

# **The Impact of the dimensions Store brands on purchase intention due to the moderating role of perceived quality (Case Study: Customers Chain stores Rasht city)**

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**Abstract** Today, the chain stores are facing more competitive than ever before. So that the efforts to maintain and retain old customers, and then attract new customers and the influence on customer perceptions, has grown steadily, which plays an important role in the performance and success of the stores. Meanwhile, a growing number of customers are equipped with a large amount of information and are more risk-averse with the power of acceptance. Factors that affect the customer's willingness to re-purchase are crucial to the position of the stores. The overall purpose of this research is to investigate the effect of Store brand dimensions on purchase intention in view of the moderating role of perceived quality moderator among customers in the chain stores in Rasht. The research method is descriptive-survey method and its purpose is applied, and the method of data collection is a field and its tool is a questionnaire. In this research, the statistical population of the survey is all customers of chain stores in the city of Rasht. With attention to the total number of statistical population and according to the Cochran formula, the sample size is 416 people. And available non-inhomogeneous sampling method was used. Data were analyzed using SPSS software version 20 and smart pls 2. The results of this research showed that the main model of research is well fitted and the results of the hypotheses indicate that the price no affects purchase intention. Also, the results showed that store image and Confidence on influences purchase intention. In the continue the results showed that the price, the image of the store, and the assurance of purchasing intention are influenced by moderating role the perceived quality. Finally, the results show that the price, the image of the store, and the assurance of

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**purchasing intention are influenced by moderating role the perceived value.**

**Keywords : Keyword: Intent to purchase, Shop brand, Perceived quality, Chain stores, Rasht**

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