



Influence of the brand on consumer decision-making

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Abstract: A brand is a way to identify and distinguish a business from its competitors in the market. It is more than just a name or logo. It is the whole experience a consumer has with a company. This study was conducted to determine the brand's role and influence on all three types of brand elements, such as (name, colour, and value) on the dependent variable consumer decisions. The importance of our research is that people can clearly understand brands and how brand elements change their decision-making attitudes. A Google form survey was used in this study to collect data from several residents of the Kurdistan Region in each of the cities of Erbil, Sulaimani, Kirkuk, Duhok, and Halabja. They were aged 18 and over 50 by taking a simple random sample. About 175 responses were received through the questionnaire after analysing the data through SPSS and using correlation and regression models. The study found a strong positive relationship between all three independent variables and the dependent variable, consumer decisions.

Keywords: brand elements, brand vehicle, brand colour, brand name, brand value, consumer, purchase decision

JEL classification: D00

Vpliv blagovne znamke na potrošniške odločitve

Povzetek: Znamka je način prepoznavanja in razlikovanja podjetja od njegovih konkurentov na trgu. Je več kot le ime ali logotip - predstavlja celotno izkušnjo, ki jo ima potrošnik s podjetjem. Ta raziskava je bila izvedena z namenom ugotoviti vlogo in vpliv znamke na vse tri vrste elementov znamke, kot so ime, barva in vrednost, ter njihov vpliv na odvisno spremenljivko - potrošniške odločitve. Pomembnost naše raziskave je v tem, da ljudje lahko jasno razumejo znamke in kako elementi znamke spreminjajo njihova stališča pri odločanju. Za zbiranje podatkov je bila uporabljena anketa v obliki Googlevega obrazca, ki je bila poslana več prebivalcem Kurdistanske regije v mestih Erbil, Sulaimani, Kirkuk, Duhok in Halabja. Vzorec je zajemal posameznike, stare med 18 in 50 leti in več. Izbran pa je bil po metodi enostavnega naključnega vzorca. Prejetih je bilo približno 175 odgovorov, podatki pa so bili analizirani s pomočjo programa SPSS in uporabe korelacijskih ter regresijskih modelov.

Raziskava je pokazala močno pozitivno povezavo med vsemi tremi neodvisnimi spremenljivkami (ime, barva, vrednost) in odvisno spremenljivko - potrošniškimi odločitvami.

Ključne besede: elementi blagovne znamke, avtomobilске znamke, barva blagovne znamke, ime blagovne znamke, vrednost blagovne znamke, potrošniki, nakupna odločitve

1. INTRODUCTION

A collection of both physical and intangible characteristics intended to establish awareness, identification, and a positive reputation for a product, service, person, location, or organisation is known as a brand. Creating brands that differentiate them from competitors is the goal of branding strategy, which also helps to reduce the number of options on the market (Bonnici, 2015). The concept of branding has changed over time. The term originates from ancient North Scandinavian languages, meaning burning, and refers to manufacturers who carve their logos on their goods using fire. Initially, the term "brand" in English meant anything that was blazing hot, such as a piece of "firebrand" (Victor-Alexandru Briciu & Arabela Briciu, 2016). Despite being initially presented in 1987, the concept of brand cape was not fully operationalised within the framework of a study technique until recently. The definition of brands has become broader.

The brand environment we now see at the end of the nineteenth century is primarily the result of the past two decades (Muhammad & Muath, 2018). A company's ability to recognise its brand is essential. We have a powerful brand identity. Enhances client trust; one of the most crucial aspects of a firm is branding, which contributes to audience trust. With adequate advertising, a business can survive quickly (Padubidri, Swathi. 2023). Building a strong brand is crucial to attracting devoted clients. Customers who are happy with a product may repurchase it without taking too much risk. Brand loyalty may make consumers willing to pay more for goods and services (Barile et al. 2018). According to American economist Philip Kotler, creating a brand is the art of marketing; without a brand, you are a commodity with a price as your only point of differentiation (Lopis sancho, 2017). Robust brands are a company's most valuable asset and have a significant economic impact (Gupta et al., 2020).

These days, brands are an essential strategic tool for businesses trying to survive in fiercely competitive, unstable, and fleeting marketplaces and to stand out as the dominant stimulus in settings with abundant stimuli (Dias, 2016). Investigating brand aspects and brand effects on consumer choice to pick the brand, the research looks at which element has a more significant impact on consumer decision to choose a brand from the standpoint of brand significance.

One of our specific goals is to have a link between consumer preference or choice and automotive brands that can effectively attract consumers; this research investigates three brand elements- colour, name, and value- that impact consumers' purchase decisions. The study focused on several residents of the Kurdistan Region aged 18 years to over 50 years and residents of Halabja, Sulaimani, Erbil and surrounding areas. The research is significant because it gives companies and organisations a clearer understanding of branding and its benefits and how brand usage changes customer attitudes.

This study consists of five parts. The first part is an introduction that is an overview of the paper. Part two of this research covers a literature review. Data collection, questionnaire development, and analysis are discussed in part three, as well as the research design. Section four analyses the results and discusses the findings of the study. Finally, a summary, conclusions, and recommendations are included in section five, as well as suggestions for future research.

2. LITERATURE REVIEW

A brand is an essential element in marketing that helps companies create an identity about their products, services and company that causes a company to be recognised by their customers by creating an image in the minds of their customers that is different from their competitors in the market. Around the world, large companies are trying to brand to ensure their success. Branding includes various elements, each having a more or less significant impact. This study focuses on three aspects of the brand that affect customer purchase decisions for car companies. This element includes (colour, value, and name) based on several researchers' research about brands and consumer purchase decisions.

2.1 Concept of Consumer Behavior

An essential component of corporate organisations' success is their comprehension of customer behaviour. The study of consumer behaviour focuses on how an individual or a group of individuals choose, purchase, use, and discard goods and services to fulfil their needs and desires (Qazzafi, 2019). All customers undergo a similar procedure, even if the consumer decision may differ depending on the product or service. This research will assist marketers in comprehending the many stages involved in consumers' decision-making when making their ultimate purchases of the things they want (Prasad & Jha, 2014). All customers undergo a similar procedure, even if the consumer decision may differ depending on the product or service. This research will assist marketers in comprehending the many stages involved in consumers' decision-making when making their ultimate purchases of the things they want (Singh & Medhavi, 2018). Consumerism studies how individuals distribute resources, such as time and money, to meet their needs and desires. This area looks at a wide range of things, such as the goods and services that consumers purchase, the timing, the reasons, the locations of the transactions, and the extent of consumption of those products. It also considers how consumers make judgments about their purchases and how this influences their buying behaviour in the future. For example, while buying a car, the consumer may realize a need first, gather information about the cars available in the market next and build a purchase intention for a specific make, such as Skoda last. After which, they will assess the car against the stock performance criteria set before the purchase, thus influencing the consumers' decisions in the subsequent buying activities. The customer is either pleased or unsatisfied at this point. Thus, the final example clarifies the many aspects of studying consumer behaviour (Shamsuddoha et al., 2010).

2.1.1 Brand Color

Colour may influence consumer behaviour when purchasing; good colour forecasting helps businesses offer consumers the appropriate things at the right time in the correct hues (Cunningham, 2017). For some customers, colour is only an aesthetic feature. However, organisations employ colour in marketing tactics to stand out from the competition and connect with customers on a deeper level (Wasala et al., 2020). In comparison, colour forecasting is more restricted in the car sector. Every year, only a small number of paint manufacturers provide studies on car colour forecasts. Nevertheless, helpful colour information is crucial for automobile manufacturers to generate profitable goods (Lai & Guo, 2022). One of the most essential and prominent aspects of automotive design is colour, which also plays a significant role in car sales. (Reuwee) said in the Concept Vision article that appeared in Ward's Auto World in 2001 that Henry Ford had instructed Charles E. Sorensen, his production manager, at the start of the 20th century that buyers could have "any colour they want as long as it's black." Manufacturers later discovered that a variety of colour options might be provided depending on consumer preferences. As a worldwide commodity, automobiles must adapt to customers' needs from many cultural backgrounds. Ultimately, new models were painted red, blue, green, and other hues. Chevrolet introduced its first coloured automobiles to draw in customers. The quantity of sales rose as a result. Today, most automakers create their design teams and conduct colour research based on consumer demand. Enterprise colour and design experts have extensively researched future colour uses and preferences. According to Bill Kings, colour marketing manager at Dupont Performance Coating Europe, "Shape and colour are the first two things you notice in a car." (Öksüz, 2004). Without requiring previous training, colours may be utilised to transmit a brand's intended image in consumers' minds via several connections (Bottomley & Doyle, 2006).

2.1.2 Brand value

The willingness of the customer to purchase or not purchase a brand's goods is a crucial indicator of its worth. Brand value is measured in segments, beginning with committed users and concluding

with those who can switch from rivals to the brand. This measurement is closely associated with brand loyalty. Aaker defines brand value as a gathering of assets or responsibilities connected with a brand's name and symbol, which either increases or decreases the value that a product or service offers. But apart from these commonplace things, the brand's worth also comes from a wealth of intellectual property, goodwill, and, last but not least, the cost of the brands they own (Nadanyiova et al., 2019). Value is impacted by brand reputation in several ways. Strongly regarded car brands are more well-known to consumers, which raises the possibility that potential purchasers may take a closer look at their vehicles. Strong brands can attract a more devoted following of consumers who will promote the usage of their goods (Power, 2016).

2.1.3 Brand name

Customers and brands have a powerful bond these days. Brand names impact consumers' decisions when buying goods, including cars, smartphones, and everyday necessities. Some consumers only purchase certain branded products because they are familiar with them. Consumers see a brand's name as an indicator of quality (Nilsson & Hasan, 2008). Brand names often function as the first point of contact between a company and a customer. When a customer encounters a new brand, almost all of their expectations are formed based on the first impression that the brand name creates (Jun & Lee, 2020b). People are firmly attached to brands and their names. The choice of automobile a consumer makes is influenced by the brand name. Various brand names are available to consumers when they want to buy a car. Still, they often base their decision on trust and past performance, prioritizing a company's name and reputation in the marketplace (Shamsuddoha et al., 2010).

2.2 Consumer Purchase Decision

The decision-making process involved in consumer purchases and behaviour is complex. Price and marketing tools—particularly advertising—are the conventional factors influencing customer purchase choices. Advertising, it is said, should be trustworthy and well-informed. Customers are ready to pay extra when they acquire necessities since they no longer care about pricing as much. The brand of a product is essential to many people, making it another effective marketing strategy. They indicated that a critical factor in purchasing choices is brand trust. Customer segments are shaped by the brand's associations with specific perceived values and lifestyles. Experience has a crucial role in shaping the perceived value of a product and is essential for establishing enduring connections with consumers. Consumer preferences are determined by experience with a product, with function and appearance being the most critical aspects (Antosova et al., 2023). Everybody is a consumer in one form or another. Consumer behaviour considers the many social, psychological, environmental, and personal factors influencing people's decisions to browse for, purchase, and use goods—sometimes turning them into devoted customers—before discarding them. Advertisers even pay for search advertising, or the sort of adverts that appear on websites, to determine what content consumers are interested in. Companies often attempt to influence a customer's behaviour using factors within their control.

Although the price of the goods also significantly affects consumers' perceived value, the quality of the items has a more significant influence (Dr. T. Dhanabalan et al., 2018). Policymakers, automakers, dealers, and academic researchers are constantly interested in learning more about the purchase and ownership of cars. The automotive sector is now the most alluring one. Passenger vehicle sales have risen due to the financial institutions' simple financing options and the steadily rising disposal income in rural and urban sectors. Human behaviour is generally becoming more sophisticated every day. Although it is only sometimes feasible for a firm to forecast human behaviour, they must do so. Businesses nowadays are fully aware that consumers control the market and that they must create their products to satisfy these consumers (Sharma & Shukla, 2019)

3. RESEARCH METHODOLOGY

The study focuses on the effects of brands on consumer decisions based on three types of brand elements: (colour, value, and name). How much do these elements affect customers' car purchase decisions, with the effect of brand on consumers' decision-making to ensure the relationship between brand and customer behaviour in the Kurdistan Region? The quantitative data of this study is analysed based on the data collected using questionnaires.

3.1 Research design

Since the beginning of this study, the study has used a cross-sectional design. The study goal in this research design is to establish the degree to which independent factors impact dependent variables or the consequences of independent variables on those variables. The scope of the research is limited to several cities in the Kurdistan Region (Sulaimani, Halabja, Erbil, Duhok, and Kirkuk). Approximately 175 respondents will be included in the questionnaire, and their data will be processed using simple random sampling. This method is appropriate for distributing survey forms because the study is among citizens aged 18 to over 50 years. Respondents may be of different genders. They belong to various social groups and have different demographic profiles. The study prepared a well-designed questionnaire in this study to analyse and investigate the different opinions and sample respondents. Disseminate the survey form through social media to research and verify the accuracy of the data to achieve the study goal and analyse the consumer decision-making scores and elements of the brand.

3.1.1 Data Collection

The information the study collects for research is obtained from primary data sources. Collecting data and information from respondents initially consists of designing a digital questionnaire. The reason for choosing a digital questionnaire is that it is easy to use and takes less time to respond. Many respondents can respond directly. Respondents then provide us with their data and answers through smart devices and electronic media (social media), and the study can use them to analyse and present the results.

3.1.2 Data Analyze

The questionnaire is designed to obtain information from automobile consumers. The tool the study uses to analyse and evaluate the data is the Statistical Package for Social Sciences (SPSS). SPSS will be the tool the study uses to analyse the data obtained from demographic questions, questions related to customer behaviour and questions related to each of the three main types of brand elements. Of course, the data must be transformed and analysed so that readers can gain informative insights while reading the study.

3.1.3 Hypothesis test

H1: Colour (independent variable) leads to positive changes in the consumer decision process (dependent variable).

Rationale: Colour is an essential component of the brand, which can evoke strong emotional reactions and affect the perception of the product. Studies conducted in marketing psychology highlight that colours are associated with different feelings and, in turn, create familiarity and liking for a brand, which triggers the purchase (Kurt & Osueke, 2014). For example, it is expected that blue creates

feelings of trust, while the colour red evokes excitement or a desire to make a quick purchase. The strategic use of colours by brands has one central goal: to facilitate bond-building with the consumer and increase the chances of making purchases. This hypothesis seeks to prove that colour choice is a factor that will enhance the consumers' intent to buy. This correlates with the applicable theories' view that colours impact the product's attention, retention and overall attraction.

H2: The name of the brand minus the product influences a consumer's purchasing decision positively.

Rationale: A brand name is more than a word attached to a product. It is usually associated with a product's standard, trustworthiness, and personality. Many consumers tend to trust the brand's name with a good reputation, and they have heard the name from other sources, which may encourage them to purchase it. For instance, it has been confirmed that many people feel less risk when buying products with a known labelled brand and have confidence that the product quality is guaranteed (Alamgir et al., 2010). In some instances, a reputable brand name eases the consumer's choice owing to the promise of its quality and reliability. The study, in this case, wants to verify whether favourable brand naming will correlate with buying tendencies, considering that brand names empower brand equity and perception of value.

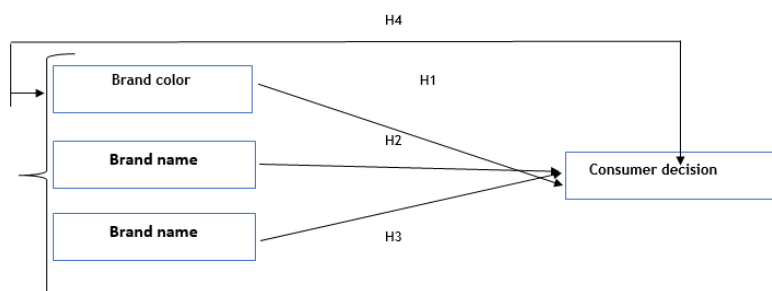
H3: The independent variable, perceived value, has a positive effect on the dependent variable, which is called consumer decision.

Rationale: Perceived value is how a consumer considers the advantages of a product devoid of the expenses attached to it. People are ready to buy more when they have high value concerning the quality or benefits they perceive as more than the cost incurred. Consumer behaviour research indicates that such a component of perceived value is essential to the purchase intent, particularly in mature and competitive markets where the bargain hunter is prevalent in the customer's value-oriented (Gupta et al., 2020). This hypothesis looks at the higher purchase intent correlated with higher perceived value. It puts appreciation that consumers' desire to purchase a product is primarily embedded in a favourable cost-benefit ratio, which increases one's appreciation of a product.

H4: Colour, brand name and perceived value (independent variables) positively influence consumer decision (dependent variable).

Rationale: It is hypothesised that the three aspects of colour, brand name, and perceived value enhance consumer decision-making effectiveness. Previous studies show that each element is essential in individual consumer perception and likeness. When these factors are combined, it enhances the brand appeal and lessens indecision (Cunningham, 2017). For instance, vibrant colour with a recognised name and high status is often a confluence of factors that make a product worth the attention, leading to a high chance of purchase. Thus, this hypothesis tends to answer whether it is better to consider brand elements or branding advertisements as a whole instead of their respective components and, more importantly, how this enhancement of brand elements drives the consumers' desire to purchase.

3.1.4 Research model



3.2 Summary

At this research stage, the study first started writing, selecting and creating general questions related to the research. The study identified several techniques to organise and publish the questions through Google Forms appropriately. Collecting the data involves distributing the form to about 10 to 15 people to ensure the reliability of the data. The study tries to collect the data and examine the results in the best and most appropriate way to get the correct answer and reach a reasonable conclusion.

4. RESULT AND DISCUSSION

The study conducted quantitative tests to identify the factors affecting consumers' decision-making and found a significant direct relationship between consumers' purchase decisions and brand elements by including two or three brand elements (value, name, and colour). The analysis of the data obtained from the respondents has shown that all three elements of value and colour name influence consumers' purchase decisions. Car consumers have better satisfaction and experience with value, colour and brand name when making decisions.

Baseline Characteristics and Demographic Data

Table 1 Sociodemographic characteristics of Participants (n= 175).

Table 2 Descriptive Statistics for Demographic Questions

Variables	Items	Frequency	Percentage
Gender	male	81	46.3
	female	94	53.7
Age	18-24 year	106	60.6
	25-34 year	46	26.3
	35-44 year	19	10.9
	45-54 year	4	2.3
Level of literacy	Elementary School	15	8.6
	Middle School	18	10.3
	High School	25	14.3
	Diploma	21	12.0
	Bachelor's	82	46.9
	Master's	8	4.6
	Doctoral	4	2.3
	Other	2	1.1
	Students	87	49.7

occupation	unemployed	44	25.1
	businessman	39	22.3
	Teacher	5	2.9
Marital status	Single	111	63.4
	Married	55	31.4
	Divorced	9	5.1
Province	Halabja	71	40.6
	Sulaymaniyah	82	46.9
	Erbil	15	8.6
	Duhok	4	2.3
	Kirkuk	3	1.7

Source: Own data collection, Prepared by Researchers, May 2024,

Table 1 illustrates participants' sociodemographic characteristics, which are classified according to gender, age, education, occupation, marital status, and place of residence. The female gender had the highest participation rate according to this table (53.7%), and 60.6% of the participants were in 18-24 years age group; bachelor's degree also had the highest participation rate compared to other education levels (46.9%), students and single also show a high rate (49.7%), (63.4%) in the class of occupation and family level, in the last sociodemographic characteristic, Sulaimani city had the majority of participants rate (46.9%).

First, the table shows that most respondents were female (53.7%), meaning females pay more attention to brand elements. The second part of the table shows the age of the respondents. This means that young people pay more attention to brand elements than other ages. The third part of the table is the literacy level in which most respondents have a bachelor's degree, meaning they have better knowledge of brands and their elements, so they pay more attention to them when buying. Fourth, most respondents were students, meaning they paid more attention to brand elements. Fifth, most of the participants were single, which means that single people pay more attention to buying cars according to their desires. The participants were residents of Sulaymaniyah, which may be due to the city's high economic life level, which makes them pay more attention to brands.

4.1 Reliability Testing

"Cronbach's Alpha was used to assess the internal consistency of the scales. "Reliability" denotes measurement accuracy, the extent to which instrumentation produces consistent or error-free data. Cronbach's Alpha is a method for estimating internal consistency and reliability. It should only be calculated on a homogeneous set of things" (Ahmed, S.; Aziz, K. G. 2021). The build is considered reliable if Cronbach's Alpha for model constructs is at or above the required level of 0.6. This study employed the statistical tool for social science SPSS version 26.0 to test the necessary reliability. Cronbach's alpha was used to determine internal consistency (alpha = 0.996).

4.2 Correlation and Regression

“To assess the relation between the independent and dependent variables, we conducted a correlation study. Regression analysis associates dependent variables with one or more independent variables”. "Aziz, K. G., & Abdulqadir, S. O. (2023)”.

Table 2: Correlation matrix between the dependent variable and the independent variables

Correlations					
		Color	Name	Value	Consumer decision making
Consumer decision making	Pearson Correlation	.980**	.982**	.985**	1
	SIG. (2-TAILED)	.000	.000	.000	
	N	175	175	175	175
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Own data collection, Prepared by Researchers, May 2024

Table 2 showed that there was a robust positive correlation between the independent variables (Colour, Name, and Value) and the dependent variable (Consumer decision-making), with (0.980, 982, and 985) respectively.

Table 3 shows the outcomes of a simple regression *analysis* investigating the relationship between the colour (independent variable) and the Buyer’s decision (Dependent Variable).

	Coefficients			Model Summary			ANOVA
	B	T	P-Value	Correlation	R-Square	F	P-Value
(Constant)	-.003	-.059	.953	0.980	0.961	4272.416	0.000
Color	.980	65.364	.000				

Source: Own data collection, Prepared by Researchers, May 2024

Table 3 showed a positive connection between the independent variable (colour) and the dependent variable (consumer choice making). Understanding the prediction and impact rate of colour on consumer choice-making is crucial, especially in light of the findings of Pearson's correlation analysis showing a strong positive association between the dependent variable (consumer decision-making) and the independent variable (colour).

The ANOVA table, which shows the model's appropriateness (F=4272.416 and P Value=0.000) for the explanatory variable (Colour) on the response variable (consumer choice making), is also included in the same table. The coefficient of determination, t-value, slope, and constant R Square are arranged

in the above table. The colour beta regression (B) is 0.980, meaning that an increase of 0.980 in consumer decision-making corresponds to a rise in the one-colour unit. The R-squared determines the proportion of variation of the independent variable in the dependent variable. The coefficient (R²) calculation indicates that consumer decision-making accounts for 96% of colour variations, with other variables influencing customer purchasing being responsible for the remaining variation.

Table 4 shows the results of a simple regression analysis investigating the relationship between the name of the car (independent variable) and the buyer's decision (Dependent Variable).

	Coefficients			Model Summary			ANOVA
	B	T	P-Value	Correlation	R-Square	F	P-Value
(Constant)	-0.905	-1.660	.099	0.982	0.963	4560.349	0.000
Name	.982	67.530	.000				

Source: Own data collection, Prepared by Researchers, May 2024

Table 4 showed a positive correlation between the independent variable (name) and the dependent variable (consumer choice making). It is crucial to comprehend the prediction and influence rate of name on consumer decision-making in this study, particularly in light of Pearson's correlation analysis results and the finding of a slight positive link between the dependent variable (consumer decision-making) and the independent variable (name). The ANOVA table, which shows that the model is acceptable (F= 4560.349 and P-Value=0.000), is also included in the same table. It evaluates the goodness of fit for the explanatory variable (name) on the response variable (customer choice making). The table above (R Square) shows the findings of the constant, slope, t-value, and coefficient of determination. The name beta Coefficient (B) is 0.982, meaning that a unit increase in the name increases the likelihood that a customer will choose by 0.982. How much of the variance in the dependent variable can be ascribed to the independent variable is expressed by the coefficient of determination (R Square). The Coefficient of Determination (R²) indicates that customer decision-making accounts for 96% of the variance in name, with other variables influencing consumer decision-making accounting for the remaining variation.

Table 5 shows the results of a simple regression analysis investigating the relationship between the brand (independent variable) and buyer decision (Dependent Variable).

	Coefficients			Model Summary			ANOVA
	B	T	P-Value	Correlation	R-Square	F	P-Value
(Constant)	-0.296	-5.525	.000	0.987	0.971	5707.960	0.000
Value	.985	75.551	.000				

Source: Own data collection, Prepared by Researchers, May 2024

Table 5 demonstrates the positive relationship between the independent (value) and the dependent variable (consumer choice-making). It is crucial to comprehend the prediction and influence rate of value on consumer decision-making in this study, particularly in light of Pearson's correlation analysis findings and the minor positive relationship between the dependent variable (consumer decision-making) and the independent variable (value). The ANOVA table for assessing the goodness of fit of the explanatory variable value on the response variable (consumer choice making) is also included in the same table. It shows that the model is suitable ($F = 5707.960$ and $P\text{-Value} = 0.000$). The table above displays the findings of the coefficient of determination, t-value, slope, and constant (R Square). According to the value beta coefficient (B) of 0.985, increasing the value by one unit would result in a 0.985 rise in consumer decision-making. The R Square indicates the extent to which the independent variable explains the variation in the dependent variable. The coefficient of determination (R^2) shows that consumer decision-making accounts for 97% of the variance in value, with other factors affecting consumer decision-making accounting for the remaining variation.

4.3 Summary

As a result of the study, due to quantitative testing, the elements that influence consumer decision to choose a car are presented, and three types of brand elements are discussed. As Table 3 explains the effect of colour on consumer decision, Table B shows that each colour increases consumer decision by 0.980. This means that the element of colour is an influential method in consumer decisions. Also, the result that the value ($p\text{ value} = 0.000$) means that colour was able to influence consumer decisions. The following table, Table 4, explains the effects of names on consumer decisions. As shown by the p-value of 0.000, the name element affects the consumer decision. And what is shown in Table B is that the element in the consumer decision increases by 0.982. This means people pay attention to the name when choosing a car brand. Also, the result that the value ($p\text{ value} = 0.000$) means that the name was able to influence consumer decisions. Table 5 explains the effect of value on consumers' decisions. Table B shows that with increasing value, the influence on consumer decisions increases by 0.985. This means that value elements often influence consumer decisions. It indicates that the P-value is equal to 0.000, which means that the value influences consumer decisions. This analysis shows each brand element's attitude and influence on consumer decisions and has a direct shape effect.

5. CONCLUSION

This study provides evidence regarding the effects of brand elements, such as colour, name, and value, on consumer decision-making, particularly within the context of the automobile sector. Particular brand elements studied in this research were found to positively and directly relate to consumer choices; therefore, these elements of a brand are not mere facades or icing on the cake but integral elements that affect how consumers view a brand and their purchasing tendencies. These results imply that automotive brands stand a better chance of appealing to consumers by deliberately appealing to these features in their branding and marketing strategies. By integrating values such as the power of a brand, the uniqueness of its colors and the familiarity of its name, companies can create a more lasting brand that supports current sales and enhances future sales by creating loyalty to the brand.

To marketers, this provides the opportunity to improve how the product is presented to the marketplace and design marketing approaches that should better satisfy buyers' needs and, therefore, create better competition. It should also be noted that as brand components change with the shift in consumer trends and technology, the firms should be flexible and agile to these changes, watching and adjusting to these trends to win the current consumers. These outcomes can be advanced by future research by including other brand elements or different regions and temporal

data analysis to detect the changes in the relationship and attitudes of consumers towards the products over time. In this way, there is a need to consider the newer aspects, for example, environmental sustainability or the use of technology - digital evolution, and how they relate to the aspects of brands that have always been there since. This is likely to give knowledge on how brands affect consumer behaviour and help in the strategic management of brands in a wider scope of industries.

5.1 Future Work and Limitations

It is important to acknowledge the limitations of this study, as customer decision-making is a complex process and there may be more factors that influence it in addition to the value of its perceptions. However, this subject is constantly being innovated and customer behavior is changing according to personality characteristics, place and time. The research focused on the markets of Kurdistan Regional Government cities and received about 175 responses from people aged 18 to 50 years. That may not be representative of the entire local population. Nevertheless, data collection techniques need to be developed and secondary data on firm sales should be considered in extending this analysis.

Further research could be conducted to gain insights into brand effects on consumer decision-making. The study has worked on these three types of brand elements, namely (name, value, and colour). The study recommends working on other types to see the impact on customer buying behaviour, such as (logos, taglines or slogans, packaging, and brand image) because each of these elements plays a vital role in shaping the overall brand identity and experience

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