Explaining perceived value customers with an emphasis On self-image and the position of the store in the Purchase of chain stores Refah and Najm

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Perceived value is essential to organizations, and in recent years has become the focus of marketing strategies. In super dynamic market, the customer expects organizations that offer the most value with the most reasonable prices and organizations are constantly looking for new methods and innovative ways to create and deliver value and even cited of customer value as a future source of their competitive advantage. Present research aims to investigate the impact of store location and self-concept on the customer's perceived value in the purchase process of chain stores Refah and Najm in Guilan province. So, 386 customers were ed by available non-probability methods. Structural equation modeling was used to test research hypotheses. According to the results the hypotheses testing showed that the position of store with a coefficient of 0.87, and self-image with coefficient 0.11 has a positive and significant impact on customer perceived value. Therefore, it can be said intensity influence the position of the store is far greater than the impact of self-image variable.

Keywords : Keywords: perceived value, self-image, the position of store, Refah and Najm stores