

The Impact of the Product Brand Attributes on Purchasing Decision

An Applied Study on Hybrid Vehicles Market in Jordan

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ABSTRACT

This study aims to identify the impact of the product brand attributes on purchasing decision of the hybrid vehicles. To achieve the objectives of the study, a questionnaire was designed by the researcher and its reliability and validity were verified. The study population consisted of Jordanian consumers of hybrid vehicles. In order to achieve the study objectives, convenient sample was selected from the Jordanian consumers, therefore the study sample was (500) consumers. After that the researcher distributed of (500) questionnaire, which retrieved (461) questionnaire, and was excluded (12) questionnaire for not suitable for the statistical analysis tests, so a number of questionnaires for statistical analysis (449), The data were analyzed using the Statistical Package for Social Sciences (SPSS) to reach the goals and objectives of this study. After analyzing the tool, of the results most notably that there exists a statistically significant impact at the significance level ($\alpha \leq 0.05$), for six attributes of the product brand which are (Quality, price, country of origin, energy savings, after-sale services, and safety) on the purchasing decision of hybrid vehicles in Jordan.

The study recommended that studies be conducted in the future through which other attributes of the products brand that were different from the attributes chosen in our current study will be studied On the purchase decision of the purchaser of the electric vehicles.

Keywords: Product brand attributes, Purchasing decision, Hybrid vehicles market in Jordan.