



The Impact of Personal Characteristics on Preferences for the Quality of Products Offered Online

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Abstract:

This research addresses the problem of the lack of a clear vision of customer preferences in the Iraqi market and examines the extent to which certain personal factors influence their behavior regarding the nature of products offered (online), their inclination to purchase, and preferences according to quality dimensions guiding them towards acquiring products that meet desired specifications. The study aims to conduct an initial survey of consumer attitudes to determine their preference for purchasing products online and identify the factors influencing consumer behavior and its correlation with quality dimensions.

Various methods were employed to gather data and necessary information for the research, including books, academic theses, and studies to enrich the theoretical aspect of the research. Concerning the practical aspect, a checklist was utilized, filled out by a sample of students from the Institute of Technical Management.

Several statistical indicators were used to test the research hypothesis and demonstrate the relationship and impact of the independent variable on the dependent variable, including the Spearman correlation coefficient, simple regression analysis, and analysis of variance (ANOVA).

The research concludes the necessity of considering the nature of consumer behavior in light of the ongoing developments in the societal environment and the role of individual environment, culture, age, income level, lifestyle, and other factors that influence purchasing decisions. This consideration is crucial for delivering better products to satisfy consumers. There is an imperative to focus on quality dimensions, especially durability and external appearance, which consumers typically prefer when making purchasing decisions. Additionally, it is essential to take into account the simplicity of products and avoid complexity in their components, a consensus reached by the research sample.

In the products offered, attention must be given to the issue of simplicity, avoiding complexity in components. The research sample emphasized the importance of focusing on a fundamental aspect, which is considering the original performance characteristics of the product before presenting it in virtual markets. This approach ensures its acceptance by consumers.

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Chapter One:**Research Methodology and Previous Studies****Axis One: Research Methodology****Firstly, Research Problem:**

The overall framework of the research problem revolves around the lack of a clear understanding of customer preferences in the Iraqi market and the impact of personal factors on their behavior regarding online products. The study aims to investigate the extent to which consumers are inclined to purchase and prefer products based on quality dimensions, leading them to choose products that meet specified standards.

1. What are the primary factors influencing consumer behavior that drive them to purchase products online?
2. How do consumer characteristics influence product preferences based on quality dimensions?
3. How can consumers identify quality dimensions based on the nature of their influencing personal characteristics?

Secondly, Research Objectives:

Considering the outlined framework of the specified problem, this research aims to achieve the following objectives:

1. Identify the personal factors influencing consumer behavior and assess their correlation with quality dimensions.
2. Conduct a preliminary survey of a consumer sample to determine their preference for purchasing products online based on quality dimensions.
3. Clarify the significance of this research and its necessity in adopting it to provide products that align with consumer behavior and preferences.

Thirdly, Research Significance:

This research holds particular significance as it realistically deals with consumer behaviors and preferences, leading to results that contribute to understanding consumer desires. The research provides an opportunity to identify potential market trends that could activate the Iraqi industrial and commercial sectors. By focusing on consumer behaviors, the research aims to deliver products with specifications that consumers desire and prefer based on their behaviors, thereby positively impacting the Iraqi market.

Fourthly, Research Hypotheses:**Main Hypothesis (H1):**

Consumer personal characteristics influence the preference for purchasing products online based on quality dimensions. This main hypothesis branches into the following sub-hypotheses:

H1(a): The consumer's age influences the preference for purchasing products online based on quality dimensions.

H1(b): The nature of the consumer's occupation influences the preference for purchasing products online based on quality dimensions.

H1(c): The consumer's income level influences the preference for purchasing products online based on quality dimensions.

H1(d): The consumer's personality traits influence the preference for purchasing products online based on quality dimensions.

H1(e): The consumer's lifestyle influences the preference for purchasing products online based on quality dimensions.

Fifthly, Research Limitations:

1. Temporal Limitations: The research was conducted within a time frame of 6 months.
2. Spatial Limitations: The research focused on the community of the Institute of Technical Management.

Section Sixth / Research Sample

A simple random stratified multistage sample was drawn from the adult research community, consisting of (6) scientific departments and two academic levels (first and second) at the Technical Management Institute, with a total student population of (5500) male and female students.

The sample included (5) scientific departments, and for the second academic level only, with a total student population of (1000) male and female students. Thus, the sample size was (100) male and female students, as illustrated in Table (1).

Table 1: Description of the Research Sample

Departments	Age Groups				Full-time student	Total
	18-19	20-21	21-22	Total		
Computer Systems	6	4	2	12	12	12
Legal Studies	20	6	4	30	30	30
Tourism	6	4	2	12	12	12
Material Management	12	8	4	24	24	24
Office Management	10	6	6	22	22	22
Total	54	28	18	100	100	100

The Second Axis: Previous Studies

Table 2: Some Previous Arab Studies

Researcher's Name and Year	Ibrahim, Bushra Abdul, 2005
Study Title	The Impact of Quality Dimensions Preferences on Customer Satisfaction for Achieving Competitive Advantage
Study Sample	Analytical study of the General Company for Leather Industries
Study Objectives:	-Raise awareness of quality dimensions among employees and the organization, aligning with the quality culture in the Iraqi environment. Identify the current quality dimensions adopted in quality policies and their connection to the competitive priorities of the researched organization. Determine the most influential dimensions affecting customer preferences among the researched quality dimensions and diagnose strengths and weaknesses in the current quality performance.
Conclusions	A statistically significant impact exists between perceived quality, external appearance, serviceability, and customer satisfaction in the studied company, showing that customer satisfaction negatively affects competitive advantage.
.2Researcher's Name and Year:	Mueed, Haji Saleh, 2010

Study Title:	The Impact of Product Specifications and Consumer Personal and Social Factors on Brand Loyalty
Study Sample	Electronic device companies in Syria
Study Objectives:	Test the impact of electronic device specifications (quality, external appearance, price, ease of use) on brand loyalty. Identify the relationship between personal variables of the device buyer, such as buyer type, income, age, lifestyle, and loyalty towards the brand.
Conclusions	Variable relationships between personal factors of electronic device buyers and loyalty towards the brand vary. Relationships between electronic device specifications and brand loyalty also vary.
Researcher's Name and Year	Dr. Samir Kamel Al-Khatib, 2021
Study Title:	The Impact of Personal Traits on Determining Preferences for Quality Dimensions – Analytical Study of Iraqi Consumer Behavior
Study Sample	General Company for Electrical Industries
Study Objectives:	Establish a quality culture, analyze customer purchasing behavior, identify the personal traits influencing purchasing behavior.
Conclusions	- Clear weakness in the quality culture among Iraqi customers. Some customer personal traits have an impact on determining quality preferences.

Researchers' Names and Year	Bashar Mohammed Khalil Al-Obaidi, Sahar Ahmed Karji - 2010
Study Title:	Organizational Creativity and its Impact on Improving Product Quality – Analytical Study in the General Company for Electrical Industries
Study Sample	Managers, engineers, and employees of the General Company for Electrical Industries
Study Objectives:	Shed light on the impact of organizational creativity on improving product quality.
Conclusions	The significance of organizational creativity and its direct reflection on the level of work performance and improvement of production quality.

Chapter Two

Theoretical Perspective

Introduction:

This chapter focuses on studying the essential intellectual opinions presented in books, theses, and research papers concerning the personal characteristics of consumer behavior and the dimensions of quality. The aim is to establish the necessary theoretical background before testing them on a sample of consumers (male and female students at the Technical Management Institute). Consequently, this chapter comprises two main axes:

Axis One: The Independent Variable, divided into several sub-axes:

1. Concept of Consumer Behavior
2. Importance of Studying Consumer Behavior
3. Personal Characteristics of Consumer Behavior

Axis Two: The Dependent Variable represented by:**Quality Dimensions****Firstly, Consumer Behavior: Concept, Importance, Characteristics****1. Definition of Consumer Behavior: Customer Behavior Concept**

The consumer is defined as "the person who continuously engages in marketing activities by making informed purchase decisions in order to select goods that satisfy their needs" (Al-Jubouri, 27:2000).

As for consumer behavior, it is defined as "the activities of individuals during the selection and purchase of goods and services to satisfy consumer desires" (Al-Ghadeer and Saad, 113:1998), or as "the pattern that the consumer adopts in their behavior in researching, purchasing, or inclining towards a service, commodity, or idea, expecting it to satisfy their desires" (Al-Jubouri, 71:2000). From another perspective, it is "those actions resulting from an individual's exposure to internal or external stimuli regarding what is presented to them, in order to satisfy their needs" (Al-Minyawi, 14:1998).

The researcher views consumer behavior as "the consumer's response to any external stimulus or prompt that compels them to make a purchasing decision or not."

The Importance of Studying Consumer Behavior

Studying consumer behavior and understanding their needs and desires enables an organization to design its products in a way that ensures acceptance by consumers. This leads to an increase in their purchasing rate, resulting in higher sales volume and consequently, increased revenue. The organization can sustain and thrive as long as it remains aware and understanding of its consumers, being closer and more capable of serving them, satisfying their needs and desires, and achieving its own goals as well as theirs (Sulaiman, 115:2000).

The study of consumer behavior allows an organization to evaluate its marketing performance and identify strengths and weaknesses. By knowing the consumer's opinion about the product or the way it is presented, the organization can take marketing actions, either by maintaining, continuing to offer, modifying, or discontinuing the product altogether (Ubeidat, 114:1998).

The Personal Characteristics of Customer Behavior

Several influences impact consumer behavior during the purchasing process, referred to as the personal characteristics of customer behavior. Personal characteristics are defined as "a unique set of traits that distinguish one consumer's personality from another." These characteristics encompass various factors such as age, income, gender, occupation, and lifestyle, which determine the consumer's lifestyle model in terms of interests, activities, opinions, and how they spend their leisure time (Ali, Omar Ayman, 43:2007).

A. Age and Life-Cycle Stage:

The nature and quantity of goods purchased by a consumer vary with their age. Typically, individuals tend to change the goods and services they acquire throughout their lives based on various events they experience from birth to the present. These events significantly influence their composition and formation. In other words, age encapsulates a set of internal and personal factors for an individual, providing them with distinctive behavioral characteristics in purchasing that differ from other factors (Kotler & Armstrong, 14:1999).

B. Occupation:

Individuals are influenced by the positions they hold and the extent to which these

positions align with their roles. For example, a worker may need work-specific clothing and shoes that suit the nature of their job, while a company manager may be concerned with purchasing office furniture and joining social clubs. High-priced clothing, bags, travel, and a doctor's need for a specific coat are all examples (Maala and Tawfiq, 63:2003), (Al-Bakri, Al-Nouri, 114:2009).

T. Personal Income:

An individual's income and economic status are influential factors in product selection. Marketers in the field of price-sensitive products consider aspects related to income. They seek to understand the purchasing capabilities of their customers and the extent to which these capabilities align with the prices of the products they offer. Purchasing decisions are significantly affected by the consumer's income allocated for spending, the portion allocated for savings, spending preferences, and their ability to borrow (Pride & Ferrel, 1997:25).

Th. Personality:

Personality has been defined by Port as "the dynamic organization within the individual of those psychophysical systems that determine their unique characteristics in adapting to the environment" (Abu Qahaf, 444:2002). Additionally, Eysenck defined personality as "the relatively enduring and stable organization to some extent of an individual's character, temperament, intellect, and physique, which determines their unique adaptation to the environment" (Al-Ghadeer and Saad, 113:1998).

Understanding the nature, behaviors, patterns, and thoughts of consumers regarding a specific product requires an understanding of the various components of personality. This understanding assists the organization in controlling its marketing programs and determining future directions for the production or development of goods and services.

C. Lifestyle:

Lifestyle refers to the activities, interests, and opinions of consumers regarding economic, social, political, and cultural aspects of their surroundings. The consumer's lifestyle is a variable factor that differs from other variables influencing their behavior, as illustrated in the following table.

Table (3): Determining Factors for Consumer Lifestyle

Activities	Interests	Opinions
- Work	- Family	- Self
- Hobbies	- Home	Social Issues
Social Occasions	- Occupation	Economic Matters
-Vacations	Local communities	Bussines matters
-entertainment	-recreation	Culture and education
-shopping	-fashion	Goods and services
-sport	-food	-culture

Maala, Naji, and Tawfiq, Raif. "Principles of Marketing: An Analytical Introduction," 2003, Dar Wael for Publishing and Distribution: 64.

Secondly: Online Shopping

The process of online shopping has become more flexible and accessible than ever before. As we browse through social platforms and the internet in general, we encounter countless online stores offering a wide range of products, from electronic gadgets to cheese boxes, from brand-new items to used ones. There is always an online store for everything, catering to all prices and qualities.

Undoubtedly, online shopping is a convenient, smooth, and cost-effective method, given the abundance of deals. However, it is not without certain risks that should be taken into consideration. A few years ago, many buyers considered e-commerce and online shopping sites to be the future of retail, to the extent that they posed a threat to traditional stores. However, in recent times, companies that originated online and expanded their activities have gone public. With the rapid advancements in technology and the acceleration of life, society no longer settles for anything less than integrated electronic services. Through these services, individuals can purchase their needs and pay for them electronically, receiving the items at their doorstep. Despite the enjoyment some may feel while physically shopping in markets and stores, many now prefer the convenience of online shopping. This shift has led economists to anticipate exponential growth in e-commerce.

Purchasing products online is considered the ideal and easy solution for customers, especially those who do not have sufficient time for shopping or are interested in comparing prices and products to choose the best, regardless of the seller and location. It is also considered less costly compared to shopping centers, eliminating the need for fuel and parking cards. Additionally, it saves time and provides the convenience of shopping in a vast virtual space.

Buying products online offers a seamless experience away from sellers who may distract customers from the enjoyment of physical shopping by wandering around them. Furthermore, it allows for product comparison across various available brands from actual stores.

Thirdly: Quality Dimensions

1. Goods Quality Dimensions:

Consumer needs and desires have contributed to defining the characteristics and dimensions of the required quality. Researchers such as Heizer (1999) identified six dimensions of quality, while Schroeder (2000) described them as four dimensions. Generally, the most important dimensions of goods quality can be summarized as follows:

A. Performance:

Performance is a measure of the fundamental operational features of the product, such as image clarity for pictures and speed for machines (Chase, 2000:219), (Quality, 20:2004).

B. Features:

Features refer to the secondary characteristics of the product that distinguish it and indicate its primary function (Feignbaum, 1991:15), (Kotler).

C. Conformance:

Conformance refers to the extent to which the product meets the required or pre-established specifications (Heizer & Render, 2004:704), (Aqeeli, 17:2001). It is essential to achieve conformity by adopting a method of defect discovery from the first instance through production processes. At each stage, companies work on finding a remedy through modification or alteration of the process using specialized devices for this purpose.

C. Reliability:

Reliability is the confidence a person has in a product, process, or service to work under conditions without failure or interruption to produce the desired outputs (Waller, 1990:57). It is also the stability of performance over time, or in other words, the average time the product operates without a malfunction (Juran, 1993), (Aqeeli, 17:2001).

D. Durability:

Durability refers to the product's lifespan until replacement and the extent to which it can be utilized before deterioration (Chase, 2003:219). It can also be seen as the strength of the product; for example, a watch designed to resist water can endure underwater for a distance of 100 meters (Scote, 1998:63).

E. Serviceability:

Serviceability means problem-solving, addressing complaints, and the ease of correction (Feignbaum, 1991:15), or the ease of obtaining the required maintenance or the necessary speed for product repair (Russel & Taylor, 2000:79).

F. Aesthetics:

Aesthetics refers to the external appearance of the product and the feeling it evokes in the consumer (Al-Taie et al., 2009:65). It has been emphasized that consumers assess quality based on aesthetic appeal, as quality is meeting or exceeding consumer expectations (Krajewski & Ritzman, 2005:303).

D. Perceived Quality:

Perceived quality is the sense of confidence in the level of quality that customers perceive based on what they see, their previous experiences, and the organization's reputation. It reflects the customer's stance toward the organization more than just as a producer or provider of goods (Dilworth, 1992:160).

2. Service Quality Dimensions:

Service quality dimensions include the following (Russel & Taylor, 2000:393; 1997:249):

A. Reliability:

Reliability is the organization's ability to accurately, correctly, and consistently deliver the promised service to consumers.

B. Responsiveness:

Responsiveness is the willingness, readiness, and ability of the organization to provide appropriate service quickly, achieving the benefits of that service.

C. Assurance:

Assurance means gaining satisfaction and confidence in service providers, including attributes such as courtesy, knowledge, reliability, and accuracy in work. It reflects the organization's and its employees' ability to build trust.

Empathy:

Empathy refers to focusing the service on an individual basis through understanding the needs of customers, expressing personal care, and attention to customers.

Tangible:

Tangible represents the material evidence of the service, acting as physical facilities provided when delivering the service, and it involves the material facilities.

Chapter Three**Practical Aspect**

This chapter encompasses the practical details of the research as follows:

Firstly: Overview of the Research Community and Sample- Establishment history, goals, and nature of activities of the research community.

Secondly: Presentation of Data and Interpretation of Study Variables.

1. Introduction to the Research Community

1.1. Technical Management Institute:

Located in Baghdad, within the institutes complex in Zaafaraniya, adjacent to the Trainers Preparation Institute, the Technical Management Institute is considered one of the scientific and educational pillars entrusted with the responsibility of preparing and graduating intermediate-level professionals. It grants a diploma in various specializations, including Office Management, Accounting, Computer Systems, Tourism, Legal Management, and Materials Management.

Established in 1976 and affiliated with the Central Technical University, since its inception, the institute has played its role and fulfilled its tasks in admitting students from secondary education branches (scientific, literary, and vocational) and graduates of the Baghdad Institute of Tourism and Hotel Management, according to the specified admission ratios in the centralized admission plan.

The institute is staffed by a group of highly qualified instructors holding various academic degrees. In addition to their teaching duties, they engage in research activities as outlined in the institute's annual scientific plan, which includes applied and scientific research in all fields of management and its specializations. This is supported by technical personnel consisting of technical trainers and their assistants.

- Admission to the Institute:

The institute accepts graduates of preparatory education in its scientific, literary, and vocational branches (commercial), as well as graduates of the Baghdad Institute of Tourism and Hotel Management. The duration of study is two years, including a summer training period. After completing the program, graduates are awarded a Technical Diploma according to their scientific specialization.

3. Institute Departments:

A. Materials Management Techniques Department: This department aims to graduate technically qualified professionals capable of engaging in all activities related to purchasing, planning, inventory control, production, and storage for work in various production and service organizations.

B. Office Management Techniques Department: This department aims to graduate specialized technical professionals in the use of modern technologies and computer applications in the field of office management, communication tools, and correspondence to accomplish office tasks in various institutions.

C. Legal Management Techniques Department: This department aims to graduate technically qualified professionals to work in the fields of judicial and legal investigations, procedural affairs, and perform administrative tasks required by legal work in the state and private sector.

D. Accounting Techniques Department: This department aims to graduate professionals for work in the field of accounting and auditing. It is responsible for preparing, organizing, and auditing financial operations for integrated accounting units in both local and international accounting cycles.

C. Tourism Techniques Department (Tourist Guidance Branch + Hotel Management Branch): This department aims to graduate technical professionals to work as guides for tourist groups, companies, and travel agencies. It also prepares and qualifies technical personnel for work in hotels, restaurants, and tourist resorts in all their specializations.

H. Computer Systems Techniques Department: This department aims to graduate technically qualified professionals for computer use and the preparation and design of software systems.

In addition to its six academic departments, the institute includes various scientific and administrative departments and units, such as scientific, financial, auditing and internal control, administrative, quality assurance and university performance, library, maintenance, university sports, and legal departments. Additionally, there is an Electronic Computing Center and a unit for extracurricular activities that focuses on developing extracurricular activities for students.

Secondly: Presentation of Results and Data Analysis

This axis aims to verify the relationship of influence and measure the impact between indicators (personal traits) as independent variables and indicators (quality dimensions) as dependent variables in the researched sample. The testing was conducted on the level of these indicators to draw conclusions about the correlation and impact relationship between independent and dependent variables. The Spearman correlation coefficient was used to clarify the influence between these descriptive variables, and the determination coefficient (R²) and the t-test were employed using simple and multiple regression methods to illustrate the impact using the SPSS statistical system.

1. Relationship and Impact of Personal Traits on the Preference for Online Purchases According to Quality Dimensions:

The results revealed a positive correlation relationship between the personal traits index and the preference for online purchases according to quality dimensions, with a correlation coefficient value (R) of 0.75. As shown in the analysis of variance table (Table 1), the calculated value of (F) is 30.300, which is greater than the tabulated (F) value of 2.19 at a significance level of 0.01. This indicates that the regression curve is suitable for describing the relationship between personal traits and the preference for purchasing products online according to quality dimensions. This is further supported by the significance of the t-test, which was equal to 4.154 and 5.941. Regarding the values of B, they suggest that a change of 1 in personal traits will lead to an increase in the preference for online purchases by 1.462 and 0.677 according to quality dimensions. Based on these indicators, the first main hypothesis is accepted, which states:

Personal Traits Influence on the Preference for Online Purchases According to Quality Dimensions.

Table (1): Results of the Relationship and Impact of Personal Traits on the Preference for Online Purchases According to Quality Dimensions.

Mean of Square	Sum of Square	T	B	Df	F	R2	R
3.882	3.882	4.158	1.412	1	30.300	0.57	0.75
0.110	2.859	5.941	0.677	26			
	6.741			27			

- Relationship and Impact of Indicators (Age, Occupation) on the Preference for Online Purchases According to Quality Dimensions:

The calculated value of (F) is 34.07, which is greater than the tabulated (F) value of 2.101 with degrees of freedom (2, 25). This indicates the significance of the relationship between the indicators (age, occupation) and the preference for products matching quality dimensions. This is further supported by the correlation coefficient (R) and determination coefficient (R²) values, which are 0.86 and 0.74, respectively. The significance of this relationship is confirmed by the t-test values of 3.86, 4.267, and 1.628, respectively.

The values of (B) suggest that a change of 1 in the age and occupation indicators will increase the preference for products matching quality dimensions by 1.458, 0.435, and 0.240, respectively. According to these indicators, the hypotheses are accepted, indicating:

- *- The age group of consumers influences the preference for purchasing products online according to quality dimensions.
- *- The nature of the consumer's occupation affects the preference for purchasing products online according to quality dimensions.

Table (2): Results of the Relationship and Impact of (Age, Occupation) on the Preference for Online Purchases According to Quality Dimensions.

Mean of Square	Sum of Square	T	B	Df	F	R2	R
4.921		3.860	1.458	2			
1.810	2.465	4.267	0.435	25	34.07	0.74	0.86
6.761	0.074	1.628	0.240	27			

- Relationship of Indicators (Income Level, Personality) on the Preference for Online Purchases According to Quality Dimensions:

The calculated value of (F) is 120, indicating significant effects and a strong relationship between the indicators (income level, personality) and the preference for online purchases according to quality dimensions at a significance level of 0.01. This is further confirmed by the correlation coefficient (R) and determination coefficient (R²) values of 0.96 and 0.91, respectively. The significance of this relationship is reflected in the t-test values of 0.85, 8.47, and 2.30, respectively.

The values of (B) indicate that a change of 1 in the indicators (income level, personality) will increase the preference for online purchases according to quality dimensions by 0.300, 0.835, and 0.350, respectively, as shown in Table (3). Based on these indicators, the hypotheses are accepted, indicating:

- *- The consumer's income level influences the preference for purchasing products online according to quality dimensions.
- *- The consumer's personality influences the preference for purchasing products online according to quality dimensions.

Table (3): Relationship and Impact of (Income Level, Personality) on the Preference for Online Purchases According to Quality Dimensions.

Mean of Square	Sum of Square	T	B	Df	F	R2	R
7.890	15.779	0.856	0.300	2			
0.066	1.649	8.470	0.835	25	120	0.91	0.96
	17.429	2.300	0.350	27			

Fourthly, the Relationship and Impact of Lifestyle Indicator on the Preference Indicator for Online Purchase According to Quality Dimensions

Table (4) illustrates a strong correlation between the indicators of "lifestyle" and "preference for online purchasing according to quality dimensions." This is evidenced by the correlation coefficient value (R), which reached (0.81). Additionally, the determination coefficient value (R²) indicates the significance of the relationship (0.65). The computed value of the significance level (f) is (23.00) at a significance level of (0.01) and degrees of freedom (2,25), as corroborated by the t-test values (1.540), (2.280), and (2.544).

Furthermore, the regression coefficients (B) suggest that a unit change in the "lifestyle" indicator leads to an increase in the product preference rate by (0.762), (0.309), and (0.530), as shown in Table (4). Based on these indicators, the hypothesis is accepted, affirming that:

*- Consumer lifestyle significantly influences the preference for online purchasing according to quality dimensions.

Table (4): Relationship and Impact of Lifestyle Indicator on the Preference Indicator for Online Purchase According to Quality Dimensions.

Mean of Square	Sum of Square	T	B	Df	F	R2	R
2.865	5.730	1.540	0.762	2			
0.125	3.128	2.280	0.309	25	23.00	0.65	0.81
	8.860	2.544	0.530	27			

Chapter Four

Conclusions and Recommendations

Firstly, Conclusions:

This chapter serves as a summary of the conclusions drawn from meeting the theoretical and practical requirements of the research. The conclusions can be categorized as follows:

A. Practical Conclusions:

1. There is a statistically significant impact of the indicators (age, occupation) on the preference indicator for online purchases according to quality dimensions. The correlation coefficient value (R) reached (0.86), and the computed value of (f) is (34.07) at a significance level of (0.01) with degrees of freedom (2,25).
2. There is a statistically significant impact of the indicators (income level, personality traits) on the preference indicator for online purchases according to quality dimensions. The correlation coefficient value is (0.96), and the computed value of (f) is (120) at a significance level of (0.01) with degrees of freedom (2,25).
3. The lifestyle indicator has a statistically significant impact on the preference indicator for online purchases according to quality dimensions. The correlation coefficient value is (0.81), and the computed value of (f) is (23) at a significance level of (0.01) with degrees of freedom (2,25).
4. There is a statistically significant impact of the indicator (personality traits) on the preference indicator for online purchases according to quality dimensions. This is evidenced by the correlation coefficient value (0.75) and the computed value of (f) at (30.300) with a significance level of (0.01) and degrees of freedom (1,26).

Secondly, Recommendations:

1. We recommend the necessity of considering consumer behavior in light of the ongoing developments in the societal environment, the role of the environment, individual culture, age, income level, lifestyle, and other factors that influence purchasing decisions. This consideration will lead to the provision of better products to satisfy consumers.
2. We recommend paying attention to quality dimensions, especially durability and external appearance, which consumers typically prefer when making purchasing decisions.
3. We recommend considering the simplicity of products offered online and avoiding complexity in their components. This aligns with the preferences expressed by the research sample. Emphasis should be placed on the fundamental issue of considering the original performance characteristics of the product to ensure its acceptance.

4. We recommend working on spreading a culture of quality in the Iraqi society by focusing on the eight dimensions of quality in the offered goods.
5. We recommend the importance of prioritizing marketing research and incorporating it into the development of the quality of goods provided to customers.

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