.765	0.772	0.85	0.586	
		PE2	0.722					
		PE3	0.733					
		PE4	0.825					
	Brand factors	EQ1	0.772	0.761	0.763	0.84	0.582	
		EQ2	0.802					
		EQ3	0.729					
		EQ4	0.747					
	buying decision	TU1	0.769	0.781	0.782	0.85	0.604	
		TU2	0.779					
		TU3	0.800					
		TU4	0.759					
	Brand loyalty	DV1	0.747	0.777	0.779	0.85	0.599	
		DV2	0.814					
		DV3	0.768					
		DV4	0.767					
	Environment	MR1	0.757	0.839	0.840	0.88	0.544	
		MR2	0.713					
		MR3	0.764					
		MR4	0.767					
		MR5	0.718					
	MR6	0.745						

that(HTMT) values were lesser than 0.89, exhibiting evidence of discriminant validity [78] (see Table 4).

Table 4. Assessment of Discriminant Validity using (HTMT)

Construct	1	2	3	4	5	6	7
1. Brands companies	0.89						
2. Buying decision	0.90	0.77					
3. Environment	0.89	0.77	0.74				
4. Product Strategy	0.89	0.75	0.76	0.76			
5. Brand factors	0.89	0.77	0.75	0.76	0.76		
6. Brand loyalty	0.89	0.80	0.77	0.75	0.72	0.77	
7. Upgrade Brand	0.86	0.74	0.71	0.72	0.76	0.72	0.75

HTMT<0.89 ([77]; [78])

Structural equations were used to examine the model's validity and data analysis. The meaningfulness of the path coefficient was used to test the hypotheses and the model. Using Student-t values, the research hypotheses were examined and analyzed. It should be noted that the coefficients must be greater than 1.96 to confirm their meaningfulness at the confidence level of 0.95. As can be seen from Table 3, the value of determining current variables is at a meaningful level. As can be seen from Table 3 shows the value of the calculated Cronbach Alpha coefficients for all research variables above 0.70.

Table 5. Results of the hypothesis test of path coefficient variables

Hypothesis	Dimension on Construct	Second-Order	coefficients	t-value \geq 1.96	P Values	Result
H1	Brand upgrade components	- > Brand	0.162	37.273	0,000	acceptable
H2	Brand Factories companies	- > Brands	0.189	27.191	0,000	acceptable
H3	Brands companies	- > Brand upgrade	0.493	348.8	0,000	acceptable
H4	Brand loyalty	- > Brand upgrade	0.366	5.486	0,000	acceptable
H5	Brand loyalty decision	- > buying	0.800	34.017	0,000	acceptable
H6	Brand loyalty components	- > Brand	0.189	986.23	0,000	acceptable
H7	Buying decision components	- > Brand	0.188	25.353	0,000	acceptable
H8	environment components	- > Brand	0.185	25.353	0,000	acceptable
H9	Product strategy Factories	- > Brand	0.764	28.261	0,000	acceptable
H10	Product strategy components	- > Brand	0.205	30.050	0,000	acceptable

Based on Figure 2, identifying the model of dimensions affecting branding in mobile companies with an emphasis on product marketing strategy and purchase decision factors was confirmed with 99 assurances, as T figures for all routes reached more than 1.96. The hypotheses of the research model are examined, summarizing the path coefficients, statistics, and results in Table 5. According to the table, the absolute value of the T statistics is greater than the value of 96/1, so according to the path coefficients, all hypotheses were accepted.

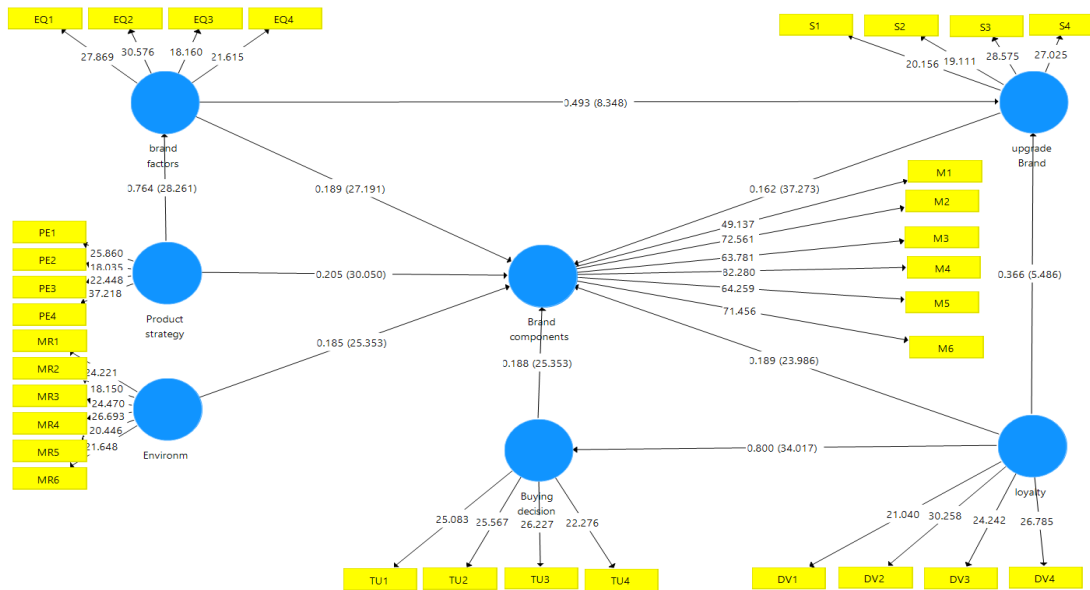


Figure. 2- Output of the conceptual measurement model of the research model.

5. Conclusion discussion

The current research aims to identify the components of the effective dimension model of the brand in Iraqi mobile phone companies, which was implemented using a mixed research approach using a case study. According to Tables 3, 4, and 5, which summarize the hypothetical results of this study, all the coefficients of the positive path are positive; that is, the effects are direct. The results of this study are fully consistent with the views of Aaker (1997). Therefore, the analysis of the data showed:

The result of hypothesis 1 corresponds to the studies of Jennifer Aaker (1997), [79] Audrey Azoulay and Jean-Noel Kapferer (2003). They have shown in their studies that the dimensions of a brand today are a unique set of all brand components that demonstrate how consumers create value for a brand. It can be used as an effective tool for companies to use to their advantage in gaining competitive strength in the mobile market because it creates value for manufacturers, consumers, and network users. The best way to determine the promotion of a brand is to research the market and potential customers. Ultimately, it depends on the mobile company's brand and marketing strategy that makes up its brand's dimensions.

The results of this study on the second and third hypotheses also correspond to the studies of John Palmer and Stephen Gerzer (2003), Ronald Burke and Carrie L. Cooper (2011), and Leslie Everett (2016) in the same direction. This study emphasizes the fact that brand personality has a direct and positive effect on brand love. This study also showed a positive correlation between brand personality and Brand promotion, and key factors are related and can lead the company to new goals In the opinion of the researchers, the main factors of corporate branding were proposed in the process of forming the dimensions of the company's brand. In the components of brand promotion and the main corporate factors, the results of track transactions show that these two components play an important role in the dimensions of corporate branding in the field of mobile communications. The special value of the brand and the organizational factors of the brand this is what the company tends to do in the future. However, during the research of researchers, it turned out that managers of successful companies make a huge effort to create and maintain a positive attitude toward their brand. The results of hypotheses 4 and 6 correspond to the studies of [80] (Ivana Markovich et al., 2022), [81] Navid Anjam et al. (2013), [82]Boateng and Mapa (2013), Zenil Khan (2018). They have shown in their

studies that brand loyalty means customer commitment and willingness to repeat brand purchases regardless of competing brands. The results obtained from the research show that brand loyalty has a significant impact on the promotion of the company's brand. Therefore, managers of mobile companies should pay more attention to brand loyalty factors associated with promoting the company's brand, such as customer satisfaction with the company's brand, as one of the factors influencing customer loyalty, and view the reasons for this fulfillment.

The results obtained confirm hypothesis No. 5, which is consistent with the studies of Bowser, Bo, and Balgo (2009). Because these ideas can make or break a consumer's final choice to make a purchase. The components that go into making a purchase are complex, but the results of this study suggest that brand loyalty plays a major role. Therefore, it shows that the success of mobile marketing managers for shopping center developers is that the key factor for these centers should be communication with customers and providing their needs and desires as their main goal. The results confirmed hypothesis 7, with the studies of Sid Javadin et al. [83] and Tong et al., 2018, consistent. They have shown in their studies conducted in the field of loyalty that they emphasized the positive relationship between the purchase decision and customer loyalty, brand name preference, and frequency of purchase intention. The results obtained from the research show that the purchase decision factors significantly impact the dimensions of the corporate brand.

The results obtained confirm hypothesis 8. It corresponds to the studies of Tavasoli and Gazinori (2016), Muller and Chandon (2004), Bambang Sukma, Wijaya (2013), [84] Foruzandeh Azimiet al. (2019). In their studies, they show that environmental communication has a positive effect on the strength and sensitivity of environmental factors of brand parties and as a result on the special value of the brand. In addition, they have shown that many situational factors increase the impact of Environmental Communication on the dimensions of corporate brands. This effect is enhanced by the correspondence between the brand name and the supported reason, limitations, capabilities, and environmental factors. Therefore, environmental factors include economic constraints-technological capabilities, political constraints – cultural factors-legal capabilities, and social capabilities.

The results of hypotheses 9 and 10 correspond to studies by Tan Ming (2013), Saranya and Suresh Kumar (2019), Farhana Shermin (2014) and Olasunkanmi (2019). Their studies show that the product marketing strategy is designed uniquely for each product and pays attention to the specific characteristics of each product, customer needs, and market conditions. This strategy aims to gain a competitive advantage of the product, attract new customers, and maintain existing ones, which are among the main branding factors and dimensions of the corporate brand. Therefore, managers' strategy of continuously marketing mobile service providers is to distance the company from competitors and expand the wide customer base in the target areas, creating alliances with product and service companies to offer high-quality and attractive products.

The limits and limitations of this research: It should be noted that this research, like other scientific research, has faced limits, the most important of which are the following: This research was conducted only in mobile phone companies in Karbala, to generalize this research and the model should be tested in other industries, especially mobile phone and service industries, and the main limitation of this research is that the concepts of the components of the model studies the effective dimensions of the brand in mobile phone companies, which may limit the possibility of generalizing to other contexts. These results should be repeated with other categories and components from different brands.

Based on the results it is suggested: and also according to the results of this research suggestions can be made to managers of mobile operators. To promote corporate brands, telecommunications companies operating in this area should focus on activities and

processes within the company and study customer behavior, a kind of attitude towards the company itself.

Suggestions for future research.

* Future researchers are therefore advised to obtain brand dimensions through interviews with key customers and mobile company users to obtain these factors from the Customer's point of view.

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