THE IMPACT OF BRAND DIMENSIONS ON BUILDING A MENTAL IMAGE FOR MOBILE PHONE USERS - AN APPLIED STUDY ON THE RESIDENTS OF RIYADH

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Abstract

The research was conducted to ascertain the influence of brand dimensions on mental imagery formation among mobile phone users. The target population was residents of Riyadh city. In terms of selecting Riyadh as a spatial space the most important criterion was the fact that it is one of the largest cities and hosts many individual users from all walks of life (including both social and demographic) which means diversity in background accents, common population.etc. Sample and sampling criteria In Riyadh city, the target population was the community of smart mobile phone users. An intentional non-probability sampling design was used because of the large size of the community, with not all its members being able to be included. Descriptive analytical approach was used to address the study's subject and to reach its objectives. The instrument of data collection was questionnaire. The independent variables were measured by the dimensions that follow brand name, brand loyalty, perceived brand quality and brand awareness factors represented by the Brand dimension and dependent variable was done according to the representation of these DIMENSIONS is a models constructs as proposed. AMOS program the study was conducted using statistical SPSS and the program. The study accomplished several results, the most important of which is that the (brand name dimension, brand loyalty dimension, perceived brand quality dimension and brand awareness dimension) had statistical effect on the mental image of smartphone users from Riyadh. >Storeing et al (2015) This work generates a number of recommendations that offer a good value proposition, the most significant one being; Mobile phone companies should emphasize maximizing brand awareness level in terms its operations through wide and repeated marketing campaigns. The need for organizations to strategically consider brand naming in relation to simplicity, symbolic attachment and uniqueness was developed by this study.

Keywords: Brand; Mental Image; Mobile Phones; Residents of Riyadh.

1. INTRODUCTION

Branding is a reliable way to attract customers. As organizations increasingly realize that intangible values, which directly impact reputation and image, also influence customer relationships more than ever before, the brand's role in achieving added value for organizations has made it a factor in the success of any project. As a result, it now has legal protection (Abu Abbas, 2007). The information and communications technology (ICT) industry faces intense competition globally, and the smartphone industry is one of the most important industries in this field. The business volume is growing significantly, and it is becoming one of the best-selling products in various countries worldwide, whether by small, medium, or large companies. The goal of every company in this industry is to gain a competitive advantage and attract the most customers possible (Yu, X, et al., C. 2019).

With the accelerating growth of brands and increasing competition in the smartphone significance for companies even business in industry market, and the brand as a symbol of enterprise power factor is one of the most important. The significance of a brand in the battle for supremacy in smartphone marketing has intensified as consumers have become more sophisticated and sought better quality, at better price and less time and effort market (Bae, et al, 2023). The brand is what the customer experiences... the promise of a companies products expressed in words, verbal or otherwise. The product is usually realized through its interaction with its unique qualities at a specific quality level that captures the extent of these qualities and differences in fulfilling consumers' needs and wants. The fact that religion is viewed as a "commercial product" by the consumer, brings about a specific image in his mind which images there on would transmit his personal evaluation and which will be connected to this product's brand. In this context too, the significance of the brand can be seen in its ability to distinguish the product (or producing organization) and aid the consumer on what to expect from a product as well as enabling him to assess his previous experience with this product. In recent years, the brand became the most significant component in marketing literature when discussing about reaching marketing goals and is also considered as one of the strongest marketing asset (Wijaya, 2013). The focus of academicians and marketers in value of the brand has grown in the last decade largely because of its bandwagon effect and strategic role it plays for according additional "value added" to the product (Shahine, A, et al. 2021). It also assists the firm in shaping its image in competitive markets and also provide lead time advantage to make strategic decisions (Shabbier, J. et al. 2013). An effective brand facilitates the acquisition of new customers, encourages repeat purchases through loyalized customer base, and influences consumers' willingness to purchase from a certain brand as well as they favor this brand to its competitors; also enhances consumer satisfaction with purchased brands (Jin, H. 2013). The power of a brand in affecting the purchase decision of a customer is variously strengthened by minimizing perceived risks and search costs (Severi, E. et al., 2013).

The American Marketing Association states that building a strong brand is a crucial marketing objective for all organizations. It is also considered that maximizing brand value has become one of the main goals of researchers in the field of marketing research (Christodoulides, G. et al. 2009). The beginning of recognition of brand value was by Marquhar 1989. Brand value has been studied by academics from two perspectives: the financial perspective and the marketing perspective.

The brand is evaluated according to the consumer's reaction to the marketing strategies related to this brand (Severi, E). Despite the importance of financial perspective, it does not help marketers understand the dimensions that constitute brand value. However, the marketing perspective based on consumer perception helps those interested in marketing to know the dimensions of brand value in the consumer's mind and design effective marketing programs to build a strong brand (Kimpakorn, N. 2010), (Sanayei, A. et al., 2013). Keller, L. 1993) marked the beginning of the interest in brand value from the marketing perspective based on consumer perception

The highest goal of communicators is to create, modify, or maintain the mental image. Brand image is one of the most important factors that motivate customers to purchase a particular brand, stick with it, and build positive attitudes toward it, especially if the customer has no prior experience with that brand. The basic idea of brand image is that customers do not buy the product itself, but rather the mental image associated with the product and the value and benefit they perceive and obtain through it (Lee, et al. 2014). Companies operating in the manufacture and sale of smartphones seek to improve the mental image of their brands and provide a unique and different experience for the consumer in a way that increases and enhances their confidence in the brand with the aim of encouraging purchase and repurchase in the future, thus sustaining the brand between both parties and achieving brand loyalty (Keller, 1993). Numerous studies have shown that customers today are characterized by both rationality and emotion. This means that they purchase products not only based on functional features or perceived benefits, but also based on enjoyable experiences (Yadav et al., 2023). To differentiate themselves from their competitors in the market, companies need to create exciting and distinctive brand experiences that engage customers in purchasing, maintain brand loyalty, and develop brand loyalty (Martillo et al., 2021).

2. THE PROBLEM

Mobile phone brands are experiencing intense competition globally and locally, resulting in standards for mobile phone companies choosing a brand that distinguishes them from others attract customers. This diversity in brands has led to a difference in the mental image that consumers have of mobile phones, prompting companies to focus on building a positive mental image in the minds of consumers as a means of enhancing loyalty and increasing market share. Brand dimensions, such as perceived quality, loyalty, brand awareness, and brand name, are crucial in shaping consumers' mental image due to this competition.

Although this area is critical, there has been a dearth of research about how these dimensions affect the mental image of mobile phone users in Saudi Arabia and, more specifically, in Riyadh which is considered as one of the biggest consumer markets in the Kingdom. Hence, the problem of this research stems, which can be formulated in the following main question:

What is the impact of brand dimensions on shaping the mental image of mobile phone users from the perspective of Riyadh residents?

– Does brand name influence the mental image of mobile phone users in Riyadh?

– Does brand loyalty influence the mental image of mobile phone users in Riyadh?

– Does perceived brand quality influence the mental image of mobile phone users in Riyadh?

– Does brand awareness influence the mental image of mobile phone users in Riyadh?

3. STUDY OBJECTIVES

This study aims to:

− Identify the impact of brand elements (brand name, brand loyalty, perceived quality, and brand awareness) on building the mental image of mobile phone users in Riyadh.

− Provide recommendations that can contribute to highlighting the importance of using brand elements in building the mental image of mobile phone users.

− Help mobile phone companies stand out in the market by focusing on brand elements to gain customer trust.

− Provide a scientific framework for the dimensions that increase brand value in this field, which will benefit mobile phone companies when developing marketing strategies that increase brand value.

4. THEORETICAL FRAMEWORK:

4.1 Brand Concept

The world of marketing has embraced trademarks as a major tool in our modern era. With the emergence of a system for registering and protecting them, they have become an important element of competition and distinction. They have become a tool by which an organization can present itself to consumers in target markets through its trademark (Kotler, et al., 2016). The word brand is derived from the Scandinavian phrase brander, which means mark and is used to refer to the marking and branding of animals and livestock to identify their owner and distinguish them from other property (Rder, 2016).

The American Marketing Association defines a brand as "a name, term, symbol, design, or a combination thereof, that identifies the goods and services of a seller or group of sellers and distinguishes them from those of competitors." Keller (2008) states that a brand is more than just a product because it has features that differentiate it from other products designed to meet the same need. The differences that distinguish a brand from others may be rational and tangible (such as the brand's performance) or symbolic, emotional, and intangible (such as satisfying psychological needs or enhancing an individual's social status). Thus, a brand represents a combination of tangible and intangible elements of a product or service produced by other competing establishments and is uniquely symbolized.

A brand has also been defined as "not just a word, a logo, a colorful palette, or a company name, but rather the relationship that connects an organization to its customers, which determines the likelihood that these customers will purchase from the organization again" (Finkles, 2007). A mark that differentiates one company's products from those of other companies in the market is known as a brand. The products it identifies may be goods or services (Abdelkader, 2020). It is worth noting that there are three main means of expressing the brand and combining them is the commercial relationship and determining its position in the customer's mind. The first and most important is the brand's website, which is the essence of what the brand promises to offer the customer. Second, the

brand's personality, which compels the customer to prefer this brand. Third, the brand's point of view, which refers to how customers feel about the brand's belief in them. This trio is the reason customers consider purchasing a particular product (Fatima, 2022).

4.2 Brand dimensions

The determination of brand value's dimensions has been addressed by multiple studies, with each study addressing it differently. There is no consensus on the best metrics used to measure brand value as a multidimensional variable. This is due to the different perspectives used to define and measure brand value. The following is a presentation of the various perspectives of researchers on measuring brand value:

- Aaker (1996) believes that brand value is a multidimensional concept consisting of five dimensions: (brand loyalty, brand awareness, perceived brand quality, brand association, and other assets owned by the brand).

- Yoo (2001) identified four dimensions: perceived quality, brand loyalty, brand awareness, and brand attachment.

 Comparing these studies, it was found that most studies addressed brand value through four dimensions, as discussed by(Yoo 2001), (Changetal 2008), and (Chattopadhyay et al 2010), namely brand name, brand loyalty, perceived quality, and brand awareness.

4.2.1 Brand Name

Most consumers are fully informed when they shop for products and services. Because searching for these products takes time and is expensive, this increases the need to use the brand name. Keller, 1998, indicates that brand awareness often attracts new customers who are willing to pay higher prices. This helps the product penetrate new markets and face new competitors. Much research has shown that brand names can help consumers remember important information about the results. The quality of the product's performance can be influenced by its brand name (Janiszewski, et al., 2001).

4.2.2 Brand Loyalty

A customer's attachment to a brand is reflected in their level of brand loyalty. It motivates customers to exhibit consistent purchasing behavior for their preferred brand (Pappu et al., 2016). Loyalty is defined as the desired result of consumer learning. It consists of attitudes and actual behaviors toward a brand.

Behavioral measures focus on consumers' general feelings toward a brand. Behavioral measures are based on observable behaviors related to the brand, such as purchase quantity and frequency (Aulia et al., 2017). Brand loyalty reflects the strength of the relationship between customer attitudes and the likelihood of repurchase. This stems from a strong and ongoing commitment to the brand.

Thus, brand loyalty represents a combination of positive attitudes toward the brand and repurchase behavior (DAM, 2021). The probability that a customer will switch to another brand is influenced by brand loyalty, particularly when the brand makes a change in price or product (Shariq, 2018)

4.2.3 Perceived Brand Quality

The quality image is the consumer's impression of an entire brand, rather than just one component. It is a value-based classification of a branded product purchased from the brand observed and not from other competing brands (Njuguna, 2014). It further defines quality as the stereoscopic impression of product or service in the customer's mind, which then influences purchase behavior (Wang et al., 2020). More recently, consumers are more likely to associate a brand with high quality (Aaker 1991). (Aghaei, A. et al., 2013), considers that a branded clearly quality is perceived and the customers motivate their repurchase and then loyalty occurs in this brand. Tellesuggested that perceived quality of the brand could be a function of itsaffiliationcwith the sponsorees (Hasseini, 2015)

4.2.4 Brand awareness

Brand awareness or perception represents the core of brand value, as it is the main influence on the customer's purchasing decision, as it represents the customer's ability to recognize and retrieve this brand among the different brands of a specific product or service (Foroudi, et al, 2018), meaning that it represents the brand's memory.

5. MENTAL IMAGE

### 5.1 The concept of mental image

The psychological orientation of the brand image, reflecting the method of presenting various direct and indirect ways to affect customer behavior and consumer decisions through emotions by considering tem as well as their desires (making an attempt) at fully satisfying some a hard-to-satisfy customer segment targeting with a new innovative message or beneficial product development RAJAN, 2019). Being one of the most important motivators on which customer base his/her decision making to purchase a certain brand, to stick with it and then – because he doesn't met yet with this brand earlier on – that he/she is talking positive about said brand. Brand image theory of brand image is that the consumer doesn't buy phenomenon: not new produces, he buys in, the Dependent variable this time the being value and (Wine Life other words, Collectiobserve Introduced/Finally, Therefore, 1.2.MODEL FRAMEWORK; Lee, Theoretical Foundation 2014). Smartphone firms are trying to develop their brand image and create a unique or distinctive experience in the consumer's mind as to raise and intensify his/her trust on that particular brand and consummates in purchasing (purchasing intentions) followed by repeat purchases over time (Keller, 1993). Many studies have proven that customers nowadays are characterized by both rationality and emotion, as they buy the product not only out of interest in the functional features or perceived benefits of the product, but also to obtain enjoyable experiences from this product (Yadav, et al. 2023). To achieve distinction and differentiation from competitors in the market, companies must create exciting and unique experiences for the brand that lead to attracting customers to continue purchasing, remaining loyal to the brand, and achieving loyalty to it (Martillo, et al. 2021).

According to (Riezebos and Eral, 2003), a brand image is a collection of cognitive elements stored in the customer's long-term memory. The core of this network is the brand name, which is linked to several other cognitive elements and associations. It can also be interpreted as meaning the strength, preference, and exclusivity of the brand for the customer because of a set of mental associations stored in his memory. That is, it constitutes the unique meaning of the brand in the memory of consumers (Keller, 2003). It is also defined by (Kotler, et al., 2012) as a set of perceptions and beliefs of the consumer about a brand, which appear in the form of mental associations stored in the consumer's memory.

The mental image of the brand is essentially linked to the set of representations that the audience holds and that result from the interaction between their various cognitive sources, which in their entirety represent their direct or indirect experiences, beliefs, emotions, and impressions of the brand, which may be rational or irrational and may depend on evidence, documents, rumors, and unreliable statements, but in the end they represent a true reality for those who hold them in their heads (Filip Lievens et al 2016).

6. A CONCEPTUAL MODEL

To address the study's problems and questions, a research model was created that clarifies the direct relationships between the variables, as illustrated in Figure No. (1) below
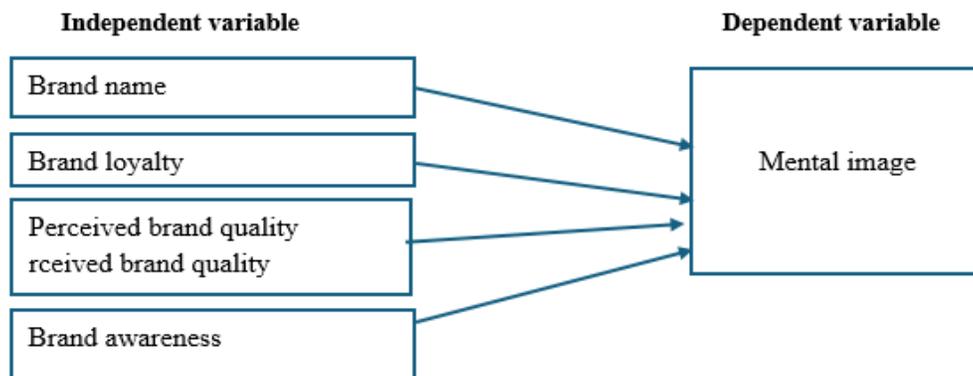
Based on the research model, the research hypotheses were formulated as follows:

- Brand name does not have a statistically significant effect on the mental image of mobile phone users in Riyadh.

- Brand loyalty does not have a statistically significant effect on the mental image of mobile phone users in Riyadh.

- Perceived brand quality does not have a statistically significant impact on the mental image of mobile phone users in Riyadh.

- Brand awareness does not have a statistically significant impact on the mental image of mobile phone users in Riyadh.

7. METHODOLOGY

Thus, the descriptive cross sectional approach was used to make it possible to investigate and resolve its relationship between branding and Mental Bilder for mobile phone users as intended by study objectives.

The data were collected via a closed-ended survey questionnaire designed as a primary research instrument on the descriptive side. It contained three sections including demographic data (gender, age, educational level, type of the phone and number of phones). Axes to assess brand dimensions: This was measured through items assessing respectively: brand name, brand loyalty, perceived quality, and brand awareness. The mental image factor: Via a series of statements about users' perceptions of the brand. A five-point Likert-type scale was employed to assess sample responses.

All smartphone users in Riyadh who were capable to judge the brand they used from different age groups, education levels and occupations were considered as a target population. Riyadh was chosen as a spatial context due to being a capital city with broad and diverse user potential advocating for various segments of society thereby providing diversity in backgrounds and demographic characteristics, hence providing an appropriate representation of the mobile phone user market. Moreover, the high penetration rate of smartphones within the city makes it a relevant setting to assess how such brand dimensions influence mental image. Different categories of phone brands, such as Apple, Samsung, Huawei and more are available in the local market for comparison purposes & analysis.

Data were collected from a sample of the community of smartphone users in Riyadh specifically to analyze brand dimensions (name, loyalty, perceived quality, awareness) and their relation to mental image. The purposive non-probability sampling method () was used, as due to the size of the community and mapping of all individuals partaking in scouting (for a period of 60 years) was not feasible. People were selected according to certain criteria, among the most significant being:

A) **The participant must be a resident of Riyadh.**

B) **Be a user of smartphones.**

C) **Be 18 years of age or older.**

D) **Could understand and personally evaluate the brand they use.**

The study tool (questionnaire) was distributed electronically through digital platforms and social media networks to ensure access to a wide and diverse segment of society, contributing to enhancing the representation of various population groups in terms of gender, age, profession, educational level, and the type of brand used. The sample size adopted for the analysis was (414 individuals), and this size was determined based on quantitative statistical analysis considerations, especially when using regression tests and factor analysis, where it is recommended that the sample size not be less than (5–10 times the number of items in the questionnaire). Before conducting the statistical analysis, the data integrity was verified by excluding any incomplete or invalid responses.

8. RESULTS AND DISCUSSION

The field study procedures and descriptive statistical results are included in this section.

8.1 Study tools:

To analyze the study data, the following tools were used:

Simple statistics was accomplished for the variables studied. First among these is the mean, an average measure of central tendency indicating the common value which data clusters around. The degree of data spread around the average was assessed with standard deviation, and its value ranges from homogeneity of values among the study variables toward their diversity. The skewness of the distribution (positive or negative) was defined according to which side of data has more weight on it. Kurtosis was also utilized to determine the degree to which the distribution of the data is squatted or peaked relative to that of a normal distribution, and thus as indicator of nature shape for statistical distribution of variables.

Structural modeling was applied to confirm the model proposed in Figure and test relationships between brand dimensions (name, loyalty, perceived quality, awareness) and their effects on brand image. AMOS was utilized as a sophisticated analytic program for detecting the strength and direction of associations between independent and dependent latent variables using path analysis,supported by some indicators or measurements (goodness-of-fit indices). The most crucial indices that are involved in the current study are: the chi-square ratio of degrees of freedom (0.9), comparative fit index (CFI) (> 0.90), and root mean square error of approximation (RMSEA) (< 0.05).

8.1.2 Testing the validity and reliability of the study tool:

Structural equation modeling was applied to test the postulated model of relationships between brand dimensions (name, loyalty, perceived quality, awareness), and their influence on image. AMOS was utilised as a sophisticated analysis in which the relationship between latent variable and underlying causality from past groups is examined using path analysis based on criteria, known as good-of-fit indices. The most relevant indices – used in the present study – are: the ratio of chi-square to degrees of freedom (not superior to 5), the goodness-of-fit index $((GFI))$ (superior to 0.90), juvenile oil, comparative fit index (CFI)'(superior to 0.90), and root mean square error of approximation RMSEA (inferior to 0.05).

A. Content validity testing of the scale: To test the content validity of the measurement instrument (questionnaire), which means its appropriateness to measure the study's variables and theoretical dimensions, apparent validity was tested by pre-testing it on a sample of academic referees in marketing, consumer behavior and applied statistics. The number of referees was (e.g.: 5) and they were asked to judge the items in relation with clarity, relevance of the phrase regarding their dimension, comprehensiveness for the item and lack of duplication for it; s formatting considering also if language is suitable for the cultural level of respondents. Face and content validity of the instrument were

improved through adjustment according to their comments (e.g. items' wording for clarity purpose, removed of repetitive items).

B. Constructive validity: Constructive validity is considered one of the measures of the validity of the tool, which measures the extent to which the goals that the tool wants to achieve are achieved, and shows the extent to which each dimension of the study is related to the total score of the tool's paragraphs. According to this method, reliability will be tested by estimating the correlation coefficients for all the study's axes with the total sum, as the values   of the correlation coefficient for all the axes with the total sum were estimated. The test results are displayed on the table below.

Table (1): Correlation coefficient of the study axes with the total score

Variables	Correlation coefficient	Morale level
Independent variable: Brand	**0.76**	**0.005**
Brand name	0.80	0.001
Brand loyalty	0.77	0.003
Perceived quality	0.83	0.000
Brand awareness	0.72	0.015
Dependent variable: mental image	0.81	0.000

Table (1) clearly shows that all the study axes have a positive and statistically significant correlation at the significance level (0.05) with the total sum of their respective axes.

C. The questionnaire's dependability:

Cronbach's alpha was used, as this index reflects the degree of homogeneity of the items comprising each dimension. Statistically acceptable values indicate that any reliability coefficient exceeding 0.70 is significant and acceptable in social studies. The following table displays the results of the internal consistency test for the study's dimensions:

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Table (2): Cronbach's alpha coefficients

Variables	Number of phrases	Cronbach's alpha coefficients
Independent variable: Brand	4	0.73
Brand name	4	0.78
Brand loyalty	4	0.82
Perceived quality	4	0.74
Brand awareness	4	0.79
Dependent variable: mental image	4	0.77

The findings reveal that the reliability of the questionnaire dimensions (all grounded) suggests a strong internal consistency within items, to be considered when testing research hypotheses and statistically examining relationships among variables.

-Testing homogeneity of distribution for the axes formed by study variables.

The test of the normal distribution is a very important topic in statistical. The choice of the proper statistical tests (parametric or non-parametric) is determined from the validity of the normal distribution hypothesis of variables. The normal distribution of the variables was examined for this study according to Kolmogorov–Smirnov Test. The values in Table (3) show FAR and FPR that are greater than 0.05, which means the data is normally distributed at a significant level of ($α = 0.05$). Therefore, application of parametric statistical tests (e.g., linear regression, correlation analysis, t-test and ANOVA) is suitable to analyze data and to test research hypotheses.

Table (3): Displays the results of normal distribution tests on the study axes

Variables	Kolmogorov–Smirnov	sig
Brand name	0.2431	0.1083
Brand loyalty	0.7653	0.2904
Perceived quality	0.6209	0.0987
Brand awareness	0.8654	0.1930
mental image	1.9876	0.2456

8.2 Study sample

Residents of Riyadh, Saudi Arabia were included in the study sample. A total of 414 residents were randomly selected and successfully surveyed. Table 4 shows the characteristics of the study sample. The characteristics of the study sample individuals (demographic data) are shown in Table (4)

Table (4): Characteristics of the study sample individuals (demographic data)

Sample characteristics	Categories	repetition	Percentage%
Gender	male	259	62.6
	female	155	37.4
Age	Less than 20 years old	67	16.2
	20-30 years	140	33.8
	31-40 years	103	24.9
	41-50 years	68	16.4
	51 years and over	36	8.7
Educational level	secondary	75	18.1
	university	219	52.9
	Postgraduate studies	120	29
monthly income	Less than 5,000 thousand riyals	127	30.7
	From 5001 thousand riyals to 10001	123	29.7
	From 10,001 thousand riyals to 15,000	115	27.8
	More than 15,000 thousand riyals	49	21.8
Number of mobile phones you own	One device	124	30
	Two devices	210	50.7
	Three devices	80	19.3

Males make up 62.6% of the population, while females account for 37.4%. This indicates that the trend towards evaluating brand dimensions in Riyadh is predominantly male, which may influence the results of the mental image, reflecting male tendencies more than females, especially in areas where interaction patterns with brands differ by gender

(such as cars, technology, real estate, etc.). The 20-30 age group constitutes the largest percentage (33.8%), followed by the 31-40 age group (24.9%). This indicates that the study relies heavily on the opinions of young and productive groups, which are the groups most engaged with brands in the Saudi market, especially in Riyadh, a major economic and commercial hub. Moreover, younger age groups tend to form mental images faster and are more influenced by digital and advertising factors. According to the data, over 80% of the samples have a university or postgraduate education. The sample's monthly income is also relatively evenly distributed between the three categories: less than 5,000 riyal (30.7%), 5,001-10,000 Riyal and 10,001-15,000 riyals. This diversity suggests that the brand image in Riyadh is judged by several economic segments, which being still richer may power the results to have a broad application, especially as brands differ to a great extent in targeting certain income brackets. This finding is indicative of the sample's quality, since people with a higher education level may also present better judgement on brand-related concepts and can discriminate between their dimensions (for example, quality, reputation, excellence), thus strengthening the credibility in image-based evaluations. The poll also found 50.7% of those respondents own two devices: while 19.3%, three. Waist circumference the participants reported their waist circumference, an indication of the prevalence of technology use within this sample and raises the possibility that brand images can also be impacted by digital positioning including advertising online, social media representation and user reviews that are now key aspects in contemporary branding.

8.3 The presentation and analysis of study data.

This part of the analysis aims to provide descriptive statistics for the study variables' statements, reflecting the degree of response of the researched units by estimating the arithmetic mean, standard deviation, response level, and arranging the statements according to relative importance:

1) Display and analyze data on the independent variable axis: brand dimensions.

Table (5): provides a descriptive statistical analysis of brand-dimensional phrases

phrase	Average	standard deviation	Response level	Arrangement
I can distinguish my mobile phone brand name among other brands.	4.34	.77	too high	1
My mobile phone brand name is convenient in terms of ease of pronunciation.	4.20	.86	too high	2
My mobile phone brand name is famous, popular and accepted.	4.12	.89	High	4
My mobile phone brand name is unique.	4.13	.93	High	3
Total Brand Name Dimension	**4.20**	**0.103**	**too high**	**1**
I became passionate about my phone brand after using it.	4.10	.88	High	1
I deal with the company that owns the brand of my mobile phone, despite the presence of external influences that aim to turn me away from it	3.96	.93	High	4

Best brand for my mobile phone despite its high price	4.07	.94	High	2
I intend to buy my mobile phone brand again.	4.06	.91	High	3
Total Brand Loyalty Dimension	**4.04**	**0.060**	**High**	**4**
My mobile phone brand meets my desires and trends.	4.17	.88	High	1
Quality is an important determinant of a brand's purchase decision.	4.14	.88	High	2
The brand of the company that produces my mobile phone is credible.	4.06	.93	High	4
I use my mobile phone brand because it is unique and safe to use.	4.10	.89	High	3
Total perceived quality dimension	**4.12**	**0.047**	**High**	**2**
Whenever I think of buying a mobile phone, this brand comes to mind first.	4.16	.92	High	1
I can easily identify my mobile phone's brand design in mobile phone stores among competing brands.	4.11	.88	High	2
It's important to be mindful of the brands of mobile phones.	4.05	.91	High	4
The brand of my phone is valued highly.	4.10	.90	High	3
Total Brand Awareness Dimension	**4.11**	**0.045**	**High**	**3**

2) Brand dimension analysis

As Table (5) shows, the brand name has got a high mark from the sample as all of its items are rated higher than 4.00. The most self-rated statement was "I can differentiate my mobile phone from another brand name", the mean of which is 4.34, production quality impression is formed by name.

Conversely, the statement "My brand for mobile phone is popular, universal and acceptable" was rated lowest relative meaning (4.12) but was still rated high which means that a relative variance in name prevalence exists. The "Brand Name" dimension had the highest meaning value of all, 4.20 (very high), which suggests that participants have clear knowledge about their mobile phone brand and are able to distinguish it with other brands comfortably. The strength of a brand's verbal and visual identity is an important element to maintain stability and cohesiveness in one's image.

3) Analyzing brand loyalty

According to the results, the sample places a high value on brand loyalty, with averages ranging from 4.10 to 3.96. This indicates that consumers are loyal to their mobile phone brand. However, this loyalty is not absolute, as one statement indicated that some external influences may affect the continuity of the relationship with the brand, meaning that loyalty needs to be strengthened.

The highest-scoring statement was "I became passionate about my phone brand after using it," with an average of 4.10. Despite external influences that aim to make me switch, I still deal with the company that owns my mobile phone brand, which scored the lowest with an average of 3.96.

4) Analysis of perceived quality dimension

The dimension was rated as 'high' by an average of (4.12), indicating a strong impression of the brand's quality in terms of response to consumer needs, credibility, and safety in use. Quality here represents one of the main ways of forming a mental image. The item "My mobile phone brand meets my desires and trends" had the highest average score with (4.17), while the lowest score was "The brand of the company that produces my mobile phone is characterized by credibility" with an arithmetic mean of (4.06).

5) Brand awareness analysis

The average score for this dimension was approximately 4.11, which is considered 'high'. This indicates that the brand has firmly established itself in consumers' memories, both in terms of automatic recall and market recognition. This indicates the strength of image building through repetition and prominence. The highest-ranking statement was "When I decide to buy a mobile phone, this brand comes to mind first," with an average score of 4.16. The lowest-ranking statement was "I am always aware of mobile phone brands," with an average score of 4.05. The results indicate that all brand dimensions have a high impact on image in Riyadh. The 'brand name' dimension is the most significant, followed by 'quality', 'brand awareness', 'brand loyalty', and 'brand loyalty' at the bottom.

- Display and analyze data on the dependent variable axis: mental image.

The following is a descriptive statistical analysis of the statements that measure the mental image axis.

Table (6): Descriptive statistical analysis of the mental image axis phrases

phrase	arithmetic mean	standard deviation	Response level	Arrangement
My mobile phone brand is something I am well-informed about and have developed a positive mental image of.	4.15	.89	High	1
I am extremely pleased with the products offered by this brand.	4.06	.87	High	4
The benefits I receive are matched by the price of my mobile phone.	4.07	.92	High	3
The impression I leave on others when I use the company's products is positive.	4.00	.87	High	5
I am eager to recommend my phone brand to my friends.	4.14	.94	High	2
Total phrases	**4.08**	**0.061**	**High**	

Participants had a generally positive perception of their mobile phone brand, as indicated by the means for this axis (4.08) being rated 'high'. This demonstrates that brand image is not just comprised of familiarity or distinctiveness, but also includes psychological comfort, value for money, and social impression. Participants also demonstrated a tendency to recommend the brand to others, a strong sign of satisfaction and trust. The highest-scoring statement was "I have a good familiarity with and a positive image of my mobile phone brand," with a mean of 4.15. The lowest-scoring statement was "My use of

the company's products gives others a positive impression of me," with a mean of 4.00. This dimension reflects that participants' brand image for their mobile phones relies heavily on familiarity, satisfaction, and the desire to recommend, reflecting a sustained positive relationship between the consumer and the brand. Participants were not strongly motivated by the social status aspect, which may vary depending on the type of brand or the targeted social group.

8.4 Study model evaluation:

The study model was tested and hypothesis discussed using Structural Equation Modeling (SEM). The aim is to test the hypothesized model linking brand dimensions (name, loyalty, perceived quality, awareness) to brand image, and to verify the strength of the causal relationships between these variables. This model is an extension of the general linear model, of which multiple regression is a part. It is characterized by the ability to conduct multiple relationships between variables simultaneously, in addition to its ability to discover latent variables while determining the model's suitability to the data collected through a set of indicators called goodness-of-fit indicators.

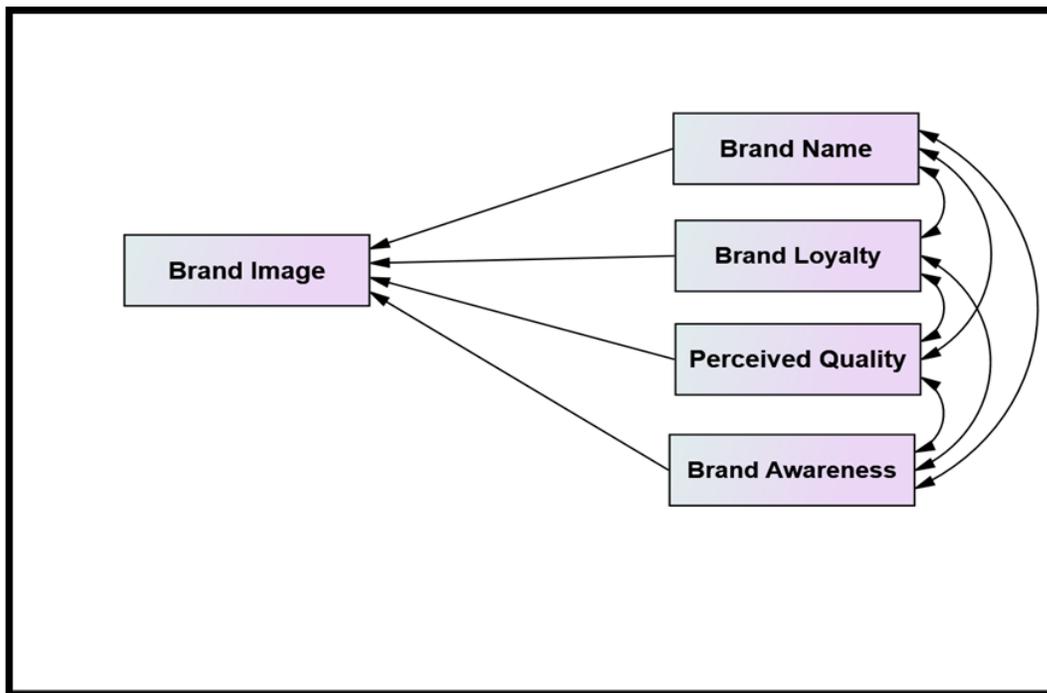The following figure illustrates the proposed study model for estimation

Figure (2): Model for measuring the impact of brand dimensions on shaping mental image

Path analysis was used to estimate the study model, and the standardized regression weights and their statistical significance (p-values) were estimated.

The results were as follows:

1) Model Fit Indices:

A set of goodness-of-fit indices was used to verify the model's consistency with the actual data. As per the results.

Table (7): Conformity indicators for the study model

Conformity indicators	Matching availability	Test value	decision
Chi-square ratio of degrees of freedom	<5	3.876	acceptance
Goodness of Fit Index (GFI).	أو< =0.90	0.931	acceptance
Comparative Fit Index (CFI)	< أو =0.90	0.912	acceptance
Root Mean Square Error of Approach (RMSEA)	>أو =0.08	0.057	acceptance

It is clear from Table (7) that all the fit indicators were represented in the ideal range for each indicator according to the criteria for judging the quality of the model in the structural equations model, where the value of the chi-square ratio for the degrees of freedom reached (3.876), which is a value less than (5), and the value of the goodness of fit index (GFI) reached (0.931) value of the comparative fit index (CFI) reached (0.912), and all of them are greater than (0.90), and the value of the (RMS) index reached (0.057), which is a value less than the standard range (0.08), which indicates that the model has a good fit to the data under test.

2) Estimation of the study model

The hypothesized model's relationships between brand dimensions (name, loyalty, perceived quality, awareness) and their impact on brand image were validated through structural modeling. AMOS software was employed as an advanced analytical tool that allows for the examination of correlations and causal influences between variables through path analysis.

Table (8): Results of estimating the path analysis between the dimensions of the brand and the mental image

The path	Landmark values	قيمةCR	p-values	decision
Brand Name → Mental Image	0.625	9.323	0.000	Indicating
Brand Loyalty → Mental Image	0.170	6.644	0.000	Indicating
Perceived Quality → Mental Image	0.314	8.736	0.0000	Indicating
Brand Awareness → Mental Image	0.409	3.813	0.0012	Indicating
Squared Multiple Correlations	0.701			

Table (8) shows that all dimensions have a significant impact on shaping the mental image, as the p-values   for all brand dimensions were less than the significance level (0.05), indicating the importance of brand management strategy in enhancing users' perceptions. The coefficient of determination (Squared Multiple Correlations) with a value of (0.701) also indicates that the brand dimensions (name, loyalty, perceived quality, awareness) have a (68) % impact on shaping the mental image among mobile phone users in Riyadh, while other variables have a (30) % impact.

8.5 Testing and discussing study hypotheses through path analysis

8.5.1 The first hypothesis: H1: The brand name does not have a statistically significant effect on the formation of the mental image of mobile phone users in the city of Riyadh.

The results of the path analysis in Table (8) between the brand name dimension and the mental image indicate the existence of a statistically significant relationship, as the value of the regression coefficient of the relationship reached (0.625), and this value indicates that the brand name has a direct impact on the formation of the mental image among mobile phone users in the city of Riyadh. The formation of mental image among mobile phone users is affected by a 0.6%) change in the brand name. The value of the significance level reached (0.000), which is a value less than the significance level (0.05), and this result indicates the existence of a statistically significant moral relationship between the brand name dimension and the mental image among mobile phone users in the city of Riyadh.

1) From a behavioral perspective:

Consumer awareness of a brand's name is the first step towards forming a relationship with it. The brand's image is positively impacted when a name is unique and easily recognizable.

2) From a marketing perspective:

The effectiveness of advertising messages is increased when a strong name is associated with integrated identity elements (such as a logo and design). This is evident in the results, which showed that the phrase "I can distinguish my mobile phone brand name from other brands" received the highest average score (4.34), indicating clear perceptual distinctiveness of the name.

3) Theoretically:

This finding is consistent with brand marketing models such as Aaker and Keller, which assert that brand name is one of the most powerful components of "brand awareness" and "mental association," which are building blocks of brand image.

8.5.2: H2: Brand loyalty does not have a statistically significant impact on the formation of the mental image of mobile phone users in Riyadh.

Table (8) shows path analysis results between each dimension of brand loyalty and mental image As per table (9), there is a statistically significant effect relationship, as the value of regression coefficient the relationship reached to (0.179), and this value indicates that brand loyalty has an immediate influence on building the mental image among mobile phone users in Riyadh city.

Mobile phone users mental image is influenced, as well, by a variation of (1%) in brand loyalty and.(0.179) % variation in mental image. The p-value obtained was <0.000 which is less than significance level (0.05), this would conclude that there is a statistically

significant moral relationship between the dimension of brand loyalty and the mental image among mobile phone users in the city of Riyadh.

The above analysis results indicate a statistically significant effect of the brand loyalty dimension on consumers' perceptions of the brand in Riyadh, which rejects the second hypothesis of the study. This means that increasing levels of brand loyalty, in terms of repurchase intention, recommendation, and engagement despite alternatives, leads to a stronger positive perception of the brand. The explanation is as follows:

1) Behavioral:

A brand's loyalty reflects a sustained and emotional relationship. When consumers demonstrate a willingness to repeat purchases or defend the brand against competitors, this translates into a stable and enduring mental image. The descriptive statistical analysis in Table (5) showed that the overall mean for the loyalty dimension was 4.04, rated "high," supporting the statistical effect demonstrated. Phrases representing this dimension, such as "I became passionate about my phone brand after using it," and "I intend to purchase my mobile phone brand again," also recorded high means (4.10 and 4.06, respectively), reflecting a strong association between loyalty and cognitive behavior toward the brand.

2) From a marketing perspective:

The brand's positive reputation in the customer's mind is enhanced by loyalty, which not only ensures continued sales but also contributes to the brand's positive reputation. Therefore, loyalty is an influential psychological and market factor in building long-term brand image, especially in competitive markets like Riyadh, where consumers appear to evaluate brands based on their cumulative experiences with them. Loyalty here stems not only from price or appearance, but also from the quality of interaction and ongoing relationship with the brand.

The phrase "I deal with the company that owns the brand despite the presence of external influences aimed at turning me away from it" appears with an average score of 3.96, the lowest within this dimension, indicating a partial influence of external factors (such as competitors' offers), a point that brands should address by enhancing loyalty programs and personalized offers.

8.5.3: H3: The perceived quality of the brand does not have a statistically significant effect on the formation of the mental image of mobile phone users in Riyadh.

The results of the path analysis in Table (8) between each of the dimensions of the perceived quality of the brand and mental image, show that this relationship is statistically significant, where the value for the regression coefficient was (0.314), This reveals that, there is a direct influence dimensions of perceived quality brand on to form mental image among mobile phone users in Riyadh city.

Thus, a difference of 1% in the perceived quality of brand gives rise to a (0.314) % change in the construction of mental picture among the mobile phone users. The resulting

significance value (0.000) is less than the established critical value of significance 0.05, so there is a statistically significant moral impact between perceived quality dimension of attitude toward purchasing and mental image among mobile phone's users in Riyadh city.

Statistical results for the above indicate that there is a significant impact of the brand perceived quality dimension over the mental image of consumers in Riyadh city, which means rejecting the third hypothesis of this study. This implies that the quality customers have on mind when it comes to performance, reliability or safety is what translates into consumers having a good concept of the brand.

This can be explained as follows:

1) From a psychological and behavioral perspective:

Perceived quality reflects the consumer's evaluation of the actual value they are given and is among the most crucial factors in determining trust and satisfaction. When consumers believe that a brand provides high-quality products, this enhances the brand's standing in their memory and conscience, supporting the construction of a positive and stable mental image. This is consistent with the results of the descriptive statistical analysis in Table (5), where the overall average for the perceived quality dimension was 4.12, rated "high," confirming the powerful influence of this dimension. The results indicate that the brand's practical functions and emotional factors associated with safety and trust play a significant role in shaping the mental image.

2) From a marketing perspective:

Quality is a concept that goes beyond product specifications and encompasses user experience, after-sales support, and reliability. Therefore, brands that align their marketing promises with their actual delivery succeed in building a long-lasting, positive image. This indicates that mobile phone consumers in Riyadh demonstrate a high awareness of the importance of quality and are not driven solely by price or popularity. The highly competitive environment and abundance of options make quality a decisive factor in shaping impressions. Furthermore, the high rating for the phrase 'The brand meets my desires and trends' indicates a high fit between customer expectations and the product, a strength that should be strengthened.

8.5.4: H4: Brand awareness does not have a statistically significant impact on the formation of the mental image of mobile phone users in Riyadh.

- The results of the path analysis in Table (8) between the brand awareness dimension and the mental image indicate the existence of a statistically significant relationship, as the value of the regression coefficient of the relationship reached (0.314), and this value indicates that brand awareness has a direct impact on the formation of the mental image among mobile phone users in the city of Riyadh. The formation of mental image among mobile phone users' changes (0.314%) when brand awareness changes by just 1%. The value of the significance level reached (0.000), which is a value less than the significance level (0.05), and this result indicates the existence of a statistically significant moral

relationship between the brand awareness dimension and the mental image among mobile phone users in the city of Riyadh.

According to the analysis results, the brand awareness dimension had a statistically significant impact on the mental image of consumers in Riyadh, leading to a rejection of the fourth hypothesis of the study. The formation of a positive brand image in consumers' minds is directly influenced by their perception of product quality, whether it is performance, reliability, or safety.

This can be explained as follows:

1) From a psychological and behavioral perspective:

Confidence and satisfaction come also from the perception of quality as judged by the consumer in terms of actual value. Positive image will be created due to the high quality products in their memory and conscience, the positive brand fit or stand will finally supports to forming a positive stable mental image. This is parallel to the outcome of descriptive statistical analysis as appeared in Table (5) showing a mean value for perceived quality dimension equaled to (4.12) on a 'high' standard and verifies the strong impact of such dimension.

2) From a marketing perspective:

The findings validate that awareness is not only a fleeting knowledge, but rather the foundation for shaping a brand image, particularly when combined with repeated exposure to the brand, visual distinctness, and ease of recall. The results reflect that consumers in Riyadh possess selective awareness, meaning they do not follow all brands in the market, but rather focus on specific brands that relate to their interests and experiences. Raising awareness is a direct investment in building a brand image because it appears that the brands that come to mind first when making a purchasing decision have a decisive competitive advantage.

9. DISCUSSION OF THE RESULTS

The purpose of this study is to explore the effect of brand dimensions on mobile phone users mental imaginations in Riyadh. The four dimensions (brand name, brand loyalty, perceived quality and brand awareness) have been verified in their individual but interlocking influence over the cognitive image of mobile phone users in Riyadh. Our findings support previous theoretical statements to brand marketing and are in line with local, regional and international studies. This is because developing an integrated brand strategy requires to consider all dimensions of a brand or its branding in order to create a strong and sustainable mental image. The study results can be interpreted as follows:

According to the initial hypothesis test, the brand name has a significant and strong impact on the mental image of mobile phone users in Riyadh. The regression coefficient value reached 0.625, which is a statistically significant value ($p = 0.000 < 0.05$). This result demonstrates that the brand name plays an effective role in building a positive mental image among consumers. This result is consistent with the findings of (Aaker ,1996),.

Keller,2003), Kotler & Keller (2016), Al-Azzawi (2020), and Al-Bishri (2018). All these studies confirmed that a brand with a distinctive name positively influences purchasing behavior by enhancing perception, distinctiveness, and trust.

The results obtained from these studies validate the prevailing intellectual and experimental lines in the global literature about how brand names impact mental perception.

The brand names are important in the recognition and preference of brands among Saudi Arabia consumers, and in a market that experiences compulsive buying behavior for mobile phones with different brands including Apple, Samsung, Huawei, and Xiaomi. Target consumers in Riyadh are increasingly becoming more aware and sophisticated as the name of a brand is highly correlated to how it is perceived, as shown.

The results of the second hypothesis test showed that there is a statistically significant positive relationship between brand loyalty and the mental image of mobile phone users in Riyadh, where the value of the regression coefficient reached (0.179) at a significance level (Sig = 0.000). This result indicates that high levels of loyalty, whether through the intention to repurchase, defend the brand, or continue dealing with it despite alternatives, contributes to establishing positive mental impressions about the brand in the mind of the consumer. This result is consistent with the findings of previous studies, such as Aaker (1996), Keller (2001), (Chino mona 2016), Al-Shammari (2018), and Youssef et al. (2020), which indicated that loyalty enhances brand image through the accumulation of positive experiences and strengthening trust and belonging to the brand. Building a stable brand image in markets where marketing options are plentiful, and competition is rising, necessitates loyalty to be a crucial factor. Accordingly, loyalty is clearly an influential factor in shaping brand image, and companies operating in the mobile phone sector must invest in enhancing this loyalty to ensure a positive and sustainable brand image is established in customers' minds.

The results of the third hypothesis analysis indicated that there is a positive and significant effect of perceived quality on mental image, as the regression coefficient reached (0.314) at a significance level of (0.000 < 0.05). This result is consistent with the findings of previous studies such as Aker, 1996, Keller, 2001, Pappu et al., 2005, Al-Shammari, 2020, and Abdul Aziz, 2018, which showed that perceived quality represents one of the dimensions of the perceived value of the brand and directly affects mental image and loyalty, especially in markets characterized by multiple options, confirming that improving the actual performance of the product enhances consumer preference for the brand.

Further more, based on the results of testing the fourth hypothesis, There is a statically significant relationship between brand awareness and mental image where value of explanatory power for them (0.314) which at (0.000). This result corresponds to that obtained in the studies of (Yoo & Donthu, 2001), (Pappu, et al., 2005) and (Essa, 2020) and in the research conducted by Al-Sabbagh,2018); where it was found according to them that a higher level of brand awareness will make the consumer be more willing to develop positive mental relationships with the brand which improves mental image.

The results of the current study confirm that brand awareness is one of the most important determinants of mental image, and this result is completely consistent with theoretical literature and previous applied studies, both local and international

10. CONCLUSION

The aim of this research is to evaluate the impact of brand dimensions on shaping the mental image of mobile phone users in Riyadh, given the competitiveness among global brands in the smart device industry. The study's significance lies in demonstrating how brand components (brand name, loyalty, perceived quality, and brand awareness) play a role in building a strong and sustainable mental image among consumers. The study adopted a quantitative approach, designing an electronic questionnaire distributed to a sample of mobile phone users in Riyadh. Path analysis and other statistical methods were employed to analyze the data and test the study's hypotheses.

The study findings revealed that the brand's four dimensions have a significant impact on the creation of a mental image, albeit with varying degrees. The most important factor (regression coefficient 0.625) was found to be brand name, followed by brand loyalty, perceived quality, and brand awareness, which all had statistical significance (p <unk> 0.05

The study's findings are in line with previous research in brand marketing, which stresses the importance of integrating brand elements in constructing a positive and stable brand image. Effective awareness campaigns and marketing strategies that prioritize enhancing brand value, improving product quality, and creating sustainable loyalty should be implemented, as stated by the study.

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