Investigating the Effect of Perceived Healthcare Products Quality and Brand Image on Brand Usage Moderated by Brand Trust

Mayar Elsayed Farrag (mfarrag@ecu.edu.eg), Dalia Elessamy (dtaha@ecu.edu.eg)

Faculty of Economics and International Trade, Egyptian Chinese University (ECU), Egypt

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ABSTRACT

Purpose: This study aims to investigate the effect of perceived healthcare product quality and brand image on brand usage moderated by brand trust and examining key factors such as labels, symbols, materials and packaging on consumer buying behavior

Design/Methodology/Approach: A mixed-methods approach combining qualitative and quantitative research techniques was employed to gather data from healthcare product users and analyze their attitudes and behaviors towards perceived product quality and brand image. Surveys was conducted to uncover insights into the impact of various factors on brand usage.

Findings: The research indicates that product quality and brand image have positive significant impact on brand usage for health care products. Also, the results show that the brand trust plays an important role in influencing the relationship between product quality (that performance, features and aesthetics), brand image (uniqueness & favorable, strength) and brand usage.

Implications / Future research: This research offers valuable insights for healthcare marketers and corporations looking to strengthen their branding strategies and increase brand usage. Future researchers should consider expanding sample sizes, diversifying research subjects, and refining variables to enhance the accuracy and robustness of their findings. This will broaden the scope and applicability of their studies. For corporations, enhancing brand image and trust is crucial. Healthcare product companies and marketers should focus on bolstering brand reputation to ensure their brand is memorable to consumers, thereby increasing consumer intention to use and purchase their products.

Originality/Value: This research aims to provide valuable insights into healthcare marketing, aiding healthcare providers in creating more effective brand strategies to attract and retain patients in a competitive market.

1- INTRODUCTION

The healthcare industry faces an important challenge which is patients are increasingly acting as informed customers, making conscious decisions about the services they receive. (Blendon et al., 2001). This shift in patient behavior underscores the growing importance of healthcare branding. Here is statically evidence that highlights the importance of branding in healthcare:

60.5% of patients report considering a hospital or clinic's reputation before scheduling an appointment. (Rayan J. Ellis, 2021)

63% of patients are willing to pay more for healthcare products from a brand they trust. (Jason Fidler, 2021)

Strong healthcare brands can experience 86.3% higher patient loyalty.

(Sha Liu, 2021)

These statics showcase the significant impact branding can have on patient choice and loyalty in the healthcare sector. Our research aims to delve into the specific factors influencing patient decisions. We will explore how perceived product quality (the patient's perception of the services effectiveness) and brand image (the overall impression of the healthcare providers) influence the patient's willingness to use their services. Additionally, we will examine the moderating role of brand trust. We hypothesize that a strong brand reputation built on trust can amplify the positive effects of perceived product quality and brand image on brand usage. By investigating these relationships our research seeks to contribute valuable insights to the field of healthcare marketing. It can help healthcare providers develop more effective brand strategies to attract and retain patients in a competitive market.

2- THEORETICAL BACKGROUND

Product Quality: -

Product quality refers to the consumer's overall perception of the quality of a specific product or service in relation to other available healthcare products. According to Kotler and Armstrong (2008), product quality encompasses a product's ability to perform various functions, including reliability, accuracy, and ease of use. Schiffman and Kanuk (2007) suggest that product quality is the capacity of a company to give its products distinct identities or characteristics, allowing consumers to recognize them. Research by Basha et al. (2015) shows that product quality significantly influences purchase intentions and serves as a primary motivation for consumer choices. Supporting this, Hanaysha (2018) found a significant positive relationship between perceived product quality and purchasing decisions. This aligns with findings from Naeem and Abdul Sami (2020), Hafiz and Ali (2018), and Kealesitse and Kabama (2012), all of which indicate a positive and significant correlation between perceived product quality and purchase decisions.

Brand Image: -

Brand image plays a crucial role in differentiating a healthcare provider's services from those of its competitors (Shanthi, 2006). For instance, a company with a positive corporate image regarding its programs can foster individuality and differentiation, resulting in high strength, uniqueness, favorable awareness, loyalty, and reputation (Heerden and Puth, 1995), which ultimately attracts consumers. Brand image is defined as the consumer's perception of a brand, shaped by the associations they hold in their memory. It reflects the overall perception that consumers have of a brand (Zhang, 2015). This image is derived from various sources, including television advertisements, promotional materials, and press releases from companies. Producers employ different types of images to pique consumer interest, one of which is portraying products as herbal and environmentally friendly, as seen with manufacturers of cold remedies. A strong brand image is particularly important for healthcare products, skincare items, and herbal medicines. According to Kotler (2008), brand image can be measured using three indicators:

1. Strength: Refers to the advantages that a brand possesses that are not found in other brands.

2. Uniqueness: The ability to distinguish a brand from its competitors.

3. Favorability: This involves choosing attributes that are appealing and unique to the brand. Marketers must carefully analyze consumer behavior and competition to determine the best positioning for the brand. Research by Erdil (2015) indicates that brand image significantly influences consumer behavior and purchase intentions. Furthermore, Wang et al. (2014) stated that brand image has a positive and direct effect on brand usage.

Brand Trust: -

Consumer trust in a brand is shaped by individual experiences with that brand. When consumers have positive interactions with a product, it fosters a favorable image of the brand in their subconscious. This positive brand reputation encourages consumers to repurchase, even if its products are similar to those offered by competitors. Brands can, therefore, differentiate themselves in the market (Assauri, 2018; Bayu et al., 2019; Kotler & Keller, 2016). According to Lau and Lee, as cited by Khoza and Harjati (2012), three main factors influence brand trust. These factors involve the relationships between brands and consumers, which can be described as follows:

1. Brand Characteristics: These play a crucial role in how consumers analyze and evaluate their trust in a brand.

2. Company Characteristics: The attributes of the company behind a brand can also impact consumer confidence.

3. Consumer-Brand Characteristics: The interplay between consumer and brand traits significantly influences brand trust. This includes the emotional alignment between consumers and the brand personality, consumers' affinity for the brand, and their prior experiences with it. Research by Cuong (2020) indicates that brand trust positively affects consumers' purchase intentions. Ali et al. (2017) also emphasize the strong influence of brand image on these purchase intentions. Trust is defined as consumers' confidence that certain products can fulfill their desires and provide satisfaction (Chinomona, 2016). For producers, establishing this trust is essential for ensuring that their products are accepted in the market. When consumers believe that a product meets their needs, they are more likely to choose it (Hegner & Jevons, 2016). Trust bonds develop through the brand image promoted via various channels, such as advertisements. These advertisements can help build consumer trust, which relates to their expectations that the product will satisfy their needs (Munuera-Aleman, Delgado-Ballester, & Yague-Guillen, 2018). Consumer buying behavior encompasses several meanings, particularly concerning direct

individual activities involved in exchanging money for goods or services during the decision-making process. The decision to buy a product involves both physical actions (direct engagement in the buying process) and mental activities (evaluating the product based on personal criteria). Purchase decisions represent a collection of organized choices (Setiadi, 2015). Brand trust often influences these purchasing decisions. It can reduce uncertainty and encourage purchases (Alwi et al., 2016). Research by Oghazi et al. (2018), Mahliza (2020), and Irshad et al. (2020) demonstrates a significant positive relationship between trust and purchasing decisions. This finding aligns with studies conducted by Patel et al. (2020) and Neumann et al. (2020), which also indicate a significant positive correlation between trust and purchase decisions. Trust in a brand is essential in shaping consumer purchasing behavior. Consumers are more inclined to buy products or brands that meet their needs, making decisions closely tied to their feelings towards those brands (Akbarsyah, 2012). Research by Amron (2018), Anwar et al. (2015), and Deheshti et al. (2016) suggests that purchasing decisions are influenced by both brand image and trust. Consequently, it can be concluded that brand image directly affects purchase decisions, with trust acting as a moderating factor.

Brand Usage: -

According to Kotler (2009), a person's activities or behaviors indicate their desire to purchase a product. Kotler (2008) outlines four stages that producers go through in assessing purchase interest and understanding consumer motivation when it comes to buying products or services:

1. Attention: This initial stage involves evaluating a product or service based on the prospective customer's needs. During this phase, potential customers also learn about the available products or services.

2. Interest: At this stage, potential customers start to show interest in purchasing the products or services after gathering more detailed information about what is being offered.

3. Desire: This is when potential customers begin to contemplate and discuss the products or services, as a desire to buy them starts to emerge.

4. Action: In this final stage, the prospect is highly motivated to purchase or use the product or service. Each of these stages plays a crucial role in shaping consumer behavior and motivating purchases.

3- LITERATURE REVIEW

Relationship between Perceived Product Quality and Brand Usage: -

Consumers make purchasing decisions based on more than just a product's physical appearance; they also consider its usability and reliability. A product must have functions and benefits that meet the needs of the consumer. Additionally, consumer perceptions of quality can enhance value by encouraging repeat purchases and differentiating brands from their competitors (Asshidin et al., 2016). Research by Hanaysha (2018) highlights a significant positive relationship between perceived product quality and purchase decisions. This finding is consistent with studies by Naeem and Abdul Sami (2020), Hafiz and Ali (2018), and Kealesitse and Kabama (2012), all of which also demonstrate a strong positive correlation between perceived product quality and purchasing behavior.

H1: Product quality has a significant impact on brand usage.

Relationship between Brand Image and Brand Usage: -

Brand image is commonly defined as the perception of a brand that reflects the associations stored in consumer memory (Keller, 2013). A strong brand can express consumer habits and serve as a tool for attracting recognition and status through strategic identity management (Hewer et al., 2013). The image of a company is shaped by various elements, including its logo, name, mission statement, vision statement, organizational culture, product or service variety, advertisements, and the appearance of its headquarters. Companies can leverage brand identity to distinguish themselves from similar service providers or manufacturers (Lin et al., 2021). Research conducted by Amron (2018) found a significant positive relationship between brand image and purchasing decisions. This finding aligns with studies by Hafiz and Ali (2017), Chakraborty and Sheppard (2016), and Sone (2018). In a study of 316 LP3M students, Amelia and Ayani (2020) discovered that brand image affects customer value and retention. Additionally, Fatmalawati and Andriana (2021) examined 116 Paragon cosmetics users and concluded that product quality has a greater impact on repurchase intention than brand image. According to Prasetya and Farida (2021), brand image influences consumers' decisions to make subsequent purchases. Surianto et al. (2020) demonstrated that customer relationship management (CRM) campaigns affect repurchase decisions, mediated by brand trust, awareness, and corporate image. Wang and Wu (2012) studied 279 college students and found that switching costs mainly stem from the perceived value of long-standing partnerships, whereas corporate image significantly affects newer relationships. Ultimately, brand image can greatly enhance product quality, brand usage, and repurchase intentions.

H2: Brand image has a significant impact on brand usage.

Relationship between Perceived Product Quality and Brand Trust: -

Perceived product quality, in fact, is a relative concept of what consumers have felt from experience and expectations about a product, which can later form a trust from the consumer itself (Assaker et al. 2020). Consumer's belief that service providers can be trusted to keep their commitments is known as trusts (Konuk, 2018). Trust is built when the customer has faith in the reliability and integrity of the service provider. Consumer's trust in service providers can help reduce their cognitive risks and insecurities.

The more customers trust the lower the perceived risk, and the greater the intention to buy (Lien et al. 2015). Research conducted by (Assaker et al. 2020) and (Erciş et al. 2012) explains that there is a significant positive relationship between perceived product quality and trust, this is also in line with research conducted by (Atulkar, 2020), (Cakmak, 2016), and (Chen et al. 2020).

H3: Brand trust has a significant effect on brand usage in relation with product quality.

Relationship Between Perceived Product Quality (Performance, Features, Aesthetics) and Brand Usage Moderated by Trust: -

Purchasing decisions made by consumers can occur due to several factors including product quality which can create consumer trust. But after moderating the impact of brand trust on the relationship between performance, features and brand usage, the outputs illustrate that there are insignificant relationships between performance, features and brand usage moderating by brand trust as the p-value is greater than 0.05 so the brand trust doesn't significantly affect the relationship between performance, features and brand usage. So, in this research it can be concluded that there isn't an indirect influence from product quality on purchase decisions moderated by trust.

H3a: Brand trust has significant effect on brand usage in relation with performance.
H3b: Brand trust has significant effect on brand usage in relation to features.
H3c: Brand trust has significant effect on brand usage in relation with aesthetics.

Relationship between Brand Image and Brand Trust: -

Brand image is an important antecedent in determining trust, reflecting that an attractive and valuable brand will increase consumer confidence in the products/services associated with that brand (Lien, et al. 2015). Brand image can create brand attitudes which then form associations, and the resulting brand attitudes trigger brand usage and purchase intentions or intentions to repurchase. Brand attitude can be defined as the overall consumer in evaluating a brand. This can have a positive or negative impact depending on the knowledge experience or reflective experience of the consumer (Ramesh, et al. 2019). According to research conducted by (Lien et al. 2015), (Han et al. 2019), (Alwi et al. 2016), and (Chinomona, 2016), explain that there is a significant positive relationship between brand image and trust, which is also in line with research conducted by and (Erkmen & Hancer 2019) which also explains the same thing.

Relationship Between Brand Image and Brand Usage Moderated by Trust: -

Trust in a brand plays an important role in consumer purchasing decisions. Consumers will buy products or brands that can meet their needs in buying and they will make purchasing decisions that are closely related to their feelings towards the brands offered. But after moderating the impact of brand trust on the relationship between aesthetics and brand usage, the outputs illustrate that there are insignificant relationships between Aesthetics and brand usage moderating by brand trust as the p-value is greater than 0.05 so the brand trust doesn't significantly affect the relationship between aesthetics and brand usage. So, it can be concluded that there isn't an indirect influence from brand image on purchase decisions moderated by trust.

H4: Brand trust has a significant effect on brand usage in relation with brand image.

Relationship between Brand Trust on Brand Usage: -

Consumer buying behavior contains several meanings, namely those related to individual activities directly involved in exchanging money for goods or services in a decision-making process. The consumer's decision to buy a product always involves physical activity in the form of direct consumer activity through the stages of the buying decision-making process or mental activity. The purchase decision taken by the buyer is a collection of several organized decisions (Setiadi, 2015). Purchase decisions are usually influenced by brand trust. Brand trust can have a positive effect on purchasing decisions. This can be used to reduce the risk of uncertainty and can later encourage a purchase (Alwi et al. 2016). According to research conducted by (Oghazi et al, 2018), (Mahliza, 2020), and (Irshad et al. 2020) in this research explained that there is a significant positive relationship between trust and purchase decision. This research is also in line with the research conducted by (Patel et al. 2020) and (Neumann et al. 2020) which also explains that there is a significant positive relationship between trust and brand usage.

Research Gap: -

In the healthcare industry not too many studies in Arabic library explain the effective branding to influence consumer perceptions and choices. However, there is a need to explore and understand the impact of developing perceived product quality and brand image on brand usage, especially when considering the moderating role of brand trust. (Nelly Then & Suwinto Johan, 2021) In this research, we aim to address the following problem, what is the influence of developing perceived product quality and brand image on brand usage in the context of healthcare branding? How does brand trust moderate this relationship? And what is the power of brand image in healthcare industry? How to balance between product quality and brand image? By investigating and analyzing this problem, we hope to gain valuable insights that can help healthcare organizations improve their branding strategies, enhance brand usage, and ultimately achieve greater success in the industry.

Figure 1: Conceptual Framework
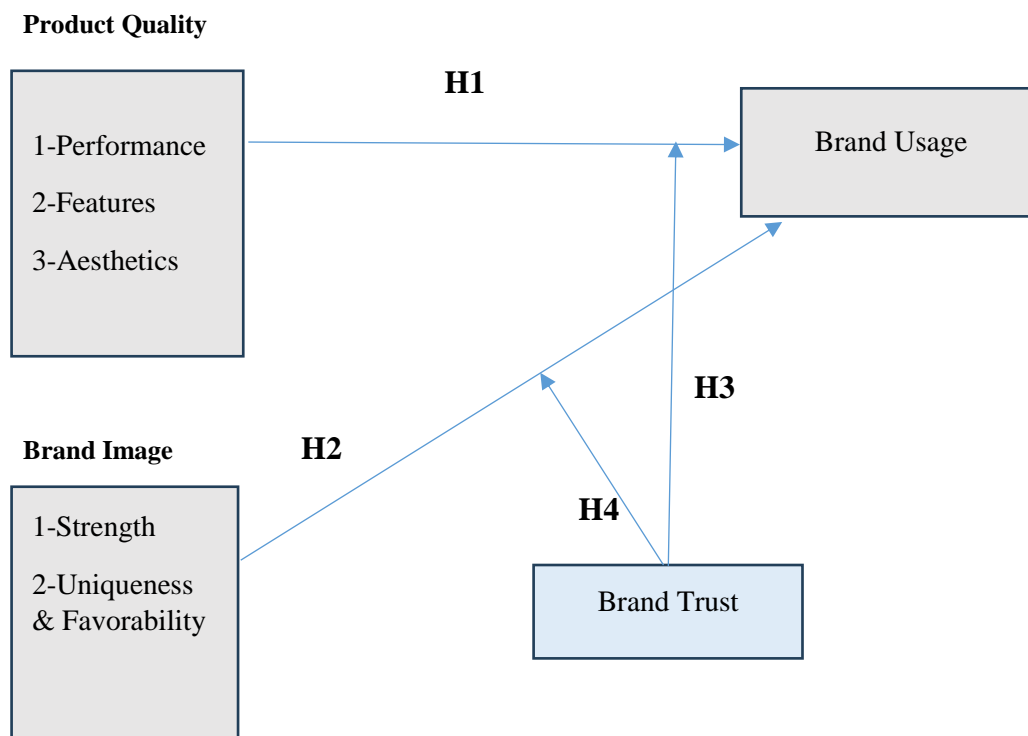
Source: Constructed by The Author

4- RESEARCH METHODOLOGY

This research aims to investigate the relationship between health care product quality, brand image and brand usage moderated by brand trust. Data for the present study were collected in (2024), using a questionnaire passed to a random sample of (277) individuals from the city of Cairo (Egypt) has responded the questionnaire. The questionnaire consisted of five sections. The first four sections included questions and items related to health care product quality, brand image, brand usage and brand trust. These four sections used a Likert-Scale ranging between "Strongly agree" (5) and "Strongly disagree" (1). Finally, the fifth section included demographic questions about gender, age, income and education.

The SPSS software will be used to organize and explain the responses. The data will be analyzed in SPSS using techniques such as frequency analysis, reliability testing, descriptive statistics and multiple regression analysis. The hypothesis outcomes will then be uncovered based on the analysis findings.

Empirical Evidence: -

According to the descriptive analysis for demographic variables, the results indicate that most of the sample is females with (52%), while males account for only (48%). As for the age, the results indicate. that the age of the majority is 18-25 (77.6%) followed by those ranging between 26-35 with (18.1%). Moreover, the analysis showed that the majority has income less than 7500 (62.1%), followed by those whose income is ranged between (7500 - 15000) per month with (20.9%). Finally, concerning educational background, the majority are graduated (42.2%) followed by those who are in college school (36.1%).

Alpha Cronbach's (Reliability analysis) for questionnaire items: The result indicates that the Cronbach's Alpha value is ranged between (0.6 - 0.8). Moreover, Cronbach's alpha is most commonly used to assess the internal consistency of a questionnaire that is made up of multiple Likert-type scales and items. The accepted rule for Cronbach's alpha value is that 0.6-0.7 an acceptable level of reliability, so the result is considered as a good level.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	265	4.00	20.00	14.7966	2.37112
Brand Image	274	2.00	10.00	7.5061	1.26124
Brand Usage	271	1.00	5.00	3.8339	.69795
Brand Trust	274	1.00	5.00	3.8090	.70206
Valid N (listwise)	258				

Table 2: Reliability Analysis

Constructs	Number of Items	Cronbach`s Alpha
Product Quality	13	0.890
Brand Image	6	0.810
Brand Usage	3	0.712
Brand Trust	3	0.644

Table 3: Sample Perception of Product Quality

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Rank
The healthcare product is manufactured using high-quality materials and processes.	8	17	79	129	44	3.5560	.92153	11
I am confident in the consistent quality and performance of healthcare products	11	20	66	142	38	3.6643	.91639	6
The performance of the health care products I use consistently meets my expectations.	7	25	100	108	36	3.6354	.94442	9
Users can rely on the healthcare product to deliver accurate results.	7	31	80	119	38	3.5109	.92041	13
The healthcare product consistently performs at a high level.	12	14	83	127	40	3.5455	.95172	12
The healthcare product effectively addresses the needs and requirements of users.	8	18	84	120	45	3.6123	.94488	10
The healthcare product demonstrates excellent speed and efficiency in delivering results.	8	16	78	134	38	3.6400	.93074	8
The durability of healthcare products i use meets my expectations for long-term use.	6	9	66	153	39	3.6496	.89436	7
The healthcare product i use offer features that enhance their effectiveness	7	5	56	153	53	3.7692	.81453	5
The features offered by the healthcare products I use are user-friendly.	5	14	64	143	49	3.8759	.82936	1
Users can customize the healthcare product to suit their specific requirements.	9	10	60	137	59	3.7891	.85812	4
The healthcare product has a visually appealing design that enhances user experience.	8	11	57	152	48	3.8255	.91942	2
I am satisfied with the overall aesthetics appeal of the healthcare product i use.	7	10	62	144	53	3.8007	.87395	3
Weighted Mean	3.682646							
Weighted Standard Deviation	0.901525							

Table (3) shows descriptive statistics for product quality, from which we find that the highest average was awarded to the tenth statement of the section " The features offered by the healthcare products I use are user-friendly " with mean 3.8759 and standard deviation of 0.82936, followed by " The healthcare product has a visually appealing design that enhances user experience ". The mean of this section is 3.682646.

Table 4: Sample Perception of Brand Image

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Rank
I strongly associate healthcare products with reliability and effectiveness.	5	14	52	152	53	3.8188	.87166	2
The product's design and functionalities set it apart as a one-of-a-kind offering.	10	7	69	143	48	3.8478	.85197	1
I perceive healthcare products as having a strong reputation in the market.	11	24	65	139	36	3.7653	.89229	4
I perceive healthcare products as standing out from competitors due to their unique offerings.	6	17	60	151	42	3.6000	.95901	6
The healthcare product brings a fresh perspective and unique value proposition to the market.	5	10	79	132	50	3.7464	.86602	5
I have a favorable opinion of the healthcare product based on their personal experience	7	10	51	158	49	3.7681	.85101	3
Weighted Mean	3.757733							
Weighted Standard Deviation	0.881993							

Table (4) shows descriptive statistics for brand image, from which we find that the highest average was awarded to the second statement of the section " The product's design and functionalities set it apart as a one-of-a-kind offering " with mean 3.8478 and standard deviation of 0.8519, followed by " I strongly associate healthcare products with reliability and effectiveness.". The mean of this section is 3.757733.

Table 5: Sample Perception of Brand Usage

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Rank
The healthcare product has received overwhelmingly positive feedback from users.	8	9	51	157	50	3.8436	.84637	2
In general, I have a positive view of the healthcare product.	6	14	64	144	46	3.7664	.86666	3
I am likely to continue purchasing from healthcare products based on my trust in the brand	6	12	55	133	69	3.8982	.90245	1
Weighted Mean	3.836067							
Weighted Standard Deviation	0.871827							

Table (5) shows descriptive statistics for brand usage, from which we find that the highest average was awarded to the third statement of the section " I am likely to continue purchasing from Healthcare products based on my trust in the brand" with mean 3.8982 and standard deviation of 0.90245, followed by "The healthcare product has received overwhelmingly positive feedback from users.". The mean of this section is 3.836067.

Table 6: Sample Perception of Brand Trust

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Rank
The healthcare product is widely regarded as a reliable and trustworthy solution in the industry.	8	14	54	132	67	3.8582	.94264	2
My level of trust in healthcare products strongly influences my purchasing decisions.	6	12	55	133	69	3.8782	.90344	1
I am confident in the consistent quality and performance of healthcare products.	7	23	64	143	40	3.6715	.91109	3
Weighted Mean	3.8093							
Weighted Standard Deviation	0.918727							

Table (6) shows descriptive statistics for brand trust, from which we find that the highest average was awarded to the second statement of the section " My level of trust in Healthcare products strongly influences my purchasing decisions." with mean 3.878 and standard deviation of 0.90344, followed by "The healthcare product is widely regarded as a reliable and trustworthy solution in the industry ". The mean of this section is 3.8093.

Empirical Evidence: -

Table 7: Pearson Correlation Between the Independent, Moderate Variables and Brand Usage

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.840	4	20.710	139.208	.000[b]
	Residual	37.639	253	.149		
	Total	120.479	257			

Table 8: Regression Analysis of (Product Quality and Brand Image) and Brand Usage Moderated by Brand Trust

Correlations

		Brand Usage	Product Quality	Brand Image	Brand Trust
Brand Usage	Pearson Correlation	1	.713[**]	.732[**]	.817[**]
	Sig. (2-tailed)		.000	.000	.000
	N	271	261	269	270
Product Quality	Pearson Correlation	.713[**]	1	.760[**]	.675[**]
	Sig. (2-tailed)	.000		.000	.000
	N	261	265	263	263
Brand Image	Pearson Correlation	.732[**]	.760[**]	1	.683[**]
	Sig. (2-tailed)	.000	.000		.000
	N	269	263	274	272
Brand Trust	Pearson Correlation	.817[**]	.675[**]	.683[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	270	263	272	274

**. Correlation is significant at the 0.01 level (2-tailed).

According to table (7), the results of Pearson Correlation between the independent variables (product quality and brand image), moderator (brand trust) and brand usage indicated that there is a strong positive relationship between the variables under study.

Model Summary: -

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.688	.683	.38571

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.571	.204		7.706	.000
	Product quality	.100	.072	.341	3.389	.006
	Brand image	.136	.136	.251	2.002	.017
	Product quality*brand trust	.008	.018	.188	2.435	.034
	Brand image*brand trust	.078	.035	.953	2.191	.029

In order to test the hypotheses, regression analysis was needed. First, the Adjusted R-square is 0.683 and it indicates that 68 % of the discrepancy in brand usage has been considerably explained by independent variables (product quality, brand image and the interaction terms between product quality, brand image and brand trust).

Then, according to the results of table (8), based on the ANOVA table, it is found that the significance level is 0.000 (p = .000), that is less than 0.05. Since that the p value is 0.000 < 0.05, thus it shows that the independent variables can, to a good extent, impact brand usage, which is the dependent variable.

First for the direct impact, table 8 shows that product quality and brand image have positive significant impact on brand usage since the p-value is less than 0.05. Hence, H1 and H2 are accepted.

Second, after moderating the impact of brand trust on the relationship between product quality, brand image and brand usage, the outputs illustrate that there are positive significant relationships between product quality, brand image and brand usage moderating by brand trust as the p-value is less than 0.05 so the brand trust has significant effect on the relationship between product quality, brand image and brand usage. So, H3 and H4 are accepted.

Table 9: Regression Analysis of (Product Quality Dimensions) and Brand Usage Moderated by Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.812[a]	.660	.652	.40575

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.876	6	13.479	81.874	.000[b]
	Residual	41.652	253	.165		
	Total	122.528	259			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.963	.202		9.700	.000
	performance	.107	.123	.206	2.867	.037
	Features	.125	.245	.118	2.511	.060
	Aesthetics	.304	.191	.347	2.590	.053
	Performance*brand trust	.051	.032	.626	1.580	.115
	features *brand trust	.084	.067	.528	1.262	.208
	Aesthetics*brand trust	-.048	.052	-.317	-.920	.358

In order to test the hypotheses, regression analysis was needed. First, the Adjusted R-square is 0.652 and it indicates that 65 % of the discrepancy in brand usage has been considerably explained by independent variables (product quality dimensions (performance, features and aesthetics and the interaction terms between them and brand trust).

Then, according to the results of table (9), based on the ANOVA table, it is found that the significance level is 0.000 (p = .000), that is less than 0.05. Since that the p value is 0.000 < 0.05, thus it shows that the independent variables can, to a good extent, impact brand usage, which is the dependent variable.

First for the direct impact, table 9 shows that performance, features and aesthetics have positive significant impact on brand usage. Hence, H1a, H1b and H1c are accepted.

Second, after moderating the impact of brand trust on the relationship between performance, features and aesthetics and brand usage, the outputs illustrate that there are insignificant relationships between performance, features and aesthetics and brand usage moderating by brand trust as the p-value is greater than 0.05 so the brand trust doesn't significantly affect the relationship between performance, features and aesthetics and brand usage. So, H3a, H3b and H3c are rejected.

Table 10: Regression Analysis of (Brand Image Dimensions) and Brand Usage Moderated by Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830^a	.690	.685	.39056

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.103	4	22.276	146.036	.000^b
	Residual	40.117	263	.153		
	Total	129.221	267			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.935	.177		10.915	.000
	Strength	.590	.239	.580	2.468	.014
	Uniqueness &favorable	.545	.245	.550	2.222	.027
	Strength*brand trust	.211	.064	1.333	3.279	.001
	Uniqueness *brand trust	.070	.066	.431	1.858	.091

In order to test the hypotheses, regression analysis was needed. First, the Adjusted R-square is 0.685 and it indicates that 68 % of the discrepancy in brand usage has been considerably explained by independent variables (brand image dimensions (uniqueness & favorable, strength and the interaction terms between them and brand trust).

Then, according to the results of table (10), based on the ANOVA table, it is found that the significance level is 0.000 (p = .000), that is less than 0.05. Since that the p value is 0.000 < 0.05, thus it shows that the independent variables can, to a good extent, impact brand usage, which is the dependent variable.

First for the direct impact, table 9 shows that uniqueness & favorable and strength have positive significant impact on brand usage. Hence, H2a and H2b are accepted.

Second, after moderating the impact of brand trust on the relationship between uniqueness & favorable and strength and brand usage, the outputs illustrate that there are positive significant relationships between uniqueness & favorable and strength and brand usage moderating by brand trust as the p-value is less than 0.05 so the brand trust has significant effect on the relationship between uniqueness & favorable and strength and brand usage. So, H4a and H4b are accepted.

5- DISCUSSION

Based on the results of this research, we see that perceived product quality has a significant positive influence on brand usage. The accepted hypothesis indicates that the perceived product quality can provide good benefits and can be felt by consumers. The better the perceived quality in accordance with consumer expectations, the greater their desire to buy the healthcare products. This is in accordance with research conducted by (UIfat et al. 2014), (Perera & Dissanayake, 2013) and (Namrata & Aradhana, 2022) which explains that perceived product quality has a positive impact on brand usage and purchasing decisions. Consumers will tend to prefer products with good quality to the healthcare products they use.

Additionally, we see that brand image has a significant positive influence on brand usage. The hypothesis indicates that the brand image of healthcare brands circulating among the public is very important and can make consumers want to decide to buy healthcare products. The better the brand image built by the company, the higher the consumer's desire to buy the product. The results of this study support the theory of (Kotler and Armstrong, 2016) which states that brand image can be used to tell consumers how high the quality of the product is. Consumers who have a positive image of a brand will be more likely to decide on a purchase. The results of this study are in line with research conducted by (Lamasi & Santoso, 2022), and (Boonmee, 2015) which states that the brand image variable has a significant effect on the brand usage and purchase decision.

Also, we concluded that perceived product quality has an insignificant effect on brand trust. The rejected hypothesis indicates that with the quality perception of consumers towards a brand, based on the experience they receive, so that this can't form a trust in the healthcare brands.

Furthermore, brand image has a significant positive effect on brand trust. most of healthcare brands has a good image in the minds of consumers, where have been widely distributed throughout the world.

This indicates that the popularity of healthcare brands throughout the world will make consumers not hesitate to put their hopes and trust in healthcare brands, so this creates an opportunity for the companies to maintain its circulating image in the community so that it remains well instilled in the minds of consumers. The results of this research are in line with research conducted by (Lien et al. 2015), (Han et al. 2019), (Alwi et al. 2016), and (Chinomona, 2016) which explains that there is a significant positive relationship between brand image and brand trust.

Moreover, brand trust has a significant positive influence on brand usage. This shows that consumer confidence in most of healthcare brands and has always made healthcare products more trusted by consumers to be able to influence use and purchase decisions. The results of this research are in line with research conducted by (Oghazi et al, 2018), (Mahliza, 2020), and (Irshad et al. 2020) in the results of this research explained that there is a significant positive relationship between brand trust and brand usage.

And after moderating the impact of brand trust on the relationship between performance, features and aesthetics and brand usage, the outputs illustrate that there are insignificant relationships between performance, features and aesthetics and brand usage moderating by brand trust as the p-value is greater than 0.05 so the brand trust doesn't significantly affect the relationship between performance, features and aesthetics and brand usage. So, H3a, H3b and H3c are rejected.

According to (Prasanth, 2023) brand image is becoming increasingly important in healthcare for several reasons. First, the healthcare industry is becoming more competitive. Patients have more choices than ever before, and healthcare organizations are competing for their attention and loyalty. A strong brand can help healthcare organizations differentiate themselves from competitors and attract and retain patients. A strong brand can improve overall patient outcomes. When patients feel connected to a healthcare organization, they are more likely to follow treatment plans, adhere to medication regimens, and engage in healthy behaviors. A strong brand can help healthcare organizations build this connection with patients, which can lead to better health outcomes.

6- CONCLUSION

In this research our primary focus in studying healthcare branding revolves around the influence of perceived product quality and brand image on consumer decision-making processes within the healthcare industry. The research reveals that perceived product quality entails consumers' subjective evaluations of the overall effectiveness and quality of healthcare products or services. On the other hand, brand image encompasses consumers' perceptions of a brand's reputation, credibility, and distinctiveness in the healthcare market. Additionally, the research highlights the significance of brand trust as a crucial moderator in the relationship between perceived product quality, brand image, and brand usage. Brand trust refers to the level of confidence and reliance that consumers place in a healthcare brand, considering factors such as reliability, transparency, and ethical conduct.

This research underscores the importance of developing perceived product quality and cultivating a strong brand image within the healthcare industry. These factors significantly influence consumers' decision-making processes. Moreover, the role of brand trust as a moderator emphasizes the need to establish and nurture trust in healthcare branding efforts. By effectively understanding and managing these factors, healthcare organizations can enhance brand usage and foster lasting relationships with consumers.

After conducting extensive research and analysis using the SPSS software and a sample size of 277 individuals, I have reached several conclusions regarding healthcare branding and its impact on consumer decision-making. The analysis revealed that perceived product quality had a significant positive impact on brand usage. This suggests that when consumers perceive healthcare products to be of high quality, they are more likely to use the brand. The results indicated a significant positive relationship between brand image and brand usage. This implies that a favorable brand image plays a crucial role in influencing consumers' decision to use healthcare products. Moreover, the analysis showed that brand trust moderates the relationship between perceived product quality and brand usage. Specifically, brand trust strengthens the positive impact of perceived product quality on brand usage. This suggests that when consumers have trust in a healthcare brand, the effect of perceived product quality on brand usage becomes more pronounced.

Also, we found the moderation effect of brand trust on the product attributes like performance and features was found to be non-significant. This implies that brand trust does not significantly influence the relationship between product quality and brand usage in the context of healthcare branding. It is crucial for healthcare organizations to focus on developing perceived product quality and cultivating a strong brand image. These factors have a profound impact on consumer decision-making within the healthcare industry. Additionally, establishing and nurturing brand trust is of utmost importance. By effectively managing and understanding these factors, healthcare organizations can enhance brand usage and build emotional interactions with consumers. For healthcare organizations to effectively establish their brands and promote brand usage, it is imperative to focus on enhancing perceived product quality and cultivating a strong brand image that resonates with the target audience. Additionally, building and maintaining trust among consumers should be a key priority, as it amplifies the impact of perceived product quality and brand image on brand usage.

7- IMPLICATIONS

Theoretical Implications: -

This research contributes to the existing body of knowledge on healthcare branding by demonstrating the positive influence of perceived product quality and brand image on brand usage. Strong perceived quality leads consumers to believe the brand delivers on its promises, thus increasing usage. Similarly, a positive brand image, characterized by trustworthiness and innovation, can create a preference for using the healthcare brand

Furthermore, the study highlights the moderating role of brand trust. While specific product attributes like performance and features might not directly impact brand trust a strong existing brand trust can amplify the positive influence of these features on brand usage. Future research could explore the specific features that build brand trust within the healthcare industry, perhaps by examining a more nuanced definition of "performance" focusing on treatment outcomes rather than wait times.

- Shifting focus from product quality to brand image:

Traditionally, healthcare decisions were primarily based on perceived product quality. This research suggests a potential shift in consumer behavior, where brand image may be playing a more prominent role in influencing brand usage for healthcare products and services. The findings highlight the growing importance of emotional connection and brand storytelling in healthcare branding. This is due to the positive and statistically significant relationship between brand image and brand usage, and the moderating effect of brand trust, suggests that consumers are increasingly seeking a sense of security, reliability, and emotional resonance from their healthcare providers. This aligns with recent trends in consumer behavior, where brand image and emotional connection are becoming more crucial across industries.

Practical Implications: -

This research offers valuable insights for healthcare marketers and corporations looking to strengthen their branding strategies and increase brand usage. So, our findings can be applied in practice.

Implications for Marketers: -

- Elevating brand image as a strategic priority: The positive and significant relationship between brand image and brand usage suggests that healthcare marketers should prioritize building a strong brand image alongside product quality. Additionally, investing in brand storytelling can develop compelling narratives that communicate the brand's values, purpose, and commitment to patient well-being. Furthermore, emotional connection can craft marketing messages that evoke positive emotions such as trust, empathy, and security.

- Leveraging brand trust to enhance customer relationships: Foster brand trust by emphasizing transparency in communication, highlighting credentials and expertise, and showcasing positive patient testimonials.

Additionally, building relationships foster a sense of community and connection through patient engagement initiatives and personalized communication. Furthermore, reputation management proactively addresses any negative feedback or concerns to maintain a positive brand image.

Implications for Customer Relationship Management: -

- Capitalizing on customer emotional resonance: Understanding emotional needs such as conducting research to identify the specific emotional needs and concerns of target audiences within the healthcare space. And tailored branding strategies such as develop branding strategies that resonate with these emotional needs. For example, a brand offering pain medication might focus on feelings of relief and security, while a mental health service could emphasize empathy and empowerment.

Furthermore, emotional touchpoints such as design patient experiences (both online and offline) evoke positive emotions throughout the healthcare journey.

By implementing these strategies, healthcare marketers and corporations can reap significant benefits such as: - Building a strong brand image and emotional connection translates to increased brand awareness, preference, and ultimately, brand usage. -Positive emotional connections foster patient loyalty, encouraging repeat business and positive word-of-mouth recommendations. -A focus on emotional resonance can enhance the overall patient experience, leading to greater satisfaction and positive outcomes. -A strong brand image and emotional connection can differentiate a healthcare brand from its competitors in a crowded marketplace.

8- LIMITATION AND FUTURE RESEARCH

The results of this research can be used as material for consideration and evaluation regarding product quality, brand image, brand trust on brand usage of healthcare products. From the findings in this research, it was found that product quality, brand image, and brand trust have a high value in healthcare brands. This research has several limitations in data processing because the data processed in this research specifically only examines consumers/users of healthcare products. This research only uses the variables of product quality, brand image, brand trust and brand usage. The research studied only three dimensions related to the product, future research should address and extend the study to cover other dimensions.

For academics, further research should increase the number of respondents, The study only covered Cairo as a geographic area due to time & cost limitations. Future research should consider widening the geographic area of study. Also, add research objects and develop variables in subsequent research so that the results obtained are more accurate and strengthen research results, and expand the reach of the population and sample. For corporations, suggestions for companies to increase brand image and brand trust, companies or marketers of healthcare products need to strengthen their brand image and maintain their company reputation so that consumers can remember the healthcare brand and can also increase consumer intention to use and buy.

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