THE IMPACT OF BRAND DIMENSIONS ON CUSTOMER SATISFACTION WITH THE BRAND: AN EMPIRICAL STUDY ON MOBILE PHONE CUSTOMERS IN EGYPT

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Abstract:

This research aimed to investigate the impact of brand dimensions (brand perceived price, a celebrity of the brand, brand perceived quality, customer trust in the brand, and brand perceived value) on customer satisfaction of mobile phones in Egypt. The empirical research carried out on customers of the Samsung brand in Egypt, and also the research aimed to identify the most critical dimensions of the brand affecting customer satisfaction of the Samsung brand in Egypt. Based on the study and analysis of previous studies and brand literature, a questionnaire developed to collect preliminary research data, distributed to an appropriate sample of 344 Samsung brand users. The research hypotheses tested using a simple and multiple regression analysis in a stepwise regression method, as well as the use of descriptive statistics to describe the characteristics of the research sample. The research found that there is a positive and significant correlation between the brand's dimensions (brand perceived price, a celebrity of the brand, brand perceived quality, customer trust in the brand, and brand perceived value) and customer satisfaction with the brand. Further, brand perceived price, a celebrity of the brand, and the brand perceived value had the most substantial impact on users' satisfaction among brand dimensions addressed by this study. Brand perceived price perceptive was the essential dimension of the brand affecting customer satisfaction with the brand, and based on the results of the research was developed a set of recommendations aimed at enhancing the role of the brand in its various dimensions in the marketing of mobile phone for both companies and customers alike. The research recommends the need for continued and representatives Samsung mobile phone company to maintain business reputation and value through advertising and other means that help strengthen the minds of customers product niche, and the need to maintain mobile phone prices versus celebrity, enhancing the brand's value.

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1. Introduction

The brand of each company plays an essential role in marketing its products at global and local levels. The brand's reputation used to spread the product and help consumers determine their product expectations. All of this made brand building one of the most critical things companies want to arm themselves with before they reach the market. It also made this matter an essential motivation for companies to find a name and brand that expresses the quality of the product presented positively and interestingly. Moreover, to communicate the distinctive product characteristics to the consumer at a price that reflects the quality of these characteristics and their distinction to satisfy their necessary and renewable needs (Gil et al., 2007). The brand is a verbal or abbreviated expression for the customer experience with the company and its products (Grewal et al., 2004). Customer experience with the product is typically formed by dealing with distinctive technological and functional characteristics of this product, expressed in a price that reflects the quality of these characteristics and their distinction in fulfilling consumers ' needs (Peppers & Rogers, 2004).

Consumer's experience with products creates a particular mental image they have bearing their assessment of the product. It associated with a product brand where the importance of brand appears its role as a distinct identifier for the product or organization, moreover, as an aid to consumers in determining their product expectations and the evaluation of experience with the product's current and future encounters (Satvati et al., 2016). Thus, the brand is an essential factor in the consumer's buying decision and their estimation of the magnitude of the risk associated with the product's purchase and consumption (Emari et al., 2012). Based on the above, the brand can not only perceived as a name or abstract form, but as a concept that involves many dimensions relevant to the customer experience with the product, and with significant reflections in the customer evaluation process of this product (Lane, 2003).

Previous research and theories have shown that the brands and the knowledge given about these brands will affect the brand's customer perception of the product. That has reflected in their satisfaction level. Previous researches also considered that customer satisfaction was important for loyalty-building and improving the financial performance of the company (Arnott et al., 2007; Becerra & Badrinarayanan, 2013; Li et al., 2008; Kim et al., 2003). Consequently, customer perception and their evaluation of the brand's dimensions expected to affect their satisfaction level and brand loyalty. Given the importance of the brand concept in achieving customer satisfaction and organizational success, the need for research in this area has increased to know the extent and how the brand and its different dimensions influence consumer satisfaction and organizational performance (O'Cass & Grace, 2003). The Egyptian mobile market is considered one of the largest mobile phone markets in the Middle East. According to the Egyptian ministry

of communications and Information technology, the total number of mobile phone subscriptions in 2019 is 90.88 million subscribers. Those interested in marketing must study the dimensions of the brand and the factors affecting it, as the mobile phone industry is characterized by intense competition among many brands, the consumer seeks to choose from, which increases the importance of the mobile phone companies 'keenness that their brand is characterized by some advantages and characteristics that distinguish it from other competing brands accordingly. The importance of studying the brand dimensions of mobile phone users is important.

Despite the importance of the brand concept to both consumers and organizations, that concept did not receive the researcher's attention in Egypt. Brand studies have shown that there is a need for field research and brand research to see how important it is for the consumer to make buying choices, and to what extent it affects their satisfaction, especially in the business environment in developing countries. Accordingly, there is a need to know the dimensions of the brand affecting the customer's decision-making and the extent to which it affects his satisfaction from customers in Egypt. The research problem linked to choosing the impact of brand dimensions by applying to cell phone companies in Egypt on the satisfaction of customers who have mobile phones. The study problem also has to do with determining the brand's most important dimensions which affect customer satisfaction.

2. Literature Review

2.1 Brand Dimensions and Customer Satisfaction with the Brand

The world is currently experiencing rapid changes in the field of technology and industry that have contributed to the production of new products on the market and introduced to the consumers at the local and international level, that contributed to the rise of intense competition among many organizations (Taleghani et al., 2011; Dharmaraj, 2010). That has increased awareness of product value through brand within these organizations, besides, the rivalry has increased awareness of organizations and their belief in the need to keep up, these transitions and improvements made to sustain their objectives (Ali & Muqadas, 2015). As a result of technological developments that have contributed to the increase in product numbers, organizations are encouraged to distinguish their products through a brand, where the brand plays a significant and essential role in the promotion of products bearing its names, as it is an advertising medium for the products of the organization (Lhotáková, 2012).

The brand represents the short verbal or formal expression of the consumer's experience with the company and its products, which is everything that distinguishes a specific product, whether it is a good or service from other products (Im et al., 2012). The brand is a Guarantee instruments both the manufacturer and the consumer, preventing the mixing of certain products with similar products bearing a different brand. Moreover, creating confidence in certain products when carrying a reliable brand helps avoid the emergence of a similar product used by manufacturers to introduce their products. Given

the strength of competition, companies are afraid to copy their products, which have suffered enormous losses. Hence, companies forced to invent brands and put them on their products to promote and differentiate them from the rest of the products, thus helping customers decide to buy without hesitation for their confidence in those brands that ensure that the products are not confused (Swaminathan et al., 2007; Krystallis & Chrysochou, 2014).

The brand also helps to create the right brand image of the consumer concerning the company and its products. It makes it possible for organizations to differentiate themselves and their products from other organizations competing with them, where brand awareness has become an essential technology in a highly competitive setting. The brand 's personality is one of the useful solutions to ensure brand excellence, thus linking the brand with a unique personality contributes to the distinct brand personality and gives it its own identity, which makes it desirable for the consumer (Thomas & Sekar, 2008; Krystallis & Chrysochou, 2014; Atilgan et al., 2005). Several studies examined the impact of brand dimensions on customer satisfaction and customer loyalty to the company or producing organization and in various business organizations; the various studies have addressed these dimensions by examining the impact of some brand-related dimensions on customer satisfaction and loyalty (Thomas & Sekar, 2008; Gil-Saura et al., 2013).

The Study of Kim et al. (2003) aimed to identify the dimensions associated with the overall value of the brand and the effect of these dimensions on luxury hotel financial performance. They were using quantitative data obtained from 12 hotels. It concluded that brand loyalty, perceived quality, and brand image are vital components of the brand's overall value, which helps to understand and clarify its financial performance. These hotels' financial performance influences customer satisfaction with their brand. The Study of Gomez et al., (2004) focused on the role of perceived quality, perceived service and perceived value of a brand in meeting customer needs and performance of retail stores using quantitative data from 250 retail stores, where those variables found to have different effects on customer satisfaction. While the increase in the perceived quality of the retailer's brand did not affect customer satisfaction, the fall in perceived brand quality led to a decrease in consumer satisfaction rates. It also found that the perceived value of the brand leads to a substantial increase in customer satisfaction levels, while the perceived value decline has a moderate negative effect on consumer satisfaction levels (Iglesias, Markovic, Singh, et al., 2019).

Study of (San Martín et al., 2019; Grewal et al., 2004) it aimed to investigated the impact of brand dimensions on consumer behavior and confirmed that the importance of studying the impact of both perceived price, perceived quality, and brand-aware service in consumer satisfaction, purchasing intentions, behavior, and word of mouth. This study developed a model that demonstrates the relationship between these variables, assuming they influenced by the different technology and channels of retailers. The study of Grace & O'Cass (2004) found that experience associated with perceived service influences customer perception and attitudes towards a bank brand, which reflected in those

consumers' level of satisfaction. A study Herstein & Gamliel, (2006) showed that there is a relationship between the perception by customers of the quality of health service associated with the brand and the assessment of the brand of the health organization, the researchers also suggested that the private brand is an additional dimension of the quality of service scale of SERVQUAL.

Also study of Iglesias, Iglesias, Markovic, & Rialp (2019) aimed to identify the impact of brand dimensions on consumer satisfaction with the services of cellular service providers. The brand dimensions in this study included price, brand knowledge, brand quality, reference groups, and marketing communications. The researchers found that all of these dimensions had an impact on consumer satisfaction with mobile provider services by using quantitative data collected through 500 questionnaires distributed to a sample of mobile service users. We note that all previous studies conclude that the brand has many dimensions and affects customer satisfaction as well as loyalty. All these studies have also examined the effect of brand dimensions on customer satisfaction in service organizations. Also, it is worthy to note that the study of the brand's dimensions was not limited to service organizations but was studied as well in industrial organizations and products. From the above, it should it is worthy of note that the previous literature has clearly and repeatedly focused on specific brand dimensions such as perceived price, perceived service, perceived quality, brand customer trust, and perceived brand value and a celebrity of the brand. Research and studies performed in the brand's field vary in their emphasis on different dimensions, as well as the fields and topics in which they researched.

Based on the above and previous studies, there is a range of research gaps that support the aims, problems, and questions of this research that need to be further explored and examined in different business environments. These gaps can be summarized as follows: no research examines the impact of all the dimensions identified for the brand to consumer satisfaction. Trying to study the impact of all these dimensions on consumer satisfaction can determine which dimensions are more influential than others. Also, it noted that a few pieces of literature investigate the effect of these dimensions on customer satisfaction with commodities. Most of the research focused on the impact of brand dimensions on customer satisfaction in service organizations, while research focused on other topics in industrial organizations and commodity products, confirming the previous view of further research in this specific field. There is a difference between previous researches on the effect of brand dimensions on customer satisfaction with the brand, some studies have found the relationship to be positive, and others have concluded that it is negative. As well as the difference in which of these dimensions has a more significant influence on customer satisfaction, also, it is noteworthy that there is little research relating to the brand's study and its effect on customer satisfaction in different sectors of the Egyptian market.

2.2 Customer Satisfaction with the Brand

Marketing scientists have increased interest in customer satisfaction through modern marketing research and have realized that the reason for their success and increased profits is customer interest and work to satisfy them. As the competition facing the organizations grows and faces challenges such as economic progress and technological growth, the organizations' focus has been to take care of customers and fulfill their needs and expectations, thus achieving the success and quality of the organization (Cao et al., 2018; Bergman & Klefsjö, 2010). Customer satisfaction is one of the most vital non-financial and intangible indicators showing that the company is going in the right direction and fulfilling its customers' expectations and desires (Rangkuti, 2018). Customer satisfaction is also one of the most important outcomes that the company obtains while conducting an effective marketing process because that satisfaction is one of the leading indicators on which the performance of organizations compared to know the extent of their success in achieving their marketing objectives(Ramanathan et al., 2017). Several authors have sought to describe customer satisfaction using one of the most commonly used definitions by Oliver et al. (1997), who defined customer satisfaction as "*the summary pathological condition resulting from a combination of the emotion surrounding unconfirmed expectations with prior consumer experience feelings."* The satisfaction of customers means the evaluation that a product or service feature or the product or service itself delivers a satisfactory level of consumption performance for the customers (Oliver, 2014). Customer satisfaction defined in two significant ways: process satisfaction and outcome satisfaction. The first approach emphasizes the perceptive, evaluative, psychological, and satisfying process. And the second approach defines the satisfaction of customers as a result of consumer experience (Huang et al., 2014).

Customer satisfaction can describe as the degree to which consumers are satisfied with the use of products and services that the companies provide to them. To achieve the level of satisfaction, companies must consider customers' needs and desires and provide them with outstanding products and services. Any company can profit from this, ensuring customer satisfaction in an intensely competitive market. It is the feeling of any customer after the product has been purchased and used whether the goods and services meet expectations or not (Suh & Youjae, 2006; Laroche et al., 2012). Initially, the customer makes their preferences and perception of the company product by positive word of mouth from friends and family, marketing, and advertising activities through the use of market strategy. If the customers found the product and services dissatisfied, it is a possibility they could tell others about such practice (H. S. Kim & Shim, 2019). Customer satisfaction can define as a customer evaluation to what extent customer expectations have met through actual product or service results, which can lead to pleasure or disappointment (Mostert et al., 2016).

Also, customer satisfaction can define it is a positive or negative impression on the experience of buying or consuming; this impression formed by a comparison between actual product performance and customer expectations (Ramadhan, 2011). The customer satisfaction principle has consumers who have high satisfaction with the organization,

moreover, everything that presents to the profits and sales a rate of return on investment, and thus an increase in the wealth of owners. In theory, this principle seems easy, but in practice, this process requires significant efforts and successful marketing operations to achieve (Anderson et al., 1997; Gilbert et al., 2004). As for how to measure customer satisfaction there are two approaches to measuring it. The first: Expectation and disinformation approach. It based on comparing the performance of the product/service and the customer's prior expectations (Parasuraman et al., 2002). The second approach relates to actual service performance. This approach is based on the customer's evaluation of the actual performance of the product/service and then knowing his satisfaction with it (Cronin Jr & Taylor, 1992).

Upon reviewing the previous literature to determine which of these approaches the best, it found that it used in many of the customer satisfaction literature and that each method has its advantage. However, the researchers agree in measuring the concept of customer satisfaction that the expectation and disinformation of the approach have many theoretical and methodological problems. As measuring customer satisfaction about actual performance and comparing it with the customers' previous expectations have many difficulties in terms of customer bias and exaggeration of their expectations (Grewal et al., 2004). The actual service performance depends on measuring customer satisfaction about the organization or its products by knowing their satisfaction with the actual performance of the product, whether a product or service from the customers' point of view (Gilbert et al., 2004). This approach appears to be more acceptable in customer satisfaction studies as it has high stability and reliability and has no significant problems in measuring customer satisfaction. Accordingly, and for this research, it was relied on the actual performance approach to measure customer satisfaction, due to its ability to achieve the goals of the research and that this approach used in many previous studies that proved its effectiveness in measuring customer satisfaction (Keiningham et al., 2005; Bennett & Rundle-Thiele, 2004).

3. Research Methodology

3.1 Study Model and Hypotheses
This section presents and explains the conceptual framework of this research in more detail. The proposed research model and critical relationships to evaluate in this research illustrated in Figure (1). Based on the theoretical frameworks in the preceding sections and the literature review, the study model and its hypotheses were proposed based on previous studies and the research aims.

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The dimensions of the brand
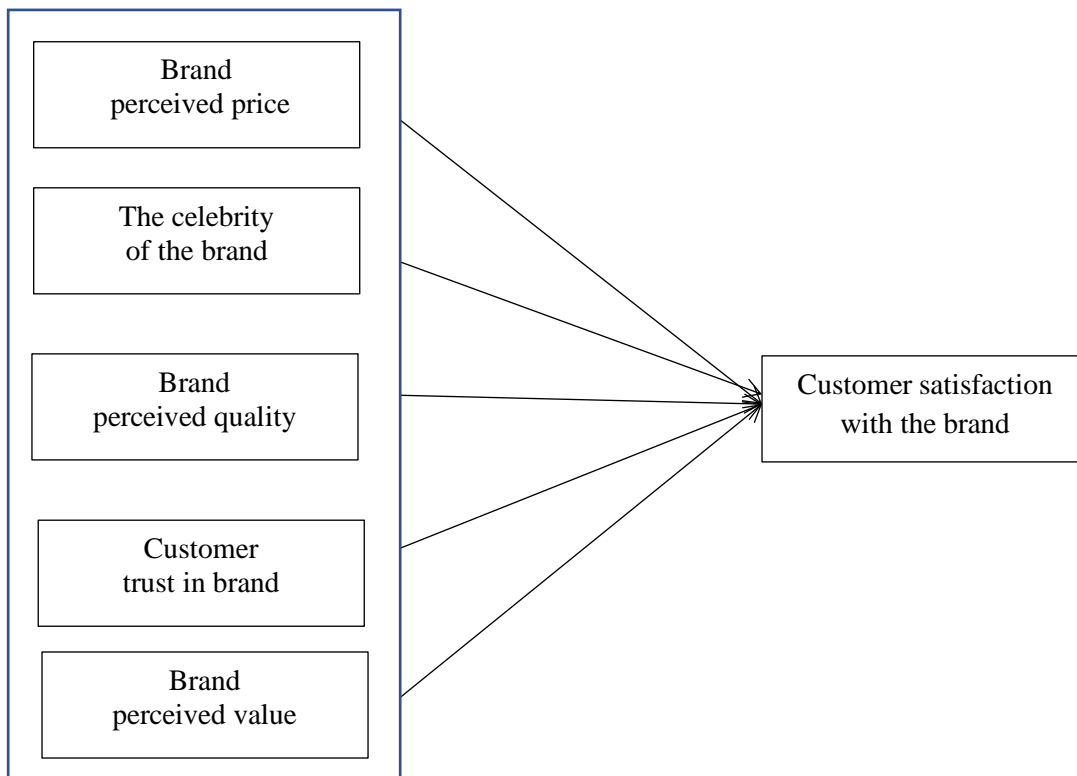
Figure 1: Theoretical Framework

This model shows the expected relationships between the study variables represented in the dimensions of a brand (perceived price, the celebrity of the brand, Brand perceived quality, Customer trust in the brand, Brand perceived value) as an independent variable, and customer satisfaction with the brand as a dependent variable. Based on the study model, reviewing previous studies and the aims of the current study, the study hypotheses can be formulated as follows:

H1: dimensions of a brand (perceived price, the celebrity of the brand, Brand perceived quality, Customer trust in a brand, Brand perceived value) correlate significantly with customer satisfaction with the brand.

From this central hypothesis, we derive the following sub-hypotheses:

H1.1: Brand perceived price correlates significantly with customer satisfaction with the brand.

H1.2: The celebrity of the brand correlates significantly with customer satisfaction with the brand.

H1.3: Brand Perceived quality correlates significantly with customer satisfaction with the brand.

H1.4: Customer Trust in Brand correlates significantly with customer satisfaction with the brand.

H1.5: Brand perceived value correlates significantly with customer satisfaction with the brand.

3.2 Sample and Data Collection

The research population made up of people who use the Samsung brand in Egypt. The random sampling method was applied to reach people who were using the Samsung brand. It has taken a sample of 344 people in Egypt that uses Samsung brand in Egypt market. The survey was carried out in Egypt by males and females. Data were collected using the questionnaire. Where a series of questionnaires electronically distributed, and the other directly distributed to individuals, the survey has been posted several times on Twitter and LinkedIn and shared on websites such as WhatsApp and Snapchat and Facebook. Incomplete questionnaires and non-Samsung brand users have excluded. A total of 355 surveys was collected, and 344 finally examined in this Research, where (11) questionnaires prohibited. As a result, the response rate was 97%, and the study model statistically tested using this sample of 344 respondents who use the Samsung brand.

3.3 Data Collection Instrument (Measures)

In this study, the variables measured using a Likert scale of five points ranging from "strongly agree" (5) to "strongly disagree" (1). For this study, measurement items selected from well-established scales that have been previously valid and reliable, as described in the literature review. The measuring objects selected reflect the main facets of each construct. Measurement items from the existing scales found in relevant marketing literature have adapted. The Dimensions of brand variables measured by using (27) items. Where brand perceived price measured by using (5) items adapted from (Grewal et al., 2004; Fratto et al., 2006), and brand Perceived quality measured by using (6) items adapted from (H. Kim et al., 2003; Forney et al., 2005; Grewal et al., 2004) and Customer trust in brand measured by using (5) items adapted from (Delgado-Ballester & Munuera-Alemán, 2005; Aydin et al., 2005; Laforet, 2007) and Brand Perceived value measured by using (6) items adapted from (Rajagopal, 2007; Rajh et al., 2003) and celebrity of the brand measured by using (5) items adapted from (Achleitner et al., n.d.1994; Alden et al., 1999). The researcher made some formulation adjustments based on the study environment and measured customer satisfaction with the brand by using (8) items adapted by (Keiningham et al., 2005; Gilbert et al., 2004; Bennett & Rundle-Thiele, 2004) Depending on the study environment, and the researcher has made some formulation adjustments. The questionnaire was available in Arabic and English language.

Although reliable and validated measures were used by the researcher to measure study variables, reliability and validity tests of study variables where necessary to ensure that the items used to measure study variables are appropriate before they were distributed among the respondents. In 80 survey lists, the researcher used the Alpha Cronbach method to carry out the validity of the survey, which is an excellent measurement of the validity and reliability. In addition to the descriptive data analysis for the sample characteristics, the data were analyzed via the computer, and the statistical analysis was done using a program (SPSS 23) in which hypotheses were tested using a simple analysis of regression and multiple linear regression analyzes using a stepwise

regression method, as we can see in the table (1) the validity and reliability of questionnaire list.

Table 1: The validity and reliability of the questionnaire

Research instrument	Pearson correlation	Cronbach's alpha
Dimensions of Brand		.793
Brand Perceived Price		.670
The Samsung brand has appropriate prices.	.538**	
I feel that Samsung's mobile phone prices reflect the quality of the product.	.531**	
I would buy a Samsung brand mobile phone even if Their prices were higher than those of other competing companies.	.769**	
I feel like Samsung's phone brand prices mobile is definitively defined.	.604**	
I feel that Samsung's mobile phone prices are lower than those of other competitors.	.681**	
Brand Perceived quality		.603
Samsung's brand is of high quality.	.591**	
Brand quality of service plays a vital role in purchasing decisions.	.604**	
I buy Samsung brand products, even if the quality is worse than other competing companies.	.602**	
The Samsung brand, characterized by maintaining its quality.	.559**	
Samsung offers branded products that reflect distinctive features.	.643**	
Samsung's brand meets my desires and needs.	.478**	
Customer trust in brand		.619
I trust the Samsung brand.	.607**	
Customer confidence plays a vital role in my choice for Samsung.	.789**	
I buy the Samsung mobile phone brand, even if the level of customer confidence drops.	.660**	
I think people's confidence in the Samsung brand is more than they are in competing brands.	.444**	
I feel like I have full confidence in the products of a company Samsung.	.607**	
Brand perceived value		.709
I believe that Samsung's brand values are better than any other brand.	.609**	
The perceived value of other customers plays an essential impact on my choice to buy their products.	.634**	
I find the benefits I get when I buy the Samsung brand is positive	.516**	
I feel that the value of the Samsung brand is higher than the value of competing brands.	.809**	
I feel that the value of the Samsung brand will be sufficient to continue to buy its products in the future.	.651**	
I value the mobile phone utility for a cost.	.604**	
The celebrity of the brand		.667
Samsung is famous and has a good reputation	.765**	
The Samsung brand is easy to distinguish from other brands.	.608**	

Samsung's reputation for mobile phones contributes to its purchasing decision.	.604**	
Samsung's brand name enhances my conviction in its products.	.568**	
Samsung's good reputation improves its image.	.579**	
Customer satisfaction with the brand		.632
Samsung products meet the desires of renewed customers, which increase their satisfaction.	.410**	
I find that Samsung product prices are suitable for their quality, which generates customer satisfaction.	.500**	
I deal with the Samsung brand, and I am also ready to deal with another brand at the same time.	.516**	
The quality of Samsung's mobile product fulfills my desires.	.619**	
Samsung products meet customers' expectations, increasing their confidence.	.547**	
Samsung products are of high quality, which is satisfactory.	.446**	
Convinced of the prices offered by Samsung mobile brand and satisfied with them.	.656**	
I feel that Samsung has more value than competing brands.	.517**	

** Correlation is significant at the 0.01 level.

*Correlation is significant at the 0.05 level.

As we can see in the previous table (1), that is, the values of the reliability coefficients (Cronbach's Alpha) are acceptable for all elements, as the value of the reliability coefficient ranges between (0.603 - 0.793). Moreover, they show a high correlation between each item to the total item correlation. Because of the Correlation between (0.40- 0.809), these are good correlation coefficients, and item (4) the highest Correlation. These results indicate the reliability and validity of the measuring instrument used and its statistical and logical validity to collect the data of the current study.

4. Findings of the Study

4.1 Sample Profile

Table 2: Demography statistics

	Frequency	Percentage
Gender		
Male	174	50.7
Female	169	49.3
Age		
15-20	87	25.4
21-30	160	46.6
31-40	94	27.4
More than 40	2	0.6
Education		
Secondary school	71	20.7
Undergraduate	176	51.3
Postgraduate	96	28

According to the sample data, the majority of the 344 respondents who answered the questionnaire were female (49.3 %) and male (50.7%) aged 21–30 years (46.6 %). Moreover, (15-20) were (25.4%), and (31-40) were (27.4). Besides, the majority of the study respondents were undergraduate (51.3 %) and postgraduate (28%). A description of the respondent's profile given in Table (2):

4.2 Data Analysis

This section describes the study findings on the verification of the validity of the central hypothesis, the sub-hypothesis, and the statistical method results. Analysis of regression is applied to test in the H1 hypothesis to test the impact of the dimensions of a brand together (perceived price, the celebrity of the brand, brand perceived quality, customer trust in the brand, brand perceived value) on customer satisfaction with the brand. The hypothesis states that: dimensions of a brand (perceived price, the celebrity of the brand, Brand perceived quality, Customer trust in brand, Brand perceived value) correlate significantly with customer satisfaction with the brand. To test the hypothesis, stepwise regression analysis used to compare the relative importance of the dimensions of a brand in determining the values of the dependent variable (customer satisfaction with the brand), also to determine the best-explained dimension for the variance of the customer satisfaction. The results of the multiple regression analysis of this hypothesis shown in the table (3):

Table 3: Multiple regression analysis the dimensions of a brand and customer satisfaction

Hypothesis H1 Multiple regression (stepwise)	Independent variable	R	R^2	$P-value$	β_0	β_1	β_2	β_3	$p-value$ (β_0)	$p-value$ (β_1)	$p-value$ (β_2)	
* the dimensions of a brand (perceived price, the celebrity of the brand, Brand Perceived Quality, Customer trust in Brand, Brand Perceived value) ** customer satisfaction with the brand	**Model 1**											
	*Brand perceived Price	.675	.456	.000 ***	1.58	.602			.000 ***	.000 ***		
	Model 2											
	*Brand perceived price * celebrity of the brand	.735	.540	.000***	1.332	.371	.301		.000 ***	.000 ***	.000 ***	
	Model 3											
	*Brand perceived price * celebrity of the brand * Brand Perceived Value	.741	.549	.000 ***	1.313	.322	.246	.113	.000 ***	.000 ***	.000 ***	.012 ****

Note: * independent variable, ** dependent variable, *** sig level .01, **** sig level .05

From the previous table show that: by confidence level, 99 % indicates that there is a significant correlation between only three dimensions of the brand, namely: (brand perceived price, a celebrity of the brand, brand perceived value) with the dependent variable of customer's satisfaction with the brand because sigh < 0.01. Moreover, the other two dimensions (Brand perceived quality, Customer trust in the brand) excluded from the regression equation. Furthermore, R^2 =.549, which means the three dimensions of the brand together (brand perceived price, a celebrity of the brand, brand perceived value) explains 54.9% of the variance of the customer satisfaction with the brand. In the model 2, we can see that both the brand perceived price and celebrity of the brand are the most explanation important dimension of the variance in customer satisfaction with the brand, where R^2=.540 that is means both the brand perceived price and celebrity of the brand together explains 54% of the variance of customer satisfaction with the brand. In model 1, we can see that the brand perceived price is the most explanation dimension of the variance in customer satisfaction with the brand where R^2= .456 that is meant the brand perceived price explains 45.6% of the variance of customer satisfaction with the brand. At the same time, there was no role of brand perceived quality, customer trust in the brand in explaining the variation and change in customer satisfaction with the brand. Furthermore, R= .741 that meant the Correlation between the three variables of the dimension of the brand and customer satisfaction with the brand, is positive = 74.1 %. So, we can support the hypothesis H1, but partially because removing both the brand perceived quality and customer trust in the brand from the regression equation.

From the central hypothesis H1, we derive some sub-hypotheses H1.1, H1.2 H1.3, H1.4, H1.5. It is focusing on measure the impact of brand dimensions individually on customer satisfaction with the brand and simple regression analysis used to test those hypotheses. The results for this hypothesis from simple regression analysis shown in table (4):

Table 4: Regression analysis of the dimensions of a brand (perceived price, a celebrity of the brand, Brand perceived quality, Customer trust in the brand, Brand perceived value) and customer satisfaction with the brand

Hypothesis H1.1, H1.2 H1.3, H1.4, H1.5 Simple regression	R	R^2	P − value	β_0	β_1	p − value (β_0)	p − value (β_1)
* Brand perceived price ** customer satisfaction	.675	.456	.000***	1.580	.602	.000***	.000***
* celebrity of the brand ** customer satisfaction	.666	.442	.000***	2.016	.516	.000***	.000***
* Brand Perceived Quality ** customer satisfaction	.616	.379	.000***	2.073	.507	.000***	.000***
* Customer Trust in Brand ** customer satisfaction	.561	.314	.000***	2.355	.441	.000***	.000***
* Brand Perceived Value ** customer satisfaction	.632	.399	.000***	2.178	.482	.000***	.000***

Note: * independent variable, ** dependent variable, *** sig level .01.

From the previous table show that: by confidence level, 99 % indicates that there is a significant correlation between brand perceived price and customer satisfaction with the brand because of sigh < 0.01 and R^2 = .456 which means that the brand perceived price explains 45.6% of the variance in customer satisfaction with the brand. Moreover, R =.675, which means the Correlation between brand perceived price and customer satisfaction with the brand is positive = 67.5 %. So, hypothesis H1.1, therefore, is supported. By level of confidence, 99 % indicates that there is a significant correlation between a brand celebrity and customer satisfaction with the brand because sigh < 0.01, and R^2 = .442 meaning that the brand's celebrity explains 44.2 % of the variance in customer satisfaction with the brand, plus R=.666 meaning the Correlation between the brand's celebrity and customer satisfaction is positive R = 66.6%. So, hypothesis H1.2, therefore, is supported. By level of confidence, 99 % indicates that there is a significant correlation between brand perceived quality and customer satisfaction because sigh < 0.01.

Moreover, R^2 =.379, which means the brand perceived quality explains 37.9 of the variance of customer satisfaction with the brand, R=.616, meaning the Correlation between brand perceived quality and customer satisfaction is positive R= 61.6 %. So hypothesis H1.3, therefore, is supported. Also, by confidence level, 99 % indicates that there is a significant correlation between customer trust in the brand and customer satisfaction with the brand because of sigh < 0.01. Furthermore, R^2 =.314, which means the customer trust in the brand, explains 31.4 of the variance from the customer satisfaction with the brand. R = .561 that is meant the Correlation between customer trust in the brand and customer satisfaction with the brand is positive R = 56.1 %. So, hypothesis H1.4, therefore, is supported. Also, we supported hypothesis H1.5 because that there is a significant correlation between brand perceived value and customer satisfaction with the brand because of sigh < 0.01. Furthermore, R^2 =.399, which means the brand perceived value, explains 39.9 of the variance from customer satisfaction with the brand, and the Correlation between them is positive because of R= 63.2%.

5. Discussion and Conclusion

It is clear from the above that the study hypotheses were tested and reached several results and conclusions that could benefit Samsung for mobile devices to know the aspects that customers want to improve through the results of the hypotheses that have reached. Based on a simple and multiple regression analysis, precisely R Square values, and Beta values, all study hypotheses have accepted. The study finding reached: There is a positive and significant correlation between the overall dimensions of the brand and customer satisfaction with the brand. The results of the analysis indicate that the dimensions of Samsung's brand are the perceived price, the perceived quality, the perceived value, the perceived customer trust, and the brand's celebrity plays a pivotal role in influencing customer satisfaction. These results are consistent with previous studies (Grace & O'Cass, 2004; Grewal et al., 2004; Alexandris et al., 2008). The study results also found that there is a significant positive correlation between the perceived

brand price and the customer satisfaction of the brand because of sigh < 0.01. These findings support the brand's literature, which found that these dimensions generally have a positive impact on customer satisfaction with the brand perceived price. In other words, customers feel they get paid for money for branded products like Samsun (Gil et al., 2007; Beverland et al., 2007; Han & Ryu, 2009; Ryu & Han, 2010).

Moreover, the results also found that there is a significant positive correlation between the brand's celebrity and customer satisfaction with the brand because of sigh < 0.01. These results support previous studies and literature, which found that there is a positive correlation between the reputation and celebrity of the brand and customer satisfaction with the brand and that customers buy the brand based on its reputation and celebrity in the market. Their confidence in these brands is higher than other brands, and that is what happens when dealing with Samsung where it has a well-known reputation in the Egyptian market and its excellent reputation, which has a high impact on the satisfaction rates of Egyptian customers towards the Samsung brand (S. S. Kim et al., 2018; Ilicic & Webster, 2015). The results of the current study also found a significant positive correlation between customer trust in the brand and customer satisfaction with the brand because of sigh < 0.01. These results are consistent with previous studies and research and found that there is a significant positive relationship between customer trust in the brand and customer satisfaction with the brand and that the more the customer trust in the brand, the higher the rates of purchase of it and the more positive spoken word (Rajagopal, 2007; Song et al., 2012; Nguyen et al., 2013; Baig et al., 2015).

Also, the finding of the current research found that there is a significant correlation between brand perceived quality and customer satisfaction with the brand because sigh < 0.01. These results support the results of previous studies that stressed the importance of brand quality because it has a high impact on customer satisfaction with the brand, as the relationship between them is positive (Gil et al., 2007; Kalita et al., 2004). Moreover, there is a significant positive correlation between brand perceived value and customer satisfaction because of sigh < 0.01. These results support the brand's literature, which found that brand dimensions have a positive impact on how satisfied they are with the value they receive when purchasing a branded product. That is, buying branded products achieves customer satisfaction with the value of the brand they receive, which reinforces their conviction that their purchasing decision to purchase branded products is correct.

The study also found that both the perceived brand price and the celebrity of the brand and the perceived brand value are the most critical dimension of the brand in customer satisfaction with the brand and that the most critical dimension of the brand on customer satisfaction is the perceived brand price where this dimension was the owner of the most significant effect on customer satisfaction of the brand. These results carry significant implications for companies with distinctive brands in general and Samsung in particular, as they should focus on these dimensions to work on customer satisfaction in the Egyptian market. Customer satisfaction determined by the brand perceived price, the celebrity of the perceived brand, and the perceived brand value. These results carry

significant implications, as the brand plays a pivotal and decisive role in overall customer satisfaction, which means that customers are looking at buying branded products holistically because of their impact on their overall satisfaction. In other words, customers may view the brand from a perspective of total satisfaction and expect to achieve this satisfaction when purchasing a premium brand, in addition to the fact that customer satisfaction with the value of the brand obtained by the customer is a powerful indicator of the value they earn when purchasing a premium brand as well as other dimensions of satisfaction. Also, the results of the analysis indicate that the brand with its five components plays a vital role in the mind of the Egyptian consumer when they want to buy cellular products in general and Samsung in particular. The brand is one of the critical determinants of the Egyptian consumer's decision to buy mobile devices to reduce perceived risks and build a strong relationship with the brand it buys. For example, 68% of the sample study uses Samsung for more than three years, which affects the importance of the brand in making the purchasing decision of a mobile phone.

6. Recommendation of the Study

Based on the research objectives, literature, and statistical analysis results. There is a set of recommendations that can be taken by companies in general and Samsung brand particularly, that have distinctive brands, especially in the cellular communications sector in Egypt—focusing on the brand as one of the essential sources of excellence in the company in the minds of customers, which can be one of the most valuable intangible assets it has. Branding is one of the essential pillars of based-resources, an essential source of competitive advantage. Accordingly, the similarity of products and their different functions makes the need for producing companies more significant to build and maintain distinctive brands. Companies are one of the critical pillars of measuring customer satisfaction with the brand regularly, continuing to improve and enhance their position in the minds of customers on an ongoing basis. Attention to the brand's five dimensions: perceived Price, Brand Perceived Service, Brand Perceived quality, Customer trust in a brand, Brand perceived value. These five components play an essential role in the customer's purchasing decision-making and, thus, influence his satisfaction.

Companies should look at the dimensions of the brand from a holistic perspective to include the physical dimensions in the customer's mind about the brand's perception. Working on the continuous strengthening of the customer's confidence in the brand as it is one of the pillars affecting his satisfaction and may affect his future purchasing intentions because the customer's satisfaction in this area is an ongoing situation that needs constant strengthening. Companies with distinctive brands care about the quality of their products compared to the price paid by the customer. As customer satisfaction increases or is high as long as they feel that the price, they pay is appropriate to the quality they receive. The presence of a distinctive brand in the company enhances the existence of this equation in the customer's mind and positively enhances his purchasing decision.

It is considered the brand as one of the company's product marketing strategy elements because the distinctive brand helps the company and a great deal of choice of competitive positioning strategy that will bring the company's competitive advantage in the market. Samsung should focus on setting fair prices for its products because the price of the brand is the most influential factor in customer satisfaction while maintaining other factors such as brand celebrity and brand value. Search for other factors that contribute to the satisfaction of customers for Samsung mobile phones such as after-sales services and maintenance and provide the required pieces of the consumer on time and the specified location.

7. Limitations and Future Studies

As with most studies, this study has some limitations which affect our interpretation of findings while also suggesting guidelines for future research. These limitations must, therefore, consider. There are few Egyptian and Arab studies looking at the brand and customer satisfaction, especially mobile devices, especially in the telecommunications sector. The Egyptians of Samsung brand users are the sample in this study and no other countries. Therefore, generalizations are inappropriate for the whole population of Samsung brand users in other countries. It would be essential to assess whether the study's impacts are the same in other countries or regions. Second, the respondents were of varying age categories and educational levels, future studies can use a sample based on the specific education level or age to investigate the model. This study was considered a quantitative study whose results were limited by the statistical analysis of the questionnaire, instead of other qualitative methods, such as interviews that might bring to the attention of other variables that the current study did not recognize.

Although this research has achieved its objectives, some aspects could be a starting point for future brand research, the most important of which are: Examining the extent to which there are other dimensions of the brand can affect customer satisfaction, especially in Egypt. This research studied the impact of the dimensions of the brand on customer satisfaction by applying to mobile phone companies in Egypt. Future research can explore the extent of the existence of mediation or moderation variables that can affect the relationship of the dimensions of the brand on customer satisfaction with the brand. Examine the impact of brand dimensions on companies' performance or their representatives (agents/brokers) in Egypt from managers to see if there is an impact on the performance of the brand dimensions in the production of companies. Study the factors that lead to building the brand dimensions and the extent to which it affects both satisfaction and customer loyalty.

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