



An Examination of the Impact of Perceived Value Dimensions on Emotional Loyalty in the Algerian Automotive Market

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Date de Réception : 23/03/2018 ; Date d'acceptation : 21/05/2018

ملخص:

يهدف هذا البحث إلى دراسة إمكانية تأثير أبعاد القيمة المدركة على الولاء العاطفي. لقد أصبح خلق ولاء للعلامة التجارية حتمية إستراتيجية للحفاظ على ميزة تنافسية مستدامة في مجال صناعة السيارات. ومع ذلك فإن مفهوم الولاء العاطفي لم يتم التعرض له ولمحدداته بالشكل الكافي من طرف الباحثين. إستنادا إلى أدبيات الدراسة تم صياغة فرضيات هذا البحث. كما تم إستخدام مقاييس متعددة الأبعاد من الأبحاث السابقة لقياس أبعاد القيمة المدركة والولاء العاطفي. البيانات الأولية تم جمعها من خلال إستجواب 250 زبون تم اختيارهم من عينة الدراسة عند مخارج وكلاء علامة طويوتا في سطيف وقسنطينة وشلغوم العيد. بعد ذلك تم تحليل البيانات بإستخدام برنامج SPSS بالإعتماد على معامل ألفا كرونباخ وتحليل الارتباط لإختبار الفرضيات الموضوعة. ويُشير معامل ألفا كرونباخ إلى أن المقاييس المستخدمة لقياس أبعاد القيمة المدركة والولاء العاطفي ذات مصداقية. كذلك تُظهر نتائج تحليل الارتباط أن القيمة المدركة الوظيفية، العاطفية، والاجتماعية لها تأثير إيجابي كبير على الولاء العاطفي في سوق السيارات الجزائرية.

الكلمات المفتاحية: القيمة الوظيفية، القيمة العاطفية، القيمة الاجتماعية، الولاء العاطفي، طويوتا

ABSTRACT: This research aims to study the possible impact of perceived value dimensions on emotional loyalty. Brand loyalty becomes a strategic imperative to maintain sustainable competitive advantage in the automotive industry. However, little emphasis has been placed on the concept of emotional loyalty and its determinants. Based on literature review, hypotheses were formulated. Multi-dimensional measures from previous research were employed to measure perceived value dimensions and emotional loyalty. Primary data were collected from 250 respondents who were chosen among the study population at the exit of Toyota dealers in Setif, Constantine, and Chenlghoum laid. Afterward, data were analyzed through SPSS using reliability and correlation analysis to test postulated hypotheses. The reliability test indicates that scales used to measure perceived value dimensions and emotional loyalty were reliable. Findings of correlation analysis show that functional, emotional, and social perceived value have significant positive impact on emotional loyalty in the Algerian automotive market.

Keywords: Functional Value; Emotional Value; Social Value; Emotional Loyalty; Toyota

JEL classification: M31.

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INTRODUCTION

The global market of automotive in Algeria has increased dramatically the last decade. Several factors revealed this growth will continue, including the general growth of the automotive market, deregulations, and liberalization of markets. In 2014, Algeria was the second largest car market in terms of sales in Africa, with more than 400,000 vehicles imported annually, but since 2016 the Algerian government cut import licenses by half after the sharp drop in the price of oil which is the main source of revenue in the country. In this context, the freefall of the price of oil left a deep impact and extensive repercussions on the home economy, resulting in only 83,000 car units were brought in, representing around \$1 billion worth of sales which represents a sharp fall from the 7.6 billion dollars (www.thenational.ae, 2017).

However, in today's competitive landscape, the customer lies in the heart of the organization concerns. Concepts of perceived value and brand loyalty have been researched intensively in contemporary literature and among practitioners. Brand loyalty is a pivotal element of gaining a unique and sustainable competitive advantage. Brand loyalty has been recognized as a crucial factor for business survival and growth. In the light of such a highly competitive environment, automotive dealers in Algeria have recognized that brand loyalty is a strategic imperative to secure the organization's profitability and survival. The shift towards establishing genuine brand loyalty can be considered as the parturition of the actual tight environment and depression which the Algerian economy passes through. The establishment and maintenance of a loyal customer base should be the key objective of automotive dealers, since it promotes a sustainable competitive advantage in the marketplace. In this respect, automotive dealers are under continual pressure to deliver products of high value, and to improve their perceived quality to acquire a significant share of loyal customers who have high repurchase rates, greater cross-buying potential, higher price-willingness, positive recommendation behavior and lower switching tendency.

Contemporary literature emphasizes the importance of perceived value as a significant antecedent of brand loyalty. The perceived value construct is a very important component in consumer value literature and it has been identified as one of the most important measures for gaining a competitive advantage (Demirgüneş, 2015). Perceived value is a key concept in modern marketing that is supposed to have an enormous influence on brand loyalty and consumer behavior. The present research attempts to investigate the possible impact of functional value, emotional value, and social value on emotional loyalty in the Algerian automotive market.

I. Literature Review:

1. Brand Loyalty:

1.1. Defining Brand Loyalty:

Brand loyalty is the tendency of consumers to constantly patronize one brand over the other alternatives. Oliver (1999) defines it as: *"a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts have the potential to cause switching behavior"* (Alhaddad, 2015). Brand loyalty is a pattern of consumer behavior where consumers demonstrate the actual behavior of repeat purchase and the probability and intention to re-buy and patronize the same brand regardless of competitors' marketing efforts. In order to understand brand loyalty more clearly, the behavioral definition of loyalty needs to be stretched to include attitudes. More recently brand loyalty was defined as: *"a psychological character formed by sustained satisfaction of the customer coupled with emotional attachment formed with the service provider that leads to a state of willingly and consistently being in the relationship with preference, patronage and premium"* (Srivastava, 2015). Brand loyalty is a strong commitment to repurchase in future the same brand despite of marketing efforts by potential competitive alternatives, due to the brand's superiority according to the consumer perception. Consequently, brand loyalty is an accurate predictor of future consumption behavior. Literature urges that loyalty: *"implies a sense of devotion and attachment to a given brand or service created by affection. This affection creates a sense of personal attachment"* (Aboul-Ela, 2015). However, acquiring a loyal customer base is the lifeblood of the organization because brand loyalty is directly related to reduced marketing costs, gaining high market share, customers are less vulnerable to competitors, and they spread positive word of mouth. In addition, loyalty literature identifies six indices of brand loyalty: customers' inclination to make repeated purchases, inclination to recommend the company or brand to others, price tolerance, and inclination to make cross purchases (Kai & Mei, 2011).

1.2. Dimensions of Brand Loyalty:

Brand loyalty has been conceptualized as a multi-dimensional construct. Theory suggests that loyalty comprises two major dimensions: behavioral loyalty and attitudinal loyalty, and both components explain the formation of brand loyalty. Brand loyalty is not just an action; it's a state of mind which has a direct impact on consumer behavior (Ray, 2001). Consequently, loyalty is an interaction of attitude and behavior (Jennifer, 2006). Behavioral loyalty is the process of repeat purchase a brand with the intention to re-buy and patronize this brand in future, whilst attitudinal loyalty is an emotional feeling, and a sense of affective attachment towards a brand.

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Studies had argued that the outcome of attitudinal loyalty is a premium price while behavioral loyalty leads to higher market share (Chuan & al., 2015).

1.2.1. Behavioral Loyalty:

Behavioral loyalty refers to the long-time continuous purchase of a single brand over competitive brands where customers repurchase the same brand for just behavioral considerations such as price, routine, inertia, monopoly and so on. In other words, behavioral loyalty is merely the behavior of repeat purchasing, the proportion of purchase, sequence of purchase and probability of purchase. The behavioral aspect of loyalty cannot be stable, because the customer will switch the brand if a better behavioral incentive of an alternative supplier emerges. The major criticism of the behavioral loyalty approach is that it fails to distinguish between customers who make purchase decisions because of genuine brand loyalty, from those who purchase only for convenience or cost considerations (Xiang & James, 2008). Fung et al. (2013) stated that the inability to differentiate between true and spurious loyalty is the reason behavioral measures are rejected as the sole indicator of loyalty (Seyed & al., 2015).

1.2.2. Attitudinal Loyalty:

Attitudinal loyalty focuses on brand recommendations, resistance to competing brands, repurchase intention, and so on. It seems that attitudinal loyalty is more durable than behavioral loyalty, because it indicates an affective commitment and brand preference that make attitudinally loyal customers persist despite situational influences and marketing efforts that have the potential to cause switching behavior. According to Jacoby and Chestnut, attitudinal loyalty is defined as: "*the consumer's predisposition towards a brand as a function of psychological processes*" (Kang, 2015). Customers having strong attitudinal loyalty are more difficult to grab by competitors (Mudassir & Waheed, 2015). Attitudinal loyalty includes indices such as commitment, trust, devotion, and faithfulness to a brand (Mehrdad & Negar, 2015). Attitudinal loyalty is about the customer's likelihood to recommend the brand and its provider to other prospective customers. However, attitudinal loyalty involves emotional attachment and an affective commitment to the brand rather than simply repeat purchasing. Dick and Basu (1994) define it as the extent to which feelings are engaged by a brand (Sue, 2010).

Moreover, the attitudinal component of brand loyalty comprises two dimensions: cognitive loyalty and emotional loyalty (Dickinson, 2013). Emotionally loyal customers are the truly loyal and the most profitable to the organization. This type represents those customers who are emotionally attached to the brand or the organization and they will recommend the company to their friends and relatives. Emotional loyalty is defined as the customer's strong attachment to a brand or to the service provider, and is commonly described as affective loyalty (Chinomona &

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Sandada, 2013). Moreover, emotional loyalty is the affective bonds which make customers behave irrationally and their emotional attachment to the brand supersedes other considerations. The emotional loyalty is developed based on cumulative satisfaction and pleasant experiences of using the brand. Moreover, the concept of satisfaction has been noted as an essential part of emotional loyalty (Matthews & al., 2014).

On the other hand, (Caruana, 2002) defined cognitive loyalty as the consumer's conscious decision making process in the evaluation of alternative brands before a purchase is made (Manzuma-Ndaaba & al., 2016). Cognitive loyalty occurs when the information available to customers indicates that one brand is preferable to other competitive brands. Customer cognition is driven by prior knowledge and experience. Based on this, cognitive loyalty is conceptualized as customers' beliefs about the quality of the brand features. The more positive is the perceived quality, the higher the level of the cognitive loyalty. Nevertheless, cognitive loyalty was reported to be the weakest form of loyalty (Yuksel & al., 2010).

2. Perceived Value:

2.1. Understanding Perceived Value:

In today's marketplace, creating and delivering superior value is seen as the fundamental basis for all marketing activity and a strategic imperative in building a sustainable competitive advantage. Customers are becoming more sophisticated and the competition is ever increasing. Organizations, therefore, need to understand what drives and creates value for customers. (Woodruff, 1997) urge that offering the customer a product or service that has superior value is believed to be the best way to gain an advantage among competitors (Abdollah & al., 2013). Customers make their purchasing decisions depending on the perceived value, or the degree to which their needs and expectations are met about quality, service, price etc. The most universally accepted definition of perceived value is that of (Zeithaml, 1988): *"perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given"* (Krasna, 2008). Additionally, perceived value has been defined as the: *"value derived from the consumption of a product or service. It is perception based and situational"* (Kainth & Verma, 2012). Perceived value is considered as a personal evaluation toward products and services and what represents value for one customer not necessarily represents value for another. Some may value product and service quality, others look for fair prices. Some focus on intangible attributes such as the image and reputation of the firm and trustworthiness, while others are ready to pay more to get what they want. Value perception may also differ according to the usage situation (Yee & al., 2011).

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However, there are two major approaches about the dimensionality of perceived value. The first approach defines perceived value as a construct of two parts, one of benefits received and another of sacrifices made by the customer. Perceived value results from the comparison between the benefits obtained and sacrifices made. (Olaru et al., 2008) defined perceived value as a: "*trade-off between overall benefits gained and sacrifices made by the customer*" (Doina & al., 2008). Benefits include functional, emotional, and social benefits that are obtained through patronizing the brand. Sacrifices include monetary sacrifices such as price, and nonmonetary sacrifices such as time, effort, and energy invested. Consumers don't purchase products but they buy benefits. (Lapierre, 2000) urge that direct benefits arise from products and services, while indirect benefits are achieved through business relationship (Šapić & al., 2014). Direct benefits are categorized as the functional value of the product, while the indirect ones are viewed as an aspect of social and psychological value. The second approach conceptualizes perceived value as a multidimensional construct composed of functional, emotional, and social dimensions (Roig & al., 2006). Therefore, value is more than just low prices; it is what the customer gets against the paid price. How well product attributes and benefits meet customer needs, wants, and expectations, and the price of this product versus the customers' perception of value are central in driving customer's loyalty (Manzie, 2004). In this respect, (Koller & al., 2011) indicate that perceived functional, economic, emotional and social value impact loyalty intentions toward the company.

2.2. Dimensions of Perceived Value:

2.2.1. Functional Value:

Functional value is the utilitarian component on the product or service that satisfies a simple physiological need. Customers basically purchase products for many functional reasons (Andrew & al., 2007). The functional component of any product is the cornerstone and the starting point of any purchase process. Functional value is usually the most important factor that influences brand choice (Abdolvand & Andervazh, 2011). The consumers' perception of functional value underlined the ability of the product to meet consumers' functional needs of using that product. Functional value refers to cognitive perceptions, such as monetary benefits or superiority compared with alternatives (Gummerus & Pihlstrom, 2011). Customers differ in their functional drivers while purchasing a product. A product's functional value may be derived from its characteristics or attributes, including comfort, performance, prices, reliability and durability. Sheth et al. view reliability, durability and price as the major components of functional value (Mazid, 2012). In this context, an empirical research urged that price plays a major functional role in service industry (Waheed & Hassan, 2016). Leading organizations usually tend to diversify the possibilities of value creation at this dimension; because any added value will

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strengthen customers' perception of quality and keeps them engaged longer (James, 2009). Thus, the first postulated hypothesis is:

H1: Functional value has a significant and positive impact on emotional loyalty

2.2.2. Emotional Value:

Organizations that seek sustainable brand loyalty tend to deliver products with emotional values underpinned by functional performance. Perceived value should be increased with values that provide more than just functional aspects. In this respect, the creation of emotional values is crucial for organizations that seek a unique competitive advantage in the marketplace. Emotional value is defined as the benefit derived from the feelings and affective states that a brand arises (Asshidin & al., 2016). In other words, the emotional value represents the positive feelings or emotions generated by the product or brand that a customer associates with it. The functional aspect of any product is meaningless unless it is supported with emotional values (David, 2004). In this context, an empirical survey revealed that many consumers purchase brands merely to satisfy their emotional needs (Kumar & al., 2009). Cars are particularly prone to elicit strong emotional feelings that often have a symbolic character. Furthermore, many customers attach a deep significance to emotional aspects which are crucial in their purchase decision, and they are likely to switch the brand even though the functional side is correct if this brand doesn't involve emotional appeals. However, a positive relationship was confirmed between brand emotional value and brand loyalty (Matthews & al., 2014). Therefore, the below hypothesis is proposed:

H2: Emotional value has a significant and positive impact on emotional loyalty

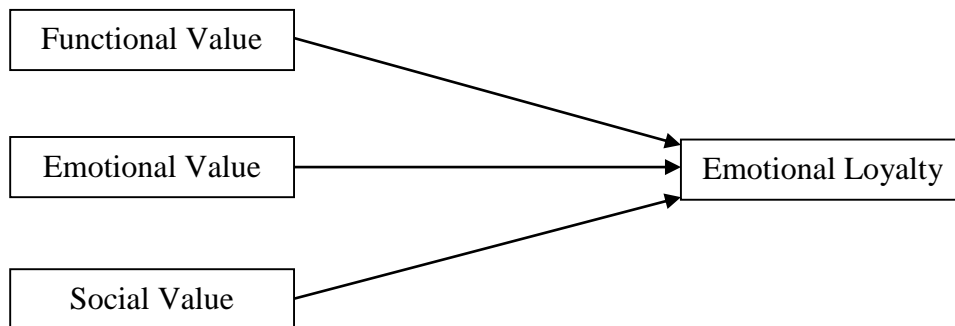
2.2.3. Social Value:

Sweeney & Soutar (2001) define social value as the utility derived from the product's ability to enhance social self concept (Raza & al., 2012). In other words, the social dimension of value perception refers to the perceived utility that individuals acquire through patronizing brands which are self-congruent and that express their social class. However, brands comprise several social benefits and symbols that may facilitate the individual's social integration and approval. Consumers tend to patronize brands that satisfy their social needs and display their social identity. Previous research indicated that brands which enhance social status and self-esteem are possible factors in influencing perceived social value (Cocosila & Igonor, 2012). However, differences in social classes lead to differences in consumption patterns. Individuals of the upper social class are aware of their distinct social status, so they tend to maintain it through pursuing a given lifestyle and consumption patterns that provide them with social values that sustain their social status. Individuals may perceive high value when they purchase brands that are considered as social symbols of those of upper class to reflect their status, as an attempt to satisfy their affiliation and self-actualization needs (Amaldoss & Jain, 2003). In this respect, consumers may use luxury brands as a conspicuous consumption to convey symbols that

demonstrate their social status or their professional position (Li & al., 2012). Therefore, this study tests the following hypothesis:

H3: Social value has a significant and positive impact on emotional loyalty

Figure1: Perceptual Framework



Source: Personal Perception

II. Empirical Research:

1. Methodology and Sample:

This research relies on descriptive and analytical methods using the empirical survey to collect and analyze data. The data collected through the questionnaire were designed to reflect the study objectives and to test the relationship between the study variables. The target population consists of owners of the Toyota brand in Algeria. The sample for this study was selected on the basis of convenience sampling. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people they happen to be in the right place at the right time (Malhotra N. K., 2015).

2. Scale Development:

To measure dimensions of perceived value and emotional loyalty this study employs the scale of (Sweeney & Soutar, 2001) and (Bobâlcă et al., 2012) respectively. Sweeney and Soutar used a multidimensional model of four dimensions to measure customers' perceived values of a product or a service. Their original model contains 19 items that represent the four dimensions: emotional, social, functional (value-for-money), and functional (performance/quality) (Sweeney & Soutar, 2001). The scale of perceived value in this study contains only 17 items in order to fit the current research context and purpose. Emotional Loyalty was measured using a five-item scale measure that is developed by (Bobâlcă & al., 2012). All measures were

developed originally in English and then translated into Arabic. All scale items are listed in the questionnaire in Appendix.

3. Data Collection:

Data were collected during the first quarter of 2017 using a sample of 250 respondents. In order to ensure a wide spread of potential respondents the survey was carried out at the exit of Toyota dealers in Setif, Constantine, and Chelghoum laid. Respondents were personally contacted in order to collect more reliable and accurate data. Respondents were requested to indicate the extent to which they agree or disagree with the designed items of the questionnaire based on their past experience, through selecting the suitable response of each item. The questionnaire is built into two sections. The first section is about demographic information such as: gender, age, education. The second section contains 22 items that are under examination which are: functional value, emotional value, social value, and emotional loyalty. All items were measured on a five point Likert-scale ranging from strongly disagree to strongly agree. Among the 250 questionnaires retrieved, 37 questionnaires are invalid due to incomplete data, 213 were usable for data analysis.

4. Sample Demographic Characteristics:

From the total sample of 213 respondents, the majority of respondents are male with a percentage of 81.7% against 18.3% of female. 29.6% of respondents their age fall between 20-30 years old, 22.1% of them are from 30 to 40 years age, 27.7% of respondents are between 40-50 years old, while 20.7% of respondents are more than 50 years old. The occupation of the majority of sample respondents is employee and executive with 30.5% and 29.1% respectively. In addition, about 33.8% or 72 respondents their monthly salary ranges from 25 000 to 40 000 DZD. 31.5% of respondents their income falls between 40 000 and 60 000 DZD. Respondents whose monthly salary is more that 60 000 DZD represent 23.9%.

III. Findings:

1. Reliability:

Reliability test is used to determine the stability and consistency with which the research instrument measures the constructs (Malhotra N. , 2004). According to (Malhotra, 2004), Alpha coefficient below 0.6 is weak in reliability, 0.6 to 0.8 is moderate strong and 0.8 to 1.0 is very strong in reliability. As presented in Table 2, the Cronbach Alpha coefficient for each construct exceeds 0.8. Hence, scales that have been used to measure variables of this study are strong in reliability.

Table 1: Demographic Profile

Gender	Frequency	Valid Percentage
Male	174	81.7
Female	39	18.3
Total	213	100%
Age	Frequency	Valid Percentage
20-30	63	29.6
30-40	47	22.1
40-50	59	27.7
+50	44	20.7
Total	213	100%
Occupation	Frequency	Valid Percentage
Student	20	9.4
Employee	65	30.5
Executive	62	29.1
Retired	20	9.4
Liberal business	46	21.6
Total	213	100%
Monthly Income	Frequency	Valid Percentage
-25 000 DZD	23	10.8
25 000-40 000 DZD	72	33.8
40 000-60 000 DZD	67	31.5
+60 000 DZD	51	23.9
Total	213	100%

Source: SPSS output

Table 2: Reliability Test

N°	Constructs	Cronbach's Alpha	Number of Items
1	Functional Value-Quality	0.88	4
2	Functional Value-Price	0.85	4
3	Emotional Value	0.82	5
4	Social Value	0.82	4
5	Emotional Loyalty	0.92	5

Source: SPSS output

2. Correlation:

Correlation analysis is a statistical summarizing the strength of association between two metric variables which called Pearson's Correlation Analysis (Malhotra N. , 2004). A correlation analysis was used to study the relationship between independent

variables which are functional value, emotional value, and social value; and the dependent variable which is emotional loyalty. Results are presented as following:

Table 3: Correlation Analysis: Function value and Emotional Loyalty

		Emotional Loyalty	Functional Value
Emotional Loyalty	Pearson Correlation	1	.923**
	Sig. (2-tailed)		.000
	N	213	213
Functional Value	Pearson Correlation	.923**	1
	Sig. (2-tailed)	.000	
	N	213	213

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

Source: SPSS output

Based on table 3, $\rho=0.923$ indicates that there is a significant positive impact of functional value on emotional loyalty at the 0.01 level.

Table 4: Correlation Analysis: Social value and Emotional Loyalty

		Emotional Loyalty	Social Value
Emotional Loyalty	Pearson Correlation	1	.953**
	Sig. (2-tailed)		.000
	N	213	213
Social Value	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.000	
	N	213	213

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

Source: SPSS output

Results of the above table indicate that there is a significant positive impact of social value on emotional loyalty at the 0.01 level with $\rho=0.953$.

Table 5: Correlation Analysis: Emotional value and Emotional Loyalty

		Emotional Loyalty	Emotional Value
Emotional Loyalty	Pearson	1	.760**
	Correlation		
	Sig. (2-tailed)		
	N		
Emotional Value	Pearson	.760**	1
	Correlation		
	Sig. (2-tailed)		
	N		

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

Source: SPSS output

Table 5 shows a significant positive impact of emotional value on emotional loyalty at the 0.01 level with $\rho = 0.760$.

Conclusion:

This study empirically examined the impact of the dimensionality of perceived value on emotional loyalty in the automotive context. Results indicate that perceived value is a significant antecedent of emotional loyalty. Based on the results obtained from this study, perceived functional value has a significant positive impact on emotional loyalty in the automotive field ($\rho = 0.923$). Depending on this finding, customers attach a deep importance to functional values when they intend to purchase a car. However, providing customers with products underpinned by emotional values is crucial in building emotional loyalty. Results indicate that emotional dimension of the perceived value has a significant positive impact on emotional loyalty ($\rho = 0.760$). Finally, social perceived value is found to have a significant positive effect on emotional loyalty ($\rho = 0.953$). According to these results, social perceived value has the most important effect on emotional loyalty comparing to other dimensions. Customers develop genuine emotional loyalty towards brands that perfectly satisfy their social needs and that properly reflect that social status.

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APPENDIX:

Dear Miss/Madam/Sir,

My name is Benaissa Kamel, in the course of my doctoral thesis at University of Algiers 3 specialty Services Management and Marketing. I would be extremely grateful if you could take just few minutes to complete this questionnaire. In all cases, I assure you an absolute confidentiality, no one sees your responses except me. This survey could take no longer than 10 minutes. Please answer spontaneously and honestly because your answers will be used for an academic purpose.

1. Please tick the right response:

Items	Strongly disagree	Disagree	Undecided	Agree	Strongly agree
Toyota has consistent quality					
Toyota is well made					
Toyota has an acceptable standard of quality					
Toyota would perform consistently					
Toyota is one that I would enjoy					
Toyota would make me want to use it					
Toyota is one that I would feel relaxed about using					
Toyota would make me feel good					
Toyota would give me pleasure					
Toyota is reasonably priced					
Toyota offers value for money					
Toyota is a good product for the price					
Toyota would be economical					
Toyota would help me to feel acceptable					
Toyota would improve the way I am perceived					
Toyota would make a good impression on other people					
Toyota would give its owner social approval					

2. Please tick the right response:

	Strongly disagree	Disagree	Undecided	Agree	Strongly agree
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Items					
I bought Toyota because I really like it					
I am pleased to buy Toyota instead of other brands					
I like this cosmetics brand more than other brands					
I feel more attached to Toyota than to other brands					
I am more interested in Toyota than other brands					

II. Data Sheet

➤ Gender:	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
➤ Age:	Between 20 and 30 years	<input type="checkbox"/>		
	Between 30 and 40 years	<input type="checkbox"/>		
	Between 40 and 50 years	<input type="checkbox"/>		
	More than 50 years	<input type="checkbox"/>		
➤ Occupation:	Student	<input type="checkbox"/>	Unemployed	<input type="checkbox"/>
	Employee	<input type="checkbox"/>	Retired	<input type="checkbox"/>
	Executive	<input type="checkbox"/>	Liberal business	<input type="checkbox"/>
	Other.....			
➤ Monthly Income:	Less than 25 000 DZD			<input type="checkbox"/>
	Between 25 000 and 40 000 DZD			<input type="checkbox"/>
	Between 40 000 and 60 000 DZD			<input type="checkbox"/>
	More than 60 000 DZD			<input type="checkbox"/>

I deeply appreciate your collaboration, Thank you