The effect of using the Store name as a brand on consumers' perception toward its quality”, Journal of BENI SUEIF University, 2007

The aim of this study is to investigate the effect of using the Store name as a brand on consumers’ perception toward its quality. The questionnaire was distributed among customers who visit major retail shops in the city of Amman.

In this regard, the two researchers selected a random sample composed (500) residents of the city of Amman. (403) questionnaires were recovered, which indicates that the percentage of responses was (80.6%). The researchers applied necessary statistical description methods, such as statistical description that includes frequencies, percentages, arithmetic means and standard deviation for the questionnaire's items. They also used the simple regression and ANOVA test on the responses of the subjects of the sample to the questions of the said questionnaire.

The most important result, which the researchers reached, revealed that using the Store name as a brand affects consumers’ perception toward its quality.