

RESEARCH ARTICLE

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ANALYSIS OF THE RELATIONSHIP BETWEEN PSYCHOLOGICAL PRICING STRATEGY AND PRODUCT QUALITY AND THEIR IMPACT ON MARKETING EXCELLENCE (A CASE STUDY OF RETAILERS OF CELLULAR DEVICES IN NAJAF)

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Abstract

This research aims to understand and analyze the impact of psychological pricing and product quality on marketing excellence. The research is descriptive and quantitative, focusing on the retail market for mobile phones in the city of Najaf. The researcher relied on a study population of 423 retail stores catering to consumers' needs for mobile phones. A random distribution of questionnaires was employed to obtain genuine results as a tool for collecting primary data from a sample of 100 responses, representing 23.6% of the population. Each questionnaire comprised 35 questions. The primary data was collected and analyzed, and research hypotheses were tested using the statistical package for social sciences (SPSS).

The research is structured into three main sections. The first section discusses the psychological pricing strategy and product quality. The second section delves into the marketing excellence of the surveyed company through innovation and creativity, brand name, as well as the site, and differentiation achieved by the company in comparison to its competitors in the market. The third section presents conclusions and recommendations.

Keywords Psychological pricing, product quality, innovation and creativity.

INTRODUCTION

The competitive landscape has shifted the approach of companies introducing their products to the market. Embracing change has become imperative for survival, and only those businesses willing to adapt will seize new opportunities to excel in this highly competitive market. Pricing is one of the most critical challenges organizations face, especially when setting prices for new products, launching new products, or enhancing existing ones. When an

organization produces a large number of interrelated products with varying qualities and costs, pricing requires more than just technical expertise in production and cost; it demands innovative and creative thinking, as well as a constant awareness of consumer motivations. Today's consumers are thoughtful and informed in their purchasing decisions (Al-Talidi, 2020).

The cellular device market has become increasingly competitive, and companies are

striving to develop and market suitable products for consumers in this era. This raises the question: how can marketers gain deeper insights into consumer psychology? If marketers can understand their consumers' psyche, they will be better equipped to develop effective pricing strategies.

Today's consumers know what they want and are well-informed, so companies striving for marketing excellence must be cautious when setting their pricing strategies. They need to offer the best, high-quality cellular products with well-known brand names by relying on the innovative and creative ideas of marketers and their ability to read consumers' thoughts regarding their needs and wants. Additionally, the right choice of company location in the competitive market is crucial. All of this requires a good understanding of consumer psychology, enabling marketers to create an ideal picture of their target audience when developing their pricing strategies (Hasan, 2016).

Marketing techniques used by marketers through pricing methods that appeal to the psychological and emotional aspects of consumers. To attract consumers and introduce new products, marketers use various activities such as coupons, demonstrations, event offers, and trade shows.

Currently, businesses face numerous challenges due to the rapid increase in competition, particularly concerning technological advancements and digitalization. This has made

it imperative for organizations to adopt modern trends and concepts to utilize their capabilities and achieve marketing excellence. This highlights the research problem, which can be formulated as follows: Is there a relationship between the psychological pricing strategy and product quality, and do they have an impact on the marketing excellence of the surveyed sample? In this research, we aim to shed light on the pricing strategy for remaining competitive and excelling among competitors.

The importance of the research lies in the fact that companies use different pricing strategies to achieve marketing excellence. One such strategy is psychological pricing, which involves tactics that exploit consumers' cognitive and emotional responses to pricing strategies

Hypothesis:

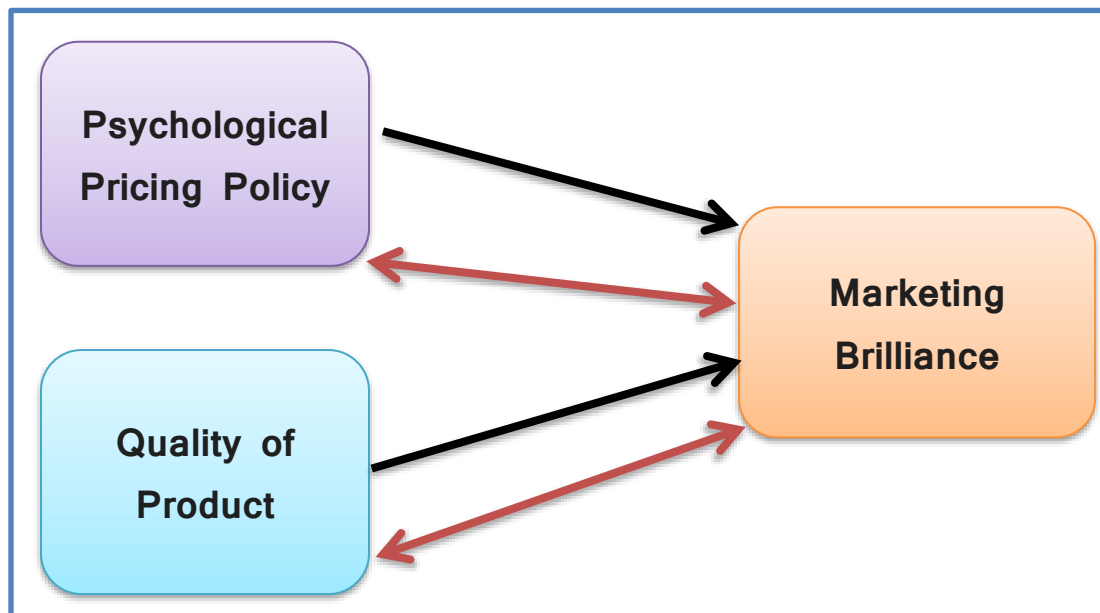
First Hypothesis: There is a statistically significant correlation between psychological pricing policy and marketing brilliance

Second Hypothesis There is a statistically significant correlation between the Quality of Product and marketing brilliance

Third Hypothesis: There is a statistically significant effect of psychological pricing policy on marketing brilliance

Fourth Hypothesis: There is a statistically significant effect of the Quality of Product on marketing brilliance

Research plan



First Section: Psychological Pricing Strategy and Product Quality

First: Psychological Pricing Strategy:

1- Concept and Importance

Companies need to re-evaluate their pricing strategies to ensure they remain at the forefront of marketing excellence. In reality, pricing a product goes beyond profit margins; it is a marketing tool. According to Kotler, pricing strategy is essential for any organization involved in producing goods as it reflects their overall pricing approach. A company does not set just one price but rather a pricing structure that covers the elements within its pricing architecture (JOHN, 2018).

Price is a powerful factor influencing consumers' perceptions of a product. Understanding how consumers perceive price can help companies price their products effectively to increase sales and achieve their goals of staying ahead of competitors in the market.

Husted et al. defines price as "the product expressed in money terms, which is exchanged to acquire ownership to use the product by the consumer" (as cited in Tarabelsi, 2018).

Al-Talidi (2020) defines price as "the amount of money required to exchange for a mix of the physical and psychological attributes of a product, including the associated services, i.e., the exchange value of the product in the market."

Consumers tend to associate higher prices with higher quality and lower prices with inferior quality. This inference is particularly prevalent when consumers lack prior knowledge or experience in a specific product category. Numerous exciting pricing psychology studies have revealed that the pricing inputs by marketing managers can psychologically increase the likelihood of consumer acquisition. Therefore, understanding pricing psychology can help boost sales volume and attract consumers (Nassour, 2018). Hence, it can be argued that price is the fundamental pillar for generating revenue.

While there are several strategies companies employ to price their products, this section focuses on the psychological pricing strategy. Psychological pricing is a strategic approach that transcends traditional methods of

determining production costs and profit margins. It involves leveraging the principles of human psychology to influence marketing excellence by manipulating the way prices are presented. One of the most critical aspects of psychological pricing is its ability to enhance the perceived value of products or services. This strategy recognizes that consumers do not always make purchasing decisions based solely on objective pricing factors; their choices are often influenced by the emotional and psychological signals associated with the pricing structure.

Companies use psychological pricing for several reasons, the most important of which are:

Creating a perception of low cost for consumers, thereby creating the illusion of a more attractive and affordable deal. Ultimately, a company's success hinges on what consumers are willing to accept and pay for. Prices are often associated with discounts or special offers, creating the perception that consumers are getting a better deal, which can positively influence how consumers evaluate the value proposition of a product (Khosravi, 2012).

Psychological pricing is a pricing strategy that leverages the theory that specific prices have psychological effects on consumers' price perception, attitude, and product acquisition. Retail prices are often set as psychological prices, slightly below a round number. Consumers tend to perceive psychological prices as significantly lower than rounded prices (Pandey & Kumar, 2017, p. 102).

Hence, it is evident that the psychological pricing strategy, which takes advantage of human psychology and cognitive perception as determined by companies, influences consumers' perceptions regarding prices in a way that resonates with them on a subconscious level, making them more susceptible to making emotional purchases. Consumers may view products with individual prices as more attractive and in line with a limited-time offer or discount.

2 Types of Psychological Pricing:

The psychological pricing method, as a term itself, describes the business practice of setting prices just below a round number. The idea behind reducing the leftmost digit is that consumers will read the slightly lower price and perceive it as significantly lower. This strategy is based on prompting consumers to make purchasing decisions based on emotional reactions rather than logical thinking (Nasssour, 2019).

Psychological pricing is a prominent strategy employed by companies through pricing methods that appeal to consumers' psychological and emotional aspects (Ram, 2023). These include:

- Ending the price with the digit 9: Pricing a product at 999 dinars instead of 1000 dinars, for example. Consumers tend to perceive such prices as lower than they are, encouraging them to purchase as it appears to be a better deal.
- Bundling: Offering products in packages with a lower overall price than if the items were purchased individually.
- Pricing in words: Using specific words like "free" and "sale" attracts more consumers, and they may be more willing to purchase these products compared to competing products with similar specifications but higher prices.

3- Advantages and Benefits of Psychological Pricing:

The psychological pricing strategy has the advantage of potentially increasing sales for companies that employ it. Creating a perception of affordability and value makes consumers more susceptible to making purchases, which, in turn, contributes to consumer satisfaction with the product's brand.

The simplicity and clarity associated with psychological pricing can also facilitate faster decision-making by consumers, especially in fast-paced retail environments or online shopping scenarios (Aastha, 2023).

Therefore, companies need to adopt a suitable pricing strategy, even if it involves pioneering methods that revolutionize how they price their

products. Innovative pricing strategies can help companies excel in the market by moving away from traditional pricing. Several techniques can be employed when using psychological pricing, such as round-numbered low prices, optional prices, bundling, dynamic pricing, freemium models, tiered pricing, and surprise pricing (Ahmed et al., 2019; Marrugo and Alemán 2023)

Second: Quality Awareness:

Quality is the true measure of excellence for cellular device manufacturers in the industrial market. It helps companies improve and develop their products to become a passport for the organization's transition from local to international markets. This requires the organization to build strong relationships with distributors and suppliers, as well as leverage the expertise and skills of its employees to achieve the highest levels of quality (Saleh, 2007).

Quality is defined as the optimal investment in a product that leads to continuous improvement. Quality awareness or the path to enhancing companies' activities by focusing on quality at all stages of work can help solve complex problems and indicate the organization's marketing excellence (Hussain et al., 2006, p. 779; Kahsay et al., 2007). In 1986, Deming defined product quality as arising from the interaction of three angles of a triangle: the first angle being the product itself, the second angle being the provision of training to customers on using the product, and the third angle being how consumers actually use the product (Connell, 2007, as cited in Shiekhi, 2011).

Horngren mentions that quality encompasses two aspects: design quality and conformance quality. Design quality is measured by how well products meet consumer requirements, while conformance quality refers to manufacturing products according to engineering and industrial design specifications (Mahmoud, 2021).

It is evident that quality awareness, resulting from pricing, involves the use of psychological pricing techniques. Therefore, price quality is

essential for companies to develop effective pricing strategies. By employing psychological pricing methods, companies can benefit from consumers' perception of price and quality by emphasizing features such as packaging, craftsmanship, and adaptability to meet the dynamic market preferences and expectations of consumers. Through this, companies can effectively position themselves in the market to gain and maintain marketing excellence.

Second Section: Marketing Excellence:

First: Innovation and Creativity:

Innovation and creativity are prevalent concepts in today's world due to scientific and technological advancements that have impacted individuals' lives and organizations' structures and capabilities to excel amid intense competition.

Innovation and creativity are essential and contemporary topics in management sciences, as they lead to renewal and adaptation to new challenges (Radwan, 2018). Renewal enables organizations to achieve excellence over other competing companies in the market. In the next decade, marketing talent, rather than finance talent, will be seen as the foundation. The highly creative, fast-paced marketer who delivers will be highly valued. Innovation and creativity are of paramount importance to companies. Every marketing plan needs an idea, not just money. Therefore, companies strive to build relationships between consumers and the brand and engage consumers in their product ideas. Today's consumers have the primary means of new web technology. New discussions about relationships between wholesalers, retailers, suppliers, and consumers: new discoveries and inventions (Hall, 2009).

According to Genedy, there are differences between the following terms:

Innovation: The ability to imagine visualize, and generate new and unconventional ideas.

Creativity: The process of improving products to modify them, and introducing specific technological changes to keep up with modern technologies. (Sahbi & Shaaban, 2023)

Invention: An idea, drawing, or model of a new machine or system.

An innovative and creative individual seeks innovative and creative ideas and practices them in their immediate environment. An individual without a long history of familiarity with conventional things is more likely to present new ideas due to their lack of prior knowledge of performance, free from any constraints that may hinder their thinking (Alsarn, 2020).

Therefore, achieving marketing excellence requires companies to be creative, and this, in turn, necessitates wise management capable of motivating employees and providing the requirements and an environment that helps transform employees' ideas into tangible, innovative, and creative products to achieve the top management's goals toward excellence and success. However, the most competitive organizations are likely to be technology-related (Doghrmaji, 2023). Such organizations can undergo open innovations to contribute to enhancing their marketing excellence over competitors.

Second : Brand Name:

Brand name plays a crucial role in shaping consumers' perceptions of price and quality. Well-established brands often command higher prices due to their reputation for delivering high-quality products. Consumers are often willing to pay a premium for such brands, even when similar products are available at lower prices, as they associate them with reliability and durability (Sjafar et al., 2017). Consumer preference for purchasing a particular brand and repurchasing it is a form of commitment (Al-Wendawi, 2015).

The American Marketing Association defines a brand name as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Khoironi et al., 2018).

Consumers often compare prices across different brands before making a purchase to

ensure they do not lose potential consumers to competitors. This provides customers with the assurance of obtaining low-priced, high-quality products, allowing companies to remain competitive in the market. According to Kotler, a brand name expresses the set of perceptions that an individual forms about a product. When consumers know little about a product, they are likely to rely on the brand image (El-Sayed & El-Sayed, 2021).

The competitiveness that marketing brings to organizations enhances their ability to stand out and excel, achieving a strong market position. Thus, the different levels of positioning interact by relying on marketing to succeed in this strategy and supporting it through various values adopted by the organization and perceived by the targeted consumers (Malika, 2023).

Building a favorable brand image for manufacturing companies in consumers' minds compared to competitors depends on several factors, including (Rice & Ben Cherif, 2018):

Defining the competitive arena.

Identifying the set of established beliefs among consumers.

Analyzing consumers' perceptions, preferences, and choices, and selecting the positioning strategy.

Third: Differentiation:

Differentiation aims to avoid doing what others do and instead choose a distinguishing factor linked to the company's aspirations to achieve consumer loyalty. It is a common characteristic that companies want consumers to discover in their products (Karima, 2016). An organization stands out from its competitors when it can offer unique products to its consumers, providing them with genuine value. This is further enhanced by additional advantages, such as product-related features and after-sales services (Hassan, 2017).

Products must be distinctive and offer value, provided that consumers perceive this distinction, making them willing to pay a

premium for it. Zarour (2013) mentions that among the most critical attributes of differentiation are consumer loyalty to the company, its ability to face marketing competitors, providing a framework of psychological and behavioral protection through the mental image and psychological attitudes among customers, and the opportunity to raise prices when necessary, relying on product differentiation, consumer loyalty, and their affiliation with the manufacturing company to achieve marketing excellence over competitors.

Third: Practical framework of the study

120 questionnaires were distributed and 109 questionnaires were retrieved. The accepted number (complete answers) was 100 questionnaires that were used to conduct the statistical analysis; thus, the retrieval rate was (83.33%).

Coding study variables and tabulating data

The importance of this procedure from the necessity of facilitating the task of reading and identifying variables during the process of conducting statistical analysis of the data extracted from the questionnaire. Table (1) shows the symbols of the study variables, their dimensions, and the number of items.

Table (1) Study Variables.

Variable	No of Items	Code
Psychological Pricing Policy	13	PPP
Quality of Product	9	QP
Marketing Brilliance	13	MB

Approval level criteria

The responses to the questionnaire items (strongly disagree, disagree, neutral, agree, strongly agree) were converted into the following grades:

Table (2) Answers and their grade

Answer	grade
Strongly disagree	1
disagree	2
neutral	3
agree	4
strongly agree	5

To determine the judgment criterion, the following equation was used:

Class length = range/number of classes.

The range was calculated by subtracting the lowest score on the scale from the highest score on the scale (5 - 1 = 4), and since the number of categories is (5), the length of the category is calculated as follows:

$$4/5=0.8$$

Based on this, the averages of the sample responses and the criteria for judging them are classified. It is shown in Table (3)

Table (3) Mean range and their criteria

Mean range	Criteria
Less than 1.80	Strongly disagree
1.80 - 2.59	disagree
2.60 - 3.39	neutral
3.40 - 4.19	agree
4.20 - 5.0	strongly agree

Examination and testing of the study measurement tool:

The measurement tool is examined to ensure its validity and the extent of reliability in its items, as this step is the prelude to carrying out the process of statistical description, conducting analysis, and then testing the study hypotheses.

The questionnaire constituted the main tool for measuring the study variables and determining the level of response determined by individuals (the study sample) in light of the approved scale (five-point Likert scale). Because of the importance of the measurement tool, several procedures were relied upon to ensure the accuracy and validity of the data obtained.

Validity and Reliability:

The quality of a questionnaire hinges significantly on its validity and reliability. Validity speaks to whether the questionnaire effectively measures what it's intended to

measure. Various forms of validity exist, including face validity, content validity, construct validity, statistical validity, ecological validity, and internal and external validity (Leavy, 2017). However, Creswell & Creswell (2018) highlight three crucial forms of validity: content validity, which assesses if items measure the intended content; predictive or concurrent validity, which examines if scores predict a measured criterion and correlate with other results; and construct validity, which scrutinizes items measuring hypothetical constructs or concepts. Validity aids researchers in determining the questionnaire's suitability for survey research.

Reliability, on the other hand, gauges the consistency of results. Common reliability tests like Cronbach's alpha and factor analysis assess the internal consistency of scales (Leavy, 2017). These tests gauge the extent to which sets of items behave similarly (Creswell & Creswell, 2018). Cronbach's alpha, influenced by the

number of items and their average intercorrelation, can indicate high reliability with a high value. Yet, a high value may also imply that answers influence each other, as respondents may recall previous responses and aim for consistency. Conversely, a low value could suggest low reliability, potentially indicating a failure to measure the same constructs (Wiley, 2020).

Validity procedure:

Formative validity was calculated using the internal consistency method using the Pearson

correlation coefficient, by knowing the extent to which the questionnaire statements (items) are related to the total score of the questionnaire.

Table (4) Values of correlation coefficients between each dimensional item and the total score of the questionnaire (n=100)

The data in Table 4 indicate that most items correlate with the total score of the questionnaire at a level of statistical significance ($\alpha \leq 0.01$), which confirms the consistency of all statements with the total score and that the items have high structural validity.

Variable	item	r	P value
Psychological Pricing Policy	1	0.228*	0.023
	2	0.366**	0.000
	3	0.340**	0.001
	4	0.551**	0.000
	5	0.384**	0.000
	6	0.445**	0.000
	7	0.424**	0.000
	8	0.396**	0.000
	9	0.366**	0.000
	10	0.457**	0.000
	11	0.409**	0.000
	12	0.558**	0.000
	13	0.513**	0.000
Quality of Product	1	0.408**	0.000
	2	0.448**	0.000
	3	0.572**	0.000
	4	0.249*	0.012
	5	0.346**	0.000

	6	0.445**	0.000
	7	0.409**	0.000
	8	0.438**	0.000
	9	0.437**	0.000
Marketing Brilliance	1	0.841**	0.000
	2	0.221*	0.027
	3	0.440**	0.000
	4	0.453**	0.000
	5	0.511**	0.000
	6	0.480**	0.000
	7	0.340**	0.001
	8	0.304**	0.002
	9	0.347**	0.000
	10	0.304**	0.002
	11	0.270**	0.007
	12	0.341**	0.001
	13	0.263**	0.008

Reliability procedure:

The researcher calculated the reliability coefficient of the questionnaire in two ways:

1- Split- Half Method:

The questionnaire was divided into two homogeneous groups, and the reliability analysis test was used to demonstrate the homogeneity of the samples. Then the scores of the two parts were used to calculate the correlation coefficient between them, resulting in the reliability coefficient of half the test. Then the Sperman-Brown Coefficient equation was used to calculate the reliability coefficient of the entire test after correcting for the length of the test, as well as the reliability coefficient. Guttman Coefficient for halving the two unequal groups, as shown in Table (5)

Table (5) Split-Half statistical output of questionnaire variables

Variables	No. of Items	Sperman-Brown Coefficient	Guttman Coefficient
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Psychological Pricing Policy	13	0.864	0.862
Quality of Product	9	0.817	0.817
Marketing Brilliance	13	0.863	0.859
Total	35	0.892	0.891

It is clear from Table (5) that the reliability coefficient using the split-half method for the questionnaire variables ranges between (0.817 and 0.892), which are high-reliability coefficients and acceptable to the researcher.

2- Cronbach Alpha method:

Cronbach's alpha equation depends on the variances of the questionnaire items, so the researcher calculated the reliability coefficient for each variable and then calculated the reliability coefficient of the questionnaire as a whole. Table (6) shows the values of the alpha coefficients for each variable and the total value of the questionnaire:

Table (6) Cronbach Alpha statistical output of questionnaire variables

Variables	No. of Items	Cronbach's Coefficient	alpha
Psychological Pricing Policy	13	0.878	
Quality of Product	9	0.881	
Marketing Brilliance	13	0.873	
Total	35	0.901	

The data in Table (6) shows that the reliability coefficient values for the respondents' answers to the variable items range between (0.873 and 0.881), which indicates high reliability. The reliability coefficient calculated for the total score of the questionnaire (0.901) also showed a high degree, which are statistically acceptable value in administrative research because Its value is greater than (0.70) and this indicates that the scale is characterized by internal consistency.

Thus, it can be reassured that the questionnaire has good reliability that is acceptable to the researcher, and thus it may have come very close to the reliability coefficient by the split-half method, and this indicates that the

questionnaire is characterized by relatively high standard stability by both methods.

Statistical methods used in the study:

The data was processed through the use of a set of statistical methods according to the statistical program package (SPSS. Ver. 28), which the researcher intended to use to obtain the descriptive characteristics of the study paragraphs, the extent of their acceptability and the extent of agreement on them, as well as to verify the study hypotheses, where the researcher relied on the level of significance. The statistic is ($\alpha \leq 0.05$) to test significance at the 5% level, or ($\alpha \leq 0.01$) to test significance at the 1% level.

Descriptive characteristics were measured,

represented by means and standard deviation, to determine the characteristics of the sample.

The following methods were also used:

1- Pearson correlation coefficient: to know the nature of the relationship between each of the study variables.

2- Spearman-Brown coefficient and Cronbach's alpha coefficient to calculate the stability of

study tools.

3- The simple linear regression method to demonstrate the relationship between the study variables and know the effect of the independent variables on the dependent variable, through which the hypotheses of the study are proven.

Demographic and personal features of respondents

Table (7) Demographic and personal features of respondents

Feature	Frequency	%
Sex		
Males	57	57
Females	43	43
Age		
<18 years	2	2
18-30 years	41	41
31-40 years	28	28
41-50 years	15	15
>50 years	14	14
Academic achievement		
Primary	6	6
Secondary	11	11
Diploma	13	13
B.Sc.	32	32
Higher Degree	38	38
Position		
Housewife	5	5
Private	10	10
Student	19	19
Employer	59	59
Retired	7	7

The table was created by the researcher based on questionnaire data.

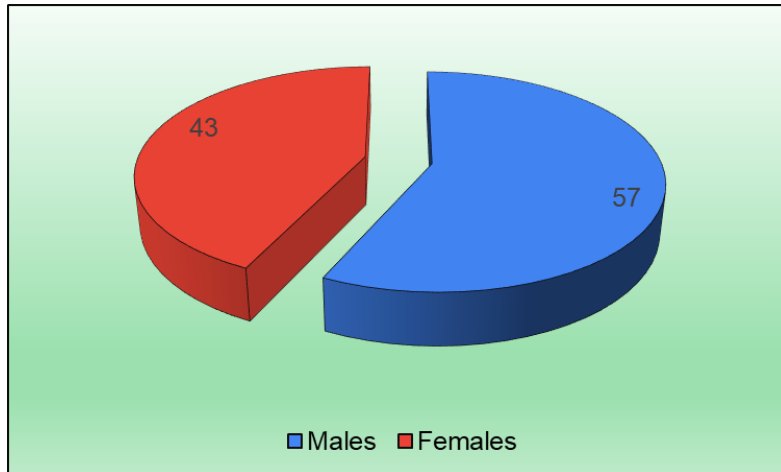


Figure (1): Percentage of males and females in the current study

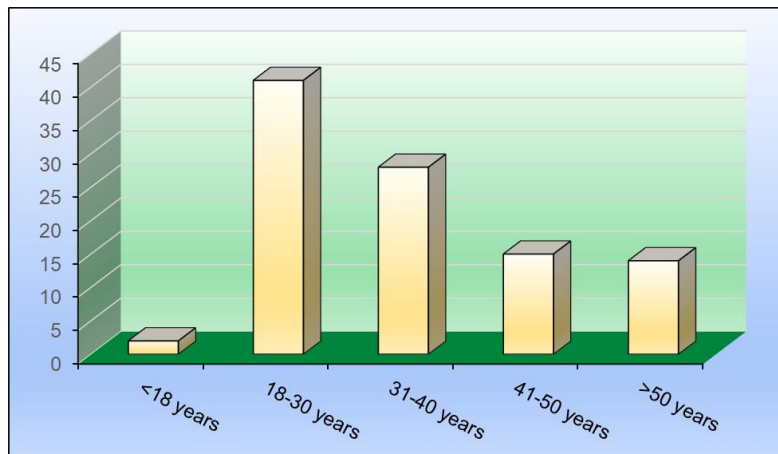


Figure (2): Percentage of age groups in the current study

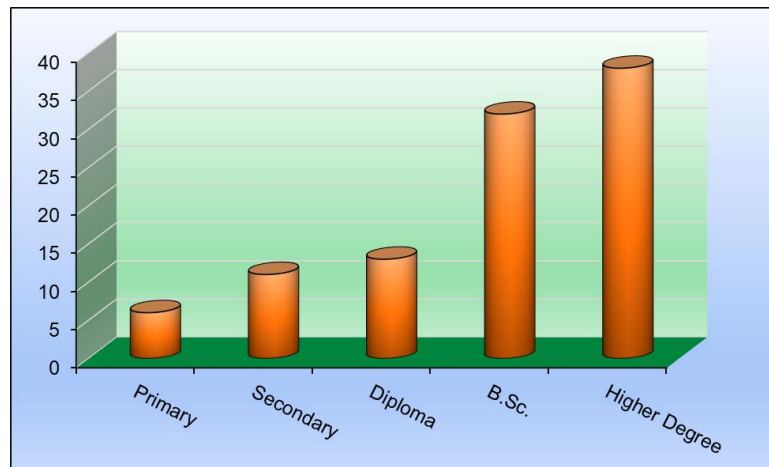


Figure (3): Percentage of Academic achievement in the current study

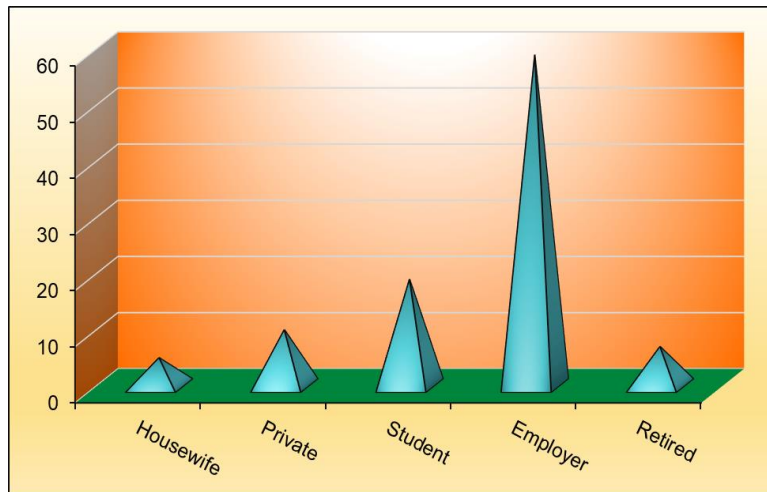


Figure (4): Percentage of position in the current study

Descriptive statistical outputs for the study variables

The arithmetic means standard deviations, and level of agreement were calculated for the study items, the independent variables (psychological pricing policy), (Quality of Product) and the dependent variable (marketing brilliance).

1- Psychological pricing policy.

Table (8) shows the arithmetic means, standard deviations, and level of agreement for the study members' responses to the items of psychological pricing policy.

Table (8)

Items	Mean	±SD	Agreement Level
1	4.08	0.73	Agree
2	4.15	0.59	Agree
3	3.94	1.05	Agree
4	3.49	0.90	Agree
5	3.35	1.02	Neutral
6	3.87	0.72	Agree
7	3.71	0.78	Agree
8	3.84	0.69	Agree
9	3.65	0.70	Agree
10	3.49	0.88	Agree
11	3.75	0.96	Agree
12	3.57	0.91	Agree
13	3.75	0.73	Agree
Total	3.74	0.41	Agree

It is clear from Table (8) that the total arithmetic mean of the members' responses to the items of the psychological pricing policy reached about 3.74, which falls within the "agree" level in the judgment criterion, and the standard deviation reached (0.41), this indicates that the answers are not dispersed. The mean of all the items fell within the (agreed) level in the judgment criterion, except item 5 which had a neutral level, this fact indicates that there is agreement among the sample members on the psychological pricing policy and its concept.

2- Quality of Product

Table (9) shows the arithmetic means, standard deviations, and level of agreement for the study members' responses to the items of Quality of Product.

Items	Mean	±SD	Agreement Level
1	3.85	0.88	Agree
2	4.44	0.82	Strongly Agree
3	3.38	0.80	Neutral
4	4.31	0.81	Strongly Agree
5	4.37	0.77	Strongly Agree
6	4.07	1.00	Agree
7	4.17	1.13	Agree
8	3.08	1.16	Neutral
9	4.03	0.78	Agree
Total	3.97	0.31	Agree

The statistical outputs in Table 9 show the following facts:

- The total arithmetic mean of the members' responses to the items of the Quality of Product was 3.97 with a standard deviation of 0.31, which falls within the "agree" level in the judgment criterion, and the low value of standard deviation indicates that the answers are not dispersed.
- Three of the items have high mean falls within the "strongly agree" level in the judgment criterion this included items 2,4 and 5.

- On the other hand, four items namely (1,6,7 and 9) fall within the "agree" level in the judgment criterion.

- Two items (3 and 8) have a mean of 3.38 and 3.08 respectively, which is slightly higher than the hypothesized mean value of 3 and falls within the "neutral" level in the judgment criterion.

3- Marketing Brilliance:

Table (10) shows the arithmetic means, standard deviations, and level of agreement for the study members' responses to the items of Marketing Brilliance.

Table (10)

Items	Mean	±SD	Agreement Level
1	4.17	0.74	Agree
2	4.06	0.68	Agree
3	4.31	0.61	Strongly Agree
4	3.81	0.73	Agree

5	4.35	0.76	Strongly Agree
6	4.20	0.83	Strongly Agree
7	4.36	0.66	Strongly Agree
8	3.84	1.07	Agree
9	4.20	0.78	Strongly Agree
10	3.35	1.02	Neutral
11	3.25	1.10	Neutral
12	3.58	0.90	Agree
13	3.83	0.89	Agree
Total	3.95	0.36	Agree

The statistical outputs in Table 3 show the following facts:

- The total arithmetic mean of the members’ responses to the items of the Quality of Product was 3.95 with a standard deviation of 0.36, which falls within the “agree” level in the judgment criterion, and the low value of standard deviation indicates that the answers are not dispersed.
- Items of this variable have three levels in the judgment criterion.
- Five of the items have high mean falls within the “strongly agree” level in the judgment criterion this included items 3,5,6, 7, and 9.
- On the other hand, six items namely (1,2,4,8, 12, and 13) fall within the “agree” level in the judgment criterion.
- Two items (10 and 11) have a mean of 3.35 and 3.25 respectively, which is slightly higher than the hypothesized mean value of 3 and falls within the “neutral” level in the judgment criterion.

Testing the study hypothesis

Each hypothesis will be verified separately. For this purpose, the correlation between the independent variable and its relationship with the dependent variable was calculated to demonstrate the nature of the correlation in terms of value, direction, and significance. Simple linear regression was also used to demonstrate the effect of the independent variable on the dependent variable. Below is a detailed presentation to verify the hypotheses of the study.

First Hypothesis: There is a statistically significant correlation between psychological pricing policy and marketing brilliance.

Second Hypothesis There is a statistically significant correlation between the Quality of Product and marketing brilliance

Table (11) Presents the statistical results of relationships (Pearson correlation coefficient) for independent variables (Psychological Pricing Policy and Quality of Product) with dependent variable (Marketing Brilliance)

Table (11)

Variables	Marketing Brilliance (r)	P value
Psychological Pricing Policy	0.518**	<0.01
Quality of Product	0.396**	

Psychological Pricing Policy has a strong, positive, and significant correlation (0.518) at the significance level (0.01) with Marketing Brilliance. This means that the greater the psychological pricing policy the higher the marketing brilliance and in light of this, the first hypothesis is verified, and thus we accept the hypothesis that states, "There is a statistically significant correlation between psychological pricing policy and marketing brilliance."

Also, the Quality of the Product has a strong, positive, and significant correlation (0.396) at the significance level (0.01) with Marketing Brilliance. This means that the greater the product quality the higher the marketing brilliance, in light of this, the second hypothesis

is verified, and thus we accept the hypothesis that states, "There is a statistically significant correlation between Quality of Product and marketing brilliance."

To find out the effects of the independent variables of this study on the dependent variable and then accept or refuse the hypothesis, simple linear regression was used to test the following hypothesis:

Third Hypothesis: There is a statistically significant effect of psychological pricing policy(PPP) on marketing brilliance(MB)

Fourth Hypothesis: There is a statistically significant effect of the Quality of Product(QP) on marketing brilliance (MB)

Table (12) shows the coefficients of linear regression to reveal the effect of psychological pricing policy(PPP) and Quality of Product (QP) on marketing brilliance (MB)

Variables	Constant	Unstandardized coefficient B	Calculated t value	P value	Determinant coefficient R ²	Calculated F-value
psychological pricing policy	Regression constant	2.265	7.959	<0.001	0.266	35.505
	PPP	0.451	5.959	<0.001		
Quality of Product	Regression constant	2.872	8.120	<0.001	0.087	9.393
	QP	0.279	3.065	0.003		

The following implications are evident from the statistical outputs of the simple linear regression analysis shown in Table (12):

1- There is a statistically significant effect at the level of (0.01) for psychological pricing policy and Quality of Product on marketing brilliance, where the calculated F value was significant at P <0.001, and this indicates that the regression is significant.

2- Significance of the regression coefficients (B value) for the psychological pricing policy and Quality of Product, where the calculated (t) value was significant at P <0.001.

3- The values of the coefficient of the determination reached (0.266, and 0.087) to measure the impact of psychological pricing policy and Quality of Product respectively on marketing brilliance, which means that psychological pricing policy and Quality of Product explain (26.6%) and 8.7% of the variance occurring in marketing brilliance respectively, and in a significant way the value of the psychological pricing policy and Quality of Product constant, a single unit change in the marketing brilliance scale leads to an amount of (0.451) of change in psychological pricing policy, and a single unit change in the marketing

brilliance scale lead to an amount of (0.279) of change in Quality of Product.

According to previous facts, the effect hypothesis was accepted.

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